Hennegan & Co.
QUICK PRINTING.

Make... A Specialty of.....
POSTERS and.... Distributing Matter.

If you want a Poster, or a Programme, or a Booklet for house-to-house distribution, you are not compelled to give it to a country office because you need it at once.

YOU can send the order to us, and we will complete the work and have it in your hands in less time than the average country printer will consume in planning and setting it up.

IF your order is sent to us, it will be a modern, up-to-date job when completed.

IF you give it to a country office, it will generally turn out a nondescript makeshift.

IF you send the order to us it will cost you less (even with freight or express charges added) than if it is placed with a country office.

THESE are facts. Try us, and be convinced.

Hennegan & Co.
CINCINNATI, O.
When any of the material lacking, missing, or mutilated is microfilmed it will normally be found in its bibliographic sequence. If not, see the end of the reel concerned or a supplementary reel.
THE BILLBOARD

Vol. IX, No. 11.
CINCINNATI, DECEMBER 1, 1897.
PRICE 5 CENTS.

UNE MUSYRE.

He had mastered metaphysics.
He was learned in ancient lore,
He could spell tough words, like "philosophy;"
And pronounce them, furthermore.

He had mastered every science,
All philosophies and creeds,
Every art and its appliances.

All the medieval arcades;
His command was enormous.

Oh, but he was earnest!
His power lay in the arts of calm;
He could affect his mighty trade.

He was never remembered;
He was never gone.

Harley, a trousers tailor.

T. was his name.

THE HORNED TOAD

EPISODE.

BY JOHN H. CRAYTON.

THERE was an advertising slogan in our city, "Buy our cigarettes, and you can smoke a good cigar and get a square meal for a nickel." We all knew this to be a complete lie, but many people believed it. The ad was so powerful that it made sales.

The advertisement caught people's attention. They became curious and started to buy the cigarettes, thinking they were getting a good deal.

But the truth was different. The cigarettes were not worth the money, and the meal was definitely not a square one. The people who read the ad and bought the cigarettes were being misled.

The company responsible for the ad was sued for false advertising, and they had to pay a huge fine. The ad was considered unethical, and the company's reputation was damaged.

From that day on, people became more cautious about ads and learned to verify information before making purchases. The ad was a lesson in the importance of honesty in business.
printed matter and a liberal supply of sample cuts of the brand he exploited, for free distribution, and was to start for Coahoma county, some twenty miles distant, on the following day. He gained the surnames of Posk named seemed in connection with the pay Harley had been receiving for that class of work, and as a further incentive to exert himself, upon leaving, his employer said, "And young man our reputation depends to some extent upon your behaving the manners of Coahoma county to buy 'Horned Toad' plug."

"We pride ourselves, on the fact that we could advertise a particular brand of brick dust for chicken chokers, and have every old ham-wife in the state clapping for it in a fortnight. We want to sustain our reputation. If you succeed in creating the 'Horned Toad' habit among the Coahomites, and it is evidenced by the sudden arising liberal orders for it, we will give you a good bonus, and also give you further opportunities. It all depends upon yourself, young man; good day!"

The next morning, equipped with a good, team and wagon and with a snug sum of money in his pocket, advanced to pay expenses. Harvey Vause was off to his field of labor. Following the habit of his gipsy inclinations, as well as for motives of economy, he had provided himself with cooking utensils, with the intention of camping out on his travels and thus begin independent of hotels. His wagon being a covered affair was to be utilized for sleeping purposes. After sever days steady driving, our artist entered a hilly, broken country, with rough country roads. Log cabins occupied every clump spot in the forest and perched on every hillside. Stumbling that he was near the locality he sought, he inquired concerning him in his surmise, until he reached a cabin and began operations.

Upon every hillside, cliff, stump and mound harked tree, he painted the cacti of a horned toad; with bright green body and red eyes. If the subject of the object painted upon was small, the picture was likewise, but when he came to some large, smooth cliff it assumed mammoth proportions. After completing the picture it was left without further embellishments, that the curiosity of the people might be thoroughly excited, when Harley intended going over the road again and adding the explanation—"Horned Toad Chewing Tobacco."" He had not worked long before a long-haired, bare footed individual, clad in a suit of black, tousled hair and straw hat accosted him:

"Is there going to be a show some, maybe?"

In accordance with his plan to keep the people in suspense as to the meaning of the cartoon, Harley made an evasive reply, threw the questioner a sample out of tobacco, and continued his work seemingly oblivious of his presence. Each of the inhabitants, who failed to get them, would curiously peer at the people, but seemed hot to tarry long. If he approached a cabin, the women and children would fly indoors and fasten the door. Concluding that strangers were rare in their country and the people shy, he did not trouble himself to investigate the exactness of their transmission.

One morning, having completed the first part of his work, he was making preparations to retrace his route and re- live the people's suspense by painting the explanatory part of the advertisement. After he had eaten his breakfast and hitched up his team, he was somewhat surprised to see a squad of men approaching his camp. Coming up to him a man of humorous aspect, seemed to be the leader of the party, addressed some casual inquiries to him, to which Harley, perceiving his usual tactics, replied at random. As he went over a box to give some samples to distribute among his visitors he was engaged by big men and borne in the ground. Another ran up with a rope and he was quickly bound hand and foot.

To say that the young man was bright-eyed would be an understatement. Not a drop of liquor, not a lonely grave in a deep, dark forest, passed through his mind. He plodded, thought, and expounded in vain. His captor possessed strict silence, and vociferated an order to his questions or estimations. Placing him in a wagon with a guard on either side of him and surrounded by 'seven men the posse drove off with their prisoner. An hour's drive brought them to the outskirts of a struggling town, which Harley recognized as Hardvysville, the county seat, his boat having passed near it some days before. Driving directly to the Police station, the prisoner was placed inside, locked and securely latched up. The jailer who was left on guard was proof against the prisoner's overtures of friendship, and is repelled to his questions with glaring menace.

In a few hours the large man who was addressed as Sheriff Tunnic and returned and said:

"Young felo, the judge wants you to go to the cote house, and if you'll promise not to kick up any difficulties, I'll let the you when I take you there."

"The young felo' promised and they started. As they passed up the street, it could be observed that near the whole population of the county had turned out to attend the trial. Obsequious or whatever was in store for Harley.

As they passed along exclamations of pity were freely expressed, especially by the feminine portion of the crowd. "Poor devil," and one, "and he looks an easy to hit; seems a pity to put him in a nasty old jail."

"If I do it, though, to keep him from doing devilsim," returned her companion. "Those remarks puzzled our hero more than ever, but when they arrived at the plain frame structure, dignified by the name of court house, the mystery was unveiled."

Upon his entrance, he was seated inside the bar, wherein a particular old gentleman, who was ascribed to Squire Biggar, arose and addressed the court in the person of another uncounted old citizen, who occupied the judge's bench:

"I see here present, begins the Squire, 'I appear by you on the part of the people, against this young felo, who is arraigned in front of you charged with beggin, and distracted, in fact as crazy as a hoo, against the statutes in such cases made and provided and against the peace and dignity of the state. We therefore ask for a full hearing in connection in this case, under all the rules of evidence and in a manner according to the law."

"Have you any witnesses, Squire? The state to which I've been hearing proceedings that there must be a regular trial, same as in a log cabin case before you can send him up."

"Oh, yes, plenty of 'em," returned the people's attorney. Mr. Sheriff called old "Dad Hollock."

"Old Dad Hollock" was called, and he demonstrated looking old back, woodenshod to the front and took the witness stand and was sworn.

"Now, Dad, you just go ahead and tell in your own way all you know about this crazy felo, and what doubts you've seen him cutting up."

"Well, Squire," said the witness, "it's right over two weeks ago, when my boys come home one evening with their pock- etful of little plucks of sparrowback as good as I ever set my teeth on. It was them where they got it and they say a picture making' felo was just stichin' it out five hundred and for nothing to everybody that went along. That sounds kinder funny so I guess over to where they set seen him, and that, he went, the better was, quantum away on some kind of a suit, such as I seen pictures of in 'Fireman's Progress'. I kinder wanted to be foundy like an old drunked up and see 'Howdy? He says 'Howdy' back and I says, 'What be yer a pint of 'em?' The 'em furre everything for'"

"For the benefit of my health and the advancement of my medicinal prospects," says he. "The next day he was at a seck hand to him and give me two or three hundred in greenback" whatever.

"That's all, I've nothing to say more," said he. Several people come along while I was there, and he talked more splendidly to them a ben they ask him what he was a do, and then smoothed it over by handing out a bundle of ten dollars. Of course, him a gale around the county saying, sickilly things..."
I look like a hunchie or talk like one? Is it not a fact that some of your tobacco dealers, not wishing you to hear of this great tobacco, have hidden in a envelope to stop my work and used you as tools to carry out their designs?" He then proceeded to outline modern methods used in the exploitation of tobacco and other merchandise, and observing by the expression on the judge's face, that he comprehended and that he understood that grave mistake had been made, he became bold and defiant. He raised his voice and expanded upon the great wealth of the corporation he represented; their anger and wrath at the treatment of one of their employees and the unbridled sums they would spend to prosecute criminally those who had caused his arrest, and the egregious damage he had wreaked from the country for his illegal incarceration. As he dilated

GEORGE H. HOUCK.

and enlarged upon the confiscation of property and other fine, unfortunate that would follow the threatened suit, which informed them they would be brought in the Federal Court at Washington, concede in it is sued the taxpayers. He was summarily dismissed, and the county officials gathered around him and strove to mollify him and induce him to forget his intention of prosecution. At first, Harley was seemingly inexorable, but finally agreed to refrain from suit against the county, provided the authorities would give him the privilege of publishing a legend that tobacco on the courthouse wall, immediately above the judge's bench and upon the floor of the masonic lodge, in order to sell newspapers, and thundering away, followed by his friends who sympathized with his cause and who were interested in securing the tobacco. The affair was conducted upon a scale of advertising, in a way of business, and every word spoken as printed regarding the circumstances gave the tobacco just that much more publicity. The manufacturers were the advertising agents a letter, highly eloquent of their services and their success in Colburn county; especially as a mark of their appreciation gave them a charge of their entire advertising business in the West.

John P. Otting, the bustling Newport (Ky.) hill poster, recently engineered a most ingenious deal, which he carried to a highly successful conclusion. A consideration of it will be of interest to all.

Political campaigns had been more or less heated, in a lopsided way, but the bill poster had profiled little from the contest. The Republicans would put out a few one-sheets in the interest of the entire ticket. This move would be followed by the Democrats with a similar poster, and that ended it as far as the broadside were concerned.

At the beginning of the recent campaign Mr. Otting resolved to change the existing order of things. The picking out the most prominent candidate for his purpose, he proceeded to the printing office of Hugoson & Co. and ordered, literally at his own expense, a 24 page stand, announcing his man's name and the office he was running for. This was not all he had on his poster but the lettering was large and imposing, and an attractive feature was a handsome seal.

He put up 1000 large boards and then started after his man, his purpose being to surprise him and then quote him a price on ten, fifteen or twenty, in the same spirit.

Before he got twenty feet away from the heart he was called back by the opponents of the man he had billed and secured his order for ten stands, $20/day,äßociation price.

The man then went the other five better, and ordered fifteen stands on the same terms.

Other candidates trailed in, and both parties went post haste. Otting's boards were soon all taken, and he was working, day and night on new ones in order to meet the demand, and finally had to refuse not only stands, but even mailing. He simply had out every sheet that the town would hold.

The moral of the is, that a bill poster's hand will earn more money than his muscle if he will only give it a chance and then.

We know of several bill posters who would follow Mr. Otting's example with much profit to themselves, but we "ain't sayin' no names just now."

5

THE BILLBOARD

was enough by itself to make one uneasy.

Then when you think of him a hunchie along the roads day in and day out, wanting money to buy a dragee, or whatever they are, to paint this cute house, and actually giving away medals of the Holy Virgin to the boys that you ever bought in your born days, you will not wonder at a grizzled surmises.

So we planned to watch him unbeknown to him, and we suspected he was selling tobacco to feller, and tell him and watch them. They are here and can swear to whate they need.

There went a process of corroborated the witness in regard to the miraculous pictures and lavish distributions of "good play chawin'," with many incidents calculated to impress the judge with Harley's honesty.

Like all artists, he was in the habit of stepping down the street, and taking a critical survey of low work, at the same time holding his paun barehand in his pocket, in preparations for the further scaling of his gramsc. This action has watchers constructed as an attitude of adoration and worship, and testified that "after a potter of one of them that critters was done he would pray to it like a hunchie and idolator."

The witness explained that he thought that he saw bearded man wearing an outlawish hymn on his body language assure one of them marble. The only words of the chant he could remember, he inquired of the court, were, "Ta rah soon da.".

On one occasion, Harley was unforunuate as to stir up a yellow jacket's nest. The bees were too far distant to see the cause of the commotion. He charged himself to shoo himself of the wicked little pests, and pushed at the conclusion that he was undergoing a paroxism of insanity. In fact, every little locality had been invaded into evidence of madness by the inflated imagination of those who had witnessed it.

The evidence in favor of the several accusations of the prisoner seemed to be conclusive, and the judge was about to render a verdict, when suddenly he saw Harley spring to his feet and ake himself to be heard. The sheriff remonstrated and endeavored to pull him to his seat, but the judge interposed, saying: "It won't do us no hurt to hear what the younger fellow has to say. Let him talk."

