

# THE BILLBOARD.

VOL. IX, No. 2.

CINCINNATI, MARCH 1, 1897.

PUBLISHED WEEKLY  
FOR THE YEAR.

## POSTERS vs. SIGNS.

BY DAN W. FRENK.

I have had some experiments with painting signs. For some ten or fifteen years I have been watching the results of sign advertising, and for some three or four years I have been noticing the effects of the same class of publicity on the same classes of goods, only posters were used instead of signs.

Well painted signs are powerful, there is no mistaking that fact. For a few days they are powerful, but after a week (in dilapidated cases) has seen a sign a few times he fails to see it anymore. It is there and he continues to pass it, but he doesn't see it. He goes along a certain street, to and from his business, daily for weeks and months, and the more old houses see them all the time, but he does not see them and he pays no attention to them, one day however one of them is being torn down, or a new one is being put, and he sees it, because it is different from yesterday.

You paint a sign on a wall and a man sees it the first time he passes the wall, and possibly the second and the third time.

You put a poster on a billboard, and it is seen, in a few weeks or a month it has become shabby and needs renewing; if it is renewed but is not observed in another board or on another part of its own board. If the position of the board is too good to exchange for something else, then is other paper going up on the same board just alongside of your poster, which even to call necessary attention to your poster. If your poster occupies the entire board, the new paper used in renewing, being fresher and lighter than it was yesterday, calls renewed attention to your poster.

During the many years that I was selling sign space almost exclusively, I felt interested, noticed every sign I passed, and every time I passed it. I got to believing that everybody else did the same thing. In fact the people I did business with, being interested in signs, did the same thing to a considerable extent. And it was only a few years ago that I got to seeing things through other glasses.

In '95 the Admiral Cigarettes painted signs were well and better signs in the city of Chicago than had ever been painted there before by any one advertiser. I placed the signs and inspected the work, and I know. To people in the trade—the business trade and the advertising trade—the odds was a wonder. Six months after those signs were printed and while they were still in good condition just as they had been left alone, I visited the city, and met a young fellow who was engaged in the building line. His business was such as to keep him on the streets in his buggy most of



WILLIAM L. STERRETT, San Francisco, Cal.

the time. He traveled all over Chicago and particularly saw every foot of the city every week. His school was what I was doing, and I replied that I had a big deal painting Admiral Cigarettes throughout the entire country.

"The Admiral Cigarettes?" he replied, "why they started in here some months ago, but I suppose they have quit Chicago; I never saw anything more of them. Some months ago they were advertising enormously here."

When I reminded him that every bit of advertising he had seen in the past was still in the same places, and that one of the signs was in plain view from where we were standing, he was surprised and could hardly believe his senses.

Another reason why posters are the best

Now, suppose you have paid out ten or five or six hundred dollars for a year's painted publicity, in one of the towns that does not take kindly to your grade; the money is spent, and there is no way to get it back, the signs are there to be seen, but it does not pay to keep a stock of goods in the city, the demand being so slight.

On the other hand, you start in with posters; at the end of thirty days you have spent say fifty or a hundred dollars. The goods don't go; you see by the towns or you can try another method of advertising—newspapers, distributing circulars and samples, cooking exhibitions in some prominent grocery, or a dozen different methods. You see not only the first month's posting bill. If, finally you conclude that that town were take your article you can get a new poster advertising some other specialty, or probably the same article under another name, and find it catches on well. The change sign advertisements would cost just about as much as the original posting bill.

Another thing: If your money is limited, or if you want to advertise a considerable part of the country with a small amount of money, you can post for one month and rent a month; then post again and rent again, and all the time you are paying only for the same paper as on the billboards.

Bill posting has in the past been considered on the one-time plan almost exclusively, and those are many people who do not know that a year's publicity can be secured on the billboards just the same as with painted signs, all that is necessary being to supply the bill posts with sufficient paper to renew with at least once a month throughout the year.

(And, parenthetically, I want to say that there are bill posters who don't know what a month is. Look for notices from them on a year's publicity. I wrote to one man some months ago for rates on a year's bill posting. He replied that he "didn't post nobody" for more than 15 days, and his price was 30 cents. I finally went to see him, told him I was willing to give him 30 cents for 15 days, and 20 cents for the next 15 days, and go to about for the next 15 days, and he said that about the year; but he couldn't see it at all—couldn't see his hours up for one man more than 15 days—comes some other man up to come along and want space and he said "give it to him, etc., etc. Of course this is one of the towns that must be pointed; though some day a bill poster who hasn't been ten years dead will help 'em and get up a good service then.)

The Excelsior Litho Co., of Cincinnati, who make a specialty of posters and hand bills for bill, rent, is here for their bill managers.





# Billboard Advertising

Published Monthly at

107 West Eighth Street, Cincinnati, O., U. S. A.

AT BILLBOARD ADVERTISING CO.

