The BILLBOARD
A MONTHLY MAGAZINE FOR
ADVERTISERS.

BILL-POSTERS,
SIGN-PAINTERS
POSTER-PRINTERS
DISTRIBUTORS
AND
MANAGERS OF
FAIRS,
EXPOSITIONS,
AND
PURE FOOD SHOWS.

Published in
Cincinnati
because there
are more
Posters printed
there than in
any other city
in the world.

Progress

Christmas Number 1896
Do You Intend to Advertise in
SAN FRANCISCO?
350,000 Population.
44,000 Lineal Feet Fencing,
10 and 20 Feet High,
Licensed and Protected.

IF SO,

SIEBE & GREEN
OWN THE...
BILL POSTING
AND ......
PAINTED SIGN PLANT.
Address, 11th and Market Streets.
HARRY MUNSON
Bill Poster and General Advertiser, contracts for and posts bills all over the United States and Canada. Does it all, prints, posts, checks and works out all the minute detail incident to a large advertising campaign, extending over a great area of territory. Estimates, designs and sketches furnished on application. He
OWNS ALL THE
billboards at the various ferries of New York City. He offers a prompt, efficient, reliable and guaranteed bill posting service. Every sheet of paper is listed, protected and renewed. Every sheet faithfully and prominently displayed. He has a showing at every point of vantage throughout the city. He controls the
BEST LOCATIONS
on Broadway and the various elevated railroad routes. In fact all the most desirable, all the really prominent hoardings, all the better bulletins are always and invariably Munson's. That's why HIS service is the best—the only absolutely indispensable service to be had
IN NEW YORK.
If you want to keep the people of the Metropolis posted call on or address
HARRY MUNSON,
General Offices, 42 and 44 Duane St. Branch Office, 225 E. 125th St.
Telephone 136 Franklin.

Provincial and country bill posters will please keep me advised of any changes they may make.
## Classified Advertisements

### BILL POSTERS' DIRECTORY

<table>
<thead>
<tr>
<th>City</th>
<th>Name</th>
<th>Address</th>
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<tbody>
<tr>
<td>Delaware, C.</td>
<td>D. McShane</td>
<td>City Printer and Distributor</td>
</tr>
<tr>
<td>Oakland, Cal.</td>
<td>B. C. Rice</td>
<td>Billboard and Poster Co.</td>
</tr>
<tr>
<td>Woodstock, Cal.</td>
<td>J. H. Oates</td>
<td>Palace Hotel &amp; Masonic Hall, Bill Posters &amp; Job Printers</td>
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<tr>
<td>Cranston, R.</td>
<td>M. B. Hillyer</td>
<td>Bill Poster and Dist.</td>
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<tr>
<td>W. E. Patton,</td>
<td></td>
<td>Granville and Milledge, Miss.</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>A. R. Monsell,</td>
<td>City Poster and Distributors</td>
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<tr>
<td>Troy, Ill.</td>
<td>A. C. Gales</td>
<td>Bill Poster and Distributors</td>
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<tr>
<td>Comanche, Tex.</td>
<td>L. C. Guarne</td>
<td>Bill and Distributors</td>
</tr>
<tr>
<td>Ashville, N. C.</td>
<td></td>
<td>&quot;Dealers of all kinds of goods and wares.</td>
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<tr>
<td>Winona, Minn.</td>
<td>Henry Warner</td>
<td>City Poster and Distributor</td>
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<tr>
<td>Hamilton, British Col.</td>
<td></td>
<td>700 S. A. Barlow and Company, 188 E. Co.</td>
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<tr>
<td>Fort Wayne, Ind.</td>
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<td>Bill and Poster Co.</td>
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<tr>
<td>Denver, Colo.</td>
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<td>Distillers and Distributors</td>
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<tr>
<td>Lima, Ohio</td>
<td>W. C. Butter</td>
<td>City Poster and Distributors</td>
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<tr>
<td>Memphis, Tenn.</td>
<td></td>
<td>Van Smith &amp; Co., 306 Poster and Distributors</td>
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<tr>
<td>Milford, Mass.</td>
<td></td>
<td>28 Second Street</td>
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<tr>
<td>Waukegan, Ill.</td>
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<td>500 N. &amp; Sore, Dist.</td>
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<tr>
<td>Tucson, Ariz.</td>
<td></td>
<td>3,000 ft. of boards</td>
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<tr>
<td>Victoria, British Col.</td>
<td></td>
<td>200.000</td>
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<tr>
<td>Laramie, Wyo.</td>
<td></td>
<td>Open Signs, 22 W. 13th St.</td>
</tr>
<tr>
<td>Burlington, Ind.</td>
<td></td>
<td>80 Main St.</td>
</tr>
<tr>
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<td>Weirton, W. Va.</td>
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<tr>
<td>Charleston, W. Va.</td>
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<td>Bangor, Me. and</td>
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<td>A. R. Monsell,</td>
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<td>neighboring</td>
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<td>places</td>
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<td>A. R. Monsell,</td>
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<tr>
<td>Jacksonville, Ill.</td>
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<td>807 E. Main St.</td>
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<td>Bose, Idaho, Eno,</td>
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<td>Gordon &amp; Co.</td>
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<tr>
<td>Columbus, Ohio</td>
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<td>Distillers and Dign. Executors</td>
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<tr>
<td>Chillicothe, Ill.</td>
<td></td>
<td>&quot;Unlimited Advertising Service. 3,000 ft.</td>
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<tr>
<td>Chicago, Ill.</td>
<td></td>
<td>300.000</td>
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<tr>
<td>Clintonville, Ill.</td>
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<td></td>
<td>1050 E. 13th St.</td>
</tr>
<tr>
<td>Philadelphia</td>
<td></td>
<td>285 S. 2nd St.</td>
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<tr>
<td>Boston, Mass.</td>
<td></td>
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<tr>
<td>Dayton, Ohio</td>
<td></td>
<td>625-627 E. Market St.</td>
</tr>
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<td>Washington, D.C.</td>
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<tr>
<td>Charleston, S. C.</td>
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<td>308 - 312 B. St.</td>
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<td>Asheville, N. C.</td>
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## FORMULA

FORMULA No. 1: 10 parts of water, 3 parts of alcohol, 1 part of glycerin, 1 part of turpentine, and 2 parts of gum arabic. Mix well and strain. Use this formula for all kinds of advertising work.
BRAIN PICTURES.

BY CHARLES ACOSTA BATES.

One of the brightest physicians in this country, a specialist in brain and nerve diseases, once explained to me his theory of the mental phenomenon called "memory." He had been showing me the make-up of human brain tissue as revealed under a powerful microscope.

"It will not surprise me," he said, "if science eventually demonstrates that every atom of brain-tissue is associated with the cortex, or intellectual brain, in an infinitesimal photographic negative. By some process an image of not only everything seen, but of everything heard, is impressed upon these negatives. That is, the brain is a photograph and kinetoscope combined. By an involuntary action of the will all images are diverted over one nerve-line or another, to this or that brain-department or subdepartment.

"Thus, when a man for the first time sees the City Hall Park buildings in New York, the impression is sent over a special nerve-line to the building-department of the brain, subdivision New York, apartment state and political, with a branch line connected with department-Tammany, and subdepartment Twedding. When a man wishes to recall anything about the Tweed-ring, he involuntarily calls up and actually sees, mentally, a picture of the City Hall buildings, proving they are the pictures most intimately associated in his mind with Tweed. Then one by one all the other pictures by eye and ear are recalled to him.

"I believe the eye-pictures, if equally pertinent and impressive take the precedence, are strongest and come back first. For instance, every man can shut his eyes and recall his mother's face vividly, after most of her motherly admonitions have grown dim or entirely vanished. After forty years a man can return to his boyhood home and go through the crookedest byway without a mis-step. But he cannot recall all the words he played in that play, the words that were spoken there, or the sentences from this or that book that were read there.

"The topography of the hall is an oft-impressed picture through the eye. That is strongest. The praise or actions are eye pictures photographed but once. They take second place as to the facility with which they are recalled. The read and spoken words take third place according to their importance and impresiveness."

Here is a theory that bears upon the values of illustrated advertising, that any goods advertised by some striking fact, may possibly be recalled, but without any definite association that will benefit the advertiser.

The picture in an ad may be ever so striking and may make the strongest kind of an impression on the brains and yet utterly fail of its purpose to favorably recall the article advertised.

My conclusion is that a picture is a most important and frequently necessary part of an ad. It is important because it stops a man and makes him read it. It is necessary because it helps to recall the advertised article and the most important facts about it. It is less important than the letter press for the reason that it is simply a reminder—a means to an end. It isn't in itself an advertisement, but simply a cry of "halt!" that makes a man read the ad, and then helps him to recall it.

The letter-press, the wording of the ad, is first, last and all the time, the feature of an ad that sells the goods. Moreover, the mere fact that the words, the facts, and the ideas in an ad are less easy to recall than the outlines of the picture, makes it imperative that the most skill, the most ingenuity, the most study and the most money should be expended in evolving these features.

All the art, all the color schemes and the result is a magnificent production from an artistic standpoint, that from a business standpoint is utterly worthless.

The facts that a poster will carry only a couple of lines of wording, that the brain recalls worded matter with much more ease than pictured matter, and that the worded facts are what really advertise and sell the goods, make the wording the vital feature.

Any man who will try to convey in one or two brief lines of wanted matter, in an impressive, attractive style, the selling facts about an advertised article, will soon realize the difficulties of the task. No matter how clever may be the poster or any other form of an ad, it is valueless if it doesn't convey important information about the article advertised.

Can't Run a Show Without Billboards.

The New York papers contain the announcement that Mr. A. M. Palmer, the veteran theatrical manager, will surrender his New York theater on and after December 1. The Herald says that the last straw came in the shape of the refusal of the bill posters to handle Mr. Palmer's paper owing to some disputed bills of the past. On this account Miss Georgina Cayvan's manager was unable, during her recent engagement to get her lithographs out, and this fact reached the ears of other managers who had attractions booked at Palmer's, and made them fearful of the result. If a theater can't get along with out talk poster, why does it happen that some other claus of trade refuse to even give bill posting a trial? When approached on the subject they say, "Oh, the theaters use the billboards; we cater to the intelligent class of the community, and they have to be reached in another way." As if the most intelligent people were not the patrons of the theater.

EVERLASTING PASTE.

Dissolve a pound of ash in twenty gallons of water, when cold stir in as much flour as will give it the consistency of cream carefully beating up all lump. Then stir in half a pound ofpowdered resin and pour on the mixture five gallons of boiling water. Set the barrel in a cool place and it will keep for a year. It has to be thinned down with hot water for use.
The Man With The Charleybox; An Enemy To The Entire Craft.

BY E. W. HERR.

I have said that there are thousands of wretches that never will post again, because they didn't know how at first
I will change the wording somewhat, and may they will never post again because they were not properly treated on their first attempt.

Everybody in any way connected with billboard posting knows the word “charleybox”, and the most of them know that it is not a myth.

But the honest majority (and it is a big majority) of the bill posting fraternity can never realize the amount of business they are losing because of the dishonesty of a small, an insignificant, number of bill posters, scattered throughout the country.

A bill poster friend of mine up the state, wrote me the other day, that he was putting out some color for the travelling salesman of a patent medicine house whose headquarters were in this city, and that this salesman was very much impressed with the possibilities of bill posting if done on a large scale, using large stands, and posting persistently and systematically.

He suggested the advisability of engaging a newspaper house, and putting the matter in his proper light.

Yesterday I called to “present the matter in its proper light.” The house is one of the oldest in the patent medicine line; the remedy they make is one of the remedies that my grandmother used to swear by when I was a child; I don't suppose there is a drug store in America that does not carry a supply of this medicine; I don’t think there is a town in America containing a newspaper that has the chance of reading of this remedy in that newspaper, and pretty nearly all the year round.

