

THE BILLBOARD

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LICENSE.

Ever since TAN BURNHAM became the unopposed organ of the bill posters of America we have had before us the question of license. We remember an occasion not less than a dozen years a month bearing upon this vexing question. Some are in error, others complain, and not a few are attacked. During the month just past a law fairly raised license before, owing to the action of the Indiana State Legislature in depriving municipalities of the power to grant license to bill posters. We were unable faithfully through this issue of correspondence, but have not found anything particularly new or original. No one has outlined any course of procedure, either useful or prevent, which has not been touched upon in our columns previously. Hence, as we cannot give space to the communications, we have decided to deal with the subject editorially. The greater portion of the bill posters of America unhesitatingly regard a license as protective and beneficial to their interests, and see none particularly objection to, even some few irascible advertising agents and itinerant revolutionists, it seems a pity that the question cannot be let alone.

Unfortunately, this may not be. It is high time that bill posters knew the truth about license, and to this end we have looked into the matter carefully; thoroughly and at great length. After due consideration and consultation with authorities, we have an intention in stating that a bill poster's license, wherever there it is granted or how it is drawn, is not worth the paper it is written on as a means of protection to the billposter. The best that can be said is, that, in a general way, it is a fairly good "blat."

A State or a municipality has a right to tax persons and collect taxes within its limits, and has the right to require license for carrying on those within are declared to be privileges. Therefore, the authorities have the right to license bill posters, but the Supreme Court of the United States says in at this point and says, "No!" License may discriminate if you do care, but don't you dare to prevent the advertiser, local or foreign, from seeking a market for his wares." And there you are. The license gives the bill poster no local privileges. It does not protect him from credit, debit or justice. It gives him no special police protection, and finally the Supreme Court says that it cannot and must not prevent any individual business from coming in and trading his wares wherever he can obtain permission and distributing his wares or samples in any manner he chooses.

In making the matter perfectly clear, we were helped from Chief Justice Brandeis's decision, viz: "It is the matter of interests concerned the United States are let to the court, and we said must be subject

to one system of regulation and not to a multitude of systems. * * * In view of these fundamental principles, which are to govern our decisions, we may approach the question and inquire whether it is competent for a State to levy a tax or license upon other industries upon the citizens or inhabitants of other States for selling, or seeking to sell, their goods in such State before they are introduced therein. Do not such restrictions effect

Lack of space prevents our quoting at such length from Justice Brandeis's decision, suffice it to say that he points out clearly and forcibly that any ordinance which prohibits or even restricts an advertiser from creating a market for his wares by bill posting, sign posting, sampling, card tacking, door-to-door soliciting, in his violation of the interstate commerce law, and hence unconstitutional, null and void. Now, this being the case, it is needless

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 business that will prove unobjectionable to the advertiser. Being spotted and by posting will cover all time elsewhere. Here now they are looking favor, and the sooner they get the former protected service will be fully appreciated.

In the meantime, it would be well for those bill posters who have no license to resist any attempt to pass an ordinance which will cover out. Those that already have them, especially those who are paying a high license, should cut about for ways and device means to reduce them to a reasonable figure.

Wisconsin Fair Manager's Association.

At the fourth annual convention of the Wisconsin Fair Manager's 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 E. Tracy; Secretary, Arthur Bahst. Executive Board: Geo. L. Hartington, Milwaukee; John L. Shapp, Chicago; Felix E. Kennedy, Rock; M. F. Barton, Appleton.

It is the purpose of this association to give "advice" to all "advertisers" and to arrange circulars. Managers of fairs, who are unable to receive fairs, should correspond with secretary Bahst.

A resolution was passed, fixing a calendar for previous fairs. Hereafter all previous lists of fairs held in Wisconsin will be printed on 12x18 inch paper, and trimmed when bound to 12 inches long by 18 inches wide.