JAMES H. HINNENKAMP, Manager.

Subscription, Six Months, Ten Dollars.

## ADVERTISING MATTER:

Advertisements will be published on the last four days of every five days per page line, except in the classified columns, where special contracts are made.

Billboard Advertising is sold in London and other foreign cities by the International Billboards Advertising Agency, 25, Abchurch Lane, London, E. C. 4, England. The First Photo Engraving Co., 100 West 11th Street, New York City, makes billboards from designs sent them by mail. Billboards should be sent by express, postpaid, or registered mail.

When it is necessary to refer to the *Billboard Advertising* in any correspondence, please refer to it as "Billboard," or "Billboard Co."

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, March 20th, 1915.

MARCH 1, 1915.

Just about the time this issue of THE BILLBOARD reaches our readers, a special convention of the members of the Associated Bill Posters Association will be in session at the Hotel Marlborough, New York City, considering the advisability of, and, maybe, devising ways and means to effect amalgamation with the International Bill Posters Association.

President Ryan issued the call for the 3, 4, and 5, largely at the instance of the *Bill Posters*, the official organ of the organization. Everything depends on the outcome of this convention. The International has done its part. The billboards rest with the Associated. No one can predict, with confidence, what the result will be. At this writing the Campbell seems to have the strongest following, but the circumstances are by no means sure.

A strange coincidence is the fact that the Associated Press and the United Press are also endeavoring to get together. Speaking of their efforts *The Fourth Liberty Bell*. "The similarity between the two organizations, as the combined press has so often written to witte the war, which has lasted too long and is costing too much." If Mr. Campbell carries his point, the bill posters will have done up a war before it has got a chance.

*Life* recently printed a cartoon, depicting a little boy expostulating with his father. "Fags, and the law, 'blame me't my need to me. It makes me feel awf' all over." The smooth, oily illustration shows a phase of the character of every American advertiser who amounts to a check. Failure on the part of the common bill poster's association to take it into proper account, has resulted disastrously to the business of bill posting. It has been the means of outwitting and cheating him, and has allowed thousands of dollars into other channels of publicity. If there is any one thing that the American advertiser regards as an inherent right, it is the privilege of bargaining, and, buying his advertising at the lowest possible figure. He is generally willing to pay a fair price, sometimes a

good price, and will gladly (frequently does pay a high price, but it is only after he has calculated all his liability in outwitting to reduce it. It has been the means, he seems to see questionable, and all too often his demands are unreasonable, but if they are and with reasons, from no financial, political, or sentimental point of view, is satisfied that he has obtained the best price to be had, nine times out of ten, he will capitulate and accept.

UNWITTINGLY a certain class of bill posters who affiliate with an association, in many cases themselves in possession of a certificate of membership, thus they are asked with a bill, unexpressed desire to dictate to advertisers—to tell them that they must do this, that or the other thing. This language usually falls void in letters, cones, admission records, often appearing in grammatical errors and needless orthography.

There are manufacturers, manufacturers, thousands of them, who have never heard of a bill poster's association, never dreamed that such an institution existed. Every year and then, some one of these dictators try to pressure. He writes a convoluted letter to a bill poster, offering work at certain prices, or, say he, asking for price and discount. In many cases he gets one of these vulgar letters. He also gets his double up, quickly in, and the bill poster gets—left, incidentally the publishers get their particular firm's appreciation therefor.

The strongest part of this strange legislation is the fact that the strongest members of the organization are directly responsible thereby. The gully is a in the main and its only ally following the wrong and wrong of their leaders. These letters, in the connection, tell it great length how they made one advertiser do this, compelled another to do that, and so on of manner. The little fable strikes it to end goes home and they convinced that his first duty to the profession is to bluff, belittle and insist every advertiser who offers him work. This is the bill poster's own, possibly, thus any one of the bill posters that bill posters have wanted to combat.

It should be taken up at the earliest opportunity. Members should be instructed, or, in fact, ordered to be uniformly courteous to all possible patrons. Unreasonable demands or offers should, of course, be firmly declined, but it should be done politely and with dignity. Unreasonable demands, sharp rebuffs, and arbitrary demands should be vigorously discountered. They are often serious and dangerous when allowed by politeness and friendliness. In the hands of the ordinary middle-class bill poster they are awful.

This man who has been struggling to perfect the organization of the International Association of Bill Posters, as mentioned in each month and memorandum, they have encountered and enormous every difficulty. Heretofore this has been a forthright fight for every one's industry and selfish and with results who have launched innumerable associations, some of the sole object of making the

members of legislative acts and laws, of selling cheap commodity at high prices, and still content of making the subscriptions lists of doubtful publications. It is well wonder, then, that countless difficulties and repeated disappointments were met with by the efforts and members of the International Association of Bill Posters. They need not a faculty obtaining some measure of reward. It is now generally known that their efforts have been conducted along lines which, in the main, are logically correct. Instead of overlooking, overlooking coming in at a most early rate, and it really seems now that the movement is about to achieve final and complete success.

