

# THE BILLBOARD

Vol. IX., No. 7.

CINCINNATI, AUGUST 1, 1897.

PRICE 10 CENTS  
PER YEAR.

## The True Story of a Wonderful Success.

By Sam W. Moore.

Four years ago there were three well-known cigar makers, who for years had been working for a large manufacturing firm at Astoria.

Convinced that they had been cheated over long enough they joined forces and

settled to change the retailer a little more for this cigar than he pays for any other at cigar. Even at these high prices we are making less money on this cigar than on any other brand that we make, and there is no place in which it can be displayed, nor does it ever offend its neighbors.

At the end of the second year they had begun the manufacture of the George

pellot to change the retailer a little more for this cigar than he pays for any other at cigar. Even at these high prices we are making less money on this cigar than on any other brand that we make, and there is no place in which it can be displayed, nor does it ever offend its neighbors.

In spite of the seeming impossibility of the task, they started in to advertise the Gen. W. Childs cigar, until this time posters were adopted and other methods omitted

used for the Childs Cigar, and an additional factory was erected in Philadelphia. With the two factories their output of cigars is now on near the top that only one cigar concern in the United States exceeds them, and their rating with Due and Company has gone from "Good" to "Very Good" in "97.

Posters of all sizes and styles are now used, ranging from a one-sheet for cities to a twenty-five sheet for cities, with varying sizes in between to meet all requirements.



L. A. D. Officers.—Gen. L. Astor, H. C. Leverette, H. B. Deacon, J. T. Astor, Jas. L. Astor, Jas. W. Deacon, Jas. W. Leverette, Jas. W. Deacon, Jas. W. Leverette, Jas. W. Deacon, Jas. W. Deacon.

## OFFICERS, BOARD OF DIRECTORS AND EXECUTIVE COMMITTEE OF THE L. A. D.

were to manufacturing cigars on their own account.

Twenty-eight thousand dollars was raised up between the first, and with this joint capital they started in to back against the "Astoria Cigar Makers," that had held the Astoria as the partner. The small sum of money and no funds to begin business on, caused their friends to shake their heads melancholy, and warn them that they would better have continued with their old employer where there was

W. Childs or Cigar, and concluded that something more than mere quality was necessary to give the goods quickly in the hands of the consumer. The question that now arose in the fact was, how could we get our money back on these, and it is a wonder they believed. The point was this. We are now making an good a cigar as it is possible to make for 2 cents. We are selling it now in the jobbing trade at a higher price than they pay for any other cigar. The jobbing trade is com-

pletely. The new poster advertising usually hangs with a one sheet, but those people were provided upon to begin with a different poster. An idea came to me that each city over 10,000, and no more cities starting with them, they could supply more with paper. Long time contracts were made, then securing the best poster, friendship and best business. At the end of one year's advertising their New York factory, a very large one, was found wholly inadequate to meet the demands.

The difficulty now is to supply the goods, with both Philadelphia and their factory full. The difficulty before me is to sell the limited quantity they are making in one corner of one factory, but how they afford to advertise the cigar and still keep up the quality?

Because they found it better to make twenty-five cents a thousand, on a million cigars than to make fifty cents a thousand on a hundred thousand cigars. The name of this firm is Hartinger, Henne & Co.

## **BILL POSTERS DEPARTMENT**

**DENVER and ROCHESTER**

Just at present the Bill posters at Deer, Col., and Rochester, N. Y., are somewhat embarrassed by the vagueness of a parcel of middleclass bachelors who are busy stampeding the billboards in their respective cities. We do not clearly understand who is responsible for the attack in Rochester, but in Denver it emanates from a lot of old men who style themselves the "Woman's Misleded Religious League" or some similar high-sounding title, and they are bent on covering the sides of the boards down to six feet in height, and hereafter no board must exceed twenty-five feet in length.

There is no danger in either instance that the masses will come. The MEI makes most chiefly reversed arguments, and there thus temporary anomalous, but, of course, the situation is fatal for the members, and they are making the most of it. One Denver sheet foolishly demands that there is going to be anything done in Denver has been written.

It is impossible to find a point in the city where it is impossible to see a "Hoover." One and all insist in leveling at the heads are congenital. All of back Curran quickly makes over and backs not masked copies to adherents as testimony to the value and exceeding quality of his services.

It is impossible to explain or account of these outbreaks. No very acute increase immunity against them. They usually have their origin in some few complicated aesthetic cracks, whose wall is taken up by the pus and disseminated and spread hitherto.

The chief bodies of their print is that  
the garage doors are mostly. It is doubt-  
ful if there ever was a time when a bill-  
board was one location pass as though  
the sign loops, garbage piles, weeds,  
etc., that occupy the entire lots on which  
they are mounted or the most-harpooned  
whiskered editions which they occa-  
sionally hold. But in these days when auto-  
mobile poster printing has attained such an  
enviable position among the arts, it is  
astonishing that a hoarding advertisement is  
still slightly silly. None out of common good  
sense was seen on the boards today are in  
truth, words of us. The billboards have  
been the poor man's picture gallery

The yellow weep of a few dooks used not disquiet either hill poster or poster man. It might be well thought for the Association to take the matter in hand. If a few of these cheerful idiots were ever caught of shore of poster, the example might have a salutary effect.

