

THE BILLBOARD

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THEORY AND PRACTICE.

By JAM. W. HOOK.

I have had a great many complaints from my clients during the past few weeks on account of their paper being crowded out of the bill boards by Buffalo Bill and various circuses. Some of their crying are here reported that in the majority of those towns there are more vacant lots than billboards, and that from a superficial observation there should be very little difficulty in the bill poster in securing a great deal additional space on which to build more boards.

I was talking some this subject the other day with Mr. Louis H. Ramsey, of Lexington, Ky., Vice President of the Bill Posters' Association, when he advanced an argument against an excessive number of billboards. He says that a town will stand only a certain amount of bill posting, and that a circus usually comes only once a year. And he thinks that if more boards are built the majority of them will be idle for the other eleven months. Not only will they be idle, producing no revenue, Mr. Ramsey says, but they will look ragged and shabby and low-browed, and he says to give the advertiser a bad opinion of the town—a shabby lot of billboards is seen to do.

Mr. Ramsey's remarks are the result of knowledge gained by long years in the bill posting business, while my remarks are largely theoretical; I am, consequently, however, that there are very few bill posters who do all the business they could do. There is nothing that will make a man get up and hustle around for business like the knowledge that he has a lot of good space going to waste.

The average bill poster usually takes what comes along, and makes little effort to get more business. He does not seek bill posters on another themselves in this ever-growing city, there will be only a certain amount of work done for him.

But a large and rapidly growing majority of the bill posters to-day are hunting for new business, not only among the national advertisers, but also among the home merchants. The day of the stock poster is here, and the various show printing houses are strongly competing for this trade.

As a result the bill poster now has not only the usual amount of national advertising, but as much local work as well, and the local work usually pays as well as the national, if not a great deal better.

But aside from the sale of circuses, I am constantly having my estimates for various shows sent down by the advertiser and his traveling men, who show their impudence of the towns. Know that the bill poster has not enough boards to accommodate all the paper he has arranged for sending.

I met an advertiser about a month ago in a city of some 50,000 population, the leading city of a leading state; the advertiser for 30 sheets, 100,000 and 20 sheets, in one week. I received a reply that the bill poster could stand the 30, 30 sheets, but that the advertiser had contracted for all his stand space until next April, and therefore he could do nothing with those stands. Now, I can readily understand why a bill poster should be loath to hold a lot of new boards to accommodate an advertiser of a single month, but this advertiser would surely compensate for all the expense of the stand plan.

After a little further correspondence with these people I arranged for their

Display Advertising in Johannesburg, South Africa.

By LEVIN GARDNER.

Johannesburg has a population of 200,000 people. Some of this number are the owners of the nearly 30,000 acres of poor gold which is excavated from the surface in and around Johannesburg weekly. Who men of England and America have taken advantage of the opportunity to advertise there and are succeeding in getting some of their 30,000 per month taken out of the earth.

The cut on page 2 is of a building overlooking the site of the new Post Office, which is located in the center of the

apartments of the town. Street car advertising is taken up by just a few of the leading merchants. Some have the side of a car at the top, the sign usually giving the firm's name in large letters and the business. Over the front roof of each car is an advertising sign also. From the low benches at both ends of the cars are posted over with advertisements.

The three stations in Johannesburg ad-vertise in the same manner as do American city buses. Posters are up all over the city and on every available billboard. There is a leading English newspaper that circulates every household in the city, and most of the more prominent places is devoted to music advertising. Lithographers are very high priced in Johannesburg. Circuses generally import their own lithographs, but if they do not they want to pay the high price they can have excellent service in that line at one of the leading newspaper offices.

It is surprising to see the wealth of very successful ideas that poster advertising on the boards in newspaper advertising. There is a very prominent article is introduced in Africa, the advertiser some always require after hearing space first. Type setting, letter, combined with shows, and in fact everything sold in Johannesburg is advertised on the boards in both posters and illustrated signs. Around the new Post Office is a building 12 feet high and contains beautifully painted signs, many carefully illustrated.

The Dutch Government uses the railway system in the Transvaal, and they have sold the privilege of advertising in outdoor ads along the line to a firm in Pretoria. The Government has also sold the privilege of advertising in the small spaces in the railway carriages. These spaces, however, are not used to my considerable extent. A few firms having locations in the leading cities of South Africa use this space within the cars.

A firm of Johannesburg has the most prominent outside advertisement that I ever saw. Directly in front of the railway station they have a 3 feet wide by 7 feet long sign set placed on public eye-level. The advertisement painted thereon can be seen by all leaving or entering the city. Another firm has a clock at the entrance of the station. The advertisement painted on the clock is larger than the clock. The advertising around the station is entirely American like. All the recent ground in Johannesburg, and large space is bought by each city firm for the display of their business advertisement.

Columbus, Ohio.

The New England Newspaper Bureau have issued a new little booklet, advertising their service and conditions.

Poster vehicles are still the rage at Lexington, Ky.



JOHN ROBINSON, JR.

convention with a live up-to-date bill poster, who had money and means to put it with them, and in a few days now there will probably be a good service there for all the paper that may be sent them at my rate. But to make them up I was compelled to threaten them with an opposition plan.

The last is, 10, 75 bill posters are getting out of their business all there is in, or even a fair proportion of the possibilities.

city, and will be completed in about two years. In the left hand corner appears Mr. Martin, who bought the advertising space on the building and stands to the pointing of the sign on the wall. The advertiser on the wall are among the leading firms of Johannesburg. It was an expense to me to use ads both inside and outside on the street cars. The street cars in Johannesburg, however, are very small and are mostly kept, so I do not see how we are keeping with the general

BILL POSTERS' WAR OVER.

Regulations which have been quietly pending for several days past between the old established firm of Ficks Bros. and John G. Brown, being known under the title of the Ames Bill Posting Company, were concluded and the Ficks Bros. purchased all of the Milwaukee, other business and other property of the Ames Company. The office of the Ames Bill Posting Company, at Wabte street, will be closed for good, and Ficks Bros. will retain their old quarters at 43 Wabte street, where they have been located for many years.

A Bill Posters' War in Indianapolis.

Passers-by have noticed that white paper has been pasted over lithographs on the big billboard at Fort Wayne street and Alabama street. "It's the result of a bill posters' war," said Alexander Hahn, manager of the Indianapolis Bill Posting Company. "The white paper was pasted there by the Empire Bill Posting Company in support of their assertion that they owned the board."

Mr. Hahn says he has witnesses who will substantiate his claim, and that the opposite verily surrendered its claim.

Hedges & Dewey, managers of the Kenyon Bill Posting Company, say they are not any more the attacking party than the Indianapolis Bill Posting Company. "We did not give up our board," says Dewey and Hedges. "It expired August 4, but we had an option for the next year. The stand was located for the Indianapolis company over our board, and made by us, in December, void. When we had the board to the Indianapolis company delivered the paper we put up, and we had been arrested. In a judge's court judgment was given to us. The other company appeared in the Circuit Court, where the case now lies. We posted that white paper over the Indianapolis company's lithographs. It was our own party thinks himself in the right, and neither will give in until he is forced by the court."

