WAR!!!

At Paterson, N. J., Ended.

Pratt Leaves the Field Entirely and O'Meall Sells Out to the Gude-Munson-Lowden People.

The following special dispatch was received as we were about to go to press:

NEW YORK, November 3.

Editor The Billboard, Cincinnati.

The bill poster war at Paterson, Passaic and Rutherford, N. J., was called off November 1, when Mr. Saim Pratt left the field entirely and Mr. O'Meall sold his interest to the Gude-Munson-Lowden people. O'Meall retains a small amount of stock in the surviving company, which is incorporated as the Paterson Bill Posting, Advertising and Sign Painting Co. The officers are: O. J. Gude, president; Wm. E. Lowden, vice-president; F. E. Fitch, secretary and treasurer.

The Board of Directors for the first year are O. J. Gude, Henry Munson, F. E. Fitch Charles J. Hicks and William B. Lowden. The New Jersey Bill Posting Co., the name assumed by Pratt & O'Meall's establishment, ceases to exist, all its plant being absorbed by the stronger concern.

The above telegram confirms our belief that the "open" association is not a long way off. Here we have an office of both associations joining hands. If Munson can be a member of the A. B. P. A. from Paterson, why not from New York, where he has the Ideal plant of America?

THE NECESSITY FOR MORE SYSTEM.

By J. M. R. H.

It is strange to be difficult it is to secure necessary information from some bill posters—good bill posters, at that.

In numerous instances nothing can be learned until the month is up, when the bill is sent in.

No matter how implicit the instructions are that may accompany the order and

the paper, the work is done in the usual way. I have repeatedly sent out orders that specified that the paper was to be bunched, only to be told at the end of the month that the bill poster thought it advisable to thoroughly scatter. Then I have sent orders not to duplicate, and receive a list showing a hundred posters on a dozen locations.

But worse than all this, is the inability to get any kind of information as to when the posting is to begin. I send out orders with instructions to notify me promptly on the day the posting begins. A week later I write to know if the paper has been posted. I receive no reply. In the meantime the advertiser is anxiously waiting to be on when the posting is to begin, so he can send salesmen to the town and push the sale of the goods. But still there is no answer. Then I telegraph, and about this time comes a bill and list, showing that the display is just about expiring, and hoping that the exceptional fine work given will secure him the (bill poster) a renewal order.

I show this to the advertiser, and he throws up his hands and countermands all other posting orders.

Why? The posting has been done, and done well, as investigation proves. Then why is not the advertiser satisfied? Because advertising is intended as a means toward selling goods. The time to get the retailer to buy goods is when the advertising is being done. And no matter how we've an article is advertised, if the retail trade has not got it in stock when called for the consumer will buy some thing else in its stead, and probably never think to ask for this particular thing again.

If the bill poster does his full duty, and sends prompt notice of the date posting begins, the advertiser immediately sends a salesman, or force of salesmen, to that town or city and loads up the trade with the goods.

Returns are few, and the bill poster then receives renewal orders, and many of them.

For some years I have been placing the bill posting for the George W. Childs Cigar, and I have never gone for bill posting has been side-tracked into other channels because of this one trouble.

I heard a story the other day about a new paper that had just been installed in a good and prosperous church. He preached his first sermon, and took occasion to roundly denounce gambling of all kinds, including stock gambling. At the close of the sermon one of the elders took him to an aside, and warned him that he must be careful not to touch upon stock gambling, for one of their most liberal members was a Board of Trade stock broker. Next Sunday the preacher exhorted against the sin of drunkenness, and at the close of the service another elder warned him that Brother So-and-So occasionally took a deal of glass too much, but the brother was a liberal giver and it was better that nothing be done to wound his feelings. This continued for some weeks, when finally the preacher called a meeting of the elders and asked them if there was any particular sin that he could preach against without troubling upon the tons of some member of the congregation. The elders considered the matter for some time, and one of them got up and said, "I'll tell you what you do; preach against Mormonism; give them thunder.

Now, I am not preaching against Mormonism; I don't believe a single reader of this publication is a Mormon. What I preach against are crying evils in the bill posting business, and if my remarks are read by any offenders I hope they will mend their ways. They may get hot in the collar for the times being, but I am not to blame for that.

The show is intended for all whom it may fit.
DEFENSE D'AFFICHER.
ROBERT YONDE, BILL POSTER.

Under the above title the following article (condensed for THE BILLBOARD) appeared in The Rattle of October 2.
The Rattle is a weekly paper published in London, England. A curious examination would indicate that it was a dirty, illegible, blacksmudged sheet, without any excuse for existence: Robert Yonde is an undischarged bankrupt. He is, therefore, as every right-minded investor will at once perceive, the very man to inaugurate and carry out a gigantic financial scheme, the figures of which are intended to run into some two million of money. We have a like to use a man get on, and by enterprises and hard work put away a competence for the comfort of his declining years; but we cannot lose sight of the fact that some men are anxious to make money too rapidly, and, for Mr. Yonde's own good, we would ask him whether he is not at present looking to the charge of belonging to that class.

Mr. Yonde, then, appears to have been for some time past in league with a Mr. J. J. Bennell, who until recently, we believe, occupied the post of secretary to the Bill Posters' Association. In this position Mr. Bennell was able to amass a large amount of information as to the status of the numerous bill posting businesses throughout the country, and it is this knowledge which places him in a situation where he is calculated to materially benefit both himself and the ambitious Yonde. Mr. Bennell is also desirous of sudden wealth, and we have it on authority that, unless he manages to pull this scheme through, a number of his creditors are likely to go unpaid. We are sorry for his creditors, but we must do what we can to nip in the bud their chances of receiving their dues through the agency of the Robert Yonde Bill Poster syndicate.

This syndicate is to have a capital of $500,000, and its object is "to provide funds for the acquisition of existing bill posting businesses and the establishment of similar business in the United Kingdom, with a view to the transfer thereof to an intended company called 'Robert Yonde, L.V.D.'" In other words, the scheme is to acquire a monopoly of the bill posting of the country. That is, doubtless, a legitimate object enough, and might be worth the attention of investors if fostered by responsible people and carried out on respectable, not to say equitable, lines. But Mr. Yonde, in his capacity as "Governing Director," takes the entire management of the syndicate into his own hands, and it is laid down in the prospectus, which is being privately circulated, that "all money that may be advanced by this syndicate will be under the control of Mr. Yonde." For Yonde appears to be excluded from the plan.

Bill posters all over the country have been deluged during the past season with circulars from Mr. Yonde, all setting forth in glowing terms the advantages to be derived by a sale of their business to him, and even hinting at dividend to those who do not accept his terms to fall in with his terms of purchase. In a circular dated September 1 he says: "I shall be pleased to hear if you are willing to dispose of your business. It is important, if the matter is entertained, that you should decide at once, as all negotiations will close on September 30 and after that date I shall not entertain the question of purchasing anybody."

