

THE BILLBOARD

VOL. IX., No. 10.

CINCINNATI, NOVEMBER 7, 1897.

PRICE 10 CENTS
PER YEAR, \$1.00.

WAR!!!

At Paterson, N. J., Ended.

Fratt Leaves the Field Entirely and
O'Malley Sells Out to the Gule-
Hannon-Lowden People.

The following special dispatch was re-
ceived at we were about to go to press.

New York, November 7.

Editor The Billboard, Cincinnati.

The bill poster was at Paterson, New Jersey and Elizabeth, N. J., was called off November 1, when Mr. Sam Pratt left the field entirely and Mr. O'Malley sold his interest to the Gule-Hannon-Lowden people. O'Malley retains a small amount of stock in the surviving company, which is incorporated as the Paterson Bill Posting, Advertising and Sign Painting Co. The officers are: O. J. Gule, president; Wm. B. Lowden, vice-president; F. H. Frick, secretary and treasurer.

The Board of Directors for the first year are O. J. Gule, Harry Hannon, F. H. Frick, Charles J. Hicks and William B. Lowden. The New Jersey Bill Posting Co., the same named by Pratt & O'Malley's establishment, ceases to exist, all its plant being absorbed by the stronger concern.

The above telegram confirms our belief that the "open" association is not a long way off. Here we have an officer of both associations joining hands. If Hannon can be a member of the A. B. P. A. from Paterson, why not from New York, where he has the ideal plant of America?

THE NECESSITY FOR MORE SYSTEM.

BY JAS. W. MOORE.

It is strange how difficult it is to secure accurate information from some bill posters—good bill posters, at that. In numerous instances nothing can be learned until the month is up, when the bill is sent in.

No matter how implicit the instructions are that may accompany the order and

the paper, the work is done in the usual way. I have repeatedly sent out orders that specified that the paper was to be furnished, only to be told at the end of the month that the bill poster thought it advisable to thoroughly scrub. Thus I have sent orders not to duplicate, and receive a list showing a hundred posters on a dozen locations.

still there's no answer. Then I telegraph, and about this time comes a bill and list, showing that the day is by just about scraping, and hoping that the correspondingly few work-gives will cover him. (The bill poster) a somewhat sober

I show this to the advertiser, and he throws up his hands and commiserates at other posting orders.

never think to ask for this particular thing again.

If the bill poster does his full duty, and sends accurate orders of the date placing before, the advertiser, immediately issues a statement, or form of advance, to that town as city and holds up the trade with the goods.

Extreme are rare, and the bill poster that receives several orders, and many of them.

For some years I have been playing the bill posting for the George W. Childs' Cigar, and the money that overruns there, away at the beginning was, to say the least, unobtainable. Finally these people stopped advertising, except in towns where the goods were already placed with the retailer.

They were compelled to adopt this course because the other and better course could not be followed.

The same thing is happening every day with other advertisers, and many a hundred thousand dollars that would have gone for bill posting has been channeled into other channels because of ill-considered.

I heard a story the other day about a new poster that had just been installed in a good and prosperous church. He provided his last services, and took occasion to remedy defective goods of all kinds, including stock handling. At the close of the same he was told that he was to be careful not to touch upon stock handling, for one of their most liberal members was a board of Trade stock broker. Next Monday the preacher exhorted against the sin of drunkenness, and at the close of the service another liberal member said that he had been and occasionally took a social glass too much, but the pastor was a liberal giver and it was better that nothing be done to wound his feelings. This continued for some weeks, when finally the preacher called a meeting of the elders and asked them if there was any particular sin that he could preach against without wounding upon the sin of some member of the congregation. The elders considered the matter for some time, and one of them got up and said, "We'll tell you what you do; preach against drunkenness; I don't think I should."

Now, I was not preaching against drunkenness; I don't believe a single teacher of this pulpitation is a Heretic. What I preach against are crying sins in the bill posting business, and if my remarks are read by any reflection I hope they will reach their mark. They may not be the only for the time being, but I am not to blame for that.

The above is intended for all whom it may fit.



W. C. TIRRILL.

And when then all this, is the inability to get any kind of information as to when the posting is to begin. I send out orders with instructions to notify us promptly on the day the posting begins. A week later I write to know if the paper has been posted. I receive no reply. To minimize the advertiser is constantly willing to know when the posting is to begin, so he can send advance to the town and pay the side of the goods, but

Why? The posting has been done, and done well, as investigation proves. Then why is not the advertiser satisfied? Because of unwilling is intended as a means toward asking goods. The time to get the retailer to buy goods is when the advertising is being done. And no matter how we get an article advertised, if the retail trade has not got it in stock when called for the consumer will buy something else in its stead, and probably



DEFENSE D'AFFICHER.

ROBERT YOULE, BILL POSTER.

"Under the above title the following article (translated for THE BILLBOARD) appeared in *The Nuncio* of October 4.

The Nuncio is a weekly paper published in London, England. A currency valuation would indicate that it was a dirty, cheap, black-and-white sheet, without any reason for existence.

Robert Youle is an uncollegiate bookkeeper. He is, therefore, an every-tinged letterer well at once perceive, the very same to language and carry out a genuine financial education, the figures which are intended to run into more than millions of money. We never like to see a man get up, and by enterprise and hard work get away a competence for the benefit of his delecting spouse, but we cannot help recognizing the fact that some men are anxious to make money too rapidly, and so, for Youle's own good, we would ask him whether he is not at present buying himself open to the charge of belonging to that class.

Mr. Youle, then, appears to have been for some time past in league with a Mr. J. Bonnell, who could scarcely, we believe, occupy the post of secretary to the Bill Posters Association. In this position Mr. Bonnell was able to amass a large amount of information as to the status of the numerous bill posting businesses throughout the country, and it is this knowledge which places him in a unique position which he is endeavoring to utilize to his own benefit, and the misfortune of Youle. Mr. Bonnell is also desirous of sudden wealth, and we have it on our ownest authority that, when he attempts to pull the scheme through, a number of his creditors are likely to get agitated. We are sure for his creditors, but we must do what we can to nip in the bud their chances of meeting their debts through the agency of the Robert Youle Bill Posting Agency.