I introduced myself, and stated that I had called to talk of advertising, and more especially of bill posting and distributing. “Don't want to talk about fall posting—don't want to ever hear tell of bill posting or bill posters,” was the reply I received, “to a man of vocation who warning one that I would be safest between him and the door. Well, sir,” I replied, “I came here at the request of one of your road men, who, I understand, is doing some posting for you in the state, and who is well pleased with the results of the little he is doing as to advise you.”

I said that I was impressed by the right in all right for villages, and along country roads, but when you get into towns and cities you should have large stands, posters that can be seen by everybody, and at a distance, and without having to stop and study the matter out.”

That may be all very well,” he answered, “we don't discuss the question of which is the best size of poster to use; the size we use is used because it is convenient to carry around, and because our men can get it up whether the town contains a bill poster or not; and as for posting except when we can have a man of our own on the spot to see that it is done right, (or at least done, some way), we shall never try the experiment again.

Some three years ago we sent 40,000 billets for distribution, and some 3,000 sheets of paper for posting to Oosty & Oof, bill posters of Utspetville; only a few days before our salesman had been in the town, and had loaded up the wholesale drug trade, to be ready to meet the demand. A month rolled by, and we heard nothing alarming from Utspetville; things seemed to be going along in the same old way as during the previous year when an advertising had been placed there.

We wrote to some druggists, asking if they had seen anything of the booklets or the posters, or had heard anything of them from their trade, with the reply that it was all true, but they had heard of none otherwise.

I didn't know of any posters. By some mail came a bill for the distributing and posting, with a request for remittance, date of the posting and other work being placed some thirty days before. I immediately took the train for Utspetville, saw the drug trade, and posted a few posters next the depot; I then saw a lawyer, got a search warrant and found more than three fourths of the stuff still unopened in Oosty & Oof's bill room.

"At first why we do no more posting or distributing, unless one of our own men can be on the spot to see that it is done." Now here is a case where one dishonest drug dealer has been the cause of hundreds of honest ones losing business for the past three years—business that might be worth up to hundreds of thousands of dollars by this time.

Perhaps a dozen, a hundred, or a thousand talks with this man may be the means of convincing him that because he should at some period of his business existence have happened upon a dishonest bookkeeper, is a reason for forever thereafter refusing to have any bookkeeping done; perhaps I may be able to get him to see the matter in the same light in regard to bill posters; but even if I should, there is the past that is gone, and the money that is gone into other channels can never be recovered by the bill posters.

These people, these Charleyboxers, though few and far between, how damn do more or less shut out bill posting than all the tiresides of the newspapers combined. And yet the honest men of the craft ever on guard so as not to be cut out by laws of the associations that crooked dealing will not be tolerated, but we...
never hear of any expulsions on that account; and we never hear of any applications for membership being rejected because the applicant is known to be crooked. We do hear of rejections because there is another member in the same town, and members are expected to pay their assessment and do not have to provide a letter from the President of the Metropolitan Opera House, or if the Anna Eva Pay Co. would open one work ahead of the Baldwin Co., the former was likely to get the best of the business.

When Piagge offered his paper to Scott, (who is the only bill poster in St. Paul,) the latter refused to post it, and reiterated his refusal when payment was tendered in advance. Piagge's agent then went to work and lithographed the town, and succeeded in obtaining a remarkably good showing. At last account Scott was threatening Piagge's arrest for lithographing without a license, and Piagge was getting ready to sue Scott for damages for refusing to post his paper.

**Personal Mention.**

E. A. Hardin, Salem, Ind., is a new one in the field. — The American Bill Poster Co. has made Albert Weber, of New Orleans, an offer for a half interest in his plant. In view of the fact that hard times were a frequent occurrence in the past, it was perhaps better for the organization to be able to make a move in the Metropolitan Opera House. The date he recently joined the Metropolitan Opera House, Mr. Piagge however was not open, so he engaged the services of (a lady) for a shilling, London, and the Metropolitan Opera House, that the 2nd bill posting plant belonging to G. T. Zee & Co., of Salem, Ala., has been rebuilt. Mr. Piagge now has the best of both worlds, being able to make a move in the Metropolitan Opera House, and at the same time have a plant in New Orleans. We are inclined to regard the matter as somewhat complicated. — Life and Health, of Baltimore, have opened up in Washington against the New York Post Co. Both of these firms are members of the A. R. P. A. and we wonder at what that body is going to do about it. If they expect Life and Health, the International will take them in, and will then be very nearly an attempt in the first place by the A. R. P. A. is now if they retain them they will have to acknowledge the fitness of the close association and will very likely lose the Metropolitan plant. — G. M. Beach of Poughkeepsie, California, has acquired and reorganized the opera house in that city — Beekman & Co., of Oak Park, Ill., report excellent as very brisk, with them, especially in commercial lines. They sent that I was not out meant for a bluff. What was it? The only thing that we can be assured of is, that it was real and that — meeting adjourned. We strongly suspect that it was unaccompanied by a diagram and the Executive Committee promptly gave it up.

**A Chance for an Argument.**

D. H. Piagge, manager of the Anna Eva Pay Co., recently endeavored to secure a date from L. N. Scott, manager of Metropolitan Opera House. The date he wanted was not open, as he engaged the services of the Metropolitan Opera House. The bill posting plant belonging to G. T. Zee & Co., of Salem, Ala., has been reorganized. Mr. Piagge recently joined the International Bill Poster Co. in New York City, for the purpose of handling the interests of the Metropolitan Opera House. Mr. Piagge however was not open, so he engaged the services of (a lady) for a shilling, London, and the Metropolitan Opera House, that the 2nd bill posting plant belonging to G. T. Zee & Co., of Salem, Ala., has been rebuilt. Mr. Piagge now has the best of both worlds, being able to make a move in the Metropolitan Opera House, and at the same time have a plant in New Orleans. We are inclined to regard the matter as somewhat complicated. — Life and Health, of Baltimore, have opened up in Washington against the New York Post Co. Both of these firms are members of the A. R. P. A. and we wonder at what that body is going to do about it. If they expect Life and Health, the International will take them in, and will then be very nearly an attempt in the first place by the A. R. P. A. is now if they retain them they will have to acknowledge the fitness of the close association and will very likely lose the Metropolitan plant. — G. M. Beach of Poughkeepsie, California, has acquired and reorganized the opera house in that city — Beekman & Co., of Oak Park, Ill., report excellent as very brisk, with them, especially in commercial lines. They sent that I was not out meant for a bluff. What was it? The only thing that we can be assured of is, that it was real and that — meeting adjourned. We strongly suspect that it was unaccompanied by a diagram and the Executive Committee promptly gave it up.
HERE’S a Merry Christmas to all our readers. It’s a hearty sentiment, too, for an era of unexampled prosperity is close at hand. McKinley’s election has inspired capital with confidence, hoarded gold is being placed on a circulation, and money is seeking investment on every hand. The crops are large—in some localities the largest ever known. The prices of grain are advancing higher every day, factories and mills are resuming operations, and advertisers are beginning to advertise once more. With prospects like these, we can well afford to be merry. And while we make merry, let us remember that the angels sing “Peace on earth, good will to men.” It’s a good season to reflect upon the folly of the acquisitive and personal abuse that has marked recent controversies. Let there be an unbiased hand to perjury and discovery. Let us get together; reason, argue, confide, and deal like gentlemen.

While compliance is not to be envied, we cannot be envied. We believe it to be fully as unAmerican, impracticable and futile as ever. Further, we will always be found on one side or the other of every important issue which arises in the future, never temporizing, never straddling. The greatest good for the greatest number will always be our beacon, and our conscience will not be silenced or suppressed from motives of policy or considerations of expediency. We have an axe to grind, and so we will make no pretense to being as good as we can be, to develop and build up the business of bill posting, distributing, sign painting and advertising.

The Executive Committee of the Associated Bill Posters’ Association, at a meeting held in Chicago, December 18th, 1890, decreed that henceforth the members of that organization were not to allow commissions to anyone save the regular agents of the members, or so-called—members of the Association. Without dwelling upon the fact that practically the same resolution had already been adopted by the Cleveland and Cincinnati conventions, and is therefore not particularly new, we will merely observe that it is the one step in the right direction that a “close” association could pursue. So far as the edict applies to advertisers who deal direct with bill posters, it is entirely practicable; and we will hope to receive the endorsement of every member of the Associated Bill Posters’ Association, and all other bill posters as well. Its other features are noble, dangerous and amercantile. It is also impracticable.

In New York alone, there are Hoke, Munson, Hoke, Keegan, and Gillen & Shangarry, none of whom are authorized agents of the Association, and all of whom sell much more paper. If these members of the Association who have opposition in their respective cities, obey the mandate, they will not get work from advertisers, and their opposition will vanish. Are they anxious to throw work into the opposition’s hands? Will they deliberately help to build up and strengthen their competitors’ business? We think not. And what of those members who control exclusive franchises, those who have no opposition to contend with? If they obey the decree their allotments will be cut down to the very smallest possible amount, while the bulk will go to those who allow the customary commissions. Then, too, they will inevitably incur the displeasure, if not the enmity, of the Independent agents, and are thus paving the way, if not openly inviting opposition. Few will care to do so. Most of them want more rather than fewer agents in the field. They argue, and rightly, too, “more agents, the more work.” We think that all legitimate and responsible agents will continue to receive their commissions in the future as they have in the past.

Some few of our thinking enthusiasts will blindly obey the mandate, but they will be few indeed. The great majority will read between the lines, detect the real beneficiaries, and failing to find reciprocal benefits or advantages for themselves, will promptly repudiate the action of the committee. It will be vain to pretense to them of fealty and loyalty. They cannot be browbeaten into that manner. They will point to the fact that Rife and Houck have gone into Washington and openly arrayed themselves against Mos- tead the American Bill Posting Co. is openly negotiating for Weber’s boards in New Orleans; that Van Beuren is said to have furnished the money that instituted the opposition against the Memphis Bill Posting Co.; and what will the moguls of the A. B. P. A. do about it? What can they do, except declare the “opposition to the posting of rolls without the sanction of the A. B. P. A.” and thus make a certificate of membership would mean something then. It would mean that the holder was comporting himself according to the rules of the profession; that he was develope and build up the business of bill posting, distributing, sign painting and advertising.

The advertiser who posts the villages and small towns is still the exception and not the rule, especially is this the case if his appropriation for posting is not sufficient to allow him to cover every village. I have repeatedly made out estimates covering the entire states, only to have the advertiser foot up the total population and the total cost and find that the popul-

BILBOARD ADVERTISING.

Don’t Neglect The Villages.

By JAM. W. Hoke.

The advertiser who posts the villages and small towns is still the exception and not the rule, especially is this the case if his appropriation for posting is not sufficient to allow him to cover every village. I have repeatedly made out estimates covering the entire states, only to have the advertiser foot up the total population and the total cost and find that the population was less than the cost made out for a few select cities; and on the basis that he can get more for his money, he lets the villages alone and posts the big cities only. A little reflection on the part of one with any knowledge at all of village life would convince him that all “circula-

B. C. FRAZER.

Cereal, salable, popular Harry Munson. We have been a long, long time procur-

ing his photograph, for he is such an enigmatic public figure. But finally, in 1890, through the good offices of his right hand man, Mr. W. B. Lowden, general manager of Mr. Munson’s great bill posting business, I succeeded in acquiring a large number of our readers by reproducing his portrait. It can be safely said that no member of the craft boasts of more friends than Mr. Munson. He is, as Mr. Coran asserts, a perfect prince of good fellows, and richly merits the success and applause which are his due.

