RAMPANT.

The Executive Committee of the A. B. P. A. Breaks Loose With a Choice Assortment of Clubs—The Ax Wielded in Great Shape.

The following letter, report and order sent out to members themselves, will be handed to you for committee:—Executive Committee, held at Hotel Bartholdi, New York, on October 5, and Official Order No. 1.

As you will note, there were two applications for soliciting membership from Mr. Donaldson, of Chicago, and Mr. Hoke, of New York. The committee had received numerous letters from members against the placing of their names on the roll. There was also complaint about the present solicitors not living up to the rules of the association, and, in addition, many of our members were found to be in demand in the payment of their dues. After considerable discussion, it was the consensus of opinion that the association had reached a critical point in its career. The Executive Committee felt that much good had been done through increasing the standard of service and advancing the price to a point where the bill poster was enabled to improve his plant and give such guaranteed service as would make our committee feel that, in order to achieve the result aimed at by our organization, decisive measures must be taken and strict discipline enforced. Your committee felt that under no circumstances or conditions would it pass any resolution in the name of the association—its statutes and by-laws being—enacting that it would be living up to, even if the members to which it was made it should be lived up to, even if such adherence was not produced by the elimination of nine-tenths of its members. The one-tenth preferred to stand on the solid bed-rock of duty to be part and parcel of a vast organization which did not respect its own rules.

The committee wish to state that they fully realize that their action was much too drastic than that which was enacted at former sessions, but they also feel that the crisis which has been reached in the life of the organization must be met with determination and force, in order that the association receive from the trade at large, their self respect and consciousness of loyalty to their principles.

Respectfully submitted,
J. BALLARD CARROLL, SECRETARY.

Meeting of the Executive Committee held in the Hotel Bartholdi, New York,

John F. Otting.

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Respectfully submitted,
J. BALLARD CARROLL, SECRETARY.

Meeting of the Executive Committee held in the Hotel Bartholdi, New York,
THE BILLBOARD

indefatigable, and urging for a prompt settlement of the same; also, having determined to call the Western Arbitration Committee together to take action upon the complaint made against the T. A. Trailer Preserve Co., and to try and settle it to the benefit of both parties.

Upon motion, it was agreed to take up each matter separately after passing through the order of business.

Secretary Carroll reported the following receipts:

Received from J. A. Curran, treasurer, balance, $6,500 received from members, $725.50, total $7,257.50.

There is still due the association as follows:

Due by members for dues, $929.00; due by state associations, $211,900; total, $2,040,900.

DELEGATING MEMBERS


Also having notified the Western Arbitration Committee to meet and take action upon the T. A. Trailer Preserve Co., in compliance with instructions from President O. M. K.; also, of having written J. H. Dobins, secretary of the Indiana State Association, in regard to the non-payment of their per capita tax in conformity to a resolution adopted by the Executive Committee last meeting; also, of having sent out a complaint circular in the matter of the trailer Preserve Co., message was returned.

The following applications were received:


The application of Owens & Varney was taken from the table, and after a

lengthy discussion and reading of several communications in the matter as to who the relative firms to accept it, it was unanimously agreed to present the application of Owens & Varney, San Francisco, Cal.

The application of W. Carroll, Chelsea, Mass., was also taken from the table, and all of the correspondent's read, showing that his desire was to become a member from Chelsea, Mass., and was also agreed to present his application.

The application of L. H. Donaldson, Cincinnati, O., and S. W. Hyde, New York, and read, asking for appointments as official representatives of this association. Up to now, same was laid over until unfinished business.

MONEY BUSINESS

Motion made and seconded that the names of Messrs. Gillam & Shagunbhey, New York city, and J. H. Hammond, Chicago, Ill., be dropped from the roll of representatives.

The following resolution was offered and adopted:

Resolved, That it be the thought of the Executive Committee that the best interest of the association be secured in using the soliciting representatives, as past experience has shown that there is every likelihood that a surplus of solicitors will only tend to provoke a cut in commissions among the members.

Upon motion made and adopted that all members who are in arrears in the association for more than one year's dues be suspended. The following came under this clause:


The application of the Missouri State Association, letters were read from two secretaries, Carroll and Dobins. After considerable discussion it was

Resolved, That, in view of the fact that the former secretary of the Indiana State Association—having a defalcation, as per correspondence with the present secretary, would be compensated, the same was laid over until the next meeting.

It was adopted that the incidental expenses of this meeting be paid by the treasurer.

J. Campbell from A. Dals, $59, and J. F. O'Malley, $47, were ordered paid.

It was adopted that the secretary write Hoke, calling his attention to the fact that the independent order of hats for selling for eat rates, much less than the schedule adopted by the association, and be informed that he is doing this and to send an answer to this communication, or he will be cited before this commission at their next meeting, November 10.

Upon motion, adjourned until November 20.

J. BALLARD CARROLL, Secretary.

OFFICIAL ORDER NO. 1

Dear Sir—Per instructions of the President of the Association and in conformity with resolutions passed at last executive meeting, you are respectfully notified that Mr. John Hammond, of Louisville, and Messrs. Gillam & Shagunbhey, of New York, are no longer soliciting members of this association, and are not entitled to commissions on any business which they may send to your firm.

You are further notified that the application of Mr. Sam H. Donaldson, of Allegheny, Pa., and that of Mr. Sam W. Hoke, of New York, refused and you are not to allow them commissions on any business that they may send to you.

You are also notified that, as the 'J. D. Company is making contracts with non-association members, you, as a loyal member, are not to handle their business until further notice. If you have already made a contract with them, notify the secretary at once so that the time of such a commission, and a dispensation will be granted for the carrying out of this contract only.

Very truly yours,

J. BALLARD CARROLL, Secretary

BOSSES MEET, BOSSES EAT, THEN JUMP ON Members With Both Feet.

[illuminated by our Special Art]

The Executive Committee of the Associated Association of Billposters met in New York October 4, and had rather stormy meeting, if reports are to be believed. Only one western member of the committee was present. M. Leonard having been unavoidably detained at the last minute.