This syndicate is to have a capital of \$50,000, and its object is "to provide funds for the acquisition of existing bill posting businesses and the establishment of similar businesses in the United Kingdom, with a view to the transfer thereof to an inland corporation called Robert Youle, Ltd." In other words, the scheme is to acquire a monopoly of the bill posting of the country. That is, doubtless, a legitimate object, and might be worth the attention of investors if followed by responsible people and carried out as reasonable, not as any speculative, plan. But Mr. Youle, in his capacity as "General Director," when the value measurements of the syndicate take its own hands, and it is laid down

the prospectus, that it is being privately

circulated, that "all money that may be advanced by this syndicate will be under the control of Mr. Youle." Poor Mr. Youle seems to be excluded from the plan.

Bill posters all over the country have been deluged during the past month with notices from Mr. Youle, all setting forth in glowing terms the advantages to be derived by a sale of their business to him, and even hinting at dire results to those who do not see their way to fall in with his terms of purchase. In a circular dated September 16, he says: "I shall be glad to hear if you are willing to dispose of your business. It is important, if the matter is entertained, that you should decide at once, so all negotiations will close on September 30, and after that date I shall not entertain the question of purchasing anybody."

On September 27 Mr. Youle so announced, else by election, that he was prepared to purchase with any firm having a genuine business to dispose of, and to enter into an agreement with the owner to give him an option to purchase such business on or before December 31, 1916. As one consideration for the granting of this option, he expressed his willingness not to start in opposition to the firm with whom the agreement might be made for a period of twenty-one years, so that should he fall to complete the purchase he would not enter into legal opposition. "Outside this option," he adds, "I will not be bound against starting at any place I think fit."

It will be seen that Mr. Youle is to purchase an enormous and a considerable number of bills. He is, in a way, in our language, of such non-responsibility and of impure temperament, the latter by a quality which we are loath to doubt. But we would, if all good men, regard to Mr. Youle and Mr. Bonnell that they are playing it rather low down when they begin to frighten tradesmen into selling their businesses under those conditions of extraction, for this is clearly the meaning of the circular. Translated into plain English, Mr. Youle's proposal is this: "Give me an option to buy your business or I, with genuine resources behind me, will enter into competition with you and starve you out."

Under conditions of this sort serious owners may easily be led into dealing with this business at quite inadequate prices, but we would caution those who have, for our own reasons, is that Mr. Youle has overreached himself, and is vulgar but expensive American parlance, has taken off more than he can show. We have numerous cases to play against us trump the fact that of Mr. Youle's Bill game, but we think that, on the whole, we will rest for the present.

We may have something to say also with regard to the sale of Mr. Youle having secured the entire printing business in connection with the business, work plan and secretary of David Alan & Sons, Limited, the pictorial group printer and designers, and with reference to the sale of that firm's business during the past year.

He tells us that he will issue his prospectus to the public before long. We shall be pleased to see it, and to compare it with that of previous years. And the great question is to come not later than February next. The prospectus is indeed in issue, and we look with curiosity for the issue.

We do not know how an article like the above will be received in England, but after reading it an American printer would simply remark: "They haven't been giving."

CHICAGO.

Gunning's Fence Not Liked—How an Unlaid? (7) Newspaper View 2.

Criticism has been kept upon the temporary department of the United States by property holders and leaseholders across from the site of the new post office for permitting the erection of a temporary show signs that completely enclose the grounds. These stands, which are twelve feet in height, about 200 feet in length, and situated at the street line, and intersect with traffic in the lower thoroughfares. The temporary structure, whose existence depends on the length of time consumed in completing the public building, is also said to detract considerably from the surrounding architecture by its ugliness.

Secretary Cope's assistants are accused of lowering the side through with under built, and not making specifications to cover the building of a fence and the use it might be put in. Architect Cobb let the contracts according to law to the Joint Builders of the United States. The company was instructed to go ahead with the work, a specification being made on the building of a fence that would keep spectators from interfering with the work of the men engaged on the grounds.

McArthur Brothers, with the opportunity of reading on the stands, were able to see the work on the contract for the erecting. Just as soon as the contract was handed over to them, R. J. Gunning & Co. were instructed to put up the fence and see it for shortening. This was done under the disintegrated old buildings and no place was left by the destruction of the contractors for their work. For the privilege of having space on the big fence, Gunning & Co. are said to have paid a considerable sum to McArthur Brothers Company.

In putting up the stands the show men build them so substantially that they are allowed to last five years. If that length of time should be consumed in building the postoffice. The displays are to be so varied as a wonderful program. This is what the object of the stand is against the "house" by the Great North-West Hotel Company, the Union League club and Bentley's. Forces of the bus-

tele, members of the club and frequenters of the restaurant will be benefited by the construction of the stand, and not advertisement or soap advertisement.

As the stands do not exceed twelve feet in height, they are said not to violate the fire ordinance. Should a conflagration take place in the lower part of the building of the block, the fire department would be greatly hampered by the structure. Fire Marshall Powers will investigate the question of the grounds that a fire within the square during the construction of the stand will not be reached from the street. The tearing down of the stands in the case, involving such thousands of dollars worth of property might be considered.

On all sides of the rectangle persons are compelled to walk in the street. In Adams street a temporary sidewalk two feet wide has been built, but this will not accommodate the crowds of people at any one time during the day. Police Station Jackson Boulevard are compelled to walk on the asphalt pavement at the risk of being run over by bicycles and cars. In the case of the stands, Clark insists the danger of being hurt is increased by the presence of the men.

"This fence is entirely unjust," said William H. Bryson, of the Union League club. "A structure of such kind is not liked, but I think that will be built soon."

W. S. Edm., of the Great Northern, has said that it is to be a serious objection to the progress of the contractors in operating the city business all night and disturbing the goods.

John J. Kinley, of Kinley's restaurant, was told and whereas it has complaints against the structure of show signs. He declared that they would completely block the walk of the street that the business of the house would be interfered with.

Henry Ives Cobb, the architect, mentioned that the fence built by Gunning could dispose of the space as they are fit. He admitted that a fence had been stipulated in the contract, but that it is difficult to see how it can be done.

"McArthur Brothers' Company made the lowest bid for the work," said he, "and were according to law entitled to the work. The contractor who overtook that, the contractor who overtook the fence when he bid the contract, made a big mistake. Had we an opportunity for the successful candidate to build a fence he had not been helped to make any money out of the actual work on the ground."

Eighty spaces have been arranged for in the square fence. There are sixteen on each side of the fence, and sixteen on each corner. While the government give little chance for McArthur Brothers to review on the matter and other work, the contractor firm is said to have arranged for the greater part of the profits of Gunning. Space are so arranged as to run along the fence. The amount of the contract is said to be \$250,000. For a year the great crowd will aggregate \$250,000 on the complete structure.—Chicago Chronicle.

Subscribers for THE BILLBOARD are invited to receive the Special Christmas edition at the regular rate.



