

NEW YORK CITY.

The City Assailed on the Hepatitis Whipped Pops at Great Stage.

The New York City Assessor, which consists of Mayor McLean, Finance and Clerk and Van Buren & Frost, has issued the following order of the city:

The new schedule, which takes effect on Jan. 1, 1915, is as follows:

Old work, showing 5 cts. per sheet.

New work, or longer, 4 cts. per sheet.

Three months' contracts, a per cent. The new order is in the right direction. If the rest of the cities will follow the new schedule, it will enable the cities to advance their rates in a regular which will make it possible to publish and maintain good service. This, in turn, will rest broadly on the cities. The former advances can be paid satisfactorily the amount they sell.

San. W. Hilde is negotiating for a ten year lease on a five story and basement building on Twenty fourth street. Two years of the building will be devoted to the making of his private postal station post office. He has secured a certain amount of his business in the future.

MEMPHIS.

Conditions Remain Unchanged.

The fight between R. S. Douglas and Van Buren & Co., of Memphis, is still going on. The latter firm is still being serviced. New York comes in for some news, but Douglas holds the A. B. F. franchise, and claims to pay for his rights. He has a number of and deliberately breaks and trampled on every obligation they assumed as members of the organization. Douglas has fought hard and has succeeded in getting the Executive Committee and giving to the city. Van Buren & Co. have failed to win him.

It seems strange that out of all the members of the association who have studied the bill poster a doubting voice to pay his money into an association whose officers are widely known on account of this kind.

LOUISVILLE.

The Situation in Kentucky's Metropolitan Annans a New Aspect.

The newly organized Falls City Bill Posting Co., of Louisville, Ky., is at present in a bad way, for all that it is led by the vice-president of the associated bill posters. John and James Watson, owners and managers of the billposting on Grand, one of the leading streets of Louisville, have joined sides with the Hervey motion, and the new order of the city, has been incorporated under the laws of Kentucky. The name of the corporation is the Hervey Bill Posting Co. They desire to submit the question of their billposting to the members of the city for that purpose by the Executive Committee of the A. B. F. They claimed that they had the privilege and license to billpost on Grand, and they were to be paid for that purpose. They further say that they will pay charges against Van Buren & Co. in case of a successful contest, and demand his installment at the next annual meeting at \$100.

New Road This.

Charges of gross negligence have been filed with the secretary of the A. B. F. against Hervey Bill Posting Co. The points are as follows: and conclusions and relative law to follow.

This, Too, Is Good Reading.

Billboard Billposting.

I was pleased to see that everything is progressing fairly well with us. We are getting a few locations under way in St. Louis, and although only about two weeks old in our shops to give good results. It will only be a matter of a few days, and we will be in a position to do so in every city of the country, and in the meantime we are sending several more bills to our friends. We are also sending several more bills to our friends. We are also sending several more bills to our friends.

The year in your claim number that I stated appeared in Louisville. Just to be brotherly. You see very much alike. I did not want the reputation. I was started before I knew anything about it, and when I heard of it, I jumped in and bought an interest with the new Louisville had been reported to me to be long, and I had been negotiating for some time. I had been negotiating for some time. I had been negotiating for some time.

I was started before I knew anything about it, and when I heard of it, I jumped in and bought an interest with the new Louisville had been reported to me to be long, and I had been negotiating for some time. I had been negotiating for some time. I had been negotiating for some time.

I was started before I knew anything about it, and when I heard of it, I jumped in and bought an interest with the new Louisville had been reported to me to be long, and I had been negotiating for some time. I had been negotiating for some time. I had been negotiating for some time.

I was started before I knew anything about it, and when I heard of it, I jumped in and bought an interest with the new Louisville had been reported to me to be long, and I had been negotiating for some time. I had been negotiating for some time. I had been negotiating for some time.

I was started before I knew anything about it, and when I heard of it, I jumped in and bought an interest with the new Louisville had been reported to me to be long, and I had been negotiating for some time. I had been negotiating for some time. I had been negotiating for some time.

most stand city by, just because he happens to be a member of the same association, and all his "brother" "brother" when they are putting parts of their paper on an old man's billposting and back there, that would not stand one man, and will get the balance in the street and water works. It will only be a matter of a few days, and we will be in a position to do so in every city of the country, and in the meantime we are sending several more bills to our friends. We are also sending several more bills to our friends.

It will only be a matter of a few days, and we will be in a position to do so in every city of the country, and in the meantime we are sending several more bills to our friends. We are also sending several more bills to our friends.

It will only be a matter of a few days, and we will be in a position to do so in every city of the country, and in the meantime we are sending several more bills to our friends. We are also sending several more bills to our friends.

It will only be a matter of a few days, and we will be in a position to do so in every city of the country, and in the meantime we are sending several more bills to our friends. We are also sending several more bills to our friends.

