POSTERS vs. SIGNS.

BY SAM W. BURK.

I have had some experience with painted signs. For some ten or fifteen years I have been watching the results of sign advertising, and for some three or four years I have been noticing the effects of the same class of publicity on the same class of goods, only posters were used instead of paint. Well-painted signs are powerful, there is no mistaking that fact. For a few days they are powerful. But after a man (a dilated paternal man) has seen a sign a few times he fails to see it anymore. It is there and he cannot pass it, but he doesn't see it. He goes along a certain street, and from his business, daily for weeks and months, and the same old house are there all the time; but he does not see them and he pays no attention to them. One day however one of them is being torn down, or a new one is being built, and he sees it, because it is different from yesterday.

You paint a sign on a wall and a man sees it the first time he passes the wall, and possibly the second and the third time. You post a poster on a billboard, and it is seen, in a few weeks or a month it has become shabby and needs renewing; it is renewed but is put elsewhere—on another board or on another part of the same board. If the position of the board is too good to exchange for something else, there is other paper going up on the same board just alongside of your poster, which serves to call renewed attention to your poster. If your poster occupies the entire board, the new paper used in renewing, being fresher and brighter than it was yesterday, calls renewed attention to your poster.

During the many years that I was selling sign space almost exclusively, I was interested in seeing every sign I passed, and everytime I passed it, I got to believing that everybody else did the same thing. In fact, the people I did business with, being interested in signs, did the same thing to a considerable extent. And it was only a few years ago that I got to seeing things through other glasses.

In '93 the Admiral Cigarette painted more wall and bulletin signs in the city of Chicago than had ever been painted there before by any one advertiser. I placed the order and inspected the work, and I know to this day that the people in the trade—the tobacco trade and the advertising trade—were aware of it. Six months after these signs were painted and while they were still in good condition just as they had been all along, I visited the city, and met a young friend who was engaged in the building line. His business was such as he kept on the streets in his buggy most of the time. He traveled all over Chicago and practically saw every foot of the city every week. He asked me what I was doing, and I replied that I had a big deal painting Admiral Cigarettes throughout the entire country. "The Admiral Cigarette?" he replied, "why they started in here some months ago, but I suppose they have quit Chicago; I never see anything more of them. Some months ago they were advertising enormously here."

When I reminded him that every bit of advertising he had seen in the past was still in the same places, and that one of the signs was in plain view from where we were standing, he was surprised and could hardly believe his senses.

Another reason why posters are the best of the two methods: You have a new article of merchandise, or a new trade mark or trade name. You are in the milling business, we will say, and you have a new floor and you call it Aunt Jerusha's Flap Jack Flour. It is a good thing; you know it is a good thing, for all your friends who have tried it will tell you it is a good thing. You go into one town and you put Aunt Jerusha's Flap Jacks on the market and it goes like hot cakes. You place it in another town, under the same favorable auspices, and it fails flat. Why does it fall flat? I don't know. Nobody yet knows, but we all do know that some things that sell well in New York won't go at all in Philadelphia, or even in Brooklyn or Jersey City, and vice versa.

Now, suppose you have paid out four or five or six hundred dollars for a year's painted publicity, in one of the towns that does not take kindly to your goods, the money is spent, and there is no way to get it back; the signs are there to be seen, but it does not pay to keep a stack of goods in the city, the demand being so slight.

On the other hand, you start in with posters; at the end of thirty days you have spent say fifty or a hundred dollars. The goods don't go; you can fly the town or you can try another method of advertising—newspapers, distributing circulars and samples, cooking exhibitions in some prominent grocer, or a dozen different methods. You see out only the first month's posting bill. If, finally you can chide that that town won't take your article you can get a new poster advertising some other specialty, or probably the same article under another name, and it catches on well. To change sign advertisements would cost just about as much as the original painting did.

Another thing: If your money is limited, or if you want to advertise a commodity portion of the country with a small amount of money, you can post for one month and omit a month, then post again and omit again, and all this time you are paying only for the time your paper is on the billboards.

Bill posting has in the past been conducted on the one-time plan almost exclusively, and there are many people who do not know that a year's publicity can be secured on the billboards just the same as with painted signs, all that is necessary being to supply the bill poster with sufficient paper to renew with at least once a month throughout the year.

(And, parenthetically, I want to say that there are bills posters who don't know what I mean when I ask for estimates from them on a year's publicity. I wrote to one man some months ago for rates on a year's bill posting. He replied that he "didn't post nobody" for more than 15 days, and his price was 35 a sheet. I finally went to see him, told him I was willing to give him 35 a sheet for 15 days, and 25 a sheet for the next 15 days, and 35 a sheet for the next 15 days, and so on throughout the year; but he couldn't see it at all—couldn't get his boards up for more than 15 days—some other advertisers had ceased to come along and waste space and he couldn't give it to him, etc., etc. Of course this is one of the towns that must be painted; though some day a bill poster who hasn't been ten years dead will hit in and put up a good service there.)

WILLIAM L. STERETT, San Francisco, Cal.

The Donaldson Litho. Co. of Cincinnati, who make a specialty of posters and hand bills for fairs, want to hear from fair managers.
BILBOARD ADVERTISING.

CANADIAN BILL POSTERS

Get this ad sign and mail it to W. W. Scoot, Chatham, Ontario.

To the Hon. Sir Richard Cartwright, E. C., M. P., Minister of Trade and Commerce.

The Memorial of the Bill Posters of Canada respectfully showeth:—

1. That your Memorialists therefore hope that the Dominion Government, in their forthcoming revision of the Canadian tariffs, may see fit, for the reasons hereinbefore set forth, to recommend such reduction in the duty on imported advertising matter, as aforesaid, as may in their judgment give the relief now asked for by your Memorialists and your citizens.

The reason you hear so little about the effects of advertising in comparison to advertising in publications is simply because there is less in them—for agents. An advertiser comes nearer getting what he pays for when he pays the billboards than in any other known medium.

