THE "PICTURE HABIT"

Specially written for BILLBOARD by CHARLES AUSTIN MATIS.

I believe in illustrated advertising. I do more than believe in it. I'll back it against the other kind every day in the week.

My conviction is based on experience, careful observation and the recognition of a universal habit of humanity—the "picture habit".

Some place in the medulla oblongata of every man there is a cluster of brain cells that brings him, with every turn of his eyes, an opportunity to view a picture. The brain cries: "What? Why? What is it?" and the man is incapable of staring or shutting his eyes until the pictures are answered. Watch a hurried business man glance through a magazine. He is too busy to read any article in its entirety. He glances through pages after page of cold type, with forefinger dampened to facilitate speed, until he strikes an illustration. Then the "picture habit" cries: "Halt!" And he halts. He scans the picture. He reads the line under it. It doesn't fully explain. He runs hurriedly through the article in search of the quoted sentence under the picture, in hopes of finding a brief but fuller explanation. He finds the sentence, reads it, perhaps a paragraph, perhaps a column, and if the picture is of the habit-so striking that the man forgets his hurry and in clench of his teeth "He sticks." He rubs his eyes and reads the entire article.

You've done it. I've done it. Everybody does it. It's the irresistible "picture habit." It's a habit easily explained. It is ground into the fibres of every human's brain in childhood. Take your baby's first book. What do you encounter first—a picture? Baby knows what a cat is, if you show him a picture of "kitty" and under it a line—"Coon—cat." There's the "picture habit" for you, right at the first mental impulse.

And still you haven't struck the bed-rock of the habit. It goes a further back than babyhood. It is fired in the brain of the entire race. It was there before there was an alphabet—it was the alphabet. The first writing was picture-writing. The first alphabet was picture-alphabet—those of the Egyptians and Phenicians.

Of all the mental habits of humanity I do not suppose there is a more ineradicable one than the "picture-habit." Just watch yourself some day. You have finished cutting the leaves of a magazine and are reading a careless tale through the advertising pages before getting down to the serious business of reading. Yet flip over page after page, catching maybe only a confused blur of type until you strike a large page and—stop. You may be going so fast that you get by two or three pages before the impression strikes that cluster of brain cells. But it gets there, and not only that, but reveres you, and makes you turn back the two or three pages, look at the illustrations, and read all or part of the ad, according to whether it is well as badly written, or picture—the right kind of a picture—will do.

Speaking of the right kind of a picture reminds me that there are illustrations and "illusions." Almost any kind of picture will stop a man, but only an illustration "illustrates." English advertisers are satisfied with any pretty or striking picture that will make a man stop and read. I believe in going a step further and leaving the picture if possible, ad displayed so unique and striking that an illustration may be dispensed with. With the newspaper of another place it is different. It has only a very few fonts of the most commonplace display type. The small city advertiser has but little show to here his ad strikingly displayed. That's why an illustration comes in especially strong for the small city merchant. It takes the place of striking display and buttresses the reader.

What I have said about newspaper ads applies equally well to billlets, circulations, catalogues, postal cards and posters.

The "poster-crane" is simply a development of the "picture habit"—an illustration of its tremendous hold upon the mentality of humanity. It is the result of the "picture habit" when it is emphasized by an artistic execution.

The modern poster is supposed to be always artistic. There can be no question about its artistic quality in the land of its birth, France. The artistic excellence of the work of Cheret and Grasset cannot be disputed, but I question whether it would prove to be successful advertising in this country. The artistic completely overshadows the practical. The business object is dispensed with.

The American poster, while it is usually inferior to the French poster from an artistic standpoint, is, in my mind, far superior as an advertisement. It isn't all legs and bosoms. It tells something about the article advertised. It is clearer, and doesn't need the straightjacket to make it stick. It gives them the idea that the advertiser is a little bit more funny. It doesn't bump too hard on the English-Saxon prejudices. It falls short of the magnificent coloring and of the Cheret and Grasset but is steadily improving.

The American poster will be the poster of the future. It is decent and it will soon rival the French poster as a work of art. It is practical and it is understandable. As an aid to other forms of advertising, where it can be afforded, it has an unchallenged field. Its usefulness is based on a mental and a custom inherent in every human brain—the "picture habit." It has come to stay.

Illustrated booklets do not go into waste-baskets. Pull out the drawers of a business man's desk, look in the pigeon holes, and there you'll find the illustrated booklets. There's something hypnotic about pictures, even bad pictures. People keep them, save them, put them away. Cold type may be consigned to the wastebasket, but pictures never. Even a postal card that's neatly illustrated will in some way stick around in full view on a man's desk for weeks, and even then be carefully tucked away in some nook or corner.

When you advertise, don't forget the "picture habit."
There is danger that this will be carried to extremes. Colors and borders can be seen in many instances, and the whole is not to remember that nothing is always in such good taste, nothing so thoroughly business-like as good white paper and plain black ink. Every bill poster should have a neat letter head and envelope. They should be lithographed if they can afford it but in any event the design should be special and distinctive.

BROCHURES.

Every letter that leaves a bill poster's office should carry with it an advertisement in the shape of a folder, booklet, card, or blotted. These can be had at small expense, and afford the very best advertising procedure. Let them deal with the advantages of posters in a general way, and while describing your city and its place in particular. In three days when newspapers are running down everything, save your medium, bill poster owe it to themselves to adopt every available means to bring poster before the advertisers of the country, and keep them there continually.

The Kansas City World, September 23, devoted half their page to a magnificent write up of the Kansas City Bill Poster Co.

