

BILLBOARD

ADVERTISING

A
Magazine
for
Business Men
who
think.



J. E. WILLIAMS.

March, 1896.

BILL BOARD ADVERTISING



A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

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AMERICAN BILL BOARD, INC.

"NOTE" INTERVIEWED.

A reporter for "Bill Board Advertising" once contacted the "King of Bill Boards." Another meeting talk with the King. The next occasion he is having a visit at the American Bill Board office.

Probably no one person in America is better known among advertisers and bill posters than C. S. Houghland, familiarity and affectionately termed "Hoop." And the address of his large establishment at No. 1 Park Place is almost equally so. I hesitate slightly in assuming my subjects being introduced into the profession should I not immediately upon presenting my card.

"Hallo!" he said cheerfully as I entered, "What can I do for you?"
"Billboard Advertising would like to know something about the American Bill Poster Union."
"Haugh," I explained, "you don't let the grass grow under your feet. Why, I've not heard of it for some yesterday."
"There's altogether probable," I replied, "my instructions came by wire, and I received the telegram but half an hour since. But about the new association. How is it?" Am you serious?"

"You bet, I am serious; in fact, I am 4-4 screws. I'll show you an enormous stack of a year that will be a power in the land. It will reach from the Atlantic to the Pacific, and from Hudson's Bay to the Gulf. My lawyers have already taken up the matter with the courts. You know it will be a corporation under the laws of New Jersey, and will be capitalized at half a million dollars. It's a new idea. Only necessary to see last week, but it means all the difficulties that attempts of this nature have encountered in the past. As soon as the scheme is laid before the bill posters of the country you will see them fully falling over one another to get a piece of it."
"It is indicated, Mr. Houghland, that this is merely an attempt on your part to get even with the Associated Bill Posters Association for depriving you of the rights and privileges of membership in their organization."

"That's the, a-d-d-m-imp-ment down right Ho. Why, the members of the Association didn't see you, it was Campbell and Grating's St. Louis representatives. I hope I believe this is the first time you get out from us to their own among the members of the Association. Look here," he said, displaying a big stack of letters, "these are all from bill posters, most of these members of the Association," all of them regarding the note pronounced in objection at the indignities that have been put upon me."

"It is said that Stahlbock could and should have prevented it."
"I am told that he did get up a little talk in my behalf. I guess it was only a little protest to square himself though. But that's all right. Stahlbock and I am squares. He has paid me back my five hundred dollars, and we are quits."
"How was that?"

"Oh, that's an old story. You see it was a scheme of Stahlbock's to take the other members of the Association by establishing a New York office and begging all the commissions. He recruited Sam Pratt, Campbell and myself to go in on it and we each pledged ourselves to give five hundred dollars a piece to support it until it got up a paying basis. We all put up our money except Campbell. He saw Stahlbock's game and refused the agreement."
"Was the venture successful?"

"No. I am sure made up my mind that Stahlbock was not the man to handle it."
"Why?"

"Oh, that's a long question. You see, the position is one that requires all the characteristics of a successful advertiser."
"And you think Mr. Stahlbock does not possess them?"

"I don't say that. I will surely state that an advertiser does not like to be told that he has to do a thing, and when he is approached in this manner he is very likely to develop a prompt and unshakable conviction on the subject."
"Do you expect your new Association to break up the Associated Bill Posters Association?"

"No, not at all. The gang that's now making it will do that."
"How's that?"

"Well, you see, they are using it now as a means of getting even with members, and it is largely given over to personal squabbles, quarrels, spins. The officer of your paper misunderstands the situation. He has warned the members for months past of what may happen if a radical change was not instituted. I am he was fired too. That's the penalty of being able to think. The gang wants to do all the thinking."
"But they object O. J. Goff so well."
"Of course they did. He is a first class advertiser and good business, lots of it. That, of course, interests him with Stahlbock."

"Many of the members have written BILLBOARD ADVERTISING that the relations of the Cincinnati meeting will be recalled at Cincinnati next July."
"I believe they will if the Association holds together that long."
"Why, you surely don't see the help they squally themselves?"

"It would not surprise me at all. Why, their last receipt had just been received, and the Association was not yet economically, but their expenses amounted to \$100,000, which left them only about \$25,000 on hand. Mind you, not a cent was expended unaccountably. Nothing but postage, printing and bare necessities were indulged in. But this year it's different. The gang have got the reins. The first thing they do is to cover up one of their own members by voting \$200,000 in an attempt to drawing a lead, or something. Then they give the secretary \$25,000 for a stenographer. Then \$25,000 to your paper as a subsidy. Then Stahlbock gets \$25,000 to pay the rent of the New York office. Their incidental expenses will be about the same as last year, \$250,000 which makes a total of \$475,000 to be met. Now, their receipts will not be as big as last year, because the Interstate Bill Posters Association is sitting down the membership of the fee, and every time they lose a member, that means just as much loss money received."
"You think the Interstate is breaking them?"

"Think! Why, I know R. Why, my boy, nearly every member they had in Missouri, Wisconsin, Illinois, and Kentucky has gone over to the Interstate. There isn't enough of the subordinate associations in these states left to form a company's guard. I see, too, that not one member of the Interstate has been licensed, they are getting a little more work by publishing a paper."
"But they expect that that will prove a source of revenue?"

"Like a B. I. well. What does Campbell know about raising a paper? About as much as a long dose about a holiday. I tell you, it's hopeless, most unaccountably."
"You speak as if you had experience."

"So I have. In 1887 I organized the first bill poster association that was ever formed by members. The idea occurred to me in New Orleans, during a conversation with A. S. Weber, the bill poster of that city. I at once went to Chicago, and interested Geo. Tregner in the idea, and we succeeded in effecting an organization. First, to make a long story short, the association wanted a paper, and they authorized me to go and publish it, which I did. It was called The Bill Posters' Review, and lasted just two months, during which time I received just exactly three paid subscriptions of one dollar each. These four issues cost a little over \$2,000.00. The Association members pay it, so I had to; that's why I remember it so well."

"In the case of Campbell, however, things will be reversed, because he won't pay it, so the Association will have to, and the league is going to fall pretty heavy on the shoulders of the few faithful ones who stick by the Association in the last. It is no secret of this relation, nevertheless, save that anything else, that I predict the only demise of the organization."

"You can say to the boys, though, that I will soon have the American Bill Posters Union in operation, and it will come as near to being a perfect association as it is possible to get one. Tell them it's what they've been trying to get for years."

ANOTHER QUIL.

The Southern Bill Posters' Union, a new organization, organized by M. E. Dwyer, of New Orleans, La.

It never rains but it pours. Following also upon C. S. Houghland's announcement of the American Bill Posters' Union, comes the news that the popular bill poster at Atlanta, Ga., Mr. M. J. Dwyer, has projected, and is about to launch an entirely new and independent Association of Bill Posters in the Southern States. Disfranchised with the American Bill Posters' Association, which which was his knowledge afforded, Mr. Dwyer has severed his association with that organization, and quietly goes about effecting an association according to his own ideas and members of this kind.

Cannot he it that it will be organized so early as next June. The trust goes into such and every trace of the South and he has knowledge afforded, from the bill poster, paying him in stock of the trust for some, and retaining him as manager. Whatever they cannot effect this arrangement, it is presumed they will incur opposition. In time, this will give the trust an absolute monopoly of the boards throughout the entire South. It is to be said that the U. S. S. people are interested in the scheme.

AND STILL ANOTHER.

The Western Bill Posters' Association, covering the States of Montana, Idaho and Oregon, is organizing under the direction of James H. Stephens, of Boise. They have asked for and received a charter from the Interstate Bill Posters' Association and will operate as a subordinate organization of that body. However, Stephens & Co. will continue and their efforts will undoubtedly result in a strong and effective league of the bill posters of the three states named.

NEW YORK NOTES.

Mallock's Worcestershire Sauce has scored from Van Buren the enormous sale on New York Bay, that has been reported for a number of years past by "speculators." This sign is pretty nearly half a mile long, and is the first view of New York seen by incoming ocean passengers, and for this reason, if not for other, is one of the strongest advertisements in America. Mallock's Sauce are now posting upon the New York billboards.

Guile is posting Syrup of Figs in the Eastern States.

The William Tellner Brewing Company has a very handsome ad-board stand, photographed in colors, and is posting throughout New York and New England States.