Born December 16th, 1840, in New York, he has ever since resided in the Metropolis. He made his entry into the bill posting business in 1839, as a partner in the old firm of Ellsworth, Van Beuren & Street. In 1853, Ellsworth died, and the firm name was changed to Van Beuren & Munson. In 1882 Mike Silver and Sam Pest were admitted, and it became known as Van Beuren & Co. In January, 1892, Mr. Munson entered into a connection with the firm, and the following April embarked in business for himself. The history of his business since then has been one long unbroken record of success. There may be one larger plant than his, and again there may not. This is a mooted question. There can be absolutely no doubt, though, that his is the best balanced, best conducted, best patronized, and best paying of any service in America to-day.

It is for this reason that we have an eloquently sought to place his portrait before our readers. Much interest attaches to a man of his attainments, and it is but meet that he should make some slight sacrifice in the matter of reserve that the interest and curiosity of the many may be gratified.

Mr. Munson occupies a palatial resi-
dence at Munson, Long Island, a town named after him by the postal authorities. He has traveled extensively, both at home and abroad, and is highly esteemed by a wide and ever-growing circle of friends and acquaintances.

Of late years he has allowed the active control of his business to pass into the hands of Mr. Lowden, while he devotes himself to the joys of ease and leisure. His winters are spent in Florida, where he has a yacht of his own, and his summers at Munson Long Island.

The words of George Washington are applicable to Mr. Munson in the words of "May he live as long as he may..."
BILLBOARD ADVERTISING.

Telling People About Things.

BY HENRY M. Mower.

Advertising is telling people about things. Telling them how things look like, what they are good for, who sells them and what they cost.

Getting business is merely a question of advertising. It is merely a question of asking hard enough and long enough and often enough and in the right way. Sometimes it takes a good while to find out the right way, but there is a right way for everything.

Giving someone else advice about his advertising is easy. The man who can't tell another man how to advertise is the man I have never met. Advice is even freer than air. There is more of it than there are mosquitoes in a sewer.

Trouble with most advertising is that it doesn't fit. It isn't made to order. It is either patterned after somebody else's advertising, or it is prepared by somebody who doesn't know anything about advertising.

The most important part of advertising is the plan. It is like the prescription of the physician. Any plan just as it stands is not good advertising.

Once more the plan is what counts. Get on the right track and the rest is easy. Map out a plan of campaign on the right lines, and it will take an uncommon amount of blundering to make a failure. I would rather start on the right plan with poorly-prepared advertising matter, than to start on the wrong plan with the most carefully written literature by the most expert writer in the world.

No man ever made a failure when his advertising was planned right and written right. I make this statement with the understanding that the goods advertised are worthy.

The one great thing that makes so much advertising fail is to be found in the advertisers themselves. They don't know what their goods are. They sell what isn't so.

For instance, one man says he sells a soap that is a wonderful article. He tells the woman he sells it, that she has tried it to buy the soap and sit down. The soap will do the rest. It will finish the job. According to his ads, the soap is a living, breathing thing: it can do everything but talk. It rolls up its sleeves, spits on its hands, and proceeds to drive out all the dirt within a radius of ten miles. Perhaps I am exaggerating a little, but not very much.

When the woman has the soap, she finds it just like any other soap. It makes things clean, but it does not work automatically. She has to apply it, and apply it hard. By the sweat of her brow and by the power of her elbow, she makes the soap do its duty. The next time she sees a soap ad, she smiles, and says, "Thank you! I have had a little experience of my own." Then, when the advertisements begin to lose their pulling power, the advertiser says, "Well, such and such papers, or posters, or booklets, or circulars are no good—they don't pull.

I started out in this article to talk about the importance of the planning, but have gotten away from my subject. Maybe what I have written is of interest to some

body, so I'll permit it to stand, if the editor is willing.

Suppose we consider a proper plan for advertising a new remedy for coughs, colds, and the other things of a like nature.

The first thing I would do would be to count my money. Then I would figure out how big a territory I could thoroughly cover. I would figure on a basis of covering that territory with a thick coating of advertising. I would rather have it too thick than too thin. I would get down the newspaper directories and pick out the right papers to use. A cheap newspaper can nearly always read between the lines printed in directories. There are curmudgeons that enable him to judge pretty accurately whether a circulation statement is true or whether it is false.

I think about five inches, suffrage column, would be enough space to use in the papers. In that space I would tell the people that my remedy cured colds. I would tell them that every case of consumption sprang from a little cough. I would say that a cough was the signal that consumption always gave. That it was a warning to get off the road to the graveyard. Stay the cough when it starts and you stop consumption.

Of course I would want lots of pictures. These I would use in the papers, on posters, and in booklets. My whole endeavor would be in the direction of pounding in the fact that half the tombstones in the graveyard were erected over the dead bodies of people whose immortal ends came because they failed to stop a little cough. I would have pictures of burial grounds, of undertakers' stores, of skeletons, of hearse, of weeping relatives, of empty cloths.

I would cover the town with posters, and put a well-written and well-printed booklet into every house. I would make the bill posters happy, and the distributors happy, and the publishers happy. I would start my campaign along in the fall when people begin to sneeze and sneeze and make brisk business for the handkerchief manufacturers. I would so thoroughly overshadow all other cough cures that nobody would sneeze or cough without thinking of my remedy.

That is the way I would do. I would stick to that territory until it was thoroughly worked. If I had any money left I would go into pastures new. I would there go through the same performance. I would not figure on getting any money back next day. If it came back in a year or two, I would be satisfied.

I believe there are preparations that really cure most coughs, and I am having this plan of campaign on the assumption that I had a modest remedy. And there another thing. I would not sell my remedy at a cheap price. I think I would put the price a little higher than the prices of similar preparations. Then I could say: "This remedy cost more, but it is worth more. The man or woman who has medicine because it is cheap is getting ready to give the undertaker a job."

The man who says in a general way that newspaper advertising is the only kind that pays is mistaken. So is the man who puts his faith to posters and to booklets. It is a joligious mixing of these mediums that pays best.

The man who has made a failure in his advertising can trace his failure to one of three sources, perhaps to all of them. He followed the wrong plan, or used the wrong kind of matter, or spread his advertising out too thinly. Once in a while a man spends too much, but such men wouldn't make a very big army.

A Disinterested (?) Aesthete.

We clip the following wise and ingenious paragraph from Newspaperman:

The Newburyport (Mass.) News objects to the disfigurement of the country along the railroads, with unsightly advertising boards. It says: I believe there is a state law against defacing natural scenery in the shape of rocks and trees; it ought to be so cataclysmic in its scope as to make the present defacement of the mounds with advertising boards an impossibility. The state has something to learn from other commonwealths in this respect."

The money spent in putting up and maintaining a painted sign will be at least four times its value in advertising in newspapers.

SOMETHING NEW.

The Ottign Sign Co., corner of Second and Ludlow streets, Cohoes, N. Y., are in the field with a new and original advertising service which possesses peculiar interest to bill posters. The plan purports to use them to work hand and glove with the bill posters of the country, and both are mutually benefited. These members of the craft who have already had dealings with this company, extol their most unqualified commendation and endorsement of the method. Bill posters who are unaccompanied with them will do well to write them at once.

Capital City Bill Posting Company's "BOLD McINTYRE." Albany, N. Y.
BILBOARD ADVERTISING.

CONSTITUTION AND BY-LAWS
or the
INTERNATIONAL
ASSOCIATION OF DISTRIBUTORS.

OFFICERS.
J. A. CLOUGH, President, Chicago, Ills.
J. R. STROVER, First Vice President, Rochester, N. Y.
W. J. KRYDER, Second Vice President, Des Moines, Iowa.
W. H. CASE, Third Vice President, Ft. Wayne, Ind.
W. H. STEINHOFER, Sec.-Treas., Cincinnati, O.
JAMES L. HILL, Soliciting Sec., Nashville, Tenn.

EXECUTIVE COMMITTEE.
THOS. KAIN, Middletown N. Y.
W. E. FAYTON, Corinth, Miss.
A. F. POFT, Lawrence, Kan.

OBJECTS.
The objects of this association shall be, first, to afford mutual protection to bona fide distributors, and to advertisers who patronize them. Second, to improve the service in the following lines of work, viz: Distributing circulars or sample matter, by which is meant books, almanacs, etc., tacking cards or signs, hanging lithographs, and addressing circulars or other matter to be mailed or distributed.

CONSTITUTION.

ARTICLE I.
Sec. 1. From and after the adoption of the following constitution and by-laws, this organization shall be known as "The International Association of Distributors.

ARTICLE II.
Sec. 1. The officers of this association shall consist of a President, First, Second, and Third Vice-Presidents, Secretary-Treasurer, Soliciting Secretary, and an Executive Committee, to be composed of the above named officers and three other members, who shall be elected at the regular meeting, one to be elected each year.

ARTICLE III.
MEMBERSHIP.
Sec. 1. No person shall become a member of this association, unless he be of good moral character and 21 years of age, and shall furnish three good references as to his honesty, ability, and character, and these references shall accompany the application for membership.
Sec. 2. No person shall become a member of this association who does not, or have done under his direction, circular or sample distributing, or pay, solicit or own advertising matter for distribution.
Sec. 3. All applications for membership shall be accompanied by a membership fee of three dollars ($3.00), and all applications shall be made on a suitable form to be provided by the association, and shall contain the name, occupation, residence address of the applicant, and all other information requisite for an intelligent action of the proper authorities in accepting or rejecting the application.

ARTICLE IV.
OF THE ELECTION OF OFFICERS.
Sec. 1. The President, Vice-President, Secretary-Treasurer, and Soliciting Secretary shall be elected annually at the regular annual meeting, to hold their offices for one year, or until their successors in office are elected.
Sec. 2. The other three members of the Executive Committee shall be elected at the regular meeting, to hold their offices for three years, or till their successors in office are elected. It being understood that the ones who are elected at the annual meeting of 1898, one to hold office one year; one, two years; and one, three years.

ARTICLE V.
Sec. 1. A correct list of all members in good standing shall be kept by the Secretary, and a copy of the same shall be furnished to any responsible advertiser upon application.
Sec. 2. A reliable register of responsible advertisers shall be kept by the Secretary, and at all times be open to examination.
Sec. 3. A similar register shall be kept of all known fraudulent advertisers by the Secretary, and this register shall be open to the inspection of all members in good standing.

ARTICLE VI.
OF THE FUNDS.
Sec. 1. The funds of this association shall be derived from the following sources: A membership fee, quarterly dues, and fines and assessments, as may be prescribed hereafter.

ARTICLE VII.
ELECTION.
Sec. 1. All elections shall be held by ballot, unless otherwise ordered by a vote of the association, and proxies shall be recognized when coming from members in good standing and shall be considered, and a majority of votes cast shall constitute an election.

ARTICLE VIII.
AMENDMENTS.
Sec. 1. This constitution may be altered, amended, or repealed by a two-thirds vote of all the members present and in good standing.

BY-LAWS

ARTICLE I.
OPENING MEETINGS.
Sec. 1. Notice of all meetings, both regular and special, shall be given at least thirty days before the date of the proposed meeting.
Sec. 2. The regular annual meeting shall be held at a time and place to be designated by the Executive Committee.
Sec. 3. No call shall be held unless the call be signed by five members of the Executive Committee; except such called meeting shall be attended by twelve members in writing, a majority of whom shall attend the called meeting, in which case the President shall call the special meeting regardless of the Executive Committee.
Sec. 4. The following shall be the regular order of business at the regular meetings:
1. Call to order by the presiding officer.
2. Filling vacancies in office by temporary appointment.
3. Roll call by the Secretary of the members.
4. Reading of the minutes of the last meeting.
5. Report of the President.
11. Nominations and elections of officers.
12. Induction of officers to respective offices.
13. Remarks for the good and welfare of the association.