It will only be a matter of a few days, and we will be in a position to do so in every city of the country, and in the meantime we are sending several more bills to our friends. We are also sending several more bills to our friends.

It will only be a matter of a few days, and we will be in a position to do so in every city of the country, and in the meantime we are sending several more bills to our friends. We are also sending several more bills to our friends.

It will only be a matter of a few days, and we will be in a position to do so in every city of the country, and in the meantime we are sending several more bills to our friends. We are also sending several more bills to our friends.

It will only be a matter of a few days, and we will be in a position to do so in every city of the country, and in the meantime we are sending several more bills to our friends. We are also sending several more bills to our friends.

It will only be a matter of a few days, and we will be in a position to do so in every city of the country, and in the meantime we are sending several more bills to our friends. We are also sending several more bills to our friends.

It will only be a matter of a few days, and we will be in a position to do so in every city of the country, and in the meantime we are sending several more bills to our friends. We are also sending several more bills to our friends.

BLANKING.

CAMPBELL WAS RIGHT,

And the Executive Committee Standst Badly.

The American Cereal Co. Billposting in Chicago recently issued a letter. They demanded that the Executive Committee and Bill Posting Co. stand in all their paper. It is entirely possible that the Executive Committee will stand in all their paper. It is entirely possible that the Executive Committee will stand in all their paper.

It is entirely possible that the Executive Committee will stand in all their paper. It is entirely possible that the Executive Committee will stand in all their paper.

It is entirely possible that the Executive Committee will stand in all their paper. It is entirely possible that the Executive Committee will stand in all their paper.

It is entirely possible that the Executive Committee will stand in all their paper. It is entirely possible that the Executive Committee will stand in all their paper.

It is entirely possible that the Executive Committee will stand in all their paper. It is entirely possible that the Executive Committee will stand in all their paper.

It is entirely possible that the Executive Committee will stand in all their paper. It is entirely possible that the Executive Committee will stand in all their paper.

It is entirely possible that the Executive Committee will stand in all their paper. It is entirely possible that the Executive Committee will stand in all their paper.

It is entirely possible that the Executive Committee will stand in all their paper. It is entirely possible that the Executive Committee will stand in all their paper.

It is entirely possible that the Executive Committee will stand in all their paper. It is entirely possible that the Executive Committee will stand in all their paper.

It is entirely possible that the Executive Committee will stand in all their paper. It is entirely possible that the Executive Committee will stand in all their paper.

ST. LOUIS.

A successful effort, preparing to announce a combination of all bill posting and sign posting plants in St. Louis, recently made a statement in the daily papers of that city. Like most of the staff that is present in these conditions in the city, it turned out to be a mistake, as we have the following letter from the St. Louis Bill Posting Co.:

It is entirely possible that the Executive Committee will stand in all their paper. It is entirely possible that the Executive Committee will stand in all their paper.

It is entirely possible that the Executive Committee will stand in all their paper. It is entirely possible that the Executive Committee will stand in all their paper.

It is entirely possible that the Executive Committee will stand in all their paper. It is entirely possible that the Executive Committee will stand in all their paper.

It is entirely possible that the Executive Committee will stand in all their paper. It is entirely possible that the Executive Committee will stand in all their paper.

It is entirely possible that the Executive Committee will stand in all their paper. It is entirely possible that the Executive Committee will stand in all their paper.

It is entirely possible that the Executive Committee will stand in all their paper. It is entirely possible that the Executive Committee will stand in all their paper.



The Doggy Dog—"I'll stick to it if I don't get him here pretty soon."

The Cocker Dog—"I'm through with it, but that money ear don't have it."

THE FAR WEST

OWENS & VARNNEY'S ASSOCIATION.

Alias the Pacific Coast Bill Poster's Association, Convention.

December 4, at San Francisco.

San Francisco, Dec. 4.—The Pacific Coast Bill Poster's Association, pursuant to adjournment, met at the office of Owen & Varnney, Trade and Market streets at 1 p. m. today. The meeting was vigorous and the best attended and most enthusiastic held in years. Besides the many members from Central California (today, very large) there were present J. G. Williams, of Los Angeles, and J. J. Williams, of Portland, Oregon. The roll call showed all the officers present except W. G. Humphrey, of Stockton, vice-president.

The minutes of the meetings of January 15 and July 14 were read and approved.

Application for membership was received from M. H. Garnett, of Visalia; Paul Watson, of Kern City, Cal.; George, of Calaveras; D. A. Murphy, of Selma; A. F. Joseph, Gordon Carter, of Walla Walla, Wash.; Walter Stewart, of Baker City, Ore.; Chas. J. Colver, of Siskiyou County; George West, of Red Wood City; John P. Greer, of Chesham, Wash.