Johnson & Johnson, who are advertising Van Kleef's very heavily in the newspapers and street cars, have given a large point contract for their Reducible Plaster, covering all railroad approaches to New York City. Van Kleef's name is probably posted during the summer months.

A great deal of paper on the bill boards during the past month, we used during the cold spell, is gradually disappearing as account of the frost pains on the faces of the posters. Many a fine piece of lithography is ruined by the bill poster's carelessness.

The posters get up by the Coliseum Pig Styre are decidedly small; they are only three sheets in height, and a half sheet blank is placed on the top and bottom. This would be very good advertising if the bill-boards were placed on the walls as well, thereby placing a handle all around the ad.

Three Cheerful Men met in the City of the Imperial Hotel a few weeks ago, and as they had made more money during the year than they knew what to do with, they mutually resolved to devote a dividend amounting to \$100,000, and to invest this amount in their maintenance, in order to prevent any of them from being allowed to make such heavy profits.

They are doing all they can to prevent the general public from knowing their names, fearing that every man in the advertising business will immediately go to work and bill posting, that they may be able to do better than a year hence their customers.

Four large cigar manufacturers are receiving bids on power printing in large quantities, with the expectation of giving into this method of advertising more heavily than similar they have done. Cigar posting has hitherto been confined to colored and three-colors, but manufacturers are learning that there are larger sizes of paper made, and that it will cost no more to post the same with large size than it does with small paper, and that the effect is a thousand per cent better.

Advertising is not necessary, neither is the telephone, neither is the telegraph, nor the limited tele, but they are mighty convenient when you want to get their quick.

POWERS & YOUNG GROCERS.

DR. MORSE'S PILLS

CASIOPIAN

DR. PRICE'S Cream Baking Powder Most Perfect

BOIRD'S EXTRACT

CUDAHY'S EXTRACT BRAND OF BEEF

SPICKLED BEAUTY 5 CIGAR

"P-LATO" OF S.F. ADVERTISING CONTRACTOR

"SEE PLATO ABOUT IT."

Your grandfather made a fortune in business years ago, and never spent a cent in advertising in any way; but conditions are somewhat different at present, and while you may do the same thing as your grandfather did in the same length of time, (a quarter of a century, we will say) you will not get to the limit as two or three years, instead of waiting two times as long.

Wool Soap is a new Millboard attraction. They might-should be used by people everywhere by a little sales.

All posters should note the remarkable luxury and effectiveness, from an advertising standpoint, of the Indian board bill and poster by Lora LaTone, of New York. Every sign on LaTone's boards is a matter how small, stands out clear, bold and distinct. One reason is that a board about a foot in width surrounds every ad, the border on every ad being in a color differing from the one adjoining it. Another reason is he adheres to here on two adjoining signs with the same colored background. The advertisers pay him for the space used in these boards, and they would be willing to pay the bill poster too, if the latter were suggested to these property.

Mallock's Sauce have had a one-sheet stand a hit-board. On going to the south-street station of the South Avenue road the other day, I noticed one of the large stands placed where the view was very clear, so that the one-sheet stand would have been just as readable. In looking the cover at a quick-glance I noticed a bill board, the most perfect view in which was fully 250 hundred feet, an such a great many of the one-sheet were placed. I don't believe any thing

in a thousand could have held what was being advertised, and the stand is a magnificent one for large posters.

There is a bill poster in New York City who posts a piece of paper over the lamp-posts on all poles that are placed on his boards. "Nobody is going to get any less advertising out of him, by gosh!" And his motto is neither Van Buren, nor Monroe, nor Rogers & Clark, nor Stone. This bill poster gets a sheet per month for the paper he posts, and he is the Elevated Railway Advertising Co.

Somebody is expecting to trade the billboards the coming summer with a novel and striking poster.

S. F. Myers & Co., wholesale jewelers, 30 Maiden Lane, are going to post Olympic Medals throughout the Eastern States.

OLD TIME REMINISCENCES.

As near as I can remember, it was during the season of 1874-75, that Robert Thomson was the first advertiser who introduced into America by the agent of the Bureau Printing Office, whose bill board had a three-sheet on the side marked "Bureau." To be historically correct, as those papers will be kept on file by every bill poster in America, it was about July 28th or August 1st of that year, when the three-sheet was first used, since suggesting the idea to all the bill posters who were using themselves and playing golf in Castle Garden, that it would be a coming good time to have some placards permanently placed in prominent locations, whose citizens could ride or walk by and read the constantly worked printed bills, in place of having the stand-

with men do all the writing. The idea was not so fully feasible but made a great hit, the East now moving down on over thirty paying operators. The expense for these boards was trifling, the owner of the lot generally taking great pleasure in putting up a 300 foot board for two thousand passes, good every other month. The theory inventors was designed with the intention, giving up attention as many as the passes a year to bill these shows a week. The only expense was the paper, which had at that time gone up to sixty five cents per kilo. The prices on paper were so enormous that it is said that Russell felt called upon to invent a substitute made of high land and tobacco stems, both highly recommended for their best quality, which was all right for use in some with the old facts. Heavy Stems, who afterwards became a famous millionaire, in those days started in a quiet way with only thirty wagons, which were, if they were loaded with money, would not pay his weekly salaries. The first time I was discharged from the Cole show by John Campbell, was for buying out a fence stand, on the beach at Gibraltar, to show it would look. But after that I got it down so fast I could tell how the paper looked without having it photographed. Mike O'Brien, the celebrated poet who composed the following beautiful lines—

"This is the only girl I love
Who has been here since a horse and buggy,
I don't love white horses on the beach,
Oh, heaven, were my child!"

was once a bill poster in Texas, and was doing well, would a fake showman spent some money and gave his attention. After riding on a barrel show, which caused Mike to go into bankruptcy.

FRANCIS WHEELER.

THE GROCER.

Possible Advertising is a position which is still unworked by retail grocers. They have tried newspapers and much money has been wasted in spasmodic attempts at advertising. We say "at spasmodic," because spasmodic advertising is not advertising in any true sense; it is simply an attempt.

The grocer who would reap any permanent benefit from his expenditures in the advertising line, must consider a number of things. Of course, we know without saying that he wants to sell groceries to anyone who can be induced to buy. The location of the store is a great asset, determines the usual trade patron and the class of goods they will buy. If the location is in the heart of the city as a thoroughfare, the very best of trade can be sought, and money can be used lucratively in obtaining this trade. On the other hand, the grocer in a residential section, depending largely on those who are new to the neighborhood, has an advantage in reaching to mediums which are available in his neighborhood.

The downtown grocer may afford his business and bill on various city, using the boards in every section with profit. He can take a large space in the newspapers, and derive benefit. In fact everything that reaches the entire people on billboards can secure more effect than any other medium, is an advertisement for him to use. The same method may be followed on the boards in the suburban papers. An appropriation for a certain space on a selected list of boards, with the advertisement therein changed week for week, will do more to increase sales than to establish the name and fame of the grocer taking it, than four times the same expenditure in any other channel.

For the neighborhood grocer the same general plan holds good. He would not find it profitable to use newspapers because he is paying for a circulation, only a small portion of which goes among his regular patrons. He can use billboards with economy, because, just as soon as he goes to what seems to be the limit of his territory, there he may stop. His billboards are fully as effective as any other way of being in the particular portion of the business any operation which may be afforded from time to time.

DON'T.

It has been customary with many old veterans to stand on having the door bills rung, and many distributors have had the weakness to do this in this way such a method practically prevents you from doing to destroy the industry of the advertising than any other means which could be employed, except absolutely showing the bills away.

The object of distributing in all or all other advertising, is to win friends for the article advertised, and to bring the household or the servant to answer a door bell, not to receive a rebuff at an inconvenient moment, only antagonism. In most instances where the door bell is rung the distributor does not even take the trouble to inquire the object of awaiting the response to the ring, but after disturbing the house with his impetuous ring of the bell, hastily

wraps the circular around the knob, displaying whatever attractive appearance the device may have had, and then himself on his way.

There is, of course, no set record as to why after the article distributed in a sample or anything having an intrinsic value, although even in that case his wishes is doubtful, a far more effective way is to take in the back door or the one used by the grocer's clerk in the delivering the family supplies. This gets the article into the hands of the servant or of the clerk employed, into the hand of the household without causing an unnecessary trip to the front door to answer the bell call. Properly purchased distributing has as equal or a greater of thoroughly covering a given territory, but advertisers have not faith in its efficacy, because of the methods employed. The results of much of this kind of advertising have been evil.