ARTICLE II.
Sec. 1. Seven members shall constitute a quorum to transact business at any regular or called meeting.

ARTICLE III.
Sec. 1. The membership fee for this association shall be three dollars ($3.00), which shall accompany the application for membership; and if any application for membership shall be rejected, the membership fee shall be returned to the applicant at once, together with a notice of the rejection.
Sec. 2. No membership fee shall be charged to members of this association who are members, to good standing, of the International Association of Distributors of North America, on July 1, 1898.

ARTICLE IV.
Sec. 1. Each member shall pay into the treasury, as dues, an \\

ARTICLE V.
Sec. 1. All remittances for membership fees, assessments, or fines and dues shall be made to the Secretary-Treasurer.
Sec. 2. All remittances shall be made by registered letter, post office money order, New York draft, or express money order.

ARTICLE VI.
Sec. 1. It shall be the duty of the President to preside at and to preserve order at all meetings; to sign, with the Secretary, all orders for money; to see that all papers, books, or other property belonging to the association and in his possession; to submit a complete written report at the end of his term of office of the work done by him.
Sec. 2. It shall be the duty of the Vice-President, in their respective order, to preside at all meetings in the absence of the President, and to act at such times with all the power and authority of the President; and they shall do all in their power to assist the President to properly discharge the duties of his office.
Sec. 3. It shall be the duty of the Secretary-Treasurer to act as Secretary for all meetings; to properly keep and care for all books, papers, books, or other property of the association entrusted to his care; to keep all records of the association, to notify all members of the time and place of holding all meetings; to keep an accurate list of the names and addresses of all members; to correctly inspect all bills and accounts presented against the association, and to pay such when paid, and to do all other work imposed upon him by the Executive Committee, and to submit a complete written report of the work of his term of office, and to submit the same to the regular meeting at the end of his term of office.
Sec. 4. It shall be the duty of the Soliciting Secretary to do soliciting, and to furnish members from time to time, or upon request, with such lists and information in his possession as may tend to assist them in their efforts to secure work.
Sec. 5. He shall also do all other corresponding or clerical work imposed upon him by the Executive Committee. He shall receive for the same a complete written account of the work of his office at the annual meeting succeeding his election.

ARTICLE VII.
Sec. 1. Neither the President, Vice-President, nor Secretary-Treasurer shall receive any pay for their official services.
Sec. 2. The Soliciting Secretary shall receive a money compensation for his services, but he shall be allowed to employ a competent stenographer and typewriter, at a salary not to exceed $3.00 per week, who shall at all times be under the direct control and direction of the Soliciting Secretary, and who shall be paid out of the general funds of the association.
Sec. 3. None of the members of the Executive Committee shall receive any pay for their services, except as already authorized.
Sec. 4. All officers shall be allowed all necessary expenses for stationery and postage for the proper discharge of their official duties.

ARTICLE VIII.
Sec. 1. The Secretary-Treasurer shall furnish a good and sufficient bond in the
sec. 1. It shall be the duty of the Secretary-Treasurer, who shall be chairman, to keep all accounts of the association, and to make such reports as may be required by the members. He shall also keep a register of all members, and shall publish the same at such times and places as may be required by the association.

Sec. 2. The Executive Committee shall have the power to make all rules and regulations necessary for the transaction of the business of the association, and to appoint such officers and committees as may be necessary for the transaction of the business of the association.

ARTICLE VIII.

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BILBOARD ADVERTISING.

The men at the Fort Wayne Advertising Agency, Fort Wayne, Ind., are getting ready to distribute samples throughout Ohio only. Distributors in that state will do well to write them at once.

In New Orleans, before the City Council, which met October 14th, an ordinance prohibiting the distribution of "papers, cards or pamphlets, containing advertisements of any description in the yards or under the doors of private residences" was passed. The violation of this law was punishable by a fine not exceeding twenty-five dollars. After the passage of this measure, councilmen commenced to realize that they had acted hastily. A strict interpretation of the law would certainly prevent daily papers from being delivered by carriers. The merchants who advertise by distributing, and there were many, considered its enforcement interfering with their rights as taxpayers. One, the head of a large dental association, had a petition protesting against the ordinance and asking for its repeal, drawn up. It was a monster, and agreed by several thousand leading business men. This petition was presented to the city council by Councilmen Col. Snow, well known among advertising men as the President of the Company which manufactures Thelenor's Anisepic.

In requesting the repeal of this unsanctioned ordinance, Col. Snow suggested that another, permitting the distribution of advertising matter after it had been favorably passed upon by the Mayor who would issue a permit, he passed. This was done at the meeting, Monday, Nov. 29, and soon after the new law became

pastag, distributing will go on as severely as ever before.

Our gallery of distributors is further enriched this month by the addition of the genial "face" of W. H. Case, of Fort Wayne, Ind. Mr. Case is third Vice President of the International Association of Distributors, and is pretty well known, now as manager of the Thaden Advertising Co., he has long, against nearly every business man or firm whose belief in same as his, (out door advertising) and a great many more who don't believe in it. He was born in Fort Wayne when he was very young and grew up with the town, consequently knows all about it. In 1892, he, with Robert E. Linner (deceased, since retired), organized the Thaden Advertising Co., and by honest work and strict business methods, has made many friends among the expressmen of out door advertising, and numbers among his patrons many of the most prominent advertisers throughout the country. It might also be said he numbers his references with his patrons, as his opposition says his only fault lies in doing good work. He has lately accepted the agency for The Donut Magazine Lithographing Co., of Cincinnati, and soon expects to make thoroughly educate the business man in his territory on the potent, pulling power of the poster. He has troubles of his own, but realizing that "there are others" will not inflict any talk of woe upon a much abused public.

Vanyslick's Indianapolis Chat.

During the past week, C. E. Jones, advertising agent for the Sterling Romance Co., while wearing the costume of an English duchess and distributing samples of No. 10 of Nops, in the streets of the city, the business center of this city, was arrested for blocking the streets. The court, not being able to find that Mr. Jones had violated any ordinance, promptly dismissed him the following day. Mr. Jones' comical "make up" was one of the best acts ever heard here and caught the people right.

Since last writing we have received and are distributing 25,000 for "Pain's Cafe Compound," 30,000 for "Chase's Nerve" Compound, 50,000 pieces and 50 druggists for "D. F. Smith & Co., 22,000 for Lydia Pinkham Medicine Co., 22,000 for "Dr. Chase's Nerve and Food Food," 20,000 for "Dr. Williams Pink Pills," 5,000 for "Battler's" Patent, 200,000 for "Dr. Race's Drink" and Castor Oil, and several hundred nodules, and we still have a large amount of work coming in constantly. The New York Journal, Keckleuts, No. 10, for "Hercules Malt Extract" new posters up here.

W. H. Strenfeather requests us to add another member of the L. A. D that he has a bill against him from the State of Texas. He wants to sell it. They both repossessibility and as he cannot collect the amount he wishes to achieve in sheets, from the post office of the member, his address.

Omaha, Neb., Nov. 13th, 1896.

Richardson's Anisepic Advertising.

Dear Sir—Your letter at hand. Our Mr. Fisher has been seriously ill for three months, and though recovering, is not ready to work or leave the house. He has asked his daughter to pick up some of the messages and we expect to be kept busy for some time.

Mrs. C. H. FISHER.

TIPS.

This is the season for cards and almanacs. Write to

The W. M. Comstock Co., (Dr. Morris Indian Row Pills), Northtown, Ind., Lawrence Co., N. Y.

These gentlemen are well known as well as distributors. The official issue of William Morris a package, 10 cts. each. These boxes are sought for subscription to this bright little sheet. If only one or two per year is worth while to offer these almanacs to your friends, send subscriptions to

Dr. W. L. Martin, 327 N. Main St., Cleveland, O.

Yankees, if these almanacs although a young man, has had a most favorable experience. He induced the greatestladies in the business.

Mr. W. H. CASE.

Hol for Cincinnati.

The Queen City of the West will be the Mecca of bill posters all over the country early in January. The occasion will be the Semi Annual Convention of the International Bill Posting Association. The members of this organization are very enthusiastic about the success they have scored, and the attendance will be very large. Being an "open" association, independent bill posters and others of similar affiliations are invited to be present.

This coupled with the fact that the Fourth Annual Convention of the Protective League of America showsmen takes place simultaneously assures a large gathering. Many A. B. P. A. men are also members of the Protective League, and the annual meeting of this latter body has become an event which never fails to draw large.

The comingling of bill posters, show men, poster printers and agents is a good thing for all concerned.

Don't forget the date, January, at the Hotel Emery, Cincinnati, O.
The Sandwich Islands.

Mr. A. V. Grist, 281 King Street, Honolulu, Hawaiian Islands, is erecting a splendid line of boards in Honolulu, and will contract to bill all citizens in the group.

Every poster printer in America who makes a specialty of descriptive posters, should weigh carefully the desirability of lower case in poster type. Display lines of caps and whole posters of caps will an longer answer. Advertisers have learned that they do not read one-tenth part as readily as lower case and consequently that a display line set in caps is not displayed at all but weakened. Even streamers are more demanded in lower case.

In making purchases of new type this should be borne in mind.

The late MATT MORGAN,

Governor of all poster artists.

White in the employ of the Sunbridge Litho, Co. he commanded a salary of $1000 per year.

S. W. Neeke is displaying in his window a very handsome four color three-sheet, bearing his imprint, which states that: "A cup of Gillette's Coffee Crowned the Feast." If the coffee is as good as the poster it is handsome, and $10 says it is better. But I won't tell you the section of the country the poster is to go to.

The American Bill Posting Co., of Brooklyn, is materially strengthening their plant by the addition of massive boards facing the L roads.

H O gets out a new poster very frequently, but so far an eighteen sheet has been the largest size; a few days ago he brought an immediate response to a six sheet, with a twenty-four sheet, which at first glance was another H O design; on closer inspection, however, it proved to be O-H, a new mast extract, made by the Otto Hater Brewery, Brooklyn.

New York Notes.

The American-Branch Brewing Co., of St. Louis, is expecting to post Matt Neirne in New York at an early date.

Carroll of Albany, and McAllister of Troy, were the observed of all observers at the Hotel Marlborough, November 9.

W H Donaldson, of Cincinnati, spent several days here hunting after a shaky claim for The Donaldson Litho, Co.

Harry W. Wood has just built a triple-decker in front of the old church opposite Koster & Burl's, and it's a bird.

H-O, which is posting direct, supposed to secure the agent's commission, doesn't appear on O'Malley's boards, in Jersey City, Hoboken, Bayonne, and surrounding towns. O'Malley refused the agent of H-O's Naked Beans a commission, and the agent threatened to place the business through a solicitor, and tried to do so, but J P says that this particular piece of business will pay full rates or keep off his boards.

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Heintz's Naked Beans is said to be on the way, and Woodbury's Cocoanut is almost finished. Desow's Scotch Whisky has a handsome four-sheet showing young swell's anonot reaching down, in one of those poster type frames for some of the whiskey which the young man is sampling.

Profitable Advertising's account of the New York State meeting shows plainly that The Bill Poster failed to give any account of the meeting. It seems that Shettick and Campbell are not agreeing on all the details of how to run the bill posting of the Union. The attempt to consolidate New England with New York in and other nearby states really seems to be necessary to insure a quartum at the meetings.

To the Bill Posters of America.

Gentlemen—I am being fooled with letters from bill posters from Connecticut, New Jersey, New York, and others, about the promises they have made me; and I have come to the conclusion that the Bill Poster is a complete fool and undergoing an insane attack. It is not wise to believe in promises, and I would suggest that you stop all correspondence with the bill posters and others who promise you anything...