The 112th anniversary meeting of the Agricultural Society of South Carolina, was held March 16th, at the Chamber of Commerce, in Charleston. The financial status of the Society was found to be in a most flourishing condition. The decision of officers for 1897, reached as follows:

President, C. A. Chiles.
Vice Presidents, W. G. Hines, W. G. Varick, H. E. Herbeck, John M. Kneish.
Secretary, Felix Mitchell.
Secretary and Treasurer, J. Becken, Charles Chiles.

Executive Committee: E. G. Sweeney, C. F. Walker, James M. Hines, E. C. Beckley, J. M. Fickett, C. Walker, H. S. Hines, J. E. H. Cannon, J. T. Dill, John J. Herbeck, Zimmerman Davis, F. Shackman, C. R. Vail, R. V. Mitchell, E. Wolfe, G. D. DeLoach.

After the business meeting a delightful collation was served, which was thoroughly enjoyed by all present.



CAPTAIN GEORGE W. CAREY, Lebanon, O.

Secy. of Warren County Fair Association.

the 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 a local market? * * * In these cases, there, what shall the merchant or manufacturer do? Must he sit still in his factory or workshop and wait for the people of these States to come to him? This would be a silly and useless proceeding. "The only way, and the one which must necessarily prevail, is to obtain orders from persons residing or doing business in those other States."

to observe that if an advertiser is solicited by a bill poster and fights the matter the bill poster is bound to lose. If the bill poster, on the other hand, makes complaint to the authorities and has the advertiser or his agent notified, the responsibility will be on, and the bill poster be liable for damages for abuse of process.

Moreover, it is likely that all the other States will see after another, follow the lead of Indiana in obtaining the power of laws and often to grant license of this character. The question is, what is to be done about it?

DO YOU INTEND TO ADVERTISE IN _____

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

SIEBE & GREEN

OWN THE

Bill Posting and Painted Sign PLANTS.

General Office, 11th and Market Sts., San Francisco.

Branch Office, 3d and Washington Sts., Oakland.

SAN FRANCISCO. 85,000 Licensed Post Offices.
10 and 30 Feet High.
350,000 Population.

OAKLAND. 11,000 Licensed Post Offices.
10 and 30 Feet High.
60,000 Population.

ALAMADA CO. 9,000 Licensed Post Offices.
10 and 30 Feet High.
150,000 Population.

Wilmington, Delaware.

Population,
75,000

WILMINGTON BILL POSTING, DISTRIBUTING

AND ADVERTISING COMPANY,

incorporated in city.

JOSE H. BARNES, President, B. E. JACKSON, Secy.
100 N. JACOBSON

Over all the prominent business throughout the city. Satisfaction guaranteed on all work.

Office, Grand Opera House, Wilmington, Delaware.

Population,
15,000

Eastern Ohio Distributing Bureau

Box 153, YOUNGSTOWN, O.

Consolidated. Signs added on advertising notices of every description through Western Bureau. Member I. A. of O.

HERMAN DELKER Bill Poster - - Distributor,

JUNCTION CITY,

Box 405. KANSAS.

What is worth doing do it,
do worth doing right.

JNO. H. JONES,

Specialties in manufacturing, repairing, signs, bill-posting, etc. 1107 1/2 Broadway, New York, N. Y. 10036. 1107 1/2 Broadway, New York, N. Y. 10036. 1107 1/2 Broadway, New York, N. Y. 10036. BALTIMORE, MD.

Indiana, Pa., H. K. Apple,
Bill Poster and Distributor.

W. W. STORER
De Frank Springs, Okla.

One month's work for \$10.00. Bill Posting, etc. 1107 1/2 Broadway, New York, N. Y. 10036.

Grandville, Okla. Pop. 17,000.
The M. J. Jones & Co., Bill Posters and Distributors.

Oakland, Cal.
Barnes & Co., Bill Posters and Painted Signs.

La Verne, Minn. Pop. 3,000.
Clegg & Son, Bill Poster and Distributor.