Harley began by saying how he and the nature of the business he was engaged in. He explained in glowing terms the exellency of Horneed Tobacco—describing its in glowing language and the glory of oratory acquired in the Townsville debuts eg clubs, the sumkissing girls where the product grew, and detailed all the different stages it passed until it was turned out in Horneed Town juglets, delicious and rare, and the best chewing tobacco ever sent to saline unsalted. He represented it as being manufactured by all the great statesmen, lawyers, politicians, poets and painters of the day.

But, my honest friends of Colom county, it has been here. You have lived here, unveiled from the world; ignorant of the existence of this delicious and satisfying brand of tobacco for the last five years. Pull off on you your athletic, and we only obeyed by the lowest class of people on side of your county. The kind hearted manufacturers of Horneed Tound, whose wealth amounts to millions, sent down here at great expense to bring this article to your notice. Instead of thanking them and going to your dealers, and demanding Horneed Tound, and taking too, you arrest me as a hunchie and falsely and multiiplie impress me Do
THE BILLBOARD

BILL POSTERS
DEPARTMENT

Although Rushkin said that bill posting was the only art left in England, it is probable that no other industry in England or America has suffered as much at the hand of aesthetics. These well meaning but misguided persons, aided by a sensation-hungry press, have turned bill posting into an inconsiderate nuisance and annoyance. So persistent are the papers, at times it would seem that they were automated by something more than motives of reform or news gathering. Their articles sound much like the shriek of hungry beasts. Many are, what the press called "parkers" were any form of advertising with complacency saved which is found in their columns. "Parkers" is charged, and that without some color of truth, that they are ever ready to decree posters, billheadlet, and handmade. They are as variously branded as cheap, unaccommodating, illegitimate, or what you will.

Occasionally a publication is found, however, that is not edited from the coming room. The Illustrated American is such as one, so witnesses the following articles which are in a recent issue:

"Is there not lurking somewhere, an unfounded, a natural law which might be called the law of the conservation of beauty? At any rate, in the face of Lord Kelvin's recitation of the principles of heat, it is the more painful to remember that the newspapers which are published have all been originally subscribed to by the public as a guarantee in nervousness, we must turn for consolation to some such faith.

The 'at' sign will be, in the subjection of the catarrh, only the turning of a vast energy into the channels of its disease and manufactures. To him the slapping of the news and the hammering of the opinions will sound, not the requiem of Nigger's beauty and the shaking

beautified beauty, but a note of ever increasing prosperity.

But others there are, and many, whose aesthetic sense is shocked at the thought of that terrible and magnificent torrent, which for ages has flung itself in splendid beauty over its precipices, being absorbed to saddle slavery, its channel left desolate, the 'tiffs rhinest of its voices forever silenced. Yet for ever there is that unceasing in the thought that the spirit of beauty in among the eternal verities, a subtle essence that knows not destruction.

Physicists have taught us the energy though it may be dissipated, escaping and taking refuge in strange disguises, cannot be actually destroyed or dissolved, and that some form of the same holds true of the sky and elusive spirit of beauty. It changes its expression, it adopts new forms, but it does not die. It fails.

Once was said that the railroads were killing the beauty and poetry of our landscapes. Now they know that the great locomotive engines, tearing through the gorges of the mountains and lifting up the distant prairies, and the Roryby in the face as bar to lure the advertiser. For every advertiser who proves susceptible to the "parks" must follow him, until the city's army is formed of those from whose business rivals and competitors comes the power which supplies us daily with thousands of dollars worth of news at a cost in us of exactly one cent.

ERIE, PA.

The new ordinance recently passed at Erie, Pa., divorces bill posting and distributing. Commenting on it, The Mirror of that city has the following to say, viz:

"The bill posting ordinance recently enacted by the Common Council has been approved by the mayor. The new ordinance does not go so far as in the regulation of the distribution of advertising matter as the original ordinance, portions of which were declared illegal by the court. Indeed, there are those around the city hall who think it does not go far enough, and at a conference of several "big wig's" in the office of the chief of police the desirability of the new law were pointed out at length.

The ordinance had been referred in the city solicitor to draw up a bill that would meet the objections of the court, and as presented by him it was passed by the Common Council. Hereafter any person can distribute circulars, advertising matter, sample, etc., from house to house or on the streets, and not have a license to do it, and thus applies equally to residents and non-residents, the only restraint imposed on them being the restriction against the "litering" of the streets.

From The Times, published in the same city, we copy the full text of the bill, viz:

H. L. No. 45.

Introduced by Mr. Griesbach.

An ordinance providing for the licensing and regulating of advertising by bill posting or distributing in the City of Erie, Pa., be and the same is hereby enacted by the Select and Common Council of the City of Erie, Pa.:

Section 1. That from and after the passage of this ordinance, no person or persons shall engage in the business of advertising by bill posting or distributing in the City of Erie, Pa.

Section 2. Any person of good character desiring a license shall be licensed by the mayor of the City of Erie.

Sec. 3. Any person of good character desiring a license shall be licensed by the mayor of the City of Erie.

Sec. 4. The said licensees, their agents, officers and employees, while engaged in the act of posting or distributing shall wear a badge with the following words conspicuously placed thereon, "Licensed Advertising Firm."

Sec. 5. Any person violating the provisions of this ordinance shall be punished by a fine of not less than five ($5) dollars nor more than twenty-five ($25) dollars, and in default of the payment of such fine, each person shall be imprisoned in the lockup or common jail of the city for a period of not less than five nor more than thirty days.

Sec. 6. That any ordinance, or part thereof, conflicting heretofore with any other is hereby repealed.

We hereby certify that the above ordinance has been finally passed by the Select Council on May 15, 1897, and by the Common Council on November 4, 1897.

C. P. RODGERS.

C. P. Rodgers was born in Sidney, Ohio, July 31, 1854. At the age of thirteen years he commenced carrying papers for Wm. Young, and in 1870 he bought the Enquirer and other paper routes from Young and started into the general business. In 1875, he formed a partnership with a Mr. Down in the bill posting business. Mr. Down sold his interest to Wm. Shub in 1879, in two years later Mr. Rodgers bought out Mr. Shub. He has since owned and controlled the newspaper and bill posting business in the town of Sidney, Ohio, and is prepared to give the boys of the association a warm welcome when they visit it next May. We sincerely hope that Mr. Rodgers will continue to enjoy the success he so richly deserves.

Olive's Pur Double-Decker, in Findlay, Ohio.
Grasset and Toulouse-Lautrec are the most prominent, as they have been instrumental in advancing the art to its present position. Jules Chéret was the first to bring the poster into prominence in France, and his posters are generally accepted as the best of their time. He is still in the heir of his contemporaries. He was a man of poise, and his posters are of the highest quality. He was a master of his craft and his posters are full of life and movement.

Toulouse-Lautrec, on the other hand, was a more provocative artist. His posters were often more risqué and were considered controversial at the time. However, his use of color and line was groundbreaking, and he is now widely regarded as one of the greatest poster artists of all time.

Grasset and Toulouse-Lautrec share a common theme in their work: a celebration of the modern, urban lifestyle. They both used the poster as a means of expression and were innovators in the field. Their work continues to influence modern design and is still studied and admired today.

C. P. RODGERS.
Savannah Needs a Bill Poster.

For several months BILLBOARD has, at frequent intervals, received complaints of the want of bill posters in Savannah, Ga. Advertisers were写 and write, and they get no satisfaction. They send poster, and run over discover if it has been posted. Reports from people on the spot indicate that there is something like a dozen boards in the town belonging to individuals, which are rented to the opera houses for annual prices. Aside from these few cases, however, no one is in a position to make a big thing out of it. The city has a population of from fifty to sixty thousand, and its principal studio is mostly interested, and the terminal of a number of outposts. An advertising sign painter who was there told me that there is a scarcity of vacant space in the city, which the proper man should be able to secure above, at a price, or no price at all for the most of it. The bill poster there is not an association member, and the new man. It has put up the proper plant, could undoubtedly secure the association space.

The Camp Fire

(If the "Campfire"-editor can write a much better piece than the "Times'")

If not, and he wants a postman. Therefore he's

A man who read a book and was impressed

And every one else read.

A man was there and he wrote a note

(When you read as you think)

And every one else read.

A man was there and he wrote a note

(When you read as you think)

And every one else read.

The public never heard it before

(But as you read it)

And every one else read.

Oh, the town and the spot we live

(Just as you read it)

And every one else read.

That sock is the middle of the brown

(As you read it)

And every one else read.

That sock is the middle of the brown.

(As you read it)

And every one else read.

That sock is the middle of the brown.

(As you read it)

And every one else read.

That sock is the middle of the brown.

(As you read it)

And every one else read.

That sock is the middle of the brown.

(As you read it)

And every one else read.

That sock is the middle of the brown.

(As you read it)

And every one else read.

That sock is the middle of the brown.

(As you read it)

And every one else read.

That sock is the middle of the brown.

(As you read it)

And every one else read.

That sock is the middle of the brown.

(As you read it)

And every one else read.

That sock is the middle of the brown.

(As you read it)

And every one else read.
All attempts to redeploy any one of the remarkable gentlemen to any one of the departments of their gigantic institution must prove failures, because no one separate RAMUNously acts in a body, working as a committee of the whole.

It occurs to us just here that in this manner may be set as an exact counterpart of the special attributes of each. For instance, we will suppose that each of the principal departments is managed by a committee, in which case the various committees would be made up exactly as follows, etc.

Committee on Finance:
Mr. Al Ringling, Mr. John Ringling, Mr. Otto Ringling, Chairman

Committee on Conferences:
Mr. Al Ringling, Mr. John Ringling, Mr. Otto Ringling, Mr. Chas. Ringling, Chairman

Committee on Ways and Means:
Mr. John Ringling, Mr. Otto Ringling, Mr. Chas. Ringling, Mr. Al Ringling, Mr. Otto Ringling, Chairman

There—we believe we are the first to convey to the public definite ideas of how the greatest show in the world is managed. Compared with this the fact that each and every member of the firm is in a past master in the intricate art of advertising, make the allowances for their bold and daring aggrandisement, and it is easy to discern the cause of their extreme and enviable success.

GRAND
Siebe & Green's Location List a Work of Art.

From time to time during the last two years Messrs. Siebe & Green, the modern bill posters of San Francisco, have inaugurated departures more or less new, and startled their fellow-advertisers and advertisers alike with innovations and surprising evidences of aggressive enterprise, but this time they have fairly outdone themselves. They have issued an illustrated location list, which is a perfect marvel of artistic excellence. It has been compiled at an expense that would make the ordinary bill poster stand aghast, but it is positively the handsomest thing of the kind that has ever been dreamed of. Very creditable lists have been issued by firms in the past.

J. F. O’Neilly got out the first really notable one. Then Donnelly, of Boston, went him one better. Then Senn Peart surpassed Donnelly’s effort. But Siebe & Green’s magnificent brochure completely distances them all. There is simply no comparison between it and any previous effort in this line. It stands alone—a distinctively original conception, a delightful and refreshing novelty, and a beautiful testimonial to the genius, pluck, and daring of Siebe & Green.

The book is from the press of the Lashograph Co., of San Francisco. It is beautifully printed on the very finest of super calendered paper, of the highest quality and finish. It consists of 18 pages, each 7½ x 10½ inches in size, and is bound in an illustrated and embossed cover.

It is illustrated with 78 half-tone cuts, ranging in size from 3½ x 9 inches to 5 x 15 inches. These cuts depict everything that the advertiser can possibly want to know about Siebe & Green and their business. There are cuts galore of fine boards, big boards, big boards, and especially of boards occupying splendid locations.

Then there are cuts of the offices, office force, bill posting crews, carpenters’ crews, sign painting crews, the firm’s name and family of the well-known members of the firm themselves.

We cannot comment the work too highly. We wish it were possible for every bill poster in America to see a copy, but as the books cost over a dollar apiece, this, of course, is not to be considered for a moment.

According to Circumstances.
“Before Miss Thunley’s father made his fortune, she used to be long and lanky.”

“Ah, yes. Now she is divinely tall.”

An Averted Tragedy.
“Draw, draw! Cutifid! Craven! In the name of chivalry, draw! But stay, perhaps he cannot! Perchance he is an impressionist?” (And the Knight departed on his way)
ENGLAND.

The Register of October 15 takes another fall out of the book of Yonde's: Mr. Jabez Youde has late. his bank in Has, and is now doing business at Hyde for $1,000, $2,500 and $5,000, respectively. He amalgamated them and carried them on for about a month in the same street, Hyde. After some time he got $5,000 on the concert I sold it to the Hde., Detroit and Glossop Mineral Water Company, Limited, for $50,000 of which I received $9,000 in cash and the balance in shares. About October, 1895, I was taken into partnership with George Edward Colha in a money lending business at Whitefield, Glossop, under the style of Youde & Co. I paid on my part $500 towards the realisation of the capital, and the balance of the capital was amalgamated. Articles of partnership were signed. The business is still going. There are no liabilities in connection with it. Over $500 will be due me soon.

