The Psychogenesis of Demand.

Psychologists generally agree that there are three elements in the consciousness of mental activity. These are generally distinguished as: feelings, cognitions, and conations. For example, I feel someone, I see something, I do something.

We never find, however, that feelings are ever altered without the intervention of cognition or conation; i.e., if we are experiencing a feeling of elation it will not give way to one of depression without cause.

The want, wish or desire to possess, whose stock in trade—brains, experience, knowledge of mechanics and artistic detail—affords a panacea that will cure an ad of all its ills and make the people read and believe it. Such a yearning expert, who has never invented a cent of his own money, proposes to take any business, under any conditions, and, by the use of his particularly powerful advertisements, perform miracles of transmutation, and cause the tide of business once more to pulse through the channels which have been stilled by old fogyism, otherwise the studied concentration of former days. This is all rot, and the man born with such genius need not work for hire for others. The statements and inducements he makes are held out to encourage small advertising investments that shall in a rate, recur in failure, and only by accident or luck achieve any degree of success. The advertising expert is like the man who asks out a miserable living by selling tips at the race-track and who, were his tips reliable, could make a fortune in a day.

If Mr. Kramer is correctly reported, his gaucherie transcends that of any of the advertising experts whom he affects to criticize. His position is utterly untenable. It by no means follows that because a man possesses the qualifications necessary to successfully manage a large business.

Occasionally, but not often, we find a successful business man who possesses exceptional advertising ability. The two are not incompatible. Mr. Kramer possesses it in a marked degree. He has done some exceedingly clever work—work, indeed, that shows he knows advertising thoroughly. This, however, only proves that he ought to make a business of advertising, instead of devoting his splendid abilities to pushing a couple of thirty-five cent nostrum formulas. Should he try it, we have no doubt that in the course of a few years The Sterling Remedy Co., or any thing he might choose to style himself, would be accorded a rating in the mercantile agencies that would at least compare with that of Chas. A. Hall & Co., of Cleveland, O. J. Gloft, or many of the other experts at whom he has directed his ill-natured and maligned for slandering.

The advertising expert is here to stay. There is room for him, just as there is room for the expert accountant, the expert appraiser and all the long list of specialists in every line of endeavor.
The Presidents Call.

To the Members and all Bill Posters throughout the United States and Canada, Commercial Advertisers, Theatrical Managers, Circus Proprietors and Advertising Contractors.

GREETING:

... The annual convention of the Association of Bill Posters and Advertising Managers will be held at Atlantic City, N. J., commencing July 11th. Arrangements have been made to hold the convention at the "Brunswick Hall," and the hotel is to be reserved exclusively for the use of the convention. The rates have been fixed by the board of aldermen of Atlantic City, and the hotel rates will be as follows:

- Single room, $2.50 per day, $15.00 per week;
- Double room, $3.00 per day, $18.00 per week;
- Board and lodging, $6.00 per week.

The coming meeting is one of vast importance in the interests of the advertising business, and the association will be held.

Very respectfully,

J. W. Carroll, Secretary.

The Bill Poster.

J. W. Carroll, Secretary.

The May issue of Advertising Ex-
perienced a gem.
LEFEBVRE'S BUDGET.

No. 10 rising.

Mr. Bo'cled 10 rising.

Mr. Foushee jnel. stamp is Fifth Mineral street, Kvy., UilribulOT. reied miners prices well a a.


THE BILLBOARD.

CONVENTION

of the

International Association of Distributors.

The dates of the convention have been changed from the 20th, 21st and 22nd to July 21, 22 and 23.

The convention was held in order to make delegates take advantage of the special rate granted by the railroads to the German Spectator League convention, which also takes place in Cincinnati on July 22 and 23. The rate is one fare for the round trip, and is as good as far as Parkersburg, and as far as Chicago, St. Louis and Portland. Delegates coming from beyond these points will save money by buying to one of these points and then continuing their journey to Parkersburg or to Chicago.

The following correspondents will be interested to members of the L. A. D. and distributors in general

Mr. Boorsom was president of the L. A. D. of two years ago, and contributed valuable and interesting material making the association what it is today. Unfortunately, he lost his life in a recent accident. Fortunately, he lived his life in a manner that was worthy of his memory.

Mr. Boorsom was a man of character and integrity, a man of culture and refinement, a man who was respected by all who knew him. He was a man who was loved and admired by all who came in contact with him.

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The editor of The Billboard is the last month's editorial column, offers some strange advice to James B. Newcomb in the form of an advertisement regarding Royal Baking Powder.

Because Royal Baking Powder refuses to do business with a newspaper that won't be "billed up," Dr. Newcomb, in his editor advises bill posters to allow themselves to be held up. Giving an advertiser a commission is simply cutting rates and risks and sampling territories, then poster charge businessman Gurney 3 cents and then accepts 2 cents from Royal, simply because Royal says "Take 2% or nothing." If accepted, bonds also bear the cost of the commission.

It has a well known fact, however, that the Royal Baking Powder does place advertising in newspapers that do not give them the accommodation, although they try to extend the impression of the commission from all papers. The weak paper gives the agent's commission, of course, and the week bill posters will probably do the same thing; and Royal Baking Powder will probably give the business to the strong bill posters at full rates and claim that they get commission from all, just as if don't the hundreds.

It is not in the nature of advertising, however, to make and sell commercial, most of which are sold through bill posters. Bill posters get a nice, handsome commission for selling these stock posters, and consequently sell lots of it. But suppose, a bill poster has worked up all the business he can keep it from posters, that storekeeper says, "I will go to headquarters and get these posters, and you will have to commission you would have gotten, and not%%&." And then suppose Mr. Headmaster allows this competition, how long do you think the bill poster will continue to work sales for these stock posters?

Several poster makers have tried the experiment of sending their own salesmen through the country to sell posters to retailers, but I think they have invariably found that this method is varied only by selling agents and parts very expensive, and if any are success, they can not be sold cheap.

And that is why I say that it is the concern of the Baker BOSTON if they make business as it is done in the trade of the trade.

Meanderings Through Manhattan.

Regan & Clark are carrying Coca Cola exclusively, and a large sign of Ives Root Beer Poster.

Messrs. Hasse & Hatton, also 600 sheets of Admiral Cigarette paper in all sizes from Hoe's, for three months this. Dunlop Tire and Hancoke, also use Munson exclusively.

Since "Between the Acts Cigarettes" have Van Beuren's boards exclusively.