And the five New York city members "did n't do a thing" to little Boston A. A. from the horse's mouth.

Sampkey Pratt and Eddie Stahlbush did as they pleased—what they said went.

Think of the Memphis Bill Posting Co. securing the association (San Fran) and of Van Staten (San Fran) from maintaining an opposition plant in Memphis! Of course the matter was "laid over".

Gillam & Shagunbhey and J. H. Hammond were dropped from the rolls as soliciting members, the first because they failed to pay Hoke, and the other because his office is with Mr. Campbell.

Sam Hoke and W. H. Donaldson were turned toward the wall, and members have strength that no one can do that except the committee should be permitted to accept work in future from any of these people.

Quite a number of "American" were deferred from membership in the non-payment of dues, among them being the American Bill Posting Co., Philad-
THE BILLBOARD

A KICKER.

AND HE KICKS HARD.

The Billboard, Cincinnati.

October 29, 1897.

Gentlemen—Read please the last pages giving an account of the New York meeting. I send it to you because I know you would like to hear them. These fellows must think we are five feet eight inches without heads here. What do you think of O. J. Gude being in a scheme like this? It is the old nature scheme over again. Blackboards is still trying to be the conspicuous, only now he is going to divide with Gade.

Says Pratt sends out orders like this, which he is openly advertising against the association. But a member at Minneapolis Gade is asking a member at Paterson N. J. Those guys have the nerve to tell me that is for the good of the association.

Please publish these papers and give them here. It is going to make my town out of me. I will allow commissions to John Hake and Cullin & Stronghugh when they send me work, and I give notice to the better this will be. I instruct them to get on business in the consistory anyway.

When the association has run this letterheads of bill posters I will respect it but not until then. If you publish this letter sign it.

P.S.

GUDE IN PATERNON.

He Has Bought Out Hicks.

The following legal notice, clipped from the CAt, Paterson, N. J., is self-explanatory:

Notice.—The firm of C. J. Hicks, bill posting and sign painting, No. 5 Ramsey

avenue Paterson, N. J., is this day dissolved.

(Signed)

The business will be continued at same address by the Paterson Bill Posting, Advertising and Sign Painting Co., a corporation organized under the laws of the State of New Jersey.

(Signed) O. J. Gude, President.

Paterson, N. J., Oct. 1, 1897

INCORPORATED


There was incorporated with the Secretary of State yesterday the Associated Bill Posters of the United States and Canada, which will be an incorporated office in New York city. The association is formed for the purpose of fostering trade and commerce among the bill posters of the United States and Canada, to reform abuses relative to the trade and to secure freedom from unjust or unlawful exactions. Its charter are James F. Campbell, J. Ballif (Cullin), of Albany; Alfred Bryan of Cleveland; George M. Leonard, of Grand Rapids, Mich.; Samuel Pratt, Edward A. Shaldon of Jersey City; and Oscar J. Gude, of New York City.

Henry E. Scopes is one of the most enterprising bill posters in the country. About three years ago he had made for his business the finest bill posting in the country. Every electrical man that came to town had something to say about that wagon, and the Bill Poster, a theatrical paper, gave the wagon a half column. But this time Harry has outdone himself. He has got a new wagon. It is a bicycle bill posting tandem. About a year ago he commenced on his new scheme, and he is full of them. Of building a bicycle so as to carry two bill posters, two cans of paste, two brushes and a day's supply of paper. Recently the scheme appeared on the streets. The Robinson Franklin Bros. circus, knowing a good thing when they see it, are the first to take advantage of it. The front part is the regular tandem for two men, but the rear part in the thing. It is mounted on two wheels with a tongue, which is attached to the tandem. The bed is made in the shape of a box with a sharp pointed roof. The sides are filled with advertising. The inside is made into three compartments, in which is placed the two seats and the supply of paper. Under the bottom part of this pan is the compartment is the brushes. The tandem is on the streets every day, and Harry is being congratulated on every hand.

Chattanooga Times.

Those newspapers that are still leaving away on the story that Ringling Bros. placed Minneapolis without billboards are respectfully notified hereof that the rumor is now over. Nearly all the gentlemen from Baraboo will give them something new to talk about. If the Ringlings did not have up more paper men down-town than Baraboo's show, then we do not know anything about bill posting. The Means Ringling did play Minneapolis without the city bill poster, but not without posters, in fact, not by a long shot.

Interest in the forthcoming Christmas number of THE BILLBOARD is already manifested, as witness the following letter from California.

Los Angeles, Cal., October 13, 1897.

THE BILLBOARD Publishing Co.

Gentlemen—I would like to pay my bill to the holiday number, Please let me know what your terms are. I should like to know as soon as possible, if you will oblige me. It is true that it is a long ways off but you must remember that I am a long ways off from your office, also, I shall send you my registration on the first of the month to take up an item, also some posters as to how some of the advertisers are treated out here, which they ought to know. Thanking you for your kind attention, I am your truly,

SOUTHERN CALIFORNIA BILL CO.

O. J. Gude.

The Great New York Advertiser Supersedes the Native with His Homestand.

O. J. Gude, the big (in a double sense) New York contractor for outdoor advertising, had goty dystrath, a few weeks ago, which made it necessary to carry him out of the National Bill-poster's convention at Atlantic City, on a stretcher. There they packed into a car and shipped him to the Magna Mud Cure and Little Water Baths at Julian's Mineral Springs, and a struggle began between guest and Magna-Mud.

That was about three weeks ago, and last week W. J. Champion, the Chicago car man, came down to see sick Brother Gude, and be in at the death. When the train arrived at the C. & E. I. station, the springs hailed his coach past cause dashing around the corner, its four big dapple grays on the jump, and on the box, bench of ribs in last leat and cranking his lash viciously with his right, sat a brown man in top-hat and Panama hat, the very picture of a real-thing four-in-hand whip. The bounder, the four big horses upon their haunches, the driver whirled a figure eight with his lash and caught the loop on his whip stock.

