

THE BILLBOARD

Vol. IX, No. 9

CINCINNATI, OCTOBER 1, 1897.

PRICE IN CENTS
PER YEAR, \$1.00

RAMPANT.

The Executive Committee of the A. B. F. A. Breaks Loose With a Choice Assortment of Clubs—The Ax Wielded in Great Shape.

The following letter, report and order sent out to members a couple days ago:

Dear Sir—Herewith we beg to send you a copy of minutes of the meeting of our Executive Committee, held at Hotel Marlborough on October 5, and Official Order No. 1.

The reading of the minutes developed the fact that there was considerable dissatisfaction and cause for complaint among many of the members. It was found that quite a few large advertisers were entirely ignoring the association also by giving business to non-association members, and that their paper was also being handled by non-association members.

As you will note, there were two applications for soliciting membership, Mr. Donaldson, of Cincinnati, and Mr. Burke, of New York. The committee had received numerous letters from members for and against the plan of giving names on the roll. There was also complaint about the present address not being up to the rules of the organization, and, in addition, many of our members were found to be very dissatisfied in the matter of their dues. After considerable earnest discussion, it was the consensus of opinion that the association had reached a critical point in its career. Your Executive Committee felt that while much good had been done through increasing the standard of service and enforcing the price to a point where the bill rendered was enabled to improve the plant and give a such guaranteed service as would create the confidence of the individual, so well as the local advertiser, at the same time there was a lack of cohesive force which made your committee feel that, in order to achieve the result aimed at by us organization, decisive measures must be taken and strict discipline enforced. Your committee felt that under no circumstances or conditions would it pass any resolution except in the putting of the same on its statute books. The unanimous thought was, that if a resolution was made it should be lived up to, even if such adherence to principle meant the elimination of membership of its members. The two-week period to stand on the added bill-book of duty to being paid and parcel of a real organization which did not respect its own rules.

The committee wish to state that they fully realize that their action is much more drastic than that which was enacted at former sessions, but they also feel that the crisis which has been reached by the life of the organization must be met with determination and force, in order that the association receive from the trader at large,

the their self respect and encouragement of loyalty to their principles. Respectfully submitted,

J. ELLIARD CARROLL, Secretary.

Meeting of the Executive Committee held in the Hotel Marlborough, New York.

REPORT OF COMMITTEES.

JOHN F. OTTING, Sec'y, August 5, 1897.
To the President and Members of the Association.
All Photos Associates of the United States and Canada.

Gentlemen—Your Finance Committee here this day examined the memoranda and accounts of the *Bill Board* and occupied session with the same above vouchers were presented, and find same correct so far as the accounts covered by vouchers.

We find the majority of the items in the book have no vouchers presented for them, but memoranda written out by the allow or others presented in his envelope. While we are satisfied the accounts are correct, we do not approve of the methods of carrying on the business of the *Bill Board* in connection with the accounts of the same.

We believe a complete set of books should be kept, and a voucher sent here after be presented for each separate item, or each account shall and be passed upon. One man is for this is that the only way to do business is by business methods. The set of books and vouchers should be presented in future at each annual meeting of the association.

Respectfully submitted,
HERMAN A. SEYMOUR,
BARNETT LEHR.

REPORT OF OFFICERS.

President O'Meada made a statement of the business of his office since the annual meeting, as follows:

Since granted dispensation to Gerald Hill Post Co., Portland, Mr. Eric Hill Post Co., Erie, Pa.; Jos. A. Walker, Chicago, N. Y.

Copies have been received from Andrews, Mathew & Johnson, Salem, Mass., and F. C. C. M. Manahan, N. H., against C. F. Houghbello, our solicitor, for giving them to post paper on non-association rates; also, from Casson City Hill Post Co., Milwaukee, Wis., and American Hill Post Co., Chicago, Ill., against the T. A. Taylor Process Co., Cincinnati, O., selling for cut rates and commission; also, in relation to the resolution offered by Mr. Campbell (a relation) in a monthly statement being sent to the treasurer, C. F. Ryan, also of having called the Finance Committee together to examine the books and vouchers of the paper. The *Bill Board*, at the last meeting of the committee, also the matter of the Memphis Hill Post Co., Memphis, Tenn., claiming no injury having been done them by a number of his association, also, having received a number of bills from the secretary calling attention to the members having any dues is paying up their dues. I send you a circular calling their attention to the amount of their



JOHN F. OTTING.

bill posters, advertisers and advertising agents that report which shows through the rigid adherence to what it believes to be the fundamental principle of our organization.

We look for constant, helpful support from our members. If it comes, we can provide a growth not only in our membership, but in the respect and confidence of the whole business community. If our membership decreases instead of increases, then that result leads to the organization, its organization, its by-laws and its officers, will feel that if by any means, these few will at any rate maintain,

Monday, October 1, 1897. Called pursuant to order from President O'Meada, meeting called to order by President O'Meada, who stated the first order of business was to organize.

Roll call showed the following to be present: Messrs. O'Meada, Seabrook, Ryan, Pratt, Carroll, Clark.

Upon motion, Mr. J. F. O'Meada was elected President and Mr. J. Ballard Carroll was elected secretary.

Chairman appointed Mr. Al Ryan as assistant.

Minutes of meeting July 21 read for the information of committee.

indemnities, and asking for a prompt settlement of the same; also, having directed the secretary to call the Western Arbitration Committee together to take action upon the complaint made against the T. A. Bolder Farmers Co., and to try and settle it on the basis of such terms.

Upon next day, it was agreed to take up each matter separately after passing through the order of business.

Secretary Currey reported the following receipts:

Received from J. A. Carson, treasurer, Lebanon, \$65.50; modified from members, \$70.00; total, \$135.50.