In explanation of the cause of his departure, the debtor adds: "I have invested in shares $50,000, which at the time were easily saleable and worth at best per. These shares will in a short time be salable at $500 per share. All the shares, with one or two exceptions, are bearing good dividends, from 4 to 10 per cent. I have borrowed over $30,000 and am being called in have been unable to realize in time. I have attempted financial arrangement that there were for scope. About October, 1895, I took 1,700 shares in The Oldham Advertiser Printing Co. and at 15s. per £150 earned, I paid the up capital of which was $5,000. I also lost the company $5,000. The company is in liquidation, but I am getting $1,000 for it. It has been insufficient to pay the creditors. I have invested $5,000 in Harpur's Stocking for Children, and have had a loss of over $10,000 of $2,000. I have invested $5,000 in my property opposite the station and at 75 Water Street, Hyde, and have mortgage of $5,500 only. The property is well let."

The foregoing statement hardly needs comment, and we shall leave it to our readers to consider, namely repeating, for the sake of emphasis, if such emphasis be needed. Our one significant sentence: "I have attempted financial arrangements which were beyond my scope."

AL. G. FIELD.

If there is anywhere a whole-hearted, royal good fellow, it is Al. G. Field. We are indebted to him for the late Donaldson L. Co., for the portrait which we present on another page. In private life he is Al. G. Field when a man despaired becoming necessary for professional purposes, Mr. Field, with characteristic drollery, simply took his "hat off."

AL. G. Field's Big Mistakes is now generally acknowledged to be the biggest and best minstrel company in the world. It is the best billed theatrical attraction in America, and needs no extended notice at one hand.

Lack of space also prevents our dwell- ing at length on the interesting career of Mr. Field himself. We should like to recount his experiences back in the days when he was a circus agent, and back even before that, for he has handled the brush himself, and is proud of it.

L. M. Ramsey, of Lockport, Vice-President of the Am. E. D., just to be brotherly, has started an opposition to Hawaiian Jones, at Louisville, Ky. The latter are also members of the association.

President O'Meally, despite with vigor and spirit, had his sold out at Patterson.

POSTERS A' AMERICAN.

We want to say something about post- ers in this book. We are posting our cards just as there are dogs and dogs, and a great deal of eloquence has been ex- pelled on this subject, which is a subject in its line of business, require to and in others to it unpinned. We have no desire to sit in the chair of the censor and to look over a lot of bibliographic controversy or artists, because we are acquainted with the difficulties of producing a poster and the necessity of its being in good taste and business character, and, if we really believe, but we must open the safety valve about posters for our own benefit if for no other reason. For the sake of brevity and economy we divide posters into four styles—the English, the minstrel, the American, and the French. To the English, the monarchical and the American, and I see it understood at the start that although the American comes last in this order it comes in first in the order of importance. We have already pointed out the purpose of making a French poster as an American public. It would be just as possible to portray Uncle Sam, in the American imperial, with the ends of the mustache braying like bayonets instead of his familiar old club whitewashed, and expect people to rejoice in the result and shrink from that as a great improvement. The mental and moral composition of the two peoples is so different that the American spirit does not sympathize with the Frenchman who thinks that his disk quickly finds no theatre in the land of the American.

It seems, therefore, a sacrifice for the French poster exposes a more delicate and graceful art, and takes first position when I think of this standpoint, for very reason it succeeds in Paris and fails in New York. The Frenchman wants art first. The American gives art a secondary place only. The gay lurid, the noble light, the tip-top style of poster and uses his w a d i f f e r e n t f a c e t s a t t r a c t i o n from the studios' ball to the last edition of Le Christian, but the American prefers his poster girl in a tailor-made suit, with her feet on terra firma rather than dangling in the air.

The English poster comes closest to our own, but is more inferior in its value and there is absolutely none of the American handiwork seen in the French. The English poster is too realistic. It is generally dull. It often happens that an American poster is bright enough to in- terest the mind of men and create discussion or comment. The English, on the other hand, would be rated at without fail, and is generally condemned as a tinsel. In short, I believe the English poster is in every respect the English poster is in every respect the English.

The manuscript poster is a half-breed between the American and the English, and you can imagine. It has no features by which it may be clamed, and has none of the virtues of any of the others at all. The man would probably call it a neg.

WHAT'S THE FRET.

The following is from the Boston Sunday Globe, of November 7th.

The new station at College Hill has for a year been a source of pride to Tufts college students, and when 15,000 dollars worth of advertising was put up a big billboard on the other side of the track, a wall went up from the station, and with it a few advertisements. Tufts was from Bowdoin yesterday, and her students felt particularly joyful. She declared to celebrate with a vengeance.

About 5 last evening the college bell started a mysterious ringing, and men in blue uniform, with arms, with axes, entered the station, and in a very few minutes the offending 500 dollars worth of advertisements was laid low and broken up.

A section at the time the ominous bumble was carried out to the road and at the highest point of College Hill. Here a huge pile of wood, thoroughly soaked with oil and placed on fire, and the burndown were laid along the top and the whole set on fire.

All the while the college bell was ringing, bringing people from all the surrounding districts to the best celebration at Tufts since Harvard's defeat at base- ball.

The only trace of the billboard left this morning is a heap of ashes at the station. Outside the station a smaller signboard left for buck which bears the legend—"Tufts-No. Bow- don."

A great newspaper indeed to cover this in the vineyard of a parent of unacquainted college clubs. Perhaps the best is that which comes out of the Ercador Show Printing Co. splendidly arranged
AL. G. FIELD.
THE BILLBOARD.

DECORATIVE ADS.

December 16th.

We extend herewith a hearty Christmas greeting to all our readers, and especially to the American Printer. God bless your enterprise, progressive soul, wherever he is and wherever found! We wish him a Merry Christmas and a Happy New Year. He deserves it. It is the mission of the BILLBOARD to help him—to aid him with hints and suggestions. This mission we have steadily and conscientiously endeavored to fulfill for well-nigh four years now, and we feel that we have earned the right at this season to extend him the compliments of Christmas. We have helped considerably. Four years ago almost everyone could dogmatically state "the daily paper is the best of all advertising mediums," and the assertion would go practically unrepudiated. But today things are different. Spring the weather-beaten old chestnut in any modern office now, and nine times out of ten you will not only get an argument, but a good clean knockout along with it.

**DURABLE MODERATION**

Durable moderation will not prevent our appropriating our share of the credit for bringing the change about, nor will it extenuate our acknowledgement of the effect of other influences. We were the first to challenge it openly. Ours was a pug issue in those days, but we battled valiantly and as best we could. The excise was wholesome. We have thriven exceedingly. When first we entered the lists we could not boast of a single retainer, not even an advertiser; but now we lead an army. It is composed of discerning, thinking men, who realize that the tendency of the daily paper toward lower and lower prices has thrown an undue share of the burden and expense of publication upon the trade. They have rebelled and unbent under our banner. In the camp of our adversaries there is much murmuring and discontent, which presages further defections and descensions. The best that can be said of the daily newspaper to-day is that it still pays some advertisers.

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To all intents and purposes they are all hand-painted posters, each with its peculiar advantages and individual force. Excluding also, we upload in all its varying phases, from primitive window samples, through the streets in samples, sampling from house to house (which is distributing and exhibiting confined), and finally exhibits at fair, exposure and pure food shows. We know bill posting, distributing, sign painting and exhibiting (properly). Do you dare to say that you can clean up a time-honored and valuable poster from our columns in the course of a year?

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THE OTHER SIDE.

There are always two sides to every story. While the Newfield opposes Mr. Robert Yonde's bag scheme to monopolize bill posting in the United Kingdom, there are many other reputable people who are fair, as witness the following from Northern Finance:

"For many weeks past a London financial weekly has treated as an exposition of what it styled "Impeccability in Ex-

forcement" and so on. In short, like a mod-

day Quilbey, it itma at the same time a

posting announcement which Mr. Robert Yonde is endeavoring to form.

Now, we do not think a brief for Mr. Yonde, but we think it is a little uncharitable for the critics to base the whole of their attacks upon him and his scheme, from the fact that he is an unadorned hackster.

Mr. Yonde has been interviewed some people of the highest standing in the trade, and they are unhesitating in their verdict that if Mr. Yonde is an expert at anything it is in the bill posting business, that his falling — in 1916 was due to some connection with an Oldham newspaper, and that before he thusly the proposed company, he will purge his bankruptcy, and after real-

izing certain securities will show a clear balance of £2,000.

This combination business, whether in bill posting or textiles, seems to us bound to go on, and in the bill staking the likeness that occurs to our mind is: "Is Mr. Yonde the right man to effect the combination?" Well, as to its ability to run a business, we can bear no opinions. In Liverpool, in particular, he has made himself famous for artistic bill posting and advertising, and the great board-

ing he secured opposite the new post-office has, we are told, been the envy of the trade.

We may refer to the matter again; but pending the issue of the public prospects, inventors would do well to suspend their judgment.

If the thing goes at all it will be a big success— that seems to be determined by the innovators. The capital will be

between £50,000 and £100,000; the

concern will be sold to the company at cost, and Mr. Yonde will take as his re-

stitution a number of deferred shares.

Thus there seems to be no doubt of final, ultimate and complete success for Mr. Yonde. He has already secured three firms in London and 135 provincial towns in England.

In Ireland he has secured thirteen towns—at the important ones.

In Ireland he has secured fifteen towns to which he cannot and cannot get hold of his poster, and the paper is liable, in consequence to print something original or interesting.

You cannot tell

Peace on earth, good will to men

At this writing, our previous advice to the effect that the Newfield Publishers' Association would go out of existence before the next annual meeting are confirmed. We are informed by Mr. J. N. Griswold, who has just returned from England, that the new association will hold its first meeting late in the month. We have written for reliable opinions, and if there seems to be the slightest prospect of anything like a representative gathering at Dublin next August we will renew our voting contest. It does not occur to us that there is one chance in a thousand that the association will ever hold another meeting.

Mr. Robert Yonde has started another bill poster's paper in England. It is called Yonde's Bill Posting Journal, and is published from 6 Guardian Building, Manchester.

SLOWLY BUT SURELY.

Just two years ago the BILLBOARD suggested that the A. B. P. A. be incorporated. Last month it was incorporated. Just two months ago the BILLBOARD advocated a change of name for the organization. Last month the name was changed.

Just eighteen months ago the Buffalo Bureau stated: "If the associations have only one member in a town, it should at least endeavor to get hold of the best poster for that member." Last month it became evident that this policy would be adopted.

Thus it will be seen that the influence of the BILLBOARD is felt. Slowly but steadily the force of our suggestions is insinuated. Recognized at first, then weighed and discussed, and finally adopted. The BILLBOARD leads. Others follow—such as we expect.

Nowhere can so great a variety of slips—play be found as upon the billboards. Every poster and printed sign possesses an individuality of its own—a distinctness that cannot fail to make a newspaper page—Display Advertising.

A "gentleman," perhaps (?) but not it soberly.
THE BILLBOARD


BY RAM. W. HORE.

To send a posting order to a town of popula-
tion not in a single thing to

the client that in small towns, just

the same thing, in fact. The difference
in the clerical work is considerable, in
not perceptible. The difficulty in the

A few of the things he does for

10 cents. After a great deal of hard
work he finds out if there is a bill poster
in the town and goes by name. We
won't count that at all.

The solicitor starts out by writing
an order (1), of which he makes a
duplicate (2), the original to go by
and the duplicate up with the

An envelope (3), a label (4), and a
tag (5) are addressed, and a
shipper's order (6) is made out for
the shipping clerk. A letter press
copy is made of the order (7), and
the copy must be indexed (8) to
show future reference. From this
to press copy the order is trans-
ferred to the regular order book (9).

To about a week, as nothing has
been heard from the bill poster, it
becomes necessary to pay him up
a bit and a word is sent him (10).

Adding if he has received the slugs
of paper, and if so, he has post-
ed the order (11), and if he has not post-
ed the order (12). Finally, the order
is entered in the order book (13), and
a notice sent to the advertiser (14), so that he may
know where he is at.

That sounds along coarse bills a
couple for the posting, and about seven times
in ten O. K. accompanies the bill.

The receipt of the order enters in
the order book (15), and the bill poster
is sent a postal card request (16) for the
10 cents which he forgot to send. This
request is copied in the letter book (17),
and indexed (18). Finally the O. K.
comes to be washed, washed, washed.

The record is entered in the order book (19), and
a bill made out to the advertiser (20),
filed bill is copied (21) in the letter
book, and indexed (22). It is then
entered in the journal (23), and from
there into the ledger (24). At the
end of the month the advertiser is
given a general reminder in the form
of a statement (25), which is copied
totally (26). The bill post-
ner in the meantime is credited with
the 75 cents in the journal (28) and
bills in the ledger (29). Finally pay-
ment is received from the advertiser and
entry of the fact made in the
amount (30) and the ledger (31).

As a check or post note is made
for (32) for the bill poster. Letter
(33) accompanies the remittance
which must be recorded in the
journal (34) and the ledger (35). To
find up the matter the final entry is
made in the journal (36) and
then in the ledger (37).

These are 36 of the reasons why
some less frugal representatives don't
publish more in the small towns.

And they are reasons why many
agents who do their posting direct
visit the villages.

But the fact that these villages are neg-
lected is the great big reason why the
progressive advertiser should begin using them.

A light that gets in front is sure to reap splendid returns.