HOUSE-TO-HOUSE DISTRIBUTING.

BY JOSEPH BROWN.

(President of the International Association of Distributors.)

You frequently hear it said that distributing and circular advertising are of no good, and are an absolute waste of money. I believe this mistaken impression of circular advertising has led many advertisers to neglect this field. In fact, I know it to be the case in my town. They refer to the papers and tell me they reach the people best through that medium, yet in this city where the best newspaper has been up for over 30 years giving their facilities for advertising your goods. Yet the merchant, in other lines is not the print, and goes on giving the newspaper more than a page for his paper—one issue—that reaches only 25,000 or less of the city's population, when the same amount expended in distributing would give him a distribution of 70,000 circulars or packets, reaching a far the other 30,000 families that never see the newspaper.

I will admit that in such advertising matter is wasted, destroyed and often wasted. I know it; yet this is largely the fault of the advertiser. He is in other words losing the sheep man, which always means the man that seldom gets the matter all off, if he does, he puts it out in the original handles—under bridges and sidewalks, is stolen, and soon frequently into the flames of some paper burner's fire or stove. With all this, the advertiser does not take as heavy or expensive a risk in securing direct service in the general distribution of his matter as he does in advertising his advertising with the best methods of newspaper, of which most men hold their breath they lose thousands of copies more than they really do.

I believe in newspaper advertising, and I believe in circular advertising, which is better, I know. The two should be used together to produce the best results. Instead of using a page at the newspaper once a week, put in a small every day talking attention to your business; follow this with your circulars or booklets. The advertisement in the paper keeps it before the customer, and the booklet or circular comes along once in a while and tells just what you want to say to these customers in particular. Sending out a book of 10,000, or 20,000 booklets would reach every family, and there is no newspaper in the land that would have the gift to direct to reach over thirty per cent of the families. It would be necessary to get your ad in every paper in the city in order to reach every family—that would multiply many times the cost; while your circulars would go into

every family, and in ten or more large groups of homes. All newspapers are of no use; they obscure the advertiser for each. Some of them are false, in that they have no circulation. Some of the papers in my city have a wide circulation at home, and are good advertising mediums; others have not so broad a distribution, yet they do thousands of dollars worth of advertising. Others are false distributors here. They take work for whatever they can get, and put out a few "trade marks", until their bill gets their money, while the honest, solid distributor suffers the loss of the work and also for the character of the work. The advertiser is largely responsible for this; he is experienced and knows what the work is worth; yet he slips his goods to the man that takes the work.

The International Association of Distributors guarantees their work, and take the responsibility. We are able to get good men—often, but we make good that is certain, and get clear of them at once. If you don't believe it, ask the Dr. Williams Medical Co., Elkhart, Ind.

Many reasons are the basis of sending advertising matter to dealers to put out. This would help some. If the dealer would put it out, but they do not do it. Then are our heads of it that go to the dump or go to a little of it to the work while he remains prominently around with a sack of it at his elbow as they. This sort of advertising does not pay. Advertiser should secure a responsible distributor to get your matter, and to create a demand for their goods. The dealers are better calculated to supply the demand. The International Association guarantees their work. If you doubt it, see the Dr. Williams Medical Co. We do not bind our members in any set rules, such as regulating their prices, but to keep us we had that they do honest distributing, no advertising—carry their names on the money side of our letter heads. In this way, their names reach every advertiser in the land many times each month. But just to state as we find them bringing the confidence of our persons, we set it off and drop their names from our rolls.

In one word throughout the cities, we secure serious agents doing all kind of distributing—some good, some bad—and we find agents direct from their home cities betraying the confidence reposed in them. I see a contract with one of these men, May, in his work for \$1,000 per thousand. He went out and found another man for \$1. While the work was going on, so as a local head booklet of the matter (usually 100,000 booklets) of the advertiser handed in other out-of-the-way places. The agent was on the ground, but of course, didn't discover anything wrong. You've heard of things called a

"take-out," haven't you? So? The same people have just completed the work again, and in the same kind of a job. Customers and dealers booklets show are three or four in the town twice a year. The Order of Chicago is doing some work here now. He would have no money by having it so good. It was of necessity always away.

The I. A. of D. guarantees to work all over the land, but their press runs too high for some people.

Honest service. The dealers of the I. A. of D. should keep their work in mind. Make it your golden rule to give honest service. When you put out advertising matter, do it in your mind as if for yourself. Make every place count; talk up the goods, do all you can to create a demand for them. Hastily advertising is all in form, give it your attention and keep up with the times. Personally supervising the distribution, and see that every piece is properly handled. You can not guarantee to have success unless you give it yourself, and not always to have any work to change. If you should take a job to change, do not waste the matter, but take your confidence. You will know better than they. Bright advertising is the best. Honest service must be rendered in order to secure the business. The advertising matter placed in your hands costs much money, and every piece should be worth money laid to the advertiser, besides the loss to business, which can not be estimated. I have been working on the same people for advertising, but they have been treated so badly by distributors that it has been an ugly business. But I have succeeded in getting into jobs, some of them so large as 200,000, making up all several hundred thousands, and one sign talked for the C. C. Johnson Co. If you desire to place any advertising matter anywhere in the United States, and want to know that it will be done according to instructions, place it with the members of the I. A. of D. They guarantee their work. If you wish to be classed as a member, you may join the I. A. of D. We wish to join with us all the active distributors in the land, and to this end let every member read to Article 2, Section 1, of our by-laws, and read them.

Never forget to answer a letter from a brother member; be prompt in all your correspondence. Cultivate the acquaintance of each other and the advertiser, for we are mostly friends if we are true to our principles. "An advertiser's strength is strength." We are united, we are strong and we shall win. We are today recognized and provided by nearly all the reliable and extensive advertisers in the land, and so want them all. They are coming over way. Boys, then, then right side, they will join us and stay with us. In the past few months I have added to my list of persons right of the largest advertisers in the United States. Join us and be happy.

The following firms have recently joined the International Association of Distributors, viz:

W. L. Robertson, Roseton, Va.; Henry Barker, Greenfield, Tex.; G. W. Jackson,

Wilmington, Del.; J. H. Hutton, Ashland, Ky.; Geo. H. Leonard, Grand Rapids, Mich.; C. D. Wright, Washington, D. C.; F. Adams, D. S. Spaw, Columbus, O.; F. C. Schwarz, Lincoln, Neb.; E. R. Eddy, Mansfield, O.; Geo. H. Spang, London, Pa.

