









### "Folks's Breezy News."

These was given, on the other day, in an uptown street, on a distribution of the way in which distributing agents, especially samples, is often literally thrown away. It was at the noon hour. The folks's buyers who, in accordance with the prevailing fashion, were engaged in viewing the streets, had recognized their labors and were parting up of their midday meal as they sat on the sidewalks and the steps of the houses.

Presently came a man who carried a large basket. He started down the street distributing from the basket. At each house a small package of one of the new novel products of the manufacturer was greatly appreciated to coffee as a beverage. He usually laid these packages on the window sills and did not ring the door-bells.

After him, at a distance distant, followed one of the folks's, evidently displeased by his companions. He loudly professed all the same, but he had no reason to whom the group of workmen sat. Clearly the folks's knew what the package contained, for they were opened, not destroyed, but in a courteous way.

The folks's, fast-gained contacts were answered promptly into the pipe-works of the neighborhood, and having been art straight, were then going back to work looking at work packages, apparently, to the same of toll as if the correct parcel for the folks had been the same golden Virginia.—Folks's.

The writer received many letters of inquiry for the work, during the past few weeks, and it is with regret that I remark that, with one or two exceptions, they are not of the kind that would make much impression on the mind of the submitted editor. Most of them were written on common, writing paper, not even printed letter heads, some with bad penmanship, and even one (in a piece of wrapping paper) I can't see how those persons are working in the business if they could be so careless in this obvious matter. It is not to be wondered at, and if there were some persons who complain that they have no work will see that their judgment, they will see that this way of doing business is the first cause of their non-success. (Quar, big "W" words!) Think of sending the editor of a business man, in a ragged, dirty sack of chicken man, if you will, would be this way? Is not your business judged by your letters? You are advertising, hope, serve me, and they see you well from an agency before you and answer in which you write.

Pay a little attention to your stationery and you are paid! If you will not have names for consideration on your new distribution.

This is about the time of the year for the annual report of the "Misses giving me a customer" fund.

The latest status are having a quiet time in the distributing business on account of the holidays, but everything points to a prosperous and rolling spring business.

A prominent New York newspaper offers \$1,000 for the best prophecy of what will happen in 1911. If BILLBOARD should do the same about the total number of I. A. D. members next December, and I should say how, would I get it? This will tell.

"FERRARA."

### TIPS.

The following fees are contracting for early advertising, and it would be well to get their attention by your business.

In House Party Medicine Co., Boston, Wis. Lyman Brown, New York City.  
 Columbia Health Co., New Haven, Conn.  
 T. Klappholz & Co., Oswego, N. Y.  
 Standard Chemical, New York, Providence, N. J.  
 C. C. White, New York City.  
 Schenck & Co., Stamford, Ohio.  
 J. J. Zieher Co., Cleveland, Ohio.  
 The Standard Co., New York, Philadelphia, Pa.  
 Williams Bros., Indianapolis, Ind.  
 Brown Bros., New York, Philadelphia, Pa.  
 Dr. W. B. Nelson, Philadelphia, Pa.; Dr. Louis, Mo. Dr. Walter Medicine Co., Dayton, Ohio.  
 Buchanan & Co., Detroit, Mich.  
 Dr. Kennedy & Kropfen, Chicago, Ill.  
 South Bend Laundry Co., South Bend, Ind.  
 Dr. T. R. Smith Co., New York City.  
 Rains, Building, Peoria, Ill., Cincinnati, Ohio.  
 J. Jacobus Whitehead, New York City.  
 Powers Bros. Co., Chicago, Ill.  
 F. J. Schmitt, New York City.  
 Starting Agency Co., Indianapolis, Indiana  
 System, Ind.

There seems to be a tendency among some of the more prosperous distributors in sales prices for distributing, which is not likely to fail and just, but the times it is not yet ripe for a general rise of prices, even though there is merely any profit in producing prices. General advertisements have constantly suffered poor service for as long by dishonest distributors, that they are yet cautious about placing contracts, and must be convinced by actual results. Check the former, they are money that is distributed. This distributor should bear with the prevailing prices, at least for the first order, and give the very best service. It is possible to give. This will involve your person that you are the proper person to handle their matter, and they will soon recognize that your service is worth the price you ask and gladly pay it.

The best, cheapest and most profitable time to keep your business before the general advertiser is to keep your business constantly before them. Inserting an advertisement now and then is like selling a heavy bundle, and going without your business and support. It will not keep you in good luck; neither will advertising on month and going without two months between business, or the whole effect of your advertising is lost if not followed up.

The E. E. Seiberth Medicine Co., with W. H. Seiberth, state that the results obtained from their home-to-house work are extraordinary. They are now doing this. They say they are having difficulty in supplying the demand. This is a direct testimonial to the success of a general advertisement in the distribution of medicines. Distributors, namely, Geo. W. Vanzwick. He is in a class in the organization.

### Local Distributing.

It is a fact beyond dispute that no one out of ten distributors do not get out third as much distributing as they should. They do not exhaust their merchants thoroughly and keep even lastingly at them. Local merchants should be the distributor's best and most constant customers, and also receive the greatest advertising. The Distribution should devote their whole time and attention to their local accounts, as they are on the ground and can talk there to each other. To reach them and attract in would be advertising business from the general advertiser, then waiting for business to flow in. All that is necessary to bring your business before the general advertiser is to call them (under actual letter postage) your card and a letter advising their business, and also have your business constantly before them by inserting your advertisement in publications that reach them. When they are in need of a distributor in your section you will hear from them, and in the meantime they will be bringing you your local merchants large and small! I know that local merchants had some ideas at 25 cents gain they do distribute their matter, and they will not let you get their share, who want their share. I can also assure that thousands of merchants do not believe in distributing, simply because they have no action to put on their advertisements; thus it is in easy talk to get their distributing. But it can be done successfully. I have done it, and so can every distributor in your section. You can give on lowest service. It means not whether your town has a population of 1,000 or 10,000, your local merchants are the advertising medium for your business.

Newspapers get the bulk of the advertising, simply because they are constantly after it and run every other line in an attempt to get it. Local merchants actually have the results derived from honest distributing, as one can be carefully explained it to them; this much business is lost. Distributors must explain and attempt to convince each merchant that honest distributing pays, and that you are prepared to do honest distributing. You should mention to your merchant that you are prepared to give him advertisement, separate and alone, distributed into the homes of the people in much better than an advertisement would be in a newspaper. Distributors should be in touch with his competitors, and which does not distribute to one-half of the people he desires to reach. If he should become a distributor, he should not stop advertising at all, but depends upon his long established business and wide acquaintance for his business, just call his attention to the fact that the competitor does by above advertising, or mention the fact that hundreds of people are taking advantage of the low fares offered by the railway, and go to the city to buy their goods, thus depriving him of the trade he should have, and would surely get if he could advertise his store. If he will not give you a trial, then offer to distribute a local order free of charge. If the merchant is convinced and offers inducements to warrant patronage, the results will be extraordinary. In the meantime you will get their constant patronage. If you should not be able to get distributing from your home merchants after offering them the inducement, then call on them via the merchants in your neighboring towns and get them to advertise in your town, as your local merchants don't advertise,

and there is a big field for trade. When your home merchants see this advertising, they will see that you are doing as you are made leaving them, and you may be amazed that they will want your services.

Next come, and punish the service of houses to home distributing to your home merchants, and keep everything at it. Don't give up, no matter what obstacles you may encounter, for you must have the percentage of your home merchants if you hope to enjoy a prosperous and permanent distributing business.