Purdy Personal

Under the heading "Well Done," the Chicago Daily News, speaking at the opening of the J. D. A. Christmas dinner, mentions the following: The children and grand children at John D. Adams, the president of the board, have a large estate, and the result is that the child and the parent are both delighted. The same thing happens when a child and parent are both delighted, and the result is that the child and the parent are both delighted. The same thing happens when a child and parent are both delighted, and the result is that the child and parent are both delighted.
PACIFIC COAST BILL POSTERS.

The Nineteenth Annual Session of the Pacific Coast Bill Posters' Association was held at the Hotel Adagio, San Francisco, on January 10. President W. H. Lee, Vice-President C. C. Lee, and Treasurer W. A. Colwell, and a good attendance of members were present. Mr. Geo. T. Greely, ex-President of the American Bill Posters' Association, was invited to attend the meeting, and was warmly welcomed by the members present.

The following applications for membership were received: G. M. Rush, Petaluma; L. M. Daniels, Santa Cruz; B. S. Morrissey, Maryville; Phoenix P. Co., John Block, manager, Phoenix; Arthur H. Jewett, New Whatcom, Wash.; Harry Gear, Paso de Robles; N. H. Wilson, Muncie. All were reported favorably, and the applicants declared elected.

An invitation was received from the California Adagio Co. to participate in a dinner and dance at the Cliff House, on Jan. 10. The invitation was accepted.

The election of officers resulted unanimously as follows: President, W. H. Lee, Santa Cruz; Vice-President, W. H. Lee, San Francisco; Secretary, W. H. Lee, Santa Cruz; Treasurer, W. A. Colwell, Sacramento. The officers were then duly installed, the subscription books being administered by A. Stillo.

An amendment to the Constitution and By-Laws was made by striking out the words, "Advertising Agent or Solicitor," which would have left the members who have not been able to secure advertising in order to maintain the rights of the recognized city bill posters within the States and Territories of the Pacific Coast. The California Adagio Co., of San Francisco, was declared to be the only authorized advertising agent on the Pacific Coast for the Pacific Coast Bill Posters' Association.

The meeting adjourned to meet at the offices of the California Adagio Co., of San Francisco, July 14, 1897.

J. H. SIMPSON, Sec'y.

WILLIAM L. STERRIT.

Foremost among the young business men of San Francisco who have steadily carved out their destiny by sheer force of character, natural ability and close application, is William L. Sterrett, the well-known printer and engraver, whose large and complete stock of mechanical conveniences is located at 552 Clay street, between Montgomery and Sansome streets, San Francisco, Cal., one of the best plants on the coast. Although one of the youngest of those engaged in commercial pursuits in this city, Mr. Sterrett has had an abundant and valuable experience, which he utilizes to the best possible advantage in his business. He is energetic and full of the unremitting spirit of enterprise, without which no man can hope to make a success of himself along business lines. Gentil, popular, just in all his dealings, Mr. Sterrett is regarded as one of the brightest of the younger business representatives who keep the ball of commercial activity rolling. Mr Sterrett comes of old-line ancestry, his father having been a pioneer and a man of acknowledged worth in the community. His son, who succeeded him, and whose prowess is heretofore given, is in every way a worthy descendent of a highly respected father.

BILLBOARD ADVERTISING.

Karle, of Rochester, is a new one, a twenty-eight sheet stand, lithographed, which they executed for the Sen Sen Co., are, we believe, creditable.

Roes of Omaha, has introduced a new shape for a date, it is a novelty that bids fair to prove popular.

The Ottman Litho Co., of New York, got the contract for the Coca-Cola Co., of Atlanta.

Heunecke & Co., of Cincinnati, have had a new white-sheet letter cut that is one of the best useful things we have seen lately.

The Donaldson Litho Co. will hereafter be represented on the Pacific Coast by the Sterrett Litho Printing Co.

The Gree Lithographing Co. assure us of their interest in the Lithographia by stating that they do not wish to maintain a single copy. By the way, this has done some work for Chan. A. Gardner that is particularly good. Their output grows constantly better.

Under the head of Poster Advertising, Profitable Advertising—January issued—beads that are worth the length on poster printers. As the article is chiefly remarkable for the fact that the author does not know about his subject, we will only quote from it briefly.

I believe you must institute the first-class poster Lithographic house at the river's edge. Some questions arise on the head of Let's see Riverside, Morgan, Thomas & Wylie. There is a lot, but not least, Jolin Glen & Co. * * *

This sketch was not written for the purpose of advertising to any particular business, but its aim is as much as that of all articles written for Profitable Advertising, viz., to supply information to prospective advertisers which will save them valuable time in determining which is the best house or which is the most suitable house, but not on poster work. * * *

We will not dispute Profitable Advertising's assertion that the article was not written to advertise anyone in particular. That is perfectly obvious. One need only look at the fourth page of the cover to see how sincere the protestations of disinterestedness are.

We wonder, though, if all the rest of the American poster printers are as hopelessly bad as Profitable Advertising would have advertisers believe. It is hard to believe, for out of one hundred and eighty-two, there surely ought to be more than five who produce first-class work. Let us see. We will begin with Boston. Profitable Advertising is published there, and it does not credit Boston with a single first-class poster printing establishment. But the great lithographic city is there, * and Walker, too—both undoubtedly first-class.

We have little space at our command, but we will skim lightly over the rest of the country. Take The Courier Litho.

* The Forbes Co.'s works are at Chicago, a suburb of Boston, but their offices are in Boston, and it is regarded as a Boston house.

The Running Horse at Fairs.

A paper read at the Third Annual Convention of Wisconsin Fair Managers.

When our worthy secretary wrote me, asking that I prepare a paper on some appropriate subject, in unison with this meeting, I readily answered that I would do so. Whence was written, asking for the title of my paper, I saw that I had, by some accident, inaugurated a subject more than I could hope to fulfill, but that there was disappointment in store for many. To compensate partially for this failure, the amendment, I will offer the merity of brevity.