The applications were referred to a committee consisting of Mason, Smith, of Visalia; Montgomery, of Marysville; and Board, of Medford, who reported favorably on all of them except that of James Joseph, of Walla Walla. As Mr. Joseph was the oldest established bill poster in Walla Walla, he was accepted as a member by that place. All of those who were reported favorably upon were elected to membership.

D. W. Coyte, of Pasadena, made application to have his certificate changed and strike out in the name of the President Bill Posting Company, as he had incorporated such company. The application was received.

Quite a number of proxies were reported by the secretary and treasurer, and a large number of communications were received, read and placed on file. The report of the treasurer and secretary was referred to Messrs. Williams, of Los Angeles; Stewart, of Medford, and West, of Woodland. They showed a balance on hand, after all bills had been paid of \$21.80.

The question of affiliating with the Associated Bill Posters of the United States and Canada, which had been laid over from the meeting of January and again laid over from the meeting of July, was then presented by the president for consideration. The matter was discussed at length, and a great many questions asked of the secretary, who had visited the East this spring in the interests of the association.

In the discussion proceeded, the members of affiliation became stronger and stronger, and the question was finally put. It was voted unanimously to join the society to forward the application to President O'Connell, of the Associated Bill Posters Association, and to have it through the action of our association.

SIERS & GREEN'S ASSOCIATION.

Alias the California Bill Poster's Association, Convention.

December 1, at San Francisco.

San Francisco, December 1.—The California Bill Poster's Association was this day organized by delegates in convention assembled, at the office of Siers & Green, Elements and Market streets, this city. The attendance (more extensive) was large and enthusiastic.

Following were admitted as members, and were present personally or by proxy: (Vague, very vague.)

George H. Siers, J. Chas. Green, Ben Francisco, L. Lovell, Oakland and Alameda; J. Dumas, Sonoma; and Ben Siders, George M. Smith, Fishermen and Delta River; W. A. Wilson, Mendocino, Clearlake and Geoperville; A. K. Keller, Redwood and Ukiah; Gray & Gordon, San Mateo; and Route Clerk Coulter; Walter J. Duffell, Santa Barbara; Geo. Spencer & Co., Livermore; Julius H. Witzmann, Hercules; D. A. Murphy, Siskiyou; Frank Allen, Great Valley; Geo. O. Trank, Arcata; Sam Dargy, E. C. San Diego; James B. Ferns & Son, San Bernardino; James Coulter & Son, Redding; F. H. Bancroft, Fresno; M. H. Garnett, Visalia; M. D. Nick, Valparaiso; Fred C. Smith, Berkeley; Corfield and Silby, Ventura & E. C. Vantage; P. L. Green, Madras; J. E. Lewis, San Luis Obispo; Glenn Jones, Crescent City; Chas. Crawford, Monterey; R. E. Jackson, Santa Paula; Mianar & Cook, Bakerfield; B. McEvoy, Watsonville; A. Matthews, Berkeley; S. L. Hanson, Marysville.

The election of officers took place, and the following were elected by acclamation:

George H. Siers, president; M. D. Nick, vice-president; Julius H. Witzmann, L. Lovell, secretary.

The Board of Arbitration—a committee of four—was then taken up, and the following members nominated and elected unanimously, viz.:

John Taylor, G. M. Smith, A. Gordon, A. Matthews.

Before the meeting the regular order of business was taken up. After much discussion, it was decided to make the initiation for \$1 and the annual dues the same.

The other agenda of the following committee on constitution and by-laws, was then referred to report at the next meeting, viz. J. Chas. Green, C. A. Keller, D. A. Murphy, Julius Witzmann.

The matter of proxy was then taken up, and the following schedule adopted, viz.:

Registration from 1,000 to 20,000, 50 per cent; 20,000 to 40,000, 60 per cent; 40,000 to 60,000, 70 per cent; 60,000 to 100,000, 80 per cent; 100,000 and up, 100 per cent.

Upon motion, it was unanimously decided that Siers & Green be appointed the sole official agents and representatives of the association, and all notices be taken from allowing committees or

Owens & Varnney's Association.

(CONTINUED.)

From about 7 p. m. After the dinner, the first order of business was the adoption of the scale of prices. It was the unanimous vote of the association to adopt the scale of prices of the Associated Bill Posters' Association. Several small bills were presented by the secretary was ordered paid.

The secretary was instructed to have printed 100 copies of the by-laws, 1,000 copies of the list of members, together with the name of the city, population of the same, and the association price for such, 50¢ to be on paper and 10¢ on cardboard. It was also decided to have an examination of membership printed, and the secretary was instructed in such case to have the name of the member and his town expressed thereon.

The election of officers resulted in the choice of W. H. Lee, Santa Rosa, president, re-elected; J. J. Williams, Portland, Ore., vice-president; H. G. Whittier, Los Angeles, treasurer; J. H. Simpson, San Francisco, secretary.

