# THE BILLBOARD

# Vot. IX., No. 6.

# CINCINNATI, JULY 1, 1897.

# PRICE --- CENTS

# The Psychogenesis of Demand.

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GEO. IS SITTLE

# & CHARLES GREEN

# SINER & GREEN of Sup Examines Oakland and Alexada County-

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man may be gifted as an advertiser that he sensenes the qualifications seconcer Conversely, a successful business man need not necessarily he a gifted advecthey are more than he much he a such adorean Advertising, the accounting, hangif of the services of good bookhaspthat in the course of a few years The Sterlag Remeth Co., at any thing he might choose to style bland, would be accorded a rating in the meroutile agroupes that would at least compers with that of One. Antin Bets, 0. 3. Only, or many of the other superts at abors he has directed his II

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BILL POSTERS DEPARTMEN

CALL

To the Members and Reacher Roll Platers The Negciones of the Waters Silbert Ommonial and Shew Printers, Thestrict and Cores Management Adreviting Contrastors, Growting .

I take plannes in respectfully mailying reation of the International Diff Posters terretation of the Inited States and Canada will be hold at the St. James Hotel, St. Louis. Mo, on Mussiay, Taraday and Weineslay, July 26, 27 and 28, We will sail friends are accessible on-

encoded in otherad. Mambers will converse requestly at max. a.m., on Massley, inte pf. in the amendaly room at the St.

From tadaptions we are assured over a had in a hill waters' converting.

A great deal of burners of vial insuch ance in the cealt will come baloos the correction, touching directly mon in-

It is siscersly expected you will lead poor presence, and maint in adopting orth measures us, in the padgeourt of the convention, will be best calculated to pressponal 201 Postery Association, and thereby sharing the beards

How eas we accouplish thin! He net-How one we accoupted that it y pat-ting forth your efforts and giving on y we hearty support and co-specation. That will cousts associated currises and entred ation. This concerted action will modify and consume to grow stronger than over by increasing our large membership. which to day is the largest in this creat are and the peer of them all - should demonstrating that the loand and bit-rail principles on which we were frended open mortings, we star chamber monore in cars is efficiency and methy the alvertiare's confidence.

Now, make an attempt to being in one new member. Goodal arrangements have been com-

shead for your extertelement, and an mains will be sparted to make your arjourn most enjoyable and king to be remem-

St. James, frees \$1.30 aparal

For further information please write

Very respectfully yours, President of The International ES faint Amontin.

The May Gauge of Adventising Rathe Ray Land

# Siele & Green, of 'Frisco.

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THE BILLBOARD

# THE PRESIDENT'S CALL.

# PARTNERT's OFFICE

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Lever, The Hommon Horsen, Sp. dockler, and Sp. on single part degr. the Roberts, B. B. Roberts, B. S. Robert section, and all these who are not mero-law, hat adjusts to issue many, attend this meeting. We are all equally inter-stellar is which is down and this spatial co-vention, and I hallow that it to the degre of server high parter is attend, and by his control gaid werk high to make here which will be of benefit is the reach in

the said delegates from state time, also three who deales to a manham, will please experi-t mentum. "Byparrolck Hall," at hadquetan, "Brannik and A. Bran, July 15. Federally, A. Bran, Franket, J Rosans Calasta, Seminy, -The Bit Joint

Parely Personal

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# Superb Book on Lithouranha

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# LEFEBVRE'S BUDGET.

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Editor Tay Bolland, Was Joseff Age

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# Meanderings Through Manhattan.

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Office & Shanghasony are ploying slishest for the "Never Out," May

TAXABLE PROPERTY AND

# LETTER FORMS.

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Here is a good from for a bill poster who devotes as much and an clean sites

tion to his distributing department as does to has beauly.



G. C. C., of Symmetry, wants in hour beer to draw on a chem. Parchase at any sufficiency since a back of back drahn. PUI out one as follows :



Turn the deaft over and endorse it; that is, write year mane on the back bits that :



The deal may now be depended in your own back for collection, as it may be devended to a back backed to the eity dates your client does fautaens. In this dates can the following letter should accompany 6, vol.



J. J. C., Nadvelle - fee Form No. 13 of This Billionate for lines

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Nos. 1 in 6 in the April BILLMARD M. N. F. Spraufield-Pres May in

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# Poster Advertising.