There is still due the association as follows:

Due by members for dues, \$25.00; due by stock associations, \$21.00; total, \$46.00.

RESIGNING MEMBERS.

E. T. Hoveck & Son, \$25; J. H. Brovok, \$1.50; Kells & Hovak, \$1.50; Hickey Adv. Services, \$12; Ramsey & Co., \$10; M. F. McDaniel, \$25; G. Robinson, \$25; Assoc. F. Co., Philadelphia, \$25; H. H. Traver, \$1; McQuigg, \$12; Mrs. J. McLaughlin, \$2.50; W. T. Rankin, \$12; D. G. Nance, \$25; W. S. Burton & Co., \$10; C. Harless, \$12; New River, \$10; J. C. Southern & F. Co., \$17; B. W. Walker & Co., \$20; Watson & Price, \$27; F. Keith, \$2.50; Ewer & Long, \$25; H. S. Yacklin, \$2.50; Erie R. Co., \$25; J. C. Tenny Adv. Co., \$2; W. S. Tucker, \$20; Chatham R. F. & D. Co., \$17; J. T. Marsh, \$17; City R. F. Co., Evans, \$22; B. G. Spalding, \$2; W. H. Ewing, \$2; Wood Street R. F. Co., \$2; Norton & Tomlinson, \$2; J. B. McCallum, \$2; J. O. Bowerock, \$2; F. B. O'Connell, \$20; L. H. Henscher, \$2.50; Overport Mason R. Co., \$2; A. G. J. Frost, \$2.50; S. B. Patterson, \$2.50; S. H. Bode, \$20; Hamilton B. F. Co., \$2.50; Amer. R. F. Co., Allegheny, \$10; M. J. Donley, \$2; Amer. R. F. Co., Chicago, \$20; Amer. R. F. Co., Pittsburgh, \$10; Amer. R. F. Co., Brooklyn, \$20; Erie Adv. Co., \$20; Memphis R. F. Co., \$20; R. J. Lawrence, \$2.50; J. F. Watt, \$2; Wilmington R. F. Co., \$2; J. S. Koller, \$20; Erie R. Co., \$2.50; J. P. Anson, R. F. Co., Etnawan, \$1.50; Amer. R. F. Co., Oak Park, \$2.50.

Delinquent State Associations: Williams, \$2.50; Indiana, \$10; Ohio, \$10; New York, \$25; Pennsylvania, \$2; Montana, \$2.75; Rocky Mountain, \$1.25.

Also having notified the Western Arbitration Committee to meet and take action upon the T. A. Bolder Farmers Co. in compliance with instructions from President O'Neil; also, of having written J. H. Hoveck, secretary, T. A. Bolder Farmers State Association, in regard to the non-payment of their per capita tax in conformity to a resolution adopted by the Executive Committee last month, and of having sent out a complaint circular in the matter of the Bolder Farmers Co.

MEMBERSHIP FOR MEMBERSHIP.

The following applications were read: Berkenstock R. F. Co., Berkenstock, N. J.; E. W. Evans, Havana, Texas; City R. F. Co., Chicago, Ill.; Eversole & F. Co., Eversole, Ind.; S. M. Sewick, Okemaw, Miss.; P. W. Riley, Marlboro, Mass.; H. E. Brown, Pennsylvania, Tex.; Waterbury City R. F. Co., Waterbury, Conn.

The application of Owen & Varney was taken from the table, and after a

lengthy discussion and reading of several communications in the matter as to who was the reliable firm to accept, it was unanimously decided to grant the application of Owen & Varney, San Francisco, Cal.

The application of W. Carroll, Chelsea, Mass., was also taken from the table, and all of the circumstances read, showing his desire was to become a member from Chelsea, Mass., only. It was also agreed to grant the application.

The application of Labor Bros. of California's, was also taken from the table, and all correspondence was read, showing they have never been an applicant for membership in any other association. It was also agreed to prevent their application.

The discussion devoted a better being taken, and declared all the above named stated as members of this association.

Applications were received from W. H. Donohue, Cincinnati, O., and S. W. Fisher, New York, and read, asking for appointments as official representatives of this association. Upon a motion, same was laid over until next meeting business.

NEW MEMBERS.

Motion made and adopted that the names of Messrs. Gilman & Shaugnessy, New York city, and J. G. Henson, Chicago, Ill., be accepted into the roll of representative solicitors.

The following resolution was offered and adopted:

Resolved, That it be the thought of the Executive Committee that the best interest of this association be advanced by selecting the following representatives, as per experience has shown that there is every likelihood that a couple of notices will only tend to provoke a civil commotion among the membership.

Upon motion made and adopted that all members who are in arrears to the association for more than one year's dues be suspended.

The following case was taken from the table:

E. T. Hoveck & Son, James R. F. Co., Philadelphia, Mrs. J. McQuigg, W. T. Rankin, D. G. Nance, C. A. Harless, Southern R. F. Co., Watson & Price, M. J. Donley, American R. Co., Philadelphia, Erie Adv. Co., C. L. McGee, W. S. Tucker, Amer. R. F. Co., Allegheny, City R. F. Co., Evans, Amer. R. F. Co., Brooklyn, and upon motion suspended.

RESIGNED MEMBERS.

Called by Chairman O'Neil.

Roll call showed some present: Messrs. O'Neil, Pres., Stahlbaum, Doyle, Egan, Carroll.

Appointments made from Iowa State Association, signed by stock members, as follows: A. B. Solo, president, John DeWane, vice-president, J. G. Spurr, secretary, James Coffey, treasurer, W. F. Damm, J. Wm. M. W. Wagner and A. A. Blood, asking for a charter for their State Association. Upon motion, same was granted, and the secretary directed to issue upon the payment of the fee as prescribed by our constitution and by-law.