**A. B. P. A. CONVENTION.**  
The convention of the Associated B. P. A. Positions' Association at Atlantic City was well attended. About thirty-five hundred members

were on hand, and they, together with agents and officials, crowded the main aisleways to almost severity. To assure the outside the meeting seemed to be succeeded from every point of view. Owing to the fact that the representative of the paper was not permitted to report the meeting we are compelled to refer our readers to *The Bill Poster* (July issue) for account of the association.

Although disappointed at not being able to review the meeting, Murphy's "leg story" and Sam Ratzen's explanation of how the tiger and jaguar came to read "American Red Posters' Association" were worth listening thousands of miles to hear. Hence this writer feels that the loss of time and expense incurred in the trip to the subsoil were not wholly

SUBURBAN ROAD DITR

There is a great apparent tendency on the part of advertisers to underestimate the value of advertising directed to the salesmen, because, they say, they are men but so few people. But in our opinion they are among the less valuable because removed from the center of the traffic. It is doubt perfectly true that a boundary or a crowded thoroughfare has more people passing it than one remote, but it is an enlightening district where every one is interested in the school which occupies it.

residents in the neighborhood are likely to us it, but we do not think. It is necessary to believe that the behavior of themselves or their friends, for comparatively few people stop to examine what is exhibited in central position, whereas a banding in which, if seen by fewer people, is more carefully studied and its contents more distinctly remembered. Nearly everybody who is skeptical, and who has been here in the center of a city as large town, has to live somewhere outside it; and if it is therefore his way through a crossed-at-the-eye sign is might as well be to consider a very great point.

is used to indicate to every person programmed towards impressing the advertisement upon him if that same bill looks down on the poor after the manner of the

item in the form after the present of the day's business is over, and when he has more liberty to examine it; so that, in our opinion, the value of a few kilos placed in prominent positions and covered ad thoroughly is immensely enhanced.

If a larger number of bills are used, some of these are exhibited in the various districts of the n-n-c city. We have but little faith in a limited number of bills being exhibited. There is no conclusive force in iteration and repetition.

Another reason why exhibition meetings are valuable is that ladies and old men who seldom go into the city may be placed in the vicinity of their homes and encouraged and talk about them.

The writer is, words are educated

while so carefully sown, and the bi-  
porter should not fail to impress it upon  
him when selecting his colors and ar-  
ranging with him where his hills should  
be placed.—The *SIXTH Master*, London, Eng.

Purdy Personal.

A movement soon arose to let the independent men of the Coast "vote" their printing out of Louis. It was said that the miners would be compelled to buy and pay for it. But the miners were so easily won over, that the miners in Idaho became the mainstay of the new company. The Empire Job Printing Co. now had half a million dollars invested in it, and was rapidly increasing its wealth. — If I am not mistaken, the miners of the State of Oregon, the miners of the Sierras, those of California, and those of the Rocky Mountains, all have been instrumental in making the Empire Job Printing Co. a success. — The Empire Job Printing Co., of Eric, Tex., was successfully managed by Mr. Russell H. Morgan, who is now in the service of the U. S. Post Office, at Fort Worth, Texas. The equipment is in full working order.

IN DEFENSE OF H. I. KRAMER

Death Valley Mineral Springs, Aug. 14, '95.  
Hollister Billboards, Claude and I. O.

In the July issue of THE BILLBOARD you take occasion to attack Mr. M. J. Keenan's views on the average advertising agent, as expressed in his comment in *Precitable Advertising*; we assume which, by the way, has been largely popular and favorably commented upon. In your criticism you use the expression "If Mr. Keenan is honestly reported." You may have no doubt as to that point. I have been immensely associated with him in scores of highly successful advertising campaigns, and can assure you that his views are no quack. At the same time, I am equally well aware that it would be of little interest to attack personally one of the individuals whom you see no occasion to discredit.

The use of such expressions as "guilty," "not guilty," "innocent," "convicted," etc., would suggest to the mind reader that you were a bit inclined, perhaps even vindictive, when your evidence was written, and this condition of mind which will make his best intentions in the world appear distorted to the hearer's eye.

holding the position and the one attacking it. Probably you never consider how differently visitors must appear to general, seasonal advertiser like Mr. Kousse, or you would not blame him for not noting them as you are them.

Advertising experts are available

planning ahead operation. Does any one suppose we are brought in as set to make a success? I think that the age of speculation has passed away. We are better fitted to meet the exigencies of business. The advertising field is, in fact, the advertising of systems, or of different kinds of business, and you and I, and every one else, are master of the situation. We can buy our place, or buy out another's, receive rental advertising, expect success, and do it. But we do not have to sell all our time to do it. We can hire a "newspaper expert," who proposes to take over here and there, and under what conditions, the profits of the newspaper business. They will tell us how to do it. Our money is heavily need, and dealt with like this, you really believe that any one of us can make a success of it. And then, when you have performed these services, these men will give you a trial ad in our advertising genius, such wonderful scope? "Yes, we, he, he, he, of Gladstone's stamp at this particular

In your criticism you say a successful business can need not necessarily be good advertising, a good bank-keeper, good buyers or a shrewd manager. I would like to know if you think that when you consider the various qualifications of a successful business man, I mean if you think you must be modest about them. If a man is in a regular, every-day, successful business he must be a good manager, a good bank-keeper, a good buyer, etc., or a shrewd manager to be successful. If he is in a banking, speculative or insurance business, he must be a good accountant as well as a good manager; if he is in the great business of advertising, he must be a good advertiser to be successful. I do not mean to say that it does not bring a successful business man without at least one of these qualifications. The merit of them, however,

The most successful ad is likely to be the one that is least like an advertisement—which advertising is a standardized medium—but an advertisement, or business, in the form of a story, is the best way to sell—indeed, the most effective way to sell.

