The Billboard

For

March.
PRODUCERS OF HIGH-CLASS POSTERS.

There is naught that is banal about a Donaldson poster. The text, decorative devices, color schemes, always abound in refreshing novelty and originality. They are dominant and distinctive in the company of other posters; an attribute which in itself possesses much advertising value. There is no other American firm whose product possesses this peculiar quality in the degree that obtains in a Donaldson poster.

—The Lithographic Art Journal.

PRODUCERS OF POSTERS THAT PAY.

If you want to advertise anything, anywhere, at any time—use posters. Donaldson posters. Write the Donaldson Litho. Company about it to-day.

NOTICE.—We have a new proposition to make to bill posters, sign painters and distributors. There is easy money in it for you. If you are interested, write us.

Only one in a town. First come, first served. Write now.
Charles Dickens and Billboards.

How would the world look without billboards? Has any one ever tried to imagine an answer to that question? to find out what the world would be like if billboards were not so much in evidence? to discover what would take their place? to find out what would happen if men were not so much in the habit of reading posters on walls and sidewalks? to find out what would happen if men were not so much in the habit of looking at signs and images on the street? to find out what would happen if men were not so much in the habit of reading posters on walls and sidewalks? to find out what would happen if men were not so much in the habit of looking at signs and images on the street?

In opposition to the innocent spectator, business men discuss the question of obtruding publicity by the use of billboards, as if it were some new and untried method. Though this mode of advertising is not really ancient, it is old enough to be judged by the experience of secure generations.

The use of billboards, or what answered as such, was known to London before the Popery Riots in 1720. When Charles Dickens the famous novelist was a young man, and, as a reporter, was trying his hand at elaborate sketches for the London Morning Chronicle, he wrote his acrid, satirical, account of his ride in the run of the "King of the Bill-stickers." How much of it is true, and how much of it is the product of Mr. Dickens' fertile imagination is not known; but the facts are easily certified. It also in the estimate the novelist pays upon the power of the poster. He begins his sketch with this paragraph:

"If I had an enemy whom I hated—which happen'd indeed of a something that sat heavy on his conscience, I would procure a tremendous 'King of the Bill-stickers,' and, with a large impetus, would throw him up the sides of a London street. Thus, if my enemy passed an unoccupied house, he would see his conscience glaring down on him from the parapets and peeping up at him from the cellar. If he took a dead walk in his walk, it would be alive with reproaches. If he sought refuge in a tavern, the greatest Stella would become Babel's palace to him. If he look out a window, it would be as maddening to him as the rustling leaves are to the skunk.

If he walk the streets with downward gaze, he would recoil from the very stones of the pavement, and walk as from the repulsive charm of a topographical lithograph. If he đrove or rode, his way would be blocked up by enormous vans, each proclaiming some words over and over again, from a high extent of surface. Until, leaving gradually thinner and paler, and having at last totally rejected food be would insensibly perish, and it should be avenged.

This description may be called Dickenscapo, but is it not true? Who has not turned from posters frequently with a feeling of disgust or repulsion, even when the subject has not touched the secret of a troubled conscience? And who has not smiled irritably at other posters that have shown humor, or at least good nature in their make-up. Of this class may be mentioned a late one of the Admiral Cigarette. The healthful, laughing face of the woman, the side glance of her dark eyes, the clasped hands, all say that the Admiral is in port and somebody is beggging proclamations and declarations, and which were only a decay size, the manner of posting the bills (as they did not use brushes) was by means of a piece of wood which they called "bolster." Those things continued until such time as the State Lottery was passed, and the priests began to print large bills, and men were employed instead of women, as the State Lottery Commissioners then began to send men all across England to post bills, and would keep them not six or eight months at a time, and they were called by the London bill-stickers 'transports,' their wages at that time being ten shillings per day besides expenses."

His Majesty explained to the young reporter how the business of bill-sticking grew, and how the bill-stickers fought for walls and bill-studding until Parliament was compelled to take a hand and regulate the business by digested enactments. He told all about the mysteries of the sizes of the bills, and how "joined" came in and superceded the place of ladders.

His Majesty had very emphatic ideas as to the contents of the poster, which he expressed in this wise:

"You can hardly put too little in a poster; what you wanted was two or three good catch-lines for the eye to rest on, and then there you were."

This advice has kept well. Its practical use proves its soundness. An over-crowded poster is an abomination; bearing too many things at once is altogether uninteresting. And to the king's description, "three or four good catch-lines" (might be catch-words, Sundays) or, an attractive figure, something making a cut and there you are.

MARGARET HOLLINGSHEAD.
New York.

SCROLLS OR BILLBOARDS.
Novel Scheme to Revive Public Interest in Religion.

MINDS, Mich., Feb. 1.--As a result of the "Universal Free Display Society's" efforts, it is expected that within a year almost every billboard, dead wall and fence in the country will blossom forth with the usual quick nostrum advertisements, but placards of quite different character, tending to draw men to religion.

The society has its headquarters in Muskegon, but almost its first work was done in Niles, where permission was obtained to stretch a banner across the main street. Within a short time the work will be carried to Chicago and Detroit. Flourishing sects exist in Kalamazoo, Lake City, Muskegon, Traverse City, Benton Harbor, St. Joseph and Niles.

The engraver of the scheme is A. E. Stander, No. 252 Dearborn avenue, Chicago, a travelling salesman and an Englishman by birth. Mr. Stander says:

"Early in January, 1896, while following my business, I was impressed with the remarkable success attending commercial advertising in public places, as is illustrated in patent medicines, tobacco, etc., and the idea came to me that this would be a good system to apply to the Lord's work. Whenever I looked at a bare wall the words, 'Go and do it,' would follow me. I could not banish them.

"While at South St. Mary's I decided to issue a circular letter to devout Christians and obtain from them some expressions."

The original society is organized as follows: President, the Rev. Joseph P. MacCarthy, Muskegon; vice-president, E. M. Doty, Columbus, Ohio; field secretary, A. E. Stander, Chicago, Ill.; recording secretary, L. K. Lysell, Muskegon; assistant secretary, Stephen Sparkling, Muskegon; treasurer, E. R. Stafford, Muskegon.


The above is a condensed account of a newspaper yara which is in the shape of an Associated Press dispatch, obtained with the aid of the contemplated operations must be taken with a grain of salt, but the organization is bona fide and well personed.

As a plan to drive bullet skirts off the streets, we might be more practical and feasible than the usual American, i. e., wordy, restless legislation. We shall be glad to see it tried. It lets go, gentlemen. The bill-posters of the country are ready and willing.—Ed.

In spite of all the magnificence, support and advertising prowess, accused them the official organ and Shakhrisbod’s book are liable to go the way of all things consigned in spite and launched in vituperation.

Our advice is rather conflicting. Dis-approving advertising, how it seems to be fit-ten off. Its lenses are variously placed at $500 to $850. It is probable that the usual figures are not known. It hardly seems as though it could have lost a hundred on issue.

The Bill Poster’s report as it reads as is subject as fuzzy. The lenses in its case range between $750 and $1,500. There is only one sign that our informants seem to agree upon, and that is the amount of its unemployment. This is to be presumed to be $1,500.

As an object against this, Campbell gives an account of one of our correspondents, $1,400. Others place the assets at $1,350, $8,500, $7,500, and one estimators and one hundred. It is probable that it would not be a cheap.