I attempt a plea for the running horse at fairs, because I believe firmly that the running horse is a worthy part of the entertainment to be unimpaired and encouraged. It is hard to conceive that anyone who has seen the interest manifested in and the enthusiasm engendered by running races among the people at fairs, can combat this proposition.

However famous the trotters and pacers contending for purses, the calling up of the runners is always signalized by an outburst of warm applause from the amphitheatre and the multitude lining the home stretch. This seems to warrant the conclusion that running races are approved by the patrons of the fair. A first consideration in fair management is to secure large attendance and swell gate receipts. To this end 'attractives' are provided and liberally advertised. It being recognized that the beauty and the leading attractions, inducing attendance, fair managers are on the alert to make this feature as prominent and comprehensive as possible. The fascination of the running horse is heightened by the presence of the runners, and the running horse is a feature of the running race. Fast classes and large purses are to be the attractions of this season.
BILBOARD ADVERTISING

Published Monthly at 127 East Eighty-sixth Street, New York, N. Y., by BILBOARD ADVERTISING CO.

JAMES H. HENNEMAN, Manager.

Subscription, $1.00 Per Year, 1s. Advertiser.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of twenty-five cents per line and half the display in the standard columns, where special rates prevail. Our terms are cash.

Bilboad Advertising is subject to laws of Louisiana Exchange by J. F. Maude, vfl. of American Newspaper Ass'n. All sales and subscriptions due to the New York office. Subscription rates to be made by cash, coin office in advance, or by express money order or registered letter.

* * *

Unfortunately a certain class of *hull poster* has come into existence, and although they seem to be in possession of a certificate of membership, they have become addicted to advertising in such a manner that few will be able to resist the temptation to use them. The fact that they must do this is only the result of the thing. It is impossible to find a point in the advertiser's argument which can be logically attacked.

The publication in our February issue of a letter from one Clem. H. Congdon, president of an alleged organization, the National Distributors Association, in which he attempted to show that the effort of the association had been made to the best of its ability, is surprising to all but those who have been in the advertising business. We believe that the association has been successful in its efforts, and that the people of the country have been well served by it. The only question is whether the organization is in the best interests of the advertising public.

* * *

The most interesting feature of the recent conference of the Associated National Bill Poster Associations was the announcement that the Associated Bill Poster Association would meet in New York City in December, and that the Universal Poster Association would meet in Philadelphia in January. The meeting of the Associated Bill Poster Association was the most impressive of the two, and it was evident that the organization was making rapid progress.

The Associated Bill Poster Association has made a great many improvements in its methods of operation, and it is evident that the organization is well on the way to becoming a powerful force in the advertising world. The Universal Poster Association is also making progress, and it is expected that the two organizations will soon be able to work together for the benefit of the advertising public.

* * *

Life recently presented a cartoon, depicting a little boy cavorting with his father. "FAPA," said the lad, "please don't say must to me. It makes me feel all over." The remark aptly illustrates a phase of the character of every American advertiser who attempts to cater to the tastes of the masses. The boy's statement is a true reflection of the feelings of many advertisers, who are content to play the office boy's game, but are not willing to be burdened with the responsibilities of the position.

* * *

The use of the word "must" in advertising is a reflection of the advertising public's desire to be treated as equals. It is evident that the word must be used sparingly, and that it must be used with discretion. The word "must" is not used in advertising, but it is used in the advertising world.

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of the law, are beneath contempt, they are the nerosis, pastilles, the chances of the business, all the more so, because the fact that the eulogizing iron of the courts cannot reach them.

Mr. Congdon is also editor of The Sun. The Sun is the official organ of the National Distributors' Association, of which Mr. Congdon is president. The paper, if indeed it can be dignified by such a name, as supposed to be uneducated monthly, is of the cheap and nasty order, whitewashed and poorly printed. It teems with vile advertisements of catch penny schemes, nostrums for the care of gout, gleet, and syphilis, etc. Here are a few samples.

**NEW YORK NOTES.**

Some Pratt tells me that the Executive Committee of the Associated Association, which meets here on March 25th, expects to take further action on rate cutting and rate curbing. Also that the question of $200 membership fees will be discussed very fully, and a plan will if possible be formulated to put before the meeting in Atlantic City this summer.

Thinner & Mendelson are getting out a new eight-sheet for Johann Hof's Malt Extract.

Tarrant Seltzer Aperient has a new one-sheet in press, edition of 200,000, which it is hoped will make many of the boys happy.

Some of the members of the New York State Association, are strongly opposed to the high membership fee proposed by Mr. Campbell; they say somebody will be hung on their pockets with the letter.

Sen-Sen has an eight and a sixteen-sheet on the boards.

Harry Munson's boards carry Hawes Hats, three and sixteen sheets, placed by Boyle. Other paper now being made containing Sam W's imprints is a one-sheet for the Yellow Kid Cigarette, and a sixteen sheet for Dunlop Tires, both to go abroad, though a little stays at home.

Baker's Chocolate has a number of sizes to come out soon, and will cover the country.

Barman goes onto the boards March 15, and when they are applied for it very: advertisements in town look an overwhelming desire to use the billboards. For the month of January there was space to burn, now all kinds are at a premium.

Pierce Bicycle and Fowler Bicycle on Munn's boards.

The American Bill Posting Co., of Brooklyn, have the finest line of Brooklyn Bridge space of any of the gang.

Vaughn's Seed Store, of New York and Chicago, puts out three sheet in the suburbs very soon.

L. E. Lau'er & Co., are getting ready for the base ball season and have reserved blocks for the base ball magazines in the Polo Grounds. The signs put up there last year were the finest spectacles of the painters' art ever seen in New York.

The Gold Bond Cigar is getting out a twelve sheet.

**LEFEBVRE'S BUDGET.**

Department conducted in the interest of the International Association of Distributors. Address all communications to D. J. LeFebvre, Mfg. Co., 534 Cedar ave., Cleveland, Ohio.