Application of W. H. Donohue, per W. H. Donohue, secretary, was read, and it was adopted that in view of the adoption of the resolution of the morning a notice, the application of Don W. Hoveck was respectfully declined as a withdrawal.

Resolved, That all members of this association be notified not to make a contract for R. O. paper until further notice, and all members who have contracts now pending are permitted to carry out the contract on condition that they immediately notify the secretary as in the English form contained in order that same may be placed on file.

Resolved, That on and after this date any member of this association who takes work from any customer after notification from the secretary of the association that said firm is to be disbanded due to the use of members' heads on account of said firm going business in opposition to bill position, will have their names forthwith stricken from the roll.

Resolved, That any member of this association who accept work at less than the schedule prices, or give commissions or rebates in such allowance, or any commission of any kind or nature, to any except the authorized members or solicitors of this association, be immediately expelled.

Resolved, That the chairman appoint a committee to have the association incorporated.

The chairman appointed Messrs. Coyle, Pratt, Underhill and O'Neil.

Resolved, That the secretary be instructed to write the editor of the *Bill Board*, paying his attention to the resolution offered by himself at the July meeting of the committee, as follows:

Resolved, That the editor of the *Bill Board* make a monthly statement to the treasurer, C. F. Egan, of all collections on account of the *Bill Board*, and send check for amount of collections, on the current expense, and render the same by the 15th of each month.

This has been filed in comply with the above condition, that he be hereby so specifically notified that a confirmed violation on his part, or failure to comply, will result in the Executive Committee ordering a discontinuation of the paper.

W. H. Walker appeared, and asked for a disputation in accordance with the resolution adopted at Atlantic City meeting August 20, 1902.

In the matter of the Indiana State Association, letters were read from two executives, Carroll and DeWane. After considerable discussion the following was adopted:

Resolved, That in view of the fact of the former secretary of the Indiana State Association having defaulted, as per correspondence with the present secretary was furnished, and the amount they claim had been paid, \$25, if paid within three months, and the payment of the same carries with it the resignation of the Indiana State Association.

In the matter of the complaint of the Memphis Bill Printing Co., letters were received from said company, and it was stated, and same was laid over until the next meeting.

It was adopted that the incidental expense of this meeting be paid by the treasurer.

Bills from A. Dalt, \$25, and J. F. O'Neil, \$2.50, were received paid.

It was adopted that the secretary write their relative to it is stipulated in the fact that several complaints have been made against him for asking for cut rates, much less than the schedule adopted by the associa-

tion, and to meet every doing this act or send an answer to this communication, or be well be cited before this committee as they will meeting December 20.

Upon motion, of record said November 20.

J. BALLANTYNE CARROLL, Secretary.

OFFICIAL NOTICE NO. 1.

Dear Sir—Per instructions of the President of the Association and in conformity with a resolution passed at its regular meeting, you are respectfully notified that Mr. John Henson, of Chicago, and Messrs. Gilman & Shaugnessy, of New York, as an "adverse" advertising member of this association, and was not notified to discontinue on any business which they may send to your firm.

You are further notified that the application of Mr. Wm. H. Donohue, of Cleveland, was withdrawn, and that of Mr. Sam W. Hoveck, of New York, refused and you are not to allow these committees on any business that they may send you.

You are also notified that, as the "C" Company is making contracts with non-members, and as they are advertising beyond number, are not to handle their business until further notice. If you have already made a contract with them, notify the secretary here on, to the length of time of same, and a disposition will be granted for the carrying out of the contract only.

J. BALLANTYNE CARROLL, Secretary.

[ADVERSE ACCOUNTS.]

BOSSER MEET, BOSSER EAT.
Then Jump On Member With Both Feet.

[Illustrated by our Special Artist.]
The Executive Committee of the Associated Association of Billprinters met on New York October 4, and had a rather noisy meeting, if reports are to be believed.

Only one waster member of the committee was present. Mr. Leonard having been unceremoniously detained at the last meeting.

And the New York City members "didn't do a thing" to Bill, Jerome & Egan, from the local law firm. Messrs. Pratt and Doyle Stahlbaum did not attend, either, if they could see.

Thank of the Memphis Bill Printing Co. asking the association to stop it stop Wm. Hoveck (don't print) from maintaining an expedition plant in Memphis. Of course the matter was "laid over."

Gilman & Shaugnessy and J. G. Henson would were dropped from the rolls as refusing payment, the Edie Stahlbaum did not attend, either, if they could see. Thank of the Memphis Bill Printing Co. and the other because he is off his his camp.

Sam Hoveck and W. H. Donohue were turned down the wall, and members give orders somewhat that no one but the committee should be permitted to accept bills. In future from any of these firms. That a number of members were dropped from membership for non-payment of dues, among them being the American Bill Printing Co., Philadel-



The Power of Organization.

To the thoughtful reader it would seem that the march of civilization emphasizes one very important fact, namely: That as the human race advances toward the higher status of civilized life the individual members, which we collectively call mankind, become all-variant and are more dependent one upon the other. Remaining farther along these lines, we will find that civilization, which really means the permanent adoption of a steadily made of habits, traditions, customs and impulses marked at the right moment of a few individual rights. As a consequence, man has one up to the other for support.

The foregoing assertion is a brief comparison of philosophical facts. They prove beyond doubt that if the individual rights of any class of men are to be protected, organization is indispensable.