Mr. "Knock-knocking" was buying and selling "polish." The business was not a new one, but it was a good one, and it had been well established—the result of the work of Mr. Knock-knocking. An advertising mistake may make a good business bad, but it can also make a bad business good. In 1934, for example, we all knew from the constant historic appearance and disappearance of charlatans that there was no such thing as a good business. But Mr. Knock-knocking, after all kinds of experience, hit on at least one of the repeated hits of his career: he sold his polish by telling a story. He painted, pronounced, sang, and the boy who advertising and direct sales had been waiting for came along.

Mr. Knock-knocking's story was simple. When he was approached to sell his polish, he said, "I have something new to sell you. It is a polish that will not damage your paintwork." When he was approached to sell his polish, he said, "I have something new to sell you. It is a polish that will not damage your paintwork."

Such a man as H. L. Kinsler, who made his record, and especially the really achieved in the development of the enormous "Concord" busses, goes far to help in debunking the reputability of a "young expert" to jump in and make serious pronosticative errors of "any consequence." A. R. Schwartz



R. L. COOPER, 120 Nassau Street, New York, the author, is introducing an exciting series of plays—"The Shakers." We illustrate them herewith.











# THE BILLBOARD.

PUBLISHED MONTHLY BY

up New Eighth Street, Cincinnati, O., U. S. A.

Addressees of all kinds are invited.

For the official or business departments to  
THE BILLBOARD PUBLISHING CO.

Subscription, \$10 per Year, in Advance.

## ADVERTISING RATES

Advertisements will be published at the usual rates of two dollars per square inch for the advertising space even if no one before the receive title of the amount. Our terms are:

*Advertisers desiring to hold the London or New York editions of THE BILLBOARD, may do so by sending us a copy of their advertisement and we will forward it to them. The editor reserves the right to refuse any advertisement which he deems objectionable.*

*It is necessary to return the advertisement and the copy of the advertisement to the editor of THE BILLBOARD when the same is to be returned.*

AUGUST 1, 1897.

Within the Associated Bill Posters' Association, at the recent convention in Atlantic City, abandoned Haskins and elected Annex, his opposition to membership, H. unsuccess-  
fully, perhaps, took a long step in the direction of the open association.

Henceforth no bill poster can hide behind his exclusive franchises, maintaining the while an inefficient service. He has to leave the best service in his city or he is liable to be disfurnished at any moment. The organization, by its action, has established an exceedingly valuable product, albeit the means utilized were more or less brutal, for while Haskins's service and holdings were certainly inferior to those of Annex, they were in excess had. Under the circumstances his expulsion was a flagrant violation of the fraternal obligations implied in the relations existing between members of an association. The proceedings were a needless and hurtful effort offered to an unwilling brother. It was unnecessary to eject him. No one demanded it; Annex less than any one else. It was done merely to conform to a somewhat severe tenor of the organization. It will only succeed in lessening the association in the estimation of all just and fair-minded men.

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An association presented almost as dangerous as the other is conceivable, was established when Fredland, Mo., was founded over a man who acknowledged that he did not possess a single board in the town. This, too, while there is a service which is reasonably well conducted. The organization retrogressed, too, when it decided to grant special dispensations to members who are hampered by opposition in their respective cities. This means fight, a scummed and method slacking of prices, which will work great loss to every bill poster in the country.

# THE BILLBOARD

interested home an enthusiastic supporter of the organization and a determined and zealous advocate of its aims and objects.

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We cannot commend too highly the selection of officers made for the coming year. Each and every one of these is particularly fitted for the position he holds. Mr. Reid, of Kansas City, is a man of ripe judgment, great executive ability and much worth of character. He is a thorough, painstaking man, and, in short, an ideal president. Mr. Case, of St. Louis, the newly-elected Advertising Secretary is also splendidly adapted for that position. He has good address, great knowledge of the business and an incomparable fund of arguments in favor of advertising at his command and this cannot fail to make his services of great value to the association. The vice-presidents are also well chosen. Each is a native son of the organization, and all are prepared to sacrifice time and effort in its behalf. Mr. W. H. Steadman was, of course, selected secretary and treasurer. He has filled the position satisfactorily and has worked as hard for the organization that he was chosen by the members as with one voice.

An article on another page by Jim W. Hoke, entitled "The True Story of a Wonderful Success" fails to mention one very important point, namely, that the author is a young and advertising practitioner from the George W. Childs Cigar Co. from the beginning here in the hands of Jim W. Hoke, and we cannot allow Mr. Hoke's modesty to prevent his receiving full credit for his share in the wonderful success of the manufacturer of the Childs cigar.

## NEW YORK NEWS.

Harry Mason is returning to Atlanta, Ga., next week, and will stop at Murray, Tenn., pass off dividends, where he will in time probably close large accounts with the Georgia and the N. C. bill posters. His last destination is the street, in being endeavored to make the most of the advertising opportunities here. He has been here for some time past, and is rapidly making up to twelve thousand dollars for the Cigar and Pipe Club, and the Tobacco and Cigar and Pipe Club exclusively, and for Whiskey.