No License Required in Erie.

The bill posting ordinance having been declared illegal by the court, all persons who desire to display a bill, past or new, are, therefore, permitted to do so without being compelled to pay the city bill poster on a specified sum. The ordinance was passed by council as the result of a few bill posters.

Gilman, Maine, is a thriving little city and has R. J. Justice here its poster and distributor.

The Wisconsin Bill Posting Company was organized all boards in that city.

P. M. Conley recently sold the Highgate Bill Posting business to George Carter, of Syracuse, who has taken partnership with Mrs. Abbott, the new company to be known as the Fuller City Bill Posting Company.

It is one of the fine institutions of the city and under the new regime will be made to occupy its full territory. Mrs. S. M. Abbott continues as manager, with P. M. Conley as general superintendent.

Abbott & Carter is the first case, and it is desired to become well known to electrical and other companies. All work will be done in metropolitan style and with metropolitan style and finish. Mr. Carter is a general business man, and Mr. Conley has the show business at his finger tip in all its departments.



A Johannesburg, South Africa

Bulletin Board.

Charles H. Nichols, manager of the Springer Lithograph Company is the bill brought by the P. Deane Bickford and Hoadley Company, reports to the court that under an order of most divorcing him to sell at private sale he has sold the plant to the Columbia Lithographing Company for \$2,500. By the terms of the sale, the purchaser with the written consent of the secured creditors pays to the receiver in cash to apply, on the claims the sum of \$1,000, and further agree to secure the balance of the debt amounting to \$1,500 and to pay it in the further sum of \$1,000.

Nichols claims that the secured creditors have agreed to accept 45 per cent. as their claim, and with the last stated cash sum he will be able to pay the rest and the percentage. The receiver asks for an order confirming the sale and directing him how to pay on the money in his hands. Powell and Nichols file the motion.

There is a good deal of interest among lithographers in the use of aluminum plates for color printing. The Rep of Detroit & Co., New York, says the Aluminon World, now uses aluminum plates entirely on a number of pieces which were built for printing with zinc. The Standard Lithographing Company, of Chicago, is also beginning to use aluminum plates.

Posters are to play an important part in the coming campaign.

The new Postnet poster is a strictly high grade Topkiss institution. It is designed by Topkiss artists, engraved by Topkiss engravers, printed by Topkiss printers and will be no whit inferior to the Topkiss Postnet. It is the work of the Hill Lithographing Company.

The top sheet is printed in red-ink and blue. It gives the date of the event.

The middle sheet is printed from a lithograph stone. It is emblematic of the various situations which will be on exhibition.

There is the head of a Kansas; Kansas out of a red man. There is a return of soldiers, probably coming from Ft. Riley. A Kansas No. 1, and a portrait view of the Santa Fe office building show that the great Kansas railway is to be in the game.

A cluster of flowers twisted around the Flag and the American flag of the great republications which are being made for the Festival. There is also a row of happy, smiling Kansas Knights and Kansas Ladies. "It takes no great amount from the game" to tell us that this is significant of the "red-hot time in the old time to-night."

The third sheet of the poster problem is the large horse and low station of the upper sheet the wonderful sights which will be seen in Topkiss during Festival week.

Such is the new Topkiss poster. Let it be worn in every town in Kansas, and there will be a hundred thousand people here to attend the second annual Topkiss Fall Festival—Topkiss King Capital.

There is every indication that the great Transient and International Exposition which will be held in Omaha in 1904 will be one of the greatest events of its kind in our history, being surpassed only by the World's Fair. Already the work is progressing. The financial record of the exposition on August 1, was \$175,000. With that sum almost a solid display is secured. But work will not be added to the existing resources. The exposition is to represent all the industries and resources of the great west. Every state from the Gulf of Mexico to the Dominion and from the Mississippi to the Pacific will be represented.

Michigan State Fair officers were re-elected without opposition. They are as follows: President, William Bell, Elmberg; Vice-President, H. L. Zumbach, Lansing; Treasurer, C. W. Young, Fort Wayne; Secretary, S. Paulsen, Grand Rapids; Executive Committee, H. W. Knapp, Howell; Frank Meyer, Jackson; P. L. Reed, Okem; H. J. Kealey, Mendota; H. E. Dewey, Grand Rapids; R. G. Gault, Grand Rapids; H. G. Gault, Wellis. Term ending January, 1906.

Held at Elizabethtown, Ky.

The Kentucky Fair closed with a great exhibition and a profitable attendance. The accounts of the association were \$300 more than last year, and the expenses were not so great, as these will be a handsome profit to the stockholders, not far less \$1,000.

Mass' Gear For Chicago.

Members of the North Side Business Men's Association recently met with the Executive Committee of the exposition at the Keweenaw House for the purpose of conferring the big exhibition to be held in the city October 4 to 9 inclusive.

The details of the payment rate with the North Side, who organized the idea of introducing to the notice of Chicago and progressive citizens a spectacle which they expect will eclipse the Marsh Green and Velox Fountains events of New Orleans and St. Louis respectively.

In addition to the display of boats to be made directly under the auspices of the business men, the clubs and various organizations of the three divisions of the city are to be invited to lend their aid. In the event of bicycle clubs (bicycle part) it is expected that thousands of wheels will add to the novelty and brilliancy of the night parade.

Very recently (October 1) bill has just been commissioned by the Department of Exhibits of the Transient-International Exposition to work up a Russian village as one of the exhibits for the exposition. Mr. Ethel has decided to call his exhibit "La Joyful Russia," after the book written by John A. Logan, Jr., and in which he will endeavor to depict Russia as it is, to take away the erroneous impressions of that country created by the writings of George Kennan. He will leave Omaha in a short time to begin the work of securing illustrations in the exhibition and to meet with the committee and the friendly Star association.

The great attraction at the annual Fair at Elizabethtown, Ky., was the side walk. The prize was a purse of \$25.

The annual fair at St. Charles, Mo., was concluded to be the best in years.



Mr. William R. Hart, the enterprising Secretary of the Waukegan, Iowa, Fair writes as follows:

"Thinking might be interested in the way we are billing our western fairs I send you enclosed photos of a copy of descriptive cards of which we are using by the way about 1,500 sheets. One is a sheet occupying a good corner here in Waukegan, the other being a 14-sheet at a company crew road, where there is considerable business. We will use along with those about 500 printed yellow bills, and 1,000 sheets of pictorial stands, and per single sheets bills. We do our billing with one team and a crew of two men and a boy, the job taking from three to four weeks. It leaves behind a good reliable bill poster we place the work with him, as it is cheaper that way. But there are only two of these teams in our territory that we use place work in its short way."

"Everything looks promising this year and we are hopeful of another record breaker this fall."





Budget's Budget.