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BILLBOARD ADVERTISING

Dear Sir,—In a recent issue of BILLBOARD ADVERTISING, I notice you state that Messrs. Lippert & Meyers advertising a certain article in this city. In this you do a great injustice to me, for I have never advertised in that city at all. I am not connected with Lippert & Meyers, and I cannot control a single space; all the spaces and all the advertisements have been arranged by myself and not by that firm.

Yours truly,

C. H. LINDO.

If we served Messrs. Mike & Johnson, we are pleased, and we shall order as before.

E. H. JOHNSON.

Oakland, Cal., Nov. 13th.

Editor BILLBOARD ADVERTISING.

We received BILLBOARD and must say it is the only paper to advertise in. Books, New York, and we are glad to have the periodical.

We have been in successful business for ten years, and it is not to be considered an advertisement.

We have a large stock of books and periodicals, and we are in the advertising business for ten years, and we have a large stock of books and periodicals. We are on the lookout for books and periodicals, and we have a large stock of books and periodicals.

Yours truly,

E. H. JOHNSON & CO.

NEBRASKA CITY.

Editor BILLBOARD ADVERTISING.

Dear Sir,—Your advertisement for 100 Bibles in the February number of BILLBOARD ADVERTISING is correct, as we have 100 Bibles in stock. We have also advertised in the December number of BILLBOARD ADVERTISING, and we have a large stock of books and periodicals. We are in business for ten years, and we have a large stock of books and periodicals.

Yours truly,

E. H. JOHNSON & CO.

NEBRASKA CITY.

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Yours truly,

C. H. LINDO.

San Francisco, Cal., Oct. 10th.

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Yours truly,

C. H. LINDO.

GALVESTON, TEXAS.

Editor BILLBOARD ADVERTISING:

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Yours truly,

C. H. LINDO.
BILLYARD ADVERTISING.

Luton, 28th July, 1869.

Bman Billiard Advertising,

Dear Sir,—I have the honor to call your attention to a bill poster which is being exhibited in this city, and which I have reason to believe is being printed on a large scale.

The bill poster in question is a large sheet of paper, measuring 18 x 24 inches, and is printed in red and black ink. It contains an advertisement for a billiard table, with the words "BILLIARD TABLES FOR SALE" prominently displayed in the center.

I have reason to believe that this advertisement is being printed on a large scale and is being distributed throughout the city.

I therefore request that you take the necessary steps to prevent the printing and distribution of this advertisement.

Yours truly,

[Signature]

Manager, [Billiard Shop Name]

---

Editors of Billiard Advertising,

Dear Sir,—I am writing to draw your attention to the advertisement for a billiard table which is being exhibited in this city.

This advertisement contains false information about the quality and price of the billiard table, and it is likely to mislead potential customers.

I therefore request that you take the necessary steps to prevent the printing and distribution of this advertisement.

Yours sincerely,

[Signature]

Manager, [Billiard Shop Name]
Advertising. It has a very energetic and effectual style, and it is of course doing its best to pick up the names of new and great positions in the advertising world.

Dear Sir—We apologize for falling behind this issue, but we are now working on a new project and hope to release it regularly.

We wish you the best in your endeavors.

Yours truly,

R. G. GRIFF

South African Advertising Co.

P. S. In addressing wrappers in future, please use R. G. GRIFF, Box 484, Cape Town, South Africa.

LONDON, W. C., Nov. 15th, 1916.

EDWARD G. DEAN,

Editor, "BILBOOendency Advertising.

Dear Mr. Dean,—I am afraid I cannot accept your invitation to write a letter for your newspaper. I do not feel that your readers are interested in my work.

Yours truly,

R. G. GRIFF

BILBOOendency Advertising.

Climax, Ill., Nov. 25, 1916.

Mr. Dean,—I have been reading your paper for some time now, and I think you have a very good idea of what advertising is all about.

Yours very truly,

R. G. GRIFF

Sec. United Ill Posters Association.


Mr. Dean,—I am a member of the National Distributors’ Association of Pennsylvania. The company in which I am interested has been in business for over 100 years, and I believe we are doing a good work.

Yours truly,

W. M. STEVENSON

Manager, "Bilboendency Advertising.

Dear Sir,—I am a member of the National Distributors’ Association of Pennsylvania. The company in which I am interested has been in business for over 100 years, and I believe we are doing a good work.

Yours truly,

W. M. STEVENSON


Manager, "Bilboendency Advertising.

Dear Mr. Dean,—In the last issue of "Bilboendency Advertising" we published a short article reprinted from the "West Coast" magazine, discussing the importance of advertising.

Yours truly,

R. G. GRIFF

F. EBERHARD

Pacific Coast agent for Californian Gum.

We wish to announce to the public that we have received a large shipment of Californian Gum, which is now available for immediate delivery.

Yours truly,

R. G. GRIFF

Vansycke Advertising Co.

Distribution, Sampling, Sign Painting, etc.

5 South Ilinoise Street. (Emp. Frank Hotel). 

Indiansapolis, Ind.

Members International Association of Distributors.

Posters are not only prompt in the matter of returns, they are always instantaneous.

[Signature]
THE DONALDSON LITHO. CO.

Has the largest line of Stock Commercial Posters in the world. Not a week passes but what we add a new and salable design to our list. We now have, by actual count,

382 BILL POSTERS

Who sell our Posters, and act as our Sole Agents in their respective cities. We pay them a handsome commission on all orders they send us, and we give them the exclusive sale of our wares in the town or city in which they are located.

WE WANT MORE AGENTS

That is, we want more bill posters to represent us in that capacity. It will pay YOU to read this advertisement carefully.

HOW TO GET THERE.

It is really a fact. There are actually three hundred and eighty-two bill posters acting as our agents in various cities throughout the country. Some are in cities and some in small towns, but they all sell a big number of posters every month. We pay them, in commissions, all the way from a few dollars up to one hundred and fifty dollars a month. That is, we pay that on the average. Some few average higher, especially those who are located in large, bustling cities. Occasionally, too, a bill poster in a small town has an exceptionally good month, and earns over two hundred dollars. This is commissions alone. Of course he profits also by the posting, and his income from this source is correspondingly increased. It will pay every bill poster who has not yet attempted it, to give it a trial. Do not be deterred by the idea that your local merchants are not enterprising, or the fear that you do not possess the qualifications of a salesman. Our posters are so peremptory, applicable, and splendidly executed that they sell at sight. You have only to show them and quote the price. The design does the rest. You are under no necessity of making arguments. The posters, to all intents and purposes, actually sell themselves. After you have succeeded in getting one or two merchants on the bandwagon, it is surprising how easily others may be induced to try them. Then too, you may safely estimate that at least one out of every five that tries them will become a steady patron that it, he will keep paper up the year round, or at least throughout his entire session.

A customer of this kind is worth more than an opera house.

In this connection, a bill poster (and he was not living in a very large town, either) recently wrote us as follows: "Before I tried to sell your paper I had no idea that I could be a successful salesman. I had only the opera house, Latgelt & Myers, and now a then a few auction bills or tax posters, with an occasional circus. I could scarcely make both ends meet, so I had to do something. I procured your samples and set out to make a tour of the stores. My success was very poor at the beginning, but I finally succeeded in getting a few started, and I now have eleven from who are steady customers. They pay me seven cents a sheet per month, while I only get two cents per week from the opera house. My boards are full, and I am building new ones all the time."

That bill poster does not have to sollicit his trade now. It comes to him. Merchants consult him on all points and questions. They call on him three days. And he has got such a firm hold of that town, that no opposition can ever get a foothold in it.

We want to hear from bill posters. We want to show you how you can make money. Write us and we will send you samples free of charge, together with our Catalogue, Price List, and a letter of instructions, giving valuable pointers and ingenious devices that will prove of great advantage.

Write now. It will only cost you the two cents stamp a letter and mail your letter. It may be the means of increasing your income over a thousand a year.

NOTICE.—Any Agent of ours who does not receive from us at least three or four new samples a month is not properly registered on our mailing list, and should write us at once.

NO. 815. FOR NEWSPAPER.

WRITE US FOR a Sample of this Poster. We will send you one post-paid, Free of Charge. Then do you take it to the business manager of any newspaper in your town or city, show it to him, and tell him that little, convincing, undeniable story of how posters reach the masses, how they speak to all the people all day long, and how they keep on speaking. Generally, accidentally week, and week out. Then quote the prices and send us the order.

We handle Posters for every conceivable purpose under the sun, from Wrestling Matches to Oyster Suppers, from Amateur Entertainments to Excursions. Our new Catalogue describes them all. Sent free to applicants who mention in what paper they saw this advertisement. Address,

THE DONALDSON LITHO. CO., Cincinnati.

LONDON OFFICE: 46 Chandos St., Charing Cross.
BILLBOARD ADVERTISING.

"Signs up to date," a superb article in the October and November numbers of "Painting and Decorating" is well worth reading. Twenty pages make up the article.


Half round or oval mixing sticks are preferable, in mixing paint or color, to the flat ones or and kind that is heated so long as it has stick. Lumpy color responds quicker to an oval stick than to a flat one. Fact!

One doesn't wish to drop the varnish caps into the lye vat every night. Nor is it necessary. Take an old varnish brush that is too well worn to be of use as a varnish spreader, and putting turps into the cup at the conclusion of the work, proceed with the old brush to loosen up the gummy and useless accumulations. Turps and a sturdy varnish brush form a magic combination for cleaning varnish caps. To be sure, when the caps become clogged up a bit too much, drop them into the lye vat and save time.

Many of the complaints which painters have been wont to make of the varnish lead and other pigments that they use should have been charged to the turpentine, or, rather, to that material which these painters may have supposed to be turpentine, but which really was a mixture of that useful oil with petroleum in some form or other. Of course, the salesman who so confidently let the painter onto a good thing when he sold him absolutely pure turpentine at prices slightly below the market quotations, had some fair tale to explain that his best customer had been able to do this thing, and gave never a hint that the material was not the purest of the pure. Sometimes, indeed, no conclusion was made in the matter of price, since it was well known that most painters, no matter how much they may have been used to the matter of adulteration that have been practiced on them, seldom or never test for themselves the quality of the goods they buy, and make cheaper their only standard in making their purchases. Not quality, but price, seems to be the motive of many a painter, not only in buying materials, but also in his dealings with his customers. Now, would it not be better for the end to pay a fair price for what materials are needed, and then to insist that they be delivered exactly as represented? If a painter wants a mixture of petroleum and turps it is cheaper for him to make it himself than to buy it for pure turpentine, even at a slightly shaved price. Whether it is advisable for any painter who desires to keep up a reputation for good work to use any such mixture is another story. The detection of ordinary impurities in turpentine is such an easy matter that the painter who allows himself to be cheated has only himself to blame. There is too much taking things for granted in the painting business, and too many painters never examine the goods they buy to see if they get what they pay for. To buy pigments, oils, and varnishes from reliable firms and get fair prices for there is a good rule, but a still better one is to thoroughly and carefully test all material that is bought, no matter what the reputation of the house that has sold it. Sometimes unscrupulous naitinal mishappenings occur even in houses that intend to deal honestly, and inferior goods are sold through some mistake on the part of a shipping clerk. To carefully test every service in the painter's only safeguard, and the painter who does not adopt this plan procures at once that he is a poor businessman.

DENTAL FIGURE SIGNS.

If statistics of illustrative signs should be taken in New York, it is probable that the one found to predominate would be that showing some kind of a representation of the human tooth. They seem to be seen everywhere and in all sizes and conditions. Usually the favorite method of advertising in this way seems to be with a gilt tooth in varying degrees of magnitude. Sometimes they are placed firmly in position, sometimes they swing in the breeze, and again the fact that the tooth or the tooth doctor is American is made plain by the figure of a spread eagle with the tooth suspended in his left. A Fiftieth Street dentist has a more unpleasant advertisement at the front entrance to his establishment in a small glass case half full of genuine teeth, which presumably he has extracted. The sign of the automatic jaws—two sets of teeth which are made to open and shut apparently without rhyme or reason before the public gaze—has unpleasantly familiar. This sign has reference to the more mechanical work of dentistry. But all these signs, which would appear to indicate that the people of the city were interested in nothing so much as in having their teeth extracted and replaced, are contradicted by the best dentists of the city, though people as a rule assume a dentist's office with the unpleasant thought of having a tooth pulled.

