THE BILLBOARD

NEW-YEAR
NUMBER
1897

DEVOTED TO THE DEVELOPMENT OF BILL POSTING
SIGN - PAINTING POSTER - PRINTING,
DISTRIBUTING AND EXHIBITING.
Are You a Bill Poster?
If so, and you want to make money easily and agreeably, write us at once.

THE DONALDSON LITHO. CO.,
CINCINNATI, O.

Are You a Bill Poster?
If so, send us your name and address. We intend hereafter to conduct a bill posters' Advertising Agency. To distribute, appor- tion, and otherwise work out the detail incident to placing work with bill posters throughout the United States and Canada. Get your name on our list.

THE DONALDSON LITHO. CO.,
CINCINNATI, O.

Are You a Bill Poster?
If so, then write for our new catalogue of Posters suitable for advertising Amateur Entertainments, Benefit Performances, Balls, etc.

THE DONALDSON LITHO. CO.,
CINCINNATI, O.

No matter how small your town, you need us and we need you. Don't forget the address.

The Donaldson Litho. Co.,
CINCINNATI, OHIO.
HOUSE TO HOUSE WORK.

BY CHARLES AUSTIN BATES.

I have said many times that I considered newspaper advertising the best advertising. I suppose I have said this a hundred times—maybe five hundred times. I have always made the assertion as a general proposition. Take, for instance, a merchant in a small city or town where there is a newspaper of general circulation. It’s my belief that that merchant’s first appropriation should be for an advertisement in that newspaper. It doesn’t follow that he should leave out other kinds of advertising.

While an honest and thorough believer in the virtue of the newspaper as an advertising medium, I am just as strong a believer in booklets and circulars. In fact, in some cases, I believe that booklets and circulars should take precedence over newspaper advertising. I believe that in some cases the booklets and circulars should be used first and the newspapers later.

To my personal knowledge several of the most successful proprietary medicines now in existence had achieved a large measure of success by the house to house distribution of booklets and circulars, before they ever made use of newspaper advertising. They divided the country up into small sections and circulated these sections once a time thoroughly, by a house to house distribution. That system brought results, and big results, as shown by the fact that these concerns made a million dollars a year without even trying to jump into general newspaper advertising almost at a bound. As I have said many times, good advertising is simply advertising that brings results. Evidently the house to house distribution of these proprietary medicines concerns brought results, and big results.

While I am an advocate of proprietary medicines, I want to say that I don’t know of a more effective way of introducing a good proprietary medicine than by the house to house distribution of samples and good literature. “Seeing is believing.” So is trying. Take, for instance, some simple, palatable remedy that is recommended as a laxative. Leave a trial bottle of the remedy with explanatory printed matter at each house. It’s my observation that seven housewives out of ten will see this and that kind of a sample is given a trial. If the results are favorable—that is, if the medicine proves always proved productive of results. Anyway, I notice that the firms who have made the greatest use of these plans are to-day prosperous and wealthy. At the same time, they are big newspaper advertisers, and these facts do not in any way take from the value of newspaper advertising.

There are two ways in which a great many advertisers who attempt the house to house distribution of circulars and booklets and samples in a great measure fail. One way is through utter carelessness as to the composition and printing of the booklets and circulars. It stands to reason that if an advertiser who is having his booklets shored under the doors of dwelling houses doesn’t want it kicked into the street, he must make it sufficiently attractive and striking to induce anyone to open it to find out what it claims—a great many of these people will sooner or later inquire for the remedy at a drug store. That’s as direct and effective a way of producing a demand for a medicine as can be conceived.

The plan of distributing samples from house to house has been tried many times with soap and baking powders, and where the article was right and the distribution was honestly made, I believe the plan has been successful. It seems to me that this is a way of working up a new product to a public reception, and that in the end it will prove a big money-maker.

A correspondent writes us as follows:

“You must bear in mind that Stahlbrodt founded the A. B. P. A. organization to him entirely.” We do not believe that a father begets and raises a child, does that give him the right to kill it just as it arises at years of usefulness? Certainly not, you say. Yet that is exactly what Stahlbrodt is doing to the A. B. P. A.
CALL.

International Bill Posting Ass'n.

The officers and members of the International Bill Posting Association are respectfully notified herewith that the regular semi-annual meeting of the Association will take place January 6th, 7th and 8th, at the Hotel Nummy, Cincinnati, Ohio.

A full attendance is desired.

CLARENCE E. RUNYEY, Secretary.

President.

Savannah, Ga., needs a bill presser.

Bill presses will do well to write to the W. J. Morgan Co., of Cleveland, Ohio, for employment on their commercial posters.

This well-known firm will hereafter deal directly through bill presses instead of through solicitors as heretofore.

To Bill Poster and Distributors.

The firm of Mccary & Knell of Chicago, notice of which appeared in the December issue, has not settled yet with the undersigned, nor its members and fraternity.

Please assume yourselves accordingly until said are paid.

Yours truly,

INTERNATIONAL BILL POSTING ASS'N.

A co-partnership has been entered into between Frank P. McLaughlin and Otto C. Stotz, who heretofore have conducted the bill posting business separately.