Hardwick Advertising Agency, of Hardwick, VI., control 5,000 square feet of billboards, they also do distributing in that section of the country.

J. F. O'Melia, of Jersey City, says that the past pinaker is the best he has ever had, the immense bicycle advertising serving to keep him busy during what has heretofore been the dull season.

The interests of the bill poster, the poster primer, the billboard painter and the advertising agent are to a large extent identical. The members of the International Bill Poster Association did well to make them all eligible for membership. The closer they get together, the better for all concerned.

The American Advertising and Bill Posting Co., of Chicago, handled 212,350 sheets for the Record of that city during the week of September 23. It covered 81 towns in twelve states.

In Chicago proper they posted four hundred and eighty stands in all 12,000 sheets. The American is now carrying the following paper on their boards. The Record, 12,000 sheets; Geo. W. Child's Cigar, 1,500 sheets; The Halt, 1,000 sheets; Wheeler & Wilson, 800 sheets; Penman Clothing Co, 3,000 sheets; Denmstedt & Co., 4,000 sheets; Dr. Munson, 1,600 sheets; Quaker Oats, 1,500 sheets; Frances Soops, 1,000 sheets; Remtan's Gita, 500 sheets; Stender's Cab-\[sup]sup, 200; Imperial Sweeper Co, 800 sheets; Dr. T., 1,500 sheets; Barnum & Bailey, 2,500 sheets.

GEORGE E. STOUT, 30 Front Street, Home Office.

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The second letter which should be mailed the same day that the posting is completed should notify the advertiser or agent in courteous terms that the paper is posted and ready for inspection. If contract calls for listed service, the list should be enclosed in this letter.

The third letter containing bill for the service rendered should not be mailed until the time covered by the contract has expired. If renewals have been necessary a new list specifying the locations recovered, and also amount of renewal paper left on hand should accompany it.

These three letters are of vital importance. No service, however good, will afford entire satisfaction without them.

STATIONERY.

Good stationery is of the greatest importance. In this respect we notice there is a tendency to be overly ornate and gaudy especially in the use of colors.

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OCTOBER, 1896.

BILLBOARD ADVERTISING.

The Journal's evening issue made its first appearance this week, and the coming version was heralded on the billboards in such an ear that it leaped into immediate public favor.

**NEW YORK NOTES.**

There are rumors that the R. J. Gugel Co., are laying wires for a poster plant in Brooklyn. Two or three other companies are also talking about establishing one of that field. The amount of vacant space is certainly sufficient to offer encouragement to any number.

**Monson and Regan & Clark are not taking a wool, but it is reasonable to suppose that they are happy, for Van Beaven & Co. have a station at Broadway and Thirty-seventh St., an account of new building. As Van pays $5,000 a year for other account, it is possible that he may be happy too.**

A. VanBeaven & Co. have recently adopted a form of imprimatur board that is superior to anything heretofore used in that line. It is of enameled iron, blue and white, and practically indestructible. They tell me that its first cost is very high, but that they consider it cheap, because it will never need renewing.

**Siegel Cooper Co., the big department store, are saying on the billboards that in fact the billboards seem to be their main dependence, very little other advertising being done by them. The posters have not been up to the standard expected, and as there has been all this winter of street-car advertising, especially, there is nothing here worth copying. We prefer to see the destination of the car as the outside of the car itself. The truth of this is not questioned any more, but the destination is not a jumble of ads, and certainly we are right in putting our ads inside, in such a position that they can be read and not furnish a source of irritation to the passengers.**

**We are a nation of advertisers, and, as I can see, we have many points to give away and few to gain from outside sources. We took some poster actions from the "Continental," and we have added to them. Now it is safe to say that we are running away with all the other posters. The other honors we have held for a long time.**

To pregress in the art of advertising on the continent, that have been arrested and thrown into the deepest dungeon long ago, for we see that the little bulb at the pole is trying to light up the dark. Talking Paris as a point with which to make comparison, I can see no advance since my first visit of nearly twenty years ago. I see the same old posters, the same old style prevail, changes in the line of improvement, for which there is ample room, apparently being about as frequent as earthquakes in the locality mentioned. Even the tickets in many of the show windows have not received the stamp of coming dissolution owing to the length of time they have been in service. Probably some bright idea may be born and incorporated into the same, and in some way take another place, and thus a return to the scene a few days hence may reveal something worth copying. Meanwhile, Americans may continue to dwell upon the fact that they are part masters in the art of advertising, and that their supremacy covers the entire field—Milton J. Platt in Fate.

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**ALL'S WELL AT HOME.**

Consigned for BILLBOARD ADVERTISING

The writer left the shores of the United States a month or two ago for a little continental jaunt, primarily for pleasure and recuperation, but with a secondary idea, namely, that of rubbering out a little information on the subject of advertising.

After some weeks of hopping around from one point to another, the conclusion has been arrived at that all's well at home. We can give the Continental cards and spades and then sweep the deck in the matter of publicity.

In common with most observant citizens, I have noticed the booming of the posters—the posters we got from the Continent in past weeks, I expect. As I have been sufficiently long enough in Paris just about plastered all over with the most exquisitely specimen of this recently developed art, I got very badly left. I saw no more to add in the rapid rate collection of foreign posters gathered together at the Atlanta Exposition, than I have been able to discover in the French capital after a week of diligent search.