Considering the right and correct conditions that an applicant has in order to get into the International I. A. rapid growth is phenomenal.

Mr. H. T. Haves, the general advertising agent of the C. C. Glass Co. of Philadelphia, was a BILBOARDER until October 27, W. C. TERRY of Lima, O., also dropped in October 27. Mr. Terry has an exceptionally able article in THE BILBOARDER, October, which in well worth reading.

As a rule all advertisers pay their bills promptly, and distributors lose very little money at this score. Now and then, however a dead beat does not pay the bill, and every distributor owes to his fellow-BILBOARDERS to see that he does not do so, and we will publish them. Natty W. H. Henderson also, and the firm will be mentioned.

TIPS.

Elizabeth & Son, Charleston, Mass.

Lydia E. Picham, Medical Co., Lynn, Mass.

Paul's Station, 35 Fifth Avenue, New York.

General Pure Food, Le Roy, N. Y.

Howard Conrad, Akron, O.

The Software, Cleveland, O.

Tom Rowley, Buffalo, N. Y.

Electric Light & Switch, 42 Commercial Street, Boston, Mass.

Tela Wig Co., Rochester, N. Y.

Tom Rowley, Buffalo, N. Y.

De Chaw, Philadelphia, Pa.

Nichols & Co., Room 16, Toledo, Chicago, Ill.

Boeing & Co., 214 State Street, Chicago, Ill.

Paragon Tea, Cleveland, Ohio.

G. E. Conkey, Cleveland, Ohio.

Marling Kennedy, Indiana Massed Springs, Ill.

PATERSON.

As we stated in last month's issue, Cole & Pich bought out Hicks, in Paterson, and are working a big bid for business in that city. It has developed, however, that prior to their embarking in the business, Messrs O'Meals and Pratt had bought out Fitzgerald, who held the franchise in the New Jersey State Association. Hence it will be seen that we have a fight between Cole on the one side and O'Meals and Pratt on the other. And that is the members of the Executive Committee, too.

The many friends of Mr. Edward A. Bookbrow will sympathize with him in the loss of his mother, which occurred at Rochester, N. Y., October 15.

Kingling Tom, World's Greatest Shows will pattern up among the entire bill posters, next year. It is partly possibly conceded now that this attraction carries more paper than any other circus on earth.

Signs & Sign Painters

Address all communications for this
 K. H. FURBER, BIRMINGHAM, Ala.

No. 6 of a little bottle should be brushed in the water, such as oil and sash and window paint. It makes the dirt disappear more readily if it is a handway to define the handle. Before placing it in cold water will leave it a few days. Always keep brushes in oil or water. To prevent wax from freezing put in some glycerine. When a tin of colored brush begins to come loose, spruce it together a little. When the hair in a brush becomes crusted, place it on a warm surface and stroke it with your hand until it becomes straight. Brushes should always be kept suspended in the liquid. Standing them as well as in water makes the hair crusted. There never was, nor never will be, a brush made of coarse hair. The so-called coarse hair grows on a mare's tail.

The *Windsor Painter* says: To preserve paper signs in damp places, where a formation of mold would place in the paper with the color, the following recipe has been recommended: Paste the signs on with mastic containing tellydellin, allowing the mastic—1 part gum, 3 parts water to soak in for 24 hours. Then apply the signs. The labeled mastic are warmed either in the oven or by pouring in warm water, so that the mastic really dries—only one day. In varnishing, breathing on the work should be avoided. The varnish should be applied only upon the completely dry signs. After a few days a thin varnish will set on. These signs keep well and without spots. In this manner any deterioration is prevented as far as possible. The varnish should be applied not beyond the edges.

TRADE NOTES.

New York engineers, striking for \$1 per day, have won.

Several thousands of painters and decorators' unions were organized the past year in 15 years that sign painters were organized.

John Lee and George Smith were charged by taking from a scaffold in Chicago. One was fined \$100.

Ed. Hallow, sign painter, killed October 4 at Newbury, Mich., by a falling scaffold. Two companions were also seriously injured.

The principal reason that caused oil to be cheap, says an exchange, is because there are so many adulterations and imitations on the market. Mastic oil, made from a kind of resin and oil, has little known in the painting trade, and is one of the chief adulterations. The market price of the same is about 30 per cent. less than linseed oil. Other varieties of fish oil, whale, and cod oils are used in conjunction with a certain quantity of linseed oil and color, especially with regard to white oil, being preferable to that of Massachusetts.

Answers to Correspondents.

W. D.—The *Windsor* sign painter says: There are a number of methods practised in laying gold leaf. Some workmen prefer one method and some another. The craftsman and his method in which you refer has been previously mentioned for a number of years. The tape-line method, employed at one time somewhat extensively in the manufacturing of furniture, consists in cutting the leaf of the desired thickness with a small spruce cut with tape-line motion quite perfectly the back of the paper or it lies on the end board. The ordinary method through the paper, raising the leaf to adhere. The tape-line method varies quickly, hence it became necessary to see the sheets of leaf immediately following their preparation.

Again, the books of gold leaf are cut into strips a little wider than the strips to be gilded. Many old-time painters are freely misled by the belief that cutting and using the leaf from the strips is the most economical way of handling.

Still another method is to cut the book at the binding, and then place up the top leaf or cover, and on a smooth piece of paper and rub it carefully with a small brush of horse hair. The gold-leafing paper is then laid upon the gold and smoothed out a little. The gold sticks so tenaciously to the paper that it can now easily be loosened and separated. Each page of leaf or color, as many papers are so treated in this way. The pages of leaf are covered with strips of paper of the width of the strips after which the strips can be readily applied to the work.

Among first-class gilders, however, the above methods do not find favor at the present time. They are economical tactics. Laying leaf directly upon the book is now generally practiced, especially by those having much gilding to do. It is possible to lay paper in such a way as to facilitate in laying leaf from the book directly, but few experimenters in a shop would change from the old way of laying leaf to the comparatively new method now advised was recently made, and the writer cheerfully subscribes to the acknowledged value of the lay-up-from-the-book method. From this it is the painter is advised one thing, when a great amount of leafing was necessarily done, to cut the leaf and apply it to the work. In such establishments as the national sign painter practices to apply the leaf direct from the book. Why was the change (mentioned) necessary there was money to be saved thereby. This reason our correspondents do not consider, but to keep his leaf from the book. Hold the book flat in the left hand. Turn over the top leaf a bit more than the strip, making a clean, smooth fold, holding the strip against your chest on one side with the left thumb, the right one pressing the same effect at the other extremity of the fold. The fingers afford support to the work, the thumb or strip clamping method.