The new firm will control 40,000 feet of bill boards and their work will extend over the towns of Cripple Creek, Victor, Anaconda, Leadville, Colorado Springs, Pueblo, Colorado Springs and Canon City, making this the most extensive of all posters in the state outside of Denver.

The management of the company will be in the hands of Mr. Frank P. McLaughlin, who thoroughly understands his business, and promises the utmost satisfaction to patrons.

Cripple Creek Sunday Herald.

Personal Mention.

Mr. D. E. Hudson, secretary of the Fair at Manila, Pa., has started a bill posting and distributing service at that point.

C. M. Crippen succeeds C. B. Smucker at Altoona, Ohio. Telephones and Hallam, have established a bill posting and distributing service at Altoona, Pa.

D. G. Hulock of North Adams, Mass., is establishing a branch office of O. B. S. to handle his business at that point.

Bill Posting Co., of Columbus, N. Y., has established an office of the same name at Columbus, Ohio.

W. A. B. Post managing editor of the San Jose, Calif., will shortly send out posters and distributing matter.

Bill posters, especially in the south, should write.

W. A. P. Post, manager, San Jose, Calif., is secretary of the Pam Post Co.

C. W. M. R. is a new firm at Milton, W. Va.

Edwin J. Lewis, bill poster at Phoenix, Illa., is attending his friend's church on New Year's eve.

Each one in the firm will be moved.

In conclusion, the firm of Fisk & Tolson, its services are hereby announced to the trade.

Bill posters, especially in the south, should write.

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Fisk & Tolson, San Francisco, Calif., are sending out a catalogue.

S. E. S. is a new firm at Milton, Ohio.

通过 a strange coincidence the words Power, Forti, and Pinto are found in identical positions. Power is found in the same position as Forti, and Pinto in the same position as Power.

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H. A. TH.
BILBOARD ADVERTISING.

A one cent on the stadium of the elevated roads in Chicago costs the advertiser three cents a day, and pays him handsomely at that. On the thoroughfares he gets ten times the circulation for three cents a week. Advertisers will do well to stick a plan in this paragraph.

For brief, pointed and terse announcements, use posters.

For long time, permanent displays, use mural signs and painted billboards.

For extended arguments and detailed description, use distributing matter.

For actual operation and practical demonstration, use exhibiting.

B. W. Sony, of Brunsivick, N. J., writes us that, the only theatre in that city burned to the ground December 1st, and with it, all his possessions, all he has left is his reputation and his boards.

Those members of the craft who are given to regarding Thalhotreb as infallible are respectfully reminded that he is human, very, and therefore prone to err. He was wrong on his rigid price schedule, else all the rest of the craft are. He is wrong on his 'clown' association also, as events will ultimately prove.

If your subscription has expired, kindly send your dollar at once.

ASA RICHARDS CASSIDY.

The cut on this page is a very striking portrait of this cartoonist. His work has been seen in every city in America. While he does not confine himself to any particular line, his circus posters are generally conceded to be the best in the world.


Mr. Cassidy is an enthusiastic member of the Cincinnati Bowling Club, and is now the champion of the city.

A paragraph describing a bill posting machine recently went the rounds of the Associated Press. It was described as a recent invention which posted bills automatically at any height up to fifty feet. As it was said to be in use on the continent we cabled for further details and information but they were not forthcoming. We may be able to present them in our February issue, but the chances are that the machine is a myth.

Constant advertising brings success.

We wish all our readers a happy and prosperous new year.

In our next issue we will commence a series of articles on 'Correspondence,' which will be of special interest to bill posters and distributors.

Advertising Experience for December was a splendid number. It contained a lengthy interview with Mr. R. C. Campbell on 'Outdoor Publicity.'

Advertising, published in Cincinnati, made the following truthful statement:

The road to advertising success is over populated. Thousands who have spent millions in small sums in vain. The victims of "one insertion" must be by far the largest number. Unfortunately they think they have been advertisers and blame advertising as a failure. They tell their experience and discredit others from trying to advertise. The success of the successful is the best proof that advertising of the right sort does pay.

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BILLBOARD ADVERTISING.

Published monthly at
224 East Eighth Street,
Cincinnati, O., U. S. A.

BY
BILLBOARD ADVERTISING CO.

JAMES H. HENNEGAN, Manager.

Subscription, $1.00 per year, in advance.

ADVERTISING RATES:
Advertisements will be published, at the
rates of fifty cents per line, except in the classified columns, where special
prices prevail. Our terms are cash.

BILLBOARD Advertising is sold to London at Luy's Exchange, 8, Cheapside, and to New York at the Advertising Agency, 128 Willoughby Street, Brooklyn, N. Y.

The Editor reserves the right to decline to advertise any opinions presented in the columns of this paper.

January 1, 1897.

AFTER mature and careful deliberation the editor of the Bill Poster has formally endorsed the 'open' association. The leading article of the December issue advocates this association formulated and based upon this idea. As in its worst Mr. Camp, it is decided and emphatic in his assertions and claim. He admits the strength and merit of the plan and was enthusiastic over its possibilities. His change of heart means much. This is no huck-wallow, half-hearted support. Sceptics, determined and aggressive, he goes at those who oppose his opinions like a battering ram, compelling the belief and acquiescence of others by the very force and strength of his own convictions. The new movement acquires an able and a valiant champion in the ex-president of the A. B. P. A., one that is badly needed in need of.