The Billboard Now Use Large Type (10 to 12) unifies us at some of all the billboards. It is a very efficacious piece of woodwork, setting, a blue ground and a white letter.

Beeman's Pepsin has a new 25 sheet. "The Magic Bicycle has a peculiar poster. It is 4 sheet's high and wide about three times as wide as an 8 sheet. The poster was printed on 3 sheets. The advertiser expected to post it so a 3 sheet and at the paper, a 3 sheet.

An anonymous correspondent in June Bill Poster Intimates that a large number of posters are to be ordered. Among them are the posters of the Pepsin's, and the posters of the Dewars'.

Mr. Bradley, the night-keeper of Abbey Park, is reported as having torn down about fifty of Mr. Martin's billboards at that place a few days ago, on account of their carrying Skill's Midy Posters. "Tally Ho!" and "Search Light" Lamps have each to 5 sheet on all the boards. Both are excellent posters.

To Split or Not to Split.

BY SAM W. HOB.

This is a complete list of all the posters of the company. The only bill poster who ever refused his papers to the one whose work has been destroyed, and that is a poster factory that Dolans have to lay. The same amount to nothing and none of Dolans' clients have ever wanted his work, or learned of his methods.

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The day before, the Pepsin's, and the posters of the Dewars'.

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How Many Solicitors?

BY SAM W. HOK.

I have on my desk a list of about 5,000 advertising agencies located in the City and near vicinity. It is possible that there are many more, and that is the reason for the difficulty in convincing them to do bill posting of properly solicited cards. In addition to this, 5,000 in this section there are hundreds of solicitors who are distributed throughout the Union, all of whom are capable of inducing the public to do business, and they are all interested in the success of the bill poster, and all are seeking to do bill posting regularly and systematically. The only way I can suggest is to encourage all advertising agencies to demand, solicit, and place orders for bill posting. One way that I suggest is the Associated Bill Poster's Association, some years ago, the experiment of appointing one man in solicit work for their members, but he was only one man, and while probably as successful as any one man, he could have been undertaken by the circumstances, the fact remains that he was but one man, and physically capable of seeing only a number of advertisers daily.

As a result, some of the members are doing at this time, and I have another solicitor available. The fact is, they need a dozen solicitors, a hundred solicitors. The only difficulties are determinants. In solicitation is the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a solicitor, and the right of a sol
THE BILLBOARD

PUBLISHED MONTHLY AT
12 East Eighth Street, Cincinnati, O., U.S.A.
Address all communications to
THE BILLBOARD PUBLISHING CO.

Subscription, 50c Per Year, In Advance

ADVERTISING RATES

Advertisements will be published at the un-
iform rate of ten cents per line, or any part there
of, unless the advertisement is of a classified or
special nature. One week's notice is required.

Billboard Advertising is sold by London at Long's
Exchange, 27 Charity Cross, and at American
Advertising Newspaper Agency, 48 Regent Street,
London, W. C. In Paris, at 156 Boulevard St. Germain
Lyon, France, and at 111, Rue de la Paix, Paris, France.

Advertisements should be clearly marked as to editor or
paper, space wanted, and are accepted subject to our
right of rejection or refusal at any time. Entered as second
class matter at the Cincinnati, Ohio, Post Office.

JULY 1, 1897.

In another column of this issue we publish the president's official call for the con-
vention of the International Bill Posti-

ing Association. Mr. Schaefer has with
commendable promptitude adopted mes-

sages for the quieting of the disturbances which threatened to render the forthcoming
meeting inharmonious, and it now looks as if nothing more serious than the censure of one of the officers will mark the
proceedings. The slate is well perfected
at this writing, and the selections are first class. We trust it will go through
unchecked. For president, Mr. George
H. Sege, of San Francisco, has the call
W. B. Loues, P. Z. Schaefer and L. M.
Campbell have the best thought of for
first, second and third vice presidents,
respectively. Mr. P. G. Stought is
municated for secretary and Mr. C. C. Ames
for treasurer. The association will ben-

fit materially from the election of this
staff of officers. We should not be sur-
pised to see it double its membership
within the year. In any event, it is safe to
predict that it will grow much more
rapidly under the new regime.

* * *

If any one knows the slate in the Asso-
ciated Bill Poster's Association he has not
discovered it. We know of no instruc-
tions to delegates whatever, hence can
not hazard a prophecy regarding the offi-
cial roster for the forthcoming year. The
difference between Mr. Campbell and Mr.
Staintrodt has taken on a sectional aspect.
The west is likely to be arrayed against
the east, with this difference—the west is
solid for Campbell, while the east is not
solid for Staintrodt. Committee bill posters in the east, such as Mr. Sam Pratt of New
York, and Mr. Edw. Donnelly, of Boston, are advocating the "open" association
along with Mr. Campbell, but are out-
spoken in their defense of Mr. Staint-
rodt. It complicates the situation, and
renders the outcome very uncertain.
There exists, also, a well defined opinion
in the east that the official organ should
be brought to New York and published
there.

* * *

We do not think that Mr. Campbell will enter any objection to such a course.
Editing a paper and looking after the de-
tails of the publishing thereof is not
likely to play any manner of means. It
is work—often hard work. Quite fre-
quent the duties and responsibility attac-
ted thereto are onerous, even burdensome, and it is impossible to conceive of a
more thankless position.

If the eastern members are really ac-
scious in their demands, they will do well
to go slow. The Bill Poster, as it is now
conducted, is a credit not only to the as-
sociation, but to the entire craft as well.
It is not likely that a change would im-
prove it, and there is always the chance
that meddling will prove hurtful.

It should be remembered that the pa-
per is laboring for bill posters. It makes
new clients every month. Its influence
is powerful. It may not be felt directly,
but it is there.

Another thing. Where are you going to
look for a man to take Mr. Campbell's
place? It is easy enough to find fault
and criticize. Any fool can do that, but
when it comes to improving on the sub-
ject's work, who is there fitted to do it?

Mr. Campbell has framed a policy that
has reasonably satisfied all, or nearly all,
the members of the association. That in
itself is no mean feat, when the great
diversity of opinion of the members is
considered. Hammered and tempered in
all sales by a thousand and one fool-
ish restrictions, he has yet made the pub-
lication interesting—much more so, in
fact, than it would mean was possible.
Finally, he has safely steered it through
the shoals and rocks that beset the cour-
ser of all young and untried publications
Have a care how you suppress him. First
find a man fitted to succeed him, and
then be sure that man is satisfied to
labor zealously for novel but commend-
ably and ably.