I want to impress one fact upon distributors, namely: The International Association of Distributors is the only organization in America, which is the outgrowth of a spontaneous desire upon the part of distributors to better their condition by united effort. It was not devised by distributors, and organised by distributors. It is conducted by distributors in the interest of distributors. If you are a distributor, you will find it an advantage to unite with the Association; you will also find that we will welcome you. If you are merely a would-be, you will find that you cannot obtain membership at any price. All the officers of the organization have their own and efforts great, there are no private schemes to further, so as to grant. The initiation fees and dues are small, merely enough to provide stationery, printing, postage and advertising. It is entirely mutual in its workings, and benefits none of its members in particular but treats all alike. We want a member in every town in America, but every member must be the right sort. If you are interested, write W. H. Steinbreuner, 609 Lincoln Inn Court, Cincinnati, O. You need not enclose a stamp for a reply.

**TIPS.**

The following firms advertise for circular distributors throughout the country, but you'll find that you must act as agent, and sell their goods. They allow you a small per cent., to put out a few circulars.

Prize Paper Co., Box 1200, Springfield, Mass.

Rhode Island Co., W. A. Wit, Newton, Ga.

The Jamaica Co., Whitehall, O.


Rogers Co., 12 W. 22d St., New York City

Old Gowy Co., Cincinnati, O.

All such advertising is investigated as soon as they appear, by Secretary Jas. Steimbreuner, 12 North Cherry st., Nashville, Tenn. Members of the I. A. O. C. can save both time and stamps by writing to him in regard to them. One letter and one stamp will bring you information about the whole batch.

While on the subject of misleading or catch-penny advertisements, I want to pay my respects to the party who wants your neighbors' addresses. You have all seen the advertisement I mean. They are all much alike, usually something like this:

**WANTED.** Your neighbors' ad.ress. Will pay $2.00. Address, with 10 cents.

They do not want addresses. They would not know what to do with them after they got them. Here is the way it goes: You write them and enclose ten cents. They return you a circular and a signed contract in which they agree to purchase names from you at 50 cents per 100, but you cannot go to work—not just yet—you are not prepared. You must buy a blank book which will enable you to properly collect and classify the names. They have just the very thing. It is made especially for this purpose, and they will sell it to you at cost (1), usually from $2.00 to $4.00 each. After sending the money for the book, and not before, you find that the names wanted are those of firms whose boilers have blown up recently, whose sales have been bungled; or persons whose names have inexplicably disappeared, been lynched, fallen out of balloons, etc. In fine, if you applied yourself closely, you might earn $5.00 or $10.00 a year, but you'd love it more than you think. The postal authorities cannot reach them. They are too smooth.
BILBOAD ADVERTISING.

The manufacture and sale of Professor John H. Woodbury's facial soap and facial cream has been discontinued by the American Toilet Company, Indianapolis, Indiana, which recently purchased the plant of the Eastman Perfume Co., Philadelphia. The arrangement will not interfere with the Dermatological Institute which Dr. Woodbury conducts in New York.

When Mr. Jergens returns from Mexico, where he is at present, one of the first things he should do, according to a friend of publicity, is to authorize a liberal outlay for advertising the provisions of his company.

Canadian distributors should write to the Gemische Pharmh. Co., Toronto, Ont.

The Konecto Mfg. Co., Providence, R. I., are in the field. They will cover the entire country, advertising a hair destroyer.

A new perfume, to which the name of "Theodore" has been given, is being introduced by the Violet Mfg. Co., 99 Dearborn street, Chicago. Every one knows, of course, that no order to be in good odor with the buying public, it will have to advertise liberally.

The E. M. Sutherland Medicine Co. want to hear from bill posting and bill plasters in Ohio, Indiana, Illinois, Kentucky, Tennessee and Arkansas.

The Gilmore Drug Co., of Fletcher, O., and associates are trading a standard line of their own. While in the main, trade offers are undesirable, still if business is slack they are better than nothing. Under these circumstances it might be well to write them, especially if you can place your goods on sale with your local druggets.

The Ballestraria, Liebig Spring Water Co. of Lawrence, Mass., will shortly send the services of distributors. They have an immense edition of booklets in press.

Fudly Personal.

W. W. Smith, of Osceola, Al. styles himself the "sunny chivalrous." He also does bill posting and bill plasting. He is a native of Osceola and has contributed to that city's newspaper, the "Daily Whig," for a number of years. He is now in his twenty-third year and has a reputation as a "stirrer." He has written a number of his poems and stories which have been published in various newspapers and periodicals. He is also the author of the "Sunny Chivalrous," a book of poems, which has been published in a limited edition.

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FIN-DE-SIECLE DISTRIBUTING.

Mr. M. C. Jones is a distributor. Incidentally he is also a lawyer. At present he is in the employ of The Sterling Company, and he is advertising Cavendish and No-To-See, and doing work, which, so to speak, of the best. He has a reputation as a most successful salesman. As a rule, he is dressed in a costume almost as handsome as his own. In this way he is able to picture a superior calling card, and with this he is able to do business with the best class of customers. As a result, he is able to sell his wares with ease.

The scope and effectiveness of the business of house-to-house advertising can be extended and heightened by utilizing and elaborating this idea.
LECCERS EDITOR.

LINCOLN, NEBR., FEB. 21, 1867.

EDITORS BILLS.

Dear Sirs:

While we are having one day joy we have no assurance that the next will be less prosperous. We have been assured that the climate will be a great improvement over the past season. The new crops are looking well, and we are encouraged by the prospects of a good harvest. We hope to see the market improved, and to have a prosperous season. We shall be glad to hear from you.

Yours truly,

C. N. WARD.

NEW YORK, FEB. 21, 1867.

EDITORS BILLS.

Dear Sirs:

We are glad to hear from you that the weather is improving, and that the crops are looking well. We hope to see the market improve, and to have a prosperous season. We shall be glad to hear from you again.

Yours truly,

C. N. WARD.

COLUMBUS, OH., FEB. 21, 1867.