The liberal and conservative elements of the organization have long since been won over. All that reason, logic and argument can accomplish has been done. But the prejudiced, the blindly obstinate and the ignorant remain, and though former worthy of his stem he will find that they are not to be lightly treated. Here's more strength to him.

The association outlined by Mr. Camp, though complicated in both ingenious and practical. Careful consideration enables us to state that the scheme of guarantees and forfeits, which he proposes would go far toward settling vexing questions and adjoint difficulties that have long engaged the attention of the officers and members of the A. B. P. A. First of all, it would metamorphose opposition into competition, and obliterate all the long lines of evils now attendant upon the former. Secondly, it would promote good feeling and good fellowship among fellow

B. S.

This most important meeting take place simultaneously with the annual convention of the Protective League of American Showmen, at the Hotel Emery, January 5, 6, 7 and 8.

Mr. Bryant will undoubtedly be present. Mr. Schaefer has already signified his intention of going. There is really not much more needed when you come to think of it. Just a little self restraint, a little diplomacy, a little common sense, and these you are. Let there be no slip, easy and careful does it. What, oh, what will the outcome be? If they get together BILLBOARD will apprise its readers of the fact with details in a, extra, the day it takes place.

Charleying not Confined to Bill Posters.

Dr. Ben W. Hoen.

There has been so much said about the bill poster with the Charleybox (and I have done some of the saying) that I want to make a few remarks about the other individual that uses the Charleybox, to the detriment of bill posting generally.

Some months ago the firm of Samuel Josephs & Co., cigar manufacturers, of New York, sent for me to paint some signs on their new factory building, since then I have had several in reviews with them on the subject of painted and posted ads and Mr. Josephs told me of one of their experiences with bill posting some years ago.

There is a custom among cigar manufacturers of offering various inducements to jobbers to get them to handle the goods, and one of these inducements sometimes is advertising. Mr. Josephs was willing with a man he wanted to sell to a town in Georgia, and finally he agreed to give 50 cents worth of advertising if he would put in a case of the cigars. "I will post for you 1,000 posters; the posters itself cost me 50, and the bill poster will charge you $0.50 for putting them out, making $0.50 altogether."

"All right," said the jobber, "but you let me attend to the posting; I know the bill poster, and I can get a better deal out of him than you can; and I can probably get better location than you can get from him. Just send on the posters with the goods and I will take them posted and send you the bill, or deduct the amount out of my settlement with you."

So the goods were shipped and the posters went with them, and some go days later the jobber wrote that the goods were not going well, at all, "and won't you do a little more posting? Another thousand sheets will do everything right, and put your cigar on its feet in this town,"

Another thousand were sent, after considerable figuring on how they were to come out and expecting all the money to be enough for such a small town; then came time for remittances from the jobber, but all letters to him on that subject failed to elicit any response.

After patience ceased to be a virtue Mr. Josephs took the train one night for Georgia, determined to get that money or close that store. As chance would have it, the town was reached about a half an hour in the morning, and after eating a few bites at the station he started to the store, only to find it not yet open. He then stroked around until the Bill posters, and got there just as he was opening.

"My first inquiries with the bill poster were as to the date that he placed the El Globo paper, and he replied that he never seen any El Globo paper. "Oh yes, you have, 2,000 sheets altogether; it was given you by Blank & Co.""

"What! Them olaw sheet-says! I never done a thing for them, neither for El Globo nor anything else." (Shyneys is the word Mr. Josephs used in repeating the conversation, and he said it filled the bill very nicely.)

After satisfying himself thoroughly that the paper never had been posted, Mr. Josephs went around to the jobber and asked for a settlement. After a good deal of circumlocution the jobber made out some offsetting claims, including $0.50 for bill posting. "Who posted these posters?" asked Mr. Josephs. "Why, Mr. Paste, the bill poster, of course," was the reply.

"Show me the bill for the work, show me the vouchers," said Josephs, and followed him around to keep him from getting out of sight long enough to go send to the bill. poster. Then he opened up to him and told him that he had not only cheated the bill poster out of that amount of work, but had attempted to cheat Samuel Josephs & Co., out of the cost of the poster and had cheated them out of the paper. "Now, gentlemen, I want the cash for the full amount of this bill, and I want it at once, or the Sheriff gets your establishment," After a good deal of hummung and hawing he was succeeded in getting a settlement. "Now, I'll give you $0.50 for those 2,000 posters," said he as a covering insult to the jobber, "and don't say if you didn't try them out and accept my offer, in spite of their previous affirmatives that they had all been posted." This true story is not told with the desire of creating a sentiment against bill board advertising, in the minds of those who had contemplated using this medium.

No.

But when the manufacturer tells me that he did bill posting in a certain town and that it didn't pay—that he knows the poster was done because the jobber did it and the jobber was there to see that it was done and done right—then he shall ask him if he has the word of another reputable citizen that the posting really was done. Mr. Josephs says frankly that if that hadn't occurred as it did then he would have believed bill posting to be absolutely false. For he saw the bill in the store, he hadn't any doubts that the paper went out.