As the windows and doors bear signs to be seen, it is true; but, good gracious! they see a few and not very high up in the scale of excellence. What is more, they all seem to have the same style, in the places they occupy for such an indefinitely period that one is forced to speculate upon the date of their first appearance, and to wonder the moment they are not long since burst or the period of poster creation passed by.

A few bicycles—mainly English, by the way—one or two medical specialties and household requirements are represented in the scattering sheets about towns, but there the matter ends. Out of town one may seek, but not find. Perhaps the best evidences are still to be found among the announcements of the various shows.

Taking the eye door advertising as a whole, it is in "off,"—a remark which applies to the principal cities of Belgium and Holland as well as of France, as far as I have visited them.

The posters for open cars is done on a comparatively small and very unsatisfactory scale. As a rule, it takes the form of labels posted on the windows of closed cars and of cards nailed to the roofs of open cars. In the one case you are the ad, when you want to see something else, and, try your best to dodge it in the other. You can't look at it without getting into the risk of diluting a very important part of anatomy—to wit, the neck. Perhaps this kind of advertising pays; and, if it does, I cannot see why

What there may be money in the advertising done outside the street cars. This is brought to perfection (?) in England, and may be seen in all its glory in Brussels for example, where the destination of about every car would seem to be "Chocolat Lécham," just as at one time the Pennsylvania making its first visit to London reported every railway station of a certain local line as being named "Coleman a Mustard." In Canada, there have been all those wonders of street-car advertising, especially, there is nothing here worth copying. We prefer to see the destination of the car as the outside of the car itself. As much as I like the idea of a jumble of ads, and certainly we are right in putting our ads inside, in such a position that they can be read and not furnish a source of irritation to the passengers.

We are a nation of advertisers, and, as I can see, we have many points to give away and few to gain from outside sources. We took some poster actions from the "Continental," and we have added to them. Now it is safe to say that we are running away with all the other posters. The other honors we have held for a long time.**

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The New York Advertiser Company's Big Store

In its present guise the store is the most magnificent example of the new school of store architecture, and as such is destined to set the fashion of the future.

The store is situated on the corner of Broadway and Thirty-seventh Street, and is accessible by elevators from both streets.

The interior is divided into five principal departments: the home goods department, the men's clothing department, the women's clothing department, the jewelry department, and the fur department.

The home goods department is the largest and most important of the five, and contains a wide variety of articles, including furniture, mirrors, and lamps. The men's clothing department is equally large, and offers a wide selection of suits, overcoats, and other garments. The women's clothing department is also well-stocked, with a variety of dresses, suits, and other clothing for women of all ages.

The jewelry department is smaller than the other four, but it contains a wide selection of watches, rings, and other pieces of jewelry. The fur department is the smallest of all, but it contains a wide variety of furs, including minks, sables, and otters.

The store is open seven days a week, from 9 a.m. to 8 p.m., and is closed on Saturdays. It is clean and well-arranged, and offers a wide variety of goods at moderate prices.
BILLBOARD ADVERTISING.

For the Good of the Order.

A Few Remarks from Sam W. Hake.

I was reminded of the advantages of being to the profession, in this Association, on matters which, the other day, and as I so frequently hear the query from bill posters, "What good will the association do for me?" I want to tell all of you about it.

I was negotiating with a large advertiser with the hope of introducing him to our posters, newspapers, or at least to switch off a portion of his advertising appropriation from newspapers and put it into posters, when the old objection was offered, the same objection that has been offered by this same man for the past three years:—that he can't tell that he is getting service.

I then called his attention to the fact of names of Association members, and went over the by-laws with him to show that these members are all under bond and direct obligation to the Association of one thing:—to do full justice to every order entrusted to them.

He had never before heard of an association of bill posters, and was much inter- ested, and promised to try the advertising for a time. He also declared he would seriously consider the advisability of posting, at least in towns with association members, and—

For years it has been the custom of some up-state bill posters to send out a postal card to the retail trade in their town, notifying the trade that such a card is to be advertised on their boards, and that the demand will undoubtedly be stimulated, so that "it will pay to reprimand their stock." I hope that this habit is falling off with many of the bill posters, and am sorry to see it in the first place the card does good in reminding the retail dealers of goods, and where to get them, and it does the bill poster good in the sight of the advertiser, who if a new one, is not aware that the custom is an old one. But good customs are the less good because they are old.

If you have not yet sent out these reminders get into the habit right away.

—

Last month I saw an Ad in Billboards asking for a letter from "every bill poster in America." I have not yet heard from all the bill posters, but I think I have heard from every one that has opposition. It is a singular thing that as long as a man has an opposition he thinks that it is unnecessary for him to make an effort. "They've got to come to me anyhow," he says, "so what the fact of the matter is that in many instances they don't know how to use a result this man's town is frequently overlooked. A good circular letter would be serviceable, and one should be sent to everyone that uses posters. It might also be sent to those who are using other methods of advertising in your own vicinity."

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When you write to an advertiser soliciting business, don't enclose stamps. This places the recipient under obligation to reply. If he doesn't need your service he is apt to feel provoked at the time lost in a stamp. If he does need it, his reply is usually supplied postage reply to your letter.

The poster is the simplest and most direct of all advertisements.

Of two evils choose the least. Better rent bill a town at all rather than put up a niggligr and wholly inadequate amount of posters.

The newspaper finds the poster the most valuable of all advertisements.
A New Toilet Preparation.
The Lotus Cream Company, 56 Fifth avenue, Chicago, is introducing and sending out advertisements for a new toilet preparation.

The Nichols Medical Company, 200 State street, Chicago, managed by Dr. D. Nichols, has recently entered the advertise bug field. It is not incorporated.