* * *

The strife between the rival factions is
assuring proportions which are entirely
too formidable. It is well enough for
members to contend valiantly for their
opinions and convictions, but in the pre-
sent instance the rumpus threatens the
collapse of the association.

The threatened split between the east
and the west is freely canvassed and dis-
cussed. The idea should not be enter-
tained for a moment. There are far too
many associations now. No possible good
could come from it, and much harm
would surely result.

The scheme to expel Mr. Staintrodt is
also radically wrong. Mr. Staintrodt has
done too much for the bill posters of the
country to be accorded treatment of that
kind. The only trouble with Staintrodt
is that he is pig-headed. If the members
will only take his hand and lead into his
stubborn, obstinate brain the fact that
he is not the only rock on the sea shore,
he will yet prove an exceedingly useful
member of the association. That would be
much better than expulsion.

MAKING IT PAY.

By HARISON HANUES HUBBARD

Before taking up the soliciting of local
patrons, I want to draw attention to the
following letter. It illustrates a point to
which many bill poster have referred.

Atlanta, Ga., June 5th.

Harrison H. Staintrodt, Cincinnati, O.

My dear Sir—I read with much interest your articles as published in the May and June issue of The Billboard which I think every distributor should read. I too, however, particu-
larly interested in your article of this month. I believe that every distributor should know how to talk advertising interestedly.
Why, sir, I have actually had to talk adver-
sing to some of my best patrons before I could get a copper cent's worth of work from them.

I have had to beg, plead, and write, and
wrote for the fact that I am keeping in touch with the advertisers. By reading the letter-
giving advertising papers it would be completely lost.

Then too, I have gotten several contracts from that source and have given the tips to
other distributors.

I have eaten in a favor if, in your next bet-
er, you would briefly touch upon the important subject of "Honest Soliciting." By that, I mean to say in some doubt as to the law of advertising the advertiser who is addressed in regard to distrib-
ution would be made to answer the correspond-
ence. It would greatly benefit the craft. For example, I send out nearly one hundred letters in a month, more than twice the number in a year's time.

Now, there are letters sent in that are for postag-
based sympathy and stimul英才en's work, and
yet I seldom get more than twenty per cent. The reason for this is because the adver-
sitters do not get better service as they do not
answer or investigate the letters may arrive.

Thanking you for the present takes to the
paid and wishing you every success, I am,

Yours very truly,

FRED. P. ENGELS, Manager.

It is getting everlastingly at it that
gets business, but as it is giving thor-
ough, conscientious and efficient service
that retains patronage. Keep it up—
keep your name before them. Keep a
standing advertisement in True Bill-
Board to supplement the work. It will
pay. It is as certain as death and taxes.

The greatest difficulty that country bill
posters and distributors have to contend
with is the present time in the individ-
uals which the national or general adver-
siter manifests toward the smaller towns.
It is inexplicable, for, while the circula-
tion, advertising letter, having a few miles.

However, it is a condition, not a local
condition, that compelled the country bill
poster, and until the national advertiser
comes to his senses the bill posters in the
small towns cannot needs get along with
out his patronage. This can readily be done. How? By working up a demand for
space among your local retail mer-
chants.

Now, Mr. Man who has lived it and
failed, and you fellow that has a town
that 's no good, I am sure you. You are
the very fellows I want to talk to, and
I want you to follow me closely. There is
money in it for you.

I am going to tell you how I got my first commercial order. Afterwards I will offer you some limits and suggestions that will prove highly valuable.

I had been canvassing irregularly for about a month without landing an order, when, one day, while I was thinking the matter over, an idea came to me.

I had received that day a sample of an eight sheet and one of a whole sheet book from Cincinnati printing house. I had four firms in my town that handled shoes, I decided to try the smallest store of the lot. It was run by a very conservative man, a newcomer in the town, in fact, he had only opened up some two months previously.

The next morning I went to him, showed him the samples and explained my scheme. I had boards throughout all the surrounding country, and I enlarged at great length on the desirability of the farmer's trade. I explained how prompt, sure and certain the returns from posterm would be, and finally offered to put up twenty-five sheets and 250 whole-sheets for $40. The paper itself would cost me $5.50, and I charged him five cents a sheet for ten days' showing.

He thought the matter over, but finally shook his head, stating that he was afraid it would not pay.

I expected this, and was ready for him. "Mr. Shannon," said I, "I know it will pay, and just to show you that I mean what I say I will guarantee it.*"

This opened his eyes, and we got down to business. I had him figure out the amount of sales he would have to make in order to meet an expenditure of $45.00, and he decided that $45.00 was about the amount. He wanted to take it $40.00 worth of shoes, but I would not have him promise that. Whenever a person inquired for or bought shoes the entire purchases should be counted. Finally he agreed to this, and tasted on the sales reaching $60.00.

With this understanding I ordered the paper, agreeing that if I failed to give him that amount in sales he was to pay me fifty cents on the paper or the posting.

In due time the posters arrived. They were crossed.

SHOES!

Any pair in the house $3.95.

SATURDAY, OCT. 20

(On that day only).

SANDIPO'S
Phoenix

There were four roads leading into town, and I put five of the eight-sheets up on each of the four miles. The other way I put up in town. The whole sheets I spotted in about the same proportion.

Well, you never saw anything like it. The whole town was all over the paper, all directions, and they all wanted to Shannon's. His wife, his
Signs & Sign Painters

Address all communications for this column to

R. H. BORCHARD, Rochester, N. Y.

I think the best plan when putting advertising signs on a large surface such as a side of a building or a large panel in sections and put a different sign in each section. A long string of large letters is hard to read when close to the eyes; as when the building is close to the high- way so that the eye is forced to strain to be viewed is the middle of the road. However, if the point of view is quite a distance from the sign, it is all right to use the whole surface in a single display.

A large smooth hard tree makes a good surface for an advertising sign. They seem to look best with white letters cut in black. The letters should read perpendicularly. For very large signs, where it requires a great amount of paint, government whitewash may be used in good advantage. It is made as follows: Take half a bushel of unbleached lime, pour it into a barrel of boiling water, cover the process to keep it from cooling, stirring the liquid through a fine sieve, and add to it a pound of salt previously dissolved by soaking in cold water, and then hanger over a slow fire in a small pot hung in a large jar filled with water. Add five gallons of hot water to the mixture and let stand covered for a few days. It will be best applied hot, but it will be good cold. The end east of the President a house at Washington is covered with this mixture.