The fundamental principle of the 'close' association is fight, that of the open association is interest.
The printer of the Chicago Tribune has printed a poster advertising the Christmas season. It is a double-sided sheet, each side being six pages long.

**JOLLYS.**

Just received Christmas number and say - she's a dandy. Count us with you always.

**HEPSTE ADV. CO., Fort Wayne, Ind.**

Your Xmas number is great.

**CLARENCE E. RUBBY, Waukegan, Ill.**

Allow us to compliment you on your magnificent Christmas number. It's a daisy.

**THE AD. AGE, BOSTON.**

Your Xmas number is superb.

**P. F. SCHRAPER, CHICAGO.**

I wonder how it was done - made so good an Xmas number, I mean. It knocks all other Xmas numbers. 

**JAN W. HOK, NEW YORK.**

She's a colt. 

**HOPE, NEW YORK.**

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**BILLBOARD ADVERTISING.**

**Poster Printers.**

Billboard is as much a single word as is railroad and it high time that bill-posters spelled it as such.

The Great Western Show Printing Co., of St. Louis, get a portion of the Ringling work this coming season.

Chas. B. Hood & Co., of Chicago, have removed from the Schiller Building to the Deming Hotel Building.

The proposed amalgamation of those show printing houses who make a specialty of circus work is not making much headway.

Valentine & Francis, of San Francisco, were partially turned out last month: they stopped, are now running full force.

The W. J. Morgan Co., of Cleveland, O., have issued a circular letter announcing the fact that hereafter they wish to deal direct with the bill-posters of the country.

An examination of one of the three sheets used by the Sterling Remedy Co., leaves one in doubt as to whether it is intended to advertise No. 10 or the Dando Print Co. An important business, but glaring offenses like this one will lead to their abolition which will be a good thing.

The poster printers of America do a great deal of handling and create many a poster user annually. They do not ask bill-posters for commissions either. It was a graceful and happy move on the part of the International Bill Posting Association when they made it illegal for membership.

The Great American Engraving and Printing Co., are at work running through their press an edition of 100,000 mammoth posters for Duke's Mixture (Tobacco) in four colors, which means 400,000 impressions, 200 reams of 50 pound paper and 1500 pounds of costly colored ink. This shows that poster advertising is still popular and is the second order done by this company for Duke's Mixture.

The annual scramble for circus orders is about over. The prices quoted in many instances were the lowest ever heard. Despite this fact the bulk of the business went to the established houses at about the same figures that obtained last year. Most of the circus people were pleased to think that real economy consisted in paying a fair price for good paper rather than a low price for an indifferent article.

Assignment of Lithographers.

Theodore A. Lobban, Je and John A. Maass, who compose the firm of Lobban & Maass, Lithographers and printers at No. 234 Centre Street, New York, assign for the benefit of creditors to William S. Lewis, Liabilities, $80,000, assets, $30,000. The attorneys for the firm apportioned the failure to dull trade, show collections, and inability to obtain a further bank accommodation.

The following judgements were filed:

Harry E. B. - Joseph Mathews, Sept. 47.


Schieffel - David - Thomas Cole, July 21, 1899.

Sailer, W. T. - Walter G. Sacher, Sept. 16.


Nichols, Mary - Martin L. Runyan, Sept. 16, 1899.


Warren, Max - Boudicke, September, 1899.
During the first week in February the President, Secretaries, and Treasurers of all the different County Fairs in Wisconsin will meet in annual session at Madison, the state capital.

The meeting will be held in the rooms of the Wisconsin Agricultural Society. At the meeting steps will be taken for a more perfect and active organization. Papers will be read on different matters pertaining to the science of fair management, discussion following will be taken down by a stenographer and a full printed report of the meeting issued.

The next issue of this paper will contain some of the more interesting articles.

The Wisconsin Association deserves imitation. Every state in the union ought to have an association of fair managers.

At a recent meeting of the Eastern and Western Fair Managers Association, held in Chicago, a new constitution was adopted changing the name of the association so as to read "The American Association of Fairs and Expositions."

T. J. Fleming, of Madison, Wis., Secretary of the Wisconsin State Fair, was re-elected secretary of this association for 1897.

The next meeting will be held in Milwaukee some time in December 1897.

Dates for State Fairs and Expositions for 1897 were recommended as follows: New York, August 23-28; Ohio, August 30 to September 4; Michigan and Minnesota, September 6-11; Louisiana and Iowa, September 13-18; Wisconsin and Nebraska, September 20-25; Illinois, September 27 to October 2; St. Louis, October 4-9; South Dakota, October 11-16.

The above dates will probably be adopted by the different state societies and exposition boards.

The holding of State Fairs in a circuit is considered by many as a matter which needs to be righted and although somewhat premature at this time the idea of holding State Fairs all on the same date will eventually supersede the present plan.

Why are State Fairs held in a circuit? Who recommends that the dates of State Fairs be so arranged as to have the different State Fairs follow one another in point of time? Whom does such a policy primarily benefit? What injury does such a policy work?

State Fair managers arrange their dates in a circuit partly to please themselves and lasture to their respective states each a fine show of live stock and partly out of courtesy to the National Association of Exhibitors of Live Stock.