On the 26th of August the president of the I. A. D. through correspondence, appointed me one of the press agents of the above organization. And in making this my first low for honors in the ranks of the official board, I feel somewhat like the little girl who was desirous of learning how to swim, was seized by her mother in the water. Now, my dear, long your clothes for a history book but don't go over the water. It is with this feeling that I take up the pen in the interest of that grand organization known from the North, to the East and West as the I. A. D., and feel that I have been called upon to help build to the advantage the fact that there is at least one organization worthy of their confidence and support.

If after awhile I see the great possibilities which are daily unfolding in the interests of motion display and particularly the members of the I. A. D. I shall endeavor to add enlarged to their list of work which I shall be glad to do if I can only to bear a small part of the enlarging of these possibilities. It is with this idea in view that I would encourage every member of our association to grow beyond some already in the coming year to see greater bounds than in the past. But how can we do this the best way of a successful business life is to do everything the best one knows how that will in the end challenge the attention of every advertiser and bring the blush of honor to every friend and catch our competitors. To every member of the I. A. D. I would earnestly ask to correspond again with each other, learn to know each other better, and through that to be prompt in answering all correspondence. In conclusion let me say that I desire to get in touch with every member to feel that in the organization we are not only business but friends in the highest and truest exception. I believe we are enjoying upon a new era in the interest of our association. We have grown out of waddling stables and have entered upon the golden possibilities of mature success. Let us be up and doing.

Case's Contribution.

Members are cautioned not to do any work for Hoffman Drug Company, also Hanson Store, also Spaulding Manufacturing Company, New Rochelle, N. Y., unless they get work with order or good letter of inquiry, as they strictly ignore letters of inquiry; ads and drafts are returned without comment; they are a business on the best order, and distributors who are not working for their benefit or glory should give that counsel the go-by.

The California Fly Spray Company have discontinued every distributor and bill posters this fall by reviving all contracts, and will be working in cities where there are some means or that they failed to reach this spring. This move will be much regretted, as the firm is a liberal advertiser and its stock stands high in the I. A. D.

Charles W. Davis is the latest member of the I. A. D. He contains the city of Des Moines, Iowa, and adjacent territory. Charles is "all right."

If Springer, "the Silent King" of Philadelphia, Pa., had been a member of the International Association of Distributors, so he advertised himself to be, he would have been money to pocket, as all members have been asked and given particular in regard to "The Novelty Plaster Works" and the "a-b-c's of our and proprietors" purchase (if) contract. We are sorry for you Mr. Springer, but "since that one's been here" you know, and a little advice might not hurt you. It is simply—just the I. A. D., the only recognized distributor's association of today. The above advice could be applied to many other distributors who are representing to advertisers that they are members of the I. A. D. To each we simply say—hey, you are buying your reputation for honesty by talking such a course when you might become the victim by a little caution.

Gifford Kennedy Company, Indianapolis, Ind., are putting out a new little booklet advertising their remedy. They employ "our own distributors," whose chief aim appears to get rid of as many as possible. You might prefer to give him a few lessons.

Member John A. Clough, of Chicago, reports business good as his territory. He is at present working on gas and expects to work up before the winter next year.

Dr. Kilmer & Co., the largest medicine firm in the United States, have placed their work with the International Association of Distributors in all cities not covered by their traveling distributor. All correspondence regarding this work should be addressed to the soliciting secretary. Mr. W. S. Reisinger is the wide awake advertising manager of this firm and has many times been among the members of the I. A. D.

George W. Vauquish, the "old reliable" of Indianapolis, is right in the realm. His purpose is to make every one of all the honors of the State Fair. By the way, that wagon is a work of art, and Buckler Van, a justly good of it.

The Hunter Advertising Company, 14 Mason street, Fort Wayne Ind., want price and amount of paper (see above) reported by thoroughly paid cities of 5,000 and over in Indiana, Ill., Pa., Michigan, Ohio and Pennsylvania.

Tips to September 20, '97.

Colfield Hanch Company, New Haven, Conn.
Emerson Drug Company, Baltimore, Md.
Swanwick Oil Company. See last report for sign looking.
Halle Kennedy Company, Chicago, Ill. Slow job.

The J. P. Dineen Company, Chicago, Ill., do Wolfe Place. Won't pay over \$2.

F. W. Fuljager & Son, Baltimore, Md. Signs, 1 cent.

C. I. Reed & Co., Lowell, Mass.
Dr. Henry Peasely Medicine Company, Excelsior, Minn.

Harving Peasely Company, Indiana Mineral Springs, Ind.

Dr. Miller's Rubens Cream, Elkhart, Ind.

Gen. City Tobacco Company, Dayton, Ohio.

R. F. Williams & Co., Buffalo, N. Y.
The Dr. Cram Company, Philadelphia, Pa., via York + Co.

Gifford Kennedy Company, Indianapolis, Ind.

Admission-Each Printing Association, St. Louis, Mo.

F. J. Berg & Co., Middletown, Ohio. Signs.

W. M. Case, Solifield Secretary.

Staleness's Sayings.

Green, the leading bill poster and discharge of Enzerstiff, recently sent me a sheet paper containing copy of the reference preventing any one discharging in that town. Green pays for a year license for discharging and just for his post.

Douglass, of Newburgh, writes that the discharging business is better this year than ever before.

Cooley, of Highstown, has sold out to Carter & Abbott. He handles in superintended.

W. E. Hayes, the general advertising agent of Dr. Cram Company, Philadelphia, was Superintendent that has success had splendid success from his distributors in Cincinnati. They send two distributors 30 days apart. Staleness says the druggists told him that the demand exceeded our limitations and maximum.

W. B. Reisinger, Dr. Kilmer's agent at Highstown, is handling distributors with a new style distributor's bag. If you need anything of the kind write Mr. Reisinger. Recently carried the bag himself and did over it several cities for it.

H. E. Dierlein, is leading as hard as ever for the association, notwithstanding the fact that he is no longer an officer. Still is a credit to the organization.

Van Spinkle, of Indianapolis, has just completed a large contract for double territory. He has returned home and finds plenty of work on hand, including a large distribution inside the large grounds.

Haynes, of Boston, would like to hear from former members of the I. A. D.

Staleness has contracts on hand for over one million pieces. He has placed his territory in charge of the sub-city territory. Staleness is receiving many complimentary letters about his letter books. He believes in doing every thing right.

The I. A. D. is still growing. It has members in all the large cities, and is represented in every state in the union.

Reisinger, the grand traveling inspector and advertising agent of Dr. Miller's Medical Company, is very popular among distributors. Mr. Reisinger is enthusiastic over the I. A. D., and gives his members such wherever possible, and will do the best distribution where an agent member joins the association.

W. A. Watson, the advertising agent with C. G. Green, Woodbury, N. J., has joined the I. A. D. and started distributing agents in Philadelphia and Camden, N. J., under the firm name of W. A. Watson & Co. Advertisers who contemplate advertising in either of these two cities would do well to write them.

W. E. Case, of Fort Wayne, the selling secretary of the I. A. D., reports that he has bright prospects for leading three large contracts for the members of the association. Mr. Case is kept busy with correspondence, and his writes that advertisers generally are interested in the association and will give preference to its members.

