LICENSE.

Ever since the Billboard has been recognized as the organ of the bill posters of America, it has been a matter of universal recognition that a license is necessary for the protection of the public and the benefit of the advertisers. The authorities, having regard to the interests of those who have been objectors to licenses and the rights of those who are to be protected, have decided to deal with the subject editorially.

The question of the billposter's license has always been a vexing one. The authorities have been unwilling to grant licenses to all those who have been objectors to the billposter's license, and have been unwilling to grant licenses to those who have been objectors to the billposter's license.

It is not necessary to go into the matter carefully; thoroughly and at great length. After due consideration and consultation with authorities, we have concluded to state that a billposter's license, no matter where it is granted or how it is drawn, is not worth the paper it is written on and does not give protection to the billposter. The best that can be said is that, in a general way, it is a fairly good "bluff."

A State or municipality has a right to tax and collect on the warrants carried on within its limits, and has the right to require licenses for carrying on those which are declared to be privileges. Therefore, the authorities have the right to license bill posters, but the Supreme Court of the United States has decided in favor of these authorities.

And there you are. The license gives the billposter a local privilege. It does not protect him from the police, or the law, or the prejudice of the public.

To make the matter perfectly clear, we quote briefly from Chief Justice Bradley's decision: "In the matter of interstate commerce the United States are a State, and we must be subject to one system of regulations and not to a multitude of systems. In view of these fundamental principles, which are to govern our decision, we may approach the question and inquire whether it is competent for a State to levy a tax or impose any other restriction upon the citizens or inhabitants of other States for selling, or seeking to sell, their goods in such States before they are introduced therein. Do not such restrictions effect a very foundation of interstate trade? How is a merchant or manufacturer in one State to sell his goods in another State without in some way obtaining orders therefor? In these cases, then, what shall the merchant or manufacturer do? Must he sit still in his factory or workshop and wait for the people of those States to come to him? This would be a silly and ruinous proceeding.

The only way, and the one which must be done, is to obtain orders from persons residing or doing business in those other States."

Lack of space prevents me quoting at much length from Justice Bradley's decision. Suffice it to say that he points out clearly and forcibly that any ordinance which prevents or even restricts an advertiser from creating a market for his wares by bill posting, sign painting, sampling, card tacking, distributing or exhibiting, is in violation of the interstate commerce law, and hence unconstitutional, null and void. Now, this being the case, it is needless to say that I am opposed to such a law.

Obviously, the bill poster must rise to the occasion and meet the emergency. There is but one way in which he can do it. He must provide a service and a line of boards that will prove indispensable to the advertiser. Snipping, splicing and fly posting will soon fall into disuse.

In the meantime, it would be well for those bill poster's who have no license to resist any attempt to pass an ordinance which will create one of those that already have them, especially those who are paying a high license, should cast about for ways and means to reduce them to a reasonable figure.

CAPTAIN GEORGE W. CAREY, Lebanon, O.
	Mecy Warren County Fair Association.

Wisconsin Fair Managers' Association.

At the fourth annual convention of the Wisconsin Fair Managers' Association, (an association composed of the officers of the various fairs in the state,) held at Madison, the following officers were elected for the ensuing year: President, John H. True; Secretary, Arthur Babbitt.

Executive Board: Geo. L. Harrington, Blitchton; Jesse L. Sharp, Chipewa Falls; Kenneth Scott, Racine; M. F. Barteau, Appleton. It is the purpose of this association to get together all attractions, and arrange circuses. Managers of attractions should be notified of county fairs, and correspond with county agents.

A resolution was passed, fixing a uniform size for premium lists. Henceforth all premium lists for fairs held in Wisconsin will be printed on 24x36 inch paper, and trimmed when bound to 831 inches, long by 3½ inches wide.

The 112th anniversary meeting of the Agricultural Society of South Carolina, was held March 14th, at the Chamber of Commerce, in Charleston. The financial status of the Society was found to be in a most flourishing condition. The election of officers for 1897, resulted as follows:

President, C. A. Chewton.


Secretary, Julian Mitchell.

Treasurer, John B. Backman.


At first the business meeting a delightful collation was served, which was thoroughly enjoyed by all present.
DO YOU INTEND TO ADVERTISE IN

SAN FRANCISCO,
OAKLAND,
AND ALAMEDA CO.;
CALIFORNIA?

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


SAN FRANCISCO. 45,000 Linear Feet Fencing. 10 and 20 Feet High. 350,000 Population.

OAKLAND. 10,000 Linear Feet Fencing. 10 and 20 Feet High. 60,000 Population.

ALAMADA CO. 9,000 Linear Feet Fencing. 10 and 20 Feet High. 150,000 Population.
THE BILLBOARD

Purely Personal.

K. E. Brown succeeds J. D. Clark at New Albany, Ind.—A. W. White, who owns the largest bill posting company in Chillicothe, Ohio, is thinking of relocating his firm in the near future. He is planning to expand his operations in foreign and domestic markets.

Henry H. Metcalf of Milwaukee, Wis., is thinking of establishing a similar business in the West, and has made several visits to the West Coast. He has plans to expand his operations in the West as well.

James H. O. Brown, of Galena, Ill., has joined the Illinois Advertising Co. in Chicago. He has been active in the advertising industry for many years and is well respected in the field.

The brand new billboard on the corner of Broadway and Illinois St., Chicago, is causing quite a stir. It is the largest billboard in the city and is designed to attract attention to a nearby store. The billboard features a large, colorful sign with the store's name and products.

The F. A. Whitney Carriage Co., of Leominster, Hon., furnishes all retailers with a supply of posters with which to advertise their baby carriages. We regret to say that they are not always posted. The retailer quite frequently is too economical to pay for the posting.

One idea, one name and one price to a poster Nothing more. Let the idea preferably be a single, clear, tersely put, convincing fact.

Dodd's Medicine Co., of Buffalo, N. Y., has a new branch in St. Louis, Mo. It is the first branch outside of New York City and is expected to be successful.

H. F. Tanger & Co., of Boston, will advertise cigarettes throughout New England only.

R. E. Kirt, of H. E. Kirt & Co., Fulton St., New York, places the Old Crow whisky business directly.

The F. A. Whitney Carriage Co., of Leominster, Mass., furnishes all retailers with a supply of posters with which to advertise their baby carriages. We regret to say that they are not always posted. The retailer quite frequently is too economical to pay for the posting.

The BILLBOARD does not necessarily agree with the sentiments or endorse the opinions of all contributed articles which it publishes. On the contrary it often gives space to opinions from which it radically dissents. It wants full, free and fair discussion of all questions, matters and methods pertaining to advertising. Furthermore, it wants its constituents to thoroughly understand that its space is theirs. If there is not enough we will provide more.

Every bill poster who reads THE BILLBOARD, and that means all that are worthy of the name, ought to write us regularly. It is not necessary that you deal with questions of importance to the craft at large. It is plenty of purely local to which we are always interested and worthy of record. Criticize the quality of posters sent you. If they are poorly executed say so. It is your duty to yourself, your peers, posters, be ever so well posted will not bring results entirely satisfactory. Unless you state the facts your service is liable to be blamed for a publisher's mistakes. Whenever you get any work from a new commercial house tell us about it, and send us name and address as many others that other bill posters in other cities also benefit.