On September 27 Mr. Yonde announced, also by circler, that he proposed to correspond with any firm having a genuine business to dispose of, and to enter into an agreement with the owner to give him an option to purchase such businesses on or before December 31, 1898. As one consideration for the granting of this option, he expressed his willingness not to start in opposition to the firm with whom the agreement might be made for a period of twenty-one years, so that should he fail to complete the purchase he could not enter into opposition. Outside this option no option would be made available and the firm would not be bound against starting at any place I think fit." It will be seen that Mr. Yonde is in a position to correspond with any firm and if in a position to do this the whole of the country might be taken in, and the resultant building of a fence over the whole of the country, and the building of the same two feet high, obstruct pedestrians by their position at the street line, and interfere with traffic in the four thoroughfares. The temporary structure, whose existence depends on the length of time consumed in completing the public buildings, is also said to destroy considerably from the surrounding architecture by its ugliness.

Secretary Gage's assistants are accused of burying the bids through with undue haste, and making specifications to cover the building of a fence and the use it might be put to. Architect Cobb let the contractors according to law to the lowest responsible bid, which he did not bid on the contract for the firm of the Universe club.

The company was instructed to go ahead with the work, a specification being made on the building of a fence material meeting the requirements for the work of the men engaged on the grounds.

McArthur Brothers, with the opportunity of withholding the contracts, are able to take chances on the amount asked for the excavating. Just as soon as the contract was turned over to them, R. J. Gunning & Co. were instructed to put up the fence and use it for advertising. This same firm made use of the dismantled old buildings until no place was left by the destruction of the contractors for their stands. For the privilege of leaving spaces in the big fence, Gunning & Co. are said to have paid a considerable sum to McArthur Brothers Company.

In putting up the stands the show firm builds them so substantially that they are advertised to last five years, if left long enough and time should be consumed in building the postoffice. The displays are to be as varied as a vaudeville program. This is one of the objections which are raised against the scheme of the showmen of the Hotel Company, the Union League club and Kinsky's. Patrons of the hotel, members of the club and frequenters of the restaurants will be hastened by the advertising boards of some correct advertisement or soap advertisement.

As the stands do not exceed twelve feet in height, they are said not to violate the law. Should a configuration of some sort be arranged so that a fire take place in the immediate neighborhood of the block, the fire department would be greatly hampered by the immense number of persons. Fire Marshalls and Swope will investigate the system on the grounds that a fire within the square during the construction buildings of the city could not be reached from the street. The turning down of the stands in the emergency would consume valuable time, during which thousands of dollars worth of property might be consumed.

On all sides of the rectangle persons are compelled to walk in the street. In Adelphi a temporary sidewalk two feet wide has been built, but this will not accommodate the crowds of people at any time during the day. Pedestrians in Juan de Anza and border are compelled to walk on the asphalt pavement at the risk of being run over by bicycles and other vehicles. In Deanscourt and Clark streets the danger of being hurt is increased by the presence of the cars.

"That fence is extremely ugly," said President Thomas R. Ryan of the Union League club. "A structure of some kind is needed, but I think that half that height would do."

W. S. Edmon, of the Great Northern, has an objection to make against the grossness of the contractors in operating the trip hammer all night and disturbing the guests.

Manager Brown of Kinsky's restaurant was loud and vehement in his complaints against the structure of show signs. He declared that they would too completely block the south side of the street that the house "would be interfered with."

Henry Eves Cobb, the architect, contented that McArthur Brothers Company could dispose of the space as they saw fit. He admitted that a fence had been stipulated for in the contract, but that his dimensions were not specified.

"McArthur Brothers' Company made the lowest bid for the work," said he. "We were according to law entitled to the work. The contractor overlooked the opportunity to re-lease the fence when he bid for the contract made a big mistake. Here was an opportunity for the successful candidate to realize a little if he had not hoped to make any money out of the actual work on the ground."

Sixty spaces have been arranged for in the square fence. There are sixteen on both the Clark and Deanscourt sides and fourteen on the others. While the government gave little chance for McArthur Brothers to reason on the excavating and other work, the contracting firm is said to have arranged for the greater part of the profits."

Space is secured at $2.40 running foot. This amounts to $80 a month for the allotted squares of twenty-five feet. For a year the gross profit amounts to $4,000 and $1,500 for the complete structure.—Chicage Chronicle.


THE BILLBOARD

THE DISTRIBU- 

INGS ARE DO-ING

HOUSE-TO-HOUSE DISTRIBUTING.

BY JOSEPH REID

(President of the International Association of Distributors.)

You frequently hear it said that distributing and circular advertising are of on good, and are an absolute waste of money, I believe this continued screaming down of circular advertising has led many advertisers to believe this talk; in fact, I know it to be the case in my town. They refer to the papers and tell me that they reach the people best through that medium, yet in this city within the last four months the newspapers have lacked up over 30,000 signs giving their facilities for advertising your goods. Yet the merchant an oft en fails to see the point, and goes on giving the newspaper man $500 a page for his paper—one issue—that reaches only 50,000 or less of the city’s population, while the same amount expended in distributing would give him six or eight times the circulation of the paper, reaching also the other 30,000 families that never read the paper.

I will admit that much advertising matter is wasted, destroyed and otherwise lost; I know it; yet this is largely the fault of the advertiser. He is often found hunting the cheap man, which always means the man that seldom gets the matter all out, if he does, he puts it out in the original handles—under bridges and addresses, in sewers, and more frequently in some small place of a house, mill or elevator. With all this, the advertiser does not take as heavy a risk in securing honest service as he does in placing his advertising with the vast multitude of newspapers, of which more than half claim that they issue thousands of copies more than they really do.

I believe in newspaper advertising, and I believe in circular advertising, which is better, I know. The two should be used together to produce the best results instead of using a page at $500 or more once a week, put in a small of every day calling attention to your business, follow this with your circulars or booklets. The advertisement in the paper keeps it before the customer, and the booklet or circular comes along once in every 2 or 3 days and tells just what you want to say to them—gives full particulars. Raising this talk on a town of 30,000, 20,000 booklets would reach every family, and there is a newspaper in the land that would have the gall to claim to reach every thirty per cent of the families. It would be necessary to get your ad in every paper in the city in order to reach every family— which would multiply many times the cost; while your circulars would go into every family, and in two or more languages if desired. All newspapers are educated; they educate the advertising for cash. Some of them are fakes, in that they have no circulation. Some of the papers, in my city have a wide circulation at home, and are good advertising mediums; others have not been much subscribers, yet they do thousands of dollars worth of advertising. There are no fake distributors here. They take work for whatever they can get, and put out a few ‘grade marks’ in their bill get their money, while the honest, actual distributors suffer the loss of the work and also that of the character of the work. The advertiser is largely responsible for this; he is experienced and knows what the work is worth; yet he slaps his goods to the man that bids the lowest.