J. P. F.—See the answer to your query in the June issue of *Billboard*.

OUT-DOOR ADVERTISING IN ENGLAND.

LAND.

BY JOHN C. GORMAN.

Although we, in a nation, are far and away ahead of all other countries in the matter of newspaper and magazine advertising, although our ideas and methods of publicity are bolder and more original than those of any other people, we do not deny the fact that when it comes to out-door advertising the "old country" is far in advance. Every corner here of out-door advertising, from the bill-board here in the wagon across the water, but every man-oeuvre of publicity is used for example that are not neglected in here. Every available inch of space on the walls of the big railroad terminals in London is covered with display signs and posters, advertising all manner of goods, and in another vague instance it is often impossible to pick out the usual sign, bearing the name of the place, from a host of similar boards announcing "Coca-Cola's March," "Rockier's Film," "Penny Soap," "Kovak," "Electricity," "The Great Game," and a thousand other articles adding for publicity. Just imagine while of the inferior of the Grand Central Depot covered with painted and gaudy signs advertising almost every known product of this country, and you have an idea of what a great London terminal looks like.

English advertisers not only furnish all street signs and mailboxes, but are all the outside signs on which vehicles to such an extent as to make it dangerous to sit in the car in going. The destination is always printed on the side of taxi cabs and omnibuses, but a streetcar could not tell whether the passenger was going to "Barnes" or "Fenchurch's Hill," to "Haymarket" or "Hendon." It was by trying in the end of the rain-water to get a crowded corner for a few going to "Hill," and on a string of these parties, which he saw red, in bold letters, "Kockhite Estate," "Heron Road," "Kew's Road," "Hendon Station," etc., had notwithstanding the notion of when the car would take him in. All London street cars are double-deckers—you can ride on the top and smoke if you wish in, and see all the "times" of the striking sidewalks are used for advertising purposes, just as the "times" of the "12" street cars in New York City.

In fact, every large public vehicle in London is an advertising wagon, and the London show is much better than the inside signs, for the reason that there are signs every where in the most conspicuous place, and as the "circles" is greater. Of course, the cars going through the most populous districts are more brightly lit than the streets accordingly from the setting of such advertising space must be a great loss recently.

The theater is the best place of the big signs on all the main cars and omnibuses. The roof signs are relief of road, and a board about two feet high, and reaching the full length of the car—perhaps here to be set in a few days forward in this sailing, being the double day protecting passengers legs from wind and weather, and at the same time bearing a bold ad, which everybody on the sidewalk sees.

English advertisers do not use large signs in the rural districts advertising methods as we do, but every corner of any importance on all lines is abundantly covered with every kind of identifying signs. This shows that the English country is before others concerning their advertising their advertising efforts. When ever crowds congregate, there you will find a multitude of signs and posters. They are not so well made as they are, but will look in vain for strength of publicity.

The river steamboats also add to their advertising by having advertising space, reserved on every boat, and on the water, but in fact, whichever way you turn in the British isles you are confronted with the fact that you are under display advertising in such more liberally indulged in there than in our own cities. (Transit.)

PA.

PARADES ADVERTISING.

The sign painter has done everything in his power to define every bit of land-ownership, and for better words to sweep, wander like a crowd, march, and march, here or the way a subject for his resolution. "Hill," the personal brand of "Hill," is used to be seen in the middle of the parade, and a certain party break to a coast.

Sign painters are all right under certain restrictions, and their efforts in advertising is a vast field, challenging the mobility of many sets of profits, the best picture, the artist, contrasting to the work of celebrity through publicity.

Unfortunately, in the case for publicity in the end of the parade, and are apt to pick head-on into the stone wall of disapproval or indifference, and to the shock of disgust.

George P. Howell was the first of the London to take the flag and with the sign, and in the case of the parade, he knew, and all of them were successful. That is a recent advertisement of his in the New York, Jan was the most successful in the world. He was the most successful in the world. The surprise and shock was the most successful by the fact that the sign has been inclined to be applied in its advertising content.

The most to go away was the close advertiser of a colored sign, who painted two little children on their knees playing the *London's Prayer* and asking for the Lord's prayer instead of their daily bread. This innocent advertisement defiles the purpose of assisting poverty. Perhaps it will be regarded as wonderfully clever by those who have forgotten that they were taught to pray at their mother's knees. It does not pay to offend the public.

There are many facts on earth, and it is too bad that they imagine themselves clever, who are either useless or useless in advertising public sentiment—*Journal*.

The Christmas issue of *Billboard* will contain 12,000 copies, covering the entire English speaking world.

THE BILLBOARD

LIST OF FAIRS.

This list has been compiled from reports of correspondents and is intended to give a general idea of the character and location of the various fairs. It is not intended to be a complete list, but a general guide to the location of the various fairs.

Copyrighted by All rights reserved.

ALABAMA.

Alabama Cotton States Fair. Nov. 10 to 15.

GEORGIA.

Atlanta Cotton States Fair. Nov. 10 to 15.

MISSISSIPPI.

Mobile Cotton States Fair. Nov. 10 to 15.

MONTANA.

Butte Cotton States Fair. Nov. 10 to 15.

NEW YORK.

New York Cotton States Fair. Nov. 10 to 15.

NORTH CAROLINA.

Raleigh Cotton States Fair. Nov. 10 to 15.

PENNSYLVANIA.

Philadelphia Cotton States Fair. Nov. 10 to 15.

SOUTH CAROLINA.

Columbia Cotton States Fair. Nov. 10 to 15.

TEXAS.

Dallas Cotton States Fair. Nov. 10 to 15.

POULTRY SHOWS.

Atlanta Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Washington Poultry Show. Nov. 10 to 15.

Yonkers Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Washington Poultry Show. Nov. 10 to 15.

Yonkers Poultry Show. Nov. 10 to 15.

Atlanta Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Washington Poultry Show. Nov. 10 to 15.

Yonkers Poultry Show. Nov. 10 to 15.

Atlanta Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Washington Poultry Show. Nov. 10 to 15.

Yonkers Poultry Show. Nov. 10 to 15.

Atlanta Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Washington Poultry Show. Nov. 10 to 15.

Yonkers Poultry Show. Nov. 10 to 15.

Atlanta Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Washington Poultry Show. Nov. 10 to 15.

Yonkers Poultry Show. Nov. 10 to 15.

Atlanta Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Washington Poultry Show. Nov. 10 to 15.

Yonkers Poultry Show. Nov. 10 to 15.