New York Times

A QUEER SIGN.

One of the peculiar business signs in this city is in front of a store on East Eighty-fourth Street. It is triangular and hangs well out over the stoop space between the building line and the sidewalk. Looking at it from either side, the wayfarer sees this inscription in big white letters:

SON-IN-LAW AND
BROTHER

OF

DISEASED DANIEL P. BOWWORTH.

When one gets fairly in front of the sign these can be seen a very small board placed upon the apex of the triangle, which reads:

NOT SUCCESSIONS
TO THE LATE

DANIEL P. BOWWORTH.

A reporter was looking at the sign the other day, when an elderly man who belonged on the block came up, and smiling, said:

"What does it mean?" asked the reporter.

"Why, you see, its existence came about in this way: Daniel P. Bowworth kept a store for the sale of the same sort of goods a little farther down the street. He sold out, and then he died. His son-in-law and his brother opened this store, and there was a dispute about the sign. The latter then used Bowworth's name. They put up a sign at first, which the other man objected to, and so they had this one made. We are wondering now how the other man will like this one."—New York Sun.

Personal Mention.

A. W. Billard, Jr. and Clarence Fagg, are doing business under the name of the A. W. Millard Co., at 48 Bond St., New York. They were formerly associated with Tucher Bros.

Henry C. Crosby, Bowline Building, Paterson, N. J., makes a specialty of advertising signs.

The Avery Glass Sign Co., of New York, have subscribed for BILLBOARD—Frank Parks, of Boise City, Idaho, is making Boise Stock Dramatic Co., an amateur organization of that city.

Walter J. Horn, the bill poster of Springfield, Ill., was a sign painter before he became a bill poster. He has painted signs all over Illinois in his time.—The R. J. Gunning Co. advise us that business is looking up and that the outlook promises well.—Selwe & Green in San Francisco have the best locations in the city.—J. L. La Toure & Co., of New York, have a singularly fine trade considering the dull times.

E. A. Campbell, 7 Park St., Boston, etc., paints all the ads-ins in and around Bangor.—The Empire Rev. Sign Co., of Detroit, and Walker's the city bill poster of that city get along splendidly. They play live own audiences hands and help each other in a variety of ways. Both are eminently sensible.

The Past and the Future.

The way to look into the future is to look backward. History repeats itself.

If you want to know what a man can do, find out what he has done. If you want to know what kind of advertisements, circulars, booklets, catalogues and posters we can make, write and ask for samples of what we have done for others. We are saying freely and boldly that our work is more distinguished—it is better—it is more attractive than that of any other advertisement writers and illustrators in the world. Maybe that is pretty hard for you to believe, but facts are stubborn. They stick.

Write to us when you want your advertising to be better than other people's advertising.

MOSES & HELM, 111 Nassau Street, New York.

C. DAN HELM, Artist

BERT M. MOSES, Writer.
The agricultural fair of to-day finds that in order to be "not amiss" it must include bicycle races as well as horse races. The Dodge County (N. E.) Fair has lost money for years. This fall they devoted the best day to bicycle racing, giving $500 worth of prizes, and even though "times" were hard, they came out ahead. Many other fairs have adopted this modern form of amusement in places of the horse race, and in all cases the result has shown on the "good" side of the ledger.

It's a long time yet until the opening of the fair season of 1897, but already the artists are at work on the posters in the mammoth establishment of The Domini- son Litho. Co. Horse races find much favor, but the bicycle race tends to be more popular. A new race will be that of the horseless carriage. There are also posters for sack races, bicycle races, obstacle races, barrel races, etc., all of which have a great deal of favor. Poultry shows, dog shows, and pari foodexhibits also promise to find much favor, if we may judge from the posters.
IF YOU
The Best Billboards
The Best Billboards
The

CHICAGO BILLS

395-397 W. HARRISON ST.
CHICAGO, ILLS.

Telephone Main 4637.

P. F. SCHAEFER, Mgr.

GENERAL OUTDOOR ADVERTISERS.

ALL CONTRACTS RECEIVE PROMPT ATTENTION.
WANT!- Ads, locations, Best Service in Chicago.

The Theatres know where to obtain the best service. They are on the ground and familiar with the situation. We EXCLUSIVELY advertise The Grand Opera House, The Auditorium, the Columbia, Haymarket, Hooley’s, McVicker’s, Marlowe, Calumet, Schiller and Gaiety Theatres, Masonic Roof Garden, Etc. Foreign advertisers can safely follow their lead.

We also serve Hyde Park, Englewood, Pullman, Grand Crossing, Kenwood, South Chicago, Stock Yard, Evanston, Lake View, Roseland, Whiting and Hammond, Ind., and the Ill. Cent. R. R., greatest suburban road in the country.
PUBLISHER'S CORNER.

They tell us that the demand for signs is increasing at a most startling rate. It is strange but true that sign painters never had a paper devoted to their interests until we entered the field.

Among the sign painters, poster printers and job printers, we have a larger circulation than any other paper in their class. Advertisers, too, are daily testifying to our appreciation of their most substantial manners and among managers of Press Expositions and Press Shows, we are, of course, the only journal in the field.

In June last, The American News Co. put us on the stand. They started with an order of five hundred copies. Which has been increased every month. Their order for the Christmas number will amount favorably with that of any other publication they handle.

They tell us that the demand for the stand is largely international in scope, and that our Fair Ad and Convention rates for booking purposes have especially increased.

Among all the stands we reach practically every one in the United States and Canada. Most of them are on our subscription books, but a few (less than half a dozen) are committed to any one.

We can tell from the tone of their letters and from that of the official organs that they read it regularly, hence we infer that they have either subscribed to some one else's name, or that they buy it at the stands.

Foreign subscriptions are very encouraging.

Indeed, our mailing list contains two hundred and seventy-three names and grows larger every month.

We have great pleasure in wishing all of our readers a Merry Christmas and A Happy New Year.

CONVENTIONS, Fairs, Celebrations, etc.

Under the heading we publish free of charge an account of all notable events, which are likely to attract the attention of the public. For instance: Society of Advertisers, Exhibitors, General, Advertising, etc. The list is carefully checked and correct.

Atlantic City, N.J. Seventh Annual Convention of the Associated Poster Association, July 17-24, 1897. J. Ballard Carrell, sec'y, Albany, N.Y.


Chicago, Ill. Master Painters and Decorators Convention, Feb. 22-24, 1897.


Cleveland, Ohio. International Convention, Club Tent and Corner Workers, Feb. 6-7.


Cleveland, Ohio. Annual Convention of the Associated Advertising Clubs, Feb. 25, 1897.


DO YOU WANT MONEY? HEALING BALM is being sold by our agents from Massachusetts to Kansas, they make $2 per dozen. Send 50 cents for small order $10.00 for large order, $2.00 per case. Satisfaction guaranteed. Address:

J. T. LUMPKIN, NEVADA.

The Advertising Novelty Co., 21-31 Main St., CINCINNATI, O.

W. D. HENDERSON, M.S. Prop't.

Manufacturers and Dealers in everything for Advertising, including Broadsheets, cards, novelties, etc. Send for samples. Any quantity: 25c a dozen; 25c a dozen.

BURNS 300-310 Vine St.

Distributor desiring to join, write for information, by-laws, etc., to W. H. STEINBRENNER.

Billboard Advertising, CINCINNATI, O.

THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

CONTRACTS TO PLACE DISTRIBUTING MATTER IN ANY SECTION OF THE COUNTRY.

Special Offer!

A splendid half tone this size or smaller and a year's subscription to Billboard Advertising.

For $2.50.

This offer holds good until...

January 15th, 1897.

Billboard Advertising, CINCINNATI, O.
California Ad-Signs Co.
204 Suite Street, San Francisco.

Bill Posters | Sign Advertisers | Street Car Advertisers
--- | --- | ---
Choice locations on Street Car Lines. | Control all the Street Car Advertising in California. | Distribute printed matter and samples. Tack card or metal signs.
We post for the Baldwin, Columbia and California Theatres, Marboro's Grand Opera House. Tivoli Opera House. Estimates furnished for the Pacific Coast.

LAWRENCE, KANSAS,
IS A GOOD TOWN—A BLAMED GOOD TOWN.
A. M. POFF IS A GOOD BILL POSTER—A BLAMED GOOD BILL POSTER.
IN YOU WANT TO ADVERTISE IN LAWRENCE WRITE POFF.

JOHN HERFURTH,
SCENERY,
SHOW PAINTING,
Exposition Displays,
PAGENANT FLOATS
PICTORIAL AND
Advertising SIGNS.
23-233 Twelfth St. CINCINNATI, O.
Correspondence Solicited.

CIRCULARS OF THE MAIL TRADE just pub-
lised. No rent pocket and free use and all the "last and out" of the mail order business.
Gee Co., Spring Valley, N. Y.

Byron W. Orr,
Writer, Designer & Manager of
Advertising
Experience in Various Lines.

Ad on any subject. Booklets Circulars, Newspaper or Magazine Ads, Posters, etc. Familiar with Printing of all kinds.

ON THE SPOT.
The General who would win a successful battle must be on the spot, one the field of action. The man to advertise a business successfully must be on the spot, ready for action and conversant with the details of the business. Preposions considered or submitted.

Write to
BYRON W. ORR,
CHILLICOTHE, O.

WARREN LEWIS,
DISTRIBUTING, TACKING AND BILL POSTING.

ESTHERVILLE, IOWA.

New Castle, Pa.

J. G. LOVING, Licensed City Bill Poster, AND OUT-DOOR ADVERTISER.
Billboards permanently located on all the principal streets in the city.

Population, 25,000; Railroads: Electric Street Car Lines; 56 Manufacturing Establishments, employing 5,000 men.

ELECTRIC Light. Natural Gas. Incoming and outgoing freight per day, 18,000 tons. Bank deposits, $350,000.00. The value of her various products exceeds $2,000,000 annually.

The coming Great City of Northwest Pennsylvania.
My Reference is my work, WHICH SPEAKS LOUDER THAN WORDS.

Established 1897
Still Here

ALBERT WEBER
LICENSED DISTRIBUTOR
AND GENERAL OUT-DOOR
ADVERTISER

Office No. 610
Commercial Alley

NEW ORLEANS, LA.

CLough's Distributing increases Business.

Can we do your Distributing?

NOW THAT THE ELECTION is OVER, there will be some BUSINESS DOING.

To get your share you should let the people know who, what and where you are and what you can do. To do this in the most expeditious, effective and economical manner you should advertise. To do this in the most expeditious, effective and economical manner you should secure the services of

Clough's Distribution Service,
No. 447 Halsted Street, CHICAGO, Ill., U. S. A.

We do the best distributing in Chicago, and we employ (no boys) but reliable, sober men. Send for rates of prices and reference. We refer you to the largest wholesale Drug House in Chicago, The Fuller & Fuller Drug Co.

J. A. Clough, Manager

Distributors of Merchandise, Samples, Booklets, etc. Throughout the entire City, Jefferson, Groton and Algiers. Seed for Prices.

CARBON, INDIANA.
T. F. GRINLEY.
City Bill Poster and Distributor.
THREE GOOD TOWNS
And a good buzzer. All work guaranteed, and plenty of good work. Try me once and you will want me again. P. O. Box 6.

Wm. H. Hemenway,
CAMDEN, ME.
Distributing of all Advertising Matter
Address all correspondence to W. V. Law.