The following circular accompanies the Certificate of Registration which are now being sent out by the State Printing Co., Philadelphia, and is worth reading and remembering:

### READ CAREFULLY.

Remember that our main object in preparing this list is—To insure first-class service to ALL advertisers. That will aid to distribute the work of any firm properly, you will lose not only the work of this firm, but the work of all firms, so that money will be lost, and thus being our list the facts of the case.

Remember that every name in the exhibit of this list is correct. That if you do accept your work, you will not receive, whereas if you do poor work for us, you will lose the work of all.

As all from follow you, instructions accompanied, give and sell. That will aid to avoid trouble. When distributors try and have two or three reliable business men look over your work, so that if any one claims the work was not done properly, you will have them to witness. Follow up your business carefully. Learn from the merchants how the various advertising is being sold. This will make you know the quality of your service, whereas if you do poor work with the amount of advertising done.

If you have any competitors, send F. W. PATTERSON Co. their name and address. If there are any large firms advertising in your city, whom you do not get, send us names of firms and, if possible, copies of advertising matter they are distributing. We will then endeavor to induce them to use our list of distribution, thus giving the work to you. We will have a copy of this list sent you, unless stamped, address enclosed.

Acknowledge receipt of your Certificate of Registration, and if there are any mistakes in the spelling of your name address. At first opportunity send names of all the firms for whom you do distribute, give your name and population of any city in which you are doing your city in which you do distributing.

This company, while endeavoring to protect the advertiser, will also endeavor to protect the advertiser's own money.

Notify this company, should you make any change in your address.

A recent pamphlet, *Business as Usual* is a book that is a real help to the advertiser's attention. Do not blame the distributor for poor results which should be attributed to bad printing, cheap paper, badly executed illustrations, etc. Advertisers should remember that they are the general; the distributor, private address for the source referred to in this notice. If the advertiser on providing these conditions with poor communication, their address, no matter how carefully stated, will fall short of the customer's expectations.



## Signs & Sign Painters

Address of correspondents for this  
column, P. O. Box 107, Chicago, Ill.

The first, which artists of note secured not by their "bravado" but by the painting of signs, and many a Royal Academicians gave the "bravado" to the yellow, a slight as in caducities, the last fabulous animal, supposed to have been hatched from a cock's egg by a toad, being for some unknown reason, quite a favorite, and represented as a serpent with a woman's head. Among these painters were Charles Collins, one of the original Royal Academicians; Samuel Wale, who delighted in figures of putrid and other Spherozoan characters; Hargrett and Richard Wilson; while the victor's hat at Hays, Kent, headed a grape-bee-hive "St. George and the Dragon," executed by William-Lippincott's.

### Notes.

Paper and wood pulp letters, to which is added a bluish, such as zinc, shellac or glass, dissolved in kerosene or petrol, is being made to largely take the place of metal letters. Advertising signs of this kind are made as follows: A mass of wood pulp and a blade, and then modeled in suitable shape by hydraulic pressure, then painted with oil colors and varnished, which renders them proof against atmospheric influences.

Every sign painter's shop should be provided with a white stone slab on which to grind colors; also another smaller stone to hold in the hand. The dry pigment in this moist mill is all and a small portion placed on the sign stone. Then with a diamond knife it is rubbed and ground with the smaller stone. This is the way our forefathers ground their paint. It will be found quite handy in grinding up other good paint, which has become lumpy or stiff.

Some sign painters complain that they cannot get a good white, one that will not turn gray when exposed to the air. This oil based all that has lately secured into existence, and ground into this rapid state of color (white) and white lead and then to a working consistency with turpentine.

The postoffice authorities should be loudly praised for all interested in legitimate advertising for the stand they have lately taken against the fake goods and the so-called inferior wood letter contents which show at the studios of many of the cheap monthly papers. The reader's chance of seeing a price is about as often as finding Captain Kidd's buried treasure. The leading letter business is very tight. The list is made up probably of two or twenty geographical names, which, in all appearance, the missing letters are readily supplied, but the number of the list is very careful to put in four or five words which may be filled in differently and still be a geographical name. The changes which are made on a list contained four such words are many. Hence, if you should get a price you need have much more than you have it, which is surely impossible. They are, in fact, instances. How beautiful and money also will it be Boston, which it may be on their list at Boston or Berlin or some other name. So you see how much

cheaper there is of securing a price. We thank the authorities well if it cost, for it is this very kind of advertising that makes us here the lightest and responsible advertiser to get adequate returns to pay them.

A writer in French says: All greens and blue are due to the addition of blue or blue, and lightened by the addition of yellow or white.

To darken black, add Prussian blue or black; to lighten, add white.

To darken vermilion, add Indian red, venetian red, ochre or Van Dyke brown, according to the shade required; to lighten, add white.

To darken Indian red or venetian red, add ochre or Van Dyke brown; to lighten, add venetian.

To lighten ochre or Van Dyke brown, and black; to lighten, add Indian or venetian red.

Mr. J. Y. Frick, of Kanawha, Pa., is putting up a bulletin and bill posting machine between Atlantic and Bowling, on the P. & E. R. There are between that and forty turns and villages between these two cities. He wishes to cover the whole line between these two points. Mr. Frick wishes to be the only one in the right place. There are no better localities than between these cities.

Mr. Frick, of Lemay, Cal., is erecting a sign on a mountain where along the Pacific Coast. He figures on reaching a population of seven. Several others are also engaging in the business. We cannot see why a man with a string of towns cannot reach success in it.

**Thinking and Drawing.** Commenting on an article which lately appeared in these columns in reference to painting signs on roads that are pointed with asphaltum (cracked-kiln for construction), says that the manufacturer of a product known to the trade as "Crown" will kill the birds in the road just for the same being, and that when white lead is put on this mill not two is color. We have had no experience with asphaltum, but as it is a water point we are inclined to the opinion that it will not last long enough to make the general impression. The most of such signs we wanted to last as long as possible, and not merely for advertising signs intended to be painted not in a month or so, but to last many years more than we have. Having associated with some of the best painters in the country, we have questioned them the problem of applying any kind of paint on it is to be to be held. Paint sticks fairly well in most cases, but will eventually change color. In some cases it turns to a dirty green; in other instances it produces a yellowish color; in most cases it fades not entirely, the coloring matter in the pigment being entirely destroyed. I have been experimenting with this, but so far have not had much success. Lined all under the one does not do much good. The fastest come through the oil.

London may be cleaned with carbolic acid, which is said not to effect the life on such as the alkali washes, such as soda, potash, etc.

Lined oil will mix with alcohol water, but will not. Rubber's pencil marks can be removed with alcohol water. In fact, will mix with all the alkalis that are strong enough.

A sheller filter may be made by setting shales in alcohol and then straining with funnel oil. The filter is essential to get the colors that are adjusted by green. Pigment may be added into it.

The *Advertiser* writes: To detect adulterations of white lead, add nitric acid. If the acid is white lead, if it is pure, it will dissolve completely there, and the other substance will remain. The residue is again treated with fresh nitric acid; from the first liquid might have become saturated with white lead. By strong heating, the white lead may be changed back into lead, in which case the chain or the heavy spot will remain as residue.

Brushing may be put on with white lead as a binder instead of varnish. It should then be varnished. Will last very well.

Art is advertising is all right when not overdone. The question of art in this case lies in taste. The first is measured by the excess of return as compared with the cost.

Have you ever tried the anti-lubrication method in sign work that is said in some of the cheap storage factories to get a good result? The method is as follows: The surface is primed throughout with oil and a little of some kind of cheap white pigment. The putting in then gets the surface to be painted in hot water, and a coat is put on every twenty-four hours successively for four or five coats. Thus a mixture of about two parts oil, three parts Japan and one part turpentine is then forced on. After drying, it is then sponged, which gives a very smooth surface, similar to polished wood. This method is drastic. Anti-lubrication may be obtained through your dealer.