The R. L. Patch Co., of Boston, has been trying to interest physicians in Libra Tablets, and similar preparations which they advertise. Their advertising has been clever, but, they ought to patronize distributors. It would help them wonderfully in introducing their goods.

How Can They Afford It?
Russell & Company, 52 North Halsted avenue, Chicago, is the name given by advertisers who announce that they will pay $1 per hundred for "your neighbors' addresses." They do not have to offer such high figures. Wonder what the game is?

Many physicians who persistently deny all forms of advertising save newspaper space, gladly avail themselves of the good offices of the distributor to bolster their own circulations. Where would the story paper be if it was not for the sample copies containing initial chapters of new stories?

The Lincoln Ten Co., of Pl. Wuye, Inc., have formally announced their intention of placing all of their distributing matter through the members of the International Association of Distributors. They have carefully investigated the working of the organization and have determined that the guaranteed service is just about right.

Cheep and snazzy circulars can no longer be used advantageously. To-day, distributing matter must be attractive and fine as the printer's art is capable of making it. Good printing, good type setting, good paper, good illustrations, good colors, if they are necessary, are all requisite, if the advertiser is really seeking the highest percentage of returns. Yet while all of these qualities are essential, they are as nothing compared with the importance of a careful, thorough and conscientious distribution. Let this part of the work be well done above all else.

Everybody would if they just knew how.

Some advertisers think poster is an expanse method of advertising, and other think it requires too much do to work to attend to it properly. There is detail to newspaper advertising also, but they get rid of it by placing their appropriation with some one of the hundreds of newspaper advertising agents.

There are as yet very few poster advertising agents to take care of this detail, and as a result hundreds of business people fearful to enter this field.

I help the advertiser by taking care of this detail, and I help the bill poster by securing for him trade that otherwise would go to some other medium.

If you are an advertiser I want you to write to me and state how many boards you have, and your prices for posting.

Sam. W. H. Co.
Long Distance Telephone.
107 W. 23rd St., New York.

Personal Mention.

Gen. W. V. Morgan, of Indianapolis, wishes that business in New York.

J. A. Cushing, of Chicago, has added sign painting to his distributing business.


W. B. Case, of the president of the L. A. D. and manager of the Fuller Agency, of Pl. Wuye, Inc., has the "pet them" galleries so much desired and is on the honor to the amount of which he is an owner.

J. M. Dickinson of Terrr Hunt, Inc., has joined the International Association of Distributors and has a splendid reputation for thorough and reliable work, and is quite an admirer of the association.

W. H. Case of the National Advertising Agency of Pl. Wuye, Inc., who was late in getting the advertising people of that city to their business to International Association of Distributors. W. M. Nickerson is handling large contracts in their usual method and conscientious good manner.

J. W. Hill of Nashville reports business good. Mr. Hill expects to handle the entire contract for the Nashville Convention, which takes place next year. This business amounts to twelve thousand and six in return to pay will go to the International Association of Distributors.

Forbes of Omaha, still maintaining his title of the most proficient in the field.

Morton & Foster of Montreal, Canada, are considering the advisability of joining the L. A. D., the most efficient medium of advertising. They are considering the possibility.

A. M. Mosher, of Clifton, N. J., will probably join the L. A. D. A. F. Mosher, of Manville, has joined the L. A. D. of C. B. Streeter & Co., of Lincol, Co., are enthusiastic members of the L. A. D.

The wise advertiser seeks prominence more than any other quality. People respond quicker to the billboards than any other form of advertising.

MODERN TOWN CRIERS.
The Quebec & Lake St. John's Railroad advertises its excursions along the route by having the rates, dates and destinations read at the church doors on Sundays. They paint a circular to each local agent who takes his stand on the church steps. The congregation files out and is arranged itself in a line-circle before 11 o'clock. He then reads the announcement. This is getting back to the primal methods of the day of the town crier. It is said to be effective, in fact more so than any other form of advertising that they have tried.
October, 1890.

BROCKETT'S BIGGEST ADVERTISING VALUE.

W.R. BURNETT, Editor.

Every sign painter in the hand should subscribe for and advertise in "BILLBOARD ADVERTISING.

Be brief. Roll them down. "Hood's Cures" is the best simply because it is the term.

Did it ever occur to you that the bicycle has enhanced the value of roadside signs to a wonderful extent?

There is an argument that can be advanced in favor of bill posting which cannot be employed to advantage in favor of signs and billboards.

Do not nail up board signs in the country. Use screens. It takes but little more time, and the advertisement is thereby rendered fully two hundred per cent more permanent.

Many a penny can be saved during October by sign painters who have the knack of turning out attractive political banners and transparencies. Cross-street streamers are also finding much favor this year.

The enterprising sign painters has it in his power to add many a dollar to his income in the fall months. If merchants are properly approached regarding the advantages of fence advertising on the roads leading to and from adjacent sections of country, but, few will hesitate to give a trial order. The farmer's trade is about the most valuable trade in the country. They pay cash; they know what they want; they are not hard to please; they never ask for samples; they never return purchases, and there isn't a professional shopper among them. By far the easiest and best way to reach them is through the medium of fence signs on the railways.

Give a merchant good sign and he will return it in kind.

PAINT GALORE.