Advertising distributors have in the past few years been lifted from friends, or secondary middlemen, to the high position of representative business men. Of course, this position so occupied by distributors has already been attributed to the great interest that the advertiser in general are taking in regard to outdoor publicity. But it has been left to an organization known as the International Association of Distributors at all this particular branch of outdoor publicity upon a higher plane than ever attained before. Among the many things which this association has done so far being together into an organization a body of men whose character and honest methods have been most approved at the hands of the general advertiser in the International Association of Distributors is asserting in a power for good. The convention that was held in July drew together as one a body of business men as never assembled. The presence of the representatives of several advertisers already demonstrating the fact that the advertiser in general are watching it and its methods. Thus, it behooves every member to handle himself so that the sponsoring year may be one of great benefit to the man. But as that still is there as higher position to which we may aspire than to simply handle ourselves, and are only waiting for the touch of Stedehly's hand, or an encouraging word, ready to launch out and take hold of the possibilities and opportunities of making for themselves an honest livelihood as distributors and promoters of outdoor publicity all over this broad land!

Members of the I. A. D. herein find an earnest power of organization all the way in the glowing fire of historical literature.

Read. Let us see and all, looking as it was the key which will unlock the frontiers of one of the highest ideals of a business enterprise, seek to strengthen our ranks with the adroit and best of our race.

EDV. R. BRIDGER.

Publishers Press Agent.

Atlanta, Ga., Oct. 4, 1912.

The International Association of Distributors is now a successful organization—an accomplished fact. Its members have succeeded in establishing themselves and their associations on a firm basis. They have won the appreciation and confidence of advertisers, and they are now beginning to reap the reward of their efforts.

Last month they made the first payment under their business guaranteed service act. Mr. Langhorne, of Crystal Creek, while a member of the organization, refunded for service which he felt all to credit. The Dr. Miller Medical Co. of Elbert, Ind., was his friend. They made claim for the amount of their loss, and that same with the secretary, Mr. E. H. Galtman.

The matter was promptly seen by the Executive Committee, the loss properly approved and the claim approved. It was paid immediately and in full.

And now comes the happy termination of the incident. The Dr. Miller Medical Co., through its vice-president, Mr. E. C. Rowley, accepted the reimbursement for their loss, but in the following grateful letter to the secretary showed a like amount to the Association:

Elbert, Ind., October 3, 1912.
W. R. McMillan, Secretary-Treasurer, Chicago, Ill.

Dear Sir:—We have written to you with much thanks for the effect of your position in the International Association of Distributors and for the promptness of your return and also much of your quick delivery and plan it now in place of responsible loss and we are very glad to see that the program you have made believe that the work is in the right hands and that you are getting the right results.

In evidence of our appreciation of your efforts to promote business distribution, we enclose you ten New York dimes for every eight dimes and only five cents (10c), such as commissions which we ask you to accept and devote to the furtherance of the good cause in which you are engaged.

In explanation of the seemingly "odd" figure, we beg to say that it is the exact amount we desired to be by an organization of honorable men in payment of loss incurred through the temporary (yet brief) absence of one of our members.

With best wishes for your success, believe me,
Truly very truly,
DR. MILLER MEDICAL CO.
E. C. ROWLEY, Vice-President.

The Christmas issue of THE BILLBOARD will be the finest special number we have ever issued. One hundred at least have been placed in the hands of our members.

W. H. Cox, general secretary of the I. A. D., reports business good. His new letter head gives the names of all the leading advertising firms in the United States as patrons. Cox does all the editorial work at Fort Wayne, Ind.

Gen. W. Venable made a trip to Chicago recently. You got what he went after—money and more gold.

THE BILLBOARD has the largest circulation of all the advertising papers.

Here are a few extracts from letters that officers of the I. A. D. are receiving almost daily: "I have placed orders with your Waterbury and Appleton, Wis., members, and before many months go by will have a good big list of I. A. D. members. W. H. D. says that all the boys are inclined to pay the Dr. Miller claim, that is one reason I am going to increase the preference. I always feel led to place my order in their hands. H. T. Hayes, General Manager Ad. The Dr. Chase Co."

"Thanks for sending us the list of distributors, so we looked up places now work with members in the same connection in all cases where we can. L. E. Plankton Co., per Hunt."

"Several of your members lost my work by not covering my letters promptly; most of them are terrible slow. H. T. Hayes, General Manager Ad. The Dr. Chase Co., Philadelphia, Pa."

Why members do not answer letters promptly from a possible customer is what I don't understand. You certainly don't expect traveling agents to stop in one town until it pleases your royal highness to arrive. There are other distributors, you know, and if you want to make a success you must attend to business. Don't get it into your head that all there is to it to join the I. A. D. and work with some fine people. If you're here to get up and work, we will reward and guarantee your service and help you wherever we can, when we have done that, our only as officers to come. I hope all such complaints will ever be heard again.

J. T. Brinson, of Pittsburg, Pa., has returned from a successful business trip to Detroit, Mich., Toledo and Cleveland, Ohio, and Buffalo, N. Y.

The edition of the Christmas Billboard will be 12,000 copies.

Use every man with whom you have business in a gentleman will be proved otherwise. There being nothing further to do with him.

The following matter has recently been distributed in Cincinnati: Merrill, Soule Co., "Seven South Main St.," Advertiser Dr. Kline Co., broker, Howard Doug and Mutual Co., contact, Lytle Plankton Medical Co., booker, Dr. Chase Co., booker, Carr, secretary, Wells & Richardson, booker, A. C. Taylor & Co., printer, communication, Emerson Doug Co., communication book. Several best books are being worked through the D. T. Co. message book' service. Enough said.

Good Word in Kentucky.

Attorney Alexander Young and W. R. Corbett, the retired bill poster, are making arrangements for a gold mining expedition to Kentucky in the spring. They are working upon a scheme which contemplates the mining of the bed of the Yuba river. It is their belief that the bed of that great stream would furnish a more prolific source of gold than any yet discovered in the land of our day and age. They will not attempt to dig up or shovel up the bottom of the river, as many have proposed, but will be above it in a tunnel through and systematic manner.