"Hello, Champ!" he cried cheerfully. It was O. J. Gude, the healthiest, brownest, most manly, most manliest man, ever drove a thoroughbrach horse-in-four over the Pike. The Magna-Mud did it in combination with a life of nature amid the Hoosier hills.

"My Goodness," exclaimed Champion, "but your comperades in New York will be disappointed. They've all got you booked for a funeral."

Mr. Gude left for home Monday, in robust health, intending, however, to stop over in Chicago, and make some of his rivals (he has no enemies) feel bad. The reputation he left behind him at the springs is fair enough for one of his youthful spirits, but there is a lot on the conjecture, if the story be true, that Mr. Gade, in company with some local talent of doubtful reputation, indulged in the questionable and brutal sport of badger fighting. —Atlanta (Ga.) Adve.
October 1st

This year’s Executive Committee of the Associated Bill Posters’ Association (to use an expression of one of its members) means business. If the Association is in need of severe and drastic measures, then the course steered upon by the committee at its recent meeting at the Bar- tholdi Hotel in New York will be benefi- cial. Two of the solicitors of the Association have been dropped from membership, i.e., Messrs. Gilliam & Shankweizer, of New York, and Mr. Hammond, of Chicago; and several bill posting firms (some in prominent cities) were threatened with expulsion for non- payment of dues. It would seem that the committee believes that the organization needs a thorough shaking up. Whether it does or not, it looks very much as if it was going to get it.

It was also decided that the policy of the committee in the future would be to reduce the number of official solicitors rather than to increase it. Following this policy, the application of several solicitors were rejected. While there can be no question of the consistency of this course, the wisdom of such a policy is very doubtful.

Surely the bill posters of this country want work. The more solicitors of standing and ability which they have, the more work they will obtain. Consequently, any movement looking towards the reduction of the number of solicitors is a step in the wrong direction. Still, the committee is consistent, because the association is a close association. If, in other words, the members of the association expect protection at the hands of the solicitors, solicitors are entitled to a like measure of protection at the hands of the bill poster.

However, if the committee, by adopt- ing this course, aims to afford the solicitors protection, we fear that their efforts will prove futile. There are a great num- ber of bill posters in the association who believe in encouraging solicitors and in- creasing the number in existence. These members will give a committee that is re- cognized, bona fide solicitor, whether it is sanctioned by the association or not. They have done so in the past, and we vote no confidence when we state that they will continue to do so in the future.

Especially is this true of opposition cities. The members in such cities, very wisely, are standing in with the solicitors, both official and independent. The action of the committee has excited considerable opposition already, but it is not likely that those who oppose the measure will unite against them. They will probably simply be ignored and gradually allowed to become dead letters.

During the past two months we have conducted an experiment in posting. We have placed the paper of three different concerns. One advertising a cigar, another a rum and the third a chewing gum. The town posted range in size from 500 inhabitants to 50,000. The results obtained surpassed the wildest expectations of our clients. They were good in large cities, but they were better in the towns, and, strangely enough, best in the villages. In these latter we found the field fellow. No one had posted them to any extent up to our advent, and when the paper went up it stirred things up in any mixture of lively and efficient manner. The results were wonderful. Sales were quadrupled in every instance, and in many cases increased tenfold, and this despite poor boards and wretched service.

Thus brings us around to a curious state of affairs. We have discovered in posting villages and the smaller towns that 15 to 25 per cent commission is not ade- quate to cover cost of arrangement and distribution. In other words, if a solicitor desired to advertise small towns and villages exclusively, he would have to have 80 or 90 per cent commission, or else, no money on the contract. Of course, in order to grant a larger commission, prices must be advanced. Fortunately, however, the results obtained in the hamlets will add to an immense in an unbalanced account to give a solicitor a better per- ception. Some action of this nature will have to be adopted before the small towns will ever engage the attention of the middleman. Until the agents take up the hamlet, bat post will languish there, and service continue to be a drawback to the craft. If the Executive Committee will take this matter up with the vigor and firmness that characterized their recent session, they will earn the gratitude of advertisers, agents and bill poster alike.

Chicago.

Thomas Gauck, vice-president of the Chicago Board of Education and ago advertis- er, has brought suit against the Times-Herald for $30,000 for libel. The suit arises out of a story printed a month ago in the Times-Herald, containing affidavits of Dr. Gauck, as a member of the School Board, with being in the pay of a tobacco company, and that he had derived profits from the earnings of a blackboard concern.

The Inter-Ocra is responsible for the following:

The West Side Park Commissioners have agreed to erect in concert with those of Lincoln Park for the passage of an ordinance prohibiting the erection of large bill boards within 1,000 feet of the approach to any of the parks.

We believe that the public will be found in the side of the commissioners. The parks are pleasant places, but they are pleasant places in which the esthetic sense is educated. Nearly all the country landscapes, lithographs or paintings on billboards are tasteless, and many of them are hide- ously vulgar. The world of trade is with us to a great degree, it surely may be excluded with charity, to all, with mercy to none, from places into which nothing that is not recreative, noth- ing that is not beautiful, nothing that is not of correct taste ought to enter.

Besides which, the billboards are prolific sources of waste paper that litter the streets and that easily is blown from them into the parks.

Subscribers for THE BILLBOARD, $1.00 per year.

John F. Otting.

Mr. Otting was born in Newport, Ky., in 1839, and has been in the bill posting business since. In his youth he learned the stone cutting business, retaining the full term of apprenticeship, and posting bills at night for his father, A. H. Otting.

In 1870, when Mr. Otting first engaged in bill posting, there were no boards in Newport, and it is one of his early recollec- tions, that they were so green when they got the first job, the only place they could think of to put up was the ferry house at the landing, although there were lots of good fences and barns. The first boards erected in Newport were put up by a concern called "The Big Ten-Cent Tent Show."