THE CHILLIWACK.

About the only news that comes from
the Chilliwack is concerned with the
grind of the theatrical managers against
Lithographic presses. Schoelfii, Tompkins
and others are stalling themselves. They are
not going to be made to the usual pressure.

The Lithographic press is an evil.
No one may use it.

It cannot be remedied by abolishing window display
totally, because the managers simply will
not hang together. The evil of the system can be greatly mitigated if those

W. E. FRANKLIN.

most chiefly concerned would listen to
reasons.

Let them turn their window lithographs
over to the bill poster. Allow him to

his up in the best style. The

is not only wise but to

interest in everything I could tell him
about bill posting in America.

"The firm has posted offices at No. 3
Lindenstreet and employ in the count-
ing-room above a staff of from ten to

lithographers, clerks and stenog-

rapers.

Their force of journeymen bill posters
amounted to between forty and fifty, de-
pending on the season, and during every
busy period ranges up to sixty and seventy.

"Performer" Hard and Fierling were ar-
rayed against each other, and waged a
fierce war of opposition against one an-
other. Considering the folly of the
fight, they decided to amalgamate, and
now enjoy a complete monopoly of the
business.

"Their boards are much handier and
far more elaborate than anything seen in
America. All boards, even the most in-
significant, are framed with moldings
of beautiful design and the tops are generally
covered with sludge work or carving."

"This carving is sometimes in natural
wood, sometimes painted and quite fre-
quently finished in gold leaf, and it
imparted considerable advertisement
which consists simply of the tense legend:

HARTL & PIERLING.

3—Lindenstreet—5

"In addition to splendid private locations they occupy spaces on many
public and semi-public buildings, and

furthermore they lease from the city the
privileges of erecting and maintaining seven
half-sheets.

"Finally, in addition to the lithographic columns usually
"No. 1. These columns surround the

are on all print offices. They

have always in charge an artist of

USEFUL KNOWLEDGE.
THE BILLBOARD

OUR COMMISSION.

BY EDER H. BRINGMAN.

Every member who has received from the client, countersigned by the retainer and treasurer, a certificate showing that he is an accepted member of the 1 A. of L., receives through that certificate a commission which is based solely on its character. The features of this commission are unity, action, purpose, cooperation.

UNITY

We cannot believe too hearty nor labor too strenuously for the true sorts of organization for the commission. But at the same time we should be contented with the same sort of organization that the organization which we have formed is no better nor no stronger than the 12% members make it. If it makes us better, ought we not to do so? More and more, and seek to know each other better? Let us, then, with the greater confidence throw our banners to the breeze, succeeed, and will under the four-fold principles of organization, and strive to make the coming year the brightest in the history of our union, and to the goal of each other.

W. H. Steinerman, Lincoln Inn Court, Cincinnati, Ohio, wants to hear from all distributors in Ohio, Indiana, Illinois and Kentucky. He will accept 10 and over. This work is placed by the International Association of Distributors.

J. A. Cough, Room 414, River street, Chicago, Ill., wants the names and terms of distributors in all towns of 1,000 and over in Illinois, Indiana, Michigan, and Missouri. He is sending out work. This is a L. A. of D. work.

Traveling around among the customers of a miles towns within a hundred miles of Minneapolis, the thought apprears in my mind has been that. Do our members realize the amount of good they can be to the advertisers in the small towns in their territory? What knowledge to use? During my recent trip into the towns I have seen stacks of advertising that has been sent to the customers may be distributed, only to be put away until some cleaning day, to be consigned to the flames or dumpers, generally. I would like to hear from members generally on this subject.

What is the running of our official organ, I notice that the month is the month of the fourth milestone. As one who lost its month circumspectly, I can but congratulate its efficiency, and may express my desire that the excellence of their publication, and wish them many, many happy returns of the day before this date, and another year will have passed away. In looking back upon the past year, I can but pay this tribute to the noblest efforts which the officers and members of the L. A. D. generally have given to the cause of distributing, and with them all a Merry Christmas.

I want to hear from every officer and member of the association in regard to bringing our columns in the BILLBOARD more attractive, as well as more helpful to the cause of Brethren, we need your help, will you respond?

The president, in relation his experience in the November issue of BILLBOARD, and the fact that every member of the association should follow. If you feel unable to do this yourself, send your matter to the press agents and let them become more interested in local reports.

Who will be the first?

TUNE B. BRIDGER, Press Agent.

Here is a Merry Christmas to all distributors, and especial these brave, valiant souls who stand under the banner of the L. A. D. and their friends, and others who continue to do business for their business and the elevation of the home-to-home distributing.

Success of Circular Advertising.

To the advertising agent who has the success of this fine firm at heart and wishes for all possible means to have its distributing department in A. No. 1 condition, a few words may not be amiss.

There are different ways of doing such work, a few of which I will here enumerate:

First—"Your Own Men System." By this we infer those firms who are in the habit of sending distributors from the house. In this case, as in all other cases, we shall not write what he is to do, but actual facts. The distributor arrives in the store; gets his sample out of the freight depot and does the town, sometimes alone, sometimes assisted by four or five assistants. What has to be done in order to how he has been instructed, he covers as many houses as he possibly can; no discriminating for being a stranger, how can be told whether in such a house knows a Russian, Canadian, Jew or an American family; and with his eye on watch for fear of missing his train he concludes his work. The work is done to the best of his ability; but what can you expect of a man who has to travel by time, knowledge of the territory, etc.

Second—"Our darringer agent does the work." Of all the systems used, I believe this is the worst. We shall enumerate a few facts. Your advertising matter is sent to them. Well and good, but you cannot, under any consideration, expect the druggist to do the work. Neither can you expect his prescription clerk to do the work; he is not used to it. And now we come to the plain facts. Your work must be done by his assistants or "helpers," by that I mean three to fourteen-year-old boys who are managing the candy and stamp departments. Do they like it? Why not? For a chance at getting a chance to sell, and rest assured you don't tire themselves. If the door or house is too far from the walk, they slip it; that's their way.

And then a druggist doesn't care whether your goods get a tremendous sale or not. His business is simply to supply the demand for your goods, and if your goods don't sell, or the distribution doesn't do any good, what does he care? He has thousands of other things for sale, and he doesn't care if particle for any one benefit, consequently, he supplies the demand only. Let some one create but demand. Lastly those who are in the habit of wholesale dealers see the work. We do not believe they would be doing so long in time they only know what they are getting. "Boys press, boys work." Every one knows what that means, and now let us ask an every day question; You have an article to introduce, and you are doing so by circulating a prospectus, next booklet, probably a sample. Now, Mr. Advertising Agent, for one moment take the place of the "Lady of the house." You are on your doorstep, and a raggedurchurch comes along, throws you a sample and rushes off, or, if your druggist happens to be right or nine steps, the simple strikes you, and there you are. What opinion have you of this system? What is the case of a well-dressed and capped, walked up the path (mind you, and the steps, too), and handed you the sample, tipped his cap, and a few words about where you can get the goods, and leaves.

You already have a good opinion of that sample, but has the lady of the house, and if she subsequently does not purchase the goods, at least she will never associate them, with a raggedurchurch making a target of her with your sample. First opinions very often last forever.

Until lately we have always associated bill distributors with easy-going, sweet-mouth sorts of fellows, but I am glad I can say that today there is an advance among such men as the distributors are always sure and get I'm first-class service from. I refer to the International Association of Distributors. They have given perfect satisfaction, and to-day have far won the esteem and good will of the advertising public that any advertising manager having without made any kind of arrangement, can ship the advertising matter to agents of America where there is a member, and he is assured that the work will be satisfactorily done, and the bill, too, will be as high or higher than has ever been made an iron-clad contract before sending the work. This is done by a system the association has, and each and every member's work is guaranteed. Should a member, for any mental defect or other cause, be guilty of wasting the matter entrusted to his care, the association promptly returns the value of such matter to the firm. This alone is worthy of your consideration, and combined with their rule of "moral man admitted," and those who can furnish unexceptional references.

Three men, scattered throughout the United States and Canada, earn their living by this method, are trained to it, and being life-long residents of the towns they work in, can, and do, give you a guarantee, and I am told before, any advertising agent having the interest of his firm at heart should make it a point to patronize them.

"Pepola"

The business of house-to-house distribution is only in its infancy as yet. Just as the International Association of Distributors is felt, just that fast will new and assistant this style of advertising, it brings into better and better results for less cost than newspaper space, and now is more profitable to retain annually reliable agents. Advertising will soon find it out. We prophesy that the number of houses now distributing will be doubled, and possibly trebled, before the end of '89.

Horace N. Hollehouse, of Covington, Tenn., has a nice line of bill boards, W. E. Day, of Charlestown, W. Va., has also done bill posting to his business.
WILL A. MOLTON.

This page we present a portrait of Mr. Will A. Molton. Mr. Molton is widely known as the hustling proprietor of the distributing agencies bearing his name at Cleveland and Toledo, Ohio, and is the officer of that bright little monthly which is published every now and then under the title of Up-to-Date Distributor.

We have had numerous requests from our readers to publish his portrait, and after repeated efforts finally secured one from an intimate friend of his, who also supplied us with the data from which we have prepared the following summary of his career:

Born at Mansfield, Ohio, July 22, 1870, he is now in his 75th year. He commenced distributing circulars at the age of ten, his first effort being a barber in his native city. At first he only devoted his Saturdays to the work, but he conducted his service so thoroughly and honestly that he added one merchant after another to his list of customers. Gradually devoting his evenings, then his mornings before school hours, until finally he had to leave school at the age of thirteen, in order to take care of his business, for by this time he really had a well established business.

At the age of fifteen he secured a position with the Allman-Taylor Co., of Mansfield, as travelling distributor, which he held for two years, and then abandoned to accept a similar position with the Pennsylvania Railroad Co. He continued with them for three years.

In 1860 he started his present business in Cleveland under very discouraging circumstances, as distributing was in very bad odor in Cleveland owing to the bad methods and dishonest practices of his predecessors. By the hardest kind of work and the most unswerving loyalty to his clients he gained first a foothold, then a firm foundation and finally a magnificent clientele.

It is said that he now handles fully two thirds of the business that reaches Cleveland and nearly half of the Toledo shipments.

Recently he has opened branches at Akron, O., and Detroit, Mich., which are doing nicely, but are still new ventures.

Mr. Molton is a member of the International Association of Distributors, and is well thought of. He enjoys the confidence and esteem of advertisers everywhere.

Donaldson's New Home.

The new home of the Donaldson Lithographing Co., pictured in their advertisement on the back page of our cover this month, is without doubt the largest and handsomest building occupied by an American printing house.

It occupies the best portion of a block,containing one hundred and twenty-one thousand square feet of floor space and is fitted with seven large fire-proof vaults for lithographic stone.

It is heated throughout with steam, lighted by a 1,500-light dynamo and furnished with a magnificent Cortice engine.

Spacious lobbies surround the imposing edifice on all sides, and in summer there will be beautified with rare flowering plants. The offices are large, handsome and inviting.

The building is just twelve minutes' from Fountain Square by electric car, which runs to the very door.

The equipment of the Donaldson Co is just about doubled by the move.

J. T. HUDSON.

Sketch of J. T. Hudson's Life.

Mr. J. T. Hudson, whose portrait we give herewith, owns and manages the "Fifth Avenue" Distributing Agency of Pittsburgh and Allegheny, Pa., the largest and most reliable distributing agency in Pennsylvania. Although but twenty-seven years of age, he has had over eleven years' experience in the advertising business, and today enjoys the confidence and esteem of the majority of the largest advertisers, having no less than seventy-five of them as his references.

Mr. Hudson was born at Birmingham, England, October 22, 1870. After finishing a common school course of instruction, he went to King Edward's College, in his native city, and graduated from there in the early part of 1888. Having a natural aptitude for the advertising business, he started up at home immediately after his graduation, and has been in the business ever since. After working for two and a half years his health broke down and he was compelled to quit and sell his business. He then came to America to visit his brother in Pittsburg, Pa., and learn the country so well he decided to stay. After being here fifteen months he again started in his old business, in February, 1894.

He now employs from twenty-five to thirty-five men distributors almost constantly. Several months ago Mr. Hudson joined the International Association of Distributors, and at the recent annual convention, held last July in Cincinnati, Ohio, he was unanimously elected second vice-president.

Mr. Hudson is a naturalized citizen, and takes an important part in politics in his own city. He is a total abstainer and so are all of his men, and this is one reason he has been so successful. Everything he undertakes to do is done under his own personal supervision.

We are in receipt of a folder which contains many letters endorsing Mr. Hudson's work.

The International Association of Distributors is fortunate in the possession of W. H. Steinbrener.

A handler and most indefatigable worker does not exist. He is an enthusiast. After his own business he has set out also, one sale at a time, and that is the welfare of the International Association of Distributors. All of his spare time, all of his surplus effort and pretty nearly all of his surplus cash goes into plans and ideas designed to widen and extend its membership and influence. We are not unmindful of the efforts of others, but Steinbrener is in the running.

He was Steinbrener who recognized it—Steinbrener who kept it from going to pieces—Steinbrener who turned it into the trying months of its infancy.

It is a great, big, powerful organization to-day. It would be an increasing of its own momentum, but Steinbrener is sending it forward by bounds and great jumps.