Staleness, of Covington, Tenn., is satisfied over his membership in the I. A. D., and reports that he has many contracts through the office of Mr. Case.

Clough, the ex-President of the I. A. D., reports that he has more at work in Chicago. It looks as though property has struck Clough.

F. Abrams & Son, of Columbus, Ohio, have joined the I. A. D.

Charles B. Wright, represents the I. A. D. in Washington, D. C.

Ed. Joseph Bond, the leading President of the I. A. D., reports good business in Kansas City.

Dr. Kilmer Company, of Highstown, N. Y., are going to give their distributing to members of I. A. D. in all cities where their regular distributor is not doing well. They expect to get out advertising matter this year than ever before.

David Leberer has contracts with The Lynn Fishback Company, Wells Richardson Company and Dr. Kilmer. He also has several others ready to make contracts for his town.

Signs & Sign Painters

Address of correspondents for this
column is P. O. Box 100, Pittsburgh, Pa.

When using Encke's wood in sign coloring have a thoroughly wet mixture of coloring with water and brush it on any of the colors happen to come in contact with the Encke, when it should be washed with the same solution. This will prevent blurring. Avoid brushing the surface of the wood—very dangerous when brushed often.

When laying gold on glass, the greatest care should be taken to have the glass perfectly clean. Some advise acetone water that has been previously boiled, but distilled water is the best. Use no soap, and the best the better. Avoid touching with the hands. After the size has been fixed on, and has the right tack, lay on the gold. Right here is the sticking place in laying gold leaf. It sometimes assumes a coppery appearance, and sometimes goes dead. We have never heard a plausible explanation for this coppery appearance. It is noticed mostly where there is weak ammonia, and is probably due to impurities. It is best usually to clean the accumulated dirt of the gold and apply another layer of gold on this size. If the dead appearance will not respond to a fresh application with a ball of cotton wool, there is probably one of three causes the matter. The glass may not be perfectly clean or the size is not right, or the leaf is not good. Test the leaf when you lay it by dropping a drop of acetic acid on it. If the acid has any effect on it, the gold is not pure.

A mechanical will always work better for himself than for any one else. If he is one that takes a pride in doing good work, he will meet with better success by working for himself than for others.

It is always best to use weather-board surfaces, and they cannot be washed away with soap-water. It is not always as smooth as possible. A fast coat of siliceous matter of a part of Rosco Blue, 3 parts of white lead, 1 heft will give the smoothest surface.

Aluminum leaf may be laid in the same manner as gold leaf, except there need not be so much care taken to have clean surfaces. Its ordinary followers will retain aluminum.

The so-called patent dyes are all right when pure, but the majority of them are more or less adulterated, and I would advise the artist to make his own. Ground white tin is not heated off, half and half. A spoonful will give twenty pounds of color, and will not injure the ground white or the most delicate color that the sign painter uses.

There is very much in the English pattern. Trolley number is the best; English number second. They are durable.

Purple blues are made of prussian blue and oxide of copper. It is one of the

fastest of colors, and when combined with white produces fine blue tints. It keeps its color well.

A most beautiful, but very poisonous, green is Scherer's green. It is made of vitriol of potash and acetate of copper. The common caution should be observed when using it.

There are many who sign letters throughout the country whose composition is thoroughly bad, and the proper procedure of the ground, and very often fail in producing good results from ignorance of the scientific point. There are various theories respecting the quality of the wood—some insisted that the greater cut in the paper one for a sign board, being their choice on the fact that the ink goes on more evenly through, thus rendering it less liable to warp; but we have our reasons for believing the contrary of the log to be the better. The best accepted way in preparing a board surface is to first give the whole board a couple of coats of either varnish or shellac to wet any over-coats the knots is to have them set with an orange size larger than the knot, and plug the knots made with stiff putty, or put in plugs of wood the size of a couple of grains of salt. After the knots are fixed and the board is shellaced with putty, mix up a smooth white lead as you require, being it up still in oil. Add the dryer and stir to a working consistency by trowel. Give the signboard a fair, even coat. When this is dry, rub down with putty once over and water. Putty up all the remaining holes and cavities with the same size of wood, and a couple of white lead. The second coat may be similar to the first, only there should be less oil in it. The third coat should contain less oil, and if a fourth coat is used it should still contain less oil, about one-third oil and four-thirds targa. This process will give a green which will last for years.

Copping paper may be made by taking some hard soap and lamp black and adding these together in the proportion of jelly. Dissolve some size of one ounce per gallon, and lay it on with a dry brush. It will never dry. Turn the colored side on the surface on which the size is to appear; over this lay my design to be a gold, and trace its outline with a sharp lead pencil. The colored paper, wherever it is pressed with the point of the pencil, will make a mark on the white sheet it covers. The final design may be applied in this manner—first to the surface. Have the sheets slightly fastened, so as to prevent any of them slipping.

To prepare paper for etching, cut the sheets of paper with heated oil, or with other vessels.

A German paper says a good paste for cleaning glass may be made as follows: Grind soap a parts, water 3 parts; dissolve the soap in the water and add ground chalk, 3 parts; white chalk, 2 parts; turpentine, 3 parts, 2 parts, stir into a mass and paste like rosin to suit.

P. S. Gardner says the best way to transfer decalcomans ornaments is to go over the gold leaf of the transfer with

common orange or fawnish varnish, being in no way particular whether you get the varnish on the paper outside of the figure or not. Lay the picture on it with the varnish side quite tacky or sticky, then lay it on the dry wood place and rub gently till all the parts are fastened down. Allow this, say, half an hour to dry, then lay the paper with the orange and cold water, and it will be found to lift off easily leaving the print of figure perfect on the wood. With a soft brush, dipped in turpentine, gently go over the whole to remove the orange varnish, and the work is complete.

The appearance of a poor lettered sign may be greatly improved by a wet border. Make the border to correspond with the letters—heavy letters, heavy lines or curls in the border, and vice versa.

PAINTING LETTERS—Pick the outline of any letter to be copied with small ink pencils, very close to each other. Place the letter to be copied upon a clean sheet of paper, and dust it over with finely powdered charcoal from a small bag. The charcoal will penetrate through the ink pencil lines, filling up the printed paper the design will be found upon the sheet beneath it. The printed paper will serve many times. Correct copies of any outline may be made in this way.

TRANSPARENT PAPER—Take one quart of spirits of turpentine, one quarter quart of finely powdered sugar of lead, shake it up and let stand for two days; then pour off and add to one pound of pure Canada balsam; set in a gentle heat and keep stirring until quite solid, when it will be fit for use. Then have your paper ready on a smooth board, brush it over and hang up to dry.

Answers to Correspondents.