The publication in our February issue of a letter from one Clem H. Congdon, president of an alleged organization, styled the National Distributors' Association, in which reference to our part was charged, made it incumbent upon us to institute an investigation. It is now more rightly called the National Distributors' Association as of any importance, nor taken to our credit seriously, still we decided to look into the matter carefully, and, if we discovered that the charges were true had been done, to make ample amends.

It will be remembered that the trouble arose over the distribution of a pamphlet on so-called postage, a Doctor Lobb, of Philadelphia. The man Congdon sent out the work to distributors at a shamefully inadequate price (he costs a thousand, and then in numerous instances not only makes a profit, but readily because the distributor at the bargain. This is what certain members of the association allege. Congdon claims that payment is only withheld in a few instances, pending investigation, which, he states, is warranted by the poverty of the local (1) returns.

In a preliminary step, we contacted one of our representatives in call upon Congdon and interview him. Although the testimony of the Sea leads us to believe that it is issued from office in the Philadelphia, neither the Philadelphia, neither the office nor Mr. Congdon could be found there. No one in the building knew anything of either, but finally the agent of the building notified Congdon so one who had rented offices from him in 1913, but who had, to our knowledge, "stopped not owing him several months rent."

We ascertained that Congdon's name is not in the Philadelphia directory, and, though our representative spent the best part of three days trying to locate him, we succeeded, and finally relinquished the quest.

Dr. Lobb could not or would not tell where Congdon could be found. He also refused to talk for publication after he had learned that our representative was associated with THE BILLBOARD. The following day he submitted to a gentleman, a resident of Philadelphia—that the gentleman with Congdon had been compelled to be untruthful, and that he had written with him (Congdon) to file.

This admission was surprising. Not only did he refuse to give any satisfactory, but that he had received any returns at all. A six-year-old child could not have brought the appalling news than the

printed schedule of advertisements shown was done. A check shows that would have been fairly correct with these checks and pieces were received in thousands, and distributors who regularly selected five, six and six thousand were also sent thousands each.

It is worthy to note, the cleaver itself was poorly written, badly set, and carelessly printed on cheap paper. It is one of those dirty, filthy, obscene letters that have been scattered all over the country as a mass of waste, and which on one or two persons of real standard will traffic in.

As we will inform, it is surprising indeed that the contract was completed satisfactorily. If Dr. Lobb is satisfied and has written with Congdon, why is not an investigation necessary, and why does it take so long to complete it? The probability is that the investigation is about as thorough and as substantial as the National Distributors' Association, which writes principally to the fertile imagination of its absent members.

In the meantime the following members who put out the work are still unpaid: J. Francis Collins, Proby, Miss.; J. C. Conroy, Jr., Philadelphia; Wm. Williams, No. 35, Pasaden, Va.; Wilson & Siskier, River City, Ohio; A. B. Whitaker, Wheeling, Ohio; J. C. Selby & Co., Fort Washington, Ohio; J. W. Goodwin, Lima, Michigan; Chas. A. Whitehead, Westmoreland, Tenn.; E. H. Kover, Waukesha, Wis.; Bray Mills, Huntington, Ind.; J. H. Hyman, Bristol, O. This is probably not all. But the total is the same as of those who have written to that they were still unpaid. Some of them we know to be extremely honest and thoroughly reliable. All of them are good members. In any event, they have no hesitation in stating that any one who would engage in honest work, intending to live decently and to do his job, is not only a criminal, but is a cur.

If the high-standing National Distributors' Association has any influence in fact, it should be able to get the work assigned to him. If it has no such influence, but has no real associate office are guilty of obtaining money under false pretenses.

For the good of the association, members were requested to distribute worthless booklets at less than market value of regular rates? For the good of the industry, the regular publisher to the public that members of the association are terrible? Could anything be more unscrupulously false?

The English newspaper-publisher and all the rest of the straps and adhesives put forth in the gains of designers' secretions are poisonous evils. Most of them are openly fraudulent, many few are cunning and cunning. But the effect of both is much the same. They destroy the confidence of members, thereby bringing real successful effort into disrepute. Just think now! Prevent their work, but the interest of the craft at heart.

The men who launch these bait 2000 dollars, though keeping within the pub-







Chicago, Ill., Feb. 15, 1914.

Miss Tom Williams,

Dear Miss Tom Williams: I have no time to write you now... I will be glad to do anything, and would not even stop printing your letter for the sake of writing to you... I will be glad to do anything, and would not even stop printing your letter for the sake of writing to you...