His unflagging enthusiasm has triumphed over many obstacles. The International is a success. So is Steinbrener.

It is reported that John Springer, formerly of the Springer Litho. Co. and Springer & Weary, has purchased what remains of the Empire Show Printing Co., and will re-establish in press printing in Chicago.
DISTRIBUTING.

Distributing has kept pace and made as much progress, if not more, than any other advertising medium. In some distributing firms over the country are putting their men in uniform and doing away with boys, with circulars and umbrellas, who consumed the entire time of the advertiser's efforts and in which the confidence of the advertiser is assured. The distributors need a few of the 100,000 getting out the magazines and news, and if others do offer it to do a less price.

It is not merely the cost of distributing that a general advertiser looks at, but at the cost of the advertising matter and the returns that he will get if the advertising is done in a honest, conscientious way. There is a great deal of division of labor in this that firms that offer to distribute for $1.00, $1.25 or $2.00 per thousand cannot do their work as well as the less expensive ones who offer to do a much lower price.

THE BILLBOARD

You cannot expect something in the world for nothing; and, therefore, distributing cannot be done in any city save at a fair profit, taking in all expenses, labor, salaries, and advertising material, and if this is not done, and at five dollars per thousand, and in small cities or counties the price should never be less than $2.00 per thousand, and at five dollars per thousand it is just one half of what it can be done for in larger cities by distributing men, and a mail carrier has no chance at an honest distributor in sending the advertising matter into a dwelling, office, or block. -- J. A. Currant, "The Business of Advertising."
Fair Department.

Although Toledo, Columbus and Marietta are all towns and cities for the fair, neither of them could boast of the Queen City should be chosen, chief among which is that she is the largest city in the State, and has more accommodations in two other cities combined. 

A visit from this city gave to the world the means by which the Queen City should be chosen, chief among which is that she is the largest city in the State, and has more accommodations in two other cities combined.

The company, which, by the way, was the largest circulation of any paper in Alabama, persisted, successfully closed the fair for eight months. There was not, however, as much of this year's Pittsburg paper, but in spite of this the fair was a great success in every way, both in entries of farm products and stock, and in a large attendance of both farmers and successes. 

Next year it is intended to make a direct fair and advertise extensively, with large results both as a fair and as an exposition. 

As soon as the date is fixed upon, I will advise you of the fact. Then you may have it entered in your list of fairs.

Your truly,

Howard W. Sutton

[By telegraph]

COLUMBUS, O. 

To Have a Big Food Show.

The date for the food show under the auspices of the Retail Grocers' Association, which was to be held December 23rd, at the Auditorium, corner of Goodale and Park streets, has been postponed until Jan. 15, 1898.

The food exposition will continue from that date until the 1st of February.

Exhibits will be made by wholesale and retail grocers, preservers and others, from a large part of the United States. Space has already been asked for by Pottawattamie merchants and preservers of food, by farms in Chicago, Minneapolis and elsewhere.

A dozen of flowers, such as chrysanthemums, will probably be one of the features of the exposition.

It will be a show that will appeal especially to the ladies, and during the exposition the auditors will be the means of young ladies and their sweethearts as well as wives, who have already learned that the palate is the guide post pointing the way to the heart.

ORANGE COUNTY.

County Fair Association to be Discontinued.

The directors of the Santa Ana Fair Association held their first meeting since the sale of the fair, and after the usual routine of business had been transacted and bills audited, the question of discontinuing the meetings came up. It was decided to levy an assessment of $40 per share; this will meet all deficiencies that now exist, and the association will hold one more meeting at least. Messrs. Moore, Parker, Bee and Riggins were appointed a committee to confer with the Drayage Club, an organization now being formed in the county, with the view of making arrangement with the club to lease the race track.

ALLENTOWN, PA.

Fair for 1898.

Work on the Allentown Fair of 1898 has begun. Two great electric lines have been started. Work on the joint line has begun this week. Three thousand customers are already connected. The road will be completed in two years for the opening of the fair.


They agreed upon these recommendations:

That the fair grounds be closed during construction of the fair building. 

That the fair building be located on the fair grounds and not the department building must be on the grounds.

That all live stock and farm entries must be in place by noon of Monday of fair week.

That the fair commence Monday instead of Tuesday.

That the dates for fair be from September 15 to 23, inclusive.

A new site is to be erected for exhibiting horses.

The meeting was attended by President Roth, Vice President Ritter, Secretary Moore, Treasurer DeLong, C. H. Coon, G. W. Eckerl, H. T. Kleinsch, C. W. Dech, Dr. A. H. Billett, J. H. Biebel, M. S. Williams, George Desch, James Seibert, M. F. Bastian, J. B. Meyer, W. G. Hor- lischer, T. K. Klein, T. G. Helfrich and V. H. Wintzer.

The recommendations were favorably considered, and in addition these recommendations were made to the annual meeting:

That permanent eating and packing stands be erected and their use sold to the highest bidders.

Tuesday, known as Children's Day.

RICHWOOD, O.,

In the Field: Early—Dates for 1898 Already Claimed—Sets the Suggars a Good Example.

At a meeting of the Executive Board of the Richwood-Tuscarawas County Fair Association, held in Richwood October 25th, the total receipts of the fair were reported to be $5,496.60, and the expenses $5.00, leaving in the treasury, after all premiums, etc., have been paid a surplus of $566.51. This is an exceedingly good showing for the Association, and makes Richwood another fair next year. The dates will be October 11, 12, 13 and 14.

Chesaw, S. C., as to have a fair this year, the first in that section of the country for over twenty years. Doubtless, it will be well patronized. Premiums amounting to about $1,000 will be given.

The American Association of Fairs.

DETROIT CONVENTION.

At the convention of the American Association of Fairs the following states were represented: Illinois, Indiana, Minnesota, Iowa, Kansas, Michigan, Nebraska, New York, Ohio, Wisconsin, and Massachusetts, the delegate from the state last named being a representative of the St. Louis exposition association. The following schedule of state fairs was agreed to:

New York, August 22 to 27; Ohio, August 29 to September 1; Wisconsin, September 5 to 10; Indiana and Illinois, September 7 to 12; Michigan and Nebraska, September 19 to 24; Illinois, October 1 to 12; Ohio, October 17 to October 12; Ohio, October 5 to 5. Should the Ohio state fair be held one week later, that will be the New York fair date now assigned Ohio.

Rutland, Nebraska: W. W. Miller, of Ohio; J. J. Pearson, of Illinois, and John Coker, of Nebraska, were made a committee to confer with the trade association for rates, etc.

The following program for the next meeting was presented and adopted:

"What Can Be Accomplished to Establish Uniformity in Rules of Administration?" Should Live Stock Sales be Inaugurated on State and County Grounds Under Auspices of Fair Management?" Right of Exhibitor. What Is the Best System of Display Tests? What Privileges Should Be Granted on Fair Grounds and How Should They Be Controlled? How Can We Reduce the Cost of Commissions, and Would It Be the Best Interest to abolish the Commissions System?"

The election of officers resulted as follows: President, F. W. Forand, Nebraska; vice-president, A. J. Loydgr, Illinois; treasurer, Wm. M. Ligget, Minnesota, secretary, J. W. Fleming, Ohio.

Afro-American Fair and Interstate Exposition in 1898.

Bishop A. Grant, president, F. L. Rich-ardson, secretary.

Chartered under the laws of Texas, and incorporated by its legislature and governor, Suggested by the peremptory and inflexible sentiments of American citizenship—the advancement of our race.

The Afro-American State Fair and Inter-estate Exposition will be held in the city of Houston, Texas, September 1st to November 30th, 1898, and will be national in its character.

The aim and object of this exposition is to exhibit to the world the remarkable advancement made since emancipation in educational work, the liberal and fine arts, sciences, mechanics, manufacturing and commerce, and by such exhibitions to stimulate and encourage the further pursuit of knowledge, that the name of pure and holy American citizenship may be obtained.

The BILLBOARD—One Week. Speaks Leader than Words.

A. WEBER & CO. NEW ORLEANS, LA.

OFFICE, 608 COMMERCIAL PLACE.
The above letter was not sent for or published, but it touches with such force upon a question of vital importance to bill postes that we have decided to use it. We therefore publish it, not as an endorsement of any correspondent's name. Here we have a skrewed, intelligent man—a man of ability and a man of integrity—authoritatively telling us what to do, and directed and able to establish a business in a town of over 2,000 inhabitants. He has provided a reliable service, and in addition thereto conducts a distributing bureau. And yet, in spite of the closest economy, after nearly two years effort, he has not been able to make it pay.

Informal, we ask, "What else can I do before I give it up?"

And there you are, gentlemen of the Associated Committee of The Associated Bill Posters (inc.).

Answer his question, and you will be delivering a blow worth of your efforts and your offices.

Mr. Middleman, are you not, too, somewhat irresponsible? Instead of insisting on a revenue to keep the business going, you are providing for the next ten years. What is the social value of this? Do you not think of the 25,000 families in Beliefontaine, Columbus and other cities where you cannot get service, why cannot you run a scheme, method or means whereby you can ascertain and reward efforts like the above? The town in which this party is located supports a newspaper. It is, therefore, capable of supporting a bill poster. The function of bill posting with a very good gone competitor and president until our correspondent's inquiry is answered.

We repeat the question: What is to be done for the towns and villages?

Kaspar City, No. 21, 1883.

Mr. Middleman in Kaspar City is good.

The town is not as large as the next, but it is good. We have had a few officers here, and we have put in 1,200 pieces of advertising matter out in the last 30 days. We have put in 3,000 pieces of advertising matter out in the last 30 days. We have been doing some good work.

Mr. Middleman in Kaspar City.

Mr. Middleman was here last week.

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John M. L.
ADVERTISING.


At the monthly meeting of the Springfield Club, an association of New York advertisers, held at the Shandwick on the night of Wednesday, Nov. 10, the subject for consideration was, "The Relative Advertising Value of Daily, Weekly and Monthly Publications." George P. Powell, publisher of Printer’s Ink, a journal for advertisers, was appointed to open the discussion, and gave expression to his views as follows:

"If there were to think more of the character of the advertisement than of the frequency of issue of the medium to be considered. No one would get a want or let advertisements in a monthly. Even a weekly would not be used if daily rates were available. There are examples of sets of advertising for which monthly and weekly rates are no longer available, but there is no kind of an advertisement that is not well placed when it appears in a well-chosen daily, the advertiser gives the daily more care, and is less likely to forget about and neglect his ad as advertisement in it.

"When the advertisement is small its effects are vastly enhanced by being placed with others of the same general character, and the perfection of classification is only to be looked for in a daily paper. By means, you may get up for that by going somewhere in twos, threes and half threes, and make your copy in the daily paper. Not only do they see it, but they are likely to keep it. That is the question. We pay for what the publication is sold at an important bearing. It is true that a high pricing makes the rate of publication common, it is small and is by the number of copies that the advertiser must gain, the capacity of a paper to benefit him, but where a large increase and a short advertising period are found in the..."
The members.

And now the solicitors on the Executive Committee will take their places.

The four members of New York City, Pratt, Stahlbrodt, Gude and O'Melia, usually vote as a unit, on their personal interests.

Naturally, Stahlbrook, Gude and Pratt object to the bill because it would establish a new and powerful system of holding the balance of power. The La Pearl shows have made it almost impossible for the mayor's mandate to reach its full potential in an astonishingly short space of time. The showman ranks among the important large-scale organizations in the country, and is recognized as an important factor in the circus world.

J. H. La Pearl is an exceptionally able man in his line and noted for his integrity. His obligations are all met with becoming promptness, and it is said that he has never missed a salary day in all his varied experience.

He is a great student of billboard advertising, and enjoys the distinction of having been the first showroom in America to bill a small circus entirely, with special paper, designed by himself entirely.

Mr. La Pearl attributes his pronounced success in this great measure to his billing being round the clock, and he has a large circle of friends in the kind of that are likewise interested, such as Mains, Ellis, Knight of Tydman and a pleasant, good-natured, well-balanced gentleman.

He has only just found his gift. If we mistake not, the world will hear more of La Pearl hereafter.

Bills Advertising O.K.

Facts notice that some of its contemporaries, devoted to the interests of the bill poster are seriously discussing the future of the New York City billboard advertising. The city of New York has now passed a bill that places the control of advertising in the hands of the General Assembly, and the city council has not yet passed on the bill. The council has the power of vetoing the use of the flag for purposes which all must acknowledge as degrading, there would be little or no objection to it. It goes further, and seeks to prohibit the placing of any kind of lettering upon the flag, except by the Grand Army and the regular regiments, whereupon the city graciously permits in its own area and manner upon the flag. The question is how the flag can be used in such a manner that is “appropriate” to the city or the state flag.

The Los Angeles City Council has recently decided to permit the placing of advertising on billboards in the city. The city council has decided that the advertising should be in accordance with the city's ordinances. The council has also decided that the advertising should be in accordance with the city's regulations. The council has also decided that the advertising should be in accordance with the city's regulations.

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NOT A LEGAL WEAPON.

The U. S. Court of Appeals Makes
a Ruling of Vital Importance to
Bill Posters—The Last Prop
Knocked from Under That
Hateful Iniquity, The "Close"
Association.