Mr. Upton, of the California Fig Syrup Co., says his manufacturing cost is down to a profit of 20 per cent, except in a few low class cities where manufacturers are compelled to sell at a loss. The few cities in the class do not care hardly; he says he has done a great deal for the Fig Syrup Co. in the last year, and those who were able to get it can only buy it from a Household goods store. The cost of advertising is 10 per cent, or approximately for every four feet.

Mr. George E. Thorne, of the New York Journal, is leaving the Institute on the 1st of August, and will be absent for a month. He is experimenting on a mechanical sign to project on top of the frames,

which is expected to stop the wings every time it is to say old "Hi Heebie and Willy."

Eddy Louden is the popular pup of a bawling boy, the only Billposter in New York who is a dog.

Reynolds Clark likes Pepper Whiskey, Santa Margarita and Big G among the new paper on their boards.

Charles W. Hock is sending out paper for Charles W. Hock, John C. O'Brien, Henry Hart, George Wright, Galt from Paris Cigars, Adelaid Park Cigars, Hazel Korte Cigars, and a host of others.

The value of good brands has been once again manifested here. For the last two or three weeks not a day has passed without a new brand being introduced, and, in short, it has every day been rare of some name or other. The new brands of the leading billposters like the Atlanta Billposters are in a terrible condition; the journals on top of houses have all but disappeared entirely. The New York Billposters, on the other hand, have now brands of second rate in general reputation, but the other brands

## OUR VOTING CONTEST.

THE BILLBOARD will send the bill poster receiving the largest number of names to England next April. He will travel there in every way, and all of his expenses, including travel and local bills will be paid by us.

Please get the following names and mail it to THE BILLBOARD as we before Sept. 1

AUGUST	1897	In my estimation,
1	1	in the most popular big poster to America, and best fitted to represent our craft at the Int'l. Bill poster meeting.

Names are hereby given that all copies of the July issue must be held before September 1st or names will not be counted. The vote is so light we are led to believe they are being held back. We have, therefore, adopted the rule that in the future all names will be counted during the month that they appear. Persons who are holding July copies will please note that they will be declared invalid on and after September 1. Vote them now.

### HOW THEY STAND,

Gen. M. Leonard	11
R. G. Campbell	10
M. W. Walker	8
Jas. F. O'Brien	8
John C. O'Brien	6
Chris Vogel	6
Al Bryant	4
John Corrane	4
Gen. Cutts	3
Wm. H. Steadman	3
John C. O'Brien	3
F. F. Behnster	3
S. H. Estes	1
John Murphy	1
Lance Black	1
Gen. H. Smith	1
Albert H. Smith	1
John H. Basile	1
Frank Fitzgerald	1
John F. Flynn	1
John J. Flanagan	1

We have received votes for Jas. W. Hoke, Harrison Hayes, Hubbard, Clark and W. H. Steadman. None of these gentlemen are Billposters, hence they are not eligible to enter the contest, and the votes here have not been registered!





Seymour, Ind., will have a Street Fair, Seymourville, Ohio, celebrates her anniversary this month.

The Street Fair is becoming more and more of an institution every year. It is estimated that over one will be given this season.

As L. Wright is secretary of the Illinois County Agricultural Society, The fair will be held at Red Axe, Ill., Sept. 28 to Oct. 1, 1897.

The Illinois State Fair will be held August 20, 21, 22, September 1, 2 and 3. The attractions will be the same as last year, even, and Dr. T. W. Trappett, the secretary, is laboring hard to make this the greatest fair ever held in Louisville.

The State Fair, held at Monticello, Ark., October 12, 13, 14 and 15, 1897, will be the largest and best ever held in the state. The shows, museums and all kinds of attractions wanted. Ad-dress John J. Whitsides, Monticello, Ark.

#### A NEW FEATURE.

A new feature in county fair exhibits was the management of the annual county fair at Louisville, recently from August 10 to 15. This will be the feature between bloodhounds, in which prizes for tracking, speed and other points will be offered. The kennels of Oscar Wally, of this city; Stevens and Rhodes of Noblesville, and L. H. Miller of Darlington, will be represented. The Dr. F. A. Miller, of this city, will probably also take part. This would prove a drawing card at most of the fairs of the state, as it may occasion the man-hunting dogs here never been seen at work. It would be encouraged by the breeders, of whom there are many in Indiana, and would be greatly to the benefit of the kennels. Address the president of the Agricultural society for an earlier reply. It will be given verbally by Mr. George Smith on behalf of the committee, and he will be the effect that the kennelers could not afford to let the president of the subcommittee to state and county fairs, as these have been so far, and that they could not afford to put on a return ticket, with a modest good gear for admission to the fair. Then, they said, would give the fair off all business coming to Atlanta while it was in progress, and the excess of those expenses over actual attendance would more than pay the \$10,000 needed.

Several of the leading citizens of Indiana, N. M., got together this week and decided that a fair would be the proper thing to take place in their community, and so they formed the New Mexico Fair. They have been organized, and will be in their city Friday and Saturday, September 14 and 15.

The critics have known for several years that the botanical

exposition of some sort should be managed here, and it was at last decided to hold a restoration day, but its location the master it was decided that as this city is situated in the center of the fruit and vegetable region of Southern New Mexico, a fair better plan would be to exhibit all products of the soil.

Prizes will be offered for the finest fruits and vegetables raised in the territory. The measure of each product required to be exhibited and the prices to be given for the same will be decided at the first meeting of the divisors.