Opposition has existed in Newport several times, but in each case Mr. Otting has come out first. In 1835 he bought a half interest in the business from his father, and then bought out the last opposition they had.

Active bustling among the local busi- ness men has resulted in making the advertising business, for 10 years, see so value substantial additions to Mr. Otting’s list of boards.

Our Voting Contest.

Interest in our voting contest is increasing with every month. Mr. Isaac Monk, of Peoria, jumps into the lead with this issue, just topping Mr. Geo. Siebe, of San Francisco, who was on the top last month. The prize is worth attaining for a trip to Europe is not given away every day. This, coupled with the fact that the re- cipient has been commissioned by his fellow-craftsmen in America as the most prominent in America, makes the prize the most enviable one.

As we announced in our last issue, the meeting of the United Bill Posters’ Assocation, Democrats, is to take place in Dublin Ireland, next August.

We will send the most popular bill poster in America to attend. We intend to send Mr. in a first-class style, paying all his expenses there and return.

The only condition we make is that he must receive the largest number of votes. Each vote must be one of the following coupon, clipped off a copy of this paper:

The Most Popular Bill Poster in America is

and he should be our ambas- sador to the convention of the British Bill Posters.

How They Stand.

The standing of the various contestants in the contest is as follows:

Mr. Isaac Monk, of Peoria, 61 votes.
Mr. Geo. Siebe, of San Francisco, 22 votes.
Mr. Geo. L. Leonard, of Chicago, 21 votes.
Mr. R. C. Campbell, of Peoria, 19 votes.
Mr. W. Walker, of Chicago, 13 votes.
Mr. J. O. F. P. A. Goodbody, of Chicago, 13 votes.
Mr. A. C. Carrow, of Chicago, 10 votes.
Mr. Edw. A. Silkhead, of Chicago, 9 votes.
Mr. Chas. Vogel, of Chicago, 9 votes.
Mr. Geo. Castner, of Chicago, 9 votes.
Mr. J. Baldwin Carroll, of Chicago, 7 votes.
Mr. R. E. C. Dennis, of Chicago, 7 votes.
Mr. Frank Fitzgerald, of Chicago, 7 votes.
Mr. Albert Weber, of Chicago, 7 votes.
Mr. J. H. Staats, of Chicago, 5 votes.
Mr. J. L. Fiedler, of Chicago, 3 votes.
Mr. F. P. Schafer, of Chicago, 3 votes.
Mr. John G. Reese, of Chicago, 1 vote.
Mr. L. H. Ramsey, of Chicago, 1 vote.

Under our arrangement with the American News Company, THE BILLBOARD is supposed to be on sale all over the States. Patrons able to secure it will please notify us, giving place and date.

E. C. Barnes, Manager of The Southern Bill Posting Co., of Knoxville, Tenn., was recently presented, by his wife, with a daughter.

Toledo’s first and original bill poster, Thomas Doyle, died in that city and was buried September 23d. Mr. Doyle was for 45 years a veteran at the Blade Printing and Paper company. He was nearly 80 years old, and had only ceased active work about a year and a half ago. Mr. Doyle was the first bill poster in Toledo. He leaves two married daughters.
Coat spirit particularly do. the allow SulIUSTITB press 10 name-
day, lo wool. inquiries have received alwut the the name.
figures completely impossible is this. alwut ground
smoother the difficulty without using a spirit varnish.
Many after experiments our correspondent sluggish he has succeeded in solving of this.
the left, as it does that it dears a little; sket the letters or figures on with a lead pencil, cause the superfine gold and allow the article to dry completely at a higher temperature.

A SUBSTITUTE FOR TUBE OR FLAKE WHITE - Take a concentration of glt or degrains, paint the places to be gilded with a water glass solution of 40%, lay on the gold leaf and press down uniformly. Then heat the leaf to subject to 50° F., so that it adheres a little; sket the letters or figures on with a lead pencil, cause the superfine gold and allow the article to dry completely at a higher temperature.

INDIA INK.- Here is a cheap substitute for India ink, which does about as well as the pure ink: Take common black writing fluid, stir in some finely powdered graphite or similar black stuff, and mix in a little gum arabic, and you will have a substitute for India ink.

The Western Painter says: Tarptunum substances, as they may be termed, are usually made of a mixture of turpentine, resin spirit and benzoin in varying proportions. As a rule, the mixture is made up of equal parts of benzoin and turpentine, for the purpose of a quick dry coat.

The well-known test of the purity of turpentine is, to drop a small quantity on white paper, when it will all evaporate. Another test is, to mix with petrolatum oil in an open case, leaves a gray streak behind, which disappears only after some considerable time.

The vehicles with which the pigments are united is of greater consequence than the pigments themselves, although good pigments use essential binders and work, the finer they are ground the smoother the work and the more lasting the result.

The question, "How is gold leaf bar
ished?" is asked nearly every mouth in some one. Gold leaf is barished by rubbing with refined rose cotton.

Good gold and varnished is the main secret of the gilder's art. Remember this, the cheaper the gold, the better will be the litter of the gold. The following size is the best ever discovered. Gold leaf will never lose its luster on this size. Take 1 pound of pure drying oil, put it in a meat pot with a cover, slowly add to this, after it has come to almost a boiling point, 4 ounces of pure gilt sand. Your gum will be reduced to a fine powder, and in a little while you have it all in; give time to distill, continually stirring until it is of the consistancy of tar, strain through a piece of cloth and pour it into a deep well-rounded tin. This is the working consistency with turpentine as a base. We have found it a very easy, economical and satisfactory size, and will be used for the purpose. Nearly all the other sizes will stand turpentine without destroying the luster.

As we have said before, it is THE BILLBOARD's purpose to make this department a repository for anything which has ever been published on sign painting; hence we invite a free and full discussion by our readers of any and all subjects of interest to sign painters. Any description of any new way of doing work, or of any device that facilates labor, will be thankfully received and published on its merits. We will not publish your name or address if requested not to do so. Now, there is not a reader who has not had any experience that he cannot quote some tricks of the trade which would be valuable to all. A number of things that are often referred to in the trade are frequently called upon to put signs on roofs that are painted with asphaltum paint, and we have never been able, nor have we known any painter who claims to have overcome the difficulty without using a spirit varnish.