We get it fairly good, however, be-cause, that the lenses for a page high in the prestigious magazine is to be minus of $1350. We are a matter of $1,000 in case it is as much a basis, and $1,500 in case it is not so

In this extremity the friends of the two papers have rallied about them with most sumptuousness and every effort. They have formed a stock company capitalized at $75,000, amalgamated the two papers and will publish them jointly in the future, one on the 1st and the other on the 15th of the month.

That stock company has been gobbled up eagerly longer this, which seems a strange little. If the association could not support one paper it is not altogether apparent how four of them would be unassociated are going so support two.

Be as it may though, the prospectors are exulted, and both these latter are entirely willing they should continue the good.

The Executive Committee of the A. B. P. has been most seriously denounced for its attitude toward solicitors. Guide in particular has come in for a large measure of censure. Up to this time he was known to the association, he strenuously advocated "more solicitors," but the moment he got to be experienced a change of heart. Some bill posters fear him a turncoat, others merely think he has knuckled to Shakhrisbod. Be as it may, he has lost most of the regard that his plucky fight against the unjust mandates of the association won for him. The result of it is that now when the usual meeting takes place at Buffalo the constitution will be amended as to prevent solicitors from ever being appointed to the Executive Committee or holding office again.

Several members are already framing resolutions to the effect. The following has been submitted, viz.:

Resolved, No bill poster nor officer in a bill posting company shall be entitled to the solicitation for office who is engaged as a solicitor or middleman.

This is the object of the measure as it would put an end to all the unsavory bill posters of the organization. Under the present constitution all bill posters are encouraged to solicit and entitled to the solicitations by the commission on all work that they send out. It is going to be a matter of some difficulty to cut Gade and Shakhrisbod. Both of them own stock in bill posting companies that are members of the association.

However, the sentiment in favor of more solicitors is growing stronger every day, and we have an idea that the two gentlemen who oppose it from party set-fish motives will oppose a persons related at the proper time.

Much sympathy is expressed for Gilman and Leonard. The problem of the group is that they have been mobbed, and men everywhere, as in the case of Sam W. Street, are supporting them simply to prevent the disapproval of the Executive Committee’s action.

A. B. P. Executive Committee.

Pursuant to the president’s call the Executive Committee of the A. B. P. met at the Great Northern Hotel, Chicago, Feb. 27. The president renewed the theory of the association to be relied on, did nothing at all.

A motion was made to dissolve the association just prior to the meeting that it was to be a sort of sequel to the Bill Poster. The board actually asked that they perform an autopen. But they did not.

They did not do anything. Oh, yes, they did, too. They received Geo. Leonard’s report on Minneapolis and Loudonville, and ate a Chinese dinner, and that is all they did do of consequence, except to amalgam-ate the Bill Poster and Shakhrisbod, and try to capitalize the amalgamation for $5,000.

The meeting was adjourned. Campbell had power favorably put it this is a case of the diary marrying the dead, and although they put in the major part of the week on it the scheme did not make much headway.

Campbell succeeded in making the committee believe that the Bill Poster’s assets slightly exceeded its liabilities, and then immediately gave the lie to his claims by knuckling and grappling with a chance in unison on the association, a stock com-pany or any old thing. He even bowed to the knee when the latter declared himself in the unloading.

It would be that Leonard reported things amount about a stand-off in Minneapolis, with Van Beuren willing to sell out to Douglas. In Loudonville he found Stare who had all the best of it. No action was taken in either case.

Bailie Carroll was touched for every cent he had in his pockets, but friends came to his rescue, and the general secretary was not compelled to walk home.

As an instance of the way in which the Executive Committees messed things up on the Pacific Coast, we would point to the fact that The Whillshe Bill Poster in Los Angeles, requests that the Executive Committee of A. B. P. and of the Pacific Coast Association, a clear violation of the constit-
Prowling Fumes

Prevent Preachers and Spouting Saints from Subject to the House in Art.

THE BILLBOARD

OAKLAND CITY

Mayor Thomas Vetoes the Billboard Ordinance.

The council, having passed a high

fence advertisement resolution, which was

published in The Billboard of February 5, the

mayor has returned it to the city council

for reconsideration of the bill. On February 13

the mayor vetoed the bill. Pratt's Law in

effect permits the city council to veto any

ordinance, and the question is now pending

before the council. The mayor's veto on the

point of order is to be submitted to the court of

appeal, and it is not expected to be considered

by the council, and it may be submitted to the

its mayor vetoed the bill, and it is not expec-

ted to be considered by the council.
THE BILLBOARD

IN GERMANY.

Hartl & Pfering, City Bill Posters of Munich, Have a Valuable Concession.

There is a lesson to be learned by our American bill posters from their German cousins. It is found in the illustration below. No city in the world is more exacting in the matter of appearances than the German. Mutilation in particular is pitilessly.

Yet Hartl & Pfering have billboards on every corner of that city. They have noticed the problem of getting down town—getting into the congested centers without going to roofs and gutters. They have hundreds and hundreds of the above columns on all the principal thoroughfares of Munich. Every glasslight is surrounded by one. Sometimes they harbor a patent box, at other places a fire alarm box, but in many instances their erection is sanctioned by the city merely for designating the intersecting streets.

They are beautiful though, and advertisers fight for space on them at 3 cents per half street F.R. DAY. There are prices for you. Perhaps some effort were made in America to render billboards more pleasing to the eye it would be less difficult to obtain space and less trouble with aesthetic cranks.

SAVANNAH.

The advent of Bernard & Anderson has stirred this hagy up. Dave Weiss, Mat. Royal and P. M. Hamilton have shaken off their lethargy and gotten down to work. Bernard & Anderson, the new firm, have made wonderful progress in the short time they have been at work. Jim Compass, the city bill poster of Savannah, writes us that the new firm has all the best of the situation at the present.

Amherst, Mass., is a town of 5,000 or 6,000 population. Mr. Amwell, the manager of a large bill poster, who does some commercial bill posting, says that he doesn’t care to bother with any more commercial work and that he is in the real estate business around town, with good surroundings, and might be a good opening for a young man who could also do sign painting or paper hanging, or something else to fill in.

HOW TO BUILD BILLBOARDS.

BY SAM W. HODGE.

Something over a year ago I wrote an article on the subject of billboards, which I thought at the time to be rather good, and which I was glad to send to THE BILLBOARD. Just before the last Christmas, I received a copy of the Toronto Bill Poster, offering a prize for the best article on this subject. I knew what a fascination a lottery has for anyone—more especially a South-erner—and I felt; the article went to the Canadian, and lost the prize. Still I am not unhappy. While the Toronto Bill Poster is—or was—a very good publication, its circulation in the United States was nil. (I didn’t say ‘nil.’) And ever since it appeared I have wished it had been put before the men in whose hands I am the most interested.

And, therefore, I have asked the editor of THE BILLBOARD to reproduce the article, which follows:

These observations are the result of years of observation and study, during which time I have critically inspected the billboards of many of the largest cities of America. If you noticed how the paper of any client was washed off by the first rain from some billboards, while on others it would, under the same circumstances, last for weeks and months.

The best length, all the space you can get. (No chance for an argument there.) The best lumber, 10-foot length tongued and grooved flooring, best quality, kiln-dried, free from knots holes. Build upright.

The best posts, 4x6 cedars, 21 feet high, sunk three feet in the ground.