If a convention, fest or celebration is to be held in your city, send us the date and duration thereof, and we will publish it free of charge. Advertisers and agents follow these agents closely and if they conclude that the floating population of your town will be materially increased at such a rate you may benefit by a consignment of work.

If you are to have a fair, exposition, racing meet, bicycle tournament or a booth, pet stock, post stock, flower or food show advise us. As soon as the event is chronicled in our lists the poster printers will send samples of suitable posters to the manager of the affair and that will result in a contract for you. Write us. Write early and often.

Publishers are wont to dwell upon circumstances, to roll off tremendous figures that fairly stagger their clients. Did you ever consider the circulation of a post office? It's a single post office. If not, take your stand near one and count the people that pass. If you try a station near Broadway, in New York, on Clark St., in Chicago, you will find that that one post office has a larger circulation than any one of the great dailies in either of these cities combined.

after the mailing list and noted the correspondence. All work was done after dark, for the publishers were otherwise occupied during the day. It was not this event that when Campbell's patrons on a certain day, on the failure to get us the subscription list, although, the accompanying dollar was promptly forwarded. It was overcharged, in which the letter got on the wrong book, no, anyhow, he did not get his paper. He notified us on the error and the error was appropriately acknowledged by him to the post office. The letter should have been immediately put on the mailing list but he had several letters to write before he was sent, and the mailing list happened to be down, and, well, he put it off and of course, forgot again. Again Mr. Carpenter on the city staff, of a degree of necessity, as again the editor was assured that the mailing list was not and would not occur again, that it was, and then Campbell kicked his hard hat, too. He did his very best, but it was absolutely assured that our friends could not be so friendly as this would allow them much trouble to know that, the editor, the business manager at a mere mailing mailing clerk were in. That letter brought great joy to the race fans. Everyone in the town was a man. More than many a hero four times as long lives.
COLD cash which could be deposited with some sound trust company where it could be held and controlled by a judicial board with power to levy punitive fines for price cutting and location stealing, it would prove a great boon.

We shall be to get it introduced and generally accepted. Had the two associations amalgamated this task would have been much simplified, but as they did not present many complex difficulties. The J. B. P. A. is in decidedly bad odor among both posters in the smaller towns, many of whom believe that the city brokers only want them into the organization to use them.

We have received dozens of letters from country bill posters complaining that not only were they not benefited by joining, but that the only time they heard from the secretary was when he notified them not to post this, that or the other person's paper. This evidences a lack of confidence that is wide spread and growing.

As it is chiefly among country bill posters that difficulty will be encountered in making up their minds to join the amalgamation, understanding why its promoters turned down amalgamation with the International. This latter organization possesses the implicit confidence of bill posters in the small towns, and its endorsement would have meant their ready and eager acquiescence.

Anything emanating from the A. B. P. A., however, is looked upon with suspicion and distrust. And there you are.

Mr. Campbell's plan, plus schemes or what you will, is a good thing—a splendid thing—\( \text{if,} \) it is generally adopted! Its general adoption is nothing but enlisting the service of the International, which can only be accomplished through amalgamation, and that is not at hand by any means. We regret to say anything points to the conclusion that Mr. Campbell will have plenty of time in which to consider, elaborate and perfect his scheme before it goes into actual working.

We have learned that the old monosyllabic charge that other associations and posters indiscriminate opposition, was again made to do service at the New York convention; but as no one but a fool will believe the deceptive aid, we can afford to smile over its rejuvenation. The reported holly talk of coercive measures against advertisers, agents and independent bill posters, however, is grating.

What satisfaction certain damnsouls find in sultry crudity of this kind, in emptyidly, and meaningless threats, is something we cannot understand. Anyone with a sense of smell who saw these "skunks" are regarded as child's play by those against whom they are directed, while disserteer persons hear them only with contempt. The sensible men in the craft will have to suppress these bothers and graphs, and they will have to do it promptly. Otherwise, people everywhere are likely to gain the impression that the business is wholly in the hands of a parcel of blabber and indolent, this is a strong language; but the spectacles of their worthies sneering at their ignorance in New York fills our soul with wrath.

THE BILLBOARD
PUBLISHED MONTHLY AT
124 East Eight Street, Cincinnati, O. U.
Address all communications to
THE BILLBOARD PUBLISHING CO.
Subscription, $1.00 per Year, in advance.

ADVERTISING RATES

Advertising will be given in the uniform rate of ten cents per line, copy for advertisements must reach us on or before the twenty-fifth of the month. Our rates are:

The Billboards are sold in London and New York by
Advertising Representative, D. C. M. in Cincinnati, and
Advertising Representative, J. R. A. in New York. The paper
should be addressed to Mr. M. A. A. in New York.

The entire volume of the Billboards is reserved for the advertisers and patrons, and no other paper, whatever its character, is admitted.

A. B. P. A.

MARCH was an uneventful month in bill posting circles. Nothing of interest transpired, save the creation of the Associated Bill Poster Association. A great many bill posters believed that the particular object of this meeting was the consideration of amalgamation with the International Bill Poster Association, as proposed by the latter organization. Private advice led us to believe that the proposition was not entertained for a moment.

In any event no action was taken, and it is doubtful whether any will be, at least in the near future, for the International Association, if it does not renew the effort vigorously, it will at least not lay itself open to a repetition of the same treatment by making a greater effort, a second time.

It is most unfortunate. The exercise of a little courtesy and a small amount of tact would have effected a union, and made an ideal open association possible. As it is, the breach is wider than ever.

Turn bond scheme proposed by Mr. R. C. Campbell, and outlined by him in various issues of the official organ of the association, was thoroughly discussed and found, much well deserved favor. Although, neither particularly new nor original, it is nevertheless an exceedingly good plan.

Mr. Stuhldreher originated it some four years ago, but despite the fact that he worked hard and went to a considerable expense to get it adopted, enough members held out to defeat his efforts. The International Association then took it up and successfully introduced it by making it requisite for membership. Then the New York City organization took it up and successfully introduced it by making it requisite for membership. Then the New York City organization took it up and successfully introduced it by making it requisite for membership. Then the New York City organization took it up and successfully introduced it by making it requisite for membership. Then the New York City organization took it up and successfully introduced it by making it requisite for membership. Then the New York City organization took it up and successfully introduced it by making it requisite for membership. 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Save Tom is posting a 3-sheet and a 1 sheet in the annexed districts. The order goes through Sam W. Hale, who is also placing it through the southern states.

Harry Mann is now building all his new boards of galvanized iron. A city ordinance compels the use of metal on all elevated billboards, and Harry noticed that paper on those boards needed renewing very rarely, and therefore adopted the plan throughout the entire city.

The bill posters in attendance at this meeting were entertained by O. J. Gude at the Commercial Club on the afternoon of March 6, and a most enjoyable affair it proved.