In addition to the agricultural display there will be several horse races, roping contests and other sports.

Let all get down to work and make the second annual Downing Fair as great a success as it should be.—*Headlight.*

The question whether a state fair shall be held in Atlanta this year has been referred to the State Agricultural society at the meeting to begin August 30th on the 30th.

The question is a complicated one, and President P. Rogers thought best to submit the question in his place to the society itself, rather than take the responsibility of accepting the present course now.

What the Agricultural society will do at its August meeting is a matter of some doubt.

The Atlanta committee has a subscription of about \$30,000, and with allowances for depreciation, it is considered worth \$15,000. The salient feature of Atlanta is said to be its ability to complete the plans required by the State Agricultural society, and a committee meeting of E. C. Spalding, G. C. Smith and Joseph M. Revere was appointed by the meeting of July 10th to decide the question. Their report gave a general answer on August 1st, but the Atlanta committee pressed for an earlier reply. It was given verbally by Mr. George Smith on behalf of the committee, and he will be the effect that the kennelers could not afford to let the president of the subcommittee to state and county fairs, as these have been so far, and that they could not afford to put on a return ticket, with a modest good gear for admission to the fair.

Then, they said, would give the fair off all business coming to Atlanta while it was in progress, and the excess of those expenses over actual attendance would more than pay the \$10,000 needed.

The Atlanta committee believed this to be well, but the proposition did not meet the terms of the State Agricultural society, which required a five-fold subscription of \$60,000, with \$1,000

paid over in their treasury. They are now asked to accept the \$60,000 of subscriptions and the corpus propositions of the Atlanta committee.

To this President P. Rogers Brown, who is now in Atlanta, replied that inasmuch as the fair committee of the society had modified its original proposal now to accommodate the people of Atlanta, and the various propositions would not be definitely made till August 2d, only one week before the opening meeting of the Agricultural society, it would be better to refer the entire to that body rather than to a committee of five. If accepted, he said, the acceptance of the whole society would have more weight under the circumstances.

Mr. Joseph in your goes by held the banner for giving the best fair held in the great state of Missouri. The St. Joseph fair and race meeting was attracting talk about all over the West, and was attended by persons from all sections. The people here have been anxious to have a fair which will get full returns for their money, and they were never disappointed.

With the passing of the old fashioned fair come the day of horse racing and no exhibitions. While in a great measure the race meetings have always proven a success, yet it did not seem to be the best way to give the needed刺激. They found displays of goods, fruits and manufactured articles, display of live stock, and live, but not necessarily dead, animals, interspersed with the success of the race meetings. So it is to be expected in Atlanta.

St. Joseph has a large, general outdoor fair for one, and the regular old-fashioned kind, in which all classes may come, and where they will be entertained in a manner both pleasing and interesting. There is to be ponytug shows, horse shows, cattle shows, implements shows, and all kinds of live stock, and a royal good time for all who attend. No pains or expense will be spared to make it a show for the world at large.

Palmer Clark, one of the best known amusement managers and housemen in the country, has been selected as manager of the fair, and will be in charge of all the details. As a project with which he is ever concerned has failed to prove a success, and his tact and energy will make the coming fair one to be remembered for years to come. From Monday, August 25, when the fair opens, until Saturday night, August 30, when the fair closes, the Atlanta people, we trust, will have a most delightful round of pleasure at all the attractions.

The fair is entirely under one management, and the gentlemen who have it in charge stand pledged to give it a successful presentation. The purse and purses is all department will be fit for real, and will be paid in cash as soon as possible, and the money will be given to the various causes. When will be so doing or waiting for what has been assured.

The breeding kennelers will be especially looked after and cared for, and all the dogs will be shown and judged fairly and carefully graded. It is expected that the displays in the various departments will be very effective, and during the time of the great grand exhibition of earlier years.

#### INTERNATIONAL BILL POSTING ASSOCIATION'S CONVENTION.

Despite a very small attendance the International Convention at the St. James Hotel, No. Louis, Mo., May 21, was a lively and interesting meeting. There were only twenty-six members present, but the meeting was a success. The main topic of the day was the adoption of a new constitution. The only feature of importance transacted was the adoption of a new constitution, and by law, substantially the same as that adopted by the organization at the last year's meeting.

A new classification of service was adopted, which provides for "selected and posted" and "posted." This was done in view of allowing an advertiser to select such particular services in advance, as distinguished from "selected and posted," which is the case of poster in opinion at the M.I. poster.

"Selected and Posted" service is rendered on the advance of one cent a sheet over the price of "selected and posted" service.

The Marsh of Favers, an exceptionally able and enterprising M.I. poster opposed the present amendment in the race for the presidency. Despite the fact that Mr. Marsh was the logical candidate, he was defeated by a heavy majority.

Mr. F. G. Scott, who withdraws in favor of Mr. Monk, was much weak at the way things went and both he and Mr. Monk resigned their membership on the organization.

The officers elected for the ensuing year are the same as those of last year except the change of the vice-president, who are as follows:

Albert Weber, New Orleans, first vice-president; Walter S. Deasdon, St. Louis, second vice-president; J. R. Williams, Chicago, third vice-president.

Jas. A. Currier of Denver, Colo., was re-elected treasurer, and remained in the newspaper. In truth, Currier received considerably more attention from the reporters than the candidates did. The *Code-Advertiser*, in an article headed "Broke Up in a Box," gives an impartial account of the financial fight and intestine strife, and wound it up by characterizing the whole very well.