The best capping, 2x8, with an inch groove, half inch deep, 2 inches overlapping the front of the board.

Bracing depends upon the kinds of which you have to contend against; if 4x6 to be fierce as times, use a 4x6 brace, 2x feet long, and running about 3 feet under ground, and anchored to a 3-foot 2x4 cross piece. An additional brace can be run from the center of this main brace to the upright, about 1 ½ feet above the ground. (See the plan that is here.)

Set the posts no more than 8 feet apart, use two or three 2x4 stringers, and set the lumber perpendicularly. Build the board as carefully as you would a piece of furniture for your office or your home. Don’t overdo details with the reflection that the first post will come down.

Put a 1x4 facing across the bottom of the board, to protect it from being torn apart; and caps on the sides 2x6 ends cost little and add much to the appearance of the board.

How for some reasons:

Why 20 feet high? Because probably one-fourth the posters you handle will run medium, 15 feet in height, and 3½ feet, and you should be prepared for the biggest regular sizes.

Why 6-inch lumber, rather than 8 or 12-inch? Because wood does not shrink out of socket and leave cracks, or wider lumber invariably will do. A crack in your lumber means a crack in your paper.

Why elevate a foot above the ground? Because otherwise the rain will wash dirt off the bottom sheets, unless they become covered with weeds, which is worse.

Why build upright instead of horizontally? Because when the owner wants his lot for another purpose, you can take a saw and cut the stringers every four feet, and remove your board in sections and rebuild it elsewhere without difficulty.

Another reason: If cracks should develop and thereby produce cracks in the poster itself, the rain usually runs down the crack to the ground, instead of undermining a large portion of the poster and finally bringing it all to the ground.

Another reason: If boards built the rain from behind gets into the joints and causes a great deal of shrinking and swelling and frequently a breaking of the boards, which do not happen if built perpendicularly, because the rain does not stay in the cracks, but runs to the ground.

The first cut will run up the ten per cent more than the first cost of the rough, unsightly boards that are seen so much throughout the country. But boards built in this manner will last for years, and are really much the cheapest for the long run.

That is why the article read in December, ’96. I do not claim any priority of discovery; the method, or some portions of it, is in use in several cities.

Mr. C. A. Ames, of the Old Colony Bill Funding Co., Providence, R. I., was in my office the other day, and he tells me he has been using this plan for several years, and that posterior could be built for one change to the old plan. He tells me that he had some difficulty at first in getting lumber ten feet long, twelve and sixteen feet long being the kind the lumber dealers had to sell him. He finally induced one of the dealers to get the ten-foot lengths, and has had no further trouble.

Mr. Ames says that there is another advantage I did not mention. When putting up new paper it is easy to take an old piece, rip it down and use for your new paper, and thereby do away with an extensive waste. The New York Post, for instance, does away with the old paper, and uses it for other purposes, and thereby by doing away with the old paper, and thereby by doing away with the old paper, and thereby...
THE BILLBOARD

WHY DISTRIBUTORS CANNOT HONESTLY
Distribute Circles.

In the first place, inexperienced people archived...
A KNOCKER KNOCKED.

Geo. W. Riley, of Hamilton, O., represents the L. & D. at that point and recently distributed the Dr. Burkart samples. One Phillips, a rival distributor in the same district, who had heard of the matter, had the idea that the matter had been absolutely thrown.

He made the most promising and extravagant offer, with a view of knocking Riley. His letter was promptly referred to Secretary Steilebrenner, who took the first train for Hamilton in order to see Mr. Riley. He called on Mr. Riley and in company they confronted Phillips. Asked to repeat his charges, he commenced to qualify them and admit he had heard the name of the person who had said the matter was not wanted to be printed. Finally, when pressed to name the district, he did so.

Mr. Steilebrenner immediately repaired to his office where Mr. Riley had the distribution as personally paid Mr. Steilebrenner called at thirty houses.

Every house in which we had worked had received a sample except one, and remembered the circumstances attending its delivery.

Other parts of the country were equally good, Mr. Steilebrenner soon found that there was no foundation for the charges and that the work left little, if anything, to be desired.

He returned to Cincinnati and so reported to Dr. Burkart, and the doctor expressed himself as satisfied that the charges were groundless and interested by easy and honest.

The Danksley Celery Co., of Kalamazoo, Mich., are soliciting the Knocked is distributed in all states and regions.

The Danksley Celery Co., a corporation, is engaged in the production of celery, and has established a reputation for quality and excellence. The company distributes its products across the country, and is well regarded by its customers.

APPENDIX (February 26, 5:30 p.m., a rumor reaches us that Sherriff & Breslauer, of Minnesota, and L. Scott, of St. Paul, have amalgamated.

We are unable to confirm the rumor, but it comes from a source which we esteem capable of reliable and the facts have not actually amalgamated we have every reason to believe that they have at least formed a close alliance.

Sherriff is secretary of the International Bill Posting Association and Breslauer and Scott are both members of the A. F. P. A.

This does not overthrow the position that has appeared in the North-west in many months.

The "open" association, it would seem, is in sight.

CHICAGO.

The Chicago Bulletin Association, has secured a bill of bulletin boards along the downtown street, Chicago, to Harvey. Ill. They are property of the Chicago Bulletin Association and have been erected and put up by the company, which is in business for the purpose of posting the work of the Bulletin Association.

The Bulletin Association is one of the largest advertising agencies in the country, and the company has a large staff of artists and designers who are employed in the production of the work. The company is well regarded by its customers and is known for its high standards and quality of work.

As a result of the new arrangements, the company will continue to grow and expand its services.

In conclusion, the company is grateful to the Bulletin Association for its support and looks forward to a continued relationship.
THE BILLBOARD

Large Signs on rough and uneven surfaces, such as dead walls, rocks and cliffs, can be painted with a mixture of chalk and glue, or a mixture of chalk and water. This mixture can be applied to the surface and allowed to dry. The resulting paint will be durable and resistant to weathering.

**Zinc Signs.**
To prepare the paint, mix 4 parts of zinc with 1 part of chalk or 1 part of commercial hydrochloric acid. Brush the mixture thoroughly over the surface, allowing it to dry. The resulting paint will be resistant to weathering and durable.

**Window Signs.**
Have you ever had trouble in getting the gold on the glass uniformly? Does it ever come up dull and dead? If so, a few hints may prove profitable. The greatest precaution is necessary to have the glass absolutely clean on the side the gold is to be applied. This operation is accomplished by slowly boiling the water to be used for cleaning, which is applied by means of a fine linen rag, warm when the glass has cooled down. As a further precaution, prior to using the water, the surface is frequently tested by laying it in the sun. In the first place a flat, clean base should be used. The gold should be brushed on, and dried under the sun, when the gold will appear in its true color.

**Precision and exactness are good virtues in mixing paints in the paint shop, in both weight and quantity.** It saves a great deal of trouble, and lessens the uncertainty from one day to another.