The "dead walls" of New York City are blushing with a thousand hues, and all on account of the handiwork of some expert sign writers. The signs that are attracting attention are those advertising the choice of a certain brand of whiskey, manufactured by a well-known firm of publishers. Lower Broadway was bloomed the other day by a sign. There were the words "sleek," the "shimmering" and the "steel" at work. There were the signs, and they were adorned with a host of stars and a yard wide, and a white background, of which the character of the signs was slightly different from the signs of the same name.

The signs were covered with paint, but the way they were painted and laid out the signs are not like anything we have ever seen before.

BROWN SPRING & SUMMER.'

GO EASY.

The sign writer of the "BROWN SPRING & SUMMER" signs is a man who has been at work for many years, and he is said to be the best sign writer in the city. He is said to have been at work for many years, and he is said to be the best sign writer in the city.

The "BROWN SPRING & SUMMER" signs are the result of a long and patient study of the subject.

VERBOSITY KILLS THE VALUE OF A POSTER.

Pictorial posters are the most valuable, because they are the embodiment of brevity.
The fair at Salem, Ill., is postponed from September 15 to October 15.

The Ledger, of Mayville, Ky., refers to the Kentucky fairs as "agricultural horse-traps."

The annual meeting that settles up this year's business should elect the officers for next year.

The first day of December ought to see every organization perfected, and officers elected for 1897. By January all dates should be claimed.

Every secretary should subscribe for and read BILLBOARD. Our fair department will grow more and more interesting and helpful and fascinating as the months pass by.

Any fair manager however small and insignificant his fair may be will be sure copies of posters sent him as samples are deserving of the severest censure. It is downright dishonest.

Missouri has but one fair this year. It is held at Vicksburg, and will be called an exposition. The premium lists are out, and the buildings and manufacturing are rapidly approaching completion. The feature of the open air attractions will be the intercollegiate foot ball games.

Mrs. Barnham, of the H. S. Barnham Co., of New York, in a recent letter regarding the value of exhibits at fairs, observed: "They are good in their way. Showing food products and beverages is one thing. Showing people buy them is another thing. It is easy to give away food and drink, but you cannot say it is going to bring you any returns."

The fair at New Lexington, O., was a most unsatisfactory success. There is little doubt that it was the best fair they ever held. Unfortunately however, on September 18th, the Sheriff swooped down and attached gate receipts and everything in sight on a claim against the former society. Much confusion and annoyance ensued in consequence besides considerable anxiety. Secretary James K. Corwin, however assured every one that their claims would be paid in full and they left fully satisfied that they would recover in full in November. Tom Griswold and Wm. J. Schlehan, the secr.-taries are among the claimants who recovered amounts due them in part.

The season of 1896 has been the worst that has been experienced in a decade, yet it is worthy of note that good fairs have enjoyed prosperity. Of course, new ventures and mediocre affairs have experienced uniformly poor business which in many instances has amounted to disaster, but those whose faith has been unshaken by men of experience, and conducted on sound business lines have fared exceedingly well.

Nearly all of them have held up to the record of former years, and not a few have beaten all records. The few who have fallen behind can trace the cause to local conditions which could not be anticipated or avoided.

Fair managing is exacting. It requires a man of ability, brains and experience to properly conduct the intricate details. We hope that this fact will soon be generally admitted and recognized. The sooner it is, the sooner the annual exhibits will be of a character to attract the public to the communities in which they are held.

Personal Mention.

F. W. Green, secretary of the Peterborough Central Exhibition of Peterborough, Ontario market, is an admirable business man. Mr. Green by the way is a prosperous merchant tailor and an endearing man. This writer venture to say that the great Inter-State Fair of Farmer's, N. Y., will be revived again in '97 under the management of this former secretary and general manager, George M. Robinson.

The ex-Trenton Post-Gazette office of Mr. Winterburn, at the corner of 18th, V. V. for the Farmers Club of that city, was secretary of the same society some five or five years ago,

Mr. Schaefer, of the Schaefer Co., of New York, is a diligent and energetic Gentleman, who to his credit is the only fair in the city that be sent to the stores with the shipment of goods.

Whether signs and posters of any kind fail be due to these signs not being utilized. It is not that they are not used, as the people are too busy nightly.

Many committees will not allow these signs and the ground men away the exhibits are the more so to the public eye that the exhibitors can reach. It is the best advertisement an exhibit that the poster be well remembered. They may be useful in to the end the Centennial at least the "master women" do not waste matter in an unimportant way, the advertisement of the exhibit is usually better and more to the point of interest and be given away.

C. J. Johnson, in Printers’ Ink.

Poster Printers

Most of the poster printers reported business poor during September.

Poster printers will do well to circulate our list of house shows, racing meets, poultry shows, etc., every month. Many especially unimportant affairs are published but once.

A German firm has taken out a patent for the preparation of perishing surfaces of plaster in place of those of zinc, copper, etc. In common use. A metallic base is used for each block, the smaller part of which is coated with a sheet of plaster about half an inch thick and united to the metallic backing by a specially prepared cement. The design is engraved on the plaster by a tool having a steel point. The engraved design is subsequently handed over by being treated with a liquid solution, having a base of nitrate of potash, and the block is then ready for use. After using these plaster originals they are much thicker than zinc, take ink well, and are easily cleaned.

Several small fairs were billed exclusively with samples sent them. The theatre management simply hurrying a few strips printed containing name, place and date of the meeting. This calls for some action on the part of the printers. Sample copies have ceased to be a burden, and expense, and it is hoped that half these can be adopted in place of them. Where sample copies are absolutely unavoidable, the words "SAMPLE COPY" should be printed across the face in some style that strong enough to deflect them for advertising purposes, but sufficiently transparent to show the design.