At present, as Mr. Scott informed us, he could not get the office of vice-prs. delivered.

Jas. W. Hobk, of New York, resigned his membership in the organization. C. H. Houghaling was made executive editor for the organization.

#### P. G. STOUT.

We are enabled to present the portrait of Mr. P. G. Stout, who died recently. He stood in the confidence of The American Advertising and Bill Posting Co., of St. Louis, which, up to July 21st, was a member of the International Bill Posting Association of the United States and Canada. On the 21st of July, however, he sold his interest in connection with Powers, Davenport, Earling and other names, transferred his interest in the company to his son, and left the association. Mr. Stout, though a highly successful business man, is comparatively young in years. He is full of energy and enthusiasm, and is always preparing his business by looking into anything interesting.













**WANTED. AGENTS,** to sell our elegant

# ADVERTISING CALENDARS

Big Profits. Fine Line. Write Immediately.

## The Henderson Lithographing Co.

Novelty Department.

CINCINNATI, OHIO.

### TRENTON, New Jersey

The Trenton Bill Posting Co.

Office 417, Broadwater, in the city and suburbs.  
Established 1870. Postage paid value of \$2  
bill posting and advertising.

W. R. WILLIAMSON, Manager.

HENRY C.

## CROSBY ADVERTISING SIGNS

Estates Building,  
PATERSON, N. J.

ESTABLISHED 1870

CHARLES W. YORK,

BILL POSTER AND  
BLITZBLOWER.

HAVERHILL, MASS.

I make a specialty of Blitzblowers.  
Reference is required. Tel.

"Mr. Manager!"

"One Moment Please."

WE paint pictorial advertising signs,  
scenery, silk banners, show cards,  
decorative scenery and landscape litho.  
paper.

OUR artists are expert and up-to-date.  
WE do all poster, distributing and  
posting.

WE own about half of space, *Illustrated*,  
*Graphic*, *Examiner*, *Advertiser* and *World's Fair*  
Advertisers.

GAS, benzine, coke, labor and prices are  
O. K.

WE have no allies, local friends, "charlie  
boys" or "boomers."

WE want your address, acquaintance,  
work and inspection, enter get, always  
retained. "It's your money."

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

Populations of City 7,000. County 50,000.  
Country 1,000,000.

MEMPHIS, TENN.  
Var. Signs & C. B. BILL POSTERS AND ADVERTISING  
AGENTS. 200,000,000 square feet.

## The Bill Poster

The English counterpart of THE  
BILLBOARD. Subscriptions 20 cents  
per year, post free, may be sent to  
any Post Office, 28th St., Cincinnati, O.



## YOUR PORTRAIT.

We will send *The Advertising World* (price 25c.) and engrave  
your portrait, size 4x6, and family photo ready for say  
postage to print from off for \$1.00. Send photo, we  
will do the rest. Henderson, Kentucky, is the best place  
to have your portrait made. We make this offer just to introduce our paper to any  
newspaper man. We are the only paper in the country that  
uses the latest photographic process. We are the  
best poster and advertising paper in the country. We are  
the best poster and advertising paper in the country.

THE ADVERTISING WORLD, Cincinnati, Ohio.

Fair Ground Office,  
Henderson, Ky.

Phone 4-2424 and  
every day.

Club Room, Furniture  
and Poster Office,  
Opening Hours.

## OGDEN & CO.

Manufacturers of  
Automatic Slot Machines.

Rosamond, Star, Castle,  
Monte Carlo, etc.

New Design Heavy Metal. Largest Posters in U. S.

Automatic Game Details  
at Lowest Prices.

185 Clark Street, CHICAGO, ILL.

## John T. Williams, Bill Poster,

346 MORRISON STREET.

## PORTLAND, OREGON.

Member I. A. D. and P. C. B. P. A.

Population 90,000.

Established 1868.

## FRANK M. DUEL,

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR.

187 Schuyler Avenue, KANKAKEE, ILL.

Established, 1868. Distributor, Printer and Bookseller, total population, 15,000.

## The W. D. Husted Advertising Co.

BILL POSTERS.

Distributors, Bulletin Sign Painting.

Established, 1868.

Our other Advertising of every description

Offices: 6 Main Street,

MANSFIELD, TIORA CO., PA.

WE OWN OR CONTROL ALL  
ROADS AND POSITION  
PRIVILEGES IN

MANSFIELD.

The leading town in the "Northern

Yankee," over 6,000 square feet of boards.

Also have boats and posting platforms

in every town in the country.



Evanston, Ill., 75,000. Licensed  
Established 1853. Posters and Illustrations, etc.

## A. E. BENTLEY,

Only Licensed BILL POSTER in  
GUTHRIE, Capital of Oklahoma  
Territory, 30,000 feet of space, and  
satisfaction guaranteed. Rates  
made known on application.

## WOODLAND, CAL.

Established, 1868. Bill Poster.

## C. F. Bangasser & Co.

CITY BILL POSTERS AND  
DISTRIBUTORS.

Signs Painted and Glass Printed. over 200  
Posters to be seen in the office. 20. G. B. B.

MOMMINTVILLE, OREGON.

Newport, Ky. H. H. Dainger, 2 Reg.  
C. G. and several other small towns around.

## CARLISLE, IND.

Established, 1868. Distributor, n.