**To Mix Colors.**
Hardly a day passes, but what we are instructed by some of our subscribers for directions for mixing some particular color or shade. No rigid formulas can be given, owing to the different shades of colors, but we submit the following as the nearest approach to a list of recipes that it is possible to make:

- **Amber.** Yellow lake tinted with white.
- **Carmine tinted with yellow.**
- **Anise.** With dark brown.
- **Barnack Brown.** Burnt umber, Dutch pink, lake.
- **Burnt Sienna.** Yellow and lake tinted with burnt umber.
- **Burnsack Color.** 1 oz. burnt umber, 1/4 oz. carmine or less of crimson lake; mixed with vermilion for a light color.
- **Gray.** Tinted with red and white.
- **Brown.** Black, burnt sienna.
- **Van dyke brown.** Burnt sienna.
- **Burnt umber, black, richer tone, add a little lake.** Lighter browns require yellow to heighten them. Can't be mixed with Lake. (Red, black, blue, or odd brown, burnt sienna, Prussian blue; odd brown, Van dyke brown instead of burnt sienna.)
- **Buff.** Deep White, yellow ochre, red. Light, white, yellow ochre.
- **Carnation.** Lake tinted with white.
- **Carmine.** English purple lake with carmine. (2) Carnation, blue; ground color, 3 blue, 1 black, 1 Indian red.
- **Copper.** Red, yellow, black.
- **Cranberry.** White, yellow ochre, red, raw umber, raw sienna, to subdue glass, tinge with blue, green or black.
- **Copper.** Red, yellow, black.
- **Cranberry.** White, yellow ochre, red, raw sienna, to subdue glass, tinge with blue, green or black.
- **Dove.** 1 white, 2 vermillion, 1 blue, 1 chrome. (2)
- **Fawn.** White, burnt sienna. (1) White, ochre, vermillion.
- **Navy.** White, tinted with equal parts of yellow and red. (2) White, raw sienna, red.
- **French Gray.** White, blue, vermillion. (3) White, black, red.
- **Gold.** White, yellow, red, raw umber, toned with blue or black. (2) White, yellow, burnt sienna.
- **Stone ochre.** Red, White, yellow, green, burnt umber, lake.
- **White, yellow, toned with red and blue.
- **Green.** White, tinted with black. (2) White, black, purple.
- **Green.** Blue, yellow. Duck's Egg—White, ultramarine, chrome green. (2) Deep blue, burnt black and chrome green or chrome yellow. Bottles—Ground color, chrome green or lake blue; gray, yellow lake or Prussian blue. (2) Subdue color, white or blue, mixed with white lake tinted with royal green. Bronzes—Permanent green, lamp black, chrome yellow, raw umber. Red—White, milder green, Quaker.—Chrome yellow, blue, tinted with vermilion and black. Sage—Blue red, black, or blue, burnt umber. Test—Raw umber, Prussian blue, chrome yellow, with ochre tone predominating. Willow—Vermilion tinted with white.
- **Lavender.** White, purple.
- **Leather.** 1 burnt umber, a burnt sienna, toned with white.
- **Lemon.** Lemon yellow tinted with white. (2) White, 3 carmine, 1 blue.
- **Lime.** Blue, white, 3 yellow ochre, 1 black, red. London Smoke—Burnt umber, yellow, white, red. (3) Van dyke brown, burnt sienna, yellow.
- **Maroon.** 3 carmine, 2 yellow, burnt umber, lake. (2) Carmine or crimson lake, burnt sienna, Van dyke brown, lake. Normal Gray—White, black, purple, ochre, vermillion. (2) White, 1 yellow ochre, tinted with raw umber.
- **Old Gold.** Add orange chrome to yellow ochre.
- **Olive.** Green and purple or blue, 1 red, 1 yellow. (2) Yellow, 1 black, 2 burnt umber, tinted with vermillion. (3) Green and umber or green and yellow. (4) Umber, yellow, black. Brown—1 lemon yellow, 3 burnt umber. Dead—Silver white, Dutch pink, lemon chrome. Orange—Red, yellow or white, Dutch pink, lake. Peach Blossom—White and orphen or kang's yellow. Pearl—White, vermilion, blue toned with black. Pearl Gray—White, blue, black. Pink—White, crimson lake or carmine. Prussian—Carmine; black, or a white, 2 blue, 1 red. Portland Stone—2 raw umber, 2 yellow ochre, white. Primrose Yellow—Add 1 little white to lemon yellow or king's yellow (orpiment), 1 Purple—Red, blue; or 3 white, 2 orange, 2 blue, 2 red. Rose—3 white, 1 carmine. Russet—Orange; purple; or a red, 1 blue, 1 yellow. Salmon—2 white, 1 yellow, 2 vermilions. Sand Stone—6 white, 3 yellow ochre, 1 black, red. Silver—White, indigo black. Sky Blue—White, blue, tinted with black. Slate—Black, blue, white toned with red. Snuff—2 yellow ochre, 1 Van dyke brown. (2) Yellow, alizarin red. Steel Gray—8 white, 1 blue, 1 black. Stone—White, yellow, burnt umber. (2) Raw umber, burnt sienna, white. Straw—White, chrome yellow, burnt umber. (3) White, yellow ochre, vermillion, raw umber. (2) Yellow, 3 white, 1 red. Tan—2 burnt sienna, 2 yellow, 1 raw umber. (2) White, burnt sienna, yellow, or chrome yellow lake. (2) Orange chromes, Tuscan red. Turkey Red—Vermilion, black. Umber—White, yellow, red, black. Violet—3 carmine, 3 white, 1 blue, 1 carmine and blue tinted with black. Wine—Purple lake tinted with blue.

A STREET FAIR.
THE BILLBOARD.

ADVERTISERS and publishers, too, are very apt to delude themselves about the influence of the press. It is, to a very great extent, a fiction that the newspapers have any considerable influence, in a real and fundamental sense. The truth is, such influence as does exist is limited. This fact is proved by events constantly, newspaper campaigns and projects generally brought to naught by the indifference and hostility of the public. Elections are scarcely influenced at all by the newspapers, and editorial advice is disregarded utterly and contemptuously.

Why? Because they are hustled completely; because their advice and recommendations are not, and never can be, carefully weighed and considered; because they are cheap, cheaper than the white paper on which they are printed.

Years ago the press did possess influence. In these days it is not enough to declare that a fact has been seen in print to silence all argument and dispute. Something of this old-time faith still clings to the modern advertiser—poor, patient man—and impels him to go on trying to buy what has long expired the influence of the press.

The名牌, like the poor, we have always with us. He is an unclean beast, at best—a bird that fouls its own nest.

Probable on branches of business has suffered from its methods to the extent that distribution has. This is one of the matters which sooner or later must engage the attention of the International Association of Distributors. All the disapproving illusions of the newspapers, all the falsehoods and inscriptions of solicitors, see as nothing compared with the flood of motoring letters received from distributors themselves. Nothing on earth will shake the confidence of a new advertiser in the efficacy of home-to-home distributing as well as world, permanent and immediate, of the L. A. D. ought to take the initiative in reforming the practice, and start in by dispensing themselves. All poor work should be reported as regularly as ever, but reported to Secretary. Siegelman. Here, and be alone, should bring it to the attention of the part interested. This plan would advance the association wonderfully in the estimation of advertisers.

There is a well defined movement as foot in the L. A. D. looking toward the establishment of an official schedule of prices. There is, likewise, determined opposition thereto. As the matter will undoubtedly be taken up at the next general meeting, it is meet that in the means be applied. Without 10. to those who oppose it, we wish to state openly and frankly that we favor the idea. This will not prevent us from according every man an opportunity to express his views. On the contrary we extend a cordial invitation to all, and especially to the opponents of the plan, to voice their sentiments. Let the matter be fully and freely discussed and viewed in all its lights and aspects. Nothing will add the convention mere and arriving at a correct solution of the problem than to have every member who attends the meeting come well informed upon the question in all its varying phases.