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So there are not the reposed and to the As for the peoples, this as reasely tail of a reportable billpositer to do 3, and you can selv upon his word that it is done, and done right.

# WHO WILL IT BE?

# The Hast Pepeler Bill Pader in America Get a Trip to England Free, at the Gast of the Rithman

In August of each year the United Bill Portun' Annelation of Grant Spitche holds its sewall convegine. It would men Strag thet a member of the ends is America should be sent to atread this meeting every your. This Belling her decided to levery rate the custom. It slip! the meeting takes place August 17 and sl, and we will send the ment pepe for the paster in America as any ander safer. All his expresses, including radmost and strengthin fare, head hills atwill be poid by mn. He will placed freis chan is every way and reflect crefit on the crift in America. But who is the most sensition America. But who in

This quot ion we have decided to astale

The content will had undil next July trich the progress being assocseed each month until that time. Cut out this empon and vote for your choice.

The start popular hill poster in America a
city . Stele
and it is my estimation been fixed in represent America at the Bullish convention,

dentily or subretly is bill makers and bill posting, managementy say of our produces may assue as making a choice The only small is making a choice. is that the vote by made meen the shouscorpor None others will be required Fick ant your man and then stand by has, and vote for him early and oben.

"It does not pay to advertise," He and with mourpful glance, "Go to " his heating circl eric "Year beam an it year pa to



TWO RECENT HONE? POSTARS.

# THE BULLBOARD. Purpose and Purpose of

or San Eighth Street, Cipconn, O. U.S.A. Address all communications

You the advarial or business descriptions to THE BALLAGARD PURCHASES CO.

Scheription, San Per Year, In Advance

transmission will be published of the uni-

And the second strength of the second strengt 

Entres as incent Chan Major at the Loursauch

SLY. I. 1897.

In prother column of this lane an publish the president's official call for the convention of the International Bill Posting Ameriation. Mr. Schooler has with communicable promotibule adopted mean which threatened is render the forthcomlooks as if nothing more seriess than the comment of open of the officers will mark the respondings. The slate is well replaced at this writing, and the selections are Sent class. We trust it will an through unbroken. For president, Mr. George II. Serbe, of San Francisco, has the call W.B. Lewiss, P.F. Scharfer and L. M. Caution seem to be well thought of for first, second and third vice presidents, respectively. Mr T. O Short is manfor transmer, The association will have , compilered, Hampered and housered in staff of officers. We should not be surprival to see is double its memberchie to geofici that it will grow such more mainly noder the new provine.

# .....

not diveloped it. We know of no instructerms he delevates whatever, hence one not have a number or moder the stficial meter for the forthcoming year. The delerence between Mr. Comphell and Mr. Stabilityedt has taken on a sectional arrest. The west is likely to be arreved partiest the east with the difference-the west is mild for Campbell, while the sast is not solar for Stablicasts.

Previound hill pintors in the cast, such, for instance as Mr. Sam Pratt of New York and Mr Edu Descally of Rotes and the west is levely envround and disare advocating the "open" association gauged. The idea should not be entera show with Mr. Carebbell, hat are out- tained for a second. There are for too

makes in their delense of Mr. Stabl brodt. It complicates the alkastice, and maders the astrong very apostein. in the sust that the efficial organ should

will enter say objection to such a generate. tails of the publishing thereof is not shift's slav by any manner of means. 20 countly the duties and propertibility atsome, and it is impossible to exercise of

rices m their demands, thay will do well to an alars. The ANY Proper and in other excistion, but to the entire cruit or well. that moduling will score heriful.