Yours very truly,

W. M. Williams.

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Vansyckle Advertising Co. DISTRIBUTING, SAMPLING, SIGN TAKING, ETC. South Main Street, Opposite Grand Hotel, INDIANAPOLIS, IND.

Chicago, Ill., Feb. 15, 1914.

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# BILLBOARD ADVERTISING.



Florida, California, and its first regular at \$5, last year, and, as it was a success, will hold another this year. It is in The Florida Heralder and Agricultural Fair Association.

E. C. Lewis, Director General of the Tennessee Campaign, is working a splendid advertising scheme. Every trader organization, news society and political organization receives from him a personal letter inciting them to convene the Nashville during 1897. His letter is appreciated by one such from the Nashville Chamber of Commerce; Wm. M. McCabe, Mayor of Nashville; Gen. W. Stratton, Chairman of the Board of Public Work of Nashville, Nashville City Council; the three daily papers of Nashville and the Governor of the state, Hon. T. S. Turner. They are all filled to brims but are so easily convinced that the respective actions, if ever, detect it. It makes quite an imposing array of invitations and cannot fail to beguile the parties addressed.

Chilwaukee leads all other cities in the use of her appropriation for the Central Exposition at Nashville.

Chas. F. Amsell, 415 Washington Street, Chicago, Ill., prints all kinds of notices and tags for fairs and exhibitions.

Col. E. Duval Dixon, the lion tamer has secured the "Haggenbach Company" of the Tennessee Centennial.

The Globe Tinkal Co., of Philadelphia, seeks a quantity of waste brass for sale.

Col. A. B. Price, of New York City, has managed more than one hundred lions, which have brought in not less than \$20,000.

The Davidson Ligon Co., of Cincinnati, are the largest printers of fair posters in the world.

At last Paris has found what she most of all needs, that will enable the Eiffel Tower. For her 100 Exhibitors, a city of Gold is to be constructed, which will illustrate the whole history of gold, and contain replicas of famous golden objects, such as the golden calf, the golden bowl, Athens's golden apples. The fair offering this city will supply in a golden rain, and the public will not enjoy themselves by stepping off bits of the golden walls.

If there are any of our readers who do not subscribe for *The Field and Forest*, they are missing a good thing. We know

of no other paper which issues half as voluminously at the currency of a fair. Weekly, \$4 per annum. Sample copies to citizens address: *The Field and Forest*, 412 Times Building, New York.

Hermon Jewell is chief of the bureau of Publicity and Propaganda, being, being, being, in chief advertising agent of the Tennessee Centennial.

There is not one change in the official program of the Bay State Fair, at Worcester, Mass., than is of President, Mr. Warren C. Jossart having been elected. The date of the first meeting of this association has not yet been decided, but will probably be the first week in September. Mr. John B. Foster is chief secretary of the association, and with his well known enterprise and executive ability there can be no doubt of featuring success for the fair's meeting.

Among the various demands for concessions at the Paris Exposition is one for a transatlantic tunnel of four, fifty-two feet in length and twenty-one feet high. In this transatlantic glass tunnel—the tunnel is to be made of glass—it is proposed to erect an American fair museum. Mr. A. Bove has shown The rough plans of the project has been forwarded to the Exposition authorities on behalf of the Patent Revolving Company of Milwaukee. They are decidedly correct.

Managers of advertising exhibits for them, who desire to be located for W. Bennett Hall, along conveyed with a few billboards, Madison, Wis., specifies in the Wisconsin Advertiser and Reporter, how many they may obtain absolute satisfaction regarding dates, credits, etc.

Secretary Ballie has in possession a list of six million reliable for bills, together with the price charged for exhibition. The list is being arranged with special reference to exhibiting the figures or suitable addresses that will take in a check of four to six bills.

Managers should see that their names and addresses be in the list.

An effort will also be made to keep track of exhibitors in such a way that they can locate the clients.

While in a remarkable manner and will meet with approval, and result in satisfaction on all sides.

Managers are their names early requested to send as early as possible. For Fair List is now regarded as the authority of the program, and becomes an official record for the entire association, therefore, and its disclosure generally, and will be a great advantage to the exhibitor and of important advantage to the fair.

At the annual meeting of the Ohio State Agricultural Society, held at the Ohio, Columbus, Ohio, the question as to whether a meet should be given this year was thoroughly discussed. None of those present were not opposed to give a meet this year in respect of the realization of the great mass, time and state. The ground

would be considered ready. The association has already decided to hold the meet in Columbus, Ohio, and the subject has been discussed on several occasions. A committee was appointed to consider with the directors of the agricultural society, to see if they would consent to improve the exhibit and the ground, would they agree to do this, a meet will be given in the third week of June.

The resolution reads the following: Resolved, That the meeting should be held at Columbus, Ohio, on the 25th of June. J. C. Linneman, president; Charles Stratton, vice-president; J. W. Beckel, secretary; W. S. Johnson, treasurer.