THE INTERNATIONAL BILL POSTING ASSOCIATION

Executive Committee Met in Chicago Febr. 10—Geo. J. Sherer, of Minneapolis, Elect. Secretary.

Pursuant to call the Executive Committee of the International Bill Posting Association, Geo. J. Sherer, of Chicago, Feb. 10, and elected Geo. J. Sherer, secretary, to succeed C. E. Read, resigned. Many sessions and measures were discussed for strengthening the organization. There were present: Geo. J. Sherer, Geo. F. Ulhaines, J. E. DeVere, Geo. J. Read, W. J. Houston, H. Bead, C. R. Woodworth, and P. W. Schaefer. The resolution fee was reduced to $1.00, and an active campaign decided upon for the purpose of increasing the membership, and to this end an eight-page advertisement for one year was inserted in THE BILLBOARD.

The following prices were adopted:

<table>
<thead>
<tr>
<th>Class</th>
<th>Price per vote, per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000</td>
<td>$1.00 to $2.00, 30 cents, a week</td>
</tr>
<tr>
<td>2,000</td>
<td>$1.50 to $3.00, 50 cents, a week</td>
</tr>
<tr>
<td>3,000</td>
<td>$2.00 to $4.00, 50 cents, a week</td>
</tr>
<tr>
<td>4,000</td>
<td>$2.50 to $5.00, 50 cents, a week</td>
</tr>
<tr>
<td>5,000</td>
<td>$3.00 to $6.00, 50 cents, a week</td>
</tr>
</tbody>
</table>

Over 5000 votes, 50 cents per week.

The following resolution was adopted unanimously:

"In re Resolved, by the Executive Committee of the International Bill Poster's Association of the United States and Canada assembled Feb. 10, at Chicago, do hereby assert with pleasure its commendation of THE BILLBOARD as a faithful, able and impartial exponent of the interests of billboard advertising, and recognize in it an able advocate of the open association, all of which the International Bill Poster's Association hereby accords with and express their appreciation of THE BILLBOARD in its esteem and good will for such organizations, and it shall be incumbent upon members of our associations to see their best efforts to further the progress of THE BILLBOARD.

Sibley and Green telegraphed greeting, and applied for membership for the entire California Bill Poster's Association. They presented the committee they were with them to stay, and would take an active part in the work of the association in the future.

The committee, after passing a vote of thanks to the retiring secretary, adjourned to meet again at the call of the president. At the next meeting the date and place of the next convene of the organization will be decided upon.

ENGLAND.

Youde's Limited is dead as a door mat. As we published exclusively in last month's issue, the investing public simply would not have it. Active effort is being made, however, to form a syndicate of more correctly speaking, an amalgamated corporation to take over the options held by Mr. Youde. It is proposed to give options half cash and half stock in the new corporation instead of purchasing outright. Mr. Walter Hill is the moving spirit in the new deal. It is proposed to capitalize the new company for $50,000, of which $40,000 is to be paid in. We cannot even hazard a guess as to its ultimate outcome. At this distance there seems to be a unity of purpose among those who will enter into the make-up of the new concern, and the answer lies for future.

It is interesting to note that the chief reason assigned for the public's refusal to invest in Youde's Limited was due to the mistake of trying to inaugurate and bill posting. Yaw le the big printing firm of David Allen & Sons, of Belfast, and every small printer in the kingdom immediately got his hammer out and commenced knocking for dear life.

WHO IS HE?

The Most Popular Bill Poster in America—Renewed Interest in Our Voting Contest—A Trip to Capital to the Winner.

This BILLBOARD is going to send the most popular bill poster in America to attend the convention of British bill posters, which is held at Dublin, Ireland, next August. He will be an ambassador appointed by the craft for the occasion.

HOW TO VOTE.

Write the name of your candidate (nothing else) on the coupon below, and mail it to THE BILLBOARD Publishing Co., Chicago, Ills. Each coupon will be counted as one vote for the bill poster whose name it bears. All March coupons must be voted before March 25. This rule is imperative. It is necessary to prevent bawling of coupons and voting them in a lump at the last moment.

MARCH COUPON must be voted by March 25.

Hand and he should be our referee and the the votes should be tabulated and the winners announce in Dublin, Ireland, next Aug.

HOW THEY STAND.

The votes received by the various candidates up to date are as follows:

<table>
<thead>
<tr>
<th>Name</th>
<th>Votes</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jas. Meeke</td>
<td>95</td>
<td>95</td>
</tr>
<tr>
<td>Geo. M. Lenard</td>
<td>94</td>
<td>94</td>
</tr>
<tr>
<td>W. H. Walker</td>
<td>92</td>
<td>92</td>
</tr>
<tr>
<td>H. W. Walker</td>
<td>91</td>
<td>91</td>
</tr>
<tr>
<td>Jas. Meeke</td>
<td>90</td>
<td>90</td>
</tr>
<tr>
<td>Geo. M. Lenard</td>
<td>89</td>
<td>89</td>
</tr>
<tr>
<td>R. C. Campbell</td>
<td>88</td>
<td>88</td>
</tr>
<tr>
<td>J. Ballard Lewis</td>
<td>87</td>
<td>87</td>
</tr>
<tr>
<td>F. P. Schaefer</td>
<td>86</td>
<td>86</td>
</tr>
<tr>
<td>Geo. Centenau</td>
<td>85</td>
<td>85</td>
</tr>
<tr>
<td>Edw. A. Stahlbrodt</td>
<td>84</td>
<td>84</td>
</tr>
<tr>
<td>John Vogel</td>
<td>83</td>
<td>83</td>
</tr>
<tr>
<td>E. C. Dennisly</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Frank Fitzgerald</td>
<td>81</td>
<td>81</td>
</tr>
<tr>
<td>Albert Weber</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td>Dr. J. P. Allen</td>
<td>79</td>
<td>79</td>
</tr>
<tr>
<td>F. P. Oliver</td>
<td>78</td>
<td>78</td>
</tr>
<tr>
<td>Geo. W. Kohle</td>
<td>77</td>
<td>77</td>
</tr>
<tr>
<td>John G. Reese</td>
<td>76</td>
<td>76</td>
</tr>
</tbody>
</table>

We must again direct attention to the fact that Mr. Jas. Meeke is now a bill poster. All the votes cast for him are hot.

Under our arrangement with the American News Company, THE BILLBOARD is supposed to be the center of all advertising. Publishers and printers unable to secure it will possibly not, giving place and date.
HAYNES HITS HARD.

Isolated, O., Feb. 21, 1891.

Editor THE BILLBOARD.

Dear Sir—We are well pleased with the ad in THE BILLBOARD, and the method of publishing it. We are very grateful for the service you are rendering us.

Clarendon, O.

Dear Sir—We think that the service you are rendering us is very valuable. We are very satisfied with the service you are rendering us.

Clarendon, O.

The service you are rendering us is very valuable. We are very satisfied with the service you are rendering us.

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FAIR DEPARTMENT

A. P. SANDLES,
Who Founded the Western Ohio Fair Association.

On this page we present the portrait of a very popular gentleman, Mr. A. P. Sandles. We quote him, not by way of showing how eagerly he is anxious to appear in this column, but more to the point, to show how the portrait has been taken. Mr. Sandles is one of the best known and most respected citizens of the county. He is a true gentleman, and always willing to do his best for the community.