P. V. C.—Write to know, if the letter printed on a recently advertised can say good. We cannot advise the use of pattern in any form. Still, in case the printer cannot do better, they are much better than cheaply made printed letters. Of late years, however, printers have made great strides in the improvement of large letters. The letters used on posters make excellent examples for copying, but we do not think they should be used as patterns. Except those that rely on your brush—imagine them used, in this manner the sign artist will soon acquire a style so distinctly his own as to be his handwriting. If you wish to set copy too accurately you can purchase a popular style of the different alphabets.

A. B.—Ask for an ink for writing on paper that will not fade. Any of the indelible inks used for marking bond paper contain this characteristic. Probably high water-proof India ink would be best suited for this particular purpose. It is not so permanent and good. It may be made in any shade from a light gray to the deepest black, according to the amount of water used.

G. H. C.—Ask for a method for getting letters and sign copyings, etc., to set cutlines. These are several. Perhaps the

most simple is the use of oil or wax, which has been used by amateur artists from time immemorial. Dissolve the engraving, photograph, or whatever you wish to reproduce in a few small squares of oil, stir the eighth of an inch in size; then use a larger than most sized squares as they times larger than the small squares will be required; the enlargement to be larger than the small picture or design. Another device to correspond, and draw proportionately in the large square which is now in the small one. A little practice will enable you to make good copies. There is an instrument called a Metyroscope, made on the same plan, which may be had from any art store.

This department has lately received a number of letters that are usually given to sign painting. They were all relative to the method of lettering, and we took pleasure in answering them personally, and so had to use reference books, as we are not responsible for answers. We would like to see all others who wish to know the different processes, and send us the article that the Scientific American's Hand Book of Reference. This will tell you almost anything you wish to know about the different manufacturers.

A Scientific Problem Solved.

A scientific problem which had for centuries baffled some of our best minds has been solved by a Bostonian. It is announced that Louis Proeg, of the firm of L. Proeg & Co., the famous Boston lithographers, has established a process, unobscured of color, after working on the subject for a process. The Proeg standard is very simple and is based upon the solar spectrum. Twenty-four units of color are established, from which are derived over 100 colors and 700 tones of shades. By means of this discovery any color may be described by a number and may be duplicated without mistaking it with the original. The discovery has introduced over difficulties which were deemed insurmountable, and his discovery should prove of great importance.

It is a matter of the most important and most unique relation to American art. He was the first to discover, develop and perfect the chromo, and the results achieved through his ingenuity, industry and perseverance have been revolutionary. It is, he says, to be said to be the father of modern American art. He participated in the printing process within the realm of the most exacting and calculating and formulating the tests for good color. This has a series of inimitable value, and Mr. Proeg should be the recipient of due honor.

Old as the Hill.

It has just been discovered that the second Roman printed the method of printing in the position in which it is at. Hieroglyphics then was brought in light a paper covered with hills, one on top of another. The paper used to stick them was a piece of green paper. The hills were supposed and assumed were found to be progressive and announcements of public meetings, and were election proclamations.

KNOX

715 PULASKI
BOSTON
BRANFORD, PA.
CITY HILL POSTING CO.
HARRY B. RUSSELL, Manager.
NORWALK, CONN.
DENVER, COLO.
Established First Printing & Engraving Co.,
No. 1015 Broadway, N. Y. City. We have the
best and most complete stock of Printing
Materials, Stationery, Lithography, Engraving,
Illustration, etc., and all the latest
improvements in all these branches.

Allen's Press Clipping Bureau
Office, Room 214-15, 100 West Broadway, N. Y.
San Francisco: Union Block, Postoffice Bldg., 100
Star Block, San Francisco, Cal. Established
1881. Send every profession printed on the
Pacific coast from Alaska to Mexico. 125

Scranton, Pa. 654 Deacon,
No. 654 Deacon, N. Y. City. We have the
best and most complete stock of Printing
Materials, Stationery, Lithography, Engraving,
Illustration, etc., and all the latest
improvements in all these branches.

Aurora, Ill. B. MARVIN,
212 North La Salle, Chicago, Ill.
Send every profession printed on the
Pacific coast from Alaska to Mexico. 125

Jackson, Ga. C. A. FOSTER & Co.
No. 111 N. 1st St., Savannah, Ga. We have
the best and most complete stock of Printing
Materials, Stationery, Lithography, Engraving,
Illustration, etc., and all the latest
improvements in all these branches.

Grand Rapids, Mich.
George B. Leonard, British Hotel Bldg.

Expositions.

Albany, Tenn. May 25 to June 10
Albany, Tenn. May 25 to June 10
Albany, Tenn. May 25 to June 10
Albany, Tenn. May 25 to June 10

Races.

Chicago, Ill. May 15 to 20
Chicago, Ill. May 15 to 20
Chicago, Ill. May 15 to 20
Chicago, Ill. May 15 to 20

TEXAS.

John Bell county Fair Sept 15 to Oct 1
Lone Star county Fair Sept 15 to Oct 1
Dallas county Fair Sept 15 to Oct 1
Dallas county Fair Sept 15 to Oct 1

VERMONT.

Royalton county Fair Sept 15 to Oct 1
Windsor county Fair Sept 15 to Oct 1
Windsor county Fair Sept 15 to Oct 1

VIRGINIA.

Washington county Fair Sept 15 to Oct 1
Washington county Fair Sept 15 to Oct 1
Washington county Fair Sept 15 to Oct 1

WASHINGTON.

Colfax, Wash. county Fair Sept 15 to Oct 1
Murray, Wash. county Fair Sept 15 to Oct 1
Murray, Wash. county Fair Sept 15 to Oct 1

WEST VIRGINIA.

Volcan, Kan. county Fair Sept 15 to Oct 1

WISCONSIN.

Neenah, Wis. county Fair Sept 15 to Oct 1
Neenah, Wis. county Fair Sept 15 to Oct 1
Neenah, Wis. county Fair Sept 15 to Oct 1

DEWEY COLUMBIA.

Adolph, Ont. Sept 15 to Oct 1
Adolph, Ont. Sept 15 to Oct 1
Adolph, Ont. Sept 15 to Oct 1

CANADA.

Alameda, Wash. county Fair Sept 15 to Oct 1
Alameda, Wash. county Fair Sept 15 to Oct 1
Alameda, Wash. county Fair Sept 15 to Oct 1

BOYF CAROLINA.

Charlotte, N. C. county Fair Sept 15 to Oct 1
Charlotte, N. C. county Fair Sept 15 to Oct 1
Charlotte, N. C. county Fair Sept 15 to Oct 1

SOUTH DAKOTA.

Sioux Falls, S. D. county Fair Sept 15 to Oct 1
Sioux Falls, S. D. county Fair Sept 15 to Oct 1
Sioux Falls, S. D. county Fair Sept 15 to Oct 1

WISCONSIN.

Superior, Wis. county Fair Sept 15 to Oct 1
Superior, Wis. county Fair Sept 15 to Oct 1
Superior, Wis. county Fair Sept 15 to Oct 1

Michigan: Cass county Fair Sept 15 to Oct 1
Iowa: Des Moines county Fair Sept 15 to Oct 1
Iowa: Des Moines county Fair Sept 15 to Oct 1
Iowa: Des Moines county Fair Sept 15 to Oct 1

OKLAHOMA.