There is practically no room for any new things on the billboards (on account of the circus) and that is why these notes are abruptly cut short.

New York Notes.

There is an advertiser in New York City with a wall of posters. He, and his newspaper advertising agent, both want those posters placed through his newspaper advertising agent; and the various poster contractors have all had a chance at the business on those conditions.

Baranin and Bailey are girdling the hearts of the bill posters and dampening the hopes of the commercial advertisers, who finds it difficult to secure any space.

Piper’s Guru Kola Gum, placed by Mr. Stanford Robinson, of Philadelphia, is advertised in New York City on 12 sheets, 3 sheets and a 1 sheet are in evidence, and very good paper it is, too.

Everybody said it was suicidal; but it wasn’t. The man with that $5,000 location frequently get an entire New York appropriation—two or three hundred stands—because of being able to place three or two on the stands on that prominent corner. All of the bill posters made money, even at cut prices and high space rents. But the young man who sees visions got the other together one day and suggested that railroad companies do competitive business and never think of boycotting a shipper because that shipper sometimes ships by another line. He wondered what the result would be if necessary that posting should be the only lawful business that could not be carried on in competition with others. He suggested that an agreement should be entered into for mutual protection; protection against, each other as well as against the responsi- bilities of the advertiser on the one side and the landlord on the other.

A rate was agreed upon, to be charged for all work. Higher prices could be secured, but no lower should be taken. (And the rate has been maintained.)

The agreement made was that one man’s space was his forever. When another advertiser comes in, the landlord takes him to go, or words to that effect.

An agreement was made to report to each other what one has made a bid on a piece, "space," and no one else thereafter needs that piece of space at any price.

The meeting of the executive committee of the Associated Billboard Posters Association in New York brought a great many bill posters to New York, and showed them how these bill posting concerns can do enormous business in the same town, and all his friendly one to the other. ‘On inquiry they found that $35 a sheet is not the maximum price obtained here. Competition not only produces good work, but makes the individuals get out and handle and press bill posting; it makes him teach the advertiser that a special location is worth a special price.

I am not going to get up on my high leg and say that competition is bad, for there was an early instance of what was to be expected. I only say that when one does exist there is only one way to make the best of it, and that is to do as the railroad companies do—form combinations for mutual protection.

I can, however, go to tell you what one advertiser remarked to me the other day, that touches upon this very point. I have been, off and on, about two years talking to him about bill posting, and trying to get him interested. Finally, he asked me for lists of the various bill posters in a number of cities, and stated that he was going to travel around and see these men up and me who were conducting their business on the soundest business lines, the incentive being that he might take this up some day.

I took him the list, and of course in most cities and towns there was only one bill poster named.

"Take this back," he said, "and fill it out fully; you may, if you wish, designate which you think the best bill poster in each town, but I would like my salesmen to use all of them.

When I could point that he had a complete list he could hardly believe it, and he said that he felt a little bit like he was placing himself too much in the power of one man, too much in the position of a fact, which would be, if there were only one railroad leading from its town. I don’t know if advertisers generally think this way. This was my first experience of the kind.

If this feeling should become common, it certainly will become necessary for the advertisers (or, the Amalgamated Association, if they should amalgamate) to take some action toward disciplining these bill posters that willfully offend the advertisers, and yet not justly. And in its severe cases this discipline should count the Association itself putting in a new posting plant in that town, so as to assure his fair and courteous treatment to every advertiser.

And I take the liberty right now of saying a word or two of this thing being done, not five years hence.
LEFEBVRE'S BUDGET.

You are aware that certain signs or trade marks always remind you of certain brands of goods. For instance, H. O. Whenever you see those two letters you see, without any effort of your mind, thinking of that kind of breakfast food, and when in need of same you remember H. O. and buy it; and the two elapsed heads always conjure up Welcome Soap. This may be continued through the list. So we would advise all the members of the International to get and use on their stationery and cards, the cut issued by the Association for this purpose. Advertise the cut in every way, shape and manner by having it printed on all your stationery. As you recognize the advertisers' goods by certain signs, so will they in turn recognize the cut whenever seen on your letters as from a reliable party, whose work is guaranteed by an association which does guarantee a few alleyed salt.

Advertising That Pays. (7)

While visiting in other cities I became aware of the fact that a large concern that spends thousands of dollars annually in newspaper advertising was having about the same lithographed book I had seen distributed. As I knew no such book had been distributed here, I wrote to headquarters soliciting a copy. In due time they replied that they had an agent here for their goods (vet), and to see him about it. So I went to see this party, and I opened the conversation by asking by him if he did not believe that distributing the books would pay him. He replied, "Yes, I know. I then asked him if the firm for whom he was agent would put out some of these books in every household here in this city, would he not profit thereby?" He replied, "Yes, I guess. I wouldn't suffer anyway." I said: "Yes, you have distributed this book to your suppliers, and I will distribute them for you. "Will the firm pay your bills?" he asked. "Why, oui," said I. "If the goods are delivered to you, you will more than benefit from this advertising. You get the books free, all you pay for is the distributing." "You kind of books do you mean?" he asked.

I tried to describe the kind of books this firm was distributing in other cities. He didn't seem to understand until suddenly, with a "c'est comme!," went to a near-by closet, which, judging from accumulated literature, had not been opened for a long time. Taking the cover off a large box, he handed me one of the identical books. I barely got a glimpse, but I should judge there were 5,000 in that box, and about 300 cardboard stands, also lithographs, that must have cost from six to twelve cents each.

"Vell," says he, "the firms sends so much advertising matter every year, and I don't think I could get more from them."

"Who does your distributing?"

"We have our own men to do it."

(By the judge that the men who were working in their booth getting established.)

"Can we send the firm and the book send you this adv. matter?"

"(It was a useless question on my part, for the books advertised a cold-repelling and winter remedy.)"

"Last fall, he replied," "You must have sold lots of it, came from me."

"Why, no, we didn't! The druggists here sell it too, and takes from our trade," he said. It was useless to stay any longer, I remarked.

"You advertise well. Keep putting out the work in the same manner and trade will boom. You'll get lots of new customers—a new clientele (noto voces) the rats and spiders that invest the closet where you keep the adv. matter."

Good-bye.

FEDORA.
The Combination is the Thing.

BY BAN W. HOCK

Still posting is good, and distributing is great but the combination of the two and that brings the biggest returns to the advertiser.

Take a city of 400,000 population for instance: post up 900 to 1,000 clays of paper, and distribute about 8,000 samples and in connection with the samples be sure to have good readable printed matter telling of the merits of your article. Have nice smaller packages, just enough to allus a satisfactory knowledge of what the article really is. The printing that goes with it should be tasty and neat. If the article advertised is a food product, or anything that appeals to the family, test the samples are handed into the houses, and preferably at the kitchen door. This kind of distributing costs more than merely throwing into the front porch or into the yard, (which is actually done by many, to my certain knowledge), but the results are worth all the effort.