At the annual meeting of the Western Pennsylvania Association of Fairs held at Pittsburgh recently, it was agreed to suggest to all agricultural associations that more attention be given to livestock, horticulture, and general improvement of the community. In order to encourage the breeding and training of a select class of dairy cattle, a plan was suggested by which the best cattle might be exhibited at the annual meeting. This plan would be carried out in cooperation with the local livestock associations.

The Ohio Cattle Congress Association, which is now in session, has made up and issued the reports of the judges, who have decided upon the winners of the premiums offered for the best dairy cattle. The reports will be mailed to the judges, and the winners will be announced as soon as possible.

The Billboards are the official organs of the American Association of Fairs and Exhibitions of the United States and Canada.

The Detroit Riding Club will have a horse show about the middle of April.

The Fair Department at the Ohio State Fair will be held in the new Citizens Building, and will be under the charge of Mr. A. P. Sandles.

ROLL OF DISHONOR

Fairs that have declined, neglected, or failed to pay their debts. Look out for them.

Waycross, Ga.

The Waycross Fair Association met at the office of the State Fair Association, and elected Mr. A. P. Sandles, of Savannah, Ga., as the new secretary.

The National Stock Growers' Association has elected Mr. A. P. Sandles, of Savannah, Ga., as their new secretary.

The Ohio Cattle Congress Association has elected Mr. A. P. Sandles, of Savannah, Ga., as their new secretary.

We are told that the Billboards are going to be published in the future, and that the Fair Department will be under the charge of Mr. A. P. Sandles.
THE BILLBOARD

A GOOD START

FIRST ANNUAL MEETING OF THE WESTERN OHIO FAIR MANAGERS' "Association at the "Hotel, Tuesday night, June 3rd. The attendance numbered four. The presence of Mr. A. R. Tomlinson, editor of the "Daily Courier," was a great attraction to the other members of the association. The meeting was called to order by the chair, who then called for the reading of the minutes. The minutes were read and approved. The next business was the election of officers. The following officers were elected:

President: Mr. A. R. Tomlinson.

First Vice-President: Mr. W. H. Pomeroy.

Second Vice-President: Mr. J. G. L. Blackwell.

Secretary: Mr. W. H. Pomeroy.

Treasurer: Mr. J. G. L. Blackwell.

After a short discussion of the business of the association, the meeting adjourned.

Gentlemen of the Fair Association:

The first annual meeting of the Western Ohio Fair Managers' Association was held at the "Hotel, Tuesday night, June 3rd. A large crowd was present. The business of the association was transacted, and several resolutions were adopted. The resolutions were as follows:

1. That the association will make every effort to promote the interests of the fair.
2. That the association will endeavor to secure the best men in the county to serve on the board of managers.
3. That the association will make every effort to secure the best stock in the county for the fair.
4. That the association will make every effort to secure the best entertainment for the fair.

The meeting adjourned.

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The meeting adjourned.
ARE YOU INTERESTED IN ADVERTISING?

THE BILLBOARD

WILL YOU LIKE IT?
WOULD YOU HAVE IT?
YOU CAN GET IT

We will present any advertiser or any firm which contemplates advertising to the ever future with

A YEAR'S SUBSCRIPTION TO ANY POPULAR MAGAZINE!

Your Own Choice

UPON RECEIPT OF A YEAR'S SUBSCRIPTION TO THE BILLBOARD

At the publisher's price for the magazine selected.

Send us the price of your favorite magazine, and we will send the Magazine selected Free in addition to the year's subscription to the BILLBOARD.

Example—You desire to obtain Frank Leslie's Popular Monthly for one year; the publisher's price of that magazine is $3.00 per year; you send us $3.00 (instead of direct to the publisher) of Frank Leslie's, and we will have it sent direct to you, for one year, the subscription you select, and will, in addition, the BILLBOARD, without additional cost to you, for one year, to the same address, or any other address you may order.

The following is a list of a few standard Magazine and their Publishers' price for yearly subscription:

- The Arena
- Atlantic Monthly
- Birds
- Century
- Cosmopolitan
- Delosonon
- Dramatic Magazine
- Dumourier's Magazine
- The Forum
- Review of Reviews
- St. Nicholas
- Harper's Bazar
- Harper's Magazine
- Harper's Weekly
- Inland Printer
- Lippincott's Magazine
- McClure's Magazine
- National Magazine
- North American Review
- Our American Home
- Scientific American
- Scribner's Magazine
- Youth's Companion

Or any other magazine or monthly or weekly publication you may select, even if not given it the above partial list.

Address all Communications and Make all Orders Payable to

THE BILLBOARD PUBLISHING CO.

DO NOT SEND CASH.

Exchange or New York or By Postal Order, Express Order or Registered Letter.

CINCINNATI, O.

FREE OUR LITTLE PONY MAGAZINE. A bi-monthly for the little ones

THE DELINQUENT is the WOMAN'S FAVORITE MAGAZINE and is issued from the best household and business libraries throughout the country.

The Sleeton's Book, 170 Madison Ave., New York, is the New York and London and Chicago's leading general merchandise store. It offers the best of everything, and is the place to shop when you are looking for a good buy.

THE LINE CITY DISTRIBUTING AGENCY

MARTINET, PRINTED MAGAZINE, 23 West 23rd Street, New York. We publish the best of everything, and are the place to shop when you are looking for a good buy.

Coffin, Washington.

Population 300. For best results in advertising, please contract with

GEO. H. LENNOX

One of the leading advertisers in the city.

J. H. DAY & CO.

CINCINNATI, O.

STERETT Show Printing Co., San Francisco, Cal.

For Coupon Book with Ticket

WRITE C. F. ANSELL,

170 MADISON, CHICAGO.

Mrs. M. E. Dunlop,

BILL POSTER

And DISTRIBUTOR.

114 4TH ST.

TROY, N. Y.

Member International Assn. of Distributors.

JUST SUPPOSE

That there was a machine that would make you from three to five dollars a day; you buy it?

AS A MATTER OF FACT

There is such a machine. It makes more paste from less flour than you can well imagine. It makes better paste cheaper than you think.

Take a Minute and a Postcard—write us and we will tell you all about it.

J. H. DAY & CO.

184 HARRISON AVE.

CINCINNATI, O.
LIST OF 1898 FAIRS.

This list is revised and corrected monthly. All entries for fairs in June 1898 are published in this number. Fairs in the West are catalogued by states, and data are published annually. 1898.

The following entries are published for the benefit of the public.

MASSACHUSETTS.

Amherst. Agricultural and Industrial Fair. Sept 30 and Oct 2.
CONVENTIONS, JUNE, JUIN. ET. JULY.

Under the direction of the Conference Secretary, Mr. J. D. Evans, of the New York Central, a number of meetings and conventions are scheduled for the summer months.

ATHENS. Ga. 19th annual meeting of the Georgia Convention Merchants’ Association.


Chicago. Ill. Annual meeting of the American Wholesale Club.


THE BILLBOARD, July 1. 1929. 25 cents.

The following is a partial list of conventions scheduled for the summer months:

ATHENS, Ga. 19th annual meeting of the Georgia Convention Merchants’ Association.