R. Nolan,
ALPENA CITY,
MICHIGAN,
BILL POSTER
AND THE ONLY
RELIABLE DISTRIBUTOR IN THE CITY.
ALL WORK GUARANTEED. BOX 110

DEALERS AND ADVERTISERS.
Farmers' Addresses. Try me first; only the best seen, 30-50 copies. Haverhill, Eastham, Salisbury, Gloucester, Newburyport, etc.可靠性 guaranteed. Correspondence solicited.

J. A. CLOUGH, Manager

When you write, mention Billboard Advertising.
Take a Minute and a Postal
and send your address for a copy of "The Advertising World," Columbus, Ohio. When you see it you will understand why so small a paper has such a large circulation.

Clark & Rowland,
Bill Posting and Distributing,
Post Office Box 18, ASHLAND, O.

NIGHT & DAY.
That is just the way we are working now.
Pitched advertisers—are you one of them. Write us about our 24 towns. Paterson 100,000, Passaic, 20,000; Rutherford, 5,000.
PASSEIC ADVERTISING CO.
Paterson and Passaic, N. J.

FREE

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.
9 "  - $2.75 "
10 "  - $3.00 "

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

8 Inch. - $2.75 Each.
9 "  - $3.00 "
10 "  - $3.25 "

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

BILLBOARD ADVERTISING.

JOS. E. GIRONAD,
MEMBER OF INTERNATIONAL BILL POSTING ASSOCIATION.

CITY BILL POSTER
AND RELIABLE DISTRIBUTOR.

ERIE, PA.
PERU, INDIANA,
A good Town to Post.

CHARLES W. STUTESMAN,
LICENSED CITY
Bill Poster and Distributor.
Estimates and List of Boards furnished on application.

L. A. DANIELS,
Licensed City Bill Poster & Distributor,
9 LOCUST STREET,
Santa Cruz, Cal.

South Carolina
T. M. YOUNG, Manager.
T. McMILLIAN
BILL POSTERS, DISTRIBUTORS,
And General Out-door Advertisers.
WE SELL POSTERS OF ALL KINDS. Send us Your Order.
T. M. YOUNG, Mgr.
MANNING, S. C.
N. B.—WE TRAVEL AND ADVERTISE.

CAPITAL CITY
BILL POSTING CO.
McINTYRE & CARLIN
ALBANY, N. Y.

MOTTO: A Place for Every Bill and Every Bill in its Place.

JAMES F. COFFEE,
The City Bill Poster,
General Out-Door Advertising Agent.

87 HILL STREET, DUBUQUE, IOWA.
Member of International Association of Distributors.

C. R. ROWLAND,
The Old Reliable
Bill Poster,
216 9th Street,
AUGUSTA, GA.

G. D. McGUIRE,
City Bill Poster
AND DISTRIBUTOR,
160 S. Franklin Street,
Delaware, O.

DISTRIBUTING PERSONALLY ATTENDED TO.

OREGON SIGN CO.
BILL POSTERS AND DISTRIBUTIONS.
OREGON CITY, ORE.

LACONIA, N. H.
Population 15,000
All New Boards, and THE BEST, also
The Best Locations.
Capacity 3000 Sheets. Inspection Solicited.

J. F. HARRIMAN,
The City Bill Poster & Distributor
Office, 305 Main Street,
Also Manager Lincoln Opera House and
City Show Grounds.

OUTING SIGN CO.
Cor. Second and Ludlow,
CINCINNATI, O.
BILLBOARD ADVERTISING.

TAUNTON BILL POSTING COMPANY
BILLPOSTERS AND DISTRIBUTORS.

OFFICE
45 COHAMMET STREET, TAUNTON, MASS.

A. B. WHITE, Treasurer

Distributing Department.
By Carriage Service.
Route to House Distributors.
City Proper and Surrounding Villages.

Best Boards.Best Stock.
Best Workmen.
Best of All.
Inspection Invited.

Binghamton Bill Posting Co.
Bill Posting and Distributing.
Theatrical, Commercial and Railroad Advertising.
P. M. Cooley, Mgr. Binghamton, N. Y.

Fond du Lac, Wisconsin
POPULATION, 16,000.
And growing every day. 105 new residences and business blocks erected during 1896, at a cost of over $2,000,000.

Bill Posting 28 Good Billboards Centraly Located. Reference if Desired.

Only One Price. P. B. HABER, City Bill Poster.

Ideal Paste Making Machine.
STEAM or HAND POWER.
Saves 25 per cent on your Paste Bill.
Write us for circulars.
Ideal Paste Machine Co.
Davenport, Ia.

Hunter's Lightning Paste Mixer
Makes a smoothest and better paste than can be made by any other process. Flow or starch is sifted into the water and thoroughly heated at the same time, then the steam is turned on and cooked while mixing. Baked or better, baked and pretty together, ready for ganging and ganging. A strong and durable machine, and will last many years. Manufacured by Hunter Paper, Paper Boxes, Newsboads, Cards, Trunks, Bookbinder's, etc., will find them a valuable machine.

J. H. DAY & CO., 1144 "U" Harrison Avenue, CINCINNATI, O,
Branch Office, 61 Park Place, NEW YORK.

Hunter's Lightning Paste Mixer.

SEAMLESS & BANNERS 21 FEET LONG
We are now prepared to furnish them in 1 or 2 colors any desired length up to 21 feet in one piece, engraved or type. This greatly improves the appearance. There are no seams to come apart and it makes them cost less. The regular width is 20 ft., but we can make them any size. Write us for prices, width, length and number of colors. Tickets of every description our specialty. Send for samples and prices.

1440 Broadway, NEW YORK. GLOBE TICKET CO., 917-919 Filbert St., PHILADELPHIA.

Jamestown and Chautauqua Lake Bill Posting Company,
LICENSED

JAMESTOWN AND CHAUTAUQUA LAKE BILL POSTERS AND DISTRIBUTORS
AND GENERAL OUT-DOOR ADVERTISERS.

Office, 109 E. 3rd St., Lowry Bldg., Near City Hall, JAMESTOWN, N. Y.
Billboard Advertising.

J. H. GRAY,
A RELIABLE
Bill Poster
and
Distributor...
Owner of all bill boards in
the city and surrounding
country, and a plenty
of them, more than any 3 cities
of its size in New England.
No boys employed. Experienced
bill posters only.
Sent in your work.
All bill-posting
Listed and
Protected.
Respectfully,
J. H. GRAY.

Williamantic, Conn.

Melvin's Bulletin Service,
Detroit, Mich.

High, Class
Bulletin Signs,
Positions
and Execution of Work
Unexcelled.

Indianapolis Bill Posting Company,
INDIANAPOLIS, IND.

T. F. Chafee & Son, County and City Bill Posters.

The English counterpart of Billboard Advertising. Subscriptions
available per year, post free, may be sent to No. 127 East Eighth St.,
Cincinnati, O.

JOHN W. ELLISON,
MANAGER
ELLISON ADVERTISING CO.
BILL POSTERS AND DISTRIBUTORS.
223 Broad Street,
ROM, GEORGIA.

FRANK M. DEUBL,
BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR.
167 Schuyler Avenue, KANKAKEE, ILL.

W. S. Young,
FARMER CITY, ILL.
CITY BILL POSTER.
Owner and Manager Opera House. Circuit 10 towns, total population 5000.

Pill Poster,
Distributor,
Card Tacker,
Sign and
Window Work.

Philipsburg, Center Co., Pa.
Population 5,000. Drawing Population 40,000.

Mining and Manufacturing the Principal Industries.

All kinds of Posting and Distributing
done with promptness and under
the personal supervision of

ED. DAVIS, CITY BILL POSTER.

Do you want money? I can help you get it.
That's my Business.

Hang your banners on the outer wall.

C. O. Shultz,
BRAZIL, IND.

Rates Low,
Service and Quality
Guaranteed.
Write for Prices
and Designs.

The Bill Poster

The English counterpart of Billboard Advertising. Subscriptions
available per year, post free, may be sent to No. 127 East Eighth St.,
Cincinnati, O.
Carqueville
Lithographing Co.
75-77 La Salle Avenue.
Tel. 1123 North. Chicago.
Poster and Stand Work a Specialty.

“A MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL.”

Empire Bill Posting Co.
MEMBERS INTERNATIONAL BILL POSTING ASSOCIATION.
INDIANAPOLIS, IND.
JAMES E. FENNESSY, Manager.
NOW THE WHOLE THING IN INDIANAPOLIS.

Bill Posting,
Card Tacking,
Distributing...
... MANUFACTURERS OF THE...
FAMOUS
Crooked Brush Handles

SEND FOR OUR LIST.
Posters!
Any size or kind. Block or Type.
Prompt. ---- Reliable.

Bill Posters!
Send for sample of our new one-sheet to advertise your boards. Also ask for Catalogue.

Hennegan & Co., Cincinnati, O.
Printers 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 Ads" it contains can be used to accomplish the same object.

Contains timely hints about mediums, leading to and in selecting profitable ones to advertise in.

Subscription price now $5 a year, sample copy, 10 cents.

to Spruce Street, New York.

HIXSON BROS.,
LICENSED BILL POSTERS,
P. O. Box 906, FIGUAY, O.

LEE BROS. & CO.
CITY BILL POSTERS.
Distilling and Trucking a Specialty.
Office with Wells, Fargo & Co. Express, SANTA ROSA, CAL.
Harrison 203. To release work of San Francisco
W. M. Libb. President of Pacific Coast Bill
Posters' Association.

J. R. LEWIS,
BILL POSTER AND DISTRIBUTING.
81 WEST PERRY ST., TIFFIN, OHIO.

POSTERS
OF ALL KINDS AND
HAND BILLS
too.

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

TRENTON, NEW JERSEY.
The Trenton Bill Posting Co.
Over all Billboards in the city and suburbs.
Population more than 1000 people in each town. I guarantee the value of all Bill Posting and Interchange.

WILLIAM E. WILLIAMSON, Manager.
<table>
<thead>
<tr>
<th>License holder</th>
<th>Address</th>
<th>Services</th>
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<tr>
<td>C. F. Crippen</td>
<td>Athens, OH</td>
<td>City Bill Poster and Distributor</td>
</tr>
<tr>
<td>Empire Advertising and Bill Posting Co.</td>
<td>Charleston, SC</td>
<td>Controls all privileges and boards, personal attention given to each work</td>
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<td>CRITTENDEN &amp; CO.</td>
<td>Paterson, NJ</td>
<td>City Bill Poster and Distributors, CENTRALIA, IL</td>
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<td>W. J. Horn, City Bill Poster</td>
<td>Springfield, IL</td>
<td>BILL POSTING DISTRIBUTING CARD TACKING</td>
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<td>MELROSE BILL POSTING COMPANY</td>
<td>MELROSE, MA</td>
<td>Distribute and Distributors</td>
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<tr>
<td>HENRY G. CROSBY</td>
<td>Baltimore, MD</td>
<td>Signs</td>
</tr>
<tr>
<td>GEORGE W. CHURCHILL</td>
<td>Guthrie, OK</td>
<td>CITY DISTRIBUTOR AND GENERAL ADVERTISER</td>
</tr>
<tr>
<td>A. E. BENTLEY</td>
<td>Guthrie, OK</td>
<td>Only licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory, 10,000 feet of space, and satisfaction guaranteed</td>
</tr>
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**Billboard Advertising**

**Up-to-date Bill Poster Distributors**

<table>
<thead>
<tr>
<th>Location</th>
<th>Population</th>
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<th>Capacity</th>
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<tr>
<td>Marion, Ind.</td>
<td>3,500</td>
<td>5,000</td>
<td>7,000</td>
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<tr>
<td>Athens, OH</td>
<td>3,600</td>
<td>5,000</td>
<td>7,000</td>
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<td>Paterson, NJ</td>
<td>3,000</td>
<td>5,000</td>
<td>7,000</td>
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<td>Guthrie, OK</td>
<td>5,000</td>
<td>10,000</td>
<td>7,000</td>
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</table>

**The Business Man**

”), (“Address, CURTIS, THE PRINTER, Sewing, N. Y."