With this arrangement of dates an exhibitor can take in five or six of the big state fairs. This arrangement of dates

The Protective League of American Showmen.

The fourth annual convention of this organization takes place at the Hotel Emory, Cincinnati, beginning January 13th, 1897. Members of the A. S. T. A. are also members of the League and will attend in force.

**BILLBOARD ADVERTISING.**

Here's a good pair to draw to--two hunters from Shelbyville, Ind. Mr. T. F. Chaffee has a reputation at home of which he may well be proud. He takes great pride in his calling, watches every detail, and leaves nothing to be desired in the way of good boards, choice locations, and artistic work.

Messrs. Chaffee also do distributing and sign taking, and do it well. They are members of the International Bill Posting Association.

Mr. Chaffee is particularly fortunate in possessing a bright boy to assist him in his business.

The Acton Brothers have organ has made application to the International Bill Posting Association to represent them officially in Canada.
The Futility of Imitation.

There is a new malt extract upon the market which has been christened by its makers O-H, and which is now being advertised extensively by means of lavish posters. The advertisements of it are so astound to our attention as to once attract by the similarity existing between its name and that of a famous oat meal, and to cause said similarity in name is all to cause one to give the announcement a moment's notice. Upon first seeing the display one is confused, his head begins to spin and he is about to panic. He turns his head from one side to the other in hopelessly endeavor to ward off the impending spell and to try to transpare the letters when at last he comes to a realization of the theft. He is now irresistibly drawn with infatuation to the impaled oatmeal and is wrought up to the pitch of battle.

How can the times of this impostor? He attempts to envelope us in the hariness of counterfeit, but the task of enchanting himself may be made less difficult. I can see through the messiness, and spoil the impression, by the same sweetened solution, but they might bring it to market in some tongue and gag box before you have time to swallow them.

How marvelous are the provisions of Nature! Could the man who thought of this idea have understood human nature at all? Is it possible that Otto Huber himself does not realize the value of trying to rise to the top of the heap and to get his cut, and then adding sufficient "treacle" to reduce it too free working consistency. In this way one sells the full measure of oil, and the consumer, the full measure of damage. — The Painter's Magazine.

Personal Mention.

J. H. Round, manager of the Oregon Sign and Painters Department of the Printers' Magazine, who has done so much to improve the condition of the craft, will be in Boston March 30th, and will be in attendance at the convention, to which he has been invited.

A "Painter" writes: What makes silver leaf tarnish, and what can be used in its stead having corresponding color effects? Also, can outside paint be so thinly applied and with turpentine during the cold months? There are few users of silver leaf who do not suffer from tarnishing of the leaf. This disposition to tarnish upon outside or inside work, and when protected, with varnish, is a prominent and offensive characteristic of silver leaf, and quite faintly explains why aluminum leaf has largely, if not completely, supplanted silver. Though the price of silver is high, it is used in the finest of work, and the higher prices of the atmosphere will discolour the leaf, turning first yellowish brown and then blackish brown. Its overshad-"ing tendency is to be deplored, and the o-"m has been for some time extensively used by the writer. The aluminium can be handled as easily as the silver, lose all the lustre and color effects of silver, and wears and retails its color very satisfactorily indeed. Oil paint for outside surfaces thickens up and works "still" dri- ing cold weather lavishly, and it may be cut with turpentine without damage to its virtues, provided the paint is first mixed with the same proportion of oil as that is used in warm weather, when it works nicely, and then adding sufficient "treacle" to reduce it to free working consistency. In this way one gets the full measure of oil, and the consumer, the full measure of damage. — The Painter's Magazine.
LECCERS EDITOR.

Under this heading the public膳食 writers are invited to have their regular dispatches of new and not often seen advertising to their circle of friends and readers. All correspondence should be addressed to the above editor.

JOHN LIEBECK.

BICLLE ADVERTISING.

November 29th.

Chapter III.

To the Editor of the "Leccers" Editor:

I have a few advertisements to send you, and would appreciate your assistance in publishing them. Here is a summary of the content:

1. A Christmas advertisement for a new toy, featuring a beautifully crafted horse.
2. A comparison between two different models of watches, highlighting their features and benefits.
3. An advertisement for a new line of clothing, showcasing the latest trends and styles.

Thank you for your consideration.

Sincerely,

J. E. LECCERS.
BILLBOARD ADVERTISING.

Poultry Show Dates.

<table>
<thead>
<tr>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Vegas</td>
<td>Jan. 29, 1897</td>
</tr>
<tr>
<td>Albuquerque, N. M.</td>
<td>Jan. 29, 1897</td>
</tr>
<tr>
<td>Denver, Colo.</td>
<td>Jan. 30, 1897</td>
</tr>
<tr>
<td>Rochester, N. Y.</td>
<td>Jan. 31, 1897</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>Feb. 1, 1897</td>
</tr>
<tr>
<td>St. Louis, Mo.</td>
<td>Feb. 2, 1897</td>
</tr>
<tr>
<td>Scranton, Pa.</td>
<td>Feb. 3, 1897</td>
</tr>
<tr>
<td>New Orleans, La.</td>
<td>Feb. 4, 1897</td>
</tr>
<tr>
<td>Charlotte, N. C.</td>
<td>Feb. 5, 1897</td>
</tr>
<tr>
<td>Rockford, Ill.</td>
<td>Feb. 6, 1897</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>Feb. 7, 1897</td>
</tr>
</tbody>
</table>

G. F. BANCASSER & CO.,
CITY BILL POSTERS AND DISTRIBUTORS.
**THE DONALDSON BRUSH.**

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

**PRICES.**

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 In.</td>
<td>$2.25 each</td>
</tr>
<tr>
<td>10 In.</td>
<td>$3.00 each</td>
</tr>
</tbody>
</table>

This is our Celebrated
"UNEXCELLED"
The best Paste Brush made. Popular everywhere on account of its great durability.