After many experiments our correspondent thinks he has succeeded in solving the problem. He first washes the space with a strong solution of blue vitrol and water, claiming that this react on the acids in the asphaltum roof paint and reduces the black from showing through. Then he uses a heavy mixture of white lead, glas oil and whiting. He says that gives a beautiful orange. He thinks by washing two or three times with vitrol the white color may be preserved.

Another gentleman, to whom I sub
mit the question, asks that to cover the space with water glass solution of 40%, lay on the gold leaf and press down uniformly. Then heat the leaf to subject to 50° F., so that it adheres a little; sket the letters or figures on with a lead pencil, cause the superfine gold and allow the article to dry completely at a higher temperature.
The Power of Organization.

In the thoughtful mind it would seem that the match of civilization emphasizes one very important fact, namely: That as the human race advances toward the higher strata of civilized life the individual members, which we collectively call mankind, become self-reliant and are more dependent one upon the other. Reasoning further along these lines, we will find that civilization, which really means the permanent adoption of a friendly code of ethics, strengthens, broadens and improves mankind at the slight sacrifice of a few individual rights. As a consequence, men lean so to the other for support.

The foregoing assertion is a brief compendium of philosophic facts. They prove beyond doubt that if the individual rights of any class of men are to be protected, organization is indispensable.

Advertising distributors have in the past few years been lifted from feudalism, or secondary servitude, to the high position of representative business men. Of course, this position so coveted by advertisers can chiefly be attributed to the great interest that the advertisers in general are taking in regard to outdoor publicity. But it has been left to an organization known as the International Association of Distributors in lift this particular branch of outdoor publicity upon a higher plane than ever attained before. Among the many things which the association has done to bring together into an organization a body of men whose character and honest methods have won mutual approval is the reasons of the general advertiser, so that to-day the influence it is asserting is a power for good.

The convention that was held in July drew together as fine a body of business men as ever assembled, the presence of the representatives of several advertisers clearly demonstrating the fact that the advertisers in general are watching it and its methods. Thus, it behoves every member to bestir himself, so that the ensuing year may be one of great benefit to the cause. But is that all? Is there an higher plane to which we may aspire than to simply bestir ourselves? What means this vast conglomeration, from the Atlantic to the Pacific, from the lakes to the Gulf, with its hundreds of men yet unheralded of the cause of outdoor publicity, and are only waiting for the touch of friendship’s hand, or an encouraging word, ready to launch out and take hold of the possibilities and opportunities of making for themselves a honest livelihood as distributors and promoters of outdoor publicity all over this broad land?

Brehm of the I. A. D. hereinafter is the secret power of organization; herein is the glowing fire of fraternal brotherhood. Let us all and all, holding as it were the key which will unlock the harborage of one of the highest ideals of a business enterprise, seek to strengthen our ranks with the nighest and best of our race.

E. B. BRIDGER,
Southern Press Agent.
Atlanta, Ga., Oct. 6, 1927.

The International Association of Distributors is now a successful organization that so far as is known has accomplished one fact. They have succeeded in establishing themselves and their association upon a firm basis. They have won the appreciation and confidence of advertisers with a beginning to reap the reward of their efforts.

Last month they made the first payment under their famous guaranteed service act. McLoughlin, of Cripple Creek, while a member of the organization, collected for service which he paid to render. The Dr. Miles Medical Co., of Elkhart, Ind., were the sufferers. They made claim for the amount of their loss, and filed same with the secretary, Mr. W. H. Stiefelbein.

The matter was promptly served by the Executive Committee, the loss properly appraised and the claim approved. It was paid immediately and in full.

And now comes the happy termination of the incident. The Dr. Miles Medical Co. through its vice-president, H. T. Hayes, of Chicago, accepted the reimbursement for their loss, but in the following graceful letter to the secretary donated a like amount to the cause of the International Association of Distributors in lift this particular branch of outdoor publicity upon a higher plane than ever attained before.

Elkhart, Ind., October 3, 1927.

W. H. Stiefelbein, Secretary-Treasurer, Chicago, Ohio.

Dear Sir,—We have watched with the past year with much interest the efforts of your association to lift the burden of distributing from the miner and public of happy-go-lucky dishonesty and place it upon a plane of reputable business integrity, and congratulate you upon the fact that the program you have outlined that the work is the right hands and that you are pursuing the right methods.

In evidence of our appreciation of your efforts to promote honest distribution, we extend you our hearty best wishes for a very happy, prosperous and enjoyable five years (not months) in your business, which we are sure will be most successful and in the furtherance of the good cause in which you are engaged.

In explanation of the accentuating "cold" figures, we have to say that in some instances we refer to a fund of an honorable men in payment of loss incurred through the temporary (we hope) abatement of one of their members.

With best wishes for your success, believe us,
Very truly yours,

H. C. BRADLEY, Vice-President.

The Christmas Issue of THE BILLBOARD will be the finest special number we have ever issued. Out November 28. Last copy closes November 20.

W. H. CASS, soliciting secretary of the J. A. D., reports business good. His new letter has given the names of all the leading advertisers in the United States as patrons. Case does all the railroad work at Fort Wayne, Ind.

Geo. W. Vyvatch made a trip to Chicago recently. Was got what he went after—money and more work.

THE BILLBOARD has the largest circulation of all the advertising papers.

Here are a few abstracts from letters that officers of the J. A. D. are receiving almost daily: "I have placed contracts with your Watertown and Appleton, Wisconsin, members, and, for some time to come go by us will be a good big list of J. A. D. members. W. H. S. says that all the boys are satisfied to pay the Dr. Miles claim, that is your reason I am giving you members the preference. I always feel safe to place my work in their hands. H. T. Hayes, General Manager Adv. The Dr. Chase Co.