Ottawa, Okla. county Fair Sept 15 to Oct 1
Ottawa, Okla. county Fair Sept 15 to Oct 1
Ottawa, Okla. county Fair Sept 15 to Oct 1

PENNSYLVANIA.

Scranton, Pa. county Fair Sept 15 to Oct 1
Scranton, Pa. county Fair Sept 15 to Oct 1
Scranton, Pa. county Fair Sept 15 to Oct 1

ILLINOIS.

Chicago, Ill. county Fair Sept 15 to Oct 1
Chicago, Ill. county Fair Sept 15 to Oct 1
Chicago, Ill. county Fair Sept 15 to Oct 1

INDIANA.

Indianapolis, Ind. county Fair Sept 15 to Oct 1
Indianapolis, Ind. county Fair Sept 15 to Oct 1
Indianapolis, Ind. county Fair Sept 15 to Oct 1

MISSOURI.

St. Louis, Mo. county Fair Sept 15 to Oct 1
St. Louis, Mo. county Fair Sept 15 to Oct 1
St. Louis, Mo. county Fair Sept 15 to Oct 1

MINNESOTA.

St. Paul, Minn. county Fair Sept 15 to Oct 1
St. Paul, Minn. county Fair Sept 15 to Oct 1
St. Paul, Minn. county Fair Sept 15 to Oct 1

JOHN T. WILLIAMS

Manager Northwest Hill Posting and Advertising Co.,
346 MORRISON STREET,
PORTLAND, OREGON.
Member I. A. D. and P. C. & P. A.

Population 90,000. Established 1886.

THE ... EDISON MONEY MAKER.
OF MODEL

PROJECTOSCOPE

The most perfect, cheapest and simple screen machine in the world, producing full life-size pictures. We have 1,000 different subjects to choose from.
Price of Machine, only \$200.00. Films \$10.00.

We also rent machines, with films and services of operator. Write for terms and prices of films, etc., on separate paper, with our new and improved

N. Y. FILM AND CAMERA CO., 44 PINE STREET, NEW YORK.

The Christmas Belleard, 1897.

Send for the new Christmas Belleard and issue for sale. This will be the best and most complete issue ever published. It will contain the best and most complete collection of Christmas cards, etc., and will be published at a special price.

LARGER ADVERTISEMENTS. LITHOGRAPHED PAGES.
Page 1 of Cover, in 4 columns \$100.00
Page 2 of Cover, in 4 columns \$100.00
Page 3 of Cover, in 4 columns \$100.00
Double page center, in 4 columns \$200.00
This is a list of prices for larger advertisements. For a full list of prices, send for our price list.

Campaign Stands

Made from our Stock Letters are greatest ever seen. Talk about "Business-Bringers." One bill poster recently sent us \$1.00 for a Campaign Stand, without any order from the candidate, he put it up, and soon had the entire list of candidates on both tickets running after him, actually begging him for location. His boards are full! You can do likewise. If you have no campaign, try one of your merchants. It's a small investment. It will pay you. We can make any size stand. Send \$1.00 and copy. * Our new CATALOGUE will be ready next month. * * * * *



HENNEGAN & CO.

POSTER PRINTERS.

719-721 SYCAMORE.

CINCINNATI.

VIRGINIA.

JOS. M. GOLDSMITH.

GOLDSMITH BROS.

JACK GOLDSMITH.

OPERA HOUSE MANAGERS AND CITY BILL POSTERS.
FREDERICKSBURG, VIRGINIA.

Best Shows, Best Stock, Best Locations, and most important of all, Best of References.
Daily Licensed Bill Posters, Distributors and General Out-Door Advertisers.

Population 4,000. Diving Population 50,000.

MANNING, S. C.
Established by S. R. Young, Manager. P. O.
Box 107.

TRENTON, New Jersey
The Trenton Bill Posting Co.
Carries all billboards in the city and suburbs.
Solicitors of business. 1200 Broadway. The office of all
Bill Posting and Advertising work.
Wm. H. Williamson, Manager.

FAYETTEVILLE, N. C.
Established by J. H. Proctor and L. H. Proctor.
Box 107.

ADVERTISING MANAGERS:

Do you know that New Hampshire
will be the Abode of thousands of
wonderful people, during the coming
hot months? They go there to visit
every day, to be comfortable and
have an easy time.

Save You get anything to Call their
Attention to, while they are there!

Strike while the Iron is Hot!

We can reach all these people
Send us your location, samples, or circulars
or any kind of advertising matter.

D. J. Lefebvre Adv. Co.
RELIABLE DISTRIBUTORS.
Box 483, Manchester, N. H.
Keep our Address For Future Reference.

JACKSONVILLE, FL. 807 S. Main St.
We handle all billboards and advertising
in FL. N. 200, 200 and
200.

ROGERSVILLE, MO. Pop. 2,000
The Finest Country in North
Carolina.

RIGG BROS.,
The only Standard BILL POSTERS in the city.
Carry and erect all billboards and advertising
material in the city. We are in the city.
All work properly executed. Also signs for
business and sign painters. 111

HOWLAND Advertising Sign Co., Rome, N. Y.

C. F. Bangasser & Co.
CITY BILL POSTERS AND
DISTRIBUTORS. 11
New York and Sign Painters. Open all
business in our location. P. O. Box 107.
ROBINSONVILLE, N. CAROLINA.

WOODLAND, CAL.
Area of 100,000 acres, 100,000
people.

Pittsburg, Pa. Pop. 500,000.
The "TWO CITIES" Bill Posting Agency.
1200 Broadway, New York, N. Y.
O. H. Smith, Manager.

Mr. LEWIS GARRISON

Is about to return to South Africa,
where he has spent over a year.

Firms wishing to open up business
relations with South Africa, are

invited to correspond with MR.
GARRISON, at COLUMBUS,

OHIO. * * * * *

1891. "Everything comes to him who waits while he waits." 1897.

The Hustler Advertising Co.

Foreign personal service given
in all cities.
OUT-DOOR ADVERTISING
IN ALL ITS BRANCHES.
The only reliable
and distributing
agency in city.

14 NORTH MAIN STREET, FORT WAYNE, IND.
W. H. GAGE, MANAGER.

FRANK M. DUEL,
BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR,
187 Schuyler Avenue, KANKAKEE, ILL.
TO KANKAKEE, BLOOMING AND BROADWAY, 1000 PINE, 1000.

The Bill Poster

The English counterpart of THE
BILLBOARD. Subscriptions 50 cents
per year, post free, may be sent to
217 East Eighth St., Cincinnati, O.

MEMPHIS, TENN.
Van Buren & Co., Bill Posters and Sign
Painters, 200 Second Street.

In offering the services of the

United Press
News Bureau

We beg to announce that we have
recently opened and united the several
business interests heretofore con-
ducted by the Register Press Clipp-
ing Bureau, the Press Cutting Co.,
the United Press Clipping Bureau,
and the E. S. Merriam Press Clipp-
ing Bureau.