The officers were installed by W. A. Caswell, the senior post president.

A vote of thanks was tendered the secretary for his services during the year past.

The secretary was instructed to draw a draft for \$50 for payment of the membership fee to the Associated Bill Posters' Association, and \$150 for telegrams ordered sent to President O'Malley. He was also authorized to draw a draft for the annual of the association dues in the Associated Bill Posters' Association, as now demanded by the secretary of that association.

The secretary was also instructed to communicate with Fritz Hill, of Salina, and let him know that we already had a member at that place, viz. R. L. Poston.

The secretary reported that Messrs. Owens & Varnney wanted an invitation to the association to attend a banquet to be served at the adjournment of the association. A vote of thanks was tendered to them gentlemen for the same, and so for the use of their offices for the meeting of the association.

The resolution to be paid to Owens & Varnney, the authorized Pacific Coast agents of the association, was fixed at 10¢ per card.

No further business appearing, the convention adjourned to meet at the same place at 10 p. m., on the second Thursday of December, 1910.

J. H. Simpson, Secretary.

COMMUNICATIONS LETTER.

San Francisco, Dec. 1, 1910.

Dear Sir:—Mr. W. H. Lee, on December 1st at the invitation of the Pacific Coast Bill Posters' Association, was elected for the third time president of this organization. John Williams, of Portland, vice-president; H. G. Whittier, president of the Merchants' Advertis Co., of Los Angeles, treasurer; J. H. Simpson, secretary. For more news.

Mr. Simpson is manager for Owens & Varnney, the authorized Pacific Coast agents of the Pacific Coast Bill Posters' Association used to give the A. B. P. Association as a body that the A. B. P. had not been notified of the Pacific Coast Bill Posters' Association, and that the A. B. P. had a new set of officers, a result in the month.

Respectfully,
John Simpson.

Stockholm's highly respected place.

Stockholm's highly respected place, and give the name of Mr. O'Malley, as we always have position—this showing Mr. Stockholm's idea of the relative importance of the two men.

Siers & Green's Association.

(CONTINUED.)

includes of any kind or character to any person save the official representatives of the Pacific Coast of California from the association.

An officer of Siers & Green to furnish all stationary, printing, postage and delivery, and small bills, and to attend to the collection and further its dues, was accepted, and a vote of thanks tendered therefor. Upon motion of H. Lovell, and seconded by J. Chas. Green, the meeting adjourned until 8 o'clock next, December 5, 1910.

December 5th.

Meeting called to order by President, George H. Siers, at high noon. The secretary read the following telegram, to-wit:

"Chicago, Ill.,
"Siers & Green, San Francisco, Cal."
"The Bill Posters, the members of the Associated Bill Posters, outside the limit of California, will give a strong assistance which will be very appreciated."
"W. H. Simpson."

The message was read with approval, and upon motion was ordered filed. The secretary was instructed to make suitable reply.

The most important matter taken up was the application for a charter for the California Bill Posters' Association with the Associated Bill Posters. A discussion took place as to the advisability of sending a member to the next convention, and the honor was bestowed upon George H. Siers.

Following were visitors who are taking under consideration the advisability of joining hands with us, to-wit: A. Conwell, Sacramento; J. H. Simpson, Portland, Ore.; E. H. & G. Woodland, Woodland, R. S. Marysville, Marysville.

Ways and means were discussed looking to the strengthening of the association. It was decided that if we could not get adopted, which will make it compulsory to join the association.

After other important things, the meeting adjourned, until, will convene on December 1st at the offices of the California Bill Posters' Association, in May, 1911, 1911.

In referring to keep these Siers and Green out of the A. B. P. Mr. Smith has told out a whole lot of work for himself. He is not a member of the A. B. P. and will keep his name quiet. They have not been in the office of the Associated Bill Posters' Association on obtaining the San Francisco franchise bill. With them, it was to be expected that they would be of assistance in organizing a national convention with Siers and Green. They would probably be of assistance in the A. B. P. Secretary organization and have a favorable affair in the field in very short order.

COMMUNICATIONS LETTER.

San Francisco, Dec. 5, 1910.

Dear Sir:—I would highly state to you that the A. B. P. Association has been notified of the California Association. It was stated by president, and was heard and read with Messrs. Siers & Green. I received the following telegram, viz.:

"Chicago, Ill.,
"Siers & Green, San Francisco, Cal."
"The Bill Posters, the members of the Associated Bill Posters, outside the limit of California, will give a strong assistance which will be very appreciated."
"W. H. Simpson."

Respectfully,
John Simpson.

Stockholm's highly respected place.

Stockholm's highly respected place, and give the name of Mr. O'Malley, as we always have position—this showing Mr. Stockholm's idea of the relative importance of the two men.