It should be remembered that the paner is islamme for bill westers. It makes new elicate every month. Its informer, in powerful. It may not be felt directly,

## - 64

Another thing. Where are you going to look for a man to take Mr. Comphell's and criticize. Any feel can do that, but when it comes to improving on the mit-

Mr. Campbell has freeed a policy that has reasonably satisfied all or nearly all. the members of the amoriation. What he shelf is no more fest, when the great dependent of animize of the members in on all sides by a threasad and one feel-Mention selectorizing-much more or, is durt, thus it would seen was possible. the abosh and rocks that benefithe every Have a care how you applied him. First find a man fitted to exceed him. and then he sure that man is articled to labor scalously for gaught but evaluantly

assuming propertiess which are estimate too formidable. It is well enough from ontaines and coordinions, but in the proenistence of the association,

The threatened split between the cost

could come from it and much here. woold seath revolu-

The scheme is copel Mr Siddloodt is also radically wrong. Mr. Stak-Feredi has done too much for the bill posters of the kind. The only proble with fashliceds is that he is six-braded. If the members will only take him in hand and heat untehis stableers, electronte brain the fact that he is not the only rock on the ora shore. he will yet more an exceedingly world is work-often hard work. Quits hu- member of the association. That would ha much better than equilation

# MAKING IT PAY.

Before taking up the scheiding of lacel pelocage, I want to draw attantion to the following letter. It disatrates a point to which many bill pasters hous -sferred ; arizara, tin., June 5, sig-

Arizana, Ga., Jo Harrison & Habbard Charlemail, C

arguester sougid read. I san heartern parti-lady assessment in your article of this needs. Induces insidy the energy discriming sheald new hear is with adverticing untravertingly. Why, sig. I have nematy had to talk solver

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barn. there are believe cost me First-for postar taxes do not got being merick in bosons they d not sourcer or increaling in the behaviour provide publicly, and wishing yes every concess, 2 an, Years 400 (200), Zero, B. Baustin, Stemard

It is keeping everlastergly at a that gris bessers, just as it is giving ther (bal retains potrusage. Keep it upherp your same halors them. Keep a staafter adsorthornest is Ten Euscano lo rendennei the wirk. It will pay. It is an certain or death and trees

The space of difficulty that constructed renters and distributors have to contrad with at the present time in the indifference which the anti-and or general adver tion mucliests toward the soulier towns thus, of materie, in each beat, the quality better than that yielded by the beards on

Bowever, it is a concludes, not a the are that conformin the country hill poster, and until the entional edverteer

many annulations now. No possible good errors to his senses the hill postery in the musi towns next seeds get shorp without his petromage. This can pushly be dent. Hear? By weeking up a demand for space among your local setail man

New, Mr Mes that has level at and failed, and you fellow that has a town that s an good, I are other you. You are the very fridawn I want to talk to and I

I we list going to tall you how I got shell offer you come hists and suggestions that will prove highly valuable.

I had been cannassing propulatly los abouth reath without landing as order when, one overseg while I was thinking the matter ever, an adea once to see

I had received that day a margin of an viets about and one of a whole shoet shoe that handled shoes. I decoded so try the A COLUMN AND AND A DESCRIPTION OF

The pest morning I went to him showed has the easyles and raplained formers' trade. I explained hav present were, and finally offered to put up twee \$12.50, and I chouged hum five cents a

He throught the matter over, but finality it would not pay

I supected this, and was ready for him Mr. Shannor," and I. "I know it will toy, and that in show you that I mean what I say I II guarantee it."

This opened his eyes, and we get down te busiases. I had have farme out the amount of sales he would know to make order to sorrest as especialars of \$45 co, and ha decided that \$1,0000 was it shap or worth of sheer, but I would not have it that way I tanisted that whenever a person impaired for or banght. shoes the entry parelases should be

With the anderstanding I selend the pipel, agreent that if I failed to give

In das time the posters arrived

Any pair in the house

ATURDAY, OCT. #

There wars four reads leading into up on each of them, gang out fally for motor. The other exclude we have The whole sheets I spotled in about the

Well you meet any mothing the it all want to Shappen's He, his wife, his

# THE BILLBOARD

on and see despiters hed all they could is the whole day long. The store was stouded all the line, and nearly every serves who came for shoes bragkt someshang also 21 was a wonderful surgeon, and enery other merchant in have were group with envy

The next morning (Sendar) I dropped. arrant to see him. He bed part faithed

"Yes win," he said "fars to each and fryp or on the books."

his paid nos, and then and three daple

The sout day (Mondar) I want around 30 not the other merchants, and got an couble after that

Now, the particular point I wish to imoren upon bill posters in that the posters gue as one throug only. There was an

) would not ofvine every hill poster by guaranter results, as I did in this case, curamer as often as possible. It helps