Many people trying sampling without posting and are surprised at not getting better results. The reason the combination was better, it is true, the people see the poster, and are to a certain extent interested in the article from then on. That day, or soon thereafter, they shave done nothing further for it. There is such a thing as interest, there is such a thing as getting the attention of the people that is there an article in existence.

Try it. If they like it, the impression is good; if there is good reading matter, (as there always should be), it will lead with interest, because the party has not already got interested. Next day, like as not, he has forgotten all about the matter and would probably go right along and buy the old goods of the same nature—his way to the grocery, or to his place of business, or to his factory, or to his church, or to the mansion, he or she sees a postcard letter and buys it again, and she or he is again reminded of what an excellent thing it is. And by this kind of thing is needed, and never mind else. I should tell you that in speaking of that other one that appealed to him in such a forcible way, in such a forcible way.

The main point in this article was that it was a combination of the advertising, the bill poster and distributor, and I don't know that the heading should read "By F. P. Cooley." Mr. Cooley reports that he worked this plan in Bangor for Boudreau's Cacao, and caught the sweet trade.

A. B. P. A. Convention.

The convention of the Associated Bill Poster Association, held at the Marlborough Hotel, New York, March 5, 6, 7, and 8, was a notable event, despite the low rates obtaining at the time on account of the inaugural ceremonies. There were several fifteen members present. Among them were James A. Cooper, of Trenton, N.J., Arthur G. Carter, of Atlantic City, Geo. Carter, of Annapolis, Md., and the administrator of the Moxley estate, of Baltimore. The matter of amalgamation with the International, which many supposed was the object of the meeting, was expressly ignored.

Advertising a Science?—Not Yet.

Results True Indication of this. Ad Writers and Agencys Much to Blame.

"Advertising is a science today," an expression which is as good as any, the writer of the article, who is present in this oration, and who has put its agreeable tidings in the air, is not the first time that it has been said, is, of course, right, but the great amount of work that is done is not sufficiently appreciated. The current of thought has been running in this direction for some time, and we cannot help thinking that the present is a new era of work in that direction.

True, we have had a trade of a kind, but, as will be shown later, not so much of a science as an industry, and not so much of that industrial kind as of the collection of a number of different items which are not very well worked up. The result is that we are dealing with a mass of knowledge that is not yet fully appreciated.

The article was written by a man who has been interested in the subject for a number of years, and who has studied the matter carefully. The article is well written, and is read with interest, because the party has not got interested. The next day, like as not, he has forgotten all about the matter and would probably go right along and buy the old goods of the same nature—his way to the grocery, or to his place of business, or to his factory, or to his church, or to the mansion, he or she sees a postcard letter and buys it again, and she or he is again reminded of what an excellent thing it is. And by this kind of thing is needed, and never mind else. I should tell you that in speaking of that other one that appealed to him in such a forcible way, in such a forcible way.

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The BILLBOARD

TO THE

LETTERS EDITOR.

Under this heading they have been subjected to attack on all sides, to some extent of all sides, to a certain extent, and at various points and stages of the argument. It is common knowledge that the use of this heading is not intended to imply any endorsement of the views expressed. Therefore, any comments or opinions expressed under this heading do not necessarily reflect the views or positions of the editors or the management of the publication.

W. M. Gillam, M. B. S., March 23, 1891.

Editor The Billboard.

Dear Sir—You are certainly in a good position to do whatever you wish, and if you would have it any other way it is not at all impossible, and if you do not wish it any other way, it is absolutely impossible; and if you do wish it any other way, it is absolutely impossible.

The only way I can think of saving any of the money I have is to print your letter in next week's issue, and if you do not wish it any other way, it is absolutely impossible.

Your truly,

W. M. Gillam, M. B. S., March 23, 1891.

Editor The Billboard.

M. M. GILLAM.

M. M. Gillam, creator of the music arranger style of advertising, and for several years the advertising manager of Billings, Montana, has recently been appointed the manager of the new Billings establishment, and has been able to secure many large assignments of retail advertising and of more than any man living, said recently in Indianapolis.

A New York "Reader of Everyday" asks my opinion of posters and outdoor advertising in the New York area. I have had many excellent results from the use of billboards and car spaces. I think that any money well spent is productive of more benefit than any other advertising medium, and the time spent on it is warranted.

One of the most noticeable advances in recent years has been the development of outdoor advertisement and the use of billboards and car spaces. These media have been used sparingly, but they are gaining in importance and popularity. The advertising value of billboards and car spaces is increasing, and they are becoming more and more popular as a means of advertising. The outdoor advertisement is becoming an important factor in the American advertising scene, and it is likely to continue to grow in importance in the future.

In the past, billboards and car spaces have been used mainly for local advertising, but they are now being used for national advertising as well. The use of billboards and car spaces for national advertising is increasing, and it is likely to continue to do so in the future.

In conclusion, I would like to say that I believe that billboards and car spaces are a valuable and important medium of advertising, and I would encourage their use wherever possible.
THE BILLBOARD

If there is a bench show connected with your fair, Mr. Manager, you will find Red, Gun and Keanal a bright bi-weekly paper, both interesting and valuable. It is published at 543 Third street, Louisville, Ky. Send 5 cents for a single copy.

This is the second season of the Big Northwestern Indiana Fair Circuit, which embraces Plymouth, Crown Point, Valparaiso, laporte, South Bend and Bourbon, in the order named. A. A. Bitner, of Crown Point, Ind., is secretary of this circuit.

D. MacMillen (Roma Racing Hippodrome) may be addressed untried further notice at Maxville, Ont.

The Carthage Fair Grounds at Carthage were badly damaged by the flood.

The exhibition bill appropriating $10,000 to the trans-Mississippi exhibition was passed in the House by a vote of 70 to 20.

Mrs. Selina Bushopp, of Beloit, Wis., whose husband made the first importation of Pleistocene horses into this country in 1853, will sell at public auction, May 12, at 1 p.m., at Beloit, Wis., some thirty-five head of Shetland ponies, mares, stallions and geldings. The ponies are very fine and some of them highly colored.

The members of the Western Wisconsin Fair Circuit met at the 11th House in Sparta March 10. Those present were: President Plummer, of Marion; Secretary Baldwin, of Marion; Secretary Alexander, of Viroqua; Secretary McCracken, of Tomah; President Dunn, of Sparta; Secretary Reever, of Sparta; Secretary Nye, of West Salem; President Johnson, of West Salem, and a number of local horsemen and others interested in fair matters.

Officers for the circuit were elected for 1875 as follows: President, A. C. Plummer, Secretary, F. H. A. Nye, of West Salem.

Details of fairs for the circuit were fixed as follows:

Sparta, August 24, 25, 26 and 27; Marion, August 31, September 1 and 2; Tomah, September 7, 8, and 9; Viroqua, September 14, 15, 16 and 17; West Salem, September 21, 22 and 23.

It was decided to have mixed races, five seconds in favor of trotters. Classes as follows: Three min. class, 2140 class, 2250 class and free-for-all. Race entries to close on the Monday before each meeting at 12 m. For record made before entry closes. Good, liberal purses will be offered by each association in each class.