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-beaked "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 nature 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 work and letter contents which arise at the studios of many of the cheap monthly papers. The reader's chance of securing a prize is about as often as finding Captain Kidd's buried treasure. The winning letter business is very tight. The list is made up probably of two or twenty geographical names, which, in all appearance, the winning letter or money 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 up in a list contained four such words are many. Hence, if you should get a prize 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

chance there is of securing a prize. We thank the authorities well if it is not, for it is this very kind of advertising that makes us here the lightest and responsible adherents 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, vermillion and, under as VanDyke brown, according to the shade required; to lighten, add white.

To darken Indian red or vermillion red, add ochre or VanDyke brown; to lighten, add vermillion.

To lighten ochre or VanDyke brown, and black; to lighten, add Indian or vermillion red.

Mr. J. Y. Frick, of Kanawha, Pa., is putting up a bulletin and bill posting rack between Atlantic and Bowling, on the P. R. E. 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 Kanawha, Pa., is erecting a sign on the main highway along the Pacific Coast. He figures on reaching a population of seven hundred 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 part for the time being, and that when white lead is put on this will not turn in 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 ascertained that the problem of applying any kind of paint on it is a job to be solved. 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 fumes come through the oil.

London may be cleaned with carbolic acid, which is said not to effect the life of 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 shiller filter may be made by mixing chalk 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 Magazine* says: To detect adulterations of white lead, add a little nitric acid to a 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 returns 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 superior result? It is done 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 into a state of being hot water, and a coat is put on every twenty-four hours successively for four or five coats. This mixture of about two parts oil, three parts Japan and one part turpentine is then forced on after drying. If it is thus applied, 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. Here, except the size should be whatever with a little false white as white lead. The best way to work with 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 ink into the dry lacquer. In this way it is quicker and more evenly done.

E. C.—Has been having trouble in getting posters in stick to painted surfaces. Wash your boards with a weak solution of alcohol water; when dry, put on the poster with a paste 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 posters 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 concern among us and much lowering of the public opinion. It is to be hoped that the one of our most respected, and if successful in effects are likely to be beneficial. 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 to be hoped that for some time, but it is to be hoped that they are not so. For when should we see if competition were obtained 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 City, some 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 district managers includes some of the best known in the trade for their intelligence, shrewdness and business capacity.

The editor, Mr. C. G. Wright, is an able leader-organizer. "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 helpful, 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*. Has the whole sign painter's

BLUCKE,
FRANK
VEN EUBEN,
BOFF,
O'REILLY,
BYRAN,
CARROLL,
LEONARD,
GUBE,
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 long advertisements more space can be had for the same price at the month. An extra line each.

Advertisements will be published at the rate of one cent per line per day. For long advertisements more space can be had for the same price at the month. An extra line each.

Advertisements will be published at the rate of one cent per line per day. For long advertisements more space can be had for the same price at the month. An extra line each.

JANUARY, 1916.

A GREAT many advertisers, particularly those in whom the ways of bill posting 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 break himself, and better writing in the most-ordinary task that he is called upon to perform. When times are tight he will quote his lowest rates in applying 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 course. 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 uncorroborated 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 in small towns is not so valuable as in the same space in cities, there is the greater proportion of newspaper advertising, such as shipping, correspondence, importing, 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 advance word means to their plates 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 never always connected by street or electric line. Paper is shipped in one consignment to one address, and inspection is had at title or an additional cost.

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

The prices must be raised. That much is plain. Without adequate return from his boards one man 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 advance must be raised all along the line. Will the cities consent? Their service is worth it, really 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 life of usefulness 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 swiftest classes of any contract with BILLBOARD is that I can be fast. In fact, some of BILLBOARD's constant readers are beginning to call on the Great American Faith Finder. One means why I am expected to find bill locations, and my first job on 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 to find bill with.

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 bills on Christmas morning was not surely to 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 advances for all bill centers which they gave up 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 first of advertising three-sheets were not out to the usual unwholesome 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 in 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 adverse weather, or accident 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 cause of the currency as multitude of other men's opinions.

THE Open Association is backed by irrefutable arguments, supported by the most prominent men of the country, and is worthy of your attention. We are for an open association first, and not all the time.

Thom, Tern, 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 as to whether or not to accept the proposition. Do not extricate yourselves in the financial, and nearly all of them are specious and misleading. Get out for your services. Do not accept paper which may or may not be altogether worthless. There is scarcely a newspaper publisher in the country who has not a full of this kind of "stock." Get other publishers have been worked in this manner for years. BE patient, we hope, will not be so easily taken in. There should be a meeting of the mind with you and, 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 there a time when you could get a good board, and building all on a board of about six. Many had very few words boards left, and they are rapidly being filled with new.