**St. Louis Poster Co.**

**Portraits and Buildings for all Purposes.**

**Send for Samples.**

**John T. Williams, Bill Poster, 340 Morrison St., Portland, Oregon.**

**Show Printing**

**INTER STATE BILL POSTER, TOO.**

**Dates, Best and Cheapest 3-SHEETS.**

**P. B. Haber Printing Co., Fond du Lac, Wis.**

**Ellis N. Sparrow, 827 N. 2nd Street, Vincennes, Ind.**

**Bill Poster and General Advertiser.**

**Play Cards and Ivory Goods.**

**OGDEN & CO., Manufacturers of Automatic Slot Machines, 185 Clark Street, Chicago, Ill.**

**DILLON'S CROSS ROADS BILL POSTING CO., NORMAL, ILL.**

**Curtis, Circulars, Bills, etc., stuck and distributed at all prominent points throughout the state.**

**GEO. W. CHURCHILL, CITY DISTRIBUTOR AND GENERAL ADVERTISER.**

**Medall Advertising & Specialty Instruction Guarantee: Reference on application.**

**Parsons, Kansas.**

**A. E. BENTLEY, Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory, 10,000 feet of space, and satisfaction guaranteed. Rates made known on application.**

**A. E. BENTLEY, GUTHRIE, OKLA.**
Advertising Experience

Advertising Experience is a very original and artistic advertisers' journal. It gives just what its name indicates, a host of practical ideas and facts about advertising.

If you are an advertiser you know that experience in advertising costs a small fortune. You should know that it is cheaper to let the other fellow do the experimenting and tell you all about it. That's what our magazine is for, you can get some rich experience for the mere pittance of $1.00 a year. Try it!

Poster Advertising

Poster Advertising is a regular department of ADVERTISING EXPERIENCE, and it devotes more space to posters and billboard advertising than any other advertisers' journal.

You must have the superb Christmas number. Send 10 cents. Twelve numbers. $1.00.

Advertising Experience, 324 Dearborn Street, CHICAGO.

BELASCO & CO.

LICENSED
CITY AND SUBURBAN
BILLY POSTERS.

Washington and Third Sts., OAKLAND, CAL.


STAR BILL POSTING & SIGN CO.

COLUMBUS, G.A.


Population: (Including Phoenix City and Girard, Alabama) 30,000.

Address: EDWARD H. GRUZARD, Manager, COLUMBUS, GA.

Sault Ste Marie, Michigan,

THE GATEWAY TO LAKES SUPERIOR.

Always the Leaders and Still Leading.

BEAU-MORGAN & CO.

OF CLEVELAND, O.

The Leading Lithographers

Always the Leaders
And Still Leading

S25.00 A DAY

Really many telling our latest novelties—Racing Games, Taboggan Slides and Penn Posters, Lapland Slides, assisted by Winter sports, snow machines, etc., can make a big money from the territory. You can own them all right. Agents, inserts, etc., can make big money. Send $20 into color. MOONLIT PRINTING CO., 39 and 41, Liberty St., Chicago, Ill.

JOHN CLARIDGE, Bill Poster, NEWPORT, ARK.

Population 3,120. 300 feet streets.

SECRET OF THE MAIL TRADE: Our boxes are made to order. Every advertiser should send for a copy at once. They are made to order and are very strong. GESCO, Publishers, Spring Valley, Minn.

SIDNEY, OHIO, C.P. ROGERS, CITY BILL POSTER. Owns and controls all billboards and dead walls in the city. Also DISTRIBUTING carefully attended to.

VICTOR JANNEY, Bill Poster and Distributor

for Marshall, Hartsville and Casey, three fine towns, and all of Clark Co.

Headquarters at MARSHALL, ILL.

Thoroughly Up-To-Date

In Touch with the Times,
And Always Forgiving Admen.

The Oldest and Best
Show Printing House
in the U. S.,
Under the Management of
JOE. A. ESCHER,
"HOTE'S" NATIONAL ADVERTISING SERVICE.


C. S. HOUGHTALING, Manager.

CHICAGO: 74-76 Madison St.  P. O. Box 1164.

NEW YORK: 3 Park Place.  P. O. Box 2111.
ST. LOUIS, MO., POPULATION 614,000.

CITY BILL POSTERS,
(HUIEST-STOUT SIGN CO., Prop's.)

THE COMMERCIAL BILL POSTERS OF
ST. LOUIS,
HAVE POSTED OVER ONE-HALF MILLION SHEETS THIS YEAR

Office, 207 NORTH 10th STREET,

ST. LOUIS, U. S. A.

"Mr. Manager!"
"One Moment Please."

We paint pictorial advertising signs, society silk bunting, show scenery, theatrical scenery and imitation litter paper.
Our artists are expert and up-to-date.
We do bill posting, distributing and tacking.
We own 50,000 feet of space, honesty, energy, experience and World's Fair diplomas.
Our boards, stock, labor and prices are O.K.
We have no alleys, back fences, "charlie bocas," boys or "bums."
We want your address, acquaintance, work and inspection, once got, always retained, "it's your move."

C. M. Smith & Co.,
Brantford, Canada.
Population of City 17,000, County 50,000, Country 5,000,000.

Tucker's Magic Stove Polish
Will reveal secret of manufacturing this excellent Stove Polish for 10 cents, formerly price $5.00. Thousands of bottles have been sold by myself.

G. F. Tucker, Sheldon, Mo.

WATERVILLE, MAINE,
Population 10,000.

S. H. CHASE,
Bill Poster and Distributor.
P. O. Box 120. Opera House Manager.

WE DO

D. C. BENJAMIN,
Box 117. WINDSOR, ONT.

ART of Lettering and Sign Painters Manual,
Illustrated with numerous styles of letters and contains valuable information for present use.
Price 25c. Address
BILLBOARD ADVERTISING CO., Cincinnati, O.
Olean Bill Posting Co.
OLEAN, N. Y.

Thriving Oil City of 20,000.
Finest Boards Ever Made.

The English counterpart of Billboard Advertising. Subscriptions 50 cents per year, post free, may be sent to No. 117 East Eighth St., Cincinnati, 0.

Will A. Molton
Advertising Co.
General Advertising Agents and Distributors,
143 St. Clair Street,
Cincinnati, 0.

Our system has opened a new field to advertise in, as we reach the people in the country sections. We can place your advertising direct to the houses of the buying classes in every city, town and hamlet in the United States.

THE DECORATIVE SHAFT SUPPORT CO.
Steubenville, 0.

Modern Sign Writer
and Ornamentor.


GEO. PINESELL,
No. 5 E. 6th St., Cincinnati, 0.

CHAS. LINGO,
LICENSED
BILL POSTER AND DISTRIBUTOR.
AMERICUS, GA.

Terms upon application

J. S. CRAIG,
309 LEXINGTON AVENUE,
HASTINGS, NEB.

Licensed Bill Posting, Tacking, Distributing.

George H. Bubb,
LICENSED
City and Suburban
Bill Poster and Distributor,
OFFICE, 502 PINE STREET,
WILLIAMSPORT, PA.

Distributorship
Possibility in an other branch of advertising can better results be realized than that of distributing. It does in a thoroughly practical manner: the advertising of special goods and services, the advertising of events and classes, the advertising of state and city elections, the advertising of city and town interests, the advertising of country interests, the advertising of products and services in general. The possibilities are endless and it is possible for me to make the business of distributing a highly profitable one. Terms and prices are as low as possible, so as to meet the requirements of the business of distributing. Terms and prices are as low as possible, so as to meet the requirements of the business of distributing.
## List of Members, Corrected Monthly

### International Bill Posting Association

#### Officers
- P. F. Schaffner, President, Chicago
- W. E. Stoddard, Vice President, New York
- R. E. Moore, Secretary, New Orleans

#### Board of Directors
- D. M. Baker, Chairman
- J. R. Schaffner, Vice Chairman
- A. H. Haire, Treasurer
- A. H. Young, Auditor

#### Executive Committee
- P. F. Schaffner, President
- W. F. Tipton, Treasurer
- J. R. Haire, Secretary

#### Board of Promotions
- To be appointed by the President, and composed of one member from each State.

### Members

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<thead>
<tr>
<th>Town</th>
<th>State</th>
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### Poster Printers

- Donalson Lithographing Co., Cincinnati, Ohio
- Green Lithographing Co., Milwaukee, Wis.
- Great Western Lithographing Co., St. Louis, Mo.
- Cochet Lithographing Co., Detroit, Mich.
- R. J. Gannett & Co., Baltimore, Md.

### Solicitors

- Harry Monument, New York, N. Y.
- W. W. Pellin, Chicago, Ill.
- W. E. Hare, St. Louis, Mo.
- C. M. Stoddard, St. Louis, Mo.

### Advertising Agents

- J. E. Williams, Chicago, Ill.
- W. E. Stoddard, Cincinnati, Ohio
- J. R. Haire, Minneapolis, Minn.
- W. E. Tipton, St. Louis, Mo.

### National Inspector

- Charles Kilgore, Westport, N. H.

### Attorneys

- Tarrant & Mann, Milwaukee, Wis.
- Nelson & Maxwell, Lincoln, Neb.

### Scale of Prices

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price (per sheet)</th>
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<tr>
<td>500 to 999</td>
<td>45 cents</td>
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<tr>
<td>1000 to 1999</td>
<td>40 cents</td>
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<tr>
<td>2000 to 4999</td>
<td>35 cents</td>
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<tr>
<td>5000 or over</td>
<td>30 cents</td>
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</table>

### Prices for Circulating Jobs

All circulators on protected boards, 50 cents per running hour.

### Card and Tin Tacking

- 48" x 24" equals 72 square inches, 30 cents.
- 24" x 12" equals 36 square inches, 20 cents.
- 12" x 12" equals 12 square inches, 10 cents.
- 6" x 6" equals 6 square inches, 5 cents.

### Cloth Banner Signs

- 72" x 15" equals 108 square inches, 30 cents.
- 24" x 24" equals 576 square inches, 1 dollar.

### Distributing

- Distributing 500 articles, not over $5.00 weight.
- Distributing 1000 articles, not over $10.00 weight.
- Over $5.00, rates will be quoted to the advertiser.
SUCCESSFUL BILL POSTING
PRIMARILY DEPENDING UPON FOUR THINGS:
MERIT IN THE ARTICLE;
A "CATCHY" DESIGN;
RELIABILITY IN THE SERVICE;
PRIMENENCE OF LOCATIONS.

There are other minor considerations, the four above points, however, decide the failure or success. If you have the first point, then you should

Post St. Louis,
the great "store-house" of the South-West, where we will take care of the other three for you. Backed with unlimited capital, with 20 years successful study of the needs of the commercial advertiser directing every move,

The St. Louis Bill Posting Co.

has built up a plant which has few equals and no superiors. A long and hard fight with the conservatism and prejudices of the past has resulted in a perfected service far in advance of the present. Our first object—to afford the commercial advertiser the utmost "CIRCULATION" of his paper—has been supplemented by the desire to "put up" that paper in the most artistic and attractive style possible. "The proof of the pudding is in the eating"—a trial of our services will demonstrate how we have succeeded.

Information, estimates, designs, etc., promptly furnished. Write

The St. Louis Bill Posting Co.,

R. J. GUNNING, President,

516 WALNUT ST.

ST. LOUIS, MO.
"We are not going a-milking, Kind Sir," they said.
"We're posing for posters, now instead."