The practice known as osseous, plastic, gypsum, which one of the nature of osseous, all work well on brick walls, but gets well and do not set out such as asphaltum as much as a linseed oil paint.

### Answers to Correspondents.

If R. R.—Wants to know if there is any difference in the treatment of chromo-grams and other lithographs. Any amount of size should be whatever with a little fake white as white lead. The best way to work boards of all kinds is to put on the size, and when it is dry, just so it shows the best perceptible tint, such as the lacquer with a dry eye. Dipping the sign into the dry-brine. In this case it is quicker and more evenly done.

E. C.—Has been having trouble in getting pointers in stick to painted surfaces. Wash your boards with a weak solution of alcohol water; when dry, put on the points with a paint containing a little resin in solution. Another way is to make your boards. The idea is to destroy the gloss in the paint. Boards intended for points should be prepared first, first in, without gloss. This requires the paint to be heavily charged with pigment and resins.

W. E. E.—John who sends boards of white lead in color, producing a yellowish cast. The cause for this very easy as a mixture that it would all several times. Rubber's pencil marks can be removed with alcohol water. In fact, will mix with all the alkalis that are strong enough; merely ground lead is applied. Rain on brick lead will yellow it.

## ENGLAND.

The following is from the December issue of *The Artist*, London, England—the official organ of the United Mill Painters' Association, of Great Britain:

"Several times beginning of this month, we are told in all probability the publication of the products of the chemical industry, about which there has lately been so much serious enquiry and so much lowering of the full painting department. It is not one of our most important, and if successful its effects are likely to be far-reaching. We are rather doubtful about offering an opinion upon a scheme which is in yet not so fully worked out as to know; and can not but think that the entire hostile criticism with which the association has been met by certain financial papers is inspired by spite and malicious design.

The suggestion seems to us perfect by legitimate as long as it does not rest on becoming a monopoly." We are aware that a monopoly has been required, but with the warning of America before their eyes, we can not think that serious business men can see in such a mark. It is quite as good for some trades, but it is likely to hurt them if they are not for it. For when should we see if competition were abolished in all trades? They would all be endeavoring to grow rich at each other's expense, or, in plain words, they would be eating each other's flesh. But a strong organization, even if it is never itself into a partial monopoly, is sometimes of great assistance even to the weaker members of a trade.

So far, however, as present advice goes, there does not seem much need to fear any danger to the best interests of the trade. The conclusion will certainly be a strong one. About 120 businesses have been registered in the States are already purchased, and the company holds options to purchase the remainder. Among the businesses that are not yet bought, we see some of the best known in the United Kingdom. The proposed capital is a large one—some two million pounds sterling. They should be a progressive concern for a company with such resources if its prospectus is able to inspire confidence in the investing public, and with a strong structure we do not see why the company should not be successful. The published list of direct managers includes some of the men best known in the trade for their intelligence, shrewdness and business capacity.

The editor, Mr. C. G. Wright, is an able leader-writer. "Donald Mac Mill," in the same issue, directs attention to important points among the members of the two who are different points and sources than of the consequences. His arguments are strong and forceful, and he displays great knowledge and skill in his very dignified and courteous. We are not sure, though, how the association is going to live if Vandy's London succeeds, and, furthermore, we are not so sure why it should exist.

This powerful little organ is called the *New York Sign* and is published by the  
New York Sign Company, Chicago.

BLUCKE,  
FRANK  
VEN EUBEN,  
BOFF,  
O'REILLY,  
RYAN,  
CARROLL,  
LEONARD,  
GUBB,  
FITCH.



## THE BILLBOARD.

PUBLISHED WEEKLY AT  
101 East Tenth Street, Cincinnati, O., U. S. A.

Address all communications

For the office or business departments to

THE BILLBOARD PUBLISHING CO.

Subscription, Box 107, New York, N. Y.

ADVERTISING RATES:

Advertisements will be published at the rate of one cent per line per day. For copy the advertiser will be charged on the basis of the length of the month. On or before the 15th of the month.

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JANUARY, 1916.

A GREAT many advertisers, particularly those in whom the use of bill posters are new, make a good mistake in the way they go about placing their business. It is all right to secure bottom figures, but it is all wrong to haggle. In many—**in fact, nearly all** the smaller towns the bill poster generally yields the best results, and better writing in the most-ordinary talk that is called upon to answer. When times are up he will give you his lowest rates in reply to his first letter. If you succeed in gaining a further reduction it will not profit you. Bill posters are much like other people—**intensely human.** The advertiser who pays the least will generally find that he gets the best. It is a very poor practice to pay less than is asked by a bill poster. He has too many ways in hand in which he can balance up accounts. If he keeps you off at a slight good location, you are lost by your choice. Pay a fair price, and pay it cheerfully and promptly; and you will pay moderate prices, and because of the bill poster who quotes lower rates.

DISCOUNT the past month we have received numerous suggestions in the way of manner and plans looking to the improvement of existing conditions in the small towns. Some are wise, and some otherwise. One unexpended opinion that bill posters in very small places should endeavor to market their advertising and use bulletin boards as well. Another thinks that the publisher of the newspaper should also own the boards and control the distribution, inasmuch as he might in this way make it worth his while to devote all of his time to advertising. All agree that as advances in prices is imperative, some few even advocating a return to the exploded flat rate. The latter suggestion will not do at all. It has been tried, and has failed. Aside from the fact that space to small towns is not available at the same price as cities, there is the greater proportion of expense of performing, such as shipping, correspondence, inserting, etc. A return to the

flat rate is not to be thought of. Yet something must be done, or else bill posting will continue to be regarded as supplementary or accessory to publications. It will never enjoy the important consideration it merits until there is a reliable service for the advertiser—call an article can be successfully advertised everywhere on the boards alone, without recourse to other mediums.

In advocating a return to the flat rate of one cent, the corresponding points on the fact that many city bill posters are adding adjacent small towns to their plants and charging city rates therein. But that is no objection. Such towns are nearly always the suburbs of the city in question, and belong, if not to the corporation, at least to the same community. They are nearly always connected by street or electric line. Paper is shipped in one consignment to one address, and inspection is had at little or an additional cost.

It is the isolated small towns we speak of—**cities that are a community in themselves.**

The prices must be raised. That much is plain. Without adequate return from his boards one is going to give to the time and effort necessary to provide a satisfactory service.

But, while the prices must be advanced, a differential must also be maintained. Therefore, it would seem that the prevailing schedule must be raised all things else. Will the cities consent? Their service is worth it, results justify it. There is reason to believe that advertisers will stand it cheerfully.

THE International Association of Discounter took a big jump in point of membership last month. At this writing some fifty applicants have been accepted, about fifty rejected for cause and so many more applications are on file waiting investigation regarding the applicant's character and standing. The role of the organization is given the secretary to make the most searching inquiries of each case before they are admitted. This keeps the membership from growing so fast as it would otherwise do, but it keeps out scoundrels and swindlers. Advertisers are fast learning that the trade mark of the I. A. D. in a distributor's letter head means that that distributor can be relied upon to give careful, honest, painstaking service. As a result, they are putting I. A. D. notices on their bills so fast as they can get them.

The I. A. D. will control the business work of the country before the year slips out on an end.

THE American Association of Fairs and Expositions is an accomplished fact. The organization has been perfected and everything now is in working order. This association has long been badly needed. What the fairs of America need more

than anything else at the present time is a stimulating and the controlling influence of a governing association.