Their scheme contemplates the construction of a boat equipped with a crane, moored after those used in sailing bed rock for the foundation of bridge piers. On the assumption that the fine gold lies hidden at the bottom of the river in the crevices of the bed rock, the men will be out in great conditioned forewells. It is estimated that millions of dollars could be cleared up in that manner of mining during the summer months. When water comes the party could pull out the boats and dig for gold in the stream with a petty purchase of \$200,000,000 in hand.

Mr. Young is of the opinion that the scheme would be the only profitable one for mining in the bed of the Yuba river. All other schemes which take in the dredging of the river he considers impracticable.

George Hesse and Paul Hesse will not hit the spot," said Mr. Young in a statement. "In the first place, a dredge boat will not work bed rock, when the gold is always found in the rocky portion. A good pump which rocks up rocks will be of no more use. In the dredge to get at the gold which sank in at the bottom of the Yuba, it is necessary that it be placed as systematically with the claim to the diggers. The claim which we contemplate using will cover about fifteen acres first."

Some of the mines already worked on claim at \$25,000 has been taken out of a shaft about 15 feet deep. On the theory that the bed of the Yuba it traces an average of an adjoining creek, we would clear about \$500,000 every time that the claim was sunk in the bed rock.

"When it is considered that the cost of the shafts employed in the Yuba contains more or less placer ore, it is very reasonable to suppose that the dives, into which all these rocks were sunk, show an awful golden legend. For centuries the gold mining has been paying their golden store into the river, and the big stream in fact has no doubt set millions and millions of dollars into the ocean."—St. Louis Herald.

THE BILLBOARD has more paid-up advertisers than any other paper combined.

Advertiser in the Christmas edition of THE BILLBOARD.

THE BILLBOARD has more paid-up advertisers than any other paper combined.

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LIST OF FAIRS, 1897

This list is published corrected... It contains an accurate statement of the fairs to be held during the season... It is published for the benefit of the public...

ALABAMA

Alabama Cottons County Fair Nov 10 to 15

ARKANSAS

Arkansas State Fair Near Hope Nov 10 to 15

CALIFORNIA

California State Fair San Francisco Oct 10 to 15

FLORIDA

Florida State Fair Tallahassee Oct 10 to 15

GEORGIA

Georgia State Fair Macon Nov 10 to 15

IDAHO

Idaho State Fair Boise Oct 10 to 15

ILLINOIS

Illinois State Fair Springfield Oct 10 to 15

KENTUCKY

Kentucky State Fair Louisville Oct 10 to 15

MARYLAND

Maryland State Fair Baltimore Oct 10 to 15

MINNESOTA

Minnesota State Fair St. Paul Oct 10 to 15

MISSOURI

Missouri State Fair St. Louis Oct 10 to 15

MONTANA

Montana State Fair Helena Oct 10 to 15

NEW MEXICO

New Mexico State Fair Santa Fe Oct 10 to 15

NEW YORK

New York State Fair Syracuse Oct 10 to 15

NORTH CAROLINA

North Carolina State Fair Raleigh Oct 10 to 15

PENNSYLVANIA

Pennsylvania State Fair Harrisburg Oct 10 to 15

SOUTH CAROLINA

South Carolina State Fair Columbia Oct 10 to 15

Texas

Texas State Fair Dallas Oct 10 to 15

Races.

Richmond Oct 10 to 15... Baltimore Oct 10 to 15... Philadelphia Oct 10 to 15... New York Oct 10 to 15...

Expositions.

Washington, D.C. 1897... Philadelphia 1897...

Poultry Shows.

Atlanta, Ga. Nov 10 to 15... Chicago, Ill. Nov 10 to 15... New York, N.Y. Nov 10 to 15...

Washington Oct 10 to 15... Baltimore Oct 10 to 15... Philadelphia Oct 10 to 15... New York Oct 10 to 15...

Dog Shows.

New York Oct 10 to 15... Philadelphia Oct 10 to 15... Baltimore Oct 10 to 15...

Horse Shows.

Washington Oct 10 to 15... Baltimore Oct 10 to 15... Philadelphia Oct 10 to 15... New York Oct 10 to 15...

CONVENTIONS, Trade, Educational, etc.

Washington Oct 10 to 15... Baltimore Oct 10 to 15... Philadelphia Oct 10 to 15... New York Oct 10 to 15...

Business Meetings.

Washington Oct 10 to 15... Baltimore Oct 10 to 15... Philadelphia Oct 10 to 15... New York Oct 10 to 15...

Amateur Shows.

Washington Oct 10 to 15... Baltimore Oct 10 to 15... Philadelphia Oct 10 to 15... New York Oct 10 to 15...

International Shows.

Washington Oct 10 to 15... Baltimore Oct 10 to 15... Philadelphia Oct 10 to 15... New York Oct 10 to 15...

State Shows.

Washington Oct 10 to 15... Baltimore Oct 10 to 15... Philadelphia Oct 10 to 15... New York Oct 10 to 15...

County Shows.

Washington Oct 10 to 15... Baltimore Oct 10 to 15... Philadelphia Oct 10 to 15... New York Oct 10 to 15...

City Shows.

Washington Oct 10 to 15... Baltimore Oct 10 to 15... Philadelphia Oct 10 to 15... New York Oct 10 to 15...

Neighborhood Shows.

Washington Oct 10 to 15... Baltimore Oct 10 to 15... Philadelphia Oct 10 to 15... New York Oct 10 to 15...

Special Shows.

Washington Oct 10 to 15... Baltimore Oct 10 to 15... Philadelphia Oct 10 to 15... New York Oct 10 to 15...

Specialty Shows.

Washington Oct 10 to 15... Baltimore Oct 10 to 15... Philadelphia Oct 10 to 15... New York Oct 10 to 15...

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Specialty Shows.