"Thanks for sending us the list of distributors, as we intend to place our work with members of a reliable association in all cases where we can. T. E. Pinfield, Co., per Hunt.

"Several of your members lost my work by not answering my letters promptly, most of them are terrible slow. H. T. Hayes, General Manager Adv. The Dr. Chase Co., Philadelphia, Pa.

Why members do not answer letters promptly is a problem from a possible customer is what I don't understand. You certainly don't expect traveling agents to stop in one town until it pleases your royal highness to write. There are other distributors that make you feel you must attend to business. Don't get it into your head that all there is to it is to join the J. A. D., and work your office. It won't be you to get up and hustle. We recommend and guarantee your service and help you wherever you can, when we have done our duty as offices we done. I hope no such complaint will ever be heard again.

J. T. Hudson, of Pittsburg, Pa., has returned from a successful business trip to Detroit, Mich., Toledo and Cleveland, Ohio, and Buffalo, N. Y.

The edition of the Christmas BILLBOARD will be 15,000 copies.

Use every man with whom you have business as a gentleman until he proves otherwise, then have nothing further to do with him.

The following matter has recently been distributed in Cincinnati: Merrill, Cochrane & Co., "None-Such Minute Meat," folding card; Dr. Klimmer Co., booklet; Howard Drug and Medical Co., booklet; Phipps Medical Co., booklet; Dr. Chase Co., Food Care, circulars; Wells & Richardson, booklet; A. C. Meyer & Co., pocket calendar, "Steady Drugger," stereotype book. Several local houses are doing work through the D. C. T. Co. message boys’ service. Enough said.

Outsell Bound for Kloseydale.
Attorney Alexander Young and W. R. Cottrell, the retired bill poster, are making arrangements for a gold mining expedition to Alaska in the spring. They are working upon a scheme which contemplates the mining of the bed of the Yukon river. It is their belief that the bed of that great stream would furnish a more prolific source of gold than any yet discovered in the land of ice and snow. They will not attempt to dredge or shovel up the bottom of the river, as many have proposed, but will go about it in a more thorough and systematic manner.

Their scheme contemplates the construction of a boat equipped with a caisson, modeled after those used in finding bed rock for the foundation of bridge piers. On the presumption that the free gold lies hidden at the bottom of the river in the crevices of the bed rock, the caissons will be sunk at points considered favorable. It is estimated that millions of dollars might be turned up in that manner during the summer months. When winter comes the party could pull out of the country and run down to San Francisco, where the gold might be sold at thirty dollars a ton. No other schemes which have in view the dredging of the river is considered impracticable.

Saloon boats and sand pumps will not hit the spot,” said Mr. Young to a reporter. "In the first place, a dredge boat will not reach bed rock, while the gold is always found in large and paying quantity. A sand pump which sucks up rocks will be of no more avail than the dredge to get at the gold which must lie at the bottom of the Yukon, it is necessary that it be mined as systematically as the caissons in the diggings. The caissons which we contemplate using will cover about fifteen square feet.

In some of the mines already worked as much as $45,000 has been taken out of a shaft about 15 feet square. On the theory that the bottom of the Yukon is twice as rich as the adjoining creeks, we would clear about $500,000 every time that the caisson was sunk to the bed rock.

"When it is considered that all of the creeks emptying into the Yukon contain more or less placer ore, it is very reasonable to suppose that the river, into which all those creeks empty, flows over a bed of golden ingots. For centuries the adjoining creeks have been pouring their golden store into the river, and the big streams in turn has no doubt sent millions of tons of dollars into the ocean."—St. Louis Republic.
**Races.**

- **Richmond** Oct 11 to 15
- **Hartford** Oct 11 to 15
- **Shenandoah** Oct 3 to 12
- **Kansas City** Oct 13 to 15
- **Marlboro** Oct 15 to 17
- **New York** Oct 15 to 19
- **Baltimore** Oct 20 to 29
- **Alberta** Oct 21 to 25
- **Ponce** Oct 23 to 30
- **Atlanta** Oct 26 to 31
- **Memphis** Oct 28 to 31

**Expositions.**

- **Atlanta** Oct 1 to 6
- **Milwaukee** Oct 6 to 8
- **Chicago** Oct 11 to 13
- **St. Louis** Oct 19 to 29
- **Baltimore** Oct 20 to 29
- **Washington** Oct 27 to 30

**Poultry Shows.**

- **Anamosa** Oct 6
- **Mount Morris** Oct 7
- **Wausau** Oct 8
- **Hobart** Oct 9
- **Chattanooga** Oct 10
- **Laramie** Oct 11
- **Springfield** Oct 12
- **Plymouth** Oct 13
- **Los Angeles** Oct 16 to 18
- **Des Moines** Oct 17 to 19
- **Milwaukee** Oct 18 to 20
- **Phoenix** Oct 19 to 21
- **St. Louis** Oct 20 to 22
- **Baltimore** Oct 21 to 23
- **Atlanta** Oct 22 to 24

**Horse Shows.**

- **Lawrenceville** Oct 6
- **Wausau** Oct 7
- **Mount Morris** Oct 8
- **Des Moines** Oct 17 to 19
- **Milwaukee** Oct 18 to 20
- **Phoenix** Oct 19 to 21
- **St. Louis** Oct 20 to 22
- **Baltimore** Oct 21 to 23
- **Atlanta** Oct 22 to 24

**Dog Shows.**

- **Brownsville** Oct 6
- **Pittsburgh** Oct 7
- **Chicago** Oct 8
- **St. Louis** Oct 17 to 19
- **Milwaukee** Oct 18 to 20
- **Phoenix** Oct 19 to 21
- **St. Louis** Oct 20 to 22
- **Baltimore** Oct 21 to 23
- **Atlanta** Oct 22 to 24
OUR NEW CHRISTMAS POSTERS FOR RETAIL MERCHANTS ARE NOW READY.