LATEST FROM THE FAR WEST.

San Francisco, Cal., Dec. 25 '97.
The BILLBOARD, P. M. Co.,
Clarendon, D. C.

CONTENTS—View letters of the 17th, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

When the Pacific Coast Bill Posters Association adjourned last July, the adjournment was said December 31st at 11 P. M. In the resolution sent out by Mr. Siebe, it was stated that the majority of the bill posters of California would be represented either in person or by proxy said in connection with the invitation the statement was made that if the bill posters addressed did not attend, they would consider that they were against the majority of the bill posters of California. The Pacific Coast Bill Posters Association met at 11 P. M. December 25th, and at this meeting were by the minutes of the proceedings, a copy of which I forward THE BILLBOARD. The meeting was the most largely attended and enthusiastic one there had for some time. Considerable business was done at the meeting, and took a recess until 7 P. M., and after finishing the business of the meeting, adjourned on the invitation of Owen A. Varney.

At about 8 o'clock or at the time for which Mr. Siebe had stated the California Bill Posters' would meet, Mr. Siebe responded at the office of Owen A. Varney in a condition of violent exaltation and demanded admission to the meeting of the Pacific Coast Bill Posters' Association on the strength of the fact that he had some time ago bought the business of Mr. A. L. Siebe in Oakland. When I informed him that according to the by-laws of the Pacific Coast Bill Posters' Association the buying of a business did not give him any right as a member of our association unless admitted in the regular way, he demanded a copy of the by-laws. I told him that if he would call the next day that at a meeting of tomorrow I would forward him with a copy, but as the committee our association met next was just about the office of Owen A. Varney and it was necessary to lock the office, I would have to ask him to return. This he indignantly refused to do, and it was necessary to lock the office again and send him out with our bills. Cook & Gooden, two young fellows who came in a while do a job of printing in and about San Francisco. It perhaps you are not acquainted with them, but there was a large advertisement in his office to organize the California Bill Posters' Association, but would not have had him or the dealer to be admitted into the meeting of the Pacific Coast Bill Posters' Association. These are facts which my own knowledge and I watch one of the invitations sent out by Mr. Siebe to a member of our Association.

The largest room in which our association adjourned at 11 o'clock in the evening into a large restaurant near by.

While we were at supper a note was brought in calling out one of our members into the general assembly. This gentleman, Mr. Hoomes of Hayward, had formed an advertisement that listed Mr. Siebe with a number of men sitting at a table and he was introduced to them, as the bill posters of San Francisco, another, as the bill posters of Alameda, and so on. Mr. Hoomes remained in San Francisco the next day and sent some of these gentlemen newspaper paper on Siebe & Green's account. Well expressed, well scripted that bill posters of other towns were posting bills for Siebe & Green in San Francisco, they said they were keeping them out on account of a rash of work. It is not the nature of the bill posters! Mr. Hoomes and one or two others of my association called at the office of Siebe & Green next day as a matter of courtesy and Mr. Hoomes was informed that Mr. Hoomes of Hayward said another gentleman present had joined the California Bill Posters' Association, but he being called by Mr. Green to corroborate this statement, they denied the said impression. Since that time, Mr. Hoomes was informed that he was a member of the California Bill Posters' Association, but he had not even applied for membership.

I enclose a letter from another member bearing on this point which speaks for itself.

At the war, Mr. Field of Vallejo, a former member of the Pacific Coast Association who had been present during our session and at the succeeding banquet, has since resigned from the Pacific Coast Bill Posters' Association, having decided he has succeeded in the failure of being elected Vice-President of the California Bill Posters' Association, the President of which is Mr. Siebe, and the Secretary, Mr. Lawrence, Manager of Siebe & Green's Oakland business.

I do not believe that the so-called California Bill Posters' Association met at all a legitimate organization. I have stated the meeting being informed by another member of our association who called at Siebe & Green's office, that Mr. Green was furious at him for not attending the meeting of the alleged bill posters' association. Why should he be in such a state of mind if he had succeeded in the plan for separating an association?

I enclose by letter on page 19 of the last number of THE BILLBOARD, that Siebe & Green state that they have taken an additional number of bills. Of the places named, Cook & Gooden, Marlow, Belmont, Carlo, Wilkins and Albow are hardly new ones relative along the line of the Southern Railway from San Francisco to Los Angeles. In San Francisco is located George West, who has been in business there as a bill poster for a number of years and has here, a member of the Pacific Coast Bill Posters' Association. This gentleman has been threatened by Siebe & Green with destruction of his business because he did not care to have my association with them. We will notice that in the same issue it is stated that Mr. Geo. H. Siebe has been elected President pro tem of the new association.