Washington Oct 10 to 15... Baltimore Oct 10 to 15... Philadelphia Oct 10 to 15... New York Oct 10 to 15...

OUR NEW CHRISTMAS POSTERS FOR RETAIL MERCHANTS ARE NOW READY.

We are a little bit late with them this year. The delay could not be avoided. We have been so busy with Theatrical, Fair, Poultry Show and Bench Show Posters, that we could not take up our Holiday Posters until fully two months later than usual. But, though belated, they are beauties. They will sell on sight. **SAMPLES FREE TO BILL POSTERS.** Write for them now. Almost any merchant will advertise for the Holiday Trade. Now is the time to get them started on the boards.

The Donaldson Litho. Co., CINCINNATI, O.

Jointed Magnetic Hammers

Just the thing for Card Tacks.



The hammer is a true magnet which will carry your card or any other magnetic material. The magnetic handle and magnetic head insure the work which holds the card or the sign, as follows: you to get your work up high, always above the reach of children's hands.

Donalson Lith. Co.,
Cincinnati, O.
Chicago, Ill. 2711 and 1711
You can buy this jointed magnetic hammer in great quantities. The price is 10¢ per dozen and 10¢ per dozen for the same article for mailing purposes. Send for samples free.

PRICES:
10-in. handle, 5 sections, \$1.00
12-in. handle, 6 sections, \$1.25

DONALDSON LITHO CO. Sole Agents,
CINCINNATI, O.

SEND NOW WITHOUT DELAY, WILL NOT C.O.D.

Bill Posters' Paste Brushes.

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

PRICES.

2 inch, \$2.25 each.
4 inch, 3.75 each.
6 inch, 5.00 each.



This is now called
"UNEXCELLED"

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

PRICES.

2 inch, \$2.25 each.
4 inch, 3.50 each.
6 inch, 5.00 each.

SEND YOUR ORDERS TO
The Donaldson Litho. Co., Cincinnati.

Jointed 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.**

Send with order. None sent C.O.D.

Bill Posters:

If you have not received our samples of Pictorial Posters, write for same at once, and we will forward same Free of Charge. You can sell them to your merchants and make a commission. Every bill poster should keep our catalogue in his office, it gives prices on all kinds and sizes of posters.



Hennegan & Co.,



Poster...

Printers.

*719-721 Sycamore Street,
Cincinnati, Ohio.*

Excelsior! Excelsior!

YOU ARE LOOKING FOR THIS.



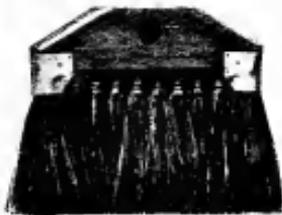
QUAKER CITY, No. 10. 9-inch.
\$2.50 Each. \$24.00 per dozen.

Also the No. 19, 9-inch Extra Extra, made VERY
full and especially adapted to Circus work.
\$3.75 each. \$22.00 per dozen.

Give us a trial order, and you will use no other,
Sent C. O. D. to all parts.

The most satisfactory Bill Posters' Paste Brush
on the market.

Made only of PURE RUSSIAN BRISTLES,
therefore WILL hold the most paste. Ask the lead-
ing Bill Posters of the United States and Canada as to
the wearing qualities.



EXCELSION No. 30. Extra 9-inch.
\$3.00 Each. \$20.00 per dozen.

ELDER & JENKS, Makers, 127 North Fifth St., PHILADELPHIA, U. S. A.

Sole Western Agents, THE DONALDSON LITHO. CO., Cincinnati, Ohio.

FIVE STANDS POSTED IN MARBLEHEAD

WHICH CREATE AN INTEREST
IN THE CITY OF MARBLEHEAD
AS THEY WILL BE
ERECTED IN A LARGE
USE.

NOON BILL POSTING CO.,
MARBLEHEAD, MASS.

Peru, Ind. Chas. W. Stateman
Lansed City Bill Poster and Distributor.

Allen's Press Clipping Bureau
Office, Room 344-4, 4th Broadway at
the Princeton, Union Block, Portland, Ore. - no
other than direct, San Francisco, Cal., San Francisco
and finally every publication printed on the
Pacific coast from Alaska to Mexico. 12

LORAIN, O. P. J. SMITH,
Bill Poster and Distributor. 2123 N. 2d St.

CITY BILL POSTING CO.,
HARVEY E. RUSSELL, Manager,
NORWALK, CONN.

Nashville, British Col. Pop. 7,000.
Bill Poster and Distributor. 212 N. 2d St.

C. F. Bangasser & Co.
CITY BILL POSTERS AND
DISTRIBUTORS, 117
Ninth Street and Tipton Building, One of Bill
Posters in the country. P. O. Box 21
WOMANVILLE, OREGON
Oakland, Cal.
Bill Poster and Distributor. 212

TRENTON, New Jersey
The Trenton Bill Posting Co.

Over all Billboards in the city and adjacent
neighborhoods. - Expenses for water of all
Bill Posting and Distributing.
Wm. A. WILKINSON, Manager.

Kansas City, Mo. Pop. 300,000.

Bill Posting and Distributing Co., Joseph Hill, Bill
Poster and Distributor. 212 N. 2d St.
Bill Posting and Distributing Co.
Wm. A. WILKINSON, Manager.

**THE MANHATTAN
PRESS-CLIPPING BUREAU.**

ARTHUR CASNET, Manager,
Knickerbocker Building,
No. 4 West 14th St., New York.
Supplies press clippings for Trade Jour-
nals, and all subjects. Best Selection.
Hos. CHAUNCEY M. HURVEY
in use of regular patrons.
Hos. CALVIN S. TRICE.
You have the best facilities of any-
one in the field in your business.

STERETT Show Printing Co.
San Francisco, Cal.