The International Association of Distributors guarantee their work, and take the consequences. We are liable to get bad men—fakers, but we make good their extracts, and give cheer of at once. If you don’t believe it, ask the Dr Miles Medical Co., Elkhart, Ind.

Many concerns are in the habit of sending advertising matter to dealers to put out. This would help some, if the dealers would put it out, but they do not do it. There are car loads of it; they go to the dump up in flames, while the small boy gets to saw a little of it to the work while he mends presumably around with a sack of it at 10 o’clock a day. This sort of advertising does not pay. Advertisers should secure a responsible distributor to put out their matter, and to create a demand for their goods. The dealers are better calculated to supply the demand. The International Association guarantee their work. If you doubt it, ask the Lydia E. Pinkham Medical Co. We do not bind our members to any set rules, such as regulating their prices, but as long as we find that they do honest distributing, we advertise them—carry their names on the reverse side of our letter heads; in this way, their names reach every advertiser in the land many times each month. But just as soon as we find them betraying this confidence of our patrons we own all and drop their names from our rolls.

In our work throughout the cities, we come across persons doing all kinds of distributing—even good, some bad—and we find agencies direct from their house offices betraying this confidence reposed in them. I made a contract with one of them last May, to do his work for $1.50 per thousand. He went out and found another man for $1. While the work was going on, my man had found large bundles of the matter (beautiful little booklets) unopened at home. He had saved money by burning it at home. It was all easily thrown away.

The I. A. D. guarantee its work all over the land, but their prices seem too high for some people. Honest service. Distributors of the I. A. D. should keep their words in mind. We must rule to give honest service. When you put out advertising matter, do it as you would do it yourself. Make every piece count; talk up the goods, do all you can to create a demand for them. Stady advertising in all its forms, give it your attention and keep up with the times. Personally supervise the distribution, and see that every piece is properly handled. You can not guarantee honest service unless you give it yourself, and not change too much our work. You have to publish the advertisement, cheap, do not waste the matter, but take your medicine. You will know better next time. Bought education is the best. Honest service. You must be prepared to secure the business. The advertising matter placed in your hands costs much money, and every piece wasted is so much money lost to the advertiser, but beneficial business to his business, which can not be estimated. I have been working on the home people for distributing, but they have been treated with less than advertising that it has been an uphill business. I have succeeded in getting nine jobs, some of them as large as 5000, making all several hundred thousand, also 1000 signs tackled for the K. C. Journal Co.

If you desire to place any advertising matter anywhere in the United States, and want to know that it will be done according to instructions, place it with the members of the I. A. D. They guarantee their work. If you wish to be classed as a reliable distributor, then you can become a member of the I. A. D. We wish to join with all the reliable distributors in the land, and to this end let every member turn to Article 29, Section 1, of our by-laws. Act accordingly, and I am quite sure we will soon see our membership increase by percentages. Go to work, one of you, and send the Secretary at least one application never neglect to answer a letter from a brother member; be prompt in all your correspondences. Cultivate the acquaintance of each other and the advertiser, for we are surely friends if we are true to our association. "In union there is strength." We are united, we are strong and we shall win. We are today recognized and patronized by nearly all the reliable and extensive advertisers in the land, and we want them all. They are coming our way. Boys, treat them right and they will join us and stay with us, too. In the last six months I have added to my list of patrons eight of the best advertisers in the United States. Join us and be happy.

The following firms have recently joined the International Association of Distributors, viz.:

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Considering the rigid and severe examination that an applicant has to undergo to get into the International a rapid growth is phenomenal.

Mr. H. T. Hove, the general advertising agent of the Dr. Chase Co., of Philadelphia, was a recent visitor to the city.

W. C. Terrll, of Limon, O., also dropped in October 36. Mr. Terrill has an exceptionally able article in THE BILLBOARD, for October, which is well worth reading.

As a rule, all advertisers pay their bills promptly, and distributors lose very little money on this score. Now and then, however a dead beat does enter the field, and every distributor owes it to his fellows to warn them. Send us the facts and we will publish them. Notify W. H. Steinberger, and the firm will be blacklisted.

TIPS.


Ceaseless Pure Food, 1261, Howard Cereal, Akron, O. The Sollow, Cleveland, O. Dudley Street, Boston, Mass.

Electric Lanta Stoves, 43 Commercial street, Boston, Mass.

Tea Mfg. Co., Rochester, N. Y.

Trance Remedy, Buffalo, N. Y.

Dr. Chase, Philadelphia, Pa.

Nickel & Co., Room 16, Rider, Chicago, Ill.

American Stove Co., 115 State street, Chicago, Ill.

Paragon Tea, Cleveland, Ohio.

G. E. Conkey, Cleveland, Ohio.

Sheriff’s Remedy, Indiana Mineral Springs, Ind.

PATERSON.

As we stated in last month’s issue, Gude & Fitch have bought out Hicks, in Paterson, and are making a big bid for business in that city. It has developed, however, that prior to their embarking in the business, Messrs O’Mealia and Pratt had bought out Fitzgerald, who held the franchise of the New Jersey State Association. Hence it will be seen that we have a fight between Gude & Fitch on the one side and O’Mealia and Pratt on the other. They are all members of the Executive Committee, too.

The many friends of Mr. Edward A. Stahlbrodt will sympathize with him in the loss of his mother, which occurred at Rochester, N. Y., October 22.

Ruffling Iron. World’s Greatest Show will scatter joy among the eastern hill posters, never before. It is pretty generally conceded now that this attraction hangs more paper than any other circus on earth.
THB BOARD.

THE BILLBOARD.

PUBLISHED MONTHLY AT
427 East High street, Cincinnati, O. U. S.
Address all communications to
THE BILLBOARD PUBLISHING CO.

Subscription, 50c Per Year, in Advance

ADVERTISING RATES:
Advertisers will be permitted at the uniform rate of ten cents per line. Copy for advertisements must reach us not later than the twenty-sixth of the month. Our terms are cash.

Billboard Advertising is sold by Revere Exchange, 13 Court St., Boston; and Southern Exchange, 1713 W. Lake St., Chicago, Ill. It will be mailed to advertisers.

Reversions shall be made to advertisers where unsold magazines. reversions should keep copy.