It is only by careful systematic work that the distributor can hope to get its message in the hands of the right person. He must study carefully the territory he covers and be sure intelligently apply his knowledge. When this is done the results will be apparent to the advertiser, and profitable advertising is certain.

SUCCESS.

To be a successful bill poster, or well as a successful anything else, a man must be able to do the things of the times. If he is just a little in advance, his success is the more apparent.

Of course, the first essential is good health in good location, without these things is no success, not by any means, for poster advertising.

There are many bill posters who have the good location, but the boards in their lines are ill-placed, or worse than ill-placed, so as to expect the advertiser to post paper and derive any benefit from it. There, on the other hand, they do not do either, and so stand at board in business literally "out of sight." The money they cost was wasted, because the advertiser, after seeing this fact fully, is not likely to give his language in the only man who uses the paper after it was posted, for the reason that he receives no return, and no results are possible.

Billboards must be constructed in locations where the public will see them. Results then will be apparent to the advertiser.

Reverends are the best of merit. A man, who, at the expiration of a contract with newspaper, bill poster, or any other advertising medium, is able to see, more appreciable results than to some, and the measure of success is accurately gauged by the number of results.

The bill poster must look to the local advertiser for patronage and support. It is to be sure, there are national advertisers, whose work in the aggregate, runs into large numbers annually, but the proportion of results obtainable from an individual bill poster, is not large enough to be his main dependence. The local advertiser is the one who can be depended on. The merchants are fond of the one who comes to their door to build new men, but in those he serves, and the petty customers in regard, such as charging extra for cuts or for display

type. They are ready to be convinced that poster advertising is what they want; and it remains with the bill poster to convince them.

There is one bill that is often made, that every method of advertising, aside from newspapers, are despicable and unworthy. They do not count, and are not, and are not, but they must be used, early and often.

In making, it is often the case that a sketch of a bill, acceptable by the advertiser, is given, and an agreement is made that the advertiser will be made to obtain a contract for a display extended enough and long enough intended to make the advertiser reach home.

Poster advertising is just like anything else in the advertising line. Spasmodic success is not to be expected of either advertiser or bill poster. It is keeping at it which brings the steady and best results success within one's grasp. Keeping it posted, without ever leaving the ground, where you see it, and keeping at it where you don't see it will bring success to the bill poster.

The Wallace Show in Frisco.

When W. E. Fuller, the general agent of the Great Wallace Show, arrived in San Francisco for the purpose of contracting for the billboards, he found that Mr. Deuphy and Mr. S. J. Stone, composing the Frisco bill poster, had already been granted a short-cut contract to the Spreckels Show. Argument was futile. Mr. Stone refused utterly to bill The Wallace Show.

The only thing Mr. Fuller could do under the circumstances, was to start out and secure his own location, which he did with commendable promptness.

The first board was obtained on a prominent facade, right opposite the Baldwin Hotel. It measured four hundred feet long, and six inches high. The following day he had the billboards fast, and at the instance of Markes and Fifth streets. The rest came easy, and within five days he had five more spaces than he could utilize. He had fully determined to pay the bill posting license and have it seem to come bright, surprising young men, who were anxious to start a bill posting place, but he was disappointed in the arrangement, because that if he posted his paper only, the license therefor would be annulled, hence he decided to follow this course.

We have had numerous offers to commission the fully of short-cut contracts, but this intention illustrates it so fully that we quote it in order to give some more light on the lack of utility obtained in such a course. The Pacific Coast Bill Posting Co. just barely escaped all the trouble and financial loss which fell in the wake of a fight with its opposition firm, because taking the advantage which it could have derived from billing The Wallace Show.

The first day of a bill posting firm, which is not open to the public, but to do so, they should always bring themselves to such a position as to be able to do it. If all the boards are secured, good and well, and the advertiser is not to build new men, but in those he serves, and the petty customers in regard, such as charging extra for cuts or for display

SIGN WRITING.

The sign writer who is also a business man, improves every chance whereby he can increase his business. The present is a time when new methods can be studied out and developed. Trade in bill and sign writing business is slack. The sign writer who will expand his brain, and think out and show in his trade, some new and original bill posting and sign writing, will receive a great benefit.

The increasing tendency to artistic window display among retail merchants offers an inviting field for the sign writers who will rise to the occasion. The display of fancy cuttings and artistic execution, describing the articles shown, have a ready sale. There is no class of retailers who cannot make use of them. The printing press is not available because one or two cards of any one design is all that's needed—and, the variety is as much to be desired as any other qualification.

The sign writer who will put in his spare time bringing out some new work in his line and getting it in the market, will receive a great benefit. He will be the only one who will be able to make the merchant's fancy with something new. The sample will be sent to the advertiser.

A good scheme is to take one line of business, for instance, the jewelry trade, and make out a few samples (all different) for every jeweler in the city. Take a walk and observe the windows of the jewellers, and with an eye to the profits of each, make a sign similar to their own, and present it to them, with it. By so doing the jewellers have a practical illustration of the work offered them. They will become customers if all conditions. The whole category of retailers can be gone through with in this manner, and we are not at all in saying that these sign writers who do it will experience most gratifying results.

SAN FRANCISCO MORALS.

Golfing From Prison.

The supervisors here at length decided to prohibit the playing of golf on the food yard. The prohibition was made in the month of February of this year, and the same was made of all golfing about by the appearance of a humane advertisement, reading of the representation of a number of the minimum number. They said many people have complained to the board of the fact that the golfing is so much that it is not possible to obtain the welfare of the prisoners. The pleasure of the golf is so much that it is not possible to obtain the welfare of the prisoners. The pleasure of the golf is so much that it is not possible to obtain the welfare of the prisoners. The pleasure of the golf is so much that it is not possible to obtain the welfare of the prisoners.

Probably the Supervisors have never taken a walk through Mission and Dupont streets and see the new trading houses and the new buildings and the new buildings. San Francisco indeed must be easily shocked. Even the directors of Pacific street would blush at the picture of a hole.

W. E. Johns & Co., of Cleveland, O., are putting out a line of commercial posters.

Billboard Advertising

Advertisement in
10 West Fifth Street, Cleveland, O., U. S. A.,
BY
WILLIAM ADVERTISING CO.,

JAMES H. HENNINGAN, Manager.
Cleveland, O., on 2nd Street, in Advertis-

ADVERTISING RATES:

Advertisements will be published at the advance rate of circulation until they expire first in the classified columns, where special rates prevail. QUERIES INVITED.

Office of Advertising, 10 West Fifth Street, Cleveland, O., U. S. A.,
Advertisement Rates:—
Billboard Advertising, per square foot, per month, 10¢.
Billboard Advertising, per square foot, per week, 3¢.
Billboard Advertising, per square foot, per day, 1¢.
Billboard Advertising, per square foot, per hour, 50¢.
Billboard Advertising, per square foot, per minute, 25¢.
Billboard Advertising, per square foot, per second, 12¢.
Billboard Advertising, per square foot, per minute, 12¢.
Billboard Advertising, per square foot, per second, 6¢.
Billboard Advertising, per square foot, per minute, 3¢.
Billboard Advertising, per square foot, per second, 1¢.
Billboard Advertising, per square foot, per minute, 50¢.
Billboard Advertising, per square foot, per second, 25¢.
Billboard Advertising, per square foot, per minute, 12¢.
Billboard Advertising, per square foot, per second, 6¢.
Billboard Advertising, per square foot, per minute, 3¢.
Billboard Advertising, per square foot, per second, 1¢.

Address as Directed, 10 West Fifth Street, Cleveland, O., U. S. A., on 2nd Street, in Advertis-

MARCH 5, 1896.

There is cheering signs that the rank and file of the bill posters of America are waking up to a realization of the possibilities of their business. There, there and everywhere, witnesses of new interest are encountered. On every board, improvement is the order of the day. New and better boards are being erected on every better location; new and better business methods are being adopted; new and better service, and, most important of all, new and better men are coming to the front with new and better ideas, who are taking the path along which the success of the poster in the future will walk in the usual and proper. Nervousness and pessimism are slowly but surely giving way to stability and optimism. The reign of the poster has commenced, for the bill posters have finally realized that they, and they alone, will outlast it.