The country bill poster must, above all things, keep his expenses down. If your town is under 10,000 inhabitants never, under any circumstances, pay cash rentals for locations. Consideration of some kind you must give, of course, in order to get a lease, but let it be other than cash. Be tricky, too, of theater tickets, or you are liable to deliver yourself into the hands of the local manager.

The scheme worked now in several towns. The bill poster publishes the theatre program and swaps space in it for locations and windows. Others give his sign painted sign over the board erected on his lot. Still others control the advertising desks, clarks, folder racks, etc., in the hotels, and swap space in them for locations. There is any number of ways in which outlay of cash may be avoided.

The programme is the best. The wall for the customary sign advertisers be- tween acts are potent factors in the ordinary advertisers estimation. He is easily convinced the time hangs so heavy on the theatre goer’s hands that he reads the programme advertisements with the leisure desperation. Then, again, the cost of publishing a programme is almost nothing. The pay ads will always do it, and the privilege may even be had for nothing. Sometimes the programme can be made to show a profit over and above all the space it gets you.

The THE BILLBOARD

Blue is undoubtedly the best color for the ground sign. It is a receding color, and will naturally throw paint out in relief, particularly if they are lettered in black.

If any of you poster men want a paste that won’t wear off, rub off or wash off, try this. Best to a better four ounces of camphor, two successes with nine ounces of turpentine, ten ounces cold water; then dry out one ball gallons boiling water and add three cncrents glycerine and water, add the water to this, and alti wait it to go through the paper. Being very flexible, this paste will not crack; consequently, the paper will not peel off. It is also useful for pasting maps, cards, etc., which breaks it. Glycerine added to any kind of paste improves it.

Never thin paste with cold water if you wish to have good work. Use wooden vessels, particularly if the paste contains album.

The question: Can a young man learn sign painting without an apprenticeship? Yes, has been repeatedly asked through the columns of the trade magazines. Most answered, the copies are sent out every week. I would want an equal number of sign painters than those given by Zima’s album, and good pasted bulletin work is good advertising.

When painting an advertising sign on a shingle roof always follow the layers of shingles, whether the roof is tiled or not. The sign will then have a more natural appearance.

If, somehow, sign painters can get hold of a clean-cut thought about lettering down so as to have the fewest words that mean the most, bulletin sign painting would be a universal method of reaching consumers. The trouble is, sign painters will not give up their fantastic lettering and not enough to the word. They seem to think any word or set of phrases, no matter how plain or how absurd, will do, just so long as it is fixed up in an artistic style. An advertising sign, to be valus, must be impr- essive. In no other manner can it be made thus than by good wording. The illustration is alone intended to catch thee, because it is done in a way that much or little. If we would have our abilities as advertisers prized, we must get out of the old routine. When we say to a man, do not mean that a sign should sometimes be made out of the statements in this line of a hundred Avent repeating. Let every phrase be a picture. Everything is painting of the owner of a paper and the characteristic quality of the product advertised. Merely the issue of the first and the article’s name is not enough for a bulletin sign. It distinguishes itself from no other of the same kind. Just as soon as the merits of the article are begun to be enumerated, then moment advertising is begun. I claim that a few of the selling qualities of an article should al- ways be enumerated in a large figure-

ing sign in small letters. Some persons will merely read the large letters and pass over the small ones. Others, however, will digest every- thing connected with it. These are the sign painters of the best customers.

Why would it not be a good idea to call the large hoop of lettering in a sign the Headlines.

A good backing up material for gold is a white lead alloy put up in ground in limed oil and colored with chrome yellow. This as near gold color as it is possible to get without bringing up. Thin and to a working consistency with a little paint thinner and consider the result.

Powdered charcoal makes a good smalls for ground work. Better than sand.

Purdy Personal

Victor Reingold of the Carole Avenue Con- nins, is a sign painter who believes in di- stinctive work. He has been the foreman of the Queen City sign shop for many years, and now he is in charge of the sign shop at the Queen City. He is in charge of the sign shop at the Queen City. He is a good man and has a number of fine pieces in his hands for regular custom-
ARIZONA.

Montecello: Monterey county Fair Sept 27 to 10 J M.

Whitaker sec.

Blythe county Fair Sept 8 to 18 J H Sibly sec.

Palm Desert: Riverside county Fair Sept 24 to 10 J J Staggers sec.

COLORADO.

Garfield county Fair Sept 7 to 15 J J Harwell sec.

Pueblo: Pueblo county Fair Sept 24 to 10 J B. McClellan sec.

FRANKLINTON.

Belmont: Belmont county Fair Sept 8 to 10 J W. Reynolds sec.

Atchison: Atchison county Fair Sept 8 to 10 J W. Reynolds sec.

Hugo county: Hugo county Fair Sept 24 to Oct 8 J J. Harwell sec.

Walden: Routt county Fair Sept 15 to 24 J J. Harwell sec.

Walsenburg: Costilla county Fair Sept 10 to 18 J W. Reynolds sec.

Walsenburg: Costilla county Fair Sept 10 to 18 J W. Reynolds sec.

GEORGIA.

Atlanta: Atlanta county Fair Sept 12 to 20 J B. Harwell sec.

LaGrange: LaGrange county Fair Sept 12 to 20 J B. Harwell sec.

Columbus: Muscogee county Fair July 27 to Aug 6 J B. Harwell sec.

Tifton: Tift county Fair Sept 7 to 19 J B. Harwell sec.

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INDIANA.

Aurora: Aurora county Fair Sept 3 to 9 J W. Reynolds sec.

Angola: Steuben county Fair Oct 4 to 10 J W. Reynolds sec.

Bryan: Jay county Fair Sept 24 to Oct 4 J W. Reynolds sec.

Converse: Knox county Fair Sept 24 to Oct 4 J W. Reynolds sec.


THE BILLBOARD

Terry, Trumbull District Fair Aug 21 to Sept 2. R T. Hunt & Son, Fair St. 658

Tillage, Field & Gardening Fair Aug 21 to Oct 1. R. M. Olmsted, Fair St. 659

Walker, Miami County Chamber of Commerce Fair Aug 21 to Sept 3. M. H. Beall, Fair St. 661

Wallen, Rebels of Ohio Aug 21 to Sept 3. L. M. Miller, Fair St. 659

Wright, Washington County Fair Aug 20 to Sept 3. J. W. Wright, Fair St. 660

West, Homeopathy Fair Sept 20 to Oct 1. W. A. Brokens, Fair St. 660

Wilson, Diagnostic Fair Sept 20 to Oct 1. J. R. Wilson, Fair St. 661

Wright, Washington County Fair Aug 21 to Sept 3. J. W. Wright, Fair St. 660

Yates, C. A. Yates, Fair St. 659

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MICHIGAN.