Atlanta, Ga. Annual meeting of the Georgia Commercial Club.

Chicago, Ill. Annual meeting of the American Wholesale Club.

Baltimore, Md. Southern Maryland Electric Light Convention.


This directory is intended as a handy reference book for advertisers who employ Bill Posters and Distributors, and it is furnished to all such advertisers. In the United States, absolutely free of any cost.

This issue will be the grandest issue of the Bill Posters ever published in America. Here is an opportunity to secure a standing advertisement, work, twenty dollars for Fifty cents. The time is now short; write for particulars at once.

FRANK V. DRAPER, Publisher.

Great Western Printing Co.

THE MANHATTAN PRESS-CLIPPING BUREAU.

NEW YORK. LONDON.

ARTHUR CASSOT, Manager.

Knaackbocker Building.


THE MANHATTAN PRESS-CLIPPING BUREAU.

NEW YORK. LONDON.

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NEW YORK. LONDON.

ARTHUR CASSOT, Manager.

Knaackbocker Building.


THE BRASS CITY DISTRIBUTING AGENCY.

Central Station, Bridgeport, Conn.

G. M. TRASK, MGR.

S. M. TREAT, DIAMOND CENTER.

609 CANTON AVE. NATIONAL DISTRIBUTING CO. ELEVENTH & SIXTH STS. EST. 1862.

RELIABLE DELIVERY SERVICE.

THE CURRAN COMPANY.

DENVER, PUEBLO AND COLORADO SPRINGS.

SPECIAL OFFER.

THE CURRAN COMPANY.

DENVER, PUEBLO AND COLORADO SPRINGS.

SPECIAL OFFER.

THE CURRAN COMPANY.

DENVER, PUEBLO AND COLORADO SPRINGS.

SPECIAL OFFER.
$1.00 ADMITS YOU TO MEMBERSHIP $1.00 IN THE...

International Bill Posting Association

Of the United States and Canada.

Founded strictly on principles of Equity to All.
Write the Secretary for particulars.

P. F. BAUER, President, Chicago, Ill.
J. E. WILLIAMS, Third Vice-President, Chicago, Ill.
ALBERT WEBER, First Vice-President, New Orleans, La.
CHAS. C. MAXWELL, Treasurer, Lincoln, Ill.
W. S. DONALSON, Secretary, St. Louis, Mo.

DIRECTORS:
A. A. Blood, Geo. R. Schaefer, Geo. W. Portrait, David.
L. M. Crawford, Geo. W. Portrait, David.

EXECUTIVE COMMITTEE:
Geo. A. Robinson.

FINANCE COMMITTEE:
C. B. Woodward, Fort Wayne, Ind.

Attorneys: Maxwell & Maxwell, Lincoln, Ill.; Varnum & Keating, Milwaukee, Wis.

YOUR PORTRAIT.

We will send The Advertising World (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, for all for $1.25. Send photo, which will be returned. Halftone, same 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, five-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation.

THE BILLBOARD, Columbus, Ohio.

The English counterpart of The Billboard. Subscriptions paid per year, post free, may be sent to
127 East Eighth St., Cincinnati, O.

The H. B. Wilber Co., Bill Poster and Distributors, RAMSBURG OFFICE, PERTH.

Exhibits, etc., mailed and distributed. We own and control your best list of large advertisers and wholesalers for newspaper advertising. Reference, Enterprise Pub. Co.

L. A. DANIELS,
City Bill Poster and Distributor,
"SANTA CRUZ, CAL.

C. F. Bangasser & Co.
CITY BILL POSTER AND DISTRIBUTORS,
Wills, Signs Tackled and Signs Painted. Own all Billboards in our locality. F. O. Box 37,
MORRINVILLE, OREGON.

In offering the services of the
United Press News Bureau

We beg to announce that we have succeeded to that large and valuable business interest formerly conducted by Robert W. F. Hill, now known as the Hill William Company, which gentleman is in charge of the Business Correspondence Bureau, and the H. F. Morrison Press News Bureau.

We are now occupying a space of eight large rooms, recently vacated by the Government, and a skillfully trained force of proficient readers and others, are engaged in publishing the most up-to-date and complete Press News service obtainable for the Press, Press Clubs, and all Clipping Bureaus, and the H. F. Morrison Press News Bureau is the only one of the kind in the West.

Satisfaction guaranteed every section of the United States and Canada.

We return to exchanges, but that (barring) every section of the United States and Canada.

We beg to send us, each and every week, all the Press News that we can receive, and advise that any information that we can publish will be published in the best edition of the paper possible, and will be sent out at once in the best manner possible.

Our business is to serve our patrons for two weeks, without charge, provided that if we receive any information that we can publish, we will pay our expenses in full.

We will ship your press weekly, at the cost of the paper, and will return any proofs that you may need on request, and will send out any information that you may need on request, and will send out any information that you may need on request.

We will ship your press weekly, at the cost of the paper, and will return any proofs that you may need on request, and will send out any information that you may need on request.

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We will ship your press weekly, at the cost of the paper, and will return any proofs that you may need on request, and will send out any information that you may need on request.
Bill Posters and Distributors
SHOULD OWN EITHER A
WAGON OR CART

You can get a wagon built by a village blacksmith, and doubtless, too, you could get a sadder to make you a pair of shoes, but what is the use if you can't use the shoes and make a specialty of the very thing you want? We can give you a better vehicle for half the price you will pay at home.

Bill Posters’ Push Cart.
Great for small boys and short posters in cities. The style of cut-colors great favor among the bill posters of England, where it is regarded as a great convenience, and is used almost to the exclusion of all other vehicles. It is equipped with paper-bin, pushcart and water tank. The whee are lined with zinc, and the water is provided with a faucet.

$24.50 EACH.
Extra charge for painting from name on the sides.

Bill Posters’ Pony Cart.
Light and strong and durable. This vehicle is hands to do bearing. It is the hardest thing imaginable. It has seen much water and use, and we furnish complete for the remarkable low price of

$44.50

Bill Posters’ Wagons.

We want these in almost wholesale variety. We have them with shafts and without shafts and in every variety of possible. This is one we take in large lots, at the following prices, etc.

| A | $90.00 | B | $100.00 | C | $130.00 |

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

We have just completed a new distributor’s wagon. It is a marvel of convenience and utility. Photos free to intending purchasers.
We Want Distributors.
Send for our proposition to furnish you a specially designed letter head, half tone cuts or any kind of engraved work.
No expenditure of cash. Any distributor can earn good pay in this way.
Send for the proposition and judge for yourself. Portraits a specialty.

THE WIDE-AWAKE ADVERTISING CO. WALKERTON, IND.

The Advertising World, Columbus, O.

SAVANNAH

BEWNOG & ANDERSON, Licensed City and Suburban Bill Posters, General Out-Door Advertisers, SAVANNAH, GA. Box 92.

ADVERTISING AGENTS!

You can make big money handling our line of advertising novelties. Lowest Prices, Largest Commissions.

We are Largest Manufacturers of Rulers, Yard Sticks, Thermometers and Wood Novelties in the world.

Catalogue and particulars free. Address,

THE AMERICAN MFG. CO.,
JAMESTOWN, N.Y.

WANTED.

Painters.
To anyone sending in a list of the names and addresses of Sign Painters in town or the respective cities, we will present a year's subscription to THE BILLBOARD.
Address THE BILLBOARD PUB. CO., Cincinnati.