**SEND YOUR ORDERS TO**

The Donaldson Litho. Co., Cincinnati, O.

Expositions.

Chicago and Western National Clay Exhibitio,

Chicago, Ill., Feb. 8, 1897;

St. Louis, Mo., Feb. 9-10, 1897;

New York, N. Y., Feb. 11-12, 1897;

Washington, D. C., Feb. 13, 1897;

Distributing.

Licensed Bill Posting, Tackling, Distruting.

HASTINGS, NEB.

Own and control all boards and privileges.

20,000 Square Feet of Boards.

Population 15,000.

4th Annual Convention of 4th
Protective League of
American Showmen!

Hotel Emory, Cincinnati.

January 5, 6, 7 and 8, 1897.

John C. Robinson, President.

W. H. Donaldson, Secretary.
My Reference is my work, WHICH SPEAKS LOUDER THAN WORDS.

Bill Boards and Stands Prominently Located On all the Principal Streets of City.

ALBERT WEBER
LICENSED BILL POSTER
AND GENERAL OUT-DOOR ADVERTISER

Office No. 610 Commercial Alley

NEW ORLEANS, LA.

Distributors of Merchandise, Samples, Booklets, etc. Throughout the Entire City, Jefferson, Gretna and Algiers. Send for Prices.


If You Want to Post

Chicago

Send Your Paper to

The Chicago Bill Posting Co.

No. 395 West Harrison Street, Chicago, Ills.

Who Own and Control all the most prominent Boards, Hoardings, Posting Stations and points of earnings in the city of Chicago.
International Bill Posting Association.

Semi-Annual Meeting.

Hotel Emory, Cincinnati, Ohio, January 6, 7 and 8, 1897.

P. F. Schaefer, President,  
CLARENCE E. RUNEY, Secretary.
“Mr. Manager!”

“One Moment Please.”

We paint pictorial advertising signs, society silk banners, store canvas, theatrical scenery and imitation litho paper.

Your artists are expert and up-to-date.

We do bill posting, distributing and tacking.

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

We leave no alleys, back fences, "charlie boxes," boys or "bonas."

We want your address, acquaintance, work and inspection, ours get, always retained, "It's your move.

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

Population of City 17,000. County 30,000.
Country 5,000,000.

NIGHT & DAY.

That is just the way we are working now.

Pleased advertisers—are you one of them. Write us about our 14 towns. Paterson 10,000; Passaic, 8,000.

PASSAIC ADVERTISING CO.
Paterson and Passaic, N. J.

CINCINNATI

And Her Suburbs, Embracing

500,000 People.

To reach them all economically, use

STEINBRENNER'S DISTRIBUTING SERVICE.

There is No Other Way

Address

W. H. STEINBRENNER,
No. 811 Vine Street,
Cincinnati, O.

B. YECKER & CO.

LANCASTER, PA.

BILL POSTERS AND GENERAL DISTRIBUTORS.

“The Bill Poster”

The English counterpart of Billboard Advertising. Subscriptions 20 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O.

FRANK M. DEUEL,
BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR,

187 Schuyler Avenue, KANKAKEE, ILL.

Kankakee, Bradley and Bourbonnais, total population, 95,000.

Tucker's Magic Stove Polish
Will send secret of manufacturing this excellent Stove Polish for 10 cents, former price $1.00. Thousands of boxes have been sold by myself.

G. F. TUCKER, Sheldon, No. Box 112.

FRED F. KELLY, CITY BILL POSTER; AND DISTRIBUTOR.
Lock Box 129, PALMYRA, N. Y.

CHARLES W. YORK,
BILL POSTER AND DISTRIBUTOR.

HAVERHILL, MASS.

I make a specialty of distributing. Reference if required.

SHAKESPEARE PLUG TOBACCO

Champagne Flavor.

In made from the best selected Kentucky Flue Cured Leaf, wrapped in Gold Foil, and is as soft and smooth as the best hand-rolled, yet costs only 1 cent, a packet of 20.

Frank M. Deuel,
BILL POSTER AND PAINTER, 187 Schuyler Avenue, KANKAKEE, ILL.
# List of Members, Corrected Monthly

## International Bill Posting Association

**Officers**
- President: F. P. Schepper, Chicago, Ill.
- Vice-President: S. L. G. Breen, New York City
- Secretary: Arthur B. Spanierman, Chicago, Ill.
- Treasurer: W. W. Crawford, Toledo, Ohio

**Board of Directors**
- F. P. Schepper, Chicago, Ill.
- J. E. Keen, New York City
- H. W. Harper, St. Louis, Mo.
- W. W. Crawford, Toledo, Ohio
- L. C. Benjamin, Window Dale

**Board of Promotion**
- To be appointed by the President and composed of one member from each state.

## Members

### Poster Printers
- D. C. Benjamin, 511 S. Dearborn St., Chicago, III.
- Frank P. Myers, Myers Printing Co., 208 S. Dearborn St., Chicago, Ill.
- W. G. T. French, 330 W. Michigan St., Chicago, Ill.
- H. W. Crawford, 561 S. Dearborn St., Chicago, Ill.