At an early hour on the morning of September 15th, the greatest part of the working plant of the Winterburn Printing Co., 135-137 Clark St., Chicago, was destroyed by fire.

Fortunately the books of the concern and the finished stock of printing on the shelves were saved intact. This fire saved their theatrical patrons a world of inconvenience, and insured their being able to continue on their tour without interruption.

The work of washing the plates and the setting up of the plates was completed in a few days with a new press entered in for their plant ordered, a new location selected, and were running as usual on September 18th.

Poster printers who contract with commercial houses intending to establish the reputation of the country, would do well to refer their customers to one of the recognized middlemen, to place the posting. Few printers have either the time or the inclination to work out the details necessary to a proper distribution of a large amount of paper and the advertiser, especially if he be new on the business, will utterly fail to undertake the task. Men like Hoke, Cude, Houghtaling, Munson, Reigan, Van Beuren, Pullford, Schaefer, Hood or Plato make a business of this particular part of the work, and not only possess wide and varied experience, but also know how to apportion the quantities for each town to a matrix. They can do the work exceedingly well, and at what is more to the point, they can do it right. Often times a new firm on the boards abandon them after the first attempt, solely on account of the difficulties they experienced in apportioning and distributing the paper, whereas if it had been done by a man of experience, they would have continued to use the hands indifferently.

Personal Mention.

The Riverdale Show Printing Co., of Milwaukee, has added two new presses to their equipment.

The Dominion Litho Co. have again added two new presses to their plant. The great American engraving and printing Co., of New York, are getting out a tone of stone, copper, litho.

The paper is handsomely done, and the design is substantial, having been quite handsomely done with a liquid solution, having a base of nitrate of potash, and the block is then ready for use. After using these plaster originals they are much thicker than zinc, take ink well, and are easily cleaned.

The Riverside Show Printing Co., of Milwaukee, has added a new press.

TheMakes printing Co., of New York, are getting out a tone of zinc, copper, litho, etc. The press is handsome, and the design is substantial, having been quite handsomely done with a liquid solution, having a base of nitrate of potash, and the block is then ready for use. After using these plaster originals they are much thicker than zinc, take ink well, and are easily cleaned.

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OCTOBER, 1896.

BILLBOARD ADVERTISING.

CONVENSIONS, EXHIBITIONS, ETC.

Under the heading we publish the list of all annual events which are likely to attract large numbers of people. We have tried to select the most important and well-known conventions, expositions, fairs, and other events.

LICENSE.

For $2.00 I will draft and forward to any bill poster in the United States or Canada the latest and most approved form of bill posting ordinance to use. It is effective and protective.

MAX. 373, DAYTON, O.

B. C. ROGERS,
City Bill Poster,
CLIFTON FORGE, VA.

Correspondence Solicited. Use

LICENSE.

For $2.00 I will draft and forward to any bill poster in the United States or Canada the latest and most approved form of bill posting ordinance to use. It is effective and protective.

R. P. RODGERS,
City Bill Poster,
DAYTON, KY.

SIOUTH, OHIO, C. P. ROGERS,
City Bill Poster.

owns and controls all billboards and dead walls in the city.

Also distributing carelessly attended to.

ADVERTISING.

THE HUSTLER ADVERTISING CO.
CONTRACTORS OF OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.
Prompt Service by Reliable Men. Caravel Bonded Distribution a Specialty.
37 North Fifth Street, ST. LOUIS, MO.

THE ENQUIRER JOY PRINTING CO.

THEATRICAL DESIGNERS,
LITHographers,
AND GENERAL JOB PRINTERS.

LICENSSED BILL POSTING,
TACKING,
DISTRIBUTING.

HASTINGS, NEB.

Owning and controlling all boards and privileges.

20,000 Square Feet of Boards.

POPULATION 11,000.

POSTERS OF ALL KINDS AND HAND BILLS.

The best work and lowest prices that can be obtained in all America. Write us.

THE AMERICAN ENGRAVING AND PRINTING CO.

57 BEERSEK ST., NEW YORK.

R. E. ROYALL, Secy.

The Hustler Advertising Co.

Conductors of Out-Door Advertising in All Its Branches.
Prompt Service by Reliable Men. Caravel Bonded Distribution a Specialty.

37 North Fifth Street, St. Louis, Mo.

1896 Taunton Bill Posting Co., 1896
BILL POSTERS & DISTRIBUTORS.
Office, 45 Cushman St., Taunton, Mass.

1000 Circulaires, size 9x12 or smaller, printed in ten days for $1.00, per 100. Small papers mailed. Rates made known on application.

A. E. BENTLEY,
GUTHRIE, O. K.

The Advertising Novelty Co., 32 SS ST.

CINCINNATI, OH.

W. D. HENDERSON, Mgr.
Pep'ty

Manufacturers and Distributors of Advertising Materials, including calendars, cards, novelties, booklets, letterheads, themes, programs, folders, homework, and checks.

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Manufacturers and Distributors of Advertising Materials, including calendars, cards, novelties, booklets, letterheads, themes, programs, folders, homework, and checks.
The Best and Cheapest DESK On the Market.

This Desk is solidly constructed of oak, has double row of Drawers, Sliding Tablet, Combination Lock, Finished Back, and is a perfect marvel of convenience and elegant workmanship. Nothing but high-grade material used in its manufacture.

Special Price for Thirty Days, $17.50.

Freight prepaid only when the cash accompanies the order.

MURPHY DESK CO., No. 139 KENYON AVENUE, CINCINNATI, OHIO.