The American Association of Fairs and Expositions will meet this week. It is a very modest affair in members the state fair associations of all the principal states. We predict that with this sort the smaller associations will soon apply for membership.

It will be a grand day when the agricultural societies of the country are all united in one grand league.

Here is success and a long list of members to the American Association of Fairs and Expositions. In our capacity of official organ of the organization we promise to further its aims and purposes by all means in our power.

## BILL POSTING, PAST AND PRESENT.

By JIM W. HORN.

THIS is Christmas Day in the morning, and I have a letter from the editor of BILLBOARD commending me to send on at once copy for the January number, "on the last few pages to press Dec. 31."

Now, one of the marvels of science of any contract with BILLBOARD is that I can do that. In fact, some of BILLBOARD'S constant readers are beginning to ask on the Great American Fair Field. One means why I am expected to find bill locations, and my job is not that. But I must confess that here is one who is at least a stump. Think my brain all I know how, I can't crack up a blessed thing to do with bill posting.

The bill posting business is improving so rapidly, the bill posters of the entire country are improving their plants and methods so rapidly, that the man who could find bill locations on Christmas morning must surely be a duplicate.

This improvement in the bill poster's methods has in many towns resulted in increased prices; these increased prices have been met by some advertisers at their own interest, and I know several bill collectors who take sides with the bill poster and against some advertisers who claim to have been robbed.

A new concern of manufacturers, the members of which had heretofore been avoiding advertisers for all self interest, which they once had done many bill posters, started to business a few months ago, and one of the first things they did was to get out a three-sheet plan. As is commonly with a great many manufacturers, the act of advertising three-sheets were not out to the usual on wholesale agents in the principal cities. In due course, the bill poster's legs began to come along, and they began a scolding and wailing and gnashing of teeth. The charges were seven cents a sheet, same as in a sheet, same twelve cents a sheet. Hereafter, three cents was what they expected to pay, same as in the past.

I have had a number of interviews with these people, and believe I am beginning to understand them, and that while in the past they have paid only one cent in some towns, the possibility is that their paper was not well posted, in as conspicuous places, or given the full time warranted for, so they are being furnished articles of no-top. I have told them that if they will be reasonable, they will recall the fact that in the past their paper in many towns was put on the rough side of clip-

board lines, off on side streets, while now their paper is posted on well built billboards, erected on the most prominent thoroughfares. That they were given no guarantee that the paper should show to any length of time, while now they are absolutely assured that if they receive for thirty days they get thirty days. And not only is the paper protected for the time contracted for, but if storm destroys, or another during that time the paper is promptly renewed and kept in circulation during the entire time. That while in the past they supposed their paper was all posted, there was really very little chance of their knowing absolutely, but now they are supplied with bills in locations of their posting, and can go over the ground and check off every poster.

But, most important of all, while in the past, bill posting seldom paid the advertiser, now it invariably does—if the article advertised has merit and if it does not properly supplied with the goods.

## THE OPEN ASSOCIATION.

He who opposes his own judgment against the consent of the times ought to be backed with unassailable facts; he that has truth on his side is a fool as well as a coward. He may as well not fight at once for the currency or multitude of other men's opinions.

Our advocacy of the open association is backed by irrefutable arguments, supported by the most prominent authorities. We urge the courage of our convictions.

We are for an open association first, and not all the time.

## Turn Them Down.

THE BILLBOARD is in receipt of numerous requests for advice regarding the proposition of the Advertising Bureau Co. The editor of the BILLBOARD has no opinion on this matter and will not give any advisory decision. Do not extricate these for a moment. All sweeping propositions are illegitimate, and nearly all are more or less unworkable. Do not accept paper which may or may not be altogether worthless. There is scarcely a newspaper publisher in the country that has not a full of this kind of "stock." Good publishers have been worked in this manner for years. BE patient, we hope, will not be so easily taken in. Turn them down. Do not let the man who has worked you out, and you will be able to pay cash for what you buy.

## WELL, WELL, WELL!

### This is Really too Bad!

"High-binder" is the title of a London, England, refers to the article about which McNamee raised such a row.

New York City prices take another jump February 1st, so four cents per word is now the rate. The year ago, the rate was raised to 3 1/2 cents, some of the bill posters feared for the result, but the most sanguine expectations have been realized, and as the increased prices have allowed of building better boards and securing better locations, the advertisers are thoroughly satisfied to pay the advance. "Was your a head, and building all on a board of about six. Many had very few words boards left, and they are rapidly being filled with new.



# FAIR DEPARTMENT

## PROCEEDINGS

### American Association of Fairs and Expositions.

**Annual Meeting at Milwaukee.**—The Association is an Association of Fairs of Land, and this Fair is to become a Great and Good Exposition.

Through the courtesy of the secretary of the American Association of Fairs and Expositions, we are enabled to present herewith a synopsis of the recent meeting held in the city rooms of the Hotel Platan, Milwaukee, Wis.

The meeting was called to order by President R. W. Furrow. Roll called revealing the following members present, viz:

Illinois State Fair—A. J. Lowrey, Evanston.

Indiana State Fair—Charles Dowling, Gosport.

Minnesota State Fair—J. R. Coley, De Soto; Wm. M. Liggett, St. Paul; D. R. McGinnis, St. Paul.

Ohio State Fair—F. L. Fowler, Des Moines.

Wisconsin State Fair—Not represented.

Nebraska State Fair—E. W. Furrow, Lincoln.

New York State Fair—Not represented.

Ohio State Fair and Industrial Exposition—W. W. Miller, Columbus; J. C. Sawyer, Columbus; J. W. Fleming, Columbus.

St. Louis Fair—John Hochstetler, St. Louis, Mo.

Wisconsin State Fair—A. L. Vancampen, Milwaukee; T. J. Fleming, Milwaukee; Arthur Bahm, Madison.

Upon report of the president the secretary then addressed the meeting as follows:

*My President and Conference—*

There is, perhaps, an extensive manufacturing industry in the form of the stock raising and manufacturing industry of a state as the Annual State Fair and Industrial Exposition. Object lessons are the most instructive kind, and appeal to the man, woman or child in no other language so appeal. Their influence is more impressive and lasting, and their reach deeper and more profitable. A well managed fair will afford opportunities for education by object lessons that reach out to nearly every corner of the Stateful life. An influence is felt in every direction, and the new ideas, experiments, methods and results that are usually presented are made known to the benefit and profit of all classes. There is not a home, a farm, a factory or a commercial institution that cannot point to some improvement or profit resulting from the holding of the fair. The better the fair, the greater the needs to the people and to their institutions. So important a state institution deserves the best and equipped support of the state. The state can appropriate funds to a better advantage than in any and every movement of the state fair, as it is not only returned, many fold to the people, who de-

rive benefits by being induced and stimulated to improvement and new enterprises that increase their wealth and the wealth of the state, besides supplying markets and conveniences that improve every corner of the state the better light and the freedom of toll-liftage. The institution also deserves the appreciation, influence and co-operation of every progressive citizen, who should interest himself in maintaining the dignity of the fair, in its importance as an educator and promoter of enterprise.

Fair management is a study in itself. To obtain the best results and merit the approval of patrons and the people generally, the best business methods should prevail, with just and uniform rates to govern every department. It is, however, a fact to be lamented that in the management of the business of the fair we have not as yet adopted the same strict and uniform business methods that prevail in the operation of other corporations and enterprises. It is a fact that in our state fairs, as in other methods of transacting business, rules of admission, rates and other matters with reference to exhibitors and to the general public.