Nowadays in the world, the great change, more noticeable than in the wonderful progress and marvelous growth of the International Bill Posters' Protective Association. Through scarcely six months old, this splendid organization already numbers over one hundred and fifty members, and every day sees the addition of several more. The motto of this noble league is "guaranteed service to equitable rates," a motto, by the way, which will find a responsive echo in the heart of every intelligent bill poster and advertiser on the continent. It is an association that is not dominated by any one man, nor any clique of men; neither is it organized for the purpose of antagonizing advertisers nor favoring petty squabbles. Furthermore, it is not a so-called "close" corporation, but, on the contrary, welcomes all bill posters of established reputation and credit standing on matters where they may be located.

Associated effort, when properly conducted, is one of the greatest losses that a trade or a particular cause can possibly enjoy. The friendly intercourse which always comes, leads to mutual advantage of ideas and this in turn inevitably subsists to the individual advantage of the members concerned.

This is the principle which the International Bill Posters' Protective Association is organized. It seeks the greatest good of the greatest number. It is not, and never will be, operated in the interest of a few leading members, because, in the first place, it considers opposite a local issue, and, secondly, an equal legislation or executive action are indicated. It has nothing to hide, nothing to conceal, nothing to suppress, in fact, nothing of which it is ashamed. That is why it is growing, that is why it is prospering, that is why it is bound to prevail.

The Associated Bill Posters' Association could have been all of this, in fact, would have been, had the majority of members had their way. But, unfortunately, it is marred by a shifting, following, hollow sincerity, who have stepped in cover and dominated in every place. As a result, it is in a bad way. Identification in progress. Many members of various subordinate associations are having it all going over to the other side, and others are loathly changing for a radical change in the administration of its affairs.

There is every indication that there will be a split in the organization, for many of those who have its best interests at heart have departed of ever leaving it, in any other manner than the business that is now showing it. Still another indication is something solid, but quietly laying their plans to overthrow the gang at Cleveland next summer. They have selected some splendid men for officers, and it is only that the movement will require more and strength enough to make it successful. Geo. H. Leonard is president, Geo. Hill for vice-president. H. E. Tyeer for secretary, and Jas. Curran for treasurer, as the candidates demanded on, and if elected, they would constitute a majority at the board of directors, it goes without saying that the Association would be aily headed.

One of the most effective arguments used by the gang now in control, with the bill posters of the country against Gads, Egan, Greening and Holt, is that they plot rather, the advantage being that they would rather sell signs upon to advertisers than posters. This is more truthful, pure sentiment. All of these gentlemen are in the business to sell an article what he wants. If one follows on such that they can make more

money out of one particular method it is only natural that they will devote most of their attention to that particular method, but any advertiser desiring to post can do so by and lucratively accounted for in their hands. Bill posters should bear in mind that every time they sell a sign to an advertiser they make a covert of him to cut-out advertising, if he should ever embark in a territory he can't then use the bill boards if he wants to buy it cheaply. Let it be borne in mind, therefore, that moral signs and the bill boards go hand in hand. One is the natural complement of the other.

Advertisements are ordered to our list of bills for this, which is growing fast from month to month. There promises to be more than usual despite the fact that this is a presidential year. There are few lines of goods which will not benefit from the advertising campaign with well-displayed exhibits. Bear in mind, too, that our lines of conversation, contracts, notices, etc., are valuable papers. All board space in the towns in which they take place is exhausted many times in ordinary value during the time they last, by reason of the great increase of reading population. Watch our list and bill accordingly.

THE FINANCES

Of the Associated Bill Posters' Association.

The reckless course pursued by the gang now in control of the affairs of the Associated Bill Posters' Association is nowhere more plainly discernible than in the financial condition of that struggling body.

The treasury which is in regard to the revenue which will accrue to the organization under the mode of dues adopted at Detroit and which it will amount \$12,000. The legitimate ordinary on account of maintaining the Association last year \$10,000. This year they will be more, but guaranteeing merely for the sake of argument, that they will not exceed last year's total, we have the following list of expenditures to be met at the next annual convention, viz:—

Ordinary expenses	\$1000
Traveling expenses	1000
Printing and stationery	500
Postage	500
Interest on the bill posters' association	500
Contingencies	500
Total	\$3500

There is little that needs to be said. The position before the members is a most difficult obligation aggregating nearly \$12,000. The only possible way the income is either to make an assessment of \$2,000, or to increase the dues four fold. Either course will solve the problem, but how many members are going to "go down in the gutter and get up" in order that the several interests of the few may be furthered, is a question which will be emphatically answered at Cleveland next July.

"THE BILL POSTER."

This handsome and elegant young couple for hours in the field of journalism published for the first time, February 2nd. It is bright and airy, and the cover and interior are first class. Several surprises are encountered in a perusal of its interesting contents. The illustrations are the work of some Association members, especially that of the Chicago Bill Posting Co., of which H. F. Schmitt, President of the latter-named association, is manager. In view of the fact that it was known in the late autumn of the Associated Bill Posters' Association, it strikes the casual observer as strange that the journal number should be given over largely to the interests of the American Bill Posting & Advertising Co. and similar circles. In point of advertising patronage it has been ungenerous, and as a consequence, the first number is produced at a comparatively small loss to the Association, probably not much more than three hundred dollars. We are sure, however, that such succeeding issues will be more and more elaborate, consequently the monthly deficit have every opportunity to grow. That such a motto is liable to undergo an alteration in the minds of many members before the publication of the next number, we think it is: "You ought to see and sell such you."

IN KANSAS.

The Des Moines Lithographic Co., of Cleveland, recently put on the market a nice sheet of paper, Bill, and used among others, some samples in the bill posters. Some of the replies are very characteristic. The following was received during February, and certainly expresses the writer's feelings.

"Years of job, well received, and it reply, will say, that you people are certainly not read up on Kansas law, etc., or you wouldn't have so many of our dear people you back here poster, for we live in an age where the privileges of the ordinary, good German citizen is usually deprived of his soul larger before he goes down in the dark alley, or in a wretched street, or the center in a d—l in before he can get it.

"Hoping my explanation is satisfactory and that we may live to see the day without a man one use his pleasure without making a job or preparing himself to get his beer, I remain, gentlemen, yours in command."

February 24th and 25th contains a very interesting history of typography, from 1467 to the present. The article is illustrated by plates, showing the progress of this art, and the different machines in use at the different periods.

The contents of the handsome and the North and Fremont's Typewriter is the latest article of the number. It is illustrated with elaborate full-size plates, giving portraits of the leaders of the trade in "the North and Fremont's Typewriter."

The technical articles on Process Work, Half-Tone Blocks, Book Binding and Book Work, Making off Reading a special study.

Personal Mention.

C. E. Hood, who represents W. J. Morgan & Co., of Cleveland, O., is on the staff of *The Pitt Courier*.

The English Bill Posting Co., of Indianapolis, Wagon & Co., of Boston, and John B. Green, of San Francisco, have joined the Inter-State Association.

C. C. Ames, manager of the Old Colony Bill Posting Co., Providence, R. I., is an executive member of the Inter-State Association.

W. C. Thrill and C. B. Thrill, operating as The World Advertising Service, of Lima, O., have issued a letter containing the provisions of the Income-Acting bill pending at that point. It is printed on very colored paper, and the information in it is so lucidly and so clearly set forth as to warrant it as a cheap paper to keep off the ground.

F. M. Graves, of Brunswick, Ind.; E. Symons, of Vincennes, Ind.; J. M. Gibson, of Terre Haute, Ind.; and O. M. Tolson, of Vincennes, Ind., all formerly members of Mr. Blackburn's association have left that organization and joined the Inter-State Bill Posters' Association.

At Bryan is spending considerable time of the new Akron office. The Cleveland office is also abandoned, in his absence, by Mr. Ches. R. Bryan.

Detroit, St. Louis and Kansas City are considering the advisability of being a private company here the privilege of advertising on the street corners, or on a reservation of placing the street name at the top of their sign.

The Albany Bill Posting and Advertising Co. has been incorporated. Capital, \$5000. Directors, James B. Correll, W. H. Cook, C. H. Smith.

H. E. Smith, of Washington C. H., O., keeps four men going all the time. This speaks well for Mr. Smith and shows that his work is effective for the advertisers.

The United Street Sign Co., of St. Louis, has a new sheet going for themselves, which is bound to attract attention. It is a member of the current month, and is a good strong bill.

E. Decker, manager of the old established Spencer Bill Posting Co., of Des Moines, Wis., is making replies in ability by giving some very effective replies. He does not go to any advertising offices, but gets the knowledge before the public.