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Yours truly,

C. N. WARD.
notice.—Tues., and if necessary, all of this column will be devoted henceforth to questions on sign painting, posters, store, poster, varnishes, etc., in fact, everything relative to the sign painters art. All communications should be addressed to W. R. Brown, Pickerington, O. 

The business man who says he has enough business without advertising is a good deal like a Waterbury watch. His business is generally all "licked." 

"Midsum in Surro" seems to be the motto of some advertisers. How often is it that the sign painter is given a small space and requested to entertain the contents of a whole store on it? How often do we see the attempt made to cover as much as the contents of a Metropolitan newspaper into a sign for a Lodges? Such advertisers are a nuisance, and such advertising don't last. The trouble with them is, they want too much for their money, and in attempting to get it "bite off more than they can swallow."

There are thousands of men in the United States who won't make a good letter and can write signs satisfactorily, but, on the other hand, undervalue the work of the sign painter. There is the same thing over and over—stereotyped phrases. They travel in the same rut year in and year out. Novelty in wording is much more essential than novelty in lettering. Thousands of dollars are thrown away in stereotyped advertising, not only in sign writing but in all other kinds. Notice the advertising papers. It is the same thing year after year.

Advertising is a dangerous weapon to foot with. It is like a loaded gun. It's all light when you are at the right end.

LUMINOUS PAINTS.—I notice recently a great many questions about luminous paints. There are several substances of a phosphorescent nature, such as sulphides of calcium, strontium and barium. The sulphide of calcium is the one that is most generally used in making luminous paints. It possesses the characteristics of retaining light in a marked degree. Good business will paint with the property of emitting light for four to six years. It is said by scientists that it absorbs light during the day-time and reflects it at night, and that an absorber of light for a few minutes will suffice for ten or twelve hours at night.

Here are some recipes for luminous paints: Take 3 parts of Darmera varnish to 1 of luminous sulphide of calcium, 5 parts of bentonite. For inside use, 60 parts of white gelatin, 60 parts of glycerin, 130 parts of water and 150 parts of luminous sulphide of calcium. The varnish should be pure to give the best results. No varnish should be used that contains any of the oxide dryers. It may be made in several colors by addition of the ultima- 

red color. Red is made by adding a small amount of sulphide of arsenic. Some authorities recommend pappy oil as a vehicle in which to mix. It may be used in water glass.

"Boll be down, Sonny" Is what the editor of a big newspaper said to the young reporter. The Billboards reiterates the statement to the advertising sign painter. "Boll is the soul of it." 

There is a right and a wrong way to write a sign. Many of our readers have, no doubt, heard the story of the fish sign which read: Fresh fish For Sale Here, together with a picture of a fish. A pas- 

ter-by remarked that the word "fesh" might imply they were not fresh. So the proprietor rubbed it out. Another suggested that "here" was superfluous. So he marked that out. Along came another and implied that "for sale" was unnecessary. So that was scratched out; when another man happened along, and read the remaining word "fesh," and made the remark that any d-d fool would know that was a fish. The fish is probably going to extremes. Nevertheless, there is a good suggestion in the story. Perhaps the most correct way to write it would be to make a picture of some fish and write the words "for sale." 

How often do we see the words "For Sale Here" painted in front of a store. Ordinary varnish is used, and the paint on the sign is what is termed first-class poster. If we are going to make signs, let us use a little grammar as we go along.

A good sign should be short, plain and right to the point. The main idea should be given the most prominent place.

When writing a sign always aim to write it in such a way that people will want the thing you are advertising.

If some of our business men would put as much money and thought into their advertising as they do in politics, hard times, for them, would disappear like the mist before the morning sun. There is entirely too much advertising done wiv- 

out thought. Many persons advertise, apparently, because it is fashionable. While they select the others who are favorable to advertising who would do it if they could see any benefits derived therefrom. Whose fault is it that it does not pay? It is both the advertisers and the people who do the work. On the one side they are not willing to pay what it is worth, on the other they are not willing to do the work for the price. The sign painter must always have the facts and grades. Good advertising is something more than merely a mechanical task. It is becoming closely allied to a science. It requires special business training and deep penetrating ability to do it at its fullest sense. And the quicker both sides recognize this fact the better off they will be.

I once saw a sign with a bull's head and the words "Cattle For Sale." Always show a connection between the picture and the wording. This is especially true of a bull's head and a cattle for sale. Neither in any connection between a bull's head and a butcher shop or a surge, adding Japan to the menu, as we often use sea used as an ad for such places. People don't go to meat shops to buy bull's heads, they go there to buy meat, the heads are generally left by the butcher's house or sold to the home man. A poor ad is like a balmy 

here, the longer it stands the less satisfaction you will get out of it.

Dry point spots may be removed from clothing as follows: First cover the spots with fresh butter, then saturate the place with chloroform, when they may be easily removed.

ALUMINUM.—This metal, both in leaf form and bronze, is rapidly taking the place of silver on account of its retaining its bright appearance. As long as a bit of it remains it will remain bright. Sulphur fumes do not affect it. Both leaf and bronze are the same as silver. Therefore a good size for the base may be used from good varnish and white lead in oil, reduced to a working consistency with a turpentine, adding Japan dryer to it and drying as wanted. When the size is nearly dry, just so it has the least perceptible tack, rub the thumb on muslin of a soft rag. It may be boiled in a nice polish by continuing the rubbing. The best cement for putting metal aluminium letters on glass is made of good varnish and dry white lead.

The funny man's attempt at advertising is as bad as the man trying to remove old cork that has got down in a bottle: there is generally too much cork for the hole. Business and fun fall out about the time a man is created, and have traveled differ- 

tent roads ever since. An attempt to combine them usually winds up in sarcastic ridicule.

A cheap sizing for rough, weather-beat- en boards may be made by dissolving shellac in sal-soda and adding some heavy-boiled pigment. This size will stick to grease spots. Linseed oil may be added if desired. Lime water and linseed oil makes a good heavy alias, but it is hard to spread. It is usually used half and half.