Billboard Advertising is not responsible for statements or opinions expressed in Advertising

November 1st,

With this issue THE BILLBOARD enters upon the fourth year of its existence. It hardly seems possible that a twelve-month has rolled around since last we directed attention to the paper's birthday, but such is the case, so the calendar says. Time flies, especially when one is busy, and the year just past has been such a busy year—and such a happy year. It has been crowded with contentions, which have a sort of timeliness culminated in good healthy, hearty scraps. We have enjoyed them and our advertisers have, too—at least we hope so. At any rate, the paper has thrived, and continues to grow larger and stronger with each succeeding month. Our circulation is especially healthy. We can truthfully state that there is not a bill poster, distributor, fair manager or poster printer of any consequence in America who reads it regularly. Obviously our circulation is not precisely a large one, but we are finding favor among sign painters, advertisers and advertising agents. * * *

This, of course, is something to be thankful for, and as this is our Thanksgiving issue, we may be pardoned, perhaps if we dwell at length upon other blessings which we have to be grateful for.

One of them is an increased advertising patronage. Another, better advertising rates. But, far and away, the most important of all is the appreciation, confidence and esteem of a large and ever-growing constituency.

Among bill posters, in particular, is this noticeable. While it is due, in a large measure, to the fair and unbiased manner in which we have met out commendation and criticism, it is owing in no small measure to the fact that the craft is beginning to realize that we are honest and entirely disinterested in all matters that we advocate. Of course, no paper wholly escapes disappointment, we have known instances ourselves. But, after all, a paper that has no enemies scores merits real friends.

Many bill posters are awakening to the fact that the fight we are making for the open association is a long step in the right direction.

Several gentlemen who control large cities and were formerly arrayed against us on this issue, have concluded that ultimately we will achieve a victory. One of them recently said: "You're right on that question, and.so the English bill posters. I don't believe you would ever have had an argument if you had led up to the issue gradually. The trouble was, you were a little ahead of the times, and you sprung it so abruptly that most of us were arrayed against you before we had time to think the matter over carefully. You will win in time, though, and when you do you will win a whole lot of friends."

We feel confident ourselves of victory. Of course, we do not expect it in the immediate future, but we are altogether confident of the final outcome. When such discerning, careful thinkers as R. C. Campbell, C. C. Donnelly, Col. Burr Robbins and Mr. Sam Pratt concede the soundness of our theories, we are sure the number of our supporters will increase rapidly.

* * *

We recently heard the issue put rather graphically by a well known advertising agent. Said he: "The advertiser is much like the proverbial horse that you can lead to water but you cannot make him drink."

"Bill posters," unconfounded, "can boy, browbeat and bullylo to their heart's content, but they cannot curb the dominant desire of the American business man to buy where he can buy the most for his money. All their attempts will result in failure, and worse than that they may give rise to opposition. For instance, a short time since J. Ballard Carroll and Albany to himself. He was a good fellow, affable, jovial and counted his friends by the score. He owned his town, and no one ever dreamed that any one would attempt to enter the lists against him. But one day he had, either be Bailie, loyal to the policy of the association, refused this contract, and that until McIntyre determined that he could make a good thing out of the work that Bailie refused, he never got anything else. And now Bailie has got Jitter, costly opposition on his hands which otherwise he would never have known."

The whole scheme of the "close" association is fundamentally wrong, and under the special dispensation once it is worse than ever. Any member of the A.

R. P. A. who has opposition can now be relieved of all obligations to maintain prices, etc., while the members who enjoy immunity from opposition are expected to incur the burden of working at the destruction of these members who are free to do as they like. When you look at the matter carefully, it is absurd on its face.

The open association would rectify these matters largely. We do not claim that it would do away with opposition entirely, but we do stoutly maintain that those cities that are now free from it would be ten times more secure under it than they are under the close organization. We go further, and affirm that in cities where opposition has already obtained a foothold it will eliminate it from four out of five times, and in the fifth case it will turn opposition into competition, to the insurable benefit of everybody concerned.

This it will do, too, within two years if given a trial.

What is the Best Size for a Poster?

By J. W. Hoke.

A great deal depends upon the point of view. I know many bill posters who preach one-sheets, or at least a part one-sheets, but there is a strong suspicion that one of their reasons for wanting one-sheets is to a certain extent due to the ease with which one-sheets are available for filling up the larger sizes and shapes of dead space.

I think that the one-sheet has its uses, but recently some advertisers have gone for the other end of the scale and are striving to see how large a poster can be made. A 48 sheet (1x19) is, I believe, about as big as they have yet got; and I have been in many cases where it was necessary to take a back seat around the corner because there was not sufficient room on the prominent boards to accommodate the size.

The 24 sheet is a good, convenient size, and can be got on most any billboard, being only about twenty feet in length. Twenty-four sheets are enough to stand of at least 24 sheets, and frequently I have seen as many as six or eight ten 8 sheets hauled together.

If there were any way under the sun to prevent bill posters from bunching 8 sheets I would be inclined to favor this size as among the most valuable, all things considered. The 8 sheet is large enough to hold an ordinary amount of reading matter, to be easily readable from across the street, and does not seem to be a scarcity of the 8 sheet. It has been found that the 8 sheet is a very good size, and that it is not too big to be carried around the city.

There was a time when there were not enough in business now to give all a decent living, and if a license fee of large proportion was placed on the business, if it did not drive many of them out. I have heard what they could do when their business had been taken away, but they could not answer. I then asked her if she wanted a few to live decently while 1 others starved indecisively, and this side of the question had never entered her mind. That is the spirit that sustains many of the ordinances, and it crops out in the bill posting ordinance."

Bellemont, O., is badly in need of a bill poster. Commercial paper sent there is returned by the present incumbent with the excuse that the theatre monopolizes all the space.

The 41 delinquent of the Ohio Bill Poster Association was for blank certificates. The amount was tendered at Atlantic City, but refused because the Secretary had no blank receipts with him. The amount was paid promptly as soon as directed to the attention of the Secretary of the State Association.

Geo Know, of Meadville, Pa., sends us catalogue of a recent poster exhibition held in Meadville. It is a marvel of lithographic excellence.
THE BILLBOARD

The Selection of Colors in Sign Painting.