Artistic bill posting and careful loans to those desiring to know the advertising trade in Illinois City, Ill. This has been brought about by A. B. Reed, vice in same line owned by the Sioux City Advertising and Bill Posting Co.

Whiteaker's Co. is being advertised throughout the middle west by F. H. B. Wornell, in a lecturing tour. The general popularity of Mr. Wornell is great and his firm will derive much good from his work.

Van Camp's Park and Beach is billing the country with a three sheet and a one sheet.

The Cheapest Commercial Gazette bill claim in the Tribune's office, and is advertising with a beautiful paper issued by the Bookbinding Libr. Co.

Ben Martin, of Ames, Ill., keeps up with the bill wagon. This spring he built two feet of painted bulletin board on the line of the C. & E. Q. R. R., at Avon. Forty eight passenger trains a day find all the freight trailers on the two space open space.

The bill poster at Hastings, Neb., is increased, and controls all display advertising privileges there. His work is first-class and he is J. S. Craig.

G. F. Finckel, while not making such satisfactory work about St. Joe, in all probability, the best equipped place in Kentucky, and Louisville, Ind., has some boards. Mr. Finckel has recently returned, but has failed so far to catch passed bulletin and second signs, and the display he is getting is surely very creditable.

Brown & Long control 1,500 running feet of space in Geneva, Pa. show, and they control the bill signs on every window a radius of eighteen miles. This territory covers the heart of the Andes, the region, and is an extremely profitable field for advertising. As a result of this happy state of affairs, Brown & Long are on the crest of the wave of prosperity.

The bill posting business in Philadelphia has always been profitable. The American Bill Posting Co., of that city, enjoys the distinction of being the most profitable plant of its kind in the country. The concern is under the direct control of S. H. Robinson, who, although one of the young men in the business, has demonstrated that he knows the best way to make a bill posting business profitable to its owners and patrons.

"How's Your Advertising?" is going the rounds. Those who let "How's your name up among the progressors one of the month."

The local merchant who takes a certain upon a line of boards by the year, is on the right track.

Joseph Weller & Co. have sent a message to their advertising associates. Their catalogue is well-arranged, both as to type and illustration. The apparatus is interesting, and it is safe to say that they printers will stick to their guns, and bring business before the doors any of this advertising in the main market.

Among the advertising received the past month, is a very nice letter from W. S. Swain, advertising his bill posting business in Arlington, Ind. Ter. The recipient cannot fail to get a good impression of Swain and his boards.

John W. Baker is advertising his Oriental America with a card to it as an envelope, well known. The card is well printed, and, in those interested, very readable. This card is principally for an

announcement to theatre managers, the name and character of his most recent show.

I. M. Crawford, of Toledo and W. H. H. H. H., and St. Joseph, Mo., has joined the Inter-State.

No better witness to the taste of Chicago's various divisions can be found than the character of the advertising which is on the boards in the several localities. The North Side seems to lead toward the literature and other amusements, while the South Side, theatre advertisements are comparatively rare. The windows, when used for advertising at all, containing a lecture or concert notice.

The owner of a building in Post Street, Mich., had the two men who were painting "Banks Ltd." on his building arrested. The painter had the permission of the occupant.

On February 1st, about three hundred feet of space in the busiest part of State street, Chicago, was made available for advertising purposes by removal from the street. The street opened it to.

Fitzburg a Chief of Police investigated the fight which took place over the space at the corner of Fifth street and Lincoln field street, and arrested eight of the participants.

The Superintendent of Police in Pittsburg, has ruled that in the future no more lithograph boards will be allowed on the streets. This is a move in the right direction. Lithograph boards when set are not only a nuisance, but more than half their value is lost.

"How you are the alive again. Somebody is going to see."

We wonder if the following folks will be for the public to consider their bills in the same category with:

"Dance Dance And his flying machines."

Chapman, of Cincinnati, in distributing samples of Baker's Cass, together with a card, could have used Chipperley's "Brooklyn" Cough Cass tablet.

Mitchell, of Omaha. In some papers who don't know Tom McArthur's "Wid" for their benefit, but it is said that he has in Omaha, South Omaha, and Council Bluffs, a line of boards which completely cover the best of their cities.

Geo. A. Toyner, of Chicago, has associated himself with Arthur M. Paine, of San Francisco. The firm to be known as the Pacific Advertising Service, Paine & Toyner, Spokane.

Mr. Paine has been "on the coast" for the past twenty years, and his reputation is high among advertisers and bill poster alike. Mr. Toyner, as everyone in the world knows, was the A&P poster of Chicago for twenty years.

The advantage of themselves and all that have dealings with them.

J. J. Baker, the outstanding bill poster at Johnston, Pa., has a large local patronage. The reason is his boards during the Pennsylvania State Convention in that city in October.

ST. LOUIS.

Genial Jack White is in charge of C. E. J. Greening's interests in the St. Louis Bill Posting Co.

The Union-Trust Sign Co. are posting American Loyal Coast stands.

Campion & Sons are raising sight and dry.

The Great Western has already responded to the efforts of Weaver & Wells. The work now coming from this office is splendid.

There was just three firms who refused J. J. Myers' paper as a result of President Campbell's boycott letter. They were Decker, of Minneapolis, L. M. Decker, of St. Paul, and the Kansas City Bill Posting Co., of Milwaukee. All the rest refused to obey the order, many of them writing to J. J. Myers, and sending them their letters.

The Great Western Printing Co., merged the Inter-State Bill Posters' Association.

Printing House Gossip.

D. E. Russell is with the Grove Litho. Co., of Milwaukee.

For Shavano, of the Riverside Blow Print, of Milwaukee, once a week in California, as which he spends his winters.

W. J. Morgan & Co. will probably join the Inter-State Bill Posters' Association in the near future.

The officers of the Grove Litho. Co., of Milwaukee, are as follows, vice Hans Green, President; J. C. Hall, Secretary; K. Hall, Jr., Treasurer.

J. E. Haber, the Show Printer of Two 44 Law, Wis., is a member of the Inter-State Bill Posters' Association.

A. W. Mudge is with Pines Lithographing Co., of Chicago.

Alfred S. Scott, president of the A. S. New Printing Co., New York, committed suicide Feb. 27, by shooting himself behind the right ear. His final insanity.

The Grove Litho. Co. and Champion & Sons have joined the Inter-State Bill Posters' Association.

The Danbush Lithographing Co., of Cincinnati, O., have joined the Inter-State.

TO BE WISHED BY.

Geo. J. Widdowells, 1011 Broadway, New York, N. Y., has just published a book on "The Bill Poster's Guide." It is a very complete and up-to-date work, and is well worth a try. It is published by Geo. J. Widdowells, 1011 Broadway, New York, N. Y. Price, 25 cents. Sent by mail, 30 cents. (Copyright, 1895, Geo. J. Widdowells.)

LIST OF FAIRS.

1896.

Complete list

CONNECTICUT.

Northville, Andrew Co Fair, Sept 20-21
ILLINOIS
Albion, Sept 10-11
Chicago, Sept 10-11
Cuba, Sept 10-11
Danville, Sept 10-11
Deerfield, Sept 10-11
Elgin, Sept 10-11
Galesburg, Sept 10-11
Havana, Sept 10-11
Joliet, Sept 10-11
Kewanee, Sept 10-11
Macomb, Sept 10-11
Marion, Sept 10-11
Mendota, Sept 10-11
Moline, Sept 10-11
Peoria, Sept 10-11
Rockford, Sept 10-11
Springfield, Sept 10-11
Union, Sept 10-11
Urbana, Sept 10-11
Vandalia, Sept 10-11
Waukegan, Sept 10-11
Yvesdale, Sept 10-11

INDIANA.

Northville, Sept 10-11
Columbus, Sept 10-11
Ellettsville, Sept 10-11
Hartsville, Sept 10-11
Madison, Sept 10-11
Newburgh, Sept 10-11
Richmond, Sept 10-11
Tipton, Sept 10-11
Wabash, Sept 10-11
Wellsburg, Sept 10-11

IOWA.

Albia, Sept 10-11
Ankeny, Sept 10-11
Cedar Rapids, Sept 10-11
Des Moines, Sept 10-11
Dubuque, Sept 10-11
Hawley, Sept 10-11
Keosauqua, Sept 10-11
Lebanon, Sept 10-11
Marion, Sept 10-11
Muscatine, Sept 10-11
Pella, Sept 10-11
Plymouth, Sept 10-11
Sheldahl, Sept 10-11
Tipton, Sept 10-11
Waverly, Sept 10-11

KANSAS.