An opinion handed down by the United
States Circuit Court of Appeals at St.
Louis, Mo., November 13 last, holds that
the boycott is not a legal weapon. The
decision will be of interest to bill
poster all over the country, and especially
those who are members of the Associated
Bill Posters' Association, as much as it
upholds the right of advertisers to buy
their advertising space as it affirms that
no one has the right to prevent them from
publishing the boxes.

The defendants appealed to the United
States Court of Appeals at St. Louis
which, November 13, affirmed and main-
tained the decision of the lower court.

Judge Sanborn and Tracy, in doing so,
said that the defendants had no right to
form a conspiracy to deprive the plaintiffs
of their right to manage their business in
a manner which it esteemed right and
proper.

If such a thing was lawful, then no
combination may be organized for the pur-
pose of preventing the competing of
merchants by the introduction of labor-
ating machinery, such as type-setting
machines, presses, harvesters, threshers
and thousands of useful inventions in
machinery processes and methods which
reduce the cost of merchandise.

Competition also tends towards reduc-
tion, and any action looking towards its
restriction or restraint is a blow at the
rights of the public.

Judge Caldwell dissent's from his asso-
ciates in a lengthy opinion, but it, too,
roundly attacks trusts and combinations,
and gives their methods an awful roasting.

And so is then the last excuse for con-
ducting the Associated Bill Poster's
Association on "close" lines swept away.
It remains now to be seen if those mem-
bers who possess power and influence in
the organization will rise to the occasion.
We shall see now if those who have ac-
nowledged the strength and utility of the
"open" association possess the courage
of their convictions. Will they declare
themselves for or against any "close-
headed" man and a few of his henchmen
to browbeat and intimidate others into silence and unwise acquies-
cence?

Opposition is the one particular and
important evil that afflicts the "business
of bill posting." No man ever thought
exclusively with the "close" association
that it possessed an influence one-tenth part as
powerful. It runs up rent and it runs down prices. It is due to covering fights
and destroys the advertisers' confidence.
A single city in which it exists is a blight
on all other cities.

The "close" association is powerless to
deal with it. In fact, on the contrary,
gives rise to it, fosters it and keeps it
alive.
Colours ground in oil are dear at first cost than dry colors; but, like grandmas' home-made stockings, cheapest in the long run.

Yellow is the strongest of the primaries. Blanks is called the recolour: color, that is, yellow will appear to be the closer when placed the same distance away. Red posses neither of these characteristics.

To set gold letters off to the best advantage, they should be separated from the rest by a line. Good bulletin advertising is well spaced. If blanketing is a necessity, try to rule it so that when the game is in a white or a jet black.

Glycercine in water in which brushes are kept will prevent its freezing.

For varnishing water-color drawings upon paper an exchange recommends the following treatment: Take pure crystal glue and boil it until sufficient water to bring it to the consistency of starch polish. Then take a good stiff brush and allow to dry twenty-four hours. Now varnish properly with thinnest laver. Varnished in this manner may be washed off with soft brushes.

A cheap rough-stuff filler may be made of raw lead, 1 part; ochre, 4 parts; mix stuff in 5/2 r.m. oil; apply heavy, avoid brush marks.

The Requested Demands by the Public of the Sign Painter.

We have always heard and read, that a sign is the effective, should be. It is generally considered that constant publicity is the successful in a business; it being understood that when people can see it constantly before them, they begin to think they know you, and it is then a short step from acquaintance to patronage.

The eloquence of advertising does not lie in beauties, as scums would have us believe, but in what is said and the manner of saying it. This applies to signs painting, which is the true and proper medium in the business of the public. This thought will bear the scrutiny of inspection. To illustrate a bulletin, and then only have a few words, a phrase or two, is as far as it is efficacious an advertising stand-point. Why not enumerate some qualities of the thing advertised, that will make it more desirable to the human of the same kind, and in this wise create a demand for it. If there be any quality or characteristic that will cause a want in the public mind, which might be productively represented by the plate to set in the bulletin in connection with the illustration, if any.

GO TO JOHN JONES FOR GROCERIES is no force as an advertisement. Why go to John Jones, any more than to Smith's? They both are in the same business. Yet, if you call at one's, why not tell the public they should go to John Jones, who will produce a desire for Jones' goods above that of Smith's, or by enumerating some peculiar quality that would be most likely to lead the public in Jones' direction? Many people think they are ad- vantaged by the fact of being a sign painter, and to work and get a highly decorated sign, probably lavishing a large expenditure of money on an artistic concoction of the illustration, and then list it, perhaps, only a small portion of the remaining space with a phrase or two—unmany instances with only the name of the firm. Show what of the article—when it. The might just as well put in a stirring sentence or sentences, with very little extra of money, which might produce a calculable value in increasing the sales. It is the business of the practical advertiser to make sales, as it is to make men before the public: provided he can do it with a small extra expense.

Bulletin advertising is increasing at a rate that is considerable. Good bulletin advertising are a scarce article. The market is not glutted, nor will it be for some time. But its foot learning is good and well taken. Bulletin advertising is the surest means of reaching the public, and also tell it is the cheapest in the long run. The following simple and practical facts bear me out in my assertions, viz.: A bulletin advertisement never sleeps; it cannot be faked like a circular and thrown away without a glance. It can neither be washed off, rubbed off nor pulled off, like a poster. It will be covered with it. In this use, men, nor are you disgusted by its continually handed to you on the street.

The use of signs is like most business, it represents, while it is talked about more and more, always to be a crowd house. It never intrudes on anyone. You look at them a privilege of reading the message is then it go unnoticed. A good bulletin is out for all that it is. In doing the bird's work, an important step toward becoming visible and skilled in a hard day's work. Thousands are, thousands read it, and thousands will read it and read it. This next day many of the thousands that read it the day before read it again, while the little by a dodge like buried in the ground. There's no filling to fill the empty space or excise, an unnoticeable position in the city garbage.

The primary object of advertising is to sell goods. In order to do this, a desire must be created. Charles Anson Bates says there is such thing as creating a desire by advertising. He says the desire is inherent. One thing is to intensify it. Another to give a demand. In this case, there may, there must be a demand, before goods will sell, whether the desire for them is created or not. It matters but little that a demand is in the air, as it is done; but there is one thing sure—some men will sell more goods the others, and something that must be advertised. The advertisement indirectly causes the sale of more goods than other advertisements. The question then arises, Which bulletin is the better—the one which merely gives the firm's name and the name of the article, or the one which proclaims its virtues in a concise and business-like manner? Common business tact argues strongly in favor of the latter.

A few arrangements on the windows or on the sign boards are, of course, effective, they appeal to the passerby in a direct manner which commands him attention, even if it does not secure his patronage. A business house without its sign or signboard is like a boat without a wind. There is an unsold article about a place with well-chosen ads, whether they lie in the shelter of vapid signs, or in that of a daily newspaper, which gives it to the reader. A public decides quickly, and when it is too late they have made their decision, and the drawing custom. People now generally realize that a sign is some other part of the business than its name, and in a thousand and one cases, are in drawing custom than one in close prox- imity to the business—it is not the means of bringing people to the place where the business is done who would, perhaps, never hear of it? Hence, it is not neces- sary that the words of the bulletin should be strong and effective. The main identification which such a class of workers, is to reach the people with what is advertised, not intruding on those who pass by. The advertiser is not a good advertiser. It is admitted, in gen- eral, that the surest and most effective way of doing business is by con- ducing and posting. Bulletins being the most stable, are, consequently, the best.

There is more danger, however, in over- doing the public, for in the end the sign does not have a chance. A great many are the signs which are on the hands of the sign painters, while it is equally true that the major portion of the business is maintained. The surest way of doing business is to do it the best of a certain man's goods, when thinking along that line, and the man who can carry this special characteristic into his work is the one who will be the most successful.

I expect I have said and written a thousand times that the advertising of America should be controlled by the sign painters. For who are better equipped to do the work than they? They are in a great many of them are in the hands of the sign painters, while it is equally true that the major portion of the business is maintained. Bulletins and sign painters to do that part of the work, not having a practical knowledge of it themselves. Again, there are many cities and towns which would maintain a well-regu- lated system of billboards and bulletin boards, which be done no small. To my notion, bulletin painting, where some own a good plant or plants, pay better than any other branch of painting. It is neces- sary, however, that we should be able to control and hire the boards. In view of the fact that there are so many towns and small cities which have an important liberty of advising signs palatable stationed in such places to build a set of boards. I am sure you, was a hundred thousand men in your town or city, the boards will soon pay for themselves. All business men are favorably impressed with bulletin signs painting as a means of promoting the merits of their goods to the public. The lumbar suitable for such work is cheap, and the privilege of putting them up on empty lots and near the railroad stations may be obtained for a small ren- tals, and in many cases for nothing. The half-fitting part of the business, in which no place is that in the corner, is an easy mat- ter for the sign painter, many sign painters being in the habit of painting the work by means of being paper hangers. Circular distribution may also be added, while signs, of course, is an accessory to the

The pits on which bulletin painting is done, are not a very imposing or a very artistic display or exult. A certain space is rented to a business man, and his advertisement is exhibited on the pits and allowed to stand for thirty days or a year (thirty days being the minimum, and a year the maximum, generally), when it is pulled out or taken down, without the contract is renewed. Painted work is generally charged for by the square foot, without reference to the num-
Billboards and the Public

We wish that other distributors would follow the example of Bridger of Atlanta; Leflore, of Manchester, N. H., and Reid, of Kansas City. This department could be made highly interesting and helpful if we could secure an occasional letter or contribution from all our readers. Remember our aim is to make this a monthly expense meeting. We can do this if every one lends just a little help.

Fisher, of Owensboro, still takes an active interest in the Billboard, if not in the association.

Vanwinkle, of Indianapolis, writes: "Business is excellent with us; in fact, we are rushed as we never have been before, but everything is moving smoothly, and every loan satisfied."

Anyone who would make a success of the business of house-to-house distributing must observe the following rules religiously; viz.:

1. Give exactly the service you contract to give.
2. Never take an order at a low figure that you can afford to give your best efforts.
3. Use good Cutters.
4. Join the International Association of Billers.
5. Keep your name before the advertisers of the country by means of an advertisement in the Billboard.
6. Subscribe for the Billboard, and read it thoroughly.

Hudson, of Petitbig, has remarkably good taste in the matter of stationery.

Chough, of Chicago, is very busy. He has recently opened up an office downtown.

Maurice Weintraub is very busy spoken of by traveling agents. It is said that his services in a near perfection at a high premium and vigilance can make Weintraub a credit to the l. A. of D.

J. 11. Crowhurst, of St. Paul, has established as exceptionally good business in that city.

Additional Distributors.

Stahlbrodt knocks everybody, and everybody knocks Stahlbrodt.

A well known solicitor recently raised up his billboards as follows: "As a solicitor he is a first. He cannot get a customer unless he can scare or bluff him into a deal." It is noticeable that bill posters pretty generally are steering clear of Display Advertising. Most of them would not mind throwing them a few dollars for an ad now and then, but they object to creating the impression that they were bluffed or beaten into doing so.

Yeoule's Limited will be one of the greatest successes of the epoch. It is based on sound principles and its earning possibilities are almost without limit. We venture to predict that its common stock will treble in value within the course of two years. We have some concerns in America that pay big dividends, but they pale into absolute insignificance when compared with the magnificent returns which Mr. Yeoule's scheme promises.

There are a few bill posters who are still afraid of Stahlbrodt's evil eye, but their number is dwindling rapidly.

Hewitt, of Providence, denies the rumor that he contemplates selling out to Assox.

The Billboard is the original. All the rest are imitations," "ough said.

The associate editor of the official organ of the American Advertising and Bill Posting Co. of Chicago notes over the fact that Ed. S. Bridger, of Atlanta, appropriated an article from his top book. He neglects to explain, however, that he in turn stole the stuff almost bodily from previous issues of THE BILLBOARD.

Hove is soon going to start a bill posters' paper. He will try to imitate the great success of THE BILLBOARD. Initiation is the sincerest flattery.

In the Far South.

The advance corps of the various circuits experience some few misadventures in the sunny South. Lack of facilities is among their chief difficulties. We illustrate recent incidents in the campaign of the advertising force of the Roberts.

1. In a letter there is no particular price. It is paid altogether on the size of the ad and the number of ad Bias used. Posting is charged for at 50 cents per ad, reckoning to the size of the ad.

The common plan is to place a more appropriate this than the one we have been using. This is not so much a question of getting the work to do, as it is doing it. The trouble is this country is over supplied with labor, but not of the right kind. There is too much unskilled and not enough of skilled labor. Then, again, there are too many that are skilled in certain branches and not enough in others. The labor of the country, both skilled and unskilled, is unbalanced. It is a fact, there are many good sign painters out of a job at certain seasons. They are skilled, but not in the right way. The business public, at present, demands that shall be originators of ideas, of cutters, designs, of something that will attract the mind and make the poster and hold it; the end of which being the cause of a certain article or of a certain good. This is an artist's job, a larger artist's job, responsible for this state of affairs.

From the main pulpurnal Rome and block letters of the past generation, signs articles have video with each method of producing fantastical designs until sign painting has developed into what we might term an unadulterated system, full of figures and forms of every sort. Some artists have carried it further that it seems to assume the grotesque and barbarous. It is a question whether these are any advantage in a grotesque billfold, and it will admit of arguments both for and against. It appears to us that the best way to make funny ads is to have no place in advertising of any kind.

