

The **BILLBOARD**

A MONTHLY MAGAZINE FOR
ADVERTISERS.



PUBLISHED
IN
CINCINNATI
BECAUSE THERE
ARE MORE
POSTERS PRINTED
THERE THAN IN
ANY OTHER CITY
IN THE WORLD.



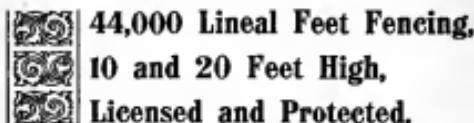
BILL-POSTERS,
SIGN-PAINTERS
POSTER-PRINTERS
DISTRIBUTORS
AND
MANAGERS OF
FAIRS,
EXPOSITIONS,
AND
PURE FOOD SHOWS.



PROGRESS
CHRISTMAS NUMBER 1896

Do You Intend to Advertise in
SAN FRANCISCO?

350,000 Population.

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

IF SO, . . .

SIEBE & GREEN

OWN THE . . .

BILL POSTING

AND

PAINTED SIGN PLANT.

Address, 11th and Market Streets.

HARRY MUNSON

Bill Poster and General Advertiser, contracts for and posts bills all over the United States and Canada. Does it all, prints, posts, checks and works out all the minute details incident to a large advertising campaign, extending over a great area of territory. Estimates, designs and sketches furnished on application. He

OWNS ALL THE

billboards at the various ferries of New York City. He offers a prompt, efficient, reliable and guaranteed bill posting service. Every sheet of paper is listed, protected and renewed. Every sheet faithfully and prominently displayed. He has a showing at every point of vantage throughout the city. He controls the

BEST LOCATIONS

on Broadway and the various elevated railroad routes. In fact all the most desirable, all the really prominent hoardings, all the better bulletins are always and invariably Munson's. That's why HIS service is the best—the only absolutely indispensable service to be had

IN NEW YORK.

If you want to keep the people of the Metropolis posted call on or address

HARRY MUNSON,

General Offices, 42 and 44 Duane St.

Branch Office, 228 E. 25th St.

Telephone 136 Franklin.

Provincial and country bill posters will please keep me advised of any changes they may make.

Classified Advertisements.

BILL POSTERS' DIRECTORY.

The Big Diamond Advertising under this heading, will list all posters, and give full information concerning their services, rates, and other details, on per square.

Ogallala, Ark. J. F. Clark,
Bill Poster and Distributor.

Omaha, Neb. H. M. A. M. Dostichels,
Bill Poster and Distributor, Inc., 2100
South 30th Street, Omaha, Neb.

Omaha, Neb. O. P. Smith,
Bill Poster and Distributor.

Laramie, Wyo. T. E. Scott, Owner and
Operator, 2000 ft. above sea level.

Orlando, Fla. Bill Poster, 1000 Posters and
Advertisers.

Washington, D. C. Pop. 12,000
Post, 4000, Bill Poster, 1000 Posters and
Advertisers.

Omaha, Neb. H. F. W. Morris,
Bill Poster and Distributor, and
Advertiser.

Troy, Ill. Bill Poster and Distributor,
Advertiser.

Pottsville, Pa. H. J. McManus St.
Bill Poster and Distributor, and
Advertiser.

Waukon, Iowa. Wm. J. Hart & Co.,
Post, 1000, Posters, all sizes, including
Circulars, Post Cards, and other
work required in K. C. Iowa.

Anacortes, Wash. Pop. 10,000,
George Morris, Licensed City Bill Poster,
Advertiser, and Distributor, and
one authorized at the seashore.

Commerce, Texas. Pop. 10,000,
John C. Gandy, Bill Poster, and
Advertiser.

Ashville, N. C. The Land of the "Pine"
Advertiser, Posters, Circulars, Post
Cards, Post Cards, and other
work required in Ashville, N. C.

Winnipeg, Man. Harry Warner,
Post 2000 Poster and Distributor Inc.

Bismarck, British Col. Pop. 7,000,
A. J. Davis, owner and manager, ad. 1000
Posters and Advertisers.

Port Wayne, Ohio. Bill Poster Co.,
Thriftmail and City Bill Poster, Adver-
tisers, and Distributors, Work
Required, 1000 Posters, 1000 Advertisers,
Circulars.