Abilene, Sept 10-11
Atchison, Sept 10-11
Burlington, Sept 10-11
Empire, Sept 10-11
Haskell, Sept 10-11
Lawrence, Sept 10-11
Leavenworth, Sept 10-11
Meriden, Sept 10-11
Olathe, Sept 10-11
Topeka, Sept 10-11

MAINE.

Portland, Sept 10-11

MARYLAND.

Baltimore, Sept 10-11

MASSACHUSETTS.

Amherst, Sept 10-11
Boston, Sept 10-11
Cambridge, Sept 10-11
Fall River, Sept 10-11
Lowell, Sept 10-11
Northampton, Sept 10-11
Plymouth, Sept 10-11
Springfield, Sept 10-11
Ware, Sept 10-11

MICHIGAN.

Ann Arbor, Sept 10-11
East Lansing, Sept 10-11
Farmington, Sept 10-11
Grand Rapids, Sept 10-11
Lansing, Sept 10-11
Livonia, Sept 10-11
Muskegon, Sept 10-11
Okemos, Sept 10-11
Westland, Sept 10-11

MISSOURI.

St. Louis, Sept 10-11
Kansas City, Sept 10-11
St. Joseph, Sept 10-11

NEBRASKA.

Omaha, Sept 10-11
Lincoln, Sept 10-11
Beatrice, Sept 10-11

NEW YORK.

Albany, Sept 10-11
Buffalo, Sept 10-11
Cattaraugus, Sept 10-11
Cayuga, Sept 10-11
Chemung, Sept 10-11
Columbia, Sept 10-11
Hamilton, Sept 10-11
Montgomery, Sept 10-11
Orleans, Sept 10-11
Rensselaer, Sept 10-11
Saratoga, Sept 10-11
Schoharie, Sept 10-11
Warren, Sept 10-11

OHIO.

Cincinnati, Sept 10-11
Columbus, Sept 10-11
Dayton, Sept 10-11

PENNSYLVANIA.

Pittsburgh, Sept 10-11
Philadelphia, Sept 10-11
Scranton, Sept 10-11

TENNESSEE.

Memphis, Sept 10-11
Nashville, Sept 10-11

TEXAS.

Dallas, Sept 10-11
Houston, Sept 10-11
San Antonio, Sept 10-11

VERMONT.

Montpelier, Sept 10-11

WEST VIRGINIA.

Martinsburg, Sept 10-11

WISCONSIN.

Madison, Sept 10-11
Milwaukee, Sept 10-11

California, September 10-11
Illinois, September 10-11
Indiana, September 10-11
Iowa, September 10-11
Kansas, September 10-11
Maine, September 10-11
Maryland, September 10-11
Massachusetts, September 10-11
Michigan, September 10-11
Minnesota, September 10-11
Mississippi, September 10-11
Missouri, September 10-11
Montana, September 10-11
Nebraska, September 10-11
Nevada, September 10-11
New Hampshire, September 10-11
New Jersey, September 10-11
New Mexico, September 10-11
New York, September 10-11
North Carolina, September 10-11
North Dakota, September 10-11
Ohio, September 10-11
Oklahoma, September 10-11
Oregon, September 10-11
Pennsylvania, September 10-11
Rhode Island, September 10-11
South Carolina, September 10-11
South Dakota, September 10-11
Tennessee, September 10-11
Texas, September 10-11
Utah, September 10-11
Vermont, September 10-11
Virginia, September 10-11
Washington, September 10-11
West Virginia, September 10-11
Wisconsin, September 10-11
Wyoming, September 10-11

GAZETTE.

Washington, September 10-11

RACES.

Northville, Sept 10-11

Conventions, etc.

St. Paul, Minn., G. & S. Bureau, Sept 10-11
Chicago, Ill., National Association of Manufacturers, Sept 10-11
New York, N.Y., National Association of Manufacturers, Sept 10-11
Philadelphia, Pa., National Association of Manufacturers, Sept 10-11
Boston, Mass., National Association of Manufacturers, Sept 10-11
San Francisco, Cal., National Association of Manufacturers, Sept 10-11
Portland, Me., National Association of Manufacturers, Sept 10-11
Baltimore, Md., National Association of Manufacturers, Sept 10-11
Cincinnati, O., National Association of Manufacturers, Sept 10-11
Columbus, Ind., National Association of Manufacturers, Sept 10-11
Des Moines, Ia., National Association of Manufacturers, Sept 10-11
St. Louis, Mo., National Association of Manufacturers, Sept 10-11
Kansas City, Mo., National Association of Manufacturers, Sept 10-11
Chicago, Ill., National Association of Manufacturers, Sept 10-11
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Des Moines, Ia., National Association of Manufacturers, Sept 10-11
St. Louis, Mo., National Association of Manufacturers, Sept 10-11
Kansas City, Mo., National Association of Manufacturers, Sept 10-11

Milwaukee, Wis., National Association of Manufacturers, Sept 10-11
Chicago, Ill., National Association of Manufacturers, Sept 10-11
New York, N.Y., National Association of Manufacturers, Sept 10-11
Philadelphia, Pa., National Association of Manufacturers, Sept 10-11
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Columbus, Ind., National Association of Manufacturers, Sept 10-11
Des Moines, Ia., National Association of Manufacturers, Sept 10-11
St. Louis, Mo., National Association of Manufacturers, Sept 10-11
Kansas City, Mo., National Association of Manufacturers, Sept 10-11

EXPOSITIONS.

Milwaukee, Wis., Sept 10-11
Chicago, Ill., Sept 10-11
New York, N.Y., Sept 10-11
Philadelphia, Pa., Sept 10-11
Boston, Mass., Sept 10-11
San Francisco, Cal., Sept 10-11
Portland, Me., Sept 10-11
Baltimore, Md., Sept 10-11
Cincinnati, O., Sept 10-11
Columbus, Ind., Sept 10-11
Des Moines, Ia., Sept 10-11
St. Louis, Mo., Sept 10-11
Kansas City, Mo., Sept 10-11
Chicago, Ill., Sept 10-11
New York, N.Y., Sept 10-11
Philadelphia, Pa., Sept 10-11
Boston, Mass., Sept 10-11
San Francisco, Cal., Sept 10-11
Portland, Me., Sept 10-11
Baltimore, Md., Sept 10-11
Cincinnati, O., Sept 10-11
Columbus, Ind., Sept 10-11
Des Moines, Ia., Sept 10-11
St. Louis, Mo., Sept 10-11
Kansas City, Mo., Sept 10-11

Foreign Expositions.

St. Louis, Mo., Sept 10-11
Chicago, Ill., Sept 10-11
New York, N.Y., Sept 10-11
Philadelphia, Pa., Sept 10-11
Boston, Mass., Sept 10-11
San Francisco, Cal., Sept 10-11
Portland, Me., Sept 10-11
Baltimore, Md., Sept 10-11
Cincinnati, O., Sept 10-11
Columbus, Ind., Sept 10-11
Des Moines, Ia., Sept 10-11
St. Louis, Mo., Sept 10-11
Chicago, Ill., Sept 10-11
New York, N.Y., Sept 10-11
Philadelphia, Pa., Sept 10-11
Boston, Mass., Sept 10-11
San Francisco, Cal., Sept 10-11
Portland, Me., Sept 10-11
Baltimore, Md., Sept 10-11
Cincinnati, O., Sept 10-11
Columbus, Ind., Sept 10-11
Des Moines, Ia., Sept 10-11
St. Louis, Mo., Sept 10-11

THE Babbitt Entry and Record System
We invent the Secretary of entries.
Prints a Cat Show in a County Fair,
Business it is UP TO DATE, Dated and signed.
Adapted and recommended for use at Wisconsin Fairs by the Agricultural
and Horticultural Societies of Wisconsin, Wis., 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th.

Attention—Bill Posters and Circulators!
In order to keep abreast with your business you need newspapers, magazines and journals from all over the country.
A DIME SENT TO US
is paid for inserting your name and address in our Directory will bring them.
Send at once to The Southern Weekly News, Roanoke, Va.

The DAN F. CLINE
Bill Posting Company,
DISTRIBUTORS, BILLBOARD and
COMMERCIAL ADVERTISERS,
417 Third Street, LA SALLE, ILL.
Cincinnati, O.
THE DONALDSON LITHO CO.
Posters and Show Cards for Fairs and Expositions.