Mason, Mason County Fair Aug 21 to Sept 3. H. A. Cooney, Fair St. 658

Muskegon, Muskegon County Fair Aug 21 to Sept 3. J. R. Moore, Fair St. 659

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MASSACHUSETTS.

Amherst, Amherst County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

Barnstable, Barnstable County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

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KENTUCKY.

Alexandria, Campbell Co. Fair Aug 21 to Sept 3. M. W. Miller, Fair St. 658

---

R KANSAS.

Reno, Reno County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

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MINNESOTA.

Ada, Norman County Fair Aug 21 to Sept 3. C. E. Comfort, Fair St. 659

Alexandria, Buffalo County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

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NEBRASKA.

Ainsworth, Brown County Fair Aug 21 to Sept 3. R. F. Tower, Fair St. 658

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NEW YORK.

Albany, New York State Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

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OHIO.

Amherst, Lorain County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

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OKLAHOMA.

Anadarko, Comanche Co. Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

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OREGON.

Ashland, Jackson County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

---

PENNSYLVANIA.

Allentown, Lehigh County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

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RHODE ISLAND.

Bristol, Providence County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

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SOUTH DAKOTA.

Aberdeen, Pennington County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

---

TENNESSEE.

Alcoa, Knox County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

---

TEXAS.

Arlington, Tarrant County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

---

UTAH.

Logan, Cache County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

---

VERMONT.

Burlington, Chittenden County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

---

WASHINGTON.

Spokane, Spokane County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

---

WEST VIRGINIA.

Wheeling, Wetzel County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

---

WISCONSIN.

Milwaukee, Milwaukee County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

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WISCONSIN.

Milwaukee, Milwaukee County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

---

WYOMING.

Cheyenne, Laramie County Fair Aug 21 to Sept 3. W. H. Smith, Fair St. 659

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THE BILLBOARD

THE BALLOON

Septottis

TEXAS

Baton Rouge city state fair Aug 14 to 18

UTAH

Provo city fair Aug 5 to 11

VIRGINIA

Leesburg Leesburg county ag society Sept 14 to 21

WASHINGTON

Spokane county ag society Sept 24 to 29

P. CURRIER, BALLOONS

good quality

PHILADELPHIA, PA.

No. 50—Patriot Balloon per gross, $2.40

No. 65—Currier

No. 66—Whistling Balloon

No. 67—Whistling Balloon

No. 68—Snakes

No. 69—Waterproof

No. 70—Inflating Apparatus

No. 71—Tank Manure

No. 72—J. H. Wagen per McPh. Edw. Chapin sec

BOOM YOUR FAIR! Use Our Novelities

The Jackson County Fair.

SEPT. 26, 27, 28, 1907.

The Westward Expansion.

If you want publicity in any form before the big fair in attendance, write to

FRID. R. CAMPBELL, LEE'S SUMMIT, MO.

Canoes and

Picnic Whips.

WANTED

Sensational Attractions.

OmniWall Business Men's Fair Ass'n,

Aug. 31, Sept. 1, 2 and 3, 1907.

Please give lowest terms in red letter, address

E. J. KILPATRICK,

DANVILLE, ILL.

BOOM YOUR FAIR! Use Our Novelities

Advertising Deck Caps, Horse Covers, Cheyenne Gum, Pocket Mirrors, Faso, Firo Crackers, Magicgraphs, Yard Sticks, Ruis, Siges, Etc.

Send for Price List of Novelities at once. Samples Free. We supply more Fair than any other house in the United States.

PALMER'S NOVELTY ADVERTISING CO.

BROOKLYN, N. Y.
TO WHOM IT MAY CONCERN:

We have this day, May 22d, 1897, sent to Siebe & Green. We wish to thank our patrons to Siebe & Green, the Advertisers, of San Francisco, Oakland and

Yours very

We Control OAKLAND and
26,000 Lineal Feet of Fence
SAN FRANCISCO, 58,000
GUARANTEED WORK OR

SIEBE &

Main Office, 11th and Market Sts., San Fran...
Hold our Bill Posting and Advertising business in renumeration for past favors and we cheerfully recommend "Up-to-Date" Bill Posters and Painted Sign Fixtures for the benefit of our clients.

Respectfully,

STILLWELL ADVERTISING CO.,
Per A. L. STILLWELL, Pres.

ALAMEDA COUNTY Exclusively.
NO PAY.

GREEN, Oakland, Cal., 461 7th St.
Horse Shows.

Newport R.I. Newport Horse Show Aug 1st.

Kensico City Mo. Third Annual Horse Show Sept 28th.

Pepin Pavilion Park A E Ashbrook Concrete Wilkes Barre, Pa.

Expositions.

Nashville, Tenn. May 19th.


Newport Ky. Horse Show July 31st.

Salem July 29th.

Brighton Beach Aug 1st.

St. Louis Aug 15th.

Rutland Aug 20th.

Portsmouth Sept 2nd.

Salem Sept 29th.

Alpena Mich Aug 24th.

Columbus Junction Aug 24th.

Lebanon Ind. Aug 25th.


Kewanee Ill. Aug 26th.

Greenfield Ind. Aug 26th.


Manchester Aug 26th.


Saugus Mass. (Grand Circuit) July 6th.

Fillmore Ohio July 6th.

Window Oka July 5th.

Brewer Beach Intercity annual meeting of the American Beach Racing on July 5th.

New York July 5th.

Cotton F July 19th.

Rockford Ill. July 19th.


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PROCEEDINGS

FOURTH ANNUAL CONVENTION

OF THE

Wisconsin Fair Managers' Association,

 Held at Madison, Wis., Feb. 2 and 3, 1897.

PRESIDENT—

John M. True, Appleton.

SECRETARY AND TREASURER—

Arthur Hartley, Madison.

BOARD OF DIRECTORS—

Geo. L. Harris, Waukesha, chairman;

Geo. G. Northcutt, Winnebago; the Wisconsin Fair Managers' Association is made possible by the generous support of Waukesha - the City of Light. Please accept our sincere appreciation for your continued support.

INTRODUCTION

The publication of the proceedings of the Fourth Annual Convention of the Wisconsin Fair Managers' Association is made possible by the generous support of The Milwaukee Journal, a major producer of newspapers in the United States. We would like to extend our deepest gratitude to the Journal for its continued support.