We are a little bit late with them this year. The delay could not be avoided. We have been so busy with Theatrical, Fair, Poultry Show and Bench Show Posters, that we could not take up our Holiday Posters until fully two months later than usual. But, though belated, they are beauties. They will sell on sight. SAMPLES FREE TO BILL POSTERS. Write for them now. Almost any merchant will advertise for the Holiday Trade. Now is the time to get them started on the boards.

The Donaldson Litho. Co.,
CINCINNATI, O.
The Waukesha Bill Posting Co.

Established 1898.

The Waukesha Bill Posting Co. Distributors and General Advertisers.

Chas. G. McEvie, Mgr.

Post, Distribute, Tack, or do any kind of Out-Door Advertising anywhere in Waukesha County.

Room 2, 521 Main Street.

F. O. Box 500.

Waukesha, Wis.

WANTED, TO BUY

Bill Posting Plant in a town of 25,000 to 50,000 inhabitants.

Address, F. J. McClure, 529 Tremball St., Detroit, Mich.

Onwego, N. Y. F. E. Monroe, Licensed Bill Poster, Distributor and Agent.

Wilmington, N. C. F. H. Monroe, Licensed Bill Poster, Distributor and Agent.

Kansas City, Mo., and her suburbs.

Combined population 350,000. 65,000 pieces does it all. Send the matter to the Midland Advertising Co. (member A. B. of D.), 46 Reed, Manager, 617 Grand Ave., Kansas City, Mo.

Oregon Sign Co.

Bill Posters, Distributors and Sign Painters.

Box 24, Oregon City, Oregon.

We own or control all boards and posting privileges in.

Mansfield.

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

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

Attention Bill Posters.

We are sending out:

12-Sheets, 3x6 3-Sheets and 1-Sheets.

Advertising our Davy Crochet Cigar. We want to hear from bill posters, especially in the small towns. Send us your best rates for thirty days, guaranteed and protected service, (no lists—our traveling men inspect our work,) and amount of paper you can handle to advantage. We pay cash, and we pay promptly. Address:

Haas Bros.

215 Race Street, Cincinnati.

The Bill Poster.

The English counterpart of The Billboard. Subscription 50 cents per year, post free, may be sent to 217 East Eighth St., Cincinnati, O.
Bill Posters:

If you have not received our samples of Pictorial Posters, write for same at once, and we will forward same Free of Charge. You can sell them to your merchants and make a commission. Every bill poster should keep our catalogue in his office, it gives prices on all kinds and sizes of posters.

Hennegan & Co.,
Poster...
Printers.
719-721 Sycamore Street,
Cincinnati, Ohio.
**Excelsior! Excelsior!**

**YOU ARE LOOKING FOR THIS.**

The most satisfactory Bill Posters' Paste Brush on the market. Made only of PURE RUSSIAN BRISTLES, therefore WILL hold the most paste. Ask the leading Bill Posters of the United States and Canada as to the wearing qualities.

**Quaker City, No. 10.**

- **9-inch.**
  - $2.50 Each.
  - $24.00 per dozen.

Also the No. 19, 9-inch Extra-Ettra, made VERY full and especially adapted to Circus work.

- **$3.75 each.**
- **$39.00 per dozen.**

Give us a trial order, and you will use no other.

**Excelsior No. 10. Extra 9-inch.**

- **$3.00 Each.**
- **$30.00 per dozen.**

**ELDER & JENKS,** Makers, 127 North Fifth St., PHILADELPHIA, U. S. A.

Sell Western Agents, THE DONALDSON LITHO. CO., Cincinnati, Ohio.

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**Press Clippings**

Proposed events, fairs, conventions, etc. Other items from the newspapers of the country. Send for particulars.

**N. E. Newspaper Bureau,**

146 Franklin St., Boston.

**Aurora, Ills. B. MARVIN,** Bill Poster and Distributor, 914 State St., Chicago.

**STAVANGER, MINN.**

Ole Hahn, Bill Poster and Distributor, 9th Street.

**MEMPHIS, TENN.**

Van Buren Co., Bill Poster and Distributor, 311 Division Street.

**Scranton, Pa.**

544 Beacon, J. H. Hahn, Manager.

**LIMA, OHIO.**

Pop. 20,000.

W. H. Fuchs, Bill Poster and Distributor, 102 Main St.

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**SOUTHERN PRESS CLIPPING BUREAU.**

Newspaper Press Clippings for Trade Papers, Manufacturers and Advertisers. Also list of names for circularizing.

**Butte, Mont. W. E. Kidrick,** Bill Poster and Advertiser, F. O. Box 10.

**HIGGINSVILLE, MO.** Pop. 5,000

The Greatest Country on Earth.


**THEATRICAL AND CIRCUS POSTERS.**

**Theatre and Circuit Posters.**

**Distributor and Advertising Agent.**

Work promptly and properly executed.

C. B. Woodworth, Map. POST WAYNE, Ind.
VIRGINIA.
GOLDSMITH BROS.
OPERA HOUSE MANAGERS AND CITY BILL POSTERS.
FREDERICKSBURG, VIRGINIA.

Pop. 6,000. Drawing Pop. 50,000.

Best Boards, Best Stock, Best Localities, and most important of all, Best of References.
Only Licensed Bill Posters, Distributors and General Out-Door Advertisers.

The Christmas Billboard, 1897.

During the year our THE BILLBOARD will issue for sale special numbers. This will be the Christmas number and December 1st, next. It will consist of 32 pages, handsomely illustrated and will have an unlimited cover, and will be lithographed in color. It will retail at 25 cents per copy. The advertising rates will be ascents per page, 50 cents per cent additional for designated interest.

JOHN T. WILLIAMS
Manager Northwest Hill Posting and Advertising Co.,
346 Morrison Street,
PORTLAND, OREGON.

Accounting answers questions in higher accounting and book-keeping practice; contains independent articles on books on accounting and Economic topics; fully illustrated; carefully printed; edited by A. O. Kittredge. Subscription One Dollar a year.