Tucson, Ariz. 2,000 P. of boards
to be made. Dec. 15, 1901

L. A. DANIELS,
City Bill Poster and Distributor,
SANTA CRUZ, CAL.
POPULATION 8,000.

Member International Bill Posters Association
of United States and Canada.

MANNING, S. C.

Pop. 1,200. Only ad agency, leading
Bill Posters in S. C. Jones
Bill Poster.

Wauken, Ia. Wm. S. Hart & Co.
Pop. 1,200. Only ad agency, leading
Bill Posters in Ia. Jones
Bill Poster.

Fort Wayne City Bill Posting Co.

Trademark and City Bill Poster. Only
agency and advertising agency. Work
promptly and properly done.
Bill Poster and Distributor.
Wm. A. WILKINSON, Manager.

FAYETTEVILLE, N. C.
Bill Poster and Distributor. 212 N. 2d St.

Jackson, Ok. C. A. Henderson & Co.
Bill Poster and Distributor. 212 N. 2d St.

MILFORD, MASS. Pop. 9,000.
Bill Poster and Distributor. 212 N. 2d St.

Press Clippings

Proposed excises, fairs, entertainers,
etc. Other lines of items from the
newspapers of the country. Sent for
particulars.

R. E. Newspaper Bureau,

149 Franklin St., Boston.

Aurora, Ill. R. MARVIN,
Bill Poster and Distributor. 212 N. 2d St.

STAVANGER, MINN.

Bill Poster and Distributor. 212 N. 2d St.

MEMPHIS, TENN.

Bill Poster and Distributor. 212 N. 2d St.

Scranton, Pa. 554 Deacon,
Bill Poster and Distributor. 212 N. 2d St.

LINA, OHIO. Pop. 20,000.
Bill Poster and Distributor. 212 N. 2d St.

**Southern Press
Clipping Bureau,
Atlanta, Ga.**

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

Butte, Mont. W. E. Knudrick,
Bill Poster and Distributor. 212 N. 2d St.

KIDGINSVILLE, MO. Pop. 1,000
The Great City of Bill Posters.

RIGG BROS.,

The only licensed BILL POSTERS in identity
with the use of trademarks and distinctive
posters in the city. We are now open. All
work promptly done. Bill Poster and
Distributor and Bill Poster. 212

Olney, Wm. E. Export Ad Writer,

Bill Poster and Distributor. 212 N. 2d St.

THEATRICAL AND CITY BILL POSTERS,
Distributing and Advertising Agency.
Work promptly and properly done.
C. E. WOODMAN, Manager. 212 N. 2d St.

Santa Fe, R. M. A. M. Gittelbach,
Bill Poster and Distributor. 212 N. 2d St.

VIRGINIA.

KOS. H. GOLDSMITH.

GOLDSMITH BROS.

JAKE GOLDSMITH.

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

Best Work, Best Stock, Best Location, and most important of all, Best of References.

Population 4,000. Drawing Population 8,000.

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

BUBBPOSTS BILLS AND DISTRIBUTORS
CIRCULARS BY
WILLIAMSPORT, PENN'A**THE CLIPPING BUREAU**

KEEPS YOU POSTED.

We send practically all the daily and weekly newspapers of the country, receiving them direct from the publishers and coming out those issues of designated interest to our clients at once.

All the latest literature on any subject selected at your order.

Material for trade and class papers, addresses for the catalogues, booklets and printed matter of business houses, personal notices, articles for speeches, lectures, sermons, books, obituary notices, advertisements, etc., etc.

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

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

**THE NEW ENGLAND
NEWSPAPER BUREAU,**
124 Franklin St., Boston

Full Colored Glass,
Heavy Brass
Steel ShaftsPrinting Cards and
Trays for sale.Lith Stone Engravings,
Cuts and Photo Engravings,
Booklets, Cards.**OGDEN & CO.****Automatic Slot Machines,** Boston, Stor, Carls,
Muske, Carter, Etc.

New Designs Every Month. Largest Factory in U. S.

Reference Change Address
at Liverpool, England.

105 Clark Street, CHICAGO, ILL.

The Christmas Billboard, 1897.

During the year the **THE BILLBOARD** will issue but one special number. This will be the Christmas number, containing 20 pages, beautifully illustrated and well bound in a decorative cover, available lithographically in color. It will appear at the end of the year. The advertising rates will be as usual per square line, with no per cent added for special quotations.

LARGER ADVERTISEMENTS.

Whole page	\$2000
Half page	7500
Quarter page	1500
Eighth page	800

LITHOGRAPHED PAGES.

Page 2 of Cover, in 4 colors	\$1000
Page 3 of Cover, in 2 colors	4000
Page 4 of Cover, in 2 colors	3000
Booklet page outside, in 4 colors	3000

The ad insertion will be made from these prices, and no discounts of any kind. Copy for advertisement lithographed covers made ready to use four days before sale. Last issue closes Dec. 31. Size of 12 1/2 x 16 1/2, 10 1/2 x 15 1/2.

JOHN T. WILLIAMS

Manager Northwest Bill Posting and Advertising Co.,

**346 MORRISON STREET,
PORTLAND, OREGON.**

Member L. A. D. and P. C. B. P. A.

Population 90,000.

1897

Established 1868.

THE LEADING SHOW PROMOTERS
"LITHOGRAPHIC OR BLACK"
IN THE UNITED STATES USE

AULT & WIBORG'S
POSTER INKS

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

JOHN L. MARSH
VANCOUVER, WASH.Largest Theatrical and Commercial Bill Poster,
Card Tacking and Sign Posting a Specialty.
All Work Guaranteed. Population, 2,000.Meridian, Minn., Pop. 15,000
L. J. Walker, 107 1/2 1st street and church
St.Bill Posting, Sign Tacking and
General Distributing done satisfactorily
or Money Refunded. Write for Terms.**A. J. BLACK, Summitville, Ind.****R. W. STORRS,**

De French Springs, Fla.