A few years ago I visited the fairs of several states and observed the methods of operation. I paid particular attention to the rules and regulations governing important exhibits, the finances, executive business, rules and methods of admission, and such other matters as should be known to all exhibitors outside of the boundaries locally in which the fair was held, and I was forced to the conclusion that in no business was there such disunity of position as in the management of fairs in the different states, and this is not to the best interest of them, taking other annual meetings as an example. Large manufacturing and commercial enterprises have certain rules for business management that are applicable and modified in the locality of any single establishment, but all over the country, wherever the relations are organized the rules of manufacturers, farmers and traders are practically the same, and people who come in business contact with them know exactly the routine of procedure necessary to transact their business, because the rules are the same everywhere.

I have noticed that an exhibitor starting in for a district of fairs, becomes familiar with the rules of the first one he attends. When he strikes the next fair he is completely at home, for the rules are the same. He says: "Oh, yes, you fellows don't know how to run a fair here; you ought to go to such a fair; they have this and they have that, and they don't have the other." Well, after the first day or two, or perhaps not until the close of the fair, he becomes familiar with the rules of the second, and again arriving at the third fair in his circuit, he finds that he does on proceeding to transact business in it to go over the same ground of complaint he had for his second fair, and so it is through the entire circuit.

This same thing is true of the man who buys our privileges, and others with whom we come in business contact on fair-ways, and so it will continue until the fairs get together and agree upon some rule of uniformity. This can be done through our association, if the fairs will take an interest in its membership and send delegates to the annual meeting to consult together over matters that affect the interest of all state fairs.

The American Association of Fairs and Expositions, as now constituted, can do a great deal for the fair management, but it requires the hearty co-operation of its membership, which should include all the important state fairs that have heretofore been associated with it and others that desire to be benefited by concerted action. The annual meeting of the association brings together representative fair managers, from their fields of labor and ripe in the experiences through which they have passed from year to year. An interchange of practical experience from such men would result on the good of all, while a combination of their ideas of methods will give to each member plans for expansion that will not only make our methods of operation more uniform, but also progressive and more profitable.

I might this year summarize of scattered results that have been brought about by the influence of our organization efforts. An association formed in 1870, which eventually merged into the now American Association, brought about through the determined effort and concerted action of its members, some of the best and most profitable reforms in the fair management of the last few years. The progress and success of the association is due the addition of progressive agricultural implement and other exhibits of manufacturers, that has not only saved the state fairs from the decline, but has been decidedly acceptable to manufacturers, whose interests we are now devoted to practical demonstration for overhauling the public of the merits of their particular manufactures, and not so far from, almost daily to simply answer the question. These exhibits meet new state upon their merits, or judged by an interested public. The manufacturer is benefited, the fair is benefited, and the public is benefited. We are more interested and get a wider scope of information in their selection.

Another reform introduced by this early association was that of discouraging the exhibition of common animals brought to the fair for the chance of sale, and which loaded up our pens and stalls to the exclusion of superior stock here we exempt, the breeding and introduction of which was the object of the fair to promote. The reform in this particular was introduced by substituting a few extra lines in the last stock department. One of the fairs, however, permitted the exhibition of such results, but the result was the same. Working animals that had no show of a premium would not pay the show, and it is only a year or two ago that the whole character of our last stock exhibits was changed, and there was presented for our public exhibition only the choicest animals and herds of the various classes of stock breeds; animals that did credit to the exhibitor and whose blood was worthy of introduction, and attracted increased attention, but the

less required brought another source of revenue that was very necessary.

Many other reforms have been put into use through a knowledge gained by interchange of experience and the most for uniformity. This can be done through our association, if the fairs will take an interest in its membership and send delegates to the annual meeting to consult together over matters that affect the interest of all state fairs. We are not yet set together, and we can be set together by keeping up the American Association of Fairs, and making it more successful and more active in exhibiting experience and guarding the interests of its membership.

President Furrow urges us to select the secretary for every member, and to especially urge to action the members who have become dormant. At the next annual meeting, to be held in Okeuch, we hope for the beginning of a new era that shall stamp the association as one of the important best in the organization with the management of State Fairs and Industrial Expositions, and an active member on the part of a full membership. A program will be prepared that will surely stimulate an several representatives to prepare papers to be read and published in the general proceedings of the meeting.

This reform work will require experience and membership who have not only been so requested to send in their annual reports for the next year, but some are in arrears for the past two years. Let us make a strong effort to be successful and profitable enterprises and a greater merit than any other held.

Mayor J. M. Truss and June Street, representing the new Wisconsin State Board of Agriculture, that will commence legal existence on January 1, 1906, were present, and upon motion of Mr. Dowling were awarded the privilege of the meeting, except to vote.

On motion, the reading of the minutes of the last annual meeting were dispensed with.

After a brief address by President Furrow, reports were called for.

Secretary T. J. Fleming exhibited the following, which was approved and seconded placed upon the minutes:

To the *Member, the American Association of Fairs and Expositions:*

Your secretary begs leave to submit the following report:

The amount of money in my hands at the close of last year was \$24.50, which took two states, Nebraska and Missouri, have paid \$20.00 each, making total receipts during year \$44.50, against which an order for \$20.00 in payment of publication of report, leaving \$24.50, for which amount I hold Treasurer Liggett's receipt.

T. J. FLEMING.

Treasurer Wm. M. Liggett submitted the following report, which was approved and placed on the minutes:

REPORT.

Dec. 1, 1905. Balance on hand. \$24.50  
 May 1, 1906. Paid to Treasurer, Wm. M. Liggett, in 20

Wm. M. LIGGETT. Sec'y

Wm. M. LIGGETT, Sec'y

On motion, the secretary was directed to notify all delinquent members and request the payment of dues for 1914 and '15, as per rates.

On motion, it was agreed to recommend for the date of 1914 dues corresponding with the dates on which held in 1913, and which would be as follows: New York—August 23 to 27; Ohio—August 30 to September 3; Michigan—September 3 to 10; Pennsylvania—September 3 to 10; Indiana—September 14 to 17; Iowa—September 14 to 17; Wisconsin—September 14 to 21; Nebraska—September 14 to 21; Illinois—September 21 to October 1; St. Louis—October 3 to 8.

The secretary was instructed to notify members not present of the dates agreed upon for recommendation.

Mr. J. W. Fleming moved that the dues made for New York, Ohio and Michigan be subject to change, so as to give Ohio one week later, if agreeable, and that the matter be referred to the future meeting, which motion prevailed.

Mr. Fleming, of Ohio, submitted the following, which was adopted.

Resolved, That a committee of five be appointed, the president to be one member and the chairman, to wait upon the Traffic Association for the purpose of urging that no discrimination be made against other buyers in the matter of freight rates to and from the fair, and also to urge a low passenger rate, the total expense of the committee, in all traveling meetings of the association, to be paid by this fair association.

The committee, as constituted, consisted of E. W. Furness, Chairman, Milwaukee; W. W. Miller, Ohio; J. Irving Trueson, Illinois; D. E. McGinnis, Minnesota.

At this point in the proceedings the subject of complimentary tickets was suggested, and considerable time was spent in discussing the matter. The president called upon each state to report its system of complimentary, the number issued and the manner of distribution.

On motion, a vote was taken with 8 aye and 2 no, at which hour the session was again adjourned and proceeded to business.

The president announced as the first thing to enter the election of officers. The election resulted as follows:

President—E. W. Furness, Milwaukee, Wisconsin.

Vice President—A. J. Leveyer, Boston, Illinois.

Treasurer—Wm. M. Liggett, St. Paul, Minnesota.