Modern Sign Writer and Ornamentor.
A choice collection of serifs and alphabets in


Price $1.00. Address

DR. P. PONNELL,
No. 3 E. 8th St., Cincinnati, O.

ARC of Lettering and Sign Painters Manual,
Illustrated with numerous styles of letters and contains valuable information for practical use

Price 50c. Address

BILLBOARD ADVERTISING CO.,
Cincinnati, O.

NIGHT # DAY.
That is just the way we are working now.

Passed advertisers— are you one of them. Write us about our 14 towns. Pateros 100,000, Pasco, 22,000; Rutherford, 8,000.

PASADIC ADVERTISING CO.
Pateros and Pasco, W. I.

Salaried Positions to travel that pay from $60 to $80 weekly and expenses, secured for competent men and women. Send 5c in stamps for written letter of particulars.

S. M. BOWLES, Woodford City, Vermont.

Bands Should be secured

through my agency at once for your next year’s Expositions, Fairs and Race Meetings. I prefer to book on long time contracts, but during the winter time, why do you not book some of the most prominent and successful of the Six World’s Famous Bands, of which I have the agency, and cost money in your city? Let me hear from persons of managerial skill, and book them either on a percentage or guarantee basis, getting any quantity of window hangers and monographic work you can use. Write for terms, dates, circulars, and any information desired. Address

JOHN C. YOUNG, JR.,
95 Fisher Street, DETROIT, MICH.

BURNIT Designe of Descriptive Posters,Theatrical, Commercial or otherwise, Block Streamers and Block Letters," Office, Donaldson Litho. Building, CINCINNATI, O.

THEATRICAL AND CITY BILL POSTERS, distributing and Advertising Agents, Work promptly and properly executed.

BRENNER, LINCOLN, AND KASPER, 577 Fourteenth St., PORT WAYNE, INDIANA.

TRENTON, NEW JERSEY.
The Trenton Bill Posting Co. Owns all Billboards in the city and suburbs. Pop. 25,000. I guarantee the value of all Bill Posting and Distributing.

WM. R. WILLIAMSON, Manager.
No firm on earth can do good printing cheaper than we can. That is a pretty strong assertion but we are prepared to prove it at anytime. 

You might also bear in mind that we engrave pine blocks with great skill and much taste.

HENNEGAN & CO.,
719-721 Sycamore St.,
CINCINNATI.

ORDERS FOR POLITICAL POSTERS WILL BE SHIPPED SAME DAY AS RECEIVED.

We have just issued a number of... Pictoral posters, adapted to any business. We will send samples free to any bill poster who writes us.
If you want to post

CHICAGO

Send your paper to the

Chicago Bill Posting Co.,

No. 395 West Harrison Street, CHICAGO, ILLS.

Who own and control all the most prominent
Boards, Hoardings, Posting Stations and points
of vantage in the city of Chicago.

Printer's Ink
Helps .... Advertisers!

It's a weekly journal, furnishing
you with practical advice, and
reliable information, about every
detail of the business of
advertising.

Enables you to profit by the
experiences—and adopt the methods
of successful advertisers, as it
gives complete information about
every way of advertising which
they have found to be feasible and
profitable.

Instructs you—and exemplifies
how to write advertisements that
will sell goods; or the "Ready-
Made Ad" it contains can be used
to accomplish the same object.

Contains timely news about me-
diums, tending to aid you in selecting
profitable ones to advertise in.

Subscription price now $1 a
year. Sample copy, on request.

11 Spruce Street, New York.

CINCINNATI

And Her Suburbs, Embracing

500,000 People.

To reach them all
economically, use

STEINBRENNER'S
DISTRIBUTING
SERVICE.

There is No Other Way,
Address.

W. H. STEINBRENNER,
No. 811 Vine Street,
Cincinnati, O.

EVERY BILL POSTER
ADVERTISER
WANTS AND NEEDS
Profitable Advertising
(ILLUSTRATED)

The Advertiser’s Trade Journal
of New England.

Full of ideas and suggestions for
the Publicity Seeker.

Subscription Price: $1.00 per year.
Send for a sample copy.

KATE E. GRISWOLD,
Editor and Publisher,
13 School Street, BOSTON MASS.

SHAKESPEARE
PLUG TOBACCO

The genuine product of the
Shakespeare line.

To brighten the spirit of your
fellowsmen; to brighten the
smoke of your pipe.

For a Sample Copy, write
W. H. STEINBRENNER,
No. 811 Vine Street,
Cincinnati, O.
### International Bill Posting Association

**OFFICERS.**

- **P. F. SCHEFFER**, President, Chicago City
- **E. W. PETERSON**, Vice-President, New York City
- **F. R. BALDWIN**, Secretary, Washington, D.C.
- **G. R. CALVERT**, Treasurer, St. Louis, Mo.

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- **P. F. SCHEFFER**, President, Chicago City
- **J. E. TOMPSON**, Vice-President, Kansas City, Mo.
- **L. F. CALVERT**, Secretaries, Chicago City

**BOARD OF PROMOTION.**

To be appointed by the President, and composed of one member from each state.

### LIST OF MEMBERS CORRECTED MONTHLY

**November, 1896.**

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- **F. R. BALDWIN**, Secretary, Washington, D.C.
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### SCALE OF PRICES.

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**SCYTHE OF CIRCUS.**

All cards, posters, and advertisements shall be printed in black ink, on white paper, and shall be made of good quality, and shall be arranged in a neat and attractive manner.