### Solicitors
- Harry McManus, 603 W. Washington Ave., Chicago, Ill.

### Advertising Agents
- J. E. Williams, 500 W. Washington Ave., Chicago, Ill.
- J. E. Keen, 511 S. Dearborn St., Chicago, Ill.
- J. E. Keen, 400 W. Washington Ave., Chicago, Ill.

### National Inspector
- B. M. Kittredge, 511 S. Dearborn St., Chicago, Ill.

### Attorneys
- G. B. Lewis & Swain, 511 S. Dearborn St., Chicago, Ill.

## Scale of Prices

<table>
<thead>
<tr>
<th>City</th>
<th>Weekly</th>
<th>Biweekly</th>
<th>Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>1,250</td>
<td>3,000</td>
<td>6,000</td>
</tr>
<tr>
<td>Chicago</td>
<td>1,000</td>
<td>2,500</td>
<td>4,000</td>
</tr>
<tr>
<td>1st wk.</td>
<td>1,500</td>
<td>3,750</td>
<td>7,500</td>
</tr>
<tr>
<td>2nd wk.</td>
<td>2,000</td>
<td>5,000</td>
<td>10,000</td>
</tr>
<tr>
<td>3rd wk.</td>
<td>2,500</td>
<td>6,250</td>
<td>12,500</td>
</tr>
</tbody>
</table>

## Prices for Circus Work

All work on protected boards, $25 per running foot, $5 per sheet. New work, $30 per running foot, for not over 20 days' service. Single sheets, not filed, $20 per sheet. One sheet starting, $25 per sheet, 15 days.

## Card and Tin Tacking

- 18 x 24 open | 24 x 36 open | 30 x 40 open | 36 x 48 open | 48 x 60 open | 60 x 72 open |
- 30 x 40 | 48 x 60 | 60 x 72 | 80 x 96 | 96 x 120 | 120 x 150 |

- For out of town work, price nearest to inside square specified. Tack to be furnished by the advertiser.

## Distributing

Distributing 500 articles not over 2 oz. weight on any one application. Must be made with a letter requesting distribution, not over 2 oz. weight. All work must be done at applicant's expense. Country towns rate, double above prices.

## Cloth Banner Signs

- All sizes from 1 to 44 square inches, 25 cents each.
- Up to 4 x 6 feet, 50 cents each.
The Hustler Advertising Co.

CONTRACTORS OF

Out-Door Advertising in all Branches.

OUR SPECIALTY.

Careful house-to-house distribution.
Prompt personal service at all times.

W. H. CASE, MANAGER.

24 N. MINER ST., FORT WAYNE, IND.

B. T. ROBINSON, City Bill Poster, CLIFTON FORG, VA.

George H. Bubb, Licensed City and Suburban Bill Poster and Distributor,
OFFICE, 500 PINE STREET,
WILLIAMSPORT, PA.

"THERE ARE OTHERS!" But we are the only Distributed columns in the city of Williamsport. We can supply your want with ready-made letters, distributing and signAAAAAing exclusively for the past 15 years. No other issues in the area. We personally negotiate the placing of bills and distribution of all matter, new kind, circulation pamphlets, books, newspapers, announcements, circulars, etc. We have no local contractor to do the work and we have no orders to fill. Your orders are filled with promptness and efficiency. Your orders are filled with promptness and efficiency. We give special attention to the towns and villages. Our rates are most reasonable and we never overcharge. Your orders are filled with promptness and efficiency.

THE ENQUIRER JOB PRINTING CO.

THEATRICAL DESIGNERS, LITHOGRAPHERS AND GENERAL JOB PRINTERS.

Our Date Book for Season 1895-96 now ready, and will be sent postpaid on receipt of 23 cents.

C. A. HENDERSON & CO.,
Jackson, Ga.

100 No. 6 ENVELOPES Printed and Sent Post Paid for 30c. 25 for 10c.

ADVERTISERS, LOOK HERE!

We make and distribute monographs of Three Dollars per thousand. Postage paid on order.

We also issue our regular monthly circulars at Twenty-Five Cents.

We furnish names and addresses, newspaper clippings.

Try us now, and be satisfied as we know that in no territory advertising in this way pays always. We have pleased many. We know you can please you. We promise your goods will sell. We promise your goods will sell.

C. A. HENDERSON & CO.
Jackson, Ga.
BILBOARD ADVERTISING.

MIDDLETOWN Advertising Co.
THOMAS KAIN, Manager
88 South St., MIDDLETOWN, N. Y.,
Distributors and General Advertisers.

Prompt Service Guaranteed.
Correspondence Solicited.
Middletown is the Railroad and Commercial Hub of Orange County, Populaton,
Ca. 10,000; County 47,760. Members International Association of Distributors.