In addition to the above classes each society will give several local trotting and running races, with very liberal purses.

One of the best attractions looking for dates this season is that put up by Harry F. Bushopp, of Beloit, Wis., in the way of pony chariot races. These ponies none of them stand over 40 inches tall; they are highly colored and run full for all there is in it, hitched to chariots four abreast. At Janesville, two seasons ago, they made a quarter in 99. The outfit consists of three chariots, four ponies hitched to a chariot.

Fair managers sought to put a little less money up in premiums and a little more up for special attractions. There is a large proportion of those who attend a fair who take on premiums and who care for nothing on exhibition. They want to see something exciting, and the fair association which fails to provide a good line of special features to please all the people is making a grave mistake that will tell on the gate receipts.

People want to be entertained; they want some excitement. Let them have it good and plenty. They pay for it; they are entitled to it. And if it is there every one will come, from the minister who preaches against it to the red hot sportsman who enjoys it.

The fairs in Wisconsin have adopted a good scheme. It is to have the premium lists of all the fairs published the same day.

The state passed a resolution of the fairs held in Wisconsin, as the book when bound and trimmed shall be 5½ inches long by 3½ inches wide.

Ulbrichstein and Demison, (Ohio), have organized a Driving Park Association, and will offer purses amounting to $1,200 at races to be held June 15, 16 and 17.

Phoby Personal

W L Mears, secretary of the Jefferson County Agricultural Society, announces that the meeting of that society in Watertown, N. Y., Sept. 29-30, will be a twenty-ninth annual fair held under the auspices of that association. Doctor Williams is secretary of the British County Agricultural Society of Trowenham, Mass.—Walter H. Drake of Dresden, Iowa, is not connected with the fair this year—This year's fair at Gastonia, N. C., will be the 46th annual meeting of the society. The officers were elected January 30, 1875.—The best exhibition horse has reached the fair this year, in that of Wm. S. Hart, secretary of Woonsocket (Iowa) Fair—J. M. Moore, will advertise the Rocky Fork (Iowa) Fair this year—R. S. South secretary of the Effronda Park, at Chariton, Iowa, said that the meeting this year will take place the first week in August, and that it will be the loudest fair of the Blue Grass State. The advertising is invited to the advantages of space in their

POPULATION AS A BASIS.

The man who starts out to apportion his billposting according to the population of the various cities, is going to waste a lot of good paper in some towns and have a woefully inadequate display in some others.

New York City, with a population of about two millions, has only 1,041 miles of streets.

Chicago, with a smaller population, has 3,469 miles of streets.

Philadelphia, with a million and a quarter population, has 2,317 miles of streets.

The population of Boston and St. Louis are about equal, but Boston has 769 miles of streets, while St. Louis has 1,324.

These figures have a good deal to do with your billposting appropriation.

W. H. W.

Delayed Correspondence.

Mr. Editor—The U. S. Driving Association, Chicago, has been declared fraudulent, and those firms have forbidden them the mails. F. A. Cashen, of Kewanee, Ill., has given the Cuyahoga Fig 57789 Co., a good showing on his Billboards. Every stand being blanked with yellow one-half sheet strips. The bill presented in the Indiana legislature, to pass a law, that such cities in the state having a population of over one thousand inhabitants, should appoint a city bill poster on salary, appointment to be made by mayors and council, has been defeated. The International Bill Posters' Association was consulted in connection with different committees, and was instrumental in bringing about its defeat. W. C. Miller, bill poster, laporte, Ind., is on the sick list, and Mr. Miller has not been able to get his papers up this week. Synopsis of Fig paper has been shipped to all principal towns in Indiana. If there is any of the boys who have not got any paper they should write R. K. Talbot, 70 Randolph st., Chicago. Their inspector is now in that state, and will soon leave for Illinois.

Your truly,

BILLBOARD TRAVELER.

BILL POSTERS

Please note that several instances have recently been brought to our attention, wherein the bill posters acting as our agents, have divided or shared their commissions with patrons. Others have given the entire amount to their customers. This is a senseless proceeding. There is no reason for it. Our prices are low, and we insist upon their being maintained. If we hear of any more rate cutting, we shall cut off future commissions from the party implicated.

CANADIAN BILL POSTERS, NOTICE. Owing to the delay and uncertainty in the matter of Canadian Customs, we have decided not to ship C. D. into the Dominion in the future. Hereafter, all orders must be accompanied either by satisfactory reference or cash.

BRITISH BILL POSTERS. Mr. J. J. Bemmel, at Chancery Lane, London, W. C. has taken on the sole agency for our posters, commercial and theatrical, in the United Kingdom. He carries a complete stock of all styles, and orders addressed to him will be filled far more promptly than of sent to us.

THE DONALDSON LITHO CO., CINCINNATI, O.
**LIST OF FAIRS 1897**

**CANADA.**
La Pointe Fair Great Exhibition Sept. 29 to 30. H. H. D. Russell sec.

**NEBRASKA.**
Cherry County Agricultural Fair Sept. 29 to 30. A. E. Heins sec.
Douglas County Agricultural Society Fair Sept. 29 to 30. Wm. W. Moore sec.
Furnas Agricultural Society Fair Sept. 29 to 30. Wm. W. Moore sec.
Garden County Agricultural Society Fair Sept. 29 to 30. J. A. Himes sec.
Grant County Agricultural Society Fair Sept. 29 to 30. Wm. W. Moore sec.
Lancaster County Agricultural Society Fair Sept. 29 to 30. W. W. Moore sec.
Shawnee County Agricultural Society Fair Sept. 29 to 30. W. W. Moore sec.
Seward County Agricultural Society Fair Sept. 29 to 30. W. W. Moore sec.

**INDIANA.**
Hamilton County Agricultural Society Fair Sept. 29 to 30. E. P. Seiler sec.
Harrison County Agricultural Association Fair Sept. 29 to 30. H. P. Peck sec.
Knox County Agricultural Society Fair Sept. 29 to 30. E. P. Seiler sec.
Lake County Agricultural Society Fair Sept. 29 to 30. E. P. Seiler sec.
La Porte County Agricultural Society Fair Sept. 29 to 30. E. P. Seiler sec.
Parke County Agricultural Society Fair Sept. 29 to 30. H. P. Peck sec.
Putnam County Agricultural Society Fair Sept. 29 to 30. H. P. Peck sec.
Summit County Agricultural Society Fair Sept. 29 to 30. H. P. Peck sec.
Vigo County Agricultural Society Fair Sept. 29 to 30. H. P. Peck sec.

**OHIO.**
Miami County Agricultural Society Fair Sept. 29 to 30. C. B. Binsley sec.
Ross County Agricultural Society Fair Sept. 29 to 30. C. B. Binsley sec.