To make intaglio size, for glass gilding, take distilled water and bring to a boil in a clean tin vessel. Put in a piece of muslin full of glycerin, and let it stand over the heat to spread. It is usually used half and half.

Permanent painted signs are profitable. 

A Pizz for the Signboard.

"Lustre and his friends may be allowed to please themselves in having made a grandstand of the handicaps of Paris. In England, also, there was a fair effort at the art of beginning to design decent posters. And, now that the kind of art is again to be in vogue, it is probable that we shall increase our taste of it from what we call "cheap men." What anyone knows anything about is not a fit topic for ten parties. There is that kind of art which would appeal to the better aspect of street circles, streets that have a charm in them. What advertisements will stand out on the side of the street boards for our pleasure? They should really do so. For signboards will be more congenial to men's tastes in that aspect. No matter how the art of advertisement ever succeeds in doing posters differently. Without the nivas, his or her knowledge, as the eyes are being trained to take up the latter rather harsh conditions they impose the signboard is a ground for his very own work. It is a function not, like the poster's function, merely to attract the casual eye, but rather to suggest to people and make one, helpfully enter the shop it overlies. Thus in all cases given for a more definite technique a balder, styler, more naive, more vivid, more intense, than the old one, now a survival of worse sentiment. These signs were invented for a far different purpose, the advertising of customs, long ago, when we were either less sophisticated, or more intelligent, or both. Our forefathers were so expert in the art of signwriting that everyone is taught in the schoolroom, even now a survival of worse sentiment. These signs were invented for the avice of the advertising men, to have their names on a shop, a business, a restaurant, a laboratory, a barber shop. Will a man of substance who would hang a green sheet before a tavern, why not advertise properly. Nor will the survival of these signs stem from the unwise interest of economists, who in food, has never been a filter, the lead. Why not, then, that the shopkeeper, "I should spend my money on a signboard!" Ah, I will explain. I do not ask you to revolve those old conventional designs, or what should hang a green sheet before a tavern, why not advertise properly, etc. Adams, a man of substance, a man of large and original signboard, peculiar to the character of your own wares, peculiar, also, to the painter of it. From the point of position, your money will be well spent.

—Anon, Remarks, In The Bill Peder.
Billboard Advertising.

W. C. Farmer at the Head of a Detroit Enterprise.

W. C. Farmer has organized, together with a number of other noted turfmen, the Detroit Turf Club, for the purpose of converting it into a racing track.

The new owner will open fifteen stakes for the spring meeting, to be worth $50,000, and as the undertaking is backed by wealthy Detroit men, and is to be managed by such an able turf celebrity as Mr. Farmer, its success is assured.

The annual meeting of the Ohio Valley Fair Circuit, held at Chillicothe, Monday, and decided upon the running of the races to be held in the different towns this year.

The following delegates were present: Mr. Z. T. Sturges, Cincinnati; Mr. J. F. Downey, Mr. R. C. Mallow, of Washington C. H.; Mr. V. H. Draper, of Portsmith; Mr. W. E. Frishbon, of Newark; Mr. A. E. Seymour, of Newark; Mr. J. H. Price, of Columbus; Mr. H. C. DeWes, of Chillicothe; Mr. W. H. Woodrow, of Chillicothe.

At a meeting of the delegates held together at the Warner House, and at a o'clock preceded upstairs, the meeting being held in one of the parlors. There were present representatives from each of the places that were represented except Chillicothe.

Mr. W. T. Hall, of Chillicothe, president of the circuit, presided at the afternoon session, and was unanimously re-elected for the ensuing year. Mr. W. J. Allen, of Washington, C. H., was re-elected vice-president, and Mr. R. C. Mallow, of Portsmith, was re-elected secretary and treasurer.

Nelsom made application for admission into the circuit, and the application was approved, and Nelson admitted. The arrangement of dates then came up for discussion, and was decided as follows:

Newark, June 27th and 28th; July 1st and 2nd; Columbus Trotting Association, July 6th, 7th, 8th, 9th and 10th; Chillicothe, July 27th, 28th, 29th and 30th; Chillicothe, August 3rd, 4th, 5th and 6th; Washington C. H., August 10th, 12th, 13th and 14th; Lancaster, July 13th, 14th, 15th and 16th; Xenia does not belong to the circuit, but has claimed the third week in August, and she will be allowed to become a member.

An open week follows, and then comes the State Fair, commencing August 30th, and continuing through September 5th and 6th, and October 3d and 4th. As Chillicothe was not represented the dates assigned her have not been accepted, but probably will be.

Secretaries: Send in your fair dates as soon as decided upon.
**LIST OF FAIRS 1897**

**CONNeCTICUT**

**INdIANA**

**IOWA**
- Belle FAIR: Big Four Fair. Aug 29.
- Iowa City: Fair. Sept 8.

**MICHIGAN**

**MINNESOTA**

**MARYLAND**

**MASSACHUSETTS**

**NEW YORK**
- Watertown: Jefferson on Ag Society. Aug 29.

**OHIO**

**PENNSYLVANIA**

**WISCONSIN**

**POULTRY SHOWS**

**DOGS SHOWS**
- St. Louis: Kennel Club. Mar 3.

**BILLBOARD ADVERTISING**

**CONVENTIONS, Experiences, Etc.**
- Under this heading we publish free of charge the dates of all notable events, which are likely to be of interest to any one pasteurized city and for this reason prove to be particularly valuable to dealers, manufacturers, etc.
- The list is carefully revised and revised to the best of our ability.