We are now occupying a space of
eight large offices.
With a carefully united force of
practical readers.

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

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

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

New customers will see us
in mind for two weeks, without charge,
provided that if we get an order we
charge from the start.

We solicit your patronage.
Respectfully,

United Press News Bureau,
104 Van Buren St.,
Chicago.

Evansville, Ind. 15,000, Licensed
Bill Posters and Sign Painters, 107
N. Main St. Evansville, Ind.

Kansas City, Mo. has
combined population 200,000. 40,000
people live in it. Send the matter to the
MIDLAND ADVERTISING CO. (now
L. A. of D.), 101 East Main, Manager, 417
Grand Ave., Kansas City, Mo.

Harpert, Ky. G. M. Oetting & Son,
Bill Posters and Sign Painters, 107
Main St.

BARTFORD, CAN.
POP. 17,000.

Chas. M. Smith & Co., Bill Posters and Sign
Painters, 107 N. Main St., Evansville, Ind.

TERRE HAUTE, IND.
100,000 people. 100,000 people.
100,000 people.

YOU KEEP TEXAS POSTED AND WE WILL KEEP YOU POSTED.

UNDERSTAND OUR PROPOSITION—You have something to sell and are seeking buyers. Why not keep the people of Texas posted on what you are offering? Texas has one man only this year, which means lots of money for her people. They will buy of you if your prices are right and qualities are good, but maybe they are not acquainted with you yet. *THAT!*

Procure an introduction through the medium of our billboards.

We have space to sell, that is a part of our business, so that we are in shape to keep you posted, if you see first (don't) of Billboards, 27 First-Street Business, San Antonio, Texas, in the very heart of the famous International Belt of Texas.

YOU DO NOT HAVE TO PAY UNLESS OUR SERVICES ARE WHOLLY SATISFACTORY.

T. J. DARLING & CO., THE CITY BILL POSTERS, TEMPLE, TEXAS.

We will contract to post all of Texas in any part or in sections. WRITE US FOR PRICES.

LORAIN, O. P. J. SMITH,
410 Power and Electrical, BRIDGE ST. N.Y.

Southern Press Clipping Bureau, Atlanta, Ga.

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

O. P. Smith, Mgr. Charge Clipping Bureau and Secretaries. Complete list of names in circulation. On Washington Street, Chicago.

CHILCOTTE, ILL.
BONNAT BILL POSTING CO.
BONNAT CLIPPING BUREAU
BONNAT CLIPPING BUREAU
BONNAT CLIPPING BUREAU
BONNAT CLIPPING BUREAU

Lacena, N. H. Pop. 15,000.
From 1890 to 1900, 100,000. More and more people. F. J. Macnamara, Manager. Write and we will send you the map and statistics.

SEND FOR A COPY OF

Business

The Office Paper

Send for a copy of this valuable paper. It is the only paper of its kind in the world. It is published weekly and contains all the news of the day. It is the only paper of its kind in the world. It is published weekly and contains all the news of the day. It is the only paper of its kind in the world. It is published weekly and contains all the news of the day.

MILFORD, MASS.

Population, 10,000. W. & S. Adams, City Bill Posters. Complete list of names in circulation. On Washington Street, Chicago.



YOUR PORTRAIT.

We will send The Advertising World (price 75c.) and engrave your portrait, style likeness, and furnish plate ready for any printer to print from, all for 50c. Send photo, which will be returned. Billboards, some day letters, if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer first to introduce our paper to new readers. The Advertising World is an eight page, four-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus, Ohio.

SOW YOUR SEED

IN ...
RICH SOIL

That is, in Middletown. Sure crop of results if we are the sowers of your advertising seeds—circulars, etc

GOOD SEED
AND GOOD SOWERS
BRING GOOD CROPS.

MIDDLETOWN ADV. CO.
THE "SURE CROP" DISTRIBUTORS,
MIDDLETOWN, N. Y.

Write, All Orders,
COLUMBUS, N. Y.

The W. D. Husted Advertising Co. Billboard Posters.

Billboarders, Bulletin Signs, Printing, etc.

Out door Advertising of every description.
Office: 44 Main Street,
MANSFIELD, THOMAS CO., PA.

WE OPEN UP CONTROL ALL BOARDS AND POSTING PRIVILEGES IN

MANSFIELD.
The leading town in the "Northwestern Tier," over 6,000 square feet of boards.

Also have boards and posting privileges in every town in the county.



LARAMIE, WYO.

M. E. Reed, 274 1/2 Grand Street and 714 1/2 10th Street and Distributor (1907), 142 1/2 St. 11th

"Mr. Manager!"

"Our Moment Please."

We print general advertising signs, notices, bill boards, show displays, illustrated scenery and exhibition labels, papers.

Our artists are expert and up-to-date. We do bill posting, distributing and bookkeeping.

We own season list of space, beauty, energy, experience and World's Fair diplomas.

Our boards, stock, labor and prices are O. K.

We have no alters, back logs, "charlie boxes," boys or "buses."

We meet your address, appointments, work and inquiries, same job, always returned, "it's your move."

C. F. Smith & Co.,
Brantford, Canada.

Population of City 3,000. County 26,000.
County 3,000,000.

BANGOR Minn. and Neighboring Cities. Pop. 40,000.

Billboarders, Bulletin Signs, Printing, etc.

Out door Advertising of every description.
Office: 44 Main Street,
MANSFIELD, THOMAS CO., PA.

STAVANGER, MINN.
Billboards, Bulletin Signs, Printing, etc.

WANTED, AGENTS, to sell our elegant

ADVERTISING CALENDARS

Big Profits. Fine Line. Write Immediately.

The Henderson Lithographing Co.

Novelty Department.

CINCINNATI, OHIO.

BUBB

POSTS Sells and Distributes
CIRCULARS
WILLIAMSPORT, PENN'A

CHARLISLE, IND.
Salemville, N. J. (Formerly Postoffice, N. J.)

JOHN L. MARSH
VANCOUVER, WASH.

Licensed Visiting and Commercial Bill Poster,
Coal Tackling and Distributing a Specialty.
All Work Guaranteed. Philadelphia, Pa. 1890.

Charlotte, W. Va. Pop 18,000
A. C. Curran, Designer, Manufacturing
Generalist. All Billposting done.

THE CLIPPING BUREAU KEEPS YOU POSTED.

We read practically all the daily and weekly newspapers of the country, receiving them direct from the publishers and cutting out those items of designated interest to our clients of every class.

All the latest literature on any subject selected at your order. Material for circulars and class papers, addresses for the catalogues, booklets and printed matter of business houses, personal mentions, articles for speeches, lectures, sermons, books, obituaries, notices, advertisements, etc., etc.

Sending you clippings from our New York and Chicago offices direct, if so desired, as well as from our main office in Boston, we can get clippings to you more fresh than those furnished by others.

Write for further data and prices, which are the lowest work considered, of any bureau in existence.