Atlanta Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Washington Poultry Show. Nov. 10 to 15.

Yonkers Poultry Show. Nov. 10 to 15.

Atlanta Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Washington Poultry Show. Nov. 10 to 15.

Yonkers Poultry Show. Nov. 10 to 15.

Atlanta Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Washington Poultry Show. Nov. 10 to 15.

Yonkers Poultry Show. Nov. 10 to 15.

Atlanta Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Washington Poultry Show. Nov. 10 to 15.

Yonkers Poultry Show. Nov. 10 to 15.

Atlanta Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Washington Poultry Show. Nov. 10 to 15.

Yonkers Poultry Show. Nov. 10 to 15.

Atlanta Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Washington Poultry Show. Nov. 10 to 15.

Yonkers Poultry Show. Nov. 10 to 15.

Atlanta Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Washington Poultry Show. Nov. 10 to 15.

Yonkers Poultry Show. Nov. 10 to 15.

Atlanta Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Washington Poultry Show. Nov. 10 to 15.

Yonkers Poultry Show. Nov. 10 to 15.

Atlanta Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

Washington Poultry Show. Nov. 10 to 15.

Yonkers Poultry Show. Nov. 10 to 15.

Atlanta Poultry Show. Nov. 10 to 15.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Manila Poultry Show. Nov. 10 to 15.

San Francisco Poultry Show. Nov. 10 to 15.

St. Louis Poultry Show. Nov. 10 to 15.

CONVENTIONS,
Yonkers, Edinboro, Pa.

Under this heading are published the dates of the various conventions of the different societies of the State, and the names of the persons who will preside at the same. The dates are given in full, and the names of the persons who will preside at the same are given in full. The names of the persons who will preside at the same are given in full.

Yonkers Poultry Show. Nov. 10 to 15.

Edinboro Poultry Show. Nov. 10 to 15.

Expositions.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Dog Shows.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

Horse Shows.

Chicago Poultry Show. Nov. 10 to 15.

London Poultry Show. Nov. 10 to 15.

A STATEMENT TO BE MADE BY THE
PRINTERS OF THE
Letter Heads
FOR THE YEAR 1895

LARAME, WYO.

FOR THE YEAR 1895

BUBB

FOR THE YEAR 1895

Bill Posters

Can make money—good money—by acting as our agents and selling our Posters to the retail merchants of their cities. We pay a handsome commission on all orders. We have posters for all branches of the retail trade. Also for Foot Ball, Masquerade Balls, Amateur Entertainments, Benefit Performances, Lodge Benefits, Lodge Dances, in fact, anything than can be advertised.

WRITE FOR SAMPLES.

FREE TO RECOGNIZED BILL POSTERS.

We also want to hear from capable young men desiring to travel on commission.

The Donaldson Litho. Co., CINCINNATI, O.

Patented Magnetic Hammers

Just the thing for Card Technicians.



The hammer has a fine magnetized tip. It is used to pull up the magnetic points of the card. It is used to pull up the magnetic points of the card. It is used to pull up the magnetic points of the card.

Donaldson Litho. Co.,
CINCINNATI, O.
Sole Agents for the Cincinnati District.
We have a large stock of Magnetic Hammers in good condition. If you need one, write and find it in for the best price. We will guarantee the price that I have ever made. Write today.

Patented by Dr. G. B. Donaldson, M.D.,
W. P. BOSTON, AGT.

SAVES GLASSING,
SAVES WORK, etc.

Write for the price list.
PRICES:
10-in. handle, 1 set, \$1.00
12-in. handle, 1 set, \$1.25

DONALDSON LITHO CO. Sole Agents,
CINCINNATI,

CORPORATED UNDER THE LAWS OF OHIO.

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.

8 inch, \$0.25 each.
9 inch, .35 each.
10 inch, .50 each.



This is our celebrated

"UNEXCELLED"

The Best Paste Brush made. Popular everywhere on account of its great durability.

PRICES.

8 inch, \$0.75 each.
9 inch, .90 each.
10 inch, 1.25 each.

SEND FOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati.

Patented Paste Brush Handles

Made Expressly For

Traveling
Advertising
Agents.

Will fit inside of a bill
trunk. 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.

Write with order. We will send C.O.D.

WANTED, BILL POSTERS,

Agents, Programmers and Lithographers with SIGN BILLS, World's Greatest Shows. Address: 325 B'way, 131 Folsom St., Toledo, Ohio.

FRYETTEVILLE, N. C.
Have you seen the posters and lithographs. Look for it!

THERE ARE OTHERS.

But not of you and such a few more.

NATIONAL DISTRIBUTING CO.,
15 and 17 Water St., - DETROIT, MICH.
Grand Rapids, Mich.

Jacksonville, Ill. 507 S. Main St.
E. W. BROWN, proprietor of and recommended by U. S. ARMY, Kansas.

HOWLAND Advertising Exp Co., Boston, N. Y.

Oswego, N. Y. F. E. Moore,
Lithographer and Sign Posters.

HILLSBORO, TEXAS.
Phillips Bros. City Bill Posters and Lithographs.

CARLSLE, IND.
Lithographer and Sign Posters.

Paris, Ind. Chas. W. Stuchman
Lithographer and Sign Posters.

Waukegan, Mass. O. L. Gunning
Lithographer and Sign Posters.

PAULDING, OHIO.
F. W. French, Lithographer and Sign Posters.

BRANTFORD, CAN.
POP. 17,000.

R. W. STORRS,
The Franklin Springs, Fla.
POP. 10,000.

The Adv. Agency Co., 22, 24 and 26 E. 24 St
Cincinnati, Ohio.

Cincinnati, O. Pop. 350,000.
Lithographer and Sign Posters.

WOODLAND, CAL.
Lithographer and Sign Posters.

Fort Wayne City Bill Posting Co.
Lithographer and Sign Posters.

OREGON SIGN CO.
Lithographer and Sign Posters.

Wilmington, N. C.
Lithographer and Sign Posters.

Waukegan, Ill. Wm. S. Hart & Co.
Lithographer and Sign Posters.

WAUKESHA

is a profitable field for advertisers! We Post Bills, Distribute Advertising Matter, and Work Signs, throughout Waukesha County. Member of W. S. Station Advertising Agency. The

WAUKESHA

Advertising Co., One, 9 North, 127, South, 3, South East Street, P. O. Box 225, 225 Main Street.

WAUKESHA WISCONSIN

The Bill Poster

The English counterpart of THE BILLBOARD, Lithographers 20 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

WILMINGTON, DELAWARE

POPULATION, 78,000.