**IOWA.**
Butler County Agricultural Society Fair Sept. 29 to 30. J. B. Wolf sec.
Clay County Agricultural Society Fair Sept. 29 to 30. J. B. Wolf sec.
Crittenden County Agricultural Society Fair Sept. 29 to 30. J. B. Wolf sec.
Dubuque County Agricultural Society Fair Sept. 29 to 30. J. B. Wolf sec.
Fayette County Agricultural Society Fair Sept. 29 to 30. J. B. Wolf sec.
Forest County Agricultural Society Fair Sept. 29 to 30. J. B. Wolf sec.
Keokuk County Agricultural Society Fair Sept. 29 to 30. J. B. Wolf sec.
Linn County Agricultural Society Fair Sept. 29 to 30. J. B. Wolf sec.
Muscatine County Agricultural Society Fair Sept. 29 to 30. J. B. Wolf sec.
Scott County Agricultural Society Fair Sept. 29 to 30. J. B. Wolf sec.

**PENNSYLVANIA.**
Butler County Agricultural Society of Butler County, Sept. 29 to 30. J. B. Wolf sec.
Dauphin County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Delaware County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Erie County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Greene County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Northumberland County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Pike County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Saratoga County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Westmoreland County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
York County Agricultural Society Sept. 29 to 30. W. H. Brown sec.

**KENTUCKY.**
Butler County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Crittenden County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Daviess County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Fayette County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Greene County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Hardin County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Heard County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Hodgen County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Jackson County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Lincoln County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Laurel County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Macon County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Meade County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Monroe County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Ohio County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Orange County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Scott County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Spencer County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Taylor County Agricultural Society Sept. 29 to 30. W. H. Brown sec.
Trigg County Agricultural Society Sept. 29 to 30. W. H. Brown sec.

**OHIO.**
Butler County Agricultural Society Fair Sept. 29 to 30. J. B. Wolf sec.
Clermont County Agricultural Society Fair Sept. 29 to 30. J. B. Wolf sec.
Hamilton County Agricultural Society Fair Sept. 29 to 30. J. B. Wolf sec.

**MICHIGAN.**
Inland Lake Agricultural Society Fair Sept. 29 to 30. H. T. Smiley sec.
Monroe County Agricultural Society Fair Sept. 29 to 30. H. T. Smiley sec.
Washtenaw County Agricultural Society Fair Sept. 29 to 30. H. T. Smiley sec.

**MINNESOTA.**

**WISCONSIN.**
THE BILLBOARD

The Asa Richards Cassidy Co.

ADVANCED IDEAS IN ADVERTISING.

Hulbert Block, S. E. Cor. 6th and Vine Sts., CINCINNATI, O.

Pictorial and DescriptiveHints pertinent for any and everything advertising.

A new and artistic line ofeye catchers,from originaled by Asa Richards Cassidy,who alone knows how to keep the advertising world supplied with an abundance of absolutely fresh material at very moderate cost. Write for catalogue.

CONVENTIONS, Festivals, Celebrations, Etc.


Chicago, III, National Association of Mailing and Picture Frame Manufacturers, Jan. 12.

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CONVENTIONS, Festivals, Celebrations, Etc.

Atlantic City, N. J., National Convention of the Associated Bill Poster's Association, July 10, 1907. J. Ballard Carroll, sec'y, Allbany, N. Y.


Chicago, III, National Association of Mailing and Picture Frame Manufacturers, Jan. 12.
I noticed recently quite an innovation in Toledo, Ohio, in the way of advertising—a hypnotized man lying in a show window.

Demot in advertising is like a man on the double-list in politics. One cannot tell which way it is going.

To Faster Letters to Glass.—The Canadian Druggist says that a cement can be made that will not be affected by moisture, even if the glass to which the letters are attached should be submerged in water for several days, as follows:

India rubber, 1 part.

Mastic, 3 parts.

Chloroform, to parts. 

Let it stand a well-covered bottle for several days, until completely dissolved. As it becomes thick very soon when exposed to the air, it must be applied very rapidly.

You can use a fishhook, but you cannot make ten letters.

You can write an ad sign
That appears to be just right,
But, without your book to back it
The fish will pass it by.
And, without your art to catch it
You might as well write "ah!"

Moral.—It is an easy thing to write an advertisement. The trouble is, to get people to read it.

Every man who essays to paint a sign without good brushes ought to be obliged to wear a placard on his back bearing the words, 'emotional insanity,' unless the sign is a good one.

A great many ad signs and advertisements are like the story of the little Southern boy, when asked if his father had a good mule, who mournfully replied, "One end of him is good."

Children are great lovers of pictures. An advertisement that is illustrated is sure to gain attention from them. Many a sale has been made through the influence of children. They see the ad and call attention to it, consequently it is read by their elders. This would not be the case if the ad was not illustrated. Hence it would be a wise plan for the advertising sign painter to illustrate his work so as to please children. They will do the rest.

I cannot understand why some people consider the thresher poster as "shockingly bad," when they will go past the newspaper report of a sensational divorce case, or glory in the downfall of some poor woman. They generally speaking, are the ones who owe God Sundays by going to church in the forenoon and reading off prayers by the furloog, then pet in the rest of the day talking about their neighbors.

No matter what the shape of the letters are, the lines should be regular and uniform. Hence the sign painter should take pains to make the letters all the same length. Good soap and warm, soft water is the best.

Judging from the black and white reproduction of the prize-taking sign at the late convention of the Master House Painters of Pennsylvania, at Wilkesbarre, the rest must have been sorry copy. The letters are put on a figural ground, the lower-part of which resembles the government shield. The letters are of the most primitive type, mainly of Gothic and Roman. No doubt the work was finely executed, and probably the original looks much better than the reproduction; but as an advertisement it falls far short of being up to date.

One of the chief advantages in ad sign work is the reproduction of the prize-taking sign at the late convention of the Master House Painters of Pennsylvania, at Wilkesbarre. This must have been very sorry copy. The letters are put on a figural ground, the lower-part of which resembles the government shield. The letters are of the most primitive type, mainly of Gothic and Roman. No doubt the work was finely executed, and probably the original looks much better than the reproduction; but as an advertisement it falls far short of being up to date.

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The difference that certain sizes of colors present on the press can attract surface of a wall to which they are offered on a plank, is well worthy the attention of sign painters, says the Western Painter. The spot-appear clear when placed on a table will often present a muddy or undue appearance on the wall. The difference is caused by the changed condition of reflection and position of the spectator. So in selecting a tint for a sign, it is best to test it by a slight dab on the surface to which it is to be exposed allowing for the effect of contiguous colors.

In first class signs painting too much care cannot be exercised in selecting the primer. On this rests the durability of the subsequent coats. We observe daily signs when the ground coat is broken while the black portions of the letters are yet in a good condition.

Painters should not follow conventional rules too closely. The day has come when it is necessary to cultivate artistic tastes in order to gain a reputation as a workman, and no trade has a more diversified field for the development of such talent than that of the sign painter.

Broaches of all kinds look and wear better when put on dry.

Carmine is made from the cochineal insect. It is very sensitive to light and temperature.

Gold leaf is burnished by rubbing with refined raw cotton. This is a good material for burnishing any kind of hue.

Do not put a new brush in water until it has been thoroughly soaked in oil.