Clarksburg, W. Va. Pop. 3,000.
W. C. Smith, Bill Poster and Distributor.

Billie, Wash. W. E. Kendrick,
Bill Poster and Sign Distributor.

Orange, N. C.
Bill Posting, Distributing and Sign Posters, etc. 1107 1/2 Broadway, New York, N. Y. 10036.

Plymouth, W. C.
Herman Jones, Bill Posters and Distributors.

St. Paul, Pa. H. M. A. M. Davis, Bill Poster and Sign Distributor.

London, O. F. J. Smith,
Bill Poster and Sign Distributor.

Escondido, Wyo.
H. E. Jones, Bill Posters, Distributors and Sign Posters.

St. Louis, Mo.
H. E. Jones, Bill Posters, Distributors and Sign Posters.

St. Louis, Mo.
H. E. Jones, Bill Posters, Distributors and Sign Posters.

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 casual, perfunctory and indifferent manner. Have you ever seen a careless, poorly-paid servant girl at work? Did you ever notice how she sloughed through and alighted 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 what its environment may be, and demands the notice of competing posters, compelling attention by its perfect color and finish. That is the uncommon, descriptive poster, the kind you cannot 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, and your order to

Hennegan & Co.

CINCINNATI, O.

For \$182.00

Member
National Association
of Bill Posters.

I will place a booklet in every home in Cincinnati and her suburbs in exclusive company. There are nearly 100,000 homes. About 15,000 of the booklets should be placed in German, to bring the best results. I know Cincinnati thoroughly and I know how to cover it capably and economically. Careless families are large; they average six members each, one, you reach 60,750 people through my house-to-house distributing service.

w. n. Steinbrenner

ROOM 225, LINCOLN INN COURT, 618 MAIN ST.

CINCINNATI, O.

The W. D. Husted Advertising Co.

Billboard POSTERS.

Established, Reliable Sign Posting.

Out door Advertising of every description.

Office: 47 Main Street,
CINCINNATI, OHIO CO., PA.

WE OWN OR CONTROL ALL BOARDS AND POSTING PRIVILEGES IN

MANSFIELD.

The leading town in the "Northern Tier," over 5,000 square 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 performance and who understands his business. A-1? Then

ADVERTISE,

Once The Billboard.

Mexican International R. R.

EAGLE PASS ROUTE.

The Short Standard Gauge Line between selected points of the United States and Interior Mexico. Passes. The Finest of Cars at the Border.

A through tourist buffet, sleeping, car line connecting daily between Los Angeles, Yuma, and the City of Mexico.

A beautiful, representative model of the modern in land drive means superior and all-weather equipment in building material.

An inspector of customs meets passengers at the border and issues the appropriate permits and documents. Special facilities for baggage and baggage check-up at the border.

For further information call on any railroad agent of the Southern Pacific Co., or

W. C. DEVLIN, General Agent, Commercial Bldg., 100 N. W. 10th St., Oklahoma City, Okla.

C. E. DEVLIN, General Agent, Commercial Bldg., 100 N. W. 10th St., Oklahoma City, Okla.

Licensed and Responsible Bill Posters and Distributors.

WE ARE SUCH.

BROWN & WATSON

Pop. 10,000. FEEL IDE.

Wilmington, North Carolina. Population, 24,000.

Thos. T. Day & Co., Bill Posters and Distributors.

Wichita, Kan. Pop. 10,000. Bill Posters and Distributors.

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

167 West
26th St.

TELEPHONE
CONNECTICUT

“LONG-DISTANCE
BILL POSTING
CONTRACTOR.”

NEW YORK.



Sam W. Hoke, New York.
Morrison HAYMARKET THEATRE BLDG.
85 WEST MADISON ST.
CHICAGO.

SEE! DON'T FORGET THE ADDRESS! **SEE!**
..... 167 WEST 26th STREET.