Contrast is the first and principal element that enters into the composition of any sign, although the philosophy of harmonic coloring in certain parts should not be ignored, for both are necessary in any work of color. Instead of calling it by the term of harmony, as we will call it “harmony in temperature,” and “contrast in temperature,” by using the primary blue as the cold color and yellow and red as the warm colors. There are only three primary colors. We think, in this way, the theory of coloring can be best understood. Contrast is confined to light and shade, and the proper balancing of contrast is what gives the charm to painting, and not the chromatic scale, as some would say. It always results in a dullness and a nasty appearance, we must strive to obtain the opposite. If there is an error made, let it be on the bright and clear side. This rule will naturally build good in sign painting. If the ground be of a warm tint, such as a yellow or red in any shade, there should be blues and purples in contrast, or some other color of the cool side; then we have a contrast of temperature, a most desirable characteristic of a sign, for by this method we give force to it. For contrast not so much in strong or gay colors as it does in the proper balancing of contrasting tones. If the ground be of a cool hue, such as blue or any of its hues red and yellows are the contrasting tones. The three principal contrasts are blue opposite to orange, red to green and yellow to purple. By carrying out this principle, you will get a vivid variety of composition. It is somewhat curious, but nevertheless a fact, that white letters in opposition to black will not attract the eye as quickly as they do in color. It always results in a dullness and a nasty appearance. The same principle of the color and its opposite naturally increases as it approaches the white, but when a gray shade is used, they neutralize each other. Take a blue and yellow, for instance; their admixture produces a green, which does not resemble either of the colors used. Furthermore, the foregoing statements give this rule: Never place a color made from two primaries on either of the primaries. If you want a good contrast, always take a hue of the third color. When shadowing letters, I would caution you against using a darker or lighter shade of the letter or ground. It always results in a dullness and a nasty appearance. The shadow is supposed to represent a certain modification of atmospheric effect, and will, with few exceptions, create a natural tone. The rule for determining what the color of this shadow should be is to take a block of wood and paint it all around with the color of the letter, but the color is intended to be set on the sign so that a shadow will fall either to the right or left when the sun shines on it, and observe the tint of the shadow thereon. You will observe a compound effect, pertaining both of the color of the block and also of the ground. This may be successfully imitated by using a transparent tint of color of the block, or place over the ground it neutralizes and gives a natural effect.

W. C. TIRILL.

Mr. W. C. Tirill, whose portrait this month adorns our first page, owns the bill boards of Lima, Ohio, and enjoys the confidence and patronage of a large and growing element of advertisers, both local and foreign. Although just turned thirty years of age, he has built up a business which many men might envy ever. Mr. Tirill was born at Lima August 24, 1867. At the age of twelve years his father died, and at six years he left school and, against his mother’s wishes, accepted a position as property man and assistant bill poster of the opera house. He remained in the employ of the theater in various capacities until he attained his majority, when he accepted an engagement with the Rogers Comedy Co., season 1887-88. The following season he went in advance of the Holton Comedy Co., and now owns all bill place or cause. He married Miss Clare H. Caff, of Van Wert, Ohio, in 1890, and the same year started the business which has been so successful.

Mr. Tirill deserves his prosperity.

OUR VOTING CONTEST.

Private advices received from England warrant us in stating that the caucuses are very slim for a meeting of the association next summer. Mr. Youde has about given up every plant of any consequence in the kingdom, and our correspondents think this will put an end to the existence of the association.

In the circumstances, it has seemed best for us to discontinue the contest, as there is little likelihood of a meeting.

E. H. CARWITEN.

On this page we present an excellent portrait of Mr. E. H. Carwiten, the grungy officials of the firm of Carwiten and Turell, consis...
The Billboard

OUT-DOOR ADVERTISING IN ENGLAND.

By John C. Okraham.

Although we, as a nation, are far and away ahead of all other countries in the matter of newspaper and magazine advertisement, the increase in the number of newspapers and magazines employed at one and the same time somewhat extensively in the advertisement of local, national, and international goods, consists in cutting the book at the binding. Then with a small spring wet with gum the current is quite probably the back of the book and a line or lines in the cut book. The liquid oil goes through the paper, causing the leaf to adhere. The turpentine evaporates very quickly, hence it becomes necessary to use the sheets of leaf immediately following their preparation.

Again, the books of gold leaf are cut into strips a trifle wider than the strips to be gilded. Many old-time painters are firmly wedded to the belief that cutting and laying the strips from the strips is the most economical way of handling it.

Still another method is to cut the book at the extremities of the margin, and up the top leaf or cover, say, it on a smooth piece of board and rub it carefully with a small cake of beeswax. This waxed side of the paper is then laid upon the gold and smoothed out nicely. The gold sticks on tenaciously to the paper that it can now fairly be handled with impunity. Each page of leaf, or rather, as many pages as are needed for the work in hand are treated in this way. The pages of leaf are not cut into strips to correspond to the width of the strips, after which the strips can be rapidly applied to the work.

Among first-class gliders, however, the above methods do not favor at the present time. They are accounted too slow. Laying leaf directly from the book is now generally practiced, especially by those who do a great deal of it. The idea is to secure a perfect laying of leaf from the comparatively old-fashioned way of laying leaf to the comparatively new. The laying of leaf was recently made, and the writer cheerfully subscribes to the economical method of laying leaf from the book method. Formerly it was the practice in railroad car shops, where a great amount of laying was annually done, to cut the leaf and apply in strips. In such establishments it is now almost the universal practice to apply the leaf directly from the book. Why was the change inaugurated? Because there was money to be saved thereby. For this reason our correspondent cut as much as he could begin laying his leaf as it came from the book. Hold the book flat in the left hand, and the top strip of leaf a trifle wider than the strips, making a clean, smooth fold, holding the overlapped paper down on one side with the left thumb, and right hand performing the stone of adhesion of the other extremity of the fold. The fingers afford support to the underside of the book, as it is carried to the surface. The whole operation is performed in one motion, and is entirely free from the finny maneuver associated with the use of turpentine and strip cleaning methods.

The Billboard

4 P.M.—See the answer to your query in the June issue of BILLBOARD.
THE BILLBOARD

The Only Fair in Georgia This Year.

The first annual fair of the Wagerose Fair Association, to be held at Waycross, Ga., November 2 to 6, inclusive, gives promise of being a success from every point of view. It is to be the first fair of its kind. Various prominent citizens of the county have all of the standard departmental committees to attend, and to fill these with exhibitors illustrating the progress of the country at large, and of South Georgia especially. A number of interesting races, both horses and wheel, will be arranged. Knowing the placid and enterprising of the Waycross people, we have no hesitation in predicting for the fair a week of prosperity, and for those who attend it a week of enjoyment.

HURRAH! for Fancy—Now Let Other Follow Their Fates.

We clip the following from the Republics of Cooperstown, N. Y. It is:

The dates for the Oaskets fair for 1895 have already been fixed, they are September 15 to 19.

RIVAL BILL POSTERS.

How the Mercer County Fair Boosters Do Business.

Considerable feeling has been caused by a piece of work on the part of the Stoneboro bill poster. When the Stoneboro bill poster was out with the bill wagon billing his fair, he was seen to paste over the Mercer fair dates, and not only cover the Mercer dates, but receive the benefit of their advertising matter.—Pittsburgh Leader.