ESTABLISHED 1879. Population 50,000 *div-*

THE FINEST LINE OF BOARDS IN THE SOUTH

The STOOPS BILL POSTING & ADVERTISING CO.

CHATTANOOGA, TENN.

HARRY E. STOOPS
Manager

Bill Posting
Distributing
Card Tacking
Sign Bulletin and
- Out-door -
Advertising
in all branches.

We control all Bill Boards and Dead Walls in the City.
Office, 103 READ HOUSE BLOCK.

*To the Readers of BILLBOARD ADVERTISING and Advertisers
throughout the World.*

GENTLEMEN—

We desire to call your attention to the best city in the entire Southern States as an advertising point—Chattanooga, Tenn.—Population 50,000, (not including suburbs). Greatest Railroad Center of the South. Eleven trunk lines, with largest tributary trading territory; more celebrated historically than any other point in the United States; unexcelled as an industrial and manufacturing center; an annual quarter of a million visitors to immediate points of interest; over two hundred factories with an invested capital of over eight million dollars, giving employment to ten thousand people, and an annual product of nearly twenty million dollars.

We direct your special attention to the fact that a progressive city requires a progressive bill posting and general advertising plant, and we claim that after seventeen years of toil and making out-door advertising a study, we now have as fine a plant as there is in existence, in proportion to the size of the city.

We have erected in choice locations, the following size boards: Fifty 8-sheets; five hundred scattering 3-sheets; two hundred 2-sheets; one thousand 1-sheet, 200 1-sheet dots, and one mile 150 linear feet located on principal business and residence streets; 900 feet new board recently constructed.

Not having opposition in our city, we can therefore give all work a total showing in all locations, and refer you to the December, January and February issues of BILLBOARD ADVERTISING, in which is displayed half-tone cuts of as many locations as space would permit, and showing that we have what we claim. As to our work, it is a pleasure to be able to give our patrons the full benefit of their patronage, and we ask you to place us on your list for future advertising, viz: Bill Posting, Distributing, Card Tacking, Circular Mailing, (of which we have prepared list), Fence, Wall, Mural and Artistic Bulletin Painting. We can place any number of sign bulletins on our excellent Government Boulevards, which traverse the following points of interest in and around Chattanooga: Lookout Mountain, Missionary Ridge, Walden's Ridge and Chickamauga Battlefield. These points are annually visited by thousands of strangers visiting and passing through Chattanooga, and this makes the City of Chattanooga one of the most desirable points in the United States for advertisers.

In conclusion, we will state that our rates for advertising are the lowest and best, and our references any Banker or Merchant of this city, or any advertiser who has advertised in Chattanooga.

Thinking you for the time in noting the above, and wishing to be remembered as being in the advertising business in all its branches, we are,

Yours to command,

THE STOOPS BILL POSTING & ADVERTISING CO.,
HARRY E. STOOPS, Manager

 Commercial Work
specially solicited.

One Mile 200 Linear
Feet of Boards.

Also Control Suburbs
and Hamilton Co.,

Including Billboards
located in
Chickamauga,
National Military
Park.

Missionary Ridge
and
Lookout Point's
framed by
Thousands of
Visitors.

500 Country Homes.

1, 2, 3, 4, 6 and 8 Sheet
boards always on
hand.

Artistic Signs
and Bulletin.

"Black Slips"
Double Deck.
The Finest and Best
Loaded can Deck
Board in the SOUTH.

Southern Commercial
Contractors.

All Work Given
Prompt Attention.

Satisfaction
Guaranteed.





**3000 RUNNING FEET OF
BILL BOARDS**

As follows, in Lake Co., Ill.

- 72 North Chicago.
- 30 Lake Bluff.
- 75 Lake Forest.
- 75 Fort Sheridan.
- 100 Highland Park.
- 30 Deerfield.
- 120 Libertyville.
- 30 Eastlake.
- 30 Inverness.
- 100 Opa's Lake.
- 100 Lake Villa.
- 100 Ashland.
- 25 Millers.
- 250 Racine.
- 150 Waukegan.
- 250 Geneva.
- 100 Warrens.
- 1000 Waukegan.
- 1000 Total Running Feet.



Chicago, 25 miles. Population, city, 1,000,000. Population, county, 2,000,000. Best Summer Resort Country in the State. Free Park, Government Hotel, Steamboat Landings. 30 Minutes Run to Chicago. * Special Theatre Trains Daily. ** 25 Passenger Trains Daily.

Circle Addressing Department in order the management of CLARENCE PERKINS, who had years of experience in this line.

G. RONEY & SON,
Bill Posters and Distributors,
WAUKEGAN, ILL.

G. RONEY. STANLEY M. RONEY.
JOE S. RONEY. C. E. RONEY.



Signs, Banners, Circles, Emblems and all kinds of Advertising Matter distributed. Display Show Windows, Bill Boards to Loan. Three Times on the Road all the Year. Contracts taken from Waukegan to Chicago. Forward list of 5,000 Two Pages for sale.

5c. per Sheet 30 days Guaranteed, Protected and Renewed Showing.

REFERENCES—Exhibition, Duane and Twenty Savings Bank.

J. H. DAY & CO.

COURT BROADWAY

and

EGLESTON AVENUE.

CINCINNATI, O.
33 MURRAY STREET, NEW-YORK.

**You
Must
Know**

That primitive methods are out of date in this era of machinery. The engine to the manufacture of paper for bill posters as well as to the most extensive industry whose machinery investment represents millions. You can't afford to mix paper by hand. Economy dictates the use of our machines for the purpose.



**Our
Machines
Save**

Time, trouble and material. You need them in your business. We have sizes for small plants and sizes for large plants. They are operated by hand, some by power. We sell posting machinery. Plans complete with set and machines. Prices are reasonable. Write for full particulars. Be sure to mention this paper when you write.

1896.

THE DONALDSON GUIDE

32 EDITS now in process of completion.

Will contain every name of over four hundred mail-order advertisers in the United States with address, price list and complete description.

- It gives the population of the town.
- It gives the population of the county.
- It gives the name of the bill poster.
- It gives his street address.
- It gives the name of the distributor.
- It gives his street address.
- It gives the name of the spare house.
- It gives the name of the local manager.
- It gives the name of the bill.
- It gives the name of their messengers.
- It gives the names of the address.
- It gives the date of publication.
- It gives the names of the dramatic artists.
- It gives the names of the dramatic companies.
- It gives the names of a good attorney.

It will be a manual of useful information for advertisers, business, and the stored messages and agents. The book will consist of over four hundred pages, neatly, handsomely bound in cloth and gilt.

GET YOUR NAME IN
In the complete and up-to-date edition of the International Professional Register. The whole work will be carefully revised and brought up to date, and will be the most complete and authoritative source of information.

The completion is a work of prodigious labor and great expense, which is not richly warranted by the sale which the book enjoys, consequently the publisher has fully justified his calling upon bill posters, distributors and show printers to purchase the advertising columns and consider all necessary aid in forwarding the data, including names, means or other items.

Blankets are provided for this purpose by the publisher and can be had upon application.

It is in the last issue of every bill poster and distributor to have become practically indispensable. Let the advertiser make it his motto and the result of profits be such that the advertiser have the very best of both worlds in the advertising line.

It will bring you business.
Because it will be searched almost daily by the advertiser, disseminating the names of the country. If your name or any has increased since the publication of the issue of 1895, put it in the advertisement immediately following the description of it, stating the percentage of increase, together with such other advertising data as may pertain. The advertising rates are very reasonable.

See review per page two for a year's advertising in the first congressional law. At this rate a space of half inch single column costs in \$1.75, or an inch in \$3.50.

SEND FOR BLANKS
If you are desirous of having your name in the bill poster, distributor and advertiser, fill out the coupon given over almost entirely to managers of every house and advertiser. You can save you this will be changed. Give it your endorsement. This is the best thing for the advertiser of your bill poster. It is the best thing for the advertiser of your bill poster.

The price of the Donaldson Guide by mail is \$1.00. It is the best thing for the advertiser of your bill poster. It is the best thing for the advertiser of your bill poster.

W. H. DONALDSON,
Cincinnati, Ohio.

Mauberrert's Printing House, Limited

Printing Posters Work
in all sizes all styles. THE LOWEST PRICES THE LOWEST

Branches: 526 to 532 Poydras Street, NEW ORLEANS.