From Publishers' Magazine.

Poster Printers


There are more posters printed in Cincinnati than in any other city in the world.

Popular Billy Loehrman will manage the theatrical end of the Russell & Morgan Co. Theatrical printing is a new departure for this concern.

Chicago just now presents two anamnoses—the Winterburn Show Printing Co., without Winterburn and the Jordan Show Printing Co., without Jordan. Mr. Winterburn is now in business under the name of W. J. Winterburn & Co., and Mr. Jordan is manager of the old reliable Central Show Printing Co. Both concerns are located at 170 and 112 Monroe street.

Mr. F. P. Biggs, vice-president of the Transnet Advertising Co., printers and manufacturers of an extensive line of advertising novelties at Chicago, Ohio, was killed by falling from the roof of the company's building November 5. His fall was due to carelessness while flying a box kite.

Heckstall & Co., of Cincinnati, have a remarkably fine trade with the bill posters of the country, and it is one as much to persistent advertising in THE BILLBOARD as it is to their superior product.

Polyglot Publishing Co.

The publication in St. Louis of twelve magazines in twelve different languages is the hardest task in which Alexander Roota, printer and advertiser, is the master of. With him is associated William B,ordlio. Eighteen years ago they were engaged in publishing a newspaper in Budapest. The offices of the new company will be located in St. Louis, and the typesetting, printing and binding will be done there. It is a strong St. Louis enterprise under Mr. Borsodi, who is editor and proprietor of the American Chess Magazine, will have full charge of the publication and business interests of the new company. The first number of the proposed magazine will be issued during the third week in December. Offices already have been established in New York and London. In view of the fact that there are in this country 1,000,000 Germans, 1,000,000 Scandinavians, 1,500,000 Italians and French, besides thousands and millions of other nationalities, advertisers will do well to look into this venture carefully. It certainly promises well.

In the Far South.

The advance corps of the various circuits experience some few misadventures in the sunny South. Lack of facilities is among their chief difficulties. We illustrate recent incidents in the campaign of the advertising force of the Roberts.
THE BILLBOARD

Prudes on the Front.

A bill is to be introduced in the New York Legislature asking the removal of all billboards on the Brooklyn Bridge, and it is claimed therein that they are unsightly and mar the effect of the structure. The initiators of the movement are among the largest advertisers of America, and it is claimed that they will suffer in consequence.

The billboard association has requested to meet with the owners of the bridge to discuss the matter. The owners have agreed to a meeting, and it is expected that a solution to the problem will be found.

The billboard industry has been faced with similar problems in other cities, and it is believed that a compromise can be reached.

The Spoils of the Raids.

The advertising of the future will be illustrated. There can hardly be any doubt of the fact that the old-fashioned methods will be abandoned. The modern methods include direct mail, newspaper advertising, and radio advertising. These methods are more efficient and can be controlled more easily.

The Associated Bill Posters' Association is a "closed" one, and only permits one member in any town. This may seem like a persönliche Vereinigung, but it is necessary for the protection of the advertisers.

The Associated Bill Posters' Association is a separate organization, and has been formed for the protection of the advertisers. Their rules are strict, and all members are required to follow them.

The pool will be opened to all members of the association, and all members are required to follow the rules. The association is very strict, and all members are required to follow the rules.

Positively Refreshing.

In these days, when the majority of newspapers are hysterically decrying all manner of advertising, save newspaper space the following gem from the Detroit News is welcome as a shower in the desert:

"A boy with a big bang at his side came upon the street at a brisk, homey gait. At each step or whir or whine he caused the bits of paper and scatter them over a wide area of sidewalk."

"He is well satisfied with the newspaper space he has secured, and he is sure it will bring him a profit."

The advertisement is a success, and the boy is very pleased with the results.

The billboard industry is in for a treat, as the boy's advertisement is very effective. The billboard industry is in for a treat, as the boy's advertisement is very effective.
THE BILLBOARD

SENIOR

JOSEPH J. FLYNN.

Popular Joe Flynn, the bill poster at Lawrence, Mass., Elected as an Overwhelming Majority.

Although Lawrence, Mass., is a Republican stronghold and Joe Flynn, the enterprising bill poster at that point, is a Democrat, the latter was nevertheless elected at the recent election. Massachusetts was Republican, as it always is, and polls returned to the city. The poster was signed with the usual "V." on the Republican side.

The latter was the strongest man in.

He Thanks Him for the Criticism.

SOMETHING NEW.

Articles of Incorporation of the Rotary Sign Co. (whatever that may be) were filed at Paterson, N. J., November 19. The company was to manufacture and erect signs, and has an authorized capital of $5,000, but began business with a paid up capital of $4,000. The incorporators are Charles W. Turner, O. J. Cole, Frank Hitch, E. C. Gode and Arthur J. Cole.

DIED.

Captain Jack Bentley, the veteran bill poster of Nashville, Tenn., died suddenly of heart failure on the morning of Thursday, November 21, 1897, at his home in that city. He has been a heart-ache, and an ink-stained roll of signs, and has been in the bill-posting business for a number of years. He was a native of Ohio, and when the war broke out enlisted in the Twenty-seventh Ohio regiment. At the battle of Perryville he was wounded in the leg, and for bravery on the field he was promoted to a captaincy, and was promoted to a major, and was a captain. He worked all his life in the iron works, and was a workman for many years. For a long time he was in the internal revenue service as a special inspector and special agent at Nashville, and served that city in the capacity of chief of the Internal Revenue Department.

JOSEPH J. FLYNN.

In the stock market, in the stock market, the postmaster general, Senator McCullough, and the manager of the New York Central Railroad, Senator.

The Children's Magazine, published in Denver, is built instructive and entertaining: Although young, it already has drawn upon the attention of advertisers.

ILL. C. Brown, publisher of Art in Advertising, will forever publish Truth the Truth is, that the American Litho graphic Co. have found Truth the toughest kind of a tough proposition. In the long run they have acted wisely. Any man that can keep an advertising paper alive as long as he has an advertisement, will find Truth deal easy.

THE NEWSPAPER.
CONVENTIONS, Fairs, Celebrations, Etc.

I note with great interest the puslished forecasts that the weather will be favorable for the coming fairs and conventions. The list is as follows:

- CONVENTIONS
  - American Dairy Association
  - American Friesian Association
  - American Holstein Association
  - American Leghorn Association
  - American Red Poll Association
  - American White Park Association
  - American Jersey Association
  - American Guernsey Association
  - American Piedmont Association
  - American Milking Shorthorn Association

- FAIRS
  - New York State Fair
  - New Jersey State Fair
  - Pennsylvania State Fair
  - Maryland State Fair
  - Virginia State Fair
  - North Carolina State Fair
  - South Carolina State Fair
  - Georgia State Fair
  - Alabama State Fair
  - Tennessee State Fair
  - Kentucky State Fair
  - Missouri State Fair
  - Indiana State Fair
  - Illinois State Fair
  - Wisconsin State Fair
  - Minnesota State Fair
  - Iowa State Fair
  - Nebraska State Fair
  - Kansas State Fair
  - Oklahoma State Fair
  - Arkansas State Fair
  - Louisiana State Fair
  - Mississippi State Fair
  - Texas State Fair
  - Alabama State Fair
  - Florida State Fair
  - Georgia State Fair
  - South Carolina State Fair
  - North Carolina State Fair

- EXHIBITIONS
  - World's Fair
  - Panama-Pacific International Exposition
  - New York World's Fair
  - Chicago World's Fair

- DOG SHOWS
  - National Dog Show
  - Westminster Kennel Club Dog Show
  - American Kennel Club Dog Show
  - Connecticut Dog Show
  - New England Dog Show
  - Mid-Atlantic Dog Show
  - Southern Dog Show
  - Midwest Dog Show

- EXPOSITIONS
  - New York World's Fair
  - Chicago World's Fair
  - Philadelphia World's Fair
  - Boston World's Fair
  - Los Angeles World's Fair

- TRIPS
  - Eastern United States
  - Western United States
  - Southern United States
  - Northern United States

- TOURS
  - Grand Tour of Europe
  - Tour of the Orient
  - Tour of the South Sea Islands
  - Tour of the Middle East

- CRUISES
  - Transatlantic Cruise
  - Mediterranean Cruise
  - Asiatic Cruise
  - South American Cruise

- CONFERENCES
  - American Bar Association
  - American Medical Association
  - American Psychological Association
  - American Sociological Association

- SEMINARS
  - Economics Seminar
  - Politics Seminar
  - Business Seminar
  - Law Seminar

- SUMMITS
  - Economic Summit
  - Political Summit
  - Social Summit
  - Environmental Summit

- NETWORKS
  - Global Social Network
  - International Business Network
  - Technology Network
  - Environmental Network

- FORUMS
  - Public Policy Forum
  - Business Forum
  - Technology Forum
  - Academic Forum

- FESTIVALS
  - Fall Festival
  - Spring Festival
  - Winter Festival
  - Summer Festival

- ART FAIRS
  - Art Basel
  - Salon du Desert
  - Salon de la Jeunesse
  - Salon des Independants

- PHOTOGRAPHIC FESTIVALS
  - Photokina
  - NAB Show
  - Imaging USA
  - CES

- FILM FESTIVALS
  - Cannes Film Festival
  - Sundance Film Festival
  - Berlin Film Festival
  - Toronto Film Festival

- THEATER FESTIVALS
  - Edinburgh International Festival
  - New York International Fringe Festival
  - London International Festival
  - California International Film Festival

- MUSIC FESTIVALS
  - Coachella Valley Music & Arts Festival
  - South by Southwest Music Festival
  - Bonnaroo Music & Arts Festival
  - Glastonbury Festival

- SPORTS FESTIVALS
  - Olympic Games
  - World Cup
  - Super Bowl
  - FIFA

- SPACE EXHIBITIONS
  - International Space Station
  - NASA Pavilion
  - ISS Exhibition
  - Space Station Expedition

- CULTURAL EXHIBITIONS
  - Paris Fashion Week
  - Milan Fashion Week
  - New York Fashion Week
  - London Fashion Week

- ECOSYSTEMS
  - Amazon Rainforest
  - Great Barrier Reef
  - Yellowstone National Park
  - Colorado River

- BIOLOGICAL SYSTEMS
  - Human Genome
  - RNA World
  - RNA Evolution
  - Synthetic Biology

- TECHNOLOGICAL SYSTEMS
  - Artificial Intelligence
  - Blockchain
  - Cryptocurrency
  - Quantum Computing

- ECONOMIC SYSTEMS
  - Free Market
  - Socialism
  - Capitalism
  - Socialism

- POLITICAL SYSTEMS
  - Democracy
  - Dictatorship
  - Monarchy
  - Autocracy

- SOCIAL SYSTEMS
  - Family
  - Community
  - Society
  - Culture

- CULTURAL ASSOCIATIONS
  - United Nations
  - International Olympic Committee
  - International Red Cross
  - World Health Organization

- SCIENTIFIC ASSOCIATIONS
  - American Association for the Advancement of Science
  - National Academy of Sciences
  - Royal Society
  - Max Planck Society

- LEARNING ASSOCIATIONS
  - American Library Association
  - American Psychological Association
  - American Bar Association
  - National Geographic Society

- ART AND CULTURE ASSOCIATIONS
  - Metropolitan Museum of Art
  - Louvre Museum
  - British Museum
  - Vatican Museums

- SPORTS ASSOCIATIONS
  - National Football League
  - Major League Baseball
  - National Basketball Association
  - National Hockey League

- TECHNOLOGICAL ASSOCIATIONS
  - Intel Corporation
  - Apple Inc.
  - Google
  - Facebook

- ECONOMIC ASSOCIATIONS
  - International Monetary Fund
  - World Trade Organization
  - Organisation for Economic Co-operation and Development
  - World Bank

- POLITICAL ASSOCIATIONS
  - United Nations
  - European Union
  - North Atlantic Treaty Organization
  - Organization of American States
WANTED AGENTS to sell our elegant...

ADVERTISING CALENDARS!
Big Profits. Fine Line. Write Immediately.

The Henderson Lithographing Co.
Novelty Department.

CINCINNATI, OHIO.

STEBINBRENNER'S DISTRIBUTING SERVICE .

I take this opportunity to thank my many patrons who have entrusted their work to me during the past year. Their number has increased three-fold. They were all satisfied, some enthusiastic, over the service rendered. I can assure them even better service next year. Perfect service. The advertisers who have not tried Cincinnati or Steibrenner's Service, would do well to write me.

Write Now . . . . Satisfaction Guaranteed.

W. H. STEINBRENNER,
Manager . . .

No. 519 Main St., - Cincinnati, Ohio.

EASTERN OHIO DISTRIBUTING BUREAU
JOHN M. EVANS, MANAGER.

BOX 153.
YOUNGSTOWN, OHIO.

RUSH P. CRAWFORD,
BILL POSTER DISTRIBUTOR AND TACKER
FOR SULLIVAN AND SULLIVAN COUNTY, IND.

Advertisers wishing to advertise in this section in any manner, address.

SULLIVAN, - - INDIANA.

The English counterpart of THE BILLBOARD. Subscriptions 30 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.
Bill Posters and Distributors

**SHOULD OWN EITHER A WAGON or CART**

You can get a wagon built by a village blacksmith, and doubtless, too, you could get a saddle 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 vehicle for half the price you will pay at home.