"Blow Your Own Horn."—In these days of dull times and cold competition, a man must be careful, need to have his own horn, and keep it sounding continually. If he intends to increase his business by advertising, he must make a rush for the frontpage, and put his advertiser before the public every hour and all the time he wishes. There are a fewest, disconcerted days. More aptitude quality is what is needed in all kinds of advertising. If your product is good, don't be afraid to say so. If the man who claims himself a scientist or a philosopher cannot substantiate his claim by showing the goods, the public is not going to conduct a civil service examination to see whether he is or not. Not if he says it is "slow, grousing from the dust," people will take him at his word, and the neat thing will be "Get out of here, we have no use for you!"

The advertising painter who doesn't put energy and thought in his work is like a mosquito without a bill—'ja or buzz, but no bite. I once heard a story about P. T. Barnum. One of his men died very suddenly. After the post mortem the doctor said to Mr. Barnum: "Why, that man's brazen weighed forty six ounces, as much as Webster's or Napoleon's."

"I don't wonder at that," said Barnum, "He was the advertisements for the show."

A good advertiser is not generally good paid. He has the money to pay with. He may not give as much as others procure, but why is he to ask him twice for your money? Usually, not at all.

"Luminous door plates have come to meet a long felt want," says an exchange. That may be so, but in the case of Mr. Budge it didn't quite work. His wife had one put up on New Year's day, during his absence, thinking to help the old gentleman find the door. Mr. Budge had been celebrating the day in front of royal style. After taking the revolving degree, he stepped out and gazed at it a second, and remarked: "Hic, uh! which was putting up one of them arrows Fourth of July wheels at my door!"

Luminous signs, which are intended to be read from passing trains, would present a wailed aspect on a dark night. In the next issue of THE BILLBOARD we will give the correct process of making all kinds of luminous signs in all colors.

Farm and House, that excellent little farm paper with such an immense circulation, is using the colored poster as an advertising medium.

Purdy Personal.

M. Binger, of West St., Cleveland, Vermont, is a painter who also paints and does paper hanging well. Mr. W. W. Williams, Bath, does the rear view of a house and will also paint the 200 different scenes on the window glass of his new house. He will do woodwork, doing the interior of the house in white and then add the black lettering and painting in the windows. Mr. E. S. Duker, of 220 West Main St., Andover, Mass., paints and paper hanging, makes and sells good glass and paper hangings. Mr. E. C. Griffis, of 10th Street, New York, makes and sells the best room hangings.

New Country. In the city a man of the town should not be taken for a gull. Mr. N. H. Wells, of Wellsboro, Pa., paints and paper hanging, is one of the best in his line. Mr. C. C. Apple, of New York, is one of the best in the business. Mr. C. A. Church, of 220 Main St., Milwaukee, is one of the best in the business.

Our Advertising Section is looked after by Mr. J. C. Bower, of Keene, N. H., who can be reached at the usual address.
No Wonder You Are
disappointed when your dis-
tributing fantom dons the prop-
er way. You can avoid this
by sending your work to us.
Good Work, reasonable rates
are our watchwords.

J. E. STROYER, Co.,
114 W. 9th St., Rochester, N. Y.
Member I A of D.

CHILLOOTE, ILL.
CHARITB BILL POSTING Co.
Harvey Clark, Manager.
Seven Cities Covered. Population, 12,000.
Correspondence Solicited.

Utah and California!
are two of the most magnetic names in the
United States, and the best way to reach them
is over

RIO GRANDE
WESTERN RAILWAY.
"Great Salt Lake Route."
As the title indicates, the B. G. W. has the only
line that passes directly through Salt Lake City.
In fact, Salt Lake and the Great Salt Lake are the
two points which certainly should not be missed
by Westerners as they can usually see through
the window of your train. The B. G. W. offers
the most comfortable travel and the

The Enquirer
Job Printing Co.
THEATRICAL
DESIGNERS,
LITHOGRAPHERS
AND GENERAL
JOB PRINTERS.

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

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

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.

JOHN T. WILLIAMS,
BILL POSTER,
246 Morrison St., PORTLAND, OREGON.

The Babbitt Ticket Account Book.
The Babbitt Entry and Record System.

Secretary of Wisconsin Pigeon Racers' Association.
And Secretary of Wisconsin State Fair.

Send for a Copy of
Business
The Office Paper.

No. 5, 30 East 14th St., New York.
ابلية

STATE OF NEW YORK.

THE BILLBOARD
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. 17 JAMES L. MILL, Mgr.

The Christmas Billboard, 1897......
During the year 1897 THE BILLBOARD will issue but one special number. This will be the Christmas Special, out December 15. It will contain at least 36 pages, handsomely illustrated, and will have an illustrated cover, entirely lithographed in colors as will each of our other numbers. The advertising rates will be 25 cents per line for Xmas time, with 50 per cent additional for specified positions.

LARGER ADVERTISEMENTS.

| Whole page | $50.00  |
| Half page  | $25.00  |
| Quarter page| $15.00  |
| Eighth page | $10.00 |

LITHOGRAPHED PAGES.

| Page 2 of Cover, 11 colors  | $100.00  |
| Page 3 of Cover, in 4 colors | $100.00  |
| Page 3 of Cover, in 8 colors | $200.00  |
| Page 3 of Cover, in 16 colors| $300.00  |

No deviations will be made from these prices, and no discounts of any kind for adv. on lithographed pages must reach us not later than Nov. 1st. Last form closes Nov. 8th. Note all type pages, also rate.

AMBROSE, INDIANA COUNTY, PA.

Rural Advertising Co.

MIDDLETOWN Advertising Co.

THOMAS XAIN, Manager.
88 South St., MIDDLETOWN, N. Y., Distributors and General Advertisers.

Prompt Service Guaranteed. Correspondence Solicited.

Middletown is the Railroad and Commercial Hub of Orange County. Population, City 15,000; County 37,760. Members International Association of Distributors.

We Want Your Work!
Bill Pastings, Distributing, Card Tacking and Fancy Painting.

STAR BILL POSTING & SIGN CO.

EDWARD E. GRAZED, Manager.

COLUMBUS, OHIO.

LICENSED BILL POSTING, TACKING, DISTRIBUTING.

20,000 Square Feet of Boards. POPULATION 15,000.

HENRY C. CROSBY

ADVERTISING SIGNS,

Remodeled Building.
PATERSON, N. J.

NIGHT & DAY.
That is just the way we are working now. Please advertisers—are you one of them. Write us about our 14 towns. Paterson 120,000; Parsippany, 30,000; Rutherford, 8,000.

PASSAIC ADVERTISING CO.
Paterson and Passaic, N. J.

The Trenton Bill Posting Co.
Own all Billboards in the city and suburbs. Population 50,000. I guarantee the value of all Bill Posting and Distributing.

WM. B. WILLIAMSON, Manager.
Wilmington, Delaware. Population: 175,000

WILMINGTON BILL POSTING, DISTRIBUTING AND ADVERTISING COMPANY, Established in 1859.

CRUISE DISTRIBUTED. Signs posted up. Advertising matters of every description through Western Reserve. Member A. O. A. D.

HERMAN DELKER & CO.