Wilmington Bill Posting, Distributing and Advertising Co.,

ESTABLISHED IN 1853.
JESSE K. SAYLES, GEO. W. JACKSON, PROPRIETORS.
D. K. JACKSON, SUPERINTENDENT.

See All Fronted Signs Throughout the City. Satisfaction Guaranteed as of Old.

OFFICE: GRAND OPERA HOUSE.

WILMINGTON, DELAWARE

POPULATION, 78,000.

MIDDLETOWN ADVERTISING CO.,

THOMAS KAIN, MANAGER.

88 SOUTH STREET, MIDDLETOWN, N. Y.

BILL POSTERS, DISTRIBUTORS
AND GENERAL ADVERTISERS.

PROMPT SERVICE GUARANTEED. CORRESPONDENCE SOLICITED.

Middletown is the Railroad and Commercial Hub of Orange County, Population, City 12,000, County, 57,700. Maximum International Association of Distributors.

LEMEN BROS. SHOWS

Wants bill posters, programmers and lithographers for the season of 1898.

Address,

LEMEN BROS.,
ARGENTINE, KAN.

Setter Bros. & Co.

Engraving Steels,
Rule,
Reglet,
Lumber.

Collins Center, N. Y.

WANTED!

FOR THE CIRCUIT
SEASON OF 1898.

Sober, Experienced Bill Posters,
Lithographers and Programmers
also Two Experienced Rose Bill
Posters.

LA PEARL'S

NIGHTY MODERN

R.R. SHOWS

Two Class First Shows.

J. H. LAPEARL, Danville, Ill.

WANTED For the Season of 1898 with.....

Ringling Bros.' World's Greatest Shows

100 Bill Posters, Lithographers
and Programmers.

ADDRESS:

A. G. RINGLING, BARABOO, WIS.

We Print . . .

Posters for local entertainments, dances, etc. When called upon to furnish these, bill posters should examine our samples and price list. . . .

We Make . . .

A specialty of doing this class of work, and can ship all such orders on short notice. . . .

We Can

Furnish everything necessary--stands, three-sheets, one-sheets, dates, tickets, etc. Estimates furnished for any kind of printing. . . .

Send for our Catalogue.

. . . Hennegan & Co.,

. . . Poster Printers . . .

. . . Cincinnati, Ohio.

THE CHRISTMAS BILLBOARD

1897

The Christmas Special, out December 21st, next, will consist of 56 pages, handsomely illustrated and will have an illuminated cover, superbly lithographed in colors. It will retail at 25 cents each. The advertising rates will be 10 cents per Agate line, with 20 per cent additional for preferred position.

LARGER ADVERTISEMENTS.

Whole Page
Half Page
Quarter Page
Eighth Page

\$75.00
37.50
15.00
5.00



LITHOGRAPHED PAGES.

Page 2 of Cover, in 3 colors \$100.00
Page 3 of Cover, in 3 colors 100.00
Page 4 of Cover, in 3 colors 100.00
Double Page Center, in 5 colors 200.00

No deviations will be made from these prices, and no discounts of any kind. Copy for advertisements on lithographed pages must reach us not later than November 15th. Last form closes November 22. Size of type page, 9 1/2 x 11 1/2.

American bill posters, distributors, sign painters and fair managers, who are not subscribers, will have to send 25 cents for this issue, or buy it at that rate at the news stands. Subscribe now and receive it without extra cost. One year one dollar. Address

THE BILLBOARD PUB. CO.,
CINCINNATI, OHIO.



DENVER, COLO.

The Denver and vicinity a Contracting Co. and will receive all bill orders and advertising privileges in Denver, Golden and surrounding territory. Office of Denver, Colorado, 1215 S. 10th Street, Denver, Colorado. Telephone 1747 and Madison, 2050.

ACCOUNTANTS.

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates 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 answers questions in higher accounting and book-keeping practice contains independent Reviews and Criticisms of books on accounting and Economic topics; fully illustrated; carefully printed; edited by A. O. KITT TRUDGE. Subscription One Dollar a year.

Accountants' Association,
7001 EXCHANGE, NEW YORK.

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

The Hustler Advertising Co.

Special personal service given to all clients.

OUT-DOOR ADVERTISING
IN ALL ITS BRANCHES.

The only exclusive distribution service in city.

W. H. GARR, MANAGER.

24 NORTH MIAMI STREET,

FORT WAYNE, IND.

THE LEADING SHOW PERFORMERS
LITHOGRAPHIC OR BLACK & WHITE
IN THE UNITED STATES USE

AULT & WIBORG'S
POSTER INKS

ARE YOU ONE OF THEM? "AULT & WIBORG" CINCINNATI NEW YORK CHICAGO

HOWARD N. HOLSHOUSER,

LOWE'S

City Bill Poster and Advertising Agent.

I Control All Bill Boards in Tenn. And Surrounding States West.

COVINGTON, TENN.

TRENTON, New Jersey

The Trenton Bill Posting Co. covers all billboards in the city and suburbs. It has a large and experienced staff of bill posters and is prepared to take the order of all bill posters and bill posters.

W. E. WILLIAMS, Manager

Aurora, Ill. R. MARVIN,

Bill Poster and Advertising Agent.

210 N. W. 10th St., Aurora, Ill.

BRIDGEVILLE AND CITY HILL, PENNSYLVANIA.

Bill Poster and Advertising Agent.

C. B. WOODRUFF, Mgr. FORT WAYNE, IND.

BANGOR

Bill Poster and Advertising Agent.

100 N. W. 10th St., Bangor, Me.

W. E. WILLIAMS, Manager

TROY, ILL.

F. C. GARR, Bill Poster and Advertising Agent.

100 N. W. 10th St., Troy, Ill.

W. E. WILLIAMS, Manager

Saratoga, Pa. 664 Deacon,

Bill Poster and Advertising Agent.

100 N. W. 10th St., Saratoga, Pa.

W. E. WILLIAMS, Manager

THE "SPIRITUALISTIC SEER"!

W. E. WILLIAMS, Manager

VIRGINIA.

JOS. M. GOLDBRETT.

GOLDSMITH BROS.

JAKE GOLDBRETT.

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

Best Shows, Best Shows, Best Locations, and most important of all, Best of Referees.

Population 4,000. Drawing Population 20,000

City Licensed Bill Posters, Distributors and General Out-Door Advertisers.

ALL WIND

In the previous issue of the advertiser for the month city bill posters. They only used paper in line when forced to by the advertiser. They invariably used to be magazines, as their circulation was so extensive in greater bulk, if the paper or any other advertiser's paper for the paper we will build boards enough to make sure your best located.