Secretary—James W. Fleming, Columbus, Ohio.

The president announced the following standing committees:

Executive Committee—W. D. Elrod, Ft. Madison, Wis.; P. L. Fowler, Des Moines, Ia.; E. W. Kendall, Stanton, Mo.

Committee on Program—Jm. W. Fleming, Charleston, Ok.; C. F. Kennedy, Indianapolis, Ind.; G. Howard Devolin, Mitchell, S. Y.

Committee on Transportation—Same as mentioned to wait upon the Traffic Association.

Mr. Fleming, from the Committee on Program, submitted the following, which was agreed to:

The committee announced for discussion at the next annual meeting of this body the following subjects:

1. What can we do to secure uniformity in rates of admission?
2. Should live stock sales be incorporated on State Fair grounds, under the auspices of the fair management?
3. The right of admission.
4. What is the best system of duty free?
5. What privileges should be granted on fair grounds, and how should they be controlled?
6. How can we reduce the loss of complimentary, and would it be to the best interests to abolish the complimentary system?

## Constitution and Rules.

### ARTICLE I.

#### DECLARATION.

Section 1. This organization shall be known as "The American Association of Fairs and Expositions."

### ARTICLE II.

#### OBJECTS AND PURPOSES.

Sec. 1. The objects and purposes of the Association shall be to maintain, encourage and advance the agricultural, stock raising, mechanical and manufacturing interests in representing the fair and expositions, to acquire and disseminate information advantageous to these purposes and to generally cooperate in

such meeting, a majority of the votes cast being necessary to elect.

Sec. 2. During the interval between the annual meetings, the secretary, on the approval of the president, is authorized to receive members, subject to the rules and subject to final approval by the association.

### ARTICLE IV.

#### ANNUAL MEETING.

Sec. 1. The annual meeting of the association shall be held between the first day of October and the thirty-first day of December, subject to the approval of the president and secretary, for the meeting of all proper business, whether in connection with membership and election of officers.

### ARTICLE V.

#### OFFICERS AND THEIR POWERS.

Sec. 1. The officers of the association shall consist of a president, the president, secretary and treasurer, who shall be elected by ballot at each annual meeting for a term of one year, or until their successors are elected and qualified, a majority of the votes cast being necessary for a choice.

Sec. 2. It shall be the duty of the president to preside at the meetings of the association, and for the annual meeting he shall prepare and deliver an address reviewing the work of the association and presenting such facts and suggestions as are pertinent to the objects of the association and the good of the membership. He shall decide all points of order, appoint all committees and preside upon such duties as generally devolve upon a presiding officer.

Sec. 3. The vice president, in the absence of the president, shall perform the duties pertaining to the office of president.

Sec. 4. The treasurer shall be the custodian of the funds of the association, and deliver the same on the order of the secretary, approved by the president, making report of his transactions at the annual meeting.

Sec. 5. The secretary shall keep an accurate record of the proceedings of the association, and prepare and forward the publication of such matter as may be provided for, or that may be ordered by the association. He shall receive all money coming due the association and turn the same over to the treasurer, taking his receipt therefor. He shall keep an account of money received and orders issued on the treasury, and report the same at the annual meeting. He shall provide for the annual meeting, at a reasonable compensation, if necessary, who shall prepare a stenographic report of the proceedings for such use as the association may direct. The program, committee organization, and other matters from the funds of the association.

### ARTICLE VI.

#### COMMITTEES.

Sec. 1. There shall be appointed the following standing committees, to be composed of three members each: Executive Committee, Communications, Transportation, Committee on Program.

Sec. 2. The standing committees shall consider such matters as may be referred to the committees and its individual members, and report at the annual meeting; and shall also consider such matters as may be, by motion or the rules, referred to them, and report as directed.



J. W. FLEMING.

On motion of Mr. Miller, Section 1 of Article IV of the Rules was amended so as to read October instead of December, thus providing that the annual meeting be held between the first day of October and the thirty-first day of December, subject to the call of the president and secretary.

President Furness extended a cordial invitation to the association to hold its next annual meeting in Omaha, Neb. On motion, it was agreed that the annual meeting of 1914 be held in the city of Omaha sometime during the Trans-Mississippi Exposition.

Resolutions—Mr. Leveyer, Boston, Okla. motion, adjourned to meet at the call of the president and secretary.

The forwarding of the annual literature to its members.

### ARTICLE VII.

#### MEMBERSHIP.

Sec. 1. The membership shall be composed of Excess of Excess, managing directors, Fairs or Expositions throughout the United States and Canada, who shall be represented at the meetings of this association by two duly authorized delegates, and each society represented shall have five votes.

Sec. 2. The membership fee shall be one per annum, payable at the call of the association.

Sec. 3. Application for membership shall be made in writing to the secretary, and admission shall be by ballot at the





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**THE LARGEST EXCLUSIVE POSTER HOUSE IN THE WORLD.**

**BOCK BEER** New designs, bright, catchy and strong. Largest variety of any house on earth. Write for illustrated price list.

**SPRING CLOTHING** New designs for the Spring clothing and tailoring trade. Will be ready for delivery January 15th. Send for samples now.

**SPRING MILLINERY** A complete new line of posters, ready for delivery Jan. 30th. Send for samples now.

**SPRING HATS** All the new shapes. Six new posters, ready January 30. Get your order in for samples now.

**SPRING SHOES** Four new posters, showing the Spring Fashions in foot gear. Ready January 15th. Order samples now.

**WHENEVER YOU SEE OUR IMPRINT, YOU SEE AN IDEAL POSTER.**

## 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 handyman to make you a pair of wheels, but what for the man whom 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.

Good for advertising and short routes in cities. The style of cart contains the latest bill posters of England, where it is regarded as a great convenience, and good things in the cart are not where you can go to a firm who make a specialty of the very thing you want. The wheels are made with steel, and the one which contains the posts is provided with a spring.



There are specialties in metal, substantially made. Will last a lifetime and I will show you the best. Bill posters of England, where it is regarded as a great convenience, and good things in the cart are not where you can go to a firm who make a specialty of the very thing you want. The wheels are made with steel, and the one which contains the posts is provided with a spring.

**\$24.50 EACH.**

### Bill Posters' Pony Cart.



Light strong and durable. This vehicle is based on steel frame. It is the leading thing in the market. You can get it better than any other, and we have the cheapest for the extremely low price of

**\$44.50**

### Bill Posters' Wagons.



We have these in three models only. We have these with axle and with wheels, and we have these in three models only. This is not to make it three times, as the following prices, viz:

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

**JOHN H. MICHAEL,**

Manufacturer Bill Posters' Vehicles.

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We have just completed a new distributor's wagon. It is a marvel of convenience and utility. Please come to inspect and purchase.

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You can get it on all, rough boards, shingles, and shods, back frames, etc., or you can get it on board new dressed boards made of best material lumber and shod iron, in best locations; every about board, precisely and sawed, every part of city, all around our lines and throughout covered. There's a wrong way and a right way, the right way is the new firm The Public to Bill Posting Co. It's conducted by men with years of experience in bill posting, who would never have gone into Louisville if there had not been a crying need for a great bill poster in the old town.

346 W. JEFFERSON. Falls City Bill Posting Co.

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**WELL BUILT**  
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Of our DIRECTORY OF EXTENSIVE GENERAL ADVERTISERS will be off the press February first to fifteenth. This directory will contain the names and full address of over one thousand of the leading general advertisers of the United States. Compiled by Will A. Molton, who, being constantly in touch with all the principal advertisers, is enabled to supply a list second to none.