Asheville, (N. C.) will have a poultry and pet stock show next December.

The annual meeting of the Columbia County Agricultural Society, was held January 21st. The grounds and stock of the County Agricultural Society report shows receipts for that season amounting by \$14,000. Columbia is one of a very few farmers.

A new paper that has been organized at Daytona, Fla. is the Daytona City News. The grounds and stock of the County Agricultural Society will be within.

Members: 300, Primary: 50, Chap. Editor of The Billboard.

Our dear friends will find our annual account for 1897. We are gratified one of our staff here, but I think we have done pretty well, maintaining the balance and the general success. We have an appropriation of \$100,000, which will be used in the purchase of stock for the year, which will be given to our members and to the public.

Let Gifford, Barville, Miss. is president, John C. Gifford, vice-president, John G. Gifford, secretary, and John J. Gifford, treasurer, for the meeting 1897.

Index of Exhibitors closed stand,	1897/8
John A. Freeman Ltd.,	12.00
Kaiser Printing,	25.00
Proctor and Smith, Stationers,	25.00
P. H. Wilson,	50.00
John J. Jones,	50.00
Standard and Improved Buildings,	40.00
Stone Structures,	100.00
Tennessee of Maryland,	75.00
Sumner on Bond, January 1, 1897,	25.00

MANAGERS.—  
New Building and Booths, \$ 800.00  
The Printing Building, 200.00  
Interior, Stationers and Ticket Office, 200.00  
Training Association, and other, 100.00  
Main and Main Building, 100.00  
Work at Grandstand, 200.00

Printing and Advertising,	200.00
Interior, 100.00	100.00
Freight and Loading,	25.00
Print and Expenses,	100.00
Interior, 100.00	100.00
John Porter,	120.00
Excursions,	1,000.00
Warrens and Police,	100.00
Security and Treasurer's Salary,	400.00
Final arrangements,	400.00
Total paid,	5,000.00
Balance on hand Jan. 1st, '97,	2,000.00
Total,	7,000.00

We report to your own bill at Nashville, Miss. August 31 to September 1st, 1897.

John A. Gifford, Secretary.

### FUNDY MEMORANDUM.

At the annual meeting of the Ohio State Agricultural Society, held at the Ohio, Columbus, Ohio, the question as to whether a meet should be given this year was thoroughly discussed. None of those present were not opposed to give a meet this year in respect of the realization of the great mass, time and state. The ground

### NEW RUNNING TRACK.

W. C. Farmer of the Head of a Detroit Fairground.

W. C. Farmer, Capt. Jack Price, together with several other sportsmen, have purchased the Highland Park of Detroit, a trotting track, for the purpose of converting it into a racing track.

Mr. Farmer, who is to be the general manager and secretary of the course, is now at Detroit, superintending the improvements of the work property. The racing season will open in April on the new course, and will be expected to rank in the country.

The new course will open three stages for the spring meeting, to be made of the track, and will be opened by weekly Detroit race, and it is to be managed by such a capable tact celebrity as Mr. Farmer, no success is assured.

The annual meeting of the Ohio Valley Fair Circuit, was held at Columbus, Monday, and decided upon the date of the races to be held in the different towns this year.

The following delegates were present: Mr. S. Taylor, Steubenville, Lancaster, Ad. C. Sweeney, of Newark; R. C. Miller, of Washington, C. H.; Edgar P. Dwyer, of Westmoreland; James H. Huntington, of Newark; A. R. Taylor, of Newark; W. Fleming, of Columbus; and Messrs. F. M. DeWane, C. W. Story, W. L. Yelkey, and H. W. Woodson, of Columbus.

Mr. W. L. Phillips, of Columbus, president of the circuit, presided at this afternoon meeting, and was unanimously re-elected for the coming year. Mr. W. M. Allen, of Washington, C. H., was selected vice-president; Mr. J. H. Dwyer, of Westmoreland, was re-elected secretary and treasurer, and was re-elected secretary and treasurer.

Resolved, That the meeting of the circuit be held at the following places: Columbus, July 6th, 7th, 8th, 9th and 10th; Cincinnati, July 10th, 11th, 12th and 13th; Portsmouth, July 13th, 14th, 15th and 16th; and Columbus, July 16th, 17th, 18th and 19th.

An open week followed, and then came the first day of the racing season, and continuing through August 11th and 12th; September 1st, 2nd, 3rd and 4th; and October 1st, 2nd, 3rd and 4th. The circuit is now closed, but has not had the third week in August, and the will be allowed to have it.

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Secretary: Send in your fair dates as soon as decided upon.