Brantford, Ontario, Can. Pop. 17,000. | C. M. SMITH & CO. | Members E.S.P.A. and E.A.A. of D.

Louisville, Ky.

S. W. COR. THIRD AND JEFFERSON STS.

E. T. HEVERIN & BRO. CITY BILL POSTING CO.
INCORPORATED.

BILL POSTERS, DISTRIBUTORS AND GENERAL ADVERTISERS.

We have also added Sign Bulletins to our plant.
Contractors for the State of Kentucky and the South.
Members of the Associated Bill Posters' Association.

PAINTERS' BRUSH CABINET!

BRUSHES KEPT MOIST BY EVAPORATION OF WATER.

By its use, brushes can not curl, twist, shed or rust the bristles.

Nor become frozen in use. They are cleaned by wiping out after a comb or in a metal box, also large enough to wash paint vessels in. The comb is covered with benzin, or turpentine for washing off the paint or varnish. The washings settle at the bottom of the box under the metal comb and are removed with the brush. The cleaned brush is just flat on its side or hung in a current of warm air, or allowed to dry. The bristles are therefore not likely to get hard or rust. This Cabinet lasts twenty-four average sized paint and varnish brushes. Made larger by special order. It will wipe out to full capacity, and is filled with sufficient wash as required.

Patent Pending.

Please mention BILLBOARD when you answer.

J. H. FRANCIS,
NETTLETON, MISS.

519 MAIN ST.

I can do your distributing in Cincinnati better than anyone else. I know I can. I carefully watch all distributing that is done in Cincinnati. I also watch my own men carefully, and know that my men do their work better in every way than the other men. I am always ready to prove my assertions.

W. H. STEINBRENNER.
Known as "Prompt Pay"

From the Atlantic to the Pacific.

I could fill a large sized book with letters like the following that I have received from the other towns, cities and villages, during the past few months and years:

Cameron, Mo., Jan. 16.

Sam W. Hoke:

Dear sir:—I received your check for prompt pay; Dec. 15, 1897, and wish to thank you for your promptness. I usually have to wait about 40 days from other people.

Frank E. Turner

San Francisco, Oct. 12, 1897.

Sam W. Hoke, New York:

Dear Sir:—Our check for the last is received, and we thank you for remitting so promptly.

C. W. & V.

Kosra, Dec. 16, 1897.

Sam W. Hoke, New York:

Dear sir:—You are correct about the check being counted at 40 days, our posting second month's display in Knoxville, which begins today.

Southern B.P.C.

Couska, Dec. 20, 1897.

Sam W. Hoke, New York:

Dear sir:—We have this day received your check in settlement of our account to the 17th, accepting the check for 40 days. Many thanks; and Merry Christmas.

M. A. M. Smith

New Albany, Ind., Dec. 22, 1897.

Sam W. Hoke, New York:

Dear Sir:—We have this day received your check in settlement of our account to the 17th. Accept many thanks. Wishing you a Merry Christmas, we remain, New Albany B.P.C.

Torrance, Calif., Dec. 22, 1897.

Sam W. Hoke, New York:

Dear Sir:—We are pleased to report that your check was received by us in full of the amount on your December 2nd check. Many thanks; and Merry Christmas.

E. Harry Graham, Mgr.

Bunker, Muncie, Dec. 23, 1897.

Sam W. Hoke, New York:

Dear Sir:—We received your check for $175, less tax to the 10th.

Thos. W. Dress.

New Orleans, Jan. 5, 1898.

Sam W. Hoke, New York:

Dear Sir:—Your check for $175, less tax to the 10th, has been received and we thank you for your promptness.

Louis J. Gross

Syracuse, Nov. 5, 1897.

Sam W. Hoke, New York:

Dear Sir:—Thanks for check for advertised poster in the course of October. George Coster.

This is a matter that interests you. The agent who is universally known as Prompt Pay is universally certain of the best treatment at the hands of the bill-posters.

All of them know, when they get an order from me, that their money is sure. There is no question about the providing their work is correct. And they know equally well that if their work is not correct they get nothing.

I am in constant communication with nearly all the bill-posters of the United States; I send, sending them work frequently. I am, to a certain extent, as wholesale buyers, with many of them I have paper on their boards all the time.

I am pleasure filling bill posting for a number of these large concerns, most of them the largest in their line. Some of these people have placed their work with me for years.

One of these, whose posting I attend to exclusively, is making today net annual profits of twenty times their gross capital invested at the time I began their advertising.

My arrangements for checking and inspecting lists are as perfect as mortal eye devise. Checking can be done once a month or once a week, as the occasion demands, and can be attended to as well in Minneapolis as in New York City. In San Francisco as well.

My inspectors' reports are guaranteed by a corporation worth Five Million Dollars.

Sam W. Hoke

LONG DISTANCE
BILL POSTING
107 West 28th Street,
NEW YORK CITY.

Telephone Connection.
The Third Annual Convention... of the... International Association of Distributors will be held July 19 to 22... at... Chicago, Ills.

A Cordial Invitation to be present is extended to all Advertisers and Advertising Agents.

Jos. Reid, W. H. Steinbrenner,
President, Secretary.
Kansas City, Mo. Cincinnati, Ohio.
THE BILLBOARD

64,000 LINEAL FT. IN SAN FRANCISCO
6,000 FT. IN OAKLAND AND ALAMEDA CO.

"The Advertising That Never Fails."

MEMBERS INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

Siebe, Green & Dunphy

Oakland and Alameda County.

Members of the International Association of Distributors.

Bill Posters' Paste Brushes.

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

prices:

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>8 inch</td>
<td>$2.25</td>
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<td>9 inch</td>
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<tr>
<td>10 inch</td>
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SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati.

Jointed Paste Brush Handles

Made Expressly For

Traveling Advertising Agents.

Handy, Durable, Strong, Rigid.

PRICE:

7 feet, 2 sections, $1.25
10 feet, 5 sections, $2.75

Donaldson Litho. Co. CINCINNATI

Remit with order. None sent C.O.D.
OUR SPECIAL DESIGN LETTERS MAKE THE

BEST STANDS

...IN AMERICA

Bill Posters who have not tried one of our Special Letter Stands, are making a big mistake. They are losing business every day. If you have not seen one of them, you cannot realize how strong, how graceful and how much like a specially engraved stand they are. Bill Posters, Theatrical Agents, Circus Managers, who have used them, are enthusiastic in their praise. Mr. George H. Hartford, the hustling advertising agent of the Fountain Square and Walnut Street Theatres, and lately with Ringling Brothers' Circus, recently said: "I would sooner have a stand made up from your special letters than any lithography stand on the road. It looms up big—it's massive, and that's what you want for a stand. Every manager that sees a stand likes it."

We have had a series of new up-to-date letters designed, and can make a stand of one line (two sheet upright), two lines (one sheet upright), or three lines (half sheet), or any combination thereof, making a stand any size from 12-sheet up to 500-sheets. The less words, the better the stand. Send $1.00 and copy for sample stand, or we will send you a half-tone illustration of several.

Prices: In lots of ten, 3 cents per sheet; twenty-five, 2 1/2 cents per sheet; fifty, 2 cents per sheet.

HENNEGAN & CO.

...Poster Printers...

719-721 Sycamore St.

CINCINNATI, O.