ELDER, JENKS & RABORG



"Excelsior" Circus Paste

"Excelsior" BILL POSTERS' BRUSHES
Made of finest wood and hand, long bristles, with a superior finish. The most perfect and durable brushes made.

Price \$20.00 per doz. \$2.18 Extra for Circuses. \$14.00 per doz. \$1.60 each. \$1.00, 50, in all parts of the U.S.

127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

ROUSEN INK WORKS.

66-68

JOHN STREET, BROOKLYN, N. Y.

MANUFACTURERS OF PRINTING AND LITHOGRAPHING INKS AND DYE COLORS.

SHAKESPEARE PLUG TOBACCO

CHAMPAGNE CIGARETTES
It is the best thing for the advertiser of your bill poster. It is the best thing for the advertiser of your bill poster.

Let's Get Acquainted?

Eagle Printing Ink & Color Works
148-152 Monroe Street, Chicago.

Printer's Ink Helps . . . Advertisers!

It's a weekly journal, furnishing you with practical advice, and valuable information, about every detail of the business of advertising.

Enables you to profit by the improvements—and adopt the methods of successful advertisers, so as to give complete information about every way of advertising which they have found to be feasible and profitable.

Teaches you—and exemplifies—how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about matters, tending to aid you in selecting profitable ones to advertise in.

Subscription price now at a very low rate—only 50 cents.

10 Spruce Street, New York.

DEAFNESS CURED

By the use of the "Deafness Cure" which is a scientific preparation of the most valuable ingredients.

We Employ Young Men

As a condition of employment, the advertiser must be a young man, and must be able to read and write.

Young Ladies' Magazine

Published by the Young Ladies' Magazine Company, 127 N. Fifth Street, Philadelphia.

ACME CYCLE COMPANY, BURLINGTON, IOWA.

Manufacturers of bicycles and tricycles.

W. H. DONALDSON, CINCINNATI, OHIO.

WE HAVE NO AGENTS

For the sale of our goods. We sell direct to the advertiser.

HENNEGAN & CO.

PRINT
POSTERS

THIS
SPECIAL

Please the
Patron,
Poster
and the
People.

LOW PRICES.

127 E. Eighth St.



PRINT
POSTERS

THIS
SPECIAL

Excellent
Execution
with...
Pleasing
Effects.

PROMPT SHIPMENTS.

Cincinnati, Ohio.



HEAVY LIFE CABINET.

Our line of Wood Type comprises over 600 different sizes, all made in every different size. It is the largest and most complete selection of type faces ever shown in the world. We issue seven different catalogues all told. One weighs 10 lbs. But it isn't all dead weight. Lots of good things between the leaves.

Save Your Dollars

Likewise your time and patience. When you want Printing Material GET THE BEST. That is the Cheapest and Most Satisfactory way every time. Our line is unsurpassed, and contains everything used in wood about a printing office. Write to us and tell us of any Special Furniture you want best and we will be pleased to furnish figures for first-class work.



PRINTERS' STAND.



SMALLER CABINET.

THE HAMILTON MANUFACTURING CO.

TWO RIVERS, WISCONSIN.

◆◆ Wood Type and Printers' Furniture. ◆◆

LIST OF MEMBERS OF THE Inter-State Bill Posters' Protective Association.

With their Prices, Facilities, &c. Corrected Monthly.

State	Name	Address	1895			1896			Can handle the following
			Advs.	Posters	Rolls	Advs.	Posters	Rolls	
Alabama	Adams	Wm. H. Adams	100	100	100	100	100	100	
	Allen	Wm. Allen	100	100	100	100	100	100	
	Anderson	Wm. Anderson	100	100	100	100	100	100	
	Armstrong	Wm. Armstrong	100	100	100	100	100	100	
	Barber	Wm. Barber	100	100	100	100	100	100	
	Barrett	Wm. Barrett	100	100	100	100	100	100	
	Beck	Wm. Beck	100	100	100	100	100	100	
	Belmont	Wm. Belmont	100	100	100	100	100	100	
	Benson	Wm. Benson	100	100	100	100	100	100	
	Bishop	Wm. Bishop	100	100	100	100	100	100	
	Black	Wm. Black	100	100	100	100	100	100	
	Blackburn	Wm. Blackburn	100	100	100	100	100	100	
	Blackwell	Wm. Blackwell	100	100	100	100	100	100	
	Blackburn	Wm. Blackburn	100	100	100	100	100	100	
	Blackwell	Wm. Blackwell	100	100	100	100	100	100	
Arizona	Adams	Wm. Adams	100	100	100	100	100	100	
	Allen	Wm. Allen	100	100	100	100	100	100	
	Anderson	Wm. Anderson	100	100	100	100	100	100	
	Armstrong	Wm. Armstrong	100	100	100	100	100	100	
	Barber	Wm. Barber	100	100	100	100	100	100	
	Barrett	Wm. Barrett	100	100	100	100	100	100	
	Beck	Wm. Beck	100	100	100	100	100	100	
	Belmont	Wm. Belmont	100	100	100	100	100	100	
	Benson	Wm. Benson	100	100	100	100	100	100	
	Bishop	Wm. Bishop	100	100	100	100	100	100	
	Black	Wm. Black	100	100	100	100	100	100	
	Blackburn	Wm. Blackburn	100	100	100	100	100	100	
	Blackwell	Wm. Blackwell	100	100	100	100	100	100	
	Blackburn	Wm. Blackburn	100	100	100	100	100	100	
	Arkansas	Adams	Wm. Adams	100	100	100	100	100	100
Allen		Wm. Allen	100	100	100	100	100	100	
Anderson		Wm. Anderson	100	100	100	100	100	100	
Armstrong		Wm. Armstrong	100	100	100	100	100	100	
Barber		Wm. Barber	100	100	100	100	100	100	
Barrett		Wm. Barrett	100	100	100	100	100	100	
Beck		Wm. Beck	100	100	100	100	100	100	
Belmont		Wm. Belmont	100	100	100	100	100	100	
Benson		Wm. Benson	100	100	100	100	100	100	
Bishop		Wm. Bishop	100	100	100	100	100	100	
Black		Wm. Black	100	100	100	100	100	100	
Blackburn		Wm. Blackburn	100	100	100	100	100	100	
Blackwell		Wm. Blackwell	100	100	100	100	100	100	
Blackburn		Wm. Blackburn	100	100	100	100	100	100	

OFFICERS

- P. F. SCHAEFER**, President, Chicago, Ill.
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- CHAS. R. KITTSRIDGE**, Washington, **C. E. RUNNY**, Washington.

Admission Schedule

- O. J. GENE CO.**, New York City. **P. F. SCHAEFER**, Chicago, Ill.
P. G. STOUT, St. Louis, Mo. **T. BLANKS**, Chicago, Ill.
CHAS. BLOOMSTADT, New York City. **JAM. W. BIRD**, New York City.
- Scale of Prices for Lists, Protected and Renewed 30 Days Supply.**
- | | |
|----------------------------|--------------------|
| 1,000 to 2,500 Impressions | per sheet 5 cents. |
| 2,500 to 5,000 " | " 4 cents. |
| 5,000 to 10,000 " | " 3 cents. |
| 10,000 to 25,000 " | " 2 cents. |
| 25,000 to 50,000 " | " 1 cent. |
| 50,000 to 100,000 " | " 1 cent. |
| Over 100,000 " | " 1 cent. |
- One Sheet, 10 days
 Write for free sample copy **CLARENCE R. BUNSEY**, Sec'y, WASHINGTON, ILL.

UP TO DATE. ADVANCED IDEAS. WATCH US CROW.

LIST OF MEMBERS OF THE
 BILLBOARD ADVERTISING ASSOCIATION

POST OFFICES

THE
O.J. Gude Co
 OUT DOOR
 ADVERTISING
 New York

1894 Our Customers spent
 less than 4% of their entire
 appropriations
 in Bill-Posting.

1895 It increased to over 12%
 more than \$200,000

1906 It will further increase if
 the Bill-Posters
 recognize that service and
 advice only will bring
 permanent and profitable business and
 that organization is effective only as it
 concerns the interest of the advertiser
 as well as the Bill-Poster.

(DESIGN BY COURTESY OF JAMES PYLE & SON—PHILADELPHIA)

"I'll stick this up anyway
 It's for the good of the
 Cause."