# WANTED!

## BRIGHT YOUNG MEN

Can make from \$12.00 to \$75.00 per week selling our posters on commission. We have posters for every branch of the retail trade, such as clothiers, hatters, dentists, milliners, boot and shoe dealers, butchers, grocers, tobacconists, druggists, haberdashers, etc., etc.

These posters afford the very best advertising that it is possible to obtain. They are apt, striking, beautiful, and sell at sight. WE WANT AGENTS TO TRAVEL AND TAKE ORDERS. We want young men, between 21 and 25 years of age. To all such that write us, giving reference, we will send all necessary instructions, information, etc., and a set of samples that cost us \$23.75. We ask no deposits, request no stamps for reply, but we do insist upon being fully satisfied that inquiries come from men who really desire employment. Those that are merely inspired by idle curiosity will not be considered. The work is easy, pleasant and congenial. Our solicitors have the assistance and advice of the city bill poster in every town. Write quick.

CINCINNATI, O.

THE DONALDSON  
LITHO CO.

## The Babbitt Entry and Record System.

INGENUOUS BE SIMPLE BE PRACTICAL

## The Babbitt Ticket Account Book.

PRACTICAL BE SIMPLE BE INGENUOUS

### FAIR MANAGERS

Send coupon with the enclosed to  
refer to us in letters and orders.  
Books delivered in 10 days.



MADISON, WIS.

For **\$182.00**

Member  
International Association  
of Distributors.

I will place a booklet in every house in Cincinnati and the suburbs in Hamilton county. There are exactly 121,351 houses. About 15,500 of the booklets should be placed in Gosport, to bring the best results. I know Cincinnati thoroughly, and I know how to cover it expeditiously and economically. Cincinnati families are large, they average five members each, 1925, you reach 647,500 people through my house-to-house distributing service.

W. H. Steinbrenner

ROOM 805, LINCOLN INN COURT, 815 MAIN ST.

CINCINNATI, O.

Established 1876.  
24th Year.  
Bill of references.

## Bill Posters' Paste Brushes.

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

### PRICES.

8 Inch.	-	\$2.25	Each.
6 "	-	\$2.75	"
10 "	-	\$3.00	"



This is our Colossal

### "UNEXCELLED"

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



8 Inch.	-	\$2.75	Each.
6 "	-	\$3.00	"
10 "	-	\$3.25	"

SEND YOUR ORDERS TO

The Donaldson Litho Co., Cincinnati, O.

## SOUTHERN ADVERTISING CO. | STREET, 242, ADVERTISING.

BOWLING GREEN, KY.

POPULATION, 10,000.

### Bill Posting and General Advertising.

We are and were all the greatest bill-posters in the city.  
Address all communications to

J. M. HARRISON, Manager "Southern Advertising Co.," BOWLING GREEN, KY.

NOTHING EXCELS THE SERVICE RENDERED BY THE

## BINGHAMTON BILL POSTING COMPANY,

CONTRACTORS FOR

OUT-DOOR ADVERTISING

IN ALL ITS BRANCHES.

Special care given to  
Business-Home Distributing

Special service by  
Bill-posters.

P. M. COOLEY, Mgr., BINGHAMTON, N. Y.

## 1891. "Everything comes to him who waits while he waits." 1897. THE HUSTLER ADVERTISING CO.

OUT-DOOR ADVERTISING  
IN ALL ITS BRANCHES.

W. H. GARR, MANAGER.

The only really  
effective advertising  
service to city.

24 NORTH BROAD STREET.

FORT WAYNE, IND.

"The Best and Most Useful Paper."

## The Ad-Writer

A ready and highly independent paper published weekly, at St. Louis, Mo. The only journal that wears no gloves.

All that its name implies. — *Comptroller*

Write me tonight in gold to supply me with one—The *Ad-Writer* does make up of being *AD-Writer* contained—*How* (17) *First*. — *Comptroller*

Sample copy TO YOU, FREE.

IT IS PARAGON, Edition, 629 Olive St., St. Louis. Twelve Months for a Dollar.

**SIDNEY, OHIO, C. P. ROGERS**  
CITY BILL POSTER.

Over and under all billboards and signs, made in the city.

ALL DEPARTMENTS monthly selected to

**Tucker's Magic Stone Polish**

Will clean and remove of manufacturing this wonderful Stone Polish for 25 cents, 50 cent price \$1.00. Thousands of homes have been sold by request.

C. F. TUCKER, Glendon, Mo.  
Box 121. THE

**THEATRICAL AND CITY BILL POSTERS,**  
Manufacturing and Advertising Agency,  
200 Broadway, New York City.

"Mr. Manager!"  
"One Moment Please."

WE take pictorial advertising signs, security signs, business, educational, historical, scientific and landscape illustrations, pages.

OUR artists are expert and up-to-date.

WE do NEI posting, distributing and tacking.

WE own many feet of space, houses, money, experience and Wood's Fair System.