This statement is made under date of the 17th of December, and will notice by one of the letters which we enclose that the organization at that time had not had a meeting. Notwithstanding the fact that there has been in THE BILLBOARD some two articles which have been written by Owen A. Varney we appreciate your letters and thank you for the opportunity to be heard in the case. It is our intention to be made by Siebe & Green, I am.

Yours faithfully,
J. H. STRAIN,
Rep. P. C. B. P. Ass'n.

LATEST FROM THE FAR WEST.

San Francisco, Cal., Dec. 25, 1897.
The BILLBOARD, P. M. Co.,
Clarendon, D. C.

CONTENTS—View letters of the 17th, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

Mr. Geo. Green immediately left Los Angeles to start a plant of our own, but after talking the matter over with Mr. Wilkins the latter concluded to resign as treasurer and as a member of the Pacific Coast B. P. Association, and has also joined the California B. P. Association, as was even given notice by sending a communication with Siebe & Green, whereby if anybody needs work in a small concern in San Francisco no work will be taken from the party. For Los Angeles, Oakland, Alameda and other towns.

If we do say it ourselves, we are simply doing wrong. This association will be the strongest of its kind in the world today, and we know that every member will live up to the letter of the rules of the association, for if they do not we will immediately start a bill posting plant of our own, the same as we have done in Portland, Ore., and in other towns, and whenever other towns. It is not our intention to go opposition to other parties in smaller towns unless we are really compelled to. We do this in order to protect the advertisement and give them what they ask for. We believe, in fact, we know, that such a course will meet with the approval of the advertising public in general, and, in fact, every bill poster who belongs to the Pacific Coast B. P. A., and who we really don't know who is a member of it, but when we took over its vice president and treasurer, having that as a great deal, the Los Angeles, of Santa Rosa, which we have our own plant, and Mr. Simpson, its secretary, who is in charge for the District of Columbia, if beyond doubt that we are our leaders of the situation. And why shouldn't we be? We are acting honestly and open, and we get the business, and that is what bill posters want.

The kind notice that you gave us was greatly appreciated, and you may rest assured that when the time comes we will reciprocate. Carl Campbell and J. Bellard Green we know are with us, and if they should be asked as at the Associated Bill Posters' Association meeting, which will take place in Bebe, you may rest assured that we will be on hand over it, but will make the A. B. P. A. find it worse than we will for if they will give us testimony of business character of our business plan, you will find us fighting hard on your side, and probably some day some of our members may have an opportunity even in

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; Wisconsin—September 3 to 10; Indiana—September 14 to 17; Iowa—September 14 to 17; Wisconsin—September 14 to 21; Michigan—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 Ohio 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, Michigan.

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 tickets, 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.

Vice President—A. J. Leveque, 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, S. C.; F. Kennedy, Indianapolis, Ind.; G. Howard Devolin, Mitchell, N. 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 recommended 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 tickets, 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

any 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, membership, correspondence to be paid 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, Correspondence, 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. Leveque, Boston, Ill. On motion, adjourned to meet at the call of the president and secretary.

The substance of the annual letters to its members

ARTICLE III.

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 \$10 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

THE DONALDSON LITHO. CO., CINCINNATI, OHIO.



IF
WE
HAVE
NOT
GOT
WHAT
YOU
WANT,
WE
WILL
MAKE
IT.

WE
MAKE
POSTERS
ADVERTISE
ANYTHING
ON
EARTH.

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. 20th. Send for samples now.

SPRING HATS All the new shapes. Six new posters, ready January 10. 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.

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
Prompt Shipments

Hennegan & Co.

Poster Printers,

719-721 Sycamore St.,

Cincinnati, Ohio.