Chests and hold their trafy pet country bearin. They are cheng, you can sent locations for a subscription to a periodenal year, and the first circus thet cornes along

The country bill pester must, show row lows is under 12,000 inhabitants prost under any cucan-changes, any cash rintals for locations.

give, of occurse, as order to get a beaue, ian, of theater tickets, or you are lable to deliver courself into the bands of the

I are a good otherse worked now in second towns. The hill pecker publishes the theater programme and mesor space to it for buildings and windows. Others pre the owner a painted sum ever the brasd erected an his lot. Soll others moted the advertising deaks, elocks, felder marks, etc., in the hotels, and amap ner sumber of wars in which center of any some a very

The programme is the best. The wall for the curtain to rise and the waits beincome acts are potent factors in the ardiconvinced that fone hones at heavy on the thester geer's hands that he reads Its programme advertisements is shear desperation. Then, again, the cost of putdabley a pregnames to almost nothing. The pay ais will always do b, and the privilege may availy be had for solding. Sometimes the programme and be made to show a profit aver and above all the space is gots you

Two new Impetets on the basels in Chinagh - Chine of Edwards Roach and Indensates, on Volk Closen atom, and the thermost Shine. No. (1) Decision atom. Both are China bine, and their work in highly contraints.



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# Answers to Correspondents.

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THE BILLBOARD

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respectfully,

STILLWELL ADVERTISING CO., Per A. L. STILLWELL, Pres.

ALAMEDA COUNTY Exclusively.

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Lineal Feet, the choicest.

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# Posters for Fairs.

The best and finest line of posters for the Season of 1807 is that of THE DONLDSON LITHO.CO. It is also the lengest. They have Posters available for advertising anything, from a National Exposition to a "Pumpkin Show" and in gracetravaries than any other house in existence. The line embraces Agricultural Machinery, Vegetables, Gattis, Swine, Poultry, Running Races. Tortting Races. Biogrie Races, Hippodrome Races, Athletic Sports, Bench Show, in fact anything and exyrithing that the Fair Manager can possibly with for.

Samples free. Address,

# THE DONALDSON LITHO. CO.,







# GOOD DESCRIPTIVE STANDS

Are always better than bum hand-painted allairs, crudely executed and poorly planned. The trouble has always been, heretofore, to get a small quantity at a reasonable price. We have



We can give yoo good work, and sell yoo ONE STAND at a reasonable price, Here is the way a Tweety-Sheet looks:



Seed os copy aod Oce Dollar, aod we will make yon up a sample. Here is a chance to interest your local merchaots.

# PRICES ON TWENTY-SHEETS:

L	Stand	 \$1.00.
2	Stand	 L80
3	-	 2.10.
1	-	 2,60
5	-	 3.00

Red Letters, 42 io. high, 28 io. wide, same design as above, and Solid Blue Border.

HENNEGAN & CO., Cincinnati, Ohio.

AN OPEN LETTER.

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W. E. Patten, Coristh, Miss

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THE BILLBOARD

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There is only one exclusive Billboard Contracting Agent; there are several people who contract to place hill posting, but there is only one who does this work *exclusively*.

I occasionally place other business, but if so, it is done at the advertiser's express femand, and not because I recommend the other method.

I have no classiants of my own to sell the advertiser-no fences, no walls, no billboards, no street cars ( ) and therefore from to give disinterepted advice to the advertiser, as I make the same profit on one odder\_ghost I do on any other.

If you are no advection, and if you want disinterested advice and expert service send for me. I place bill posting in New-York City or in San Prancisco; in Dolath or in New Orleans; in the largest eithes or in the smallest "essawessals" villagis. I charge you the bill posters' regular reless—no zore.

Besides taking the work of your hands I can do more 1 pt your work out promptly, becam corey tail points known me and any equations for promptly pointg all like. No matter have high your fascial rating may be, all lill pointers do out know you, and a they have summary angulottake accounts on their books have paraminally had your events will an interaction of sourcan be made. This down not kappen with my orders, because they all know me, have known no for your, and have more tailed was all the first manage.

Come and see me.

Sam W. Hoke

Long Distance Bill Poster, 107 West 25th Street, Telephone Connection. New York.