**ADVERTISING**
- All are invited to the publish our list of advertisers.

**SAM W. HOKE, 107 W. 28th St., New York.**

**MIDDLETOWN ADVERTISING Co.**

**THOMAS KAIN, Manager.**

**88 South St., MIDDLETOWN, N. Y., Distributors and General Advertisers.**

**Prompt Service Guaranteed.**

**Correspondence Solicited.**

Middletown to the Railroad and Commercial 100,000 Population, City 15,000; County 97,900. Member International Association of Distributors.
Christmas Billboard, 1897

During the year 1897 THE BILLBOARD will issue but one special number. This will be the Christmas Special, out December 1st, next. It will consist of 56 pages, handomely illustrated, and will have an illuminated cover, superbly lithographed in colors. It will retail at $1.00 each. The advertising rates will be $6.00 per Agate line, with 20 per cent additional for specified position.

LARGER ADVERTISEMENTS.

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No deviations will be made from these prices, and no discounts of any kind. Copy for advertisements on lithographed pages must reach us not later than Nov. 1st. Last form closes Nov. 9th. Size of type page, 9½ x 12½.

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ATTENTION RICHMOND, OHIO.

Send orders for our special numbers.

RICHMOND, KY.

One of the richest, best and most prosperous towns in Central Kentucky. No other town responds so quickly to announcements on the bill boards. No other town can boast of a better bill posting service. Post Richmond.

W. P. BAXTER

RICHMOND, KY.

CRITTENDEN & CO.,

City Bill Posters and Distributors,

CENTRALIA, ILL.

We own and control all boards in the city and make large and small contracts for all kinds of advertising, we cover a great deal of territory.

HENNEGAN & CO.

CINCINNATI, OHIO.

BLOCK AND TYPE POSTERS ARE OUR SPECIALTY.


SEND FOR SAMPLES AND PRICE LIST.

TO BILL POSTERS AND ADVERTISING MEN:

I have noticed several instances of bill posters and others, whose names contain the letter S, appropriating my trade-mark, the S, in connection with their names. This is to give full legal notice that this trade-mark is mine and will be protected against all infringers and all such and instructed to cease using same, under penalty of the law.

SAM W. HOKE, Poster Contractor,
107 West 28th St., New York.

ATTENTION BILL POSTERS!

We make all kinds of Special Stand Paper for Commercial Advertising, for Bill Posters, in from 6 to 15 colors, from a 3-left sheet stand and upwards. Any number of stands. Our work is all descriptive, and made on the best poster paper made. With shading, ruling and shading, to imitate the finest of lithography.

On receipt of $2.00 and your copy we will make and send you a fine 15-sheet sample stand, 15½ by 12½ in. There is fine of local work to be had; all it requires is a little looking.

A. BENNETT CO., 201-3 Main St., OTTAWA, ILLS.

AGENTS WANTED

Either ladies or gentlemen, to sell our new

- HIGH GRADE TOILET SOAPS AND PERFUMES

You can start a profitable business without any capital, provided you send us written two recognized responsible business men of your town or city, and mention in what publication you saw this advertisement.

THE MINTEAUX SOAP & CHEMICAL CO.,
187 Schuyler Avenue, KANKAKEE, ILL.

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

SEED MEN LOOK OUT!

If you are seed merchants or if you wish to make the best of use of your annual crops of Oklahoma Indians, we are the men to see.

SEED MANUFACTURERS—COX'S COTTON SEED COMPANY, SELMA, ALABAMA.

Oklahoma Mailing Agency, Inc, 310-312, 202 West Main, OKLAHOMA CITY, OKLAHOMA.

For your low cost mailing list of Oklahoma Indians, write:

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

For your LOW COST mailing list of Oklahoma Indians, write: FRANK M. DEUBL, BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR, 187 Schuyler Avenue, KANKAKEE, ILL.

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For your LOW COST mailing list of Oklahoma Indians, write: FRANK M. DEUBL, BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR, 187 Schuyler Avenue, KANKAKEE, ILL.
WANTED!
BRIGHT YOUNG MEN

Can make from $12.00 to $75.00 per week selling our posters on commission. We have posters for every branch of the retail trade, such as clothiers, hatters, dentists, milliners, boot and shoe dealers, butchers, grocers, tobacconists, druggists, haberdashers, etc., etc.

These posters afford the very best advertising that it is possible to obtain. They are apt, striking, beautiful, and sell at sight. We WANT AGENTS TO TRAVEL AND TAKE ORDERS. We want young men, between 21 and 25 years of age. To all such that write us, giving reference, we will send all necessary instructions, information, etc., and a set of samples that cost us $31.75. We ask no deposits, request no stamps for reply, but we do insist upon being fully satisfied that inquiries come from men who really desire employment. Those that are merely inspired by idle curiosity will not be considered. The work is easy, pleasant and congenial. Our solicitors have the assistance and advice of the city bill poster in every town. Write quick.

CINCINNATI, O.

THE DONALDSON LITHO CO.

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.
6 " - $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.
6 " - $3.00 "
10 " - $3.25 "

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

SOUTHERN ADVERTISING CO. || STREET CAR ADVERTISING.

BOWLING GREEN, KY.
POPULATION. 10,000.

Bill Posting and General Advertising.

We own and control all the prominent billboards in the city.
Address all communications to
J. M. RICHARDS, Manager "Southern Advertising Co.," BOWLING GREEN, KY.

NOTHING EXCELS THE SERVICE RENDERED BY THE

BINGHAMTON BILL POSTING COMPANY,
CONTRACTORS FOR
OUT-DOOR ADVERTISING
IN ALL ITS BRANCHES.

P. M. COOLEY, Mgr., BINGHAMTON, N. Y.

1891. "Everything comes to him who hustles while he waits." 1897.

THE HUSTLER ADVERTISING CO.

OUT-DOOR ADVERTISING
IN ALL ITS BRANCHES.

W. H. CASE, Manager.

FORT WAYNE, IND.

THE BABBITT ENTRY AND RECORD SYSTEM.

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Nashville Distributing and Advertising Co.,
100 N. Cherry Street, NASHVILLE, TENN.
Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn.
Member International Association of Distributors. This association guarantees service of its members.

FOR SALE:
The finest Bill Posting Plant in Maryland, located at Frederick, a city of 10,000 population, known as the RHODES BILL POSTING CO., now doing a flourishing commercial business and controlling all theatrical and railroad work.