**PRICES FOR CIRCUS WORK.**

All cards, posters, and advertisements shall be printed in black ink, on white paper, and shall be made of good quality, and shall be arranged in a neat and attractive manner.

**DISTRIBUTING.**

-Members of the Association are not required to pay for the distribution of their cards, posters, and advertisements. -Advertising space will be made available on all boards at a reasonable price. -All cards, posters, and advertisements shall be distributed by the Association, and shall be placed in all suitable places.

**CLOTH BANNER SIGNS.**

-50 to 100 square inches, $2.00 each. -Over 200 square inches, $2.50 each.
Advertisers
Obtain all the advantages of a guaranteed service by recourse to the system of the INTERNATIONAL ASSOCIATION OF DISTRIBUTORS, OF THE UNITED STATES AND CANADA. It is a genuine guarantee, one that really DOES GUARANTEE. Any person who contemplates advertising by means of Booklets, Circulars, Folders, Leaflets, Almanacs, Calendars, Blotters, Catalogues, or Samples, and wishes to have them honestly, thoroughly and conscientiously distributed from house to house, at less than one-fifth the cost of mailing, will do well to write the Soliciting-Secretary, JAS. L. HILL, NASHVILLE, TENN.

The International Association of Distributors.

President, J. R. CLOUGH, 447 Austin Ave., Chicago, Ills.
1st Vice PRES'T, J. H. STROHE, Rochester, N. Y.
3d Vice PRES'T, W. L. CASE, Ft. Wayne, Ind.

Distributors
Whu believe lu associated effurt and recognaize that the best way uf helping the ladividual is hy elevatiag the busiaess at large, will du well tu unite with this moveament. The Associatlon, which uuw uuumbers uuver four hundred aad fifty members, is grow- ing rapidly and its fraachises will suuu be at a premium. At the present time there is room for more soher, reliahlre men, whu make a business of distrhiatluag, and W. H. STEINBRENNER, 811 Vine Street, CINCINNATI, O., will be glad to hear from them. Novices and miaurs need not apply.
## Classified Advertisements

### BIRMINGHAM, ALA.

*We eat and control all billboards in our territory. Special attention to commercial building owners.*

### CHICAGO, IL.

*Wm. Smith & Co.*

*We eat and control all billboards in our territory. Special attention to commercial building owners.*

### Davenport, Iowa.

*Pop. 5,000.

*When you write, mention Billboard Advertising.*

## Classified Advertisements

### DISTRIBUTORS’ DIRECTORY.

**Williamsport, Pa.**

*R. Moed, Distributor.*

**Pittsburgh, Pa.**

*Pop. 500,000.

*Established 1832.*

*The ‘TWIN STAR’ Distributing Agency.*

**Office:**

*FRANK ALTHOFF.

*J. H. SIMPSON (Manager).*

**Kerrsville, Tex., Geo. A. Harrison, Treasurer and General Distributor.**

**Distribution in Crawford county.**

**Kiskimanan, Pa., L. C. McLean, Treasurer and General Distributor.**

**Fire protection, 2nd and adjacent streets.**

**Dicksburg, Pa., L. C. McLean, Treasurer and General Distributor.**

*When you write, mention Billboard Advertising.*

## Classified Advertisements

### DISTRIBUTORS’ DIRECTORY.

**POSTERS’ DISTRIBUTION.**

*When you write, mention Billboard Advertising.*

## Classified Advertisements

### DISTRIBUTORS’ DIRECTORY.

*When you write, mention Billboard Advertising.*

## Classified Advertisements

### DISTRIBUTORS’ DIRECTORY.

*When you write, mention Billboard Advertising.*
PICTORIAL POSTERS FOR RETAILERS.

Applicable to all lines of trade—Hats, Shoes, Clothing, Millinery, Jewelry, Groceries, Baby Carriages, Harness, in fact, any and everything from a Coal Yard to an Ice Dealer. They're good, too—the very best of their kind. Write for our Catalogue and Price List. Send for our Samples of Democratic and Republican Rally and Mass Meeting Posters.

This cut represents our new fifteen sheet Poster for the CLOTH and WRAP trade. It is brand new, and depicts the styles for the Fall and Winter of 95-97. We will send anyone a sample copy for a dollar. We also have a new sixteen sheet, and five new two-sheets for the Clothing Trade. Our Holiday Posters are meeting with enormous sales. We want Agents to handle our Posters on Commission.

THE DONALDSON LITHO. CO., CINCINNATI, OHIO.

BILL POSTERS:
PASTE BRUSHES.

This Brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find anywhere.

PRICES.

8 Inch, - $2.25 Each.
10 " - $2.75 "
20 " - $5.00 "

This is our Celebrated
"UNEXCELLED"
The Best Paste Brush made. Popular everywhere on account of its great durability.

8 Inch, - $2.75 Each.
10 " - $5.00 "
20 " - $9.25 "

SEND YOUR ORDERS TO
The Donaldson Litho. Co., Cincinnati, O.

We'll Tell You How To
Use Posters to the best possible advantage. We will tell you how many it takes to cover any City, County, State or Section of the Country. We'll tell you the best sizes to utilize. We'll give you many valuable hints and suggestions that you can utilize profitably. It's part of our business to know all these things, and our information is always at the service of our patrons. We have a vast fund of new and original ideas for special posters. If you are contemplating advertising with posters, it will pay you to write us. We will furnish you with estimates, rough sketches, etc., for asking.

THE DONALDSON LITHO. CO.
CINCINNATI, OHIO.