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

Richmond, Va., M. Kingsley,
Circulars and notices. All kinds of Address
Labels. Richmond, Va.

New Mexico and Arizona.

PERO & GARDNER, of Santa Fe, N. M., sell all of the Bill Posting, New York, Spain, Learning, Manufacturing, and Shipping job work for New Mexico and Arizona. Good Work Guaranteed. Write for rates of work.

Oakland, Cal.
Johnson & Co., Bill Posters and Printing
Experts.

THE LEADING SHOW PRIZES
FOR CIRCULARS OR BACKS
IN THE UNITED STATES EVER

THE AULT & WIBORG CO'S POSTER INKS

ARE YOU ONE OF THEM? "AULT & WIBORG" CHICAGO
CHICAGO, N. Y.

Bill Posters' Push Cart.

Write for circulars and bill posters to obtain. This class of bill posters goes best among the bill posters of England, where it is regarded as a great convenience, and is more durable in the country than any other. It is composed of heavy paper like zinc plate and water tank. The tanks are lined with zinc, and the one which contains the water is provided with a tap.



They are beautifully painted, substantially made, will last 10 years and 1 and 1/2 tons on the pavement. Only 10 cents shipped. Write for circular for pushing from us on the side.

\$24.50 EACH.

Bill Posters' Pony Cart.



Light strong and durable. This vehicle is bound to last long. It has the heaviest frame imaginable. Has extra tank, water tank, etc., and is far more complete for the remarkably low price of

\$44.50

Bill Posters' Wagons.



We make them in almost infinite variety. We have them with double and with triple, with and without tops, in fact in every style imaginable. Thus it can be made to draw with 1 or 2 horses, or 4 or 6 horses, or 8 or 10 horses. Write for circulars.

A—\$90.00. B—\$100.00. C—\$130.00.

Address
JOHN H. MICHAEL,
Manufacturer Bill Posters' Vehicles,
225, 227, 229 East 8th St., CINCINNATI, O.

WANTED!

A Few Hundred
Sheets of Paper
To Post In.....
MARBLEHEAD, MASS.

Non Bill Posting Co.
MARBLEHEAD, MASS.

PAULDING, OHIO.
J. W. French, Stationer. Write circulars.

ACCOUNTANTS.

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and details of all the Accountants' Associations, together with original inquiries and investigations. The most eminent accountants are contributors.

SCIENCE OF ACCOUNTS
ART OF BOOK-KEEPING.

ACCOUNTANTS answer questions in higher accounting and book-keeping practice; contains independent Reviews and Criticisms of books on accounting and Economic topics; fully illustrated; carefully edited; edited by A. O. RYTTREDDGE. Subscription One Dollar a year. Accountants' Association, WOOD EXCHANGE, NEW YORK.

Meriden, Conn., Pop. 18,000
J. D. Smith, City Bill Poster and Stationer.

Bill Posting, Sign Tackling and Circular Distributing done Satisfactorily or Money Refunded. Write for Terms.

A. J. BLACK, Summitville, Ind.

R. W. STORRS,
De Fuziak Springs, Wis.

Can give all West Florida visible of the month in any season desired.

Santa Fe, N. M. A. M. Dettelbach,
Bill Posters, Tacklers and Distributors 87
North 1st. Term and Bill Posting, etc.

Butte, Mont. W. E. Kendrick,
Bill Posters and Sign Address, etc. P. O. Box 102

Winona, Minn., Pop. 25,000.

Write Circulars, etc., in R. Street at
Lancaster, Massachusetts, Pop. 10,000.
The a circle is

LIMA, OHIO, Pop. 20,000.
W. E. STEVENS, Bill Poster and Stationer,
Bill Posters, etc.

MILFORD, MASS. Pop. 8,000.
J. W. French, Stationer. Write circulars.

Fort Wayne City Bill Posting Co.

Handled and 4 by Bill Posters, Stationers and Distributors, etc. Write for circulars and prices by mail. P. O. Box 10, W. Woodworth, Manager.

NEW CLOTHING POSTERS.

We have just issued a New Stand for the Clothing Trade, and it's a beauty. It can be used as five separate three-sheets, a nine-sheet, a twelve-sheet, a fifteen-sheet, and by using Border, you can make it a twenty-four sheet. This is only one of many of our new ones. We have just issued our Catalogue of Commercial Posters. It contains the largest and finest line of Commercial Posters ever issued. You can find Posters for Everything. Send for it at once. It's money in your pocket.

The Donaldson Litho. Co. CINCINNATI.

Patented Magnetic Hammers.

Just the thing for Card Tackers.



The necessity for a true magnet has long been recognized by all who have used the magnetic hammer. The new design of Magnetic Hammer is just what you need to do the work better and faster. It is the only hammer made for tacking up signs that I have ever used. Write for details.

DONALDSON LITHO CO.
CINCINNATI, O.
Write for a free catalogue of all our new designs of Magnetic Hammers. In your catalogue I have used the same card fast in the same same article for tacking up signs that I have ever used. Write for details.

DONALDSON LITHO CO.
CINCINNATI, O.

W. F. WILLARD, AGT.

SAVES CLIMBING.

SAVES MORE.

Handles you to give your

clients the best of service.

PRICE:

10-in. handle, 7 sections, \$2.00

12-in. handle, 8 sections, \$2.50

DONALDSON LITHO CO. Sole Agents,
CINCINNATI.

SAVE BEST ACCOUNTS HERE. BUREAU C. & D.

Bill Posters' Paste Brushes.

This brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find anywhere.

PRICES.

3 inch, \$0.25 each

5 inch, 0.50 each.

10 inch, 1.00 each.



This is our celebrated

"UNEXCELLED"

The Best Paste Brush made. Popular everywhere as a matter of the great durability.

PRICES.

3 inch, \$0.25 each.

5 inch, 0.50 each.

10 inch, 1.00 each.

SEND FOR ORDERS TO

The Donaldson Litho. Co., Cincinnati.

Patented Paste Brush Handles

Made Expressly For

Traveling
Advertising
Agents.

Will fit inside of a bill
book. Great convenience.

HANDY, DURABLE,
STRONG, RIGID.

PRICES:

7 feet, 2 sections, - \$1.25

10 1/2 feet, 3 sections, - \$1.75

Donaldson Litho. Co.
CINCINNATI.

Send with order. Name sent C. & D.

Do you intend to advertise in
 San Francisco,
 Oakland,
 Alameda Co.,
 CALIFORNIA?

SIEBE & GREEN,
 ———— OWN THE ————
 Bill Posting and Painted Sign
 PLANTS.

General Office, 11th and Market Sts., San Francisco.

Branch Office, 3rd and Washington Sts., Oakland.

San Francisco. 64,000 Lined Feet Fencing,
 10 and 20 ft. high.
 800,000 Population.

Oakland. 11,000 Lined Feet Fencing,
 10 and 20 ft. high.
 60,000 Population.

Alameda Co. 9,000 Lined Feet Fencing,
 10 and 20 ft. high.
 150,000 Population.