This directory will not contain a single dead name, as we mail to it monthly, and keep it constantly corrected. It will contain many new firms that have recently entered the field, and is of much value to all desiring to bring their business before all the leading general advertisers.

The simple fact that our directory was copyrighted in 1900 and thus being the fourth revised edition, is conclusive proof of its value. Distributors and bill posters should order now in time to admit for early contracts. If it be proved by competent authority that this list is not superior to any other now being sold we will return your money.

Mailed, postpaid to any address for one dollar cash with order. Or we will send our Up-to-Date Directory monthly for one year and Directory for \$1.50 each with order. We publish the only Journal devoted exclusively to distributing. Present subscribers desiring to receive can take advantage of this offer.

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**STERETT** Show Printing Co.,  
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A monthly magazine devoted to accountants, figures the vital element of business. It contains the coming papers and abstracts of all the Accounting Commissions, together with original lectures and descriptions. The most complete magazine for accountants.

**SCIENCE OF ACCOUNTS.**

**ART OF BOOK-KEEPING.**  
ADVANCED COURSE. The highest recognized book-keeping practical course taught in the United States. Includes all the latest methods and systems for the book-keepers and accountants. The only American course which is not only a D. D. SYKES, Secretary of the Law Center a year.

AMERICAN ASSOCIATION,  
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**J.W. McCRATH, MARSHALL, MISSOURI.**

Makes a specialty of thorough bookkeeping. Special advertising given in extra.

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POPULATION, 75,000.**Wilmington Bill Posting, Distributing and Advertising Co.,**

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JESSE K. BAYLER, GEO. W. JACKSON, PROPRIETORS.

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Des. All President Boards Throughout the City. Satisfaction Guaranteed on All Work.

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**Fountain Pens** with gold and steel barrels. Superior price, guaranteed to be of superior quality. Agents western of WILMINGTON, Delaware, U.S.A.

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BETTER BILLBOARD, MEAN BILLBOARD, MEAN FREIGHTS! Lowest Billboards. Located on the Main Throughways, Street, Cycle Paths, Business and Car Lines. Billboards of Colossal size—no sagging canvas or boards in the places placed on these boards. Location at all President Ferries, at all President L. Stations, on the Four of every Railway entering New York and on Bro. Street.

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

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CITY BILL POSTERS AND  
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Have Vancouver and Hope Island, (Over 40,000  
Inhabitants) in territory. P. O. Box 2.  
**WEDMINGTON, OREGON.**

**L. A. DANIELS,**  
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**SANTA CRUZ, CAL.**

POPULATION 5,000.  
Member International Bill Posting Association of United States and Canada.

**DISTRIBUTE LEXINGTON, KY.**

Population 35,000. Requires 5,000 Pieces. Price, 52 per 1,000.

Every place put in shape, every part of the city covered thoroughly. Distribute for Board & Co., Wells, Richardson & Co., Inc., Gillet, Dr. Chase, Humes & Co., Fersons and others. Give them satisfaction. Why not you?

No. 172 EAST MAIN STREET, L. H. RAMSEY & CO.

**YOUR PORTRAIT.**

We will send The Advertising World (price 50c) and express your portrait, after receipt, and furnish plate ready for our printer to print from, all for \$1.50. Send photo, which will be returned. Half-tone, none else better if you prefer. Everyone wants a portrait for office stationery and/or personal notes. We make this offer just to introduce our paper to new readers. The Advertising World is an eight-page, five-cent, monthly, illustrated, original, devoted to the best methods of advertising. When you read it you will understand why it has such a large circulation. Address

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Publishing Office of W. H. Munson, City Bill Poster and Distributor, 1000 Broadway, New York. Send for a copy of this paper. It is published monthly. Price, 50c per copy. Address

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# Hennegan & Co.

1898 WISH ALL THEIR FRIENDS AND PATRONS 1898  
A HAPPY AND PROSPEROUS NEW YEAR. 1898

"Thank You!"



WE desire to extend our thanks to the many bill posters throughout the country, by whom we have been favored during the past year. Our business last year with bill posters far exceeded our expectations. And we propose to double it this year. We will give all such business our best attention, their amazing satisfaction and prompt shipments. Our prices are low. Our work first-class.

"And you know that, too!"

"And, Say!"



IN order to stimulate the bill posters, besides allowing our regular commissions, we intend to give ten prizes to the ones sending us the most business for the six months ending July 1st, 1898. Prizes divided as follows:

1st prize, in gold, \$50.00.	6th prize, - - \$3.00.
2nd prize, - - 15.00.	7th prize, - - 2.50.
3rd prize, - - 10.00.	8th prize, - - 2.00.
4th prize, - - 7.50.	9th prize, - - 1.50.
5th prize, - - 5.00.	10th prize, - - 1.00.

The Best Work  
Lowest Prices

Posters for Every Business.

The Best Treatment  
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Poster Printers,

719-721 Sycamore St.,

Cincinnati, Ohio.

**IF** an advertiser uses newspapers to reach the people of Cincinnati, in order to reach all the people, that is to say, in order to get into all the homes, he should send off *five daily papers*. There are four English papers in Cincinnati—two morning and two evening. By using all four you will duplicate your circulation somewhat, and there is many a German family that takes the of the enormous German papers that you will miss entirely. But merely for the sake of argument, we will grant that with the four papers (*The Enquirer, Commercial-Tribune, Times-Star and Post*) you can cover the town and reach every one of the 61,212 homes in the Queen City. *What will it cost? Get their lowest rates by contracting for a full page in each. It will cost you \$1,178.24.*

**Now Listen!** I will prepare you a booklet. It will have double the superficial area of a page of *The Enquirer* (the largest sheet); it will be better illustrated and better printed, on much finer and heavier paper, than any one of the papers. It will bind it in a handsome pictorial cover, executed in colors, which will cause it to be preserved for weeks after the paper has disappeared; and, finally, I will place one in each of the 61,212 homes in Cincinnati, for \$596.00.—Isn't there one thing what you will pay the newspapers.

**Hear Me Further!** The figures quoted in this advertisement are have been carefully made. I will stand by them, and if I can not give more, better and prompter returns for \$300.00 than you can get for \$1,178.24 spent in newspapers, I will forfeit \$500.00.

**W. H. Steimbrenner.**

212 MAIN STREET, CINCINNATI, OHIO.

**THE CLIPPING BUREAU**  
KEEPS YOU POSTED.

If you need practically all the daily and weekly contents of the various newspapers, this office does the job. It is a matter of getting out three times of designated papers to get contents of any paper referred to your address.

Material for dealer and other papers, and all other news and information, get prepared to receive them in the most convenient manner. We will send you the papers, and you will receive them in the most convenient manner. We will send you the papers, and you will receive them in the most convenient manner.

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

**Allen's Press Clipping Bureau**

Allen, Room 24-27, 28 Montgomery St., San Francisco, Texas, Wash., Portland, Ore., and 401 First Street, Los Angeles, Cal. Subscription 10c. Send your addresses printed on the post-office form direct to Bureau.

**PAINTERS' BRUSH CABINET!**

BRUSHES KEPT MOIST BY EVAPORATION OF WATER.

By its Use, Brushes can not Get Tired, Stiff or Get the Rot.



Patent Pending.

Get here, in any adding on product of J. H. Francis order. Address all communications to the Bureau at Manchester.

Write your address Manchester before you use the card.