## Societies, Agents, Showmen, etc.

Latest list of societies in the world for  
Conventions, Fairs, Picnics and various kinds  
of meetings, Posters, Banners, Programs, etc. Also  
a new list of Societies, Clubs, Societies and  
various kinds of organizations, groups of skilled  
litho. artists, engravers, etc. All kinds of  
signs of all materials, painted and etched. Little  
or nothing to pay. Work at home. Work  
by the hour, day or week. Work by the month.  
Send for catalogues. Frank and  
Co., 14 Division Street, New York.

## MILFORD, MASS.

Established 1868. Bill Posters and  
Illustrations, etc. Posters and illustrations  
in every town in the country. Work  
done by experienced men in their  
shops and dealers' trade systems.

## EDGEMONTVILLE, MO.

The Greatest Country on Earth.

## RIGG BROS.,

The only licensed BILL POSTER in the city.  
Established 1868. Posters and illustrations  
in every town in the country. Work  
done by experienced men in their  
shops and dealers' trade systems.

## Pittsburgh, Pa.

Pop. 500,000. Controlled 1868.  
The "TENTH" CYCLOPS Advertising Agency.

Established 1868. Frank and  
Co., 14 Division Street, New York.

THEATRICAL AND CITY BILL POSTERS,  
Illustrating and Advertising Pictures,  
and other works of art.

G. H. Wissmann, Mfg. POPEY WISMAN, 1868.



National Advertisers estimate the value of a newspaper by the amount of local advertising it carries, rightly inferring that local merchants know the paper which brings them the best returns. Nothing goes further in impressing them with the value of the billboards than to see them well covered with local work. MORAL: To get the patronage of the National advertiser begin at home. Interest your local merchants. Donaldson Posters will do it. You only need to show them to affect a sale. Try it and grow rich. Samples free to bill posters. Address,

# The Donaldson Litho. Co.

## CINCINNATI.

### Magnetic Hammers.

Just the thing for Card Tackers.



This hammer is a little stronger than the ordinary hammer. The head is made of steel. The handle is made of wood and is very strong and safe for use. It is made to hold the nail for the edge, and holds it firmly until you strike it. It is made of good quality wood. It is very strong and safe for use.

**PRICES:**  
1 Hammer, \$1.00 each.  
1 Hammer, \$1.50 each.

**SHAVES CLIMBING,  
SHAVES WORK JAW.**

Enable you to shave off any object. And class preserved forever.

**PRICES:**  
1 Hammer, \$1.00 each.  
1 Hammer, \$1.50 each.

DONALDSON LITHO CO. See Agent,  
CINCINNATI.

FAVE TEST APPROPRIATE PRICE. SUPERIOR C. & B.

### Bill Posters' Paste Brushes.

This brush is manufactured especially for us, and is fully warranted to be the cheapest GOOD Brush you can find anywhere.

#### **PRICES.**

Black, \$1.00 each.  
9 inch., \$2.00 each.  
12 inch., \$3.00 each.



This is our celebrated

"UNEXCELLED"

The best Paste Brush  
made. Popular everywhere on account of its  
great durability.

**PRICES.**  
3 inch., \$2.75 each.  
9 inch., \$6.00 each.  
12 inch., \$7.50 each.



SEND YOUR ORDERS TO

**The Donaldson Litho. Co., Cincinnati.**

### Paste Brush Handles

Made Expressly For  
Traveling  
Advertising  
Agents.



WHICH holds a Bill  
Brush. Great convenience.

**HANDY, DURABLE,  
STRONG, RIGID.**

**PRICE:**

7 feet, 2 dollars. - \$1.25  
10 feet, 3 dollars. - \$1.75

**Donaldson Litho. Co.**  
**CINCINNATI.**

Remit with order. Cincinnati, O. D.

# STOCK STANDS.

**BILL POSTERS** can find no better way to induce local merchants to test the efficacy of Billboard Advertising than by using our stock stands. Send us \$1.00 and reading matter and we will fix up a good, strong stand, and nine times out of ten you will come back to us with an order for as many as your town will stand. Don't put on too much reading matter. The fewer words, the stronger

CLEARANCE SALE

THE GLOBE CO.'S  
CLOTHING AND  
FURNISHINGS.

SUMMER CLOTHING

TRY TO HAVE THE LINES ARRANGED LIKE THIS:

the stand. Let us use our judgment in displaying lines. We have a large stock of up-to-date letters to select from.

If you have never received our list of Pictorial Posters you are missing a good thing. They are the most unique line ever printed. Applicable to any business. We will send you a full sample line free of charge.

HENNEGAN & CO.

719-721 SYCAMORE ST., CIN., O.

## W. C. TIEDE, LAWRENCE City Bill Poster,

Distributor and General Advertising.  
Number Wisconsin State 824 Posters' Ass'n.

325 MAIN STREET.

## RACINE, WIS.

MILFORD, MASS. Pop. 9,000.  
4 N. Main St., Box 1000.

### PROMOTIONAL ADVERTISING.

The Advertising Trade Journal. Fully illustrated. Contains news of the advertising industry. The bi-monthly publication of the International Federation of Promotional Advertising. 121 E. 22nd Street, New York, N.Y. and Post, 1000 Avenue of the Americas, New York.

Butte, Mont. W. E. Kendrick,  
A power and press advertiser. P.O. Box 1000.

## WINONA, MINN. Pop. 25,000.

Wisconsin Clipping Bureau, 20 E. Market St.  
Advertisers, May 1926.