D. B. BEEMER,
MANUFACTURERS’ AGENT.
1422 DODGE ST., OMAHA, NEB.

Introduces and markets all articles of merit and saveous to the trade and to consumers,
through correspondents in OMAHA, SOUTH OMAHA and COUNCIL BLUFFS, having a combined pop-
ulation of 125,000 people.

DISTRIBUTION OF CIRCULARS, SAMPLES, ETC.

effectively done at the local representative of The W. E. Market Advertising Co., of Cleveland, O.;
The United Mfg. Ads. Co., of Colonie, N. Y. The National Ad Age Company, etc.

300 NAMES

And Addresses of Indiana Farmers. Only 2 at a

post office. Guaranteed reliable. $1 for the whole list.
Address John C. Leachman, Auburn, Ind.

HENRY C. CROSBY,
Advertising
Signs.

RENOISE BUILDING,
PATerson, N. J.

FREE! FREE!
Names and addresses of honest, honest and
reliable Mailing. Distributing, Clipping, Sub-
scription Filing. Coop and General Agents, including, per or Advertising, etc. Circulating now
only mailed per day at $1 each; one for 50
per cent. Advertising agencies accept
Our Sabies are our Reference.
THE MONUMENTAL ADVERTISING AGENCY
BALTIMORE, MD.

THEATRICAL AND CITY BILL POSTERS,
Distributing and Advertising Agents,
Work promptly and properly executed.
C. B. WOODCOCK, Mgr. FORT WATKIN, IN.

EVERY BILL POSTER
ADVERTISER
WANTS AND NEEDS

Profitable Advertising
(ILLUSTRATED)
The Advertising Trade Journal
of New England.
Full of ideas and suggestions for
the Publisher Seeker.
Subscription Price, $1.00 per year.
Send 10c. for sample copy.

KATE E. ORISWOLD,
Editor and Publisher.
13 School Street, BOSTON MASS.

POSTERS
OF ALL KINDS AND
HAND BILLS
TOO.
The best work and lowest prices that can be
obtained in all America. Write on.

THE GREAT AMERICAN ENGRAVING AND PRINTING CO.
17 RELIANCE ST., NEW YORK.

W. S. BYE, Manager. Member International Association
of Distributors.

The Cedar Rapids, Rev. and Distributing Agency,

720 South 8th St.,
CEDAR RAPIDS, I A.,
Contracts made for distributing all kinds of circulars, samples, etc. Signs and show cards.
Names, addresses and newspaper clipping insertion. Our station is one of the best distributing
centers in the west. We take care of the work.

Distributing Office, N. W. S. Gen Office: Butte and McCauley Sts.
I have. just returned from employ of a large company and I am ready to take up the
work at once. Write for cheapest terms. We make no promises. Please
write to: Brisco tuck, Ind. T. O. W. B.

Jno. H. Jones
BILL POSTER.

John T. Williams,
BILL POSTER.

La Crosse, Wis.

is situated in the rich milling district of the
Northwest. La Crosse and surrounding coun-
ties present a rich field for advertising.

Circular Distributing.

We distribute circulars and hand up signs
in La Crosse and six adjoining counties.
We do good, prompt, efficient work, and
promise satisfaction in every particular.
Our prices range from 4c. to 15c. per card
according to size and method of distribut-
ion. Write for information.

CIRCULAR MAILING.

We mail circulars to all parts of the country
at the rate of 100 per card. They are
mailed to all classes of people. Only good
fresh arsenic used. Our prices are 20c. per
100, $2.00 per box. Terms cash with or-
ders made in full prior order and it will re-
serve prompt attention.

STAATS ADV & DIST. AGENCY

LA CROSSE, WIS.

Pops. of 35,000.

WILLIAMSPORT, PA. Pop. 35,000.

S. M. BOND,
GENERAL DISTRIBUTOR,
Rates Reasonable. Good Reference.
Member International Association.

SIGNS AND SAYINGS

Say your Say on
SIGNS NAILED UP
Where they will be read, or in
CIRCULARS Distributed
Where they will pay.

Member International Association Distributors,
John Donaldson. ITHACA, N. Y.

1900 Tavon Hill Postage Co.,
BILL PORTERS & DISTRIBUTORS.
Best Results. Best Block. Best Workman
A. B. WHITE, Mgr. and Treasurer.
Office: 40 Coborn St., Teuton, Iowa.

Baltimore, Md.

John H. Jones
BILL POSTER.

365 Morrison St., PORTLAND, ORE.
Population 30,000.

1897 Established.
Do You Intend to Advertise in

SAN FRANCISCO?

350,000 Population.

44,000 Lineal Feet Fencing,
10 and 20 Feet High,
Licensed and Protected.

... IF SO...

SIEBE & GREEN
OWN THE...

BILL POSTING
AND......

PAINTED SIGN PLANT.

Address, 11th and Market Streets.
Posters!

Commercial,
Circus,
Theatrical.

HENNEGAN & Co.
Designers,
Engravers,
Posters a Specialty

LARGELY INCREASED FACILITIES FOR 1897.
HENNEGAN & CO.
Poster Printers.  Cincinnati.