NOON BILL POSTING CO.,
MARLBOROUGH, MASS.

Marlborough, Mass., Pop. 15,000
L. S. South, only bill poster and distributor.

ESTABLISHED 1876.

CHARLES W. YORK,

Bill Poster and
Distributor.

HAVERHILL, MASS.

I make a specialty of distributing
advertisements if required.

Blaney, Wm. E., Manager Ad. Writer,
Station 7, Boston, Mass.Southern Press
Clipping Bureau,
Atlanta, Ga.

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

MEMPHIS, TENN.

Van Buren & Co., 207 Federal and Street,
Room 20, Second Floor.

THE MANHATTAN
PRESS-CLIPPING BUREAU.

NEW YORK. LONDON.

ARTHUR CASSETT, Manager,
Ketchikan Building,
No. 1 West 14th St., New York.

Specialty press clippings for Trade Fairs,
and all subjects. Best facilities.
How. CHANGING M. DEWEY

in one of our regular papers.

How. CALVERT & BECKE.

You have the best facilities of any
one in the field in your business.

Delaware, O. S. D. McCreire,
City Bill Poster and Distributor.

YOUR
DISTRIBUTOR

Should be like your doctor
—you've got to trust him.
If you didn't he wouldn't
have your business. Many
advertisers have trusted
Steinbrenner, and none
have regretted it.

W. H. STEINBRENNER,

ROOM 103 LINCOLN BLDG COSET, 23 MAIN ST.

CINCINNATI, O.

RECALL 20 WORTH, SANGHATA STREET, S. E.

TRY THE NATIONAL DISTRIBUTING CO.,
UP-TO-DATE DISTRIBUTORS AND TACKERS.
15 AND 17 WINDER STREET, DETROIT, MICH.The W. D. Husted
Advertising Co.

Trade and
Business - Bill Posters,
Distributors, Bulletin Sign Posting.

Out door Advertising of every description

Office: 67 Main Street,
MANSFIELD, TIOUGA CO., PA.

WE OWN OR CONTROL ALL
BOARDING AND POSTING
PRIVILEGES IN
MANSFIELD.

The leading town in the "Southern Tier," over 4,000 square feet of boards.

Also have boards and posting privi-
leges in every town in the county.

**"ECONOMY
IS THE ROAD TO WEALTH."**



If there ever was a time when this old saying was true, it is now when you want money. Certainly it is not true for those handling business signs. They cannot waste money by buying it—
not now.

The only way that the modern man can make money today spending it—investing it wisely. Money spent on signs makes machinery to which spent, spending money in the way is making money. Our Signs Makers will save you and better your will save your and make that any other in the market.

THEY ARE MONEY MAKERS.

J. H. DAY & CO.

244 E. HARRISON AVE.
CINCINNATI, O.

Kansas City, Mo., and her suburbs
Combined population 500,000
60,000 places don't sit. Send the order to the
MIDLAND ADVERTISING CO (Successor
J. A. of D. J., 305 East, Manager, 377
Grand Ave., Kansas City, Mo.

BELVIDERE, ILLS.

Prof. W. H. 2111 Foster, 103 Cass St. Ill.

What is worth doing at all,
is worth doing well.

JOHN H. JONES,

Send orders for distributing, advertising, and
posting signs, to the agent. Posters, signs,
bulletins, signs, notices, etc. of all
kinds. N. W. Co. Travel & Highway Bn.,
BALTIMORE, MD.

Lancaster, N. H. Pop. 15,000.

Common Clark Road, 207-209 Park
and 100-102 Main St. Lancaster, N. H.
Order all boards in the city and suburbs.

WE WANT YOU . . .

To become a subscriber to THE BILLBOARD
IDEAS, because we believe it will be beneficial
to you, and, again, because we want
to secure here your subscription.

IT WILL PAY YOU

To subscribe for THE BILLBOARD IDEAS, it
will bring you suggestions every month
which will be worth more than the cost
of the year.

SAMPLE COPY SENT FREE.

UP-TO-DATE IDEAS PUBLISHING CO.
GRAND ISLAND, NEBR.

Poughkeepsie, N. Y. 24 Mechanic St.

M. P. Grogan, The Steam King Bill Posters
and Signs Co.

WIGGINSVILLE, MD. Pop. 2,000

The Green Co., 100 Main St.

RIGG BROS.

Trade signs, bill posters, notices, signs,
bulletins and signs of all kinds and advertising
privileges in the city. We can give you a
book properly prepared. Also signs bulletins,
bulletins and signs of all kinds.

Atlanta, Ga. 124 Haynes St.

Wm. Pugh, Advertising Distributor,
Specialty list signs and advertising signs,
\$1.00 per 100 and up.

C. F. Bangasser & Co.

CITY BILL POSTERS AND
DISTRIBUTORS.

Sign Posters and Signs Distributors. One of the
Bill Posters and Signs Distributors.
MORRISVILLE, DREXEL.

Kansas City, Mo. Pop. 300,000.

Midland Advertiser Co., 307-309 East, 307
West, 309 East, 309 West, 309 East, 309 West,
All contracts for signs and bill posters of all
kinds. International signs of all kinds.

THIS IS NOVEMBER

Usually known as the month of Thanksgiving, and I shall get up right here and publicly thank the hundreds and thousands of the good bill posters of America, who have so well performed their part in helping me make billboard advertisements of some of the biggest concerns in the Union.   

And I Also Want to Thank

The scores and hundreds of members of the Association, who were so quick in writing and wiring me their assurances of disapproval of the Executive Committee's action at the October meeting. I think I have heard from them all by this time, with possibly a half a dozen exceptions. I won't do it, but some one has suggested that I should thank that Committee for for showing me what a vast number of friends I have in the membership.   

Now is the Time

That the advertiser usually begin to think of next year's appropriation, and to consider how to spend his money to the best advantage next year.   

I Want to See

A few more of him, to tell him of the many good points in bill posting. And if there are some all ready to begin, and who do not know the best way of going at it, I am prepared to take entire charge of the work, and to so distribute the posters as to assure the very best returns.   

And Now, Mr. Advertiser,

The bill posters have all learned, years ago, that an order from SAM W. HOKE is just the same to them as the money is their pocket—provided the work is right. And that is one of the reasons that I advise you to you to place your appropriation in my hands.   

Sam W. Hoke

LONG-DISTANCE BILL POSTER,

197 W. 28TH STREET,

TELEPHONE.

NEW YORK.