NOTE.—At the last meeting of this Association the next membership was elected as follows: John M. True, Appleton, Wisconsin; and Geo. L. Harris, Waukesha, chairman; Geo. G. Northcutt, Winnebago.

PRESIDENT'S ADDRESS

John M. True, Appleton.

I want to say that I am not so many years as some of the others here to date the spring of this year. I am not so many years as some of the others here to date the spring of this year, but I have been around the country and have seen the changes that have taken place. I have seen the changes that have taken place in the world of business and industry. I have seen the changes that have taken place in the world of business and industry. And when I saw these changes, I was able to appreciate the importance of the agricultural exhibits. The agricultural exhibits are the backbone of our Association. They are the backbone of our Association. They are the backbone of our Association.

In an era of rapid change, it is crucial to be flexible and adaptable. The agricultural exhibits, along with the other exhibits, allow us to stay current and relevant in the ever-evolving world of business and industry. They serve as a reminder of our agricultural heritage and the importance of supporting our rural communities. It is our responsibility to ensure that these exhibits continue to thrive and grow.

In conclusion, I would like to express my gratitude to all those who have supported the Wisconsin Fair Managers' Association. It has been an honor to serve as your President, and I look forward to continuing to work together to support our members and promote the success of our Association.

Arthur Hartley, Secretary.

Madison, Wis., February 16, 1897.

Recommendations for 1897.

The following resolutions were passed unanimously by the members present at the last meeting of this Association for their careful consideration:

RESOLUTION I.

That this Association recognizes this the 18th year of its existence as a successful and prosperous Association and therefore recommends that the Executive Committee be instructed to prepare and distribute a report of the Association's activities for the year ending December 31, 1896.

RESOLUTION II.

That this Association recognizes the importance of the agricultural exhibits and encourages all members to support these exhibits in any way possible, whether by attending them, volunteering, or sponsoring.

RESOLUTION III.

That this Association recognizes the need for continuous improvement and growth in the field of agricultural exhibits. It is recommended that the Executive Committee be instructed to investigate new methods of exhibiting and promoting agricultural exhibits.

RESOLUTION IV.

That this Association recognizes the importance of education and training for fair managers. It is recommended that the Executive Committee be instructed to develop educational programs for fair managers to enhance their skills and knowledge.

RESOLUTION V.

That this Association recognizes the need for financial stability and recommends that the Executive Committee be instructed to develop a financial plan for the coming year.

New Methods of Advertising.

By J. E. HAYES, Chippewa Falls.

The wide scope of fair work is not limited to the traditional methods of advertising. In recent years, there has been a trend towards the use of new methods of advertising to reach a broader audience. These methods include the use of newspapers, radio, television, and social media. This trend has been driven by the growth of these technologies and the increasing use of the internet.

In conclusion, it is clear that the traditional methods of advertising are still very much in use, but the trend towards new methods is clear. It is important for fair managers to stay informed about these new methods and to consider them when planning their advertising campaigns.

Discussion on Mr. Rutherford's Paper.

In our discussion today, we will focus on Mr. Rutherford's paper, which addresses the importance of education and training for fair managers. Mr. Rutherford makes a strong case for the importance of education and training, highlighting the benefits for both managers and fair attendees. It is clear that education and training are essential for the success of any fair.

In conclusion, we encourage all fair managers to take advantage of opportunities for education and training. It is important to stay informed about new methods of advertising and to continually improve our knowledge and skills. Thank you for attending and for your participation in this discussion.
New Features

By GEO. GALLOWAY, Menscuse

Mr.abouts has lost sight of the fact that the farmers have given up the old-fashioned system of dealing in crops, and have taken up the modern system of buying and selling at the market. The system of buying and selling at the market has had a great success in the past, and has had a great success in the future.

Mr.about showed how the new system of dealing in crops is working, and how it is working. The system of buying and selling at the market is working, and it is working.

Discussions on Mr. Bonnell's Paper

Mr. C. - I have had some experience in the sale of farm land in the past, and I have seen many instances of their being bought and sold at a low price, and sold at a high price. I have seen many cases of the same kind of thing, and I have seen many cases of the same kind of thing.

Mr. B. - I have had some experience in the sale of farm land in the past, and I have seen many instances of their being bought and sold at a low price, and sold at a high price. I have seen many cases of the same kind of thing, and I have seen many cases of the same kind of thing.

For Privileges at Ripley, Ohio, Fair

Aug. 24, 25, 26 and 27.

Write to L. H. WILLIAMS, Secretary, Ripley, O.

Mr. G. - I have had some experience in the sale of farm land in the past, and I have seen many instances of their being bought and sold at a low price, and sold at a high price. I have seen many cases of the same kind of thing, and I have seen many cases of the same kind of thing.

Solutions on Fair Management

By T. J. PLEMBING, North Greenfield.

Mr. D. - I have had some experience in the sale of farm land in the past, and I have seen many instances of their being bought and sold at a low price, and sold at a high price. I have seen many cases of the same kind of thing, and I have seen many cases of the same kind of thing.

Delavoye & Frits, the Continental Homoeopaths

Greatest act of them all, bar none, for Theaters, Parks, Fairs, etc. Don't forget. Get these blueprints.

Delavoye & Frits, a Comedy Feature

For any kind of a show. Also our Big Burlesque Magic and Strong Man Act, as STRIP & VOYALE. Two Big Costumes that give you an idea of what a real costumer is. WILLIAM DOHERTY, VOYE, or representatives Henderson & Leary, on West 83rd and 13th Ave., New York, N. Y., until the end of July.

WANTED, AGENTS, to sell our elegant
ADVERTISING CALendars
Big Profits. Fine Line. Write Immediately.
The Henderson Lithographing Co.
Novelty Department.

CINCINNATI, OHIO.

Bill Posters' Push Cart.

Great for small towns and short routes in cities. This style of cart enjoys great favor among the bill posters of England, where it is regarded as a great convenience, and is used almost in the same way as all other vehicles. It is equipped with paper bin, paste tank and water tank. The tanks are lined with zinc, and the one which contains the water is provided with a brush.

They are handsomely painted, substantially built. Will not rust. Nothing could in the world do the work of this cart at the phenomenally low price asked.

$24.50 EACH.

Bill Posters’ Pony Cart.

Light strong and durable. This vehicle is bound to find favor. It is the handsomest thing imaginable in its class. It has paste tank, water tank, etc., and we furnish complete for the remarkably low price of

$44.50

Address: JOHN H. MICHAEL, Manufacturer Bill Posters' Vehicles, 225, 227, 229 East 8th St., CINCINNATI, O.