Will sell also, a first-class Soda Water and Bottling Plant, now supplying 8 to 10 of the soda drank in the town, which, if run in connection with posting, proves a young gold mine. Both plants run under the same roof. Will sell for cash within the next 60 days. $2,500 no more, no less.

Frederick has fine water, electric lights, trolley lines and a grand Mountain Summer Resort. This is the opportunity of a lifetime, for some young business. Reason for selling: Have interests in another city, that demand my attention.

If you mean business, write for full particulars. ADDRESS:
FRANK B. RHODES, P. O. Box 244, FREDERICK, MD.

E. S. CARPENTER,
RELIABLE BILL POSTER
DANIELSON, CONN.

E. S. CARPENTER
MANAGER OF MUSIC HALL.
Office, No. 5 Music Hall Block.

MARION ADVERTISING CO.
MARION, O.
BURKE & SARGENT, PROP'TS.
1,000 Feet Billboards.
50 Three-Sheets.
100 One-Sheets.

J. S. CRAIG
310 LEXINGTON AVENUE,
DISTRIBUTING.
HASTINGS, NEB.

LICENCED BILL POSTING, TACKING,
OWN AND CONTROL ALL RIGHTS AND PRIVILEGES.
20,000 SQUARE FEET OF BOARDS.
POPULATION 15,000.

THE LEADING SHOW PRINTERS
IN THE UNITED STATES

AULT & WIBORG CO.
POSTER INKS
CINCINNATI, NEW YORK, CHICAGO

ARE YOU ONE OF THEM?

HENRY C.
CROSBY
ADVERTISING SIGNS,
PATERSON, N. J.

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

HENRY C.
CROSBY
ADVERTISING SIGNS,
PATERSON, N. J.

PHILIP B. OLIVER,
Licensed City BILL POSTER.
319 Cherry St., FINDLAY, OHIO.

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

C. H. WOODWARD, Mgr.
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C. P. ROGERS
CITY BILL POSTER.

TUCKER'S MAGIC STOVE POLISH
will send secret of manufacturing this excellent Stove Polish for 50 cents, former price $1.00. Thousands of boxes have been sold by myself.

C. T. TUCKER, Sheldon, Mo.

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

WE paint pictorial advertising signs, society silk banners, show cards, theatrical scenery and imitation litho paper.

WE have no allies, back fences, "charlie boxes," boys or "bombs."

C. H. SMITH & CO.
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THE LEADING SHOW PRINTERS
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AULT & WIBORG CO.
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CHARLES W. YORK
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RIGGS BROS.
The greatest Country on Earth.

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GUTHRCE, Capital of Oklahoma
10,000 feet of space, and
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Rates made known on application.
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A Practical Journal of the Trade

It saves money by developing the best way of doing things in the office.

It features particularly open
Accounting, Office Routine, Business Management, and Advertising.

It contains exercises in
Finance, Manufacturing, Transportation, Commerce and Economics.

This month's departments of the paper include:
- Descriptive Material, letters from practical men on office and business topics.
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This month's articles include:
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In all its branches. Also Bill Posting, Distributing and Card Tackling. In this city, or advising country or town.

WILL H. LORELLA, INDIANOLA, IOWA.

IDEAL.

Bill Poster and Distributor,
Distributes records and circulars.

GRANTSBURGH, ILL.

A. P. MEYERS, BILL POSTING, DISTRIBUTING, SING PAINTING.

Own and control all Boards.
Population—City, 1,500; County, 15,000.

GLENWOOD, - IOWA.

GEO. F. NETHERCOTT, BILL POSTER AND DISTRIBUTOR.

Card Tackling, Distributing, Sampling, Sign Painting.

Control all Dead Walls.

All Boards on or near Street Railroads.

Office, Academy of Music.

SAGINAW, E. S., MICH.

The Bill Poster

The English counterpart of The Billboard.

Our Date Book for Season 1896, '97-'98 now ready, and will be sent postpaid on receipt of 25 cents.

JOHN T. WILLIAMS, 346 Morrison St., PORTLAND, OREGON.

BILL POSTER.

Pop. 90,000. Established 1868.

THE GREAT AMERICAN ENGRAVING & PRINTING CO.

P.O. 57 BEERKMAN ST., NEW YORK.

R. R. ROYLANE, Sec'y.

Jno. H. Jones, BALTIMORE, MD.

DANN M. BAER, of LA VERNE, MICH.

A reliable man, will distribute all advertising matter, look up all signs incurred, etc. 

Also street signs, 100 for $10.00, or the entire lot for $30.00, cash with order.

DANN M. BAER, Distributor, Box 477, LA VERNE, MICH.

When you write, mention Billboard Advertising.

A CIRCULARS DISTRIBUTED.

FREE! FREE!

Names and addresses of borrowers, prospect and reliable mailing Districting, Cleaning, Subscriptions, printing, Local and General Agents, furnished free to advertisers; etc. No charge until mailed per day for 3 weeks, 100.00 per month, 100.00 per advertising space occupied.

THE MONTICELLO ADVERTISING ASSN.

Baltimore, Md.

G. F. TUCKER, Box 157, SHELTON, IOWA.

Dillon's Cross Roads

BILL POSTING

CO., Normal, ILLS.

Cards, Circulars, Bills, etc., tucked and distributed at all prominent points throughout the state.

Free sign cards a specialty.
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SAN FRANCISCO,
OAKLAND,
AND ALAMEDA CO.,
—CALIFORNIA?

SIEBE & GREEN
OWN THE
Bill Posting and Painted Sign
PLANTS.


SAN FRANCISCO
350,000 Population.

45,000 Linear Feet Fencing,
10 and 20 Feet High.

OAKLAND
65,000 Population.

11,000 Linear Feet Fencing,
10 and 20 Feet High.

ALAMEDA CO.
150,000 Population.

9,000 Linear Feet Fencing,
10 and 20 Feet High.