Indications point to a lively fight between the two factions among the Chau colony in Chicago over the concessionaires at the Transportation and International Exposition to be held at Omaha next year.

Some weeks ago Wong Chin Foo, editor of the Chinese Chicago News, and president of the Chinese Equal Rights League of this country, was appointed Chinese commissioner of the Omaha Exposition, and has in his possession a certificate to that effect, properly signed by the president and secretary of the exposition. Wong Chin Foo represents the best element of the Chinese in Chicago, and works as a missionary among his people for their benefit. Notice of his appointment as commissioner has been sent to Secretaries Collins and Washington, and he has been in communication with the secretary for some time with a view of securing a permit from the government to import about 500 of his countrymen, representing all branches of manufacture and of the skilled arts in China. He wants to show the American people what these Chinese are practical and capable of developing and great in all kinds of skilled labor. He has seen how unappreciative countrymen of his have been in the past import Chinese, men and women, to the World's Fair, Atlanta Exposition and Nashville Exposition for the purpose of making money by selling them as labor. He is determined to put the ghost of the disrepute practiced by these alluded leaders on their ignorant countrymen and their manner of smuggling them into the United States in violation of the laws of the country.

Wong Chin Foo says these methods have served to accentuate the prejudice of the American people against his people. He says the Chinese in this country have done a great deal of wonderful work in the United States in violation of the laws of the country.

"The acting president and the agricultural institute of the college give every encouragement that the college and experimental station will be better represented than ever at the fair."

[As the above letter was not sent as for publication, we withhold the writer's name. It is only one of many received by us expressing the most unqualified disapprobation.—Editor.]
### Conventions, Fairs, Celebrations, Etc.

### Poultry Shows

<table>
<thead>
<tr>
<th>Show Name</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kentucky State Fair</td>
<td>Sept. 11-19</td>
<td>Louisville, KY</td>
</tr>
<tr>
<td>Illinois State Fair</td>
<td>Aug. 23-Sept. 2</td>
<td>Springfield, IL</td>
</tr>
<tr>
<td>Minnesota State Fair</td>
<td>Aug. 21-Sept. 5</td>
<td>St. Paul, MN</td>
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<tr>
<td>Wisconsin State Fair</td>
<td>Aug. 21-Sept. 5</td>
<td>Milwaukee, WI</td>
</tr>
<tr>
<td>West Virginia State Fair</td>
<td>Aug. 21-Sept. 5</td>
<td>Charleston, WV</td>
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### Expositions

<table>
<thead>
<tr>
<th>Expo Name</th>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>Chicago World's Fair</td>
<td>Apr. 30-Oct. 27</td>
<td>Chicago, IL</td>
</tr>
<tr>
<td>New York World's Fair</td>
<td>Apr. 30-Oct. 27</td>
<td>New York, NY</td>
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<tr>
<td>Panama-Pacific International Exposition</td>
<td>Dec. 3-Mar. 4</td>
<td>San Francisco, CA</td>
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</table>

### Dog Shows

<table>
<thead>
<tr>
<th>Dog Show</th>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>Westminster Kennel Club Dog Show</td>
<td>Feb. 9</td>
<td>New York, NY</td>
</tr>
<tr>
<td>Crufts Dog Show</td>
<td>Feb. 20-23</td>
<td>Birmingham, UK</td>
</tr>
<tr>
<td>National Dog Show</td>
<td>Nov. 23</td>
<td>Detroit, MI</td>
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### Horse Shows

<table>
<thead>
<tr>
<th>Horse Show</th>
<th>Date</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>Kentucky Derby</td>
<td>May 3</td>
<td>Louisville, KY</td>
</tr>
<tr>
<td>Preakness Stakes</td>
<td>May 18</td>
<td>Baltimore, MD</td>
</tr>
<tr>
<td>Belmont Stakes</td>
<td>June 9</td>
<td>Elmont, NY</td>
</tr>
</tbody>
</table>

### Reprint of an 1897 List of Fairs

<table>
<thead>
<tr>
<th>State</th>
<th>Fairs</th>
</tr>
</thead>
</table>
| Alabama | |}
| Arkansas | |}
| Arizona | |}
| California | |}
| Colorado | |}
| Connecticut | |}
| Delaware | |}
| Florida | |}
| Georgia | |}
| Hawaii | |}
| Idaho | |}
| Illinois | |}
| Indiana | |}
| Iowa | |}
| Kansas | |}
| Kentucky | |}
| Louisiana | |}
| Maine | |}
| Maryland | |}
| Massachusetts | |}
| Michigan | |}
| Minnesota | |}
| Missouri | |}
| Mississippi | |}
| Montana | |}
| Nebraska | |}
| Nevada | |}
| New Hampshire | |}
| New Jersey | |}
| New Mexico | |}
| New York | |}
| North Carolina | |}
| North Dakota | |}
| Ohio | |}
| Oklahoma | |}
| Oregon | |}
| Pennsylvania | |}
| Rhode Island | |}
| South Carolina | |}
| South Dakota | |}
| Tennessee | |}
| Texas | |}
| Utah | |}
| Vermont | |}
| Virginia | |}
| Washington | |}
| West Virginia | |}
| Wisconsin | |}
| Wyoming | |}

### The Billboard

- **Laurie's Ky. Junior Order United American
  Club's 3rd Annual Spring Meet**
  - April 10-12
- **Ohio Breeder's Association's 3rd Annual Spring Meet**
  - April 10-12
- **Mitram's National Breeder's Society's 4th Annual Spring Meet**
  - April 10-12
- **Chicago's National Horse Show**
  - March 5-7
- **New York City Commercial Travelers' Fair**
  - February 21-23
- **New York City National Music Teachers' Convention**
  - January 29-31
- **Ohio State National Animal and Breeders' Convention**
  - March 5-7

### Conferences and Meetings

- **Ohio State National Educational Association's Conference**
  - March 5-7
- **Ohio State National Educational Association's Conference**
  - March 5-7

### Exhibitions

- **New York World's Fair**
  - April 30-October 27
- **Chicago World's Fair**
  - April 30-October 27
- **Panama-Pacific International Exposition**
  - December 3-March 4
Bill Posters

Can make money—good money—by acting as our agents and selling our Posters to the retail merchants of their cities. # We pay a handsome commission on all orders. # We have posters for all branches of the retail trade. Also for Foot Ball, Masquerade Balls, Amateur Entertainments, Benefit Performances, Lodge Benefits, Lodge Dances, in fact, anything than can be advertised.

WRITE FOR SAMPLES.
FREE TO RECOGNIZED BILL POSTERS.

We also want to hear from capable young men desiring to travel on commission.