ACCOUNTICS.

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates of all the Accountant's Associations, together with original inquiries and investigations. The most eminent accountants are contributors.

SCIENCE OF ACCOUNTS.

ART OF BOOK-KEEPING.

ACCOUNTICS answers questions in higher accounting and book-keeping practice; contains independent Reviews and Critics of books on accounting and Economic topics; fully illustrated; carefully printed; edited by A. O. KITTRIDGE.

Subscription One Dollar a year.

Send 20 cents, stamps or silver, for the
MASCOT DATE BOOK,
To HENNEGAN & CO.
CINCINNATI.
Posters for Fairs.

The best and finest line of posters for the Season of 1897 is that of THE DONALDSON LITHO. CO. It is also the largest. They have Posters suitable for advertising anything, from a National Exposition to a "Pumpkin Show" and in greater variety than any other house in existence. The line embraces Agricultural Machinery, Vegetables, Cattle, Swine, Poultry, Running Races. Trotting Races, Bicycle Races, Hippodrome Races, Athletic Sports, Bench Show, in fact anything and everything that the Fair Manager can possibly wish for.

Samples free. Address,

THE DONALDSON LITHO. CO.,
CINCINNATI, OHIO.

Jointed Magnetic Hammers.

Just the thing for Card Tackers.

The hammer is a true magnet which will stick ever where oil or heat or magnetic power. The jointed handle and mechanism that drive the head, which is made of a very strong and durable material, allows you to get at work all high-ways and corners that other hammers fail to reach.

DONALDSON LITHO. CO.,
CINCINNATI, OHIO.

Dear Sirs: I received from you a few of your Magnetic Hammers, and I am very much pleased with them. I have used them for a week and find them to be as much better than any other hammer I have ever had.

Yours truly,

W. P. REYNOLDS.

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.

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<thead>
<tr>
<th>Size</th>
<th>8 inch</th>
<th>9 inch</th>
<th>10 inch</th>
</tr>
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<tbody>
<tr>
<td>Price</td>
<td>$2.25</td>
<td>$2.25</td>
<td>$3.00</td>
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</tbody>
</table>

This is our celebrated "UNEXCELLED" Paste Brush. Made. Popular everywhere on account of its great durability.

PRICES.

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<tbody>
<tr>
<td>Price</td>
<td>$2.75</td>
<td>$3.00</td>
<td>$3.25</td>
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Jointed Pasta Brush Handles.

Made expressly for Traveling Advertising Agents.

Will fit inside of a bill truck. Great convenience.

HANDY, DURABLE, STRONG, RIGID.

PRICE:

<table>
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<tbody>
<tr>
<td>7 feet, 2 sections</td>
<td>$1.25</td>
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<tr>
<td>10 1/2 feet, 3 sections</td>
<td>$1.75</td>
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</tbody>
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DONALDSON LITHO. CO.,
CINCINNATI.

SEND YOUR ORDERS TO

THE DONALDSON LITHO. CO., CINCINNATI.

Remit with order. None sent C. O. D.
BILLY POSTER, DISTRIBUTOR, THROUGHOUT ARKANSAS.

J. F. CLARK, CONWAY, ARKANSAS.

HENRY G. CROSBY
ADVERTISING SIGNS
Renaissance Building, PATRICK, N. J.

LAconia, N. H. Pop. 15,000, located near Morgan Hill’s Park and near through T. F. Crowe, Manager; these are among the city and region.

BILL D. RESCHEW
MOMMINSVILLE, OHIO.

FAYETTEVILLE, N. C.
Charter Member of Missouri and Tennessee Advertising Association, 50c, C. E. M. Grant, Advertising Manager, Pop. 10,000.

C. M. Smith & Co., Brantford, Canada.

MEMPHIS, TENN.
Glad, advertising the city, county and country. Pop. 45,000.

CHARLES W. YORK
Bill Poster and Distributor, HAVERHILL, MASS.

FORT WAYNE CITY BILL POSTING CO.
Theatrical and City Bill Poster, Distributing and Advertising Agency. Work on time and properly executed. FULTON WAYES, IND. C. E. Woodworth, Manager.

L. A. DANIELS
City Bill Poster and Distributor, SANTA CRUZ, CAL.

BANGOR, ME.
Distributing, signing, and advertising agency.

BELVIDERE, ILLS.
Pratt, WELLS, BILL POSTER, BILL BOARD P.O. 15.

STEVANGEN, MINN.
Geo. Ham, Bill Poster and Distributor.

JOHN T. WILLIAMS
346 MORRISON STREET,
PORTLAND, OREGON.

THE TAYLOR FLY EXIT CO.
URBANA, OHIO.

E. BOWMAN
Bill Poster and Distributing Co.
1524 SIXTH AVE. NORTH, QUINCY, ILL.

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E. BOWMAN
Bill Poster and Distributing Co.
1524 SIXTH AVE. NORTH, QUINCY, ILL.
GOOD DESCRIPTIVE STANDS

Are always better than bum hand-painted affairs, crudely executed and poorly planned. The trouble has always been, heretofore, to get a small quantity at a reasonable price. We have

SOLVED THE DIFFICULTY.

We can give you good work, and sell you ONE STAND at a reasonable price. Here is the way a Twenty-Sheet looks:

MABLY'S
$3 SHOE

Send us a copy and One Dollar, and we will make you up a sample. Here is a chance to interest your local merchants.

PRICES ON TWENTY-SHEETS:

1 Stand ................. $1.00.
2 Stands ................. 1.80.
3 " ....................... 2.10.
4 " ....................... 2.60.
5 " ....................... 3.00.

Red Letters, 42 in. high, 28 in. wide, same design as above, and Solid Blue Border.

HENNEGAN & CO., Cincinnati, Ohio.
GRIT!

[IN OPEN LETTER]

WILLIAMSPORT, PA., May 6, 1897.

Dear Sir: We have permission to make to a reliable bill poster or distributor in each of a good many cities, towns and villages of the United States and Canada. It will, if taken advantage of, prove profitable to each of them.

We publish a first-class farm newspaper, known as PENNSYLVANIA, containing 16 pages of matter. It is sold and advertised by an agent in each of about 8,000 towns. There are at the very least 4,000 other towns which are just as good but which we do not reach. We send papers for sale opportunity. Unsold copies are returnable. We supply all kinds of advertising matter liberally. Why isn't the representative bill poster just the fellow we're looking for as a general agent in his town? Why are we not the people he wants to strike? He can see the boys which he can secure and control to work in his interests. He can thus make a sum on Saturday of each week which will be clear gain. He can advertise his own business and take advantage of the "between spells" which are bound to come now and then.