Bill Poster -- Distributor, JUNCTION CITY, Box 402, KANSAS.

What is worth doing at all is worth doing well.

JNO. H. JONES, best facilities for distributing, signing, likeness, sign blanks, size or scent. Population: 300,000. Member A. O. A. D.

Ohio, W. C. CO., MONT MCNABY ST., BALTIMORE, MD.

Indianas, E. K. APPLE, Bill Poster and Distributor.

H. W. STORRIS, De Flannick, Sprague, Fla.

Can cover all West Florida and Panhandle. Member A. O. A. D.

Brantford, Can. Pop. 17,000.

C.C. Schmidt & Co., All Poster and the

Dundie, Ind. Member A. O. A. D.

Oakland, Cal. B. S. ANSON, Bill Poster and Printer. Signs.

Los Angeles, Man. Pop. 3,000.

E. M. REESE, Bill Poster and Distributor.

Clarksville, Fla. Pop. 3,000.

R. L. DIXON, Bill Poster and Distributor.

Butte, Mont. W. E. ANDERSON.

Bill Posters and sign advertisers. P. 0. box 11.

Oregon Sign Co., Bill Poster Distributors and Sign Painters.

Box 210, Oregon City, Oreg.

KAYVILLE, E. C.

Layton Bros., Bill Poster Distributors and Distributors.

Layton Bros. Co., Box 179.

Nebraska, N. A. M. D.

Bill Poster, Tack and Tobacco by the box.


Layton Bros.

Bill Poster Distributors.

Los Angeles, Cal.

Layton Bros. Co., Box 119, 1327.

Layton Bros., Bill Poster Distributors.

Layton Bros., Box 225, Oregon City, Oreg.

FAYVOR, E. C.

Bill Poster Distributors and Distributors.

Layton Bros., Box 179.

Barbells, N. A. M. D.

Bill Poster, Tack and Tobacco by the box.


Layton Bros.

Bill Poster Distributors.

Los Angeles, Cal.

Layton Bros. Co., Box 119, 1327.

Layton Bros., Bill Poster Distributors.

Layton Bros., Box 225, Oregon City, Oreg.

THE BILLBOARD

Uncommon Descriptive Posters

are a good deal rarer than a great many people suppose; you do not see them often by any means. There is no dearth of the other kind, the ordinary, the commonplace descriptive poster. You find it everywhere, performing its duty, it is true, but in a careless, perfunctory and indifferent manner. Have you ever seen a careless, poorly-paid servant girl at work? Did you ever notice how she slouched through and slighted her work? Well, that's just the way that the common descriptive poster does its work. But with the uncommon, it is different. This latter, cries aloud in the thoroughfares. It stands boldly on the boards, no matter where its environment may be, and draws the attention of competing posters, compelling attention by its peculiar and unique. That is the uncommon, descriptive poster, the kind you can't get at a country office, in fact, there are very few offices where you can get them, for the reason that the art of poster composition is but little understood. They may be had, however. If you doubt it, send your order to

HenneGAN & Co.

CINCINNATI, O.

For $182.00

I will place a booklet in every home in Cincinnati and its suburbs in Hamilton county. There are exactly 141,968 homes. About 15,500 of the booklets should be printed in German, bringing the total number 1,885. I know Cincinnati thoroughly, and I know how to cover it expeditiously and economically. Cincinnati families are large; they average five members each, so you reach 606,970 people through my house to house distributing service.

W. H. STEINBRENNER

ROOM 602, LINCOLN INN COURT, 816 MAIN ST.

CINCINNATI, O.

The W. D. Husted

Advertising Co.

Town and Country Blub POSTERS, Distributions, Bulletin Sign Printing,

Out door Advertising of every description

Office: 67 Main Street, MANSFIELD, TRUGA CO., PA.

WE OWN OR CONTROL ALL BOARDS AND POSTING PRIVILEGES IN

MANSFIELD, The leading town in the "Northern Tier," over 6,000 feet of boards.

Also have boards and posting privileges in every town in the county.

Are You in Need

Of a traveling salesman to advertise your goods and take orders? One who can give the best of references and who understands his business. Address:

ADVERTISER.

Care The Billboard.

Mexican International R. R.

EAGLE PASS ROUTE.

The Short Standard Gauge Line between principal points of the United States and interior Mexico Points. No Transfer of Cars at the terminal.

A through Pullman Sleeping Car Line running daily between San Antonio, Texas and the city of Mexico. A live passenger service even every twenty-four hours. The entire line is now complete and ready for traffic. The rate is $182.00 to Mexico. For further information, call or address any agent of the Southern Pacific Co., or

W. L. CONNER,

Commercial Agent, Commerce Bldg., Cincinnati, O.

Licensed and Responsible Ball Posters and Distributors.

We are Suck.

BROWN & WATSON

Pop. 10,000.


Then, E. Day & Co., Bill Poster and Distributors.

Hillboro, Texas.

Phillips Bros., City Bill Poster and Distributors.

Quintana, N. Y., F. E. MUNROE.

Licensed Bill Poster and Distributor.

Troy, Ill.

P. C. LOMAS, Bill Poster and Distributor.

Broughton & Son.

Pop. 3,000.

Waukon, Iowa.

Wm. S. HART & CO.

Bill Poster and Distributors.

Waukon, Iowa.

Broughton & Son.

Pop. 3,000.

Hanan, British Col.

A. S. BROWN, and contains all bill boards and space.

PORT WATSON, Ill., C. E. Woodworth, Manager.

DENVER, COLO.


Lima, Ohio.

Pop. 20,000.

W. B. STEINBRENNER, Bill Poster and Distributor.

Memphis, Tenn.

Wax, Poster & Co., Bill Poster and Distributors.

Milford, Mass.


Newport, R. I., H. OTTIG & Co., Own and control all boards. Good Service.

Waneeke, Ill.

Bliss Poster Distributors, Bill Poster, Waukegan, Ill.

Pop. 1,500.

Palo Alto, Ill.
I Want To Place Your Bill Posting!

I have made this style of advertising a study for years; and in that time I have placed the posters and other display for a number of large firms. I have traveled from town to town, and personally superintended the placing of this matter, and I am thoroughly conversant with the needs and the capacities of the various cities and towns.

I have letters, recent letters, from nearly every bill poster in America, naming rates, and stating their ideas of the quantities of paper needed to adequately cover their territory.

I have the estimates of the largest theatrical booking agents, as to the quantities of paper needed to bill the various towns that their shows reach.

Here, at your service, is the bill poster's estimate; the theatrical agents' estimate, and my estimate from my own experience and from my knowledge of what other advertisers are doing just now and the results they are obtaining.

I can do you lots of good in this line. You, yourself, have not the time to do this work. Your salesmen are worth more to you selling your goods. Your jobbers, or selling representatives in the various cities, each has an idea of his own; you can't follow them all; and, after all, their opinions are not from experience.

And, my services cost you nothing. That's right—nothing.

Come and see me; let us talk the matter over.

Sam W. Hoke

107 West 28th St.

NEW YORK.