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

WE have no delays, back issues, "shabby signs," boys or "isms."

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

**C. A. Smith & Co.,**  
Brantford, Canada.

Population of City 12,000. Family 50,000. Country 5,000,000. THE

**A. E. BENTLEY,**  
Only Licensed BILL POSTER in GUYBERRY, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Also made known on application.

## Nashville Distributing and Advertising Co.,

300 N. Cherry Street, NASHVILLE, TENN.

Licensed and Bonded Distributors and Teachers for Nashville and Chattanooga, Tenn.

Member International Association of Distributors. This association guarantees service to its members. BY JAMES L. WELLS, Pres.

## FOR SALE:

The Best ICE Freezing Plant in Maryland, located at Frederick, a city of 25,000 population, known as the RHODES BILL POSTING CO., now doing a flourishing commercial business and controlling all theatrical and outdoor work.

Will sell also, a first-class Soda Water and Beerage Plant, now supplying 6-10 of the soda drunk in the town, which, if run in connection with posting, proves a strong gold mine. Such plants run under the same roof.

Will sell for cash within the next few days. \$2,000. no more, no less. Freshly built fine new water, electric lights, ready-made and a grand Mountain Summer Resort. This is the opportunity of a life time, for some young builder. Reason for selling: Have interests in another city, that demand my attention.

If you mean business, write for full particulars. ADDRESS:

**FRANK B. RHODES, P. O. Box 244, FREDERICK, MD.**

## E. S. CARPENTER

— 1275 —

## RELIABLE BILL POSTER DANIELSON, CONN.

**MANAGER OF MUSIC HALL.**  
Office, No. 5 Music Hall Street.

We have larger and better billboards than any other city (see in Eastern-Country) — *THE*. We will give your posterage advertising intelligently and well or no way.

**MARION ADVERTISING CO. MARION, O.**  
LICENSED CITY BILL POSTERS  
Bill Posters & Gen. Advertisers

**BURKE & ARGENT, PROP'R'S.**  
1,000 Panel Billboards. 50 Three-Sheets. 100 One-Sheets.

LICENSED **J. S. CRAIG,**  
BILL POSTING, TACKLING & DISTRIBUTING.  
395 LEXINGTON AVENUE, HASTINGS, NEB.  
Own and Control all Boards and Postages.  
30,000 Square Feet of Boards. POPULATION 28,000.

THE LEADING SIGN PRINTERS  
"ELECTROGRAPHIC OR BLACK" IN THE UNITED STATES USE

## THE AULT & WIBORG CO'S POSTER INKS

ARE YOU ONE OF THEM? "AULT & WIBORG CO" CHICAGO

ESTABLISHED 1871

**CHARLES W. YORK,**  
Bill Poster and Distributor.  
HAVERHILL, MASS.

I make a specialty of Distributing and Advertising Bill Posters.

**C. F. BANGASSER & CO.**  
CITY BILL POSTERS AND DISTRIBUTORS.  
New York and New England. We are Bill Posters in our territory. P. O. Box 25, MONTICELLO, VERMONT.

**ELIZABETHTOWN, MO** Pop. 2,000  
The Greatest Country in South.

**RIGG BROS.,**  
The only licensed BILL POSTERS in the State. Own and control all billboards and advertising privileges in the city. We are in daily work every morning. Also signs, hand, hand-painted and sign frames.

**Philip B. Oliver,**  
Licensed CITY BILL POSTER.  
AND DISTRIBUTOR.

4100 First of March. 24 Three-Sheets. Special Attention Given to Commercial Work and Advertising. All Work Guaranteed.  
319 Cherry St., FINDLAY, O.  
POPULATION 12,000.

**HENRY C. CROSBY**  
ADVERTISING SIGNS,  
Business Building,  
1107 FATERSON, N. J.

**NIGHT 'O' DAY.**  
That is just the way we work our signs.  
Placed advertisements are you see in them. Write us about our 12 towns. Paterson, N. J. 12,000. Passaic, N. J. 12,000. Rockland, N. J. 12,000.  
**PASSAIC ADVERTISING CO.**  
Paterson and Passaic, N. J.

**TRAYTON, NEW JERSEY.**  
**The Trayton Bill Posting Co.**  
Owns all Billboards in the city and suburbs. Largest in the State. We are in daily work every morning. We are in daily work every morning. We are in daily work every morning.  
We are in daily work every morning.

No Office Complete Without It.

## Business

A Practical Journal of the Office

It gives money by showing the best way of doing things in the office. It gives information on Accounting, Office Routine, Business Plans, Agents, and Advertising, and incidentally upon Finance, Management, Transportation, Customs and Revenue.

The annual departments of the paper include: Office Rules, News, Special Circulars, Wanted notices, and other notices. It is a complete office guide, containing all the information necessary to the successful office worker. It is a complete office manual, containing all the information necessary to the successful office worker. It is a complete office manual, containing all the information necessary to the successful office worker.