The papers will sell all right. Experience teaches us that. Hundreds are sold each week in Williamsport; in Key West, Florida, in Athens, Kansas: in Augusta, Georgia; in Denver, Colorado; in which we've had good sales in thousands of other places. One locality seems to be as good as another.

We will send sample copies and complete information to any one who asks for them.

Truly yours,

GRIT PUBLISHING CO.
WILLIAMSPORT, PA.

Mattapex, Mass., O. L. Cushing

Cincinnati, Ohio.

Ottawa, Marseilles and Sonoca.

If you have good paper and will pay a fair price for service (fee paid), address

HURD DIST. CO.
Lock Box 926.
Marseilles, Ills.

Atlanta, Ga., 124 Haysey St.

Wm. H. Hayes, Advertising Distributor, Maintenances up in this and adjoining counties.

Marblehead

One of New England's great summer resorts. Has a population of 12,000 in season, and thousands visit it in the last few years. There is little historic feature and enjoy its season because. People have as much money to spend as those in larger cities. Send paper 100.

The Noon
Bill Posting Co.
MARBLEHEAD, MASS.

Chilcasea, Me., Z. B. Myers,

Owner of all boards. Tasting, Distributing and Posting done personally by him.

W. E. Patton, Corinth, Mass.

Bill Poster and Distributor. Box No. 103.

Blaney, Wm. B., Expert Ad Writer, Station T. Boston, Mass.

Peru, Ind., Chas. W. Statesman

Lotus City Mill, Poster and Distributor.

RUFUS MIKSCH,
DISTRIBUTOR
BILL POSTER AND SIGN TACKER,
RED CLOUD, NEB.

REFERENCE IF REQUIRED.

J. M. Robinson "STILL AT THE FRONT." B. H. Raymond

ROBINSON BALLOON CO.
The Careful and Reliable Aeronauts,

Balloon Ascensions and Parachute Descents. Special Attractions for Fairs, Celebrations, etc. Night Ascensions with Fireworks and Spatiaity. Terms Reasonable.

Permead Address, New Galt Hotel, Cincinnati, Ohio.

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Permead Address, New Galt Hotel, Cincinnati, Ohio.

THE CHRISTMAS BILLBOARD, 1897.

During the year the GRIT will issue but one special number. This will be the Christmas Special, out December 1st. It will consist of 56 pages, handsomely illustrated and will have an illustrated cover, copper-etched in colors. It will retail at 5c each. The advertising rates will be in cents per line, with an additional allowance.

LARGER ADVERTISEMENTS.

Whole page $2.00
Half page 75c
Quarter page 50c
 Eighth page 25c

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. 16th. Last form closes Nov. 21st. Size of type page, 3 4 x 5 4.

The Babbitt Entry and Record System.

(For keeping track of Entries and Awards, and Money Received From and Paid To Exhibitors at Fairs.)

DESIGNED IN 1896, AND IMPROVED IN 1897.

A MAN WHO KNOWS THE BUSINESS.

Price $5.00. (Due when your order is received) Will send a set by express, collect, on approval to any Sec'y in U. S. or Canada, and stand the express back in case you do not like them.

Sec'y Wisconsin State Fair. MADISON, WIS.

The Helleberg Photo-Graving Co.
CINCINNATI, OHIO.

Process Engraving on Copper and Zinc.

Wood Engraving and Electotype Designing.

Send for our Catalogue.

AGENTS WANTED.

NOVELTY SIGNS, which is now being printed on colored cards and handbills, ready for immediate shipment. Here are a few specimens of 30 varieties for $2.50. Call, write, or wire.

RUFUS MIKSCH.

The GRIT, Cincinnati, Ohio.

PAINTED SHOW CARDS, 1897, designed to be sold on white cardboards in 3 colors and shadow. Very attractive. We will take orders on any color, and in lots of 100 or more, prepaid. All work done in painting and handcutting. Will work in lots of 100 or more, prepaid.

MUSLIN SIGNS, to order, printed, different signs printed, in different colors on handpainted and machine printed muslins.

OIL CLOTH SIGNS, take in any wood sign anywhere, to order, and in any colors, at reasonable prices. Not likely to do different orders.

HEAVY CLOTH SIGNS, which is now being handpainted better than wooden signs. Furnished in colors or coated with latex. We accept any square feet, prepaid.

GOLD LETTERING, cut heavy cloth, stenciled on frames and hanging, may be cut or printed on wooden signs or printed on metal square feet, prepaid.

Val. Schroeder Sign Co.
NORTHWEST, WIS.

Tecumseh, Ariz. 3,000 ft. of boards.

HILLSBORO, TEXAS.

Santa Fe, N. M., A. M. Dettlefson.

LIVERNE, MINN.

F. C. Kinsolving.

MAHALO, KANS.

Wilminton, North Carolina.

Waukon, Ia. Wm. S. Hart & Co.

LIMA, OHIO.

PO'keepse, N. Y. 24 Mechanic St.

LORAIN, O. P. J. SMITH.

Bill Poster and Distributor.
THERE IS ONLY ONE.

There is only one exclusive Billboard Contracting Agent; there are several people who contract to place bill posting, but there is only one who does this work exclusively.

I occasionally place other business, but if so, it is done at the advertiser's express demand, and not because I recommend the other method.

I have no chestnuts of my own to sell the advertiser—no fences, no walls, no billboards, no street cars; I am therefore free to give disinterested advice to the advertiser, as I make the same profit on one order that I do on any other.

If you are an advertiser, and if you want disinterested advice and expert service send for me. I place bill posting in New York City or in San Francisco; in Duluth or in New Orleans; in the largest cities or in the smallest "cross-roads" villages. I charge you the bill posters' regular rates—no more.

Besides taking the work off your hands I can do more; I get your work out promptly, because every bill poster knows me and my reputation for promptly paying all bills. No matter how high your financial rating may be, all bill posters do not know you; and as they have numerous uncollectable accounts on their books they naturally hold your orders till an investigation of you can be made. This does not happen with my orders, because they all know me, have known me for years, and have never had to wait for their money.

Come and see me.

Sam W. Hoke
Long Distance Bill Poster,
107 West 28th Street,
Telephone Connection. New York.