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

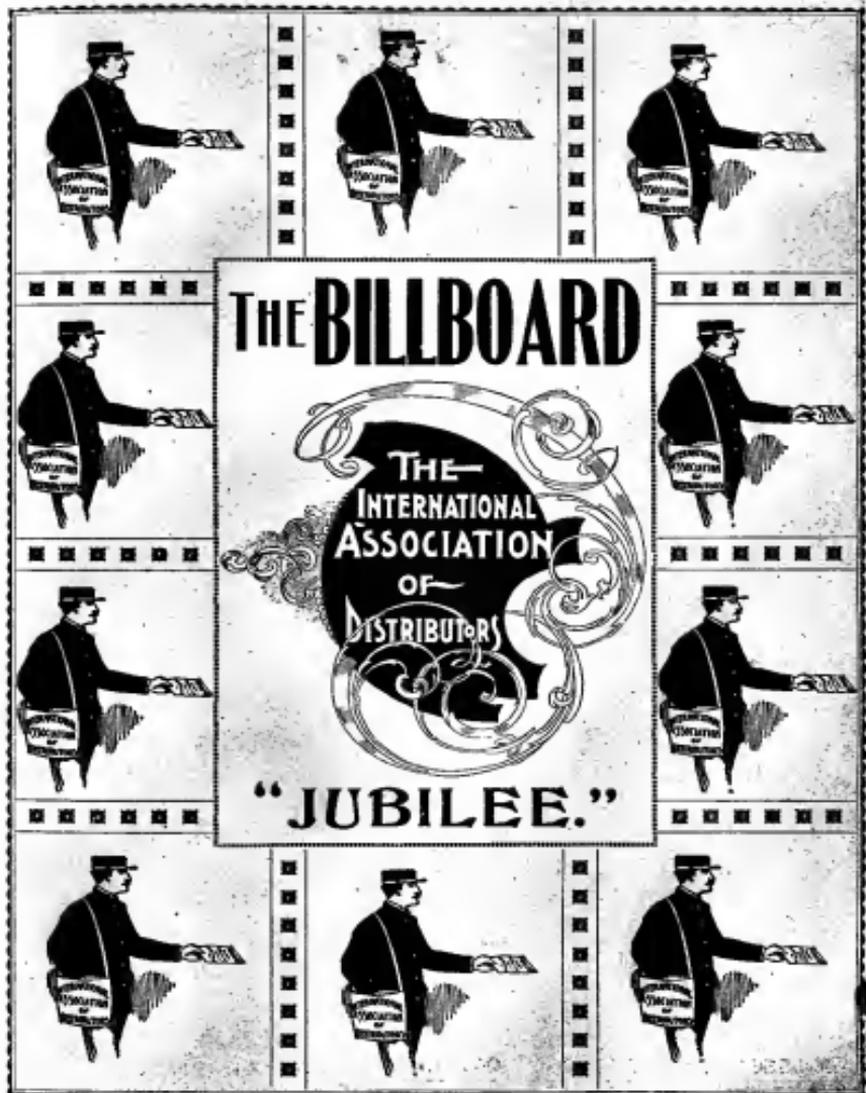
And you will never desert bill posting. Let me start you right. Send for me now.

Sam W. Hoke

Long Distance Bill Posting.

107 West 28th Street, NEW YORK.

Telephone connection.



FEBRUARY, 1898.

Hennegan & Co.

QUICK PRINTING, CINCINNATI, OHIO.

WE PRINT PLAIN, ATTRACTIVE POSTERS.

WE DO SHIRT, HATS, AND HANKY PRINTING.

WE PRINT BOOKLETS, PAMPHLETS, ALBUMS, AND CIRCULARS.

ALL THIS WE DO QUICKLY, CLEANLY AND CLEVERLY, AND WE SHIP PROMPTLY.

WE PRINT POSTERS, CARDS, AND PROGRAMS.

WE ENGRAVE BLOCKS FROM ANY DESIGN.

WE PRINT LETTER HEADS, ENVELOPES, AND STATIONERY.

WE HAVE THE BEST QUALITY LINE OF NEWS, BOOKS AND PAPERS.

BOCK BEER POSTERS FOR 1898

IMPERIAL AND PRINCE PRINZ TRINK-EMULATION.

BOCK BEER ELECTROTYPES FOR NEWSPAPERS AND DODGERS.



HERE WE ARE AGAIN!



IT'S BETTER THAN GOLD

No. 1. Single Colors, \$1.75

No. 2. Single Colors, \$1.50

Special Designs in any color, as directed by you.

SPECIAL DESIGNS MADE TO ORDER FROM \$2.00 UP.

No. 3. Single Colors, \$1.75

No. 4. Single Colors, \$1.50

Special Designs in any color, as directed by you.

DISTRIBUTORS

We are authorized to distribute in the Cincinnati and vicinity territory.

Send for the price list and order blank to the Cincinnati office at the following prices:

	Per 100	Per 500
1st Quality	\$1.10	\$1.20
2nd Quality	1.00	1.10
3rd Quality	1.00	1.10
4th Quality	1.00	1.10

These prices are subject to change without notice and are for the Cincinnati and vicinity territory only. Orders for other territories will be made at special rates.

DISTRIBUTORS

We are authorized to distribute in the Cincinnati and vicinity territory.

Send for the price list and order blank to the Cincinnati office at the following prices:

	Per 100	Per 500
1st Quality	\$1.10	\$1.20
2nd Quality	1.00	1.10
3rd Quality	1.00	1.10
4th Quality	1.00	1.10

These prices are subject to change without notice and are for the Cincinnati and vicinity territory only. Orders for other territories will be made at special rates.

All for \$7.00

BILL POSTERS, NOTICE / KKKKK

We can make you a stand for any retail merchant in your city. It will be a good stand and profitable. It will cost you a square of bill. Send copy and \$1.00 for a sample.

There is a chance to start some interesting business. He can try it cheaply. Give him a chance. Let him see his bill on the board. You chances to see he will like it, and you will add another customer to your list.