Now known from its name. They are cleaned by wiping out over a comb in a metal box; also large enough to wash paint vessels in. The comb is covered with benzine, benzene or turpentine for washing of the paint or varnish. The washings settle to the bottom of the box under the metal comb and used for use. The cleaned brush is laid flat on its side or hung in crystals in a drying cabinet, where it remains moist and does not warp. It is kept moist, or soft by damp air, produced by evaporation of water under it. The brush is clean, therefore can not get hard or rot. This Cabinet will twenty-four brushes, small and various kinds. Made larger by special order. It will, when used to its full capacity, save over \$1 every week in paint, and keeps the brush perfectly used with out wear. It will be delivered by J. H. Francis of the price, five dollars (\$5). Send money by express or U. S. Money order. Address all communications to the Bureau at Manchester.

**J. H. FRANCIS,**  
NETTLETON, MISS.

**DISTRIBUTE LOUISVILLE, KY.**

.. THROUGH THE ..

**FALLS CITY BILL POSTING CO.**

The new firm; reformed, reconstituted, distributed, puts every piece into every locality thoroughly. Population 200,000. Receipts 32,000 pieces, \$2 per 1,000. Satisfaction Guaranteed. In Home or Foreign Established.

No. 348 West Jefferson St.

Falls City Bill Posting Co.

**ROME, GA.,** R. S. FRANKS, CITY BILL POSTER  
Private, Selling and Advertising  
Fishes, Resumes, etc. **Pop. 15,000**

Brantford, Ontario, Can. Pop. 71,000  
Quality, 52,000 | G. M. SMITH & CO.  
Advertisers: P. A. and P. A. of C.

**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 25,000 tourists are here seeking climate. So rich as all summer, and is greater than in New York in summer. We are the sole owners of the billboards, and make a specialty of distributing.

**WILSHIRE POSTING CO.,**  
636 BROADWAY, LOS ANGELES, CAL.

In offering the services of the

**United Press**  
**News Bureau**

We beg to announce that we have succeeded in making the several leading newspapers here controlled by the English Press Clipping Bureau, and the United Press Clipping Bureau, and the E. A. Morrison Press Clipping Bureau, into one newspaper of eight large sheets, with a circulation of 100,000 copies, and a weekly circulation of 700,000 copies. We have an excellent staff of professional writers, and we can furnish you with news every morning of the United States and all the world.

We had no desire in sending that we are the only newspaper in the West at a price as low as this.

Advertisers are getting more for their money, and we are getting more for our money. We want you to get more for your money.

**United Press News Bureau,**  
154 VAN BUREN ST.,  
CHICAGO.

**PROMPTLY ADVERTISING!**

The Advertiser's Trade Journal, Paper, Book, and other things, together, all in one. Prompt service. The Advertiser's Trade Journal, Paper, Book, and other things, together, all in one. Prompt service.

**The Bill Poster**

The English counterpart of THE BILLBOARD. Subscriptions 20 cents per year, post free, may be sent to 277 West Eighth St., Cincinnati, O.

THE LEADING SHOW BUSINESS  
CLIPPING, GRAPHIC OR BLACK &  
IN THE UNITED STATES USE

**AULT & WIBORG CO'S**  
**POSTER INKS**

ARE YOU ONE OF THEM? "AULT & WIBORG CO" CHICAGO, ILL.

**Setter Bros. & Co.**

Engraving Blocks,  
Rule,  
Reglet,  
Lumber.

**Collins Center, N. Y.**

**MEMPHIS, TENN.**  
VAN SICKLEN & CO.,  
201 Posters and Billboards. 41-520205-21.

**FOR SALE**

A part or whole interest  
in a Bulletin Board and Bill  
Posting Plant in one of the  
Largest Cities West of the  
Mississippi.

Address A 1, THE BILLBOARD



# Expert Assistance in Bill Posting.

## When a business house.

Wants to place any live insurance on their building or stock they need for their insurance broker. If they wish to do newspaper advertising they call for an advertising agent who knows newspaper advertising. In this way they are saved time, trouble, annoyance and expense.

## For the same reasons

Exactly, these same men should call for expert assistance in bill posting.

## I have studied

Bill posting for years, am in touch with all the best bill posters of the country, and can attend to your bill posting from the beginning to the end—which never comes when properly begun.

## In "from the beginning"

I mean from the first unfinished sketch, on to the completed sketch and finished poster. Many well-planned bill posting campaigns have been ruined completely because the poster was not of the right kind. Some are too dainty to be read on the billboard, and some are too coarse to please the observer.

## Begin right

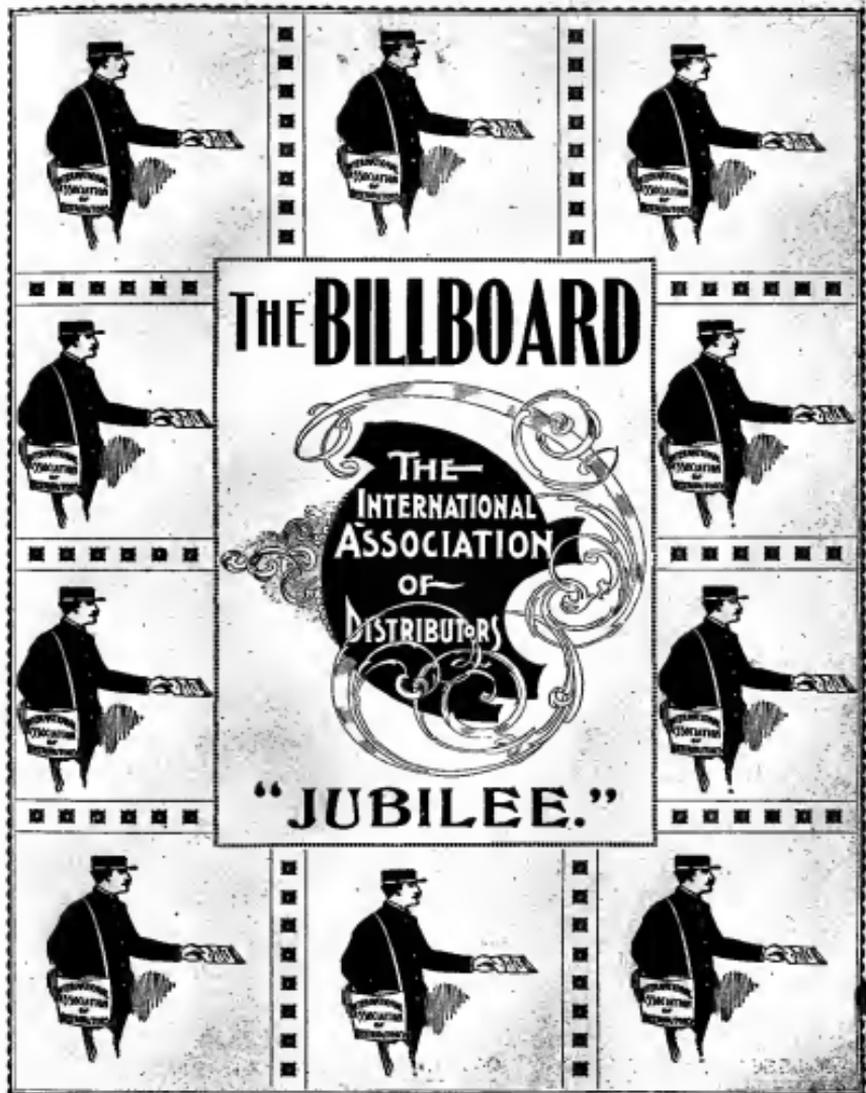
And you will never desert bill posting. Let me start you right. Send for me now.

*Sam W. Hoke*

Long Distance Bill Posting.

107 West 28th Street, NEW YORK.

Telephone connection.



FEBRUARY, 1898.