ACCOUNTICS, MONTREAL.

A monthly magazine devoted to Accounting as the vital element of business. Contains leading papers and debates of all the Accountants' Associations, together with original inquiries and investigations. The leading accountants are contributors.

JOHN L. MARSH
VANCOUVER, WASH.

Bill Poster, Sign Tacking and Circular Distributing done Satisfactorily or Money Refunded. Write for Details.

ACCOUNTICS, Tool Exchange, New York.

SCIENCE OF ACCOUNTS.

ART OF BOOK-KEEPING.

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

The Henderson Lithographing Co.
CINCINNATI, OHIO.
CHEAPER THAN ANY OTHER FIRM ON EARTH.  BY GOOD ENGRAVING BLOCKS WE MEAN BLOCKS THAT ARE IN EVERY WAY STRICTLY HIGH-GRADE AND FIRST-CLASS IN EVERY RESPECT.  WE HAVE SOLD OVER 100,000 OF THESE BLOCKS IN THE PAST FIVE YEARS, AND OUR TRADE IS INCREASING AT SUCH A RATE THAT WE EXPECT TO SELL AS MANY MORE IN THE NEXT TWELVE MONTHS.  THAT IS THE BEST TESTIMONIAL WE CAN OFFER OF THE QUALITY OF OUR BLOCKS.

DON'T FORGET THE ADDRESS;

**SETTER BROS. & CO.**

**COLLINS CENTER, NEW YORK.**

**YOUR PORTRAIT.**

We will send The Advertising World (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for $1.25. Send photo, which will be returned. Half-tone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. The Advertising World is an eight-page, five-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address THE ADVERTISING WORLD, Columbus Ohio.

**FRANK M. DEUEL,**

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

Kankakee, Bradley and Bourbonnais, total population, 15,000.

1891. "Everybody wants to him who hustles while he waits." 1897.

**THE HUSTLER ADVERTISING CO.**

OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.

W. H. CASE, MANAGER,

25 NORTH MINER STREET.

FORT WAYNE, IND.

**A STATEMENT TO BE PROUD OF.**

We have enrolled

**2,000,000**

**LETTERHEADS**

In all kinds of printing and engraving

BELVIDERE, ILLS.

Fred. W. Co., Ills. Poster, 312 - we sell at 1c.

What is worth doing at all is worth doing well.

**JOHN H. JONES,**


**TROY, ILL.**

**HENRY C. CROSBY,**

**ADVERTISING SIGNS**

Remodel Buildings.

PATERSON, N. J.
What One Man Said About Our Distributing.

INDIANAPOLIS, IND.

Bill Posters’ Push Cart.
Great for small towns and short runs in cities. This style of cart enjoys great favor among the small poster men in the trade. It can be used as a hand-pulled cart and also as a hand-pulled cart. The makers are requested to send one each to all dealers at $45.00.

Bill Posters’ Pony Cart.
Great for daily rounds in the city and suburbs. This style of cart enjoys great favor among the small poster men in the trade. It can be used as a hand-pulled cart and also as a hand-pulled cart. The makers are requested to send one each to all dealers at $45.00.

Bill Posters’ Wagons.
Great for daily rounds in the city and suburbs. This style of cart enjoys great favor among the small poster men in the trade. It can be used as a hand-pulled cart and also as a hand-pulled cart. The makers are requested to send one each to all dealers at $45.00.

C. M. Smith & Co.
Brantford, Canada.
Population of City 17,000. County 50,000. Country 5,000,000.

In offering the services of the United Press News Bureau.
We beg to announce that we have succeeded to and united the several business interests hereinafter conducted by the Register Press Clipping Bureau, the Press Cutting Co., the United Press Clipping Bureau, and the E. S. Morrison Press Clipping Bureau. We are now occupying space of eight large offices.

With a carefully trained force of proficient managers.
And have an exchange list that thoroughly covers every section of the United States and Canada.

We feel no hesitation 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, 133 Van Buren St., Chicago.

Mr. Manager!

“One Moment Please.”
We paint pictorial advertising signs, society silk banners, show canvases, theatrical scenery and imitation litho paper.
OUR artists are expert and up-to-date.
WE do bill posting, distributing and ticketing.
WE own 20,000 feet of space, honesty, energy, experience and War$$ Fair diplomas.
OUR boards, stock, labor and prices are O.K.
WE have no allies, back fences, “charlie hoaxes,” boys or “bosses.”
WE want your address, acquaintance, work and inspection, once gave, always returned, “If you move.”

C. M. Smith & Co.
Brantford, Canada.
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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, 133 Van Buren St., Chicago.

Evansville, Ind., 76,000, Licensed Evening and Daily Press News Bureau. 80 miles Bill Posters and Distributors.

LARAMIE, WYO.
W. E. Root, War, Drug House and Clip Bill poster and distributor (Incl), 232 S. ST. YFR
I WANT TO HEAR FROM EVERY BILL POSTER IN AMERICA, AND AT ONCE.

I am now busy with the following orders:---
30,000 8-sheets, 20,000 3-sheets, 10,000 1-sheets, and 3,000 24-sheets for one advertiser.
20,000 8-sheets, 20,000 3-sheets, and 30,000 1-sheets for another advertiser.
A Half-Million quarter-sheets for another advertiser.
20,000 4-sheets and 5,000 8-sheets for another.
50,000 8-sheets and 100,000 1-sheets, for another.
5,000 8-sheets and 5,000 12-sheets for another.
And
45,000 1-sheets for two other articles.

(I had expected to give names of the above advertisers, but some of them objected to having their plans made public in advance.)

Heretofore I have rarely asked for information from bill posters in very small towns, but I am having so many calls for village of Five Hundred, One Thousand, and up, that I now want to hear from everybody that does bill posting.

Let me know the present population of YOUR town, and a statement of the number and sizes of the billboards and daubs that you may have, AND YOUR PRICES.

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