The Donaldson Litho. Co.,
CINCINNATI, O.
WANTED, BILL POSTERS,
Agents, Programmers and Lithographers with SUN BROS. World's Progressive Shows. Address, SUN BROS., 573 Nebraska Ave., Toledo, Ohio.

FAYETTEVILLE, N. C.
Billboard Boys, Bill Poster and Distributors. Loc. Box 127.

THERE ARE OTHERS.
But we say and work at a low figure. Send for price list.

NATIONAL DISTRIBUTING CO.,
15 and 17 Winder St., DETROIT, MICH.

WANTED!
Setting, Printing, Advertising, Lithographers, and Programmers for the season of 1898. Address, LEMEN BROS., ARGENTINE, KAS.

Setter Bros. & Co.
Engraving Blocks, Rule, Register, Lithograph.

Collins Center, N. Y.

WANTED!
FOR THE CIRCUS SEASON OF 1898.

Subar, Experienced Bill Posters, Lithographers and Programmers; also Two Experienced Boss Bill Posters.

La PEARL'S
MIGHTY MODERN
R.R. SHOWS

Two Cars Next Season.
Address: J. H. LaPEARL, Danville, Ill.

WANTED For the Season of 1898 with....

Ringling Bros. World's Greatest Shows
100 Bill Posters, Lithographers and Programmers.

ADDRESS:
A. Q. RINGLING, BARABOO, WIS.
We Print . . .

Posters for local entertainments, dances, etc. When called upon to furnish these, bill posters should examine our samples and price list.

We Make . . .

A specialty of doing this class of work, and can ship all such orders on short notice.

We Can . . .

Furnish everything necessary—stands, three-sheets, one-sheets, dates, tickets, etc. Estimates furnished for any kind of printing.

Send for our Catalogue.

... Hennegan & Co.,

... Poster Printers . . .

... Cincinnati, Ohio.
WANTED, AGENTS, to sell our elegant

**ADVERTISING CALENDARS**

Big Profits. Fine Line. Write Immediately.

The Henderson Lithographing Co.

CINCINNATI, OHIO.

**Novelty Department.**

Bill Posters, Attention.

**REVOLUTION IN PASTE.**

**Paste, 1c. Per Gallon.**

NO FLOUR.

Will never sour. Can be made in one minute.

Formula will be sent on receipt of $25.00.

Address,

**JOS. A. FANNING,**

No. 421 Central Avenue,

CINCINNATI, O.

**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. All work, same size instead if you prefer. Everyone wants a portrait for men on stationery and other printed material. We make this offer just to introduce our paper to new readers. The Advertising World is a 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.

We have complete sets of the following,

- Traveling Posters
- Billboard Posters
- Window Displays
- Door Push Cards
- Telephone Exchange Cards
- Drug Store Cards
- Drug Store Signs

We will sell any surplus, or additional stock. Prices reasonable. Address The Advertising World, Cleveland, O.
The Christmas Billboard
1897

The Christmas Special, out December 1st, next, will consist of 56 pages, handsomely illustrated and will have an illuminated cover, superbly lithographed in colors. It will retail at 25 cents each. The advertising rates will be 10 cents per Agate line, with 20 per cent additional for preferred position.

**LARGER ADVERTISEMENTS.**

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>Whole Page</td>
<td>$50.00</td>
</tr>
<tr>
<td>Half Page</td>
<td>27.50</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>15.00</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>8.00</td>
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</table>

**LITHOGRAPHED PAGES.**

<table>
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<tbody>
<tr>
<td>Page 2 of Cover, in 2 colors</td>
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</tr>
<tr>
<td>Page 3 of Cover, in 2 colors</td>
<td>150.00</td>
</tr>
<tr>
<td>Page 4 of Cover, in 8 colors</td>
<td>200.00</td>
</tr>
<tr>
<td>Double Page Center, in 8 colors</td>
<td>300.00</td>
</tr>
</tbody>
</table>

No deviations will be made from these prices, and no discounts of any kind. Copy for advertisements on lithographed pages must reach us not later than November 15th. Last form closes November 22. Size of type page, 9½ x 11½.

American bill posters, distributors, sign painters and fair managers, who are not subscribers, will have to send 25 cents for this issue, or buy it at that rate at the news stands. Subscribe now and receive it without extra cost. One year one dollar. Address

THE BILLBOARD PUB. CO.,
CINCINNATI, OHIO.
ALL WIND

In the professional home of the signwriter for the small city bill poster. They only send paper to those who have not been sent. Thousands of signwriters are collected in greater halls. If you take or any other solicits, will guarantee us the paper we will build seats enough to make this town look crowded.

NOOK BILL POSTING CO.,
MARBLEHEAD, MASS.

Meridian, Miss., Pop. 15,000.
L. B. Hoffer, city bill poster and distributor.

ESTABLISHED 1877.

CHARLES W. YORK
Bill Poster and Distributor.

HAVERHILL, MASS.

I make a specialty of distributing. Reference is required.


Southern Press Clipping Bureau,
Atlanta, Ga.

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

MEMPHIS, TENN.

Van Herren & Co., Bill Poster and Distributor, 8th and Second streets.

THE MANHATTAN PRESS-CLIPPING BUREAU.

NEW YORK. LONDON.
ARTHUR CASSOT, Manager.
Knickerbocker Building.
No. 1 West 14th St., New York.
Supplies press clippings for Trade Journals, and on all subjects. Best facilities.

CHADWICK M. DEPPW
is one of our regular patrons.

HON. CALVIN B. BRICE.
You have the best facilities of any one in the field in your business.

Oklahoma, O. G. D. McGuire,
City Bill Poster and Distributor.

W. H. STEINBRENNER,
ROOM 609 LINCOLN INN COURT, 59 MAIN ST.,
CINCINNATI, O.

YOUR DISTRIBUTOR
Should be like your doctor— you've got to trust him.
If you didn't he wouldn't have your business. Many advertisers have trusted Steinbrenner, and none have regretted it.

WE WANT YOU...
To become a subscriber of UP-TO-DATE IDEAS, because we believe it will be beneficial to you and, again, because we want to circulate our year's subscription.

IT WILL PAY YOU
To subscribe for UP-TO-DATE IDEAS. It has many good suggestions every month which will be worth much more than the subscription cost.

SAMPLE COPY SENT FREE.
UP-TO-DATE IDEAS PUBLISHING CO.,
GRAND ISLAND, NEBR.

Pot'skeepsie, N. Y., 24 Mechanic St.
W. P. Segrave, The House Bill Poster and Distributor.

RIGG BROS.,
The only Licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in this county. We are供电 takers and sign takers.

Atlanta, Ga., 124 Haynes St.
Wm. Poole, Advertising Distributor. If you advertise please let us know.