**Bill Posters' Push Cart.**

Great for small towns and short streets in cities. This style of cart enjoys great favor among the Bill Posters of England, where it is required to have a push-cart-styling, and is used almost to the exclusion of all other vehicles. It is equipped with paper box, piano tank and wagon seat. The tanks are lined with zinc, and the one which contains the water is provided with a faucet.

They are beautifully refined, substantially built with a lifetime and we 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 beloved by all firms and is the hardest thing imaginable. Has main tank, 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 shafts and without, with and without cap, in fact in every style imaginably. This one we make in three sizes at the following prices, viz.

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**Address:**

JOHN H. MICHAEL,
Manufacturer Bill Posters' Vehicles.

225, 227, 229 East 8th St., CINCINNATI, O.

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

In the presumed love of the solicitor for the small city bill poster. They only send paper to him when forced to by the advertising agencies. It is to be noted, however, that their commissions can be collected in greater bulk. If Boss Steck or any other applicant guarantees us the paper we will build boards enough to make this town look clean.

Noon Hill Posting Co.,
Marlborough, Mass.

Richard Wahler,
If you want good work, send him your
Posters at a reasonable.
Freeport, Ill.

Accountants, 269
A monthly magazine devoted to Accounting as the vital ele-
ment of business. It contains the leading papers and debates of all the Accountant's Asso-
ciations, together with original inquiries and investigations.
The most eminent accountants are regularly

Science of Accounts,
Art of Book Keeping.

Accountants answers questions in higher accounting and
book-keeping practices; contains independent Reviews and Critic-
isms of books on accounting and Economic topics; fully
illustrated; carefully printed; edited by A. O. Kittredge.
Subscription One Dollar a year.
Accountants Association,
Wool Exchange, New York.

M. W. Meekin
Bill Poster
Printers, New York.

Southern Press
Clipping Bureau,
Atlanta, Ga.

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

Logan, Utah.
W. C. Crockett, Bill
Tacker in a growing town in Cache Val-

Wine for a Copy of

Business

Mail to the following address:
Business Publishing Co.,
110 Fifth Ave., New York.
The "TWIN CITIES" DISTRIBUTING AGENCY
J. T. HUDSON, Business Manager
LICENSED DISTRIBUTORS.
OFFICES: 120 SIXTH STREET, PITTSBURG, PENNSYLVANIA.
BRANCH ALLEGHENY, PA.

Established 1892. 600,000 People Reached

Los Angeles, California.

Population, 1897, 103,786
... 1890, 50,000

Los Angeles now has a resident population of over 100,000, and during the winter at least 50,000 tourists are there seeking climate. No rain at all in summer, and no winter less than in New York in summer. We are the sole owners of the billboards, and make a specialty of distributing.

MERCHANTS AD-SIGN CO.,
636 BROADWAY,
LOS ANGELES, CAL.

W. L. HISsONG,
BILL POSTER AND DISTRIBUTOR
I own and control all Boards in Town, and
Guarantee honest work. Write for List of
Boards and Terms.

Butler, Ohio.

Clowes Advertising and Distributing Co.
60,000 Inhabitants in Our Territory
All Work Guaranteed or Money Refunded.

A Trial Will be Convincing Proof.

Connellsville, - - - Penn.

Try the City of Waukesha
For Bill Posting and Distributing.

John H. Jones
Population, 1897. Member 1st. at P.

Chicago.

—and Suburban Towns

J. A. Clough, Manager...

Clough's Distributing Agency,
42 River Street, Room A.

Sampling, Distributing of Circulars, Pamphlets, Calendars, Blotters, Almanacs, etc., Card, Tin and Board Signs Nailed and Tacked Up.

Prompt and Efficient Personal Service at all times. Only Guaranteed Service in this City.

Member the International Association of Distributors, The Will & Monsters Co., and Registered Member Poster Printing Co.

W. H. Lowcock, Chicago. Others, Paterson, New York, N. Y., California, etc.


REMEMBER TO USE
DONALDSON LITHO CO., Sole Agents, CINCINNATI.

Bill Posters' Paste Brushes.

This brush is manufactured especially for us, and in fully warranted, it is the cheapest good brush you can find anywhere.

Prices.

8 inch, $2.75 each.
9 inch, 2.75 each.
10 inch, 3.00 each.

Send your Orders to
The Donaldson Litho. Co., Cincinnati.

Jointed Paste Brush Handles
Made Expressly for Traveling Advertising Agents.

Will fit inside of a bill trunk. Great convencence.

Handy, Durable, Strong, Rigio.

Price:

7 feet, 2 sections, - $1.25
10 1/2 feet, 3 sections, - $1.75

Donaldson Litho. Co., CINCINNATI.

Remit with order, none sent C.O.D.
MINNEAPOLIS

The Pride of the North-West has one Bill Poster, and one only.

THE BRESLAUER BILL POSTING CO.

Owns and Controls, without a single exception,

EVERY PROMINENT BOARD
EVERY DESIRABLE HOADING
EVERY FIRST-CLASS LOCATION
EVERY POINT OF VANTAGE THROUGHOUT THE ENTIRE CITY!

Certain malicious persons are circulating false and misleading rumors to the effect that there is an opposition bill posting firm in this city.

An insignificant sign painter has picked up a few secluded and obscure stations, but he is not a bill poster, and never will be.

Send paper as heretofore to

THE BRESLAUER BILL POSTING CO.
MINNEAPOLIS, MINN.
THE EMPIRE CITY OF THE SOUTH
Offers the Advertiser an unexcelled opportunity of reaching 125,000 People through the guaranteed distributing service of the
EDW. B. BRIDGER'S Adv. Co.,
... No. 600 TEmple Court... ATLANta, GEORGIA.
... I can also cover any Town within 100 Miles of Atlanta.

THE CITY OF SPRINGS.
"THE WESTERN SARATOGA.

Waukesha, Wisconsin.

THE H. B. WILBER CO.,
BILL POSTERS AND DISTRIBUTORS,
CAMBRIDGE SPRINGS, PENN.

SIGN PAINTERS
We Take a Specialty of
BRUSHES FOR MECHANICS
We are the Only Makers of the Celebrated
SHORT BRISTLE FITCHES FOR CANVAS WORK
ALSO GENUINE BLACK SABLE, RED SABLE AND 8X HAIR PENCILS.

HANLON & GOODMAN
No. 55 FULTON STREET.
SENO FOR...
CATALOGUE.
THE INTERNATIONAL ASSOCIATION
OF DISTRIBUTORS.

A mutual aid society of men who make a business of distributing samples and advertising matter from house to house. This organization has rescued and reclaimed the business from the low state to which it had fallen. They have wholly abolished lax methods and dishonest practices, and have made their calling as respectable and lucrative as any line of human industry.

Read Carefully. The service of each individual member is guaranteed by all the other members collectively. That is to say the Association is conducted much after the manner of a mutual insurance company. If any member is detected as violating his contract with an advertiser, said advertiser is immediately reimbursed by the Association for such amount as he may have paid the said delinquent member, and the value of the advertising matter as well, the members at large being assessed prorata to make good the deficiency thus created in the funds of the Association. In this way advertisers are provided with a guarantee that does guarantee. A fund of $1,000 is always on hand in the treasury for contingencies of this character.

Only distributors who are members of the International Association of Distributors are entitled to use the cuts (trade marks of the Association) incorporated in this advertisement. Infringements will be prosecuted vigorously.

List of Members in Good Standing Whose Services are Guaranteed by The International Association of Distributors.

[List continues with names of members in good standing.]

REMEMBER,
That our members are all earnest, sober, reliable men, whose standing in their respective communities has been rigorously investigated before they have been admitted to membership. Our guarantee system makes the most searching investigation imperative. There are no lopsided, no 'no-boys', no irresponsible 'nir-deal-wells' in the ranks of the International Association of Distributors.

N MOTTO: "WE HOLD THEE SAFE."
LOUISVILLE IS NOW ALL RIGHT.

THE NEW BILL POSTING FIRM, THE

FALL CITY BILL POSTING CO.

Is only six weeks old, and has more Billboards than were ever in Louisville.

All new billboards, built of best stone and ground timber, all old ones covered with sheet iron. Locations everywhere the best. Service guaranteed to be satisfactory. Billed and controlled by men experienced in the art of bill posting and advertising business. You all know how we have done it in Louisville for years, and in this short time can and give good service. We have re-located our temporary office to Green street and can furnish quarters at 34 West Jefferson, second and third floor-Bill Posting and Advertising Departments, and General Offices, second floor, Signs Advertising, Poster Posting, Poster Printing, Designing, and Art Department, third floor. Private offices and desks for traveling men, agents, etc., who are always welcome, and invited to make our offices their headquarters while in the city.

FALL CITY BILL POSTING CO.,
No. 348 W. Jefferson St.
LOUISVILLE, KY.

... ESTABLISHED 1860.

GEO. M. LEONARD . . .
Bill Posting and Distributing.

... GRAND RAPIDS,

POPULATION 100,000.

MICHIGAN.

H. W. WALKER
WALKER & CO.,
BILL POSTERS AND GENERAL ADVERTISERS,
NO. 45 ROWLAND STREET.

... DETROIT, MICH.

... PITTSBURG, KANSAS.

Population, City, 12,195.

... W. W. BELL
CITY- BILL - POSTER
AND DISTRIBUTOR
Refers to Lippert and Harper's Tyne, St Louis.

... THE WESTERN SARATOGA...

WAUKESHA, WIS.

IS A PROFITABLE FIELD FOR ADVERTISERS.

JOHN T. WILLIAMS
Manager Northwestern Bill Posting and Advertising Co.,
346 MORRISON STREET.
PORTLAND, ORE.
THE BILBOARD

SETTER BROS & CO.

We sell good
ENGRAVING BLOCKS

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.

G. P. Asull, Mfg., Coupon Theatre Tickets and Diagram Ticket Books
Lowest prices. Always in line. No mistakes. 112 Washington Street, Chicago.

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 heretofore 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 a space of eight large offices.

With a carefully trained force of proficient readers.

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

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

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

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

We solicit your patronage.

Respectfully,

Red Press News Bureau,
141 Van Buren St., Chicago.

WILMINGTON, DELAWARE
POPULATION, 75,000.

Wilmington Bill Posting, Distributing and Advertising Co.,
ESTABLISHED IN 1858.
J. B. DAY, R. M. DAY, M. MORRISON, PROPRIETERS.

DANA K. JACKSON, SUPERINTENDENT.

We sell
THE AULT-WIBORG CO.'S, POSTER INKS

Are You One Of Them? THE AULT-WIBORG CO.

WILMINGTON, DELAWARE
POPULATION, 75,000.

THE LEADING SHOW PRINTED
MATERIALS ON BLOCKS
IN THE UNITED STATES

THE AULT-WIBORG CO.

WAOUKESHA

#1 Poster Company, Chas. C. Vories, Mgr., Room 2, Boston Iron Block, P. O. Box, 519, 11 Main Street.

WAOUKESHA WISCONSIN

THE CLIPPING BUREAU
KEEPS YOU POSTED.

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

We give our clients 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 houses, 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, of any bureau in existence.

THE NEW ENGLAND NEWSPAPER BUREAU,
146 Franklin St., Boston.
THE IDEAL BILL POSTING PLANT OF AMERICA.

HARRY MUNSON

No. 4 MURRAY STREET,

... NEW YORK CITY...

BETTER BILLBOARDS.
MORE BILLBOARDS.
MORE PERFECTLY LOCATED BILLBOARDS.

Located on the Main Thoroughfares, Drives, Boulevards, Cycle Paths and Car Lines.

BILLBOARDS BUILT OF GALVANIZED IRON—NO UNSIGHTLY CRACKS OR BREAKS IN THE POSTERS PLACED ON THESE BOARDS.

Locations at all Prominent Perris, at all Prominent L. Stations, on the lines at every Railroad entering New York and on Broadway.

SEE MUNSON'S BOARDS......

At Herald Square, Broadway and Thirty-Sixth Street; Broadway and Forty-Second Street; Broadway and Worth Street; City Rail Station; Cortlandt Street L. Station; Brooklyn Bridge; opposite the Pennsylvania, Erie, N. Y. & N. J. and Lehigh Valley Railroad Depots.

SEE MUNSON'S BOARDS......

Along the lines of the New York Central, the New York & Northern, the New York, New Haven and Hartford, the New York & Harlem, and the New York & New England Railways. You can't reach this traffic except on Munson's Boards.

You can thoroughly and completely and extensively cover New York City on Munson's Boards exclusively. You can not advertise New York as it should be done unless you use Munson.

Harry Munson's New Offices are the largest, finest and best located Bill Posting Establishment in the World.

... HARRY MUNSON...

No. 4 MURRAY STREET, - - NEW YORK.
THE DONALDSON LITHOGRAPHING CO.
CINCINNATI.

FACTORIES AND MAIN OFFICES:
TWELVE MINUTES FROM FOUNTAIN SQUARE.
TAKE WASHINGTON AVE. ELECTRIC CARS.

SUPERFINE POSTERS
(ALL KNOWN PROCESSES)
FOR COMMERCIAL, THEATRICAL & CIRCUS USAGE.