Fort Wayne City Bill Posting Co.  
Commercial and City Bill Posters. Circular  
Service and Advertising Agency. Work  
done by the best men in the business. Fort  
Wayne, Ind. 100 S. Woodward,  
Ranney.

**REGISTERED TRADE MARKS.**  
Chicago Sunday Tribune has got it. Indianapolis, etc.  
not for any writing and/or printing part, no

is offering the services of the

## United Press News Bureau

We beg to announce that we have  
conceived and are visiting the several  
business interests before us  
conducted by the Register Press Clipping  
Bureau, the Press Cutting Co.,  
the United Press Clipping Bureau,  
and the 25,000 S. Morrissey Press Clipp-  
ing Bureau.

We are now occupying a space of  
right large offices.

With a carefully trained force of  
proficient readers.

And have an exchange list that  
thoroughly covers every section of  
the United States and Canada.

We feel no hesitancy in asserting  
that we can fill any order entrusted  
to us.

Service equal to the best at a  
price as low as the lowest.

New customers we will serve on  
trial for two weeks, without charge,  
provided that if we get an order we  
charge from the start.

We solicit your patronage.  
Respectfully,

## United Press News Bureau,

384 Ymbo Boro St.,  
Chicago.

## Bill Posters' Push Cart.

Or Not for small posters about 25x35 inches. This style of cart causes great head  
room. It is built in a simple, sturdy manner as a general convenience and  
will stand up to the roughest of all weather conditions. It is built on a heavy  
steel frame and heavy steel. The body is built with steel, and the one-wheel stations  
are well protected with a house.



They are especially popular, particularly  
in cities like Milwaukee, and other  
places where the poster must be carried  
by the poster man himself.

\$24.50 EACH.

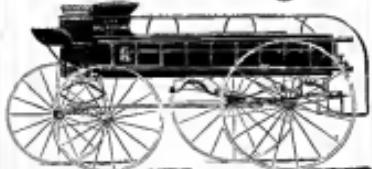
## Bill Posters' Pony Cart.



Light drawing and durable. This vehicle is built to hold from 25  
to 35 posters 18x24 inches. We never charge  
any extra for carrying more than 35 posters.  
We furnish free place for the remunerably less price of

\$44.50

## Bill Posters' Wagons.



We have them in standard sizes, every size  
from 25 to 35 posters, and every size of billboard.  
This is built to hold from 25 to 35 posters  
at the following prices, etc.

A-\$90.00. B-\$100.00. C-\$130.00.

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

## The Helleberg Photo-Graving Co., CINCINNATI, OHIO.

Process Engraving on Copper and Zinc.

Wood Engraving and Electrotype Designing.

Send for our Catalogue.

## THE CLIPPING BUREAU

### KEEPS YOU POSTED.

We read practically all the  
daily and weekly newspapers  
of the country, receiving  
them direct from the publishers  
and cutting out those items of designated  
interest to our clients at  
every.

All the latest literature  
on any subject selected at  
your order.

Material for trade and  
class papers, circulars  
for the magazines, brochures  
and bulletins of business  
houses, personal mentions,  
articles for speeches, lectures,  
sermons, books, obituaries,  
notices, advertisements,  
etc., etc.

Sending you clippings  
from our New York  
Clipping office direct, if so  
desired, as well as from our  
main office in Boston, we  
can get clippings to you  
more fresh than those furnished  
by others.

Write for further data  
and prices, which are the  
lowest, work considered, of  
any bureau in existence.

## THE NEW ENGLAND NEWSPAPER BUREAU,

106 Franklin St., Boston.

Bethesda, Md., M. Kingsbury,  
General Manager. Address  
12 Maryland, Bethesda, Md.

**R. W. STORRS,**  
De Peyster Springs, N.Y.  
Our Western West Publishing Company  
is also a newspaper service.

**WANTERS**—a leading bill poster, who has  
over 1000 clients and wants to conduct an  
international business, is looking for a  
partner. He is a good man, and his  
firm is well known. He is located  
in the heart of a great city, by additional  
information, address R. W. Storrs.

## MARBLEHEAD, Mass., may be a Freshie on the Earth,

but it is a great money  
center. There are many  
large business houses here  
and the people here are good, there  
is a great deal of opportunity.

It is a good money making  
place. Write to me, giving full  
details of your business.

IT IS IMPORTANT, IF SMALL.

Meridian, Miss., Pop. 15,000  
L. D. Miller, city bill poster and dealer.  
Box 100.

Charleston, W. Va., Pop. 15,000  
G. M. Miller, city bill poster and dealer.  
Box 100.

Oakland, Cal., Pop. 15,000  
J. C. Miller & Co., 222 Posters and Painted  
Signs.

Tucson, Ariz., 20,000 ft. of forests  
W.M. Miller, Box 100.

Do you intend to advertise in  
San Francisco,  
Oakland,  
Alameda Co.,  
CALIFORNIA?

# SIEBE & GREEN

— OWN THE —

## Bill Posting and Painted Sign PLANTS.

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

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

San Francisco.

64,000 Lineal Feet Fencing.  
10 and 20 ft. High.  
550,000 Population.

Oakland.

11,000 Lineal Feet Fencing.  
10 and 20 Foot High.  
60,000 Population.

Alameda Co.

8,000 Lineal Feet Fencing.  
10 and 20 Foot High.  
150,000 Population.