Published at  
12 Astor Place, NEW YORK.

Subscribers by postoffice First National Bank, Publishers, 121 City, 4th Floor, New York, N. Y.

**J. S. MARTIN** INCUBATOR ADVERTISING

1245 Broadway, New York City.  
Incorporated in New York State.  
Capital \$100,000.00. Assets \$100,000.00.

**INDIANOLA, IOWA.**

**WILL H. LORELLA,**  
IDEAL  
Bill Poster and Distributor,  
Specialties in all line of work.  
High class—Inexpensive—Good  
GRANTSBURG, ILL.

**A. P. MEYERS,**  
BILL POSTING, AND DISTRIBUTING,  
SIGN PAINTING,  
Work and contracts all kinds.  
Reputation—High—Low—Cheap—Good.  
GLENWOOD, - IOWA.

**GEO. F. NETHERCOTT,**  
BILL POSTER  
AND  
DISTRIBUTOR.

Card Cutting, Distributing, Sampling,  
Sign Painting.

Control of Dead Walls,  
400 Circulation per year—\$100.00  
Office, Academy of Music,  
SAGINAW, E. S., MICH.

For the whole, see also Billboards Advertising.

# The Enquirer Job Printing Co. Cin. O.

## THEATRICAL

**DESIGNERS,  
LITHOGRAPHERS  
AND GENERAL  
JOB PRINTERS.**

\*  
Poster  
Work  
Our  
Specialty  
\*

Our Date Book for Season 1920, '21-'22 now ready,  
and will be sent postpaid on receipt of 25 cents.

## The Bill Poster

The English counterpart of THE BILLBOARD. Subscribers pay per year, post free, may be sent by air East England St., Cleckheaton, G.

**JOHN T. WILLIAMS,** **BILL POSTER.**  
244 Morrison St., PORTLAND, OREGON.  
Population 100,000. City Established 1811.

POSTERS  
OF ALL KINDS, AND  
HAND BILLS

The best work and lowest prices that can be obtained in all America. Write us.

**THE GREAT American Engraving and Printing Co.**  
47 BURNHAM ST., NEW YORK. R. E. BOSTLACE, Mgr.  
T. S. DANLEY, Pres.

Distributing Office, P. O. Box 100, BALTIMORE, MD.  
Special and Ordinary Work.  
Large run circulars, envelopes, cards, etc., for regular business work. Blank certificates, checks, postage stamps. Best notices, notices, etc. L. & J. O.

**DANA M. BAER,** OF LA VERGNE, MISS., in addition to the well known and established business of distributing all advertising matter, acts as an expert lithographer. He has a fine plant and a number of men in his employ. He has a fine plant and a number of men in his employ. He has a fine plant and a number of men in his employ.

**DANA M. BAER, Distributor,**  
Box 477, LA VERGNE, MISS.



**DONAT J. LEFEBVRE,**  
BILLBOARD DISTRIBUTOR  
61 1/2 State of Advertising Station,  
BOX 483, MANHATTAN, N. Y.

**L. A. DANIELS,**  
City Bill Poster and Distributor,  
SANTA CRUZ, CAL.  
POPULATION 8,000.  
Writer International Bill Posters Association,  
of United States and Canada.

**FREE!** Name and address of latest group and name of Billboards Advertising Association, including program, Leaflet and Circular, Station, including list of distributors, and other information, may be had for 50 cents, on 101 1/2 St., New York, N. Y. Billboards Advertising Association, 101 1/2 St., New York, N. Y.

**CIRCULARS DISTRIBUTED.**  
Mailed on 101 1/2 St., New York, N. Y. 101 1/2 St., New York, N. Y.  
**G. F. TUCKER,**  
Box 187, SHELTON, MO.

**DILLON'S  
CROSS ROADS  
BILL POSTING  
CO., Normal, Ills.**

Cards, Circulars, Bills, etc., tested and distributed at all prominent points throughout the state. Please sign name a specialty.

DO YOU INTEND TO ADVERTISE IN \_\_\_\_\_

**SAN FRANCISCO,  
OAKLAND,  
AND ALAMEDA CO.,**  
\_\_\_\_\_ **CALIFORNIA?**

# SIEBE & GREEN

OWN THE \_\_\_\_\_

## Bill Posting and Painted Sign

### PLANTS.

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

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

**SAN FRANCISCO** 44,000 Linear Feet Fencing,  
10 and 20 Feet High.  
350,000 Population.

**OAKLAND** 11,000 Linear Feet Fencing,  
10 and 20 Feet High.  
60,000 Population.

**ALAMEDA CO.** 9,000 Linear Feet Fencing,  
10 and 20 Feet High.  
150,000 Population.