C. F. Bangasser & Co.
CITY BILL POSTERS AND DISTRIBUTORS.
Signs Tacked and Signs Painted. Own all Billboards in this, and adjoining counties.

Kansas City, Mo., Pop. 300,000.

THE BILLBOARD

JOH. M. GOLDSMITH.
GOLDSMITH BROS.
OPERA HOUSE MANAGERS AND CITY BILL POSTERS.
FREDERICKSBURG, VIRGINIA.

Population 6,000. Drawing Population 50,000.

Only Licensed Bill Posters, Distributors and General Out-Door Advertisers.

Kansas City, Mo. and her suburbs.
Combined population 350,000. 20,000 pieces does it all. Send the master to the MIDLAND ADVERTISING CO. (member I. A. of D.), Rob. Reif, Manager, 617 Grand Ave., Kansas City, Mo.

BELVIDERE, ILLS.
Fred. Wills, Bill Poster, Middletown St. 77.

Send in your bill posting work and we will guarantee to do a thorough job in the shortest time.

JOHN H. JONES,
Best facilities for distributing, sampling, sign tacking—card, tin or steel. Pop. 8,000. 80,000 pieces does it all.

Baltimore, Md.

Laconia, N. H., Pop. 15,000. Boston Opera House, Driving Park and large guarantees. J. F. Harrington, Manager. Give us all business in this city and suburbs.

WE WANT YOU...
To become a subscriber of UP-TO-DATE IDEAS, because we believe it will be beneficial to you and, again, because we want to circulate our year's subscription.

IT WILL PAY YOU
To subscribe for UP-TO-DATE IDEAS. It has many good suggestions every month which will be worth much more than the subscription cost.

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THE MANHATTAN PRESS-CLIPPING BUREAU.

NEW YORK. LONDON.
ARTHUR CASSOT, Manager.
Knickerbocker Building.
No. 1 West 14th St., New York.
Supplies press clippings for Trade Journals, and on all subjects. Best facilities.

CHADWICK M. DEPPW
is one of our regular patrons.

HON. CALVIN B. BRICE.
You have the best facilities of any one in the field in your business.

Oklahoma, O. G. D. McGuire,
City Bill Poster and Distributor.

W. H. STEINBRENNER,
ROOM 609 LINCOLN INN COURT, 59 MAIN ST.,
CINCINNATI, O.
WAGONS AND CARTS ... FOR...

BILL POSTERS AND DISTRIBUTORS

You can get a wagon built by a village blacksmith, and doubtless, too, you could get a saddler to make you a pair of shoes, but what is the use when you can go to a firm who make a specialty of the very thing you want. We can give you a better value for half the price you will pay at home.

Bill Posters' Push Cart.

Great for small towns and short routes in cities. This style of cart always gets favor among the bill posters of England, where it is regarded as a great convenience, and is used almost to the exclusion of all other vehicles. It is equipped with super big worm drive tank and water tank. The tanks are lined with tin, and the one which contains the water is provided with a faucet.

They are beautifully painted, substantially built, well made to order, and sell them at the phenomenally low price of $24.50 EACH. No extra charge for painting firm name on the sides.

Bill Posters' Pony Cart.

Light strong and durable. This vehicle is bound to find favor. It is the hardest thing imaginable. Has super big water tank, etc., and we furnish complete for the remarkably low price of $44.50.

Bill Posters' Wagons.

We make them in almost infinite variety. We have them with chiffoniers and tables, with and without tops, in fact in every style imaginable. This is one we make in three styles, at the following prices, viz:

A — $90.00.  B — $100.00.  C — 130.00.

Address:

JOHN H. MICHAEL,
Manufacturer Bill Posters' Vehicles,
225, 227, 229 East 5th St., CINCINNATI, O.

We have just completed a new distributor's wagon. It is a marvel of convenience and utility. Photos free to intending purchasers.

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 once.

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

Material for trade and class papers, addresses for the catalogues, booklets and printed matter of business, personal mentions, articles for speeches, lectures, sermons, books, obituary notices, advertisements, etc., etc.

Sending you clippings from our New York and Chicago offices 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, or any bureau in existence.

THE NEW ENGLAND
NEWSPAPER BUREAU,
146 Franklin St., Boston.

Oakland, Cal.
37

SEND FOR A COPY OF

BUSINESS
The Office Paper

Mailed free to all mentioning this advertisement
ADVERTISING CO. contains articles by noted men upon Office Routine and Management, Accounting, Advertising and Economic subjects. Published under Purity, Transportation, Commerce and Money Interests. ADDRESS, a liberal examination of those in each. The office of ADVERTISING CO. to be seen in every office. Many copies in stock.

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

POPULATION 8,000.
Member International Bill Poster Association, of United States and Canada.

STERETT SHOW PRINTING CO.,
SAN FRANCISCO, CAL.

TUCSON, ARIZ.
2,000 ft. of boards

WINFIELD, Ia., 425

Butte, Mont. W. E. Keech, owner and sign advertiser.

BILLS POSTED.

LORAIN, O. P. J. SMITH,
Bill Poster and Distributor, 310 East St., Lorain.

THE CLIPPING BUREAU
KEEPS YOU POSTED.

We keep constantly in touch with New York and Chicago offices direct, 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, or any bureau in existence.

THE NEW ENGLAND
NEWSPAPER BUREAU,
146 Franklin St., Boston.

Oakland, Cal.
37

SEND FOR A COPY OF

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THIS IS NOVEMBER

Usually known as the month of Thanksgiving, and I shall get up right here and publicly thank the hundreds and thousands of the good bill posters of America, who have so well performed their part in helping me make billboard advertisers of some of the biggest concerns in the Union.

And I Also Want to Thank

The scores and hundreds of members of the Association, who were so quick in writing and wiring me their assurances of disapproval of the Executive Committee's action at the October meeting. I think I have heard from them all by this time, with possibly a half a dozen exceptions. But some one has suggested that I should thank that Committee for showing me what a vast number of friends I have in the membership.

Now is the Time

That the advertiser usually begin to think of next year's appropriation, and to consider how to spend his money to the best advantage next year.

I Want to See

A few more of him, to tell him of the many good points in bill posting. And if there are some all ready to begin, and who do not know the best way of going at it, I am prepared to take entire charge of the work, and to so distribute the posters as to assure the very best returns.

And Now, Mr. Advertiser,

The bill posters have all learned, years ago, that an order from SAM W. HOKE is just the same to them as the money in their pocket — provided the work is right. And that is one of the reasons that I advise you to place your appropriation in my hands.

Sam W. Hoke

LONG-DISTANCE BILL POSTER,

197 W. 28TH STREET,

NEW YORK.