Can cover all work in any county of Fla.
month in any season desired.**ACCOUNTANTS.**

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

SCIENCE OF ACCOUNTS.**ART OF BOOK-KEEPING.**

ACCOUNTANTS' SYSTEMS rendered 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. KITTREDGE. Subscription One Dollar a year.

Accountant's Association,
WOOL EXCHANGE, NEW YORK.**PAULDING, OHIO.**

P. W. French, Distributor. Work guaranteed.

EARLISE, IND.

Earlisse Co., E. J. Collins, Distributor, a

WANTED, AGENTS, to sell our elegant**ADVERTISING CALENDARS**

Big Profits. Fine Line. Write Immediately.

The Henderson Lithographing Co.

Novelty Department.

CINCINNATI, OHIO.

SETTER BROS. & CO. COLLINS CENTER, NEW YORK.

We sell 0000

ENGRAVING BLOCKS

Cheaper than any other firm on earth. By 0000 Engraving Blocks we mean blocks that are in every way strictly high-grade and first-class in every respect. We have sold over 100,000 of these blocks in the past five years, and our trade is increasing at such a rate that we expect to sell as many more in the next twelve months. That is the best testimonial we can offer of the quality of our blocks.

Plain, Cherry and Rosewood
**RULE.
REGLET.**

Type Stock Material for Small
Wood Cut Work.

BLACK BOARDS,
LITHOGRAPH BOARDS,
AND PASTE BOARDS

LUMBER.

DON'T FORGET THE ADDRESS;

SETTER BROS. & Co. COLLINS CENTER, NEW YORK.



Delaware, O. G. D. McGuire,
City and Thornton.

ESTABLISHED 1870.

CHARLES W. YORK,

Bill Poster and
Advertiser.

HAVERHILL, MASS.

I make a specialty of identifying
References if supplied. 200

Putnam, N. Y. 24 Mechanic St.
W. F. Sawyer, The Banner King Bill
Poster and Advertiser.

THE SPIRITUALISTIC SENSATION!



THE SPIRITUALISTIC SENSATION!
The most wonderful and mysterious
phenomenon of our age. It is the
power of the human mind to
communicate with the spirits of
the dead. It is the power of the
human mind to see and hear
things which are invisible to the
natural eye and ear. It is the
power of the human mind to
travel through space and time.
It is the power of the human
mind to see and hear things
which are invisible to the
natural eye and ear. It is the
power of the human mind to
travel through space and time.
It is the power of the human
mind to see and hear things
which are invisible to the
natural eye and ear. It is the
power of the human mind to
travel through space and time.

Charleston, W. Va. Pop. 18,000
is the largest distribution center
available. Address as above.

Grand Rapids, Mich.
George E. Leonard, Sole Distributor.



YOUR PORTRAIT.

We will send *The Advertising World* (price 75c), and engrave your portrait, style haircuts, and furnish plain ready for any printer in great form, all for \$2.50. Send photo, which will be returned. Engraving, name size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. *The Advertising World* is an eight-page, illustrated, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbia Miss.

FRANK M. DEUEL,

BILL POSTER AND PAINTER, ALSO CIRCULAR DISTRIBUTOR,
187 Schuyler Avenue, KANKAKEE, ILL.

Population, 20,000; 100,000; 200,000; 300,000; 400,000; 500,000; 600,000; 700,000; 800,000; 900,000; 1,000,000.

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

The Hustler Advertising Co.

OUT-DOOR ADVERTISING
IN ALL ITS BRANCHES.

W. H. CASE, President.
24 NORTH BEND STREET, PORT WAYNE, IND.

A MONTHLY TO BE HAD FOR
\$2,000,000



ALL KINDS OF PRINTING AND ENGRAVING

BELVIDERE, ILLS.
Frank. White, Bill Poster, 117 - Market St., Ill.

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

JOHN H. JONES,

Bill Poster and Advertiser, 117 - Market St.,
Ills., N. W. Cor. State & Madison Sts.,
BALTIMORE, MD.

TROY, ILL.

F. C. Gault, Bill Poster and Advertiser,
Belvidere, Ills.

HENRY C.

CROSBY ADVERTISING SIGNS

Enables Building
PATERSON, N. J.

OFFICE OF

*Sam W. Hoke*LONG-DISTANCE
BILL POSTER.107 WEST 28TH ST., NEW YORK.
TELEPHONE CONNECTION.

I WANT TO HEAR FROM EVERY BILL POSTER IN AMERICA, AND AT ONCE.

I am now busy with the following orders:---

30,000 8-sheets, 20,000 3-sheets, 10,000 1-sheets, and 3,000
24-sheets for one advertiser.20,000 8-sheets, 20,000 3-sheets, and 30,000 1-sheets for
another advertiser.

A Half-Million quarter-sheets for another advertiser.

20,000 4-sheets and 5,000 8-sheets for another.

50,000 8-sheets and 100,000 1-sheets, for another.

5,000 8-sheets and 5,000 12-sheets for another.

And

45,000 1-sheets for two other articles.

(I had expected to give names of the above advertisers, but some
of them objected to having their plans made public in advance.)Heretofore I have rarely asked for information from bill
posters in very small towns, but I am having so many calls for vil-
lage of Five Hundred, One Thousand, and up, that I now want to
hear from everybody that does bill posting.Let me know the present population of YOUR town, and a
statement of the number and sizes of the billboards and dubs that
you may have, AND YOUR PRICES.*Sam W. Hoke*

Long-Distance Bill Poster,

Telephone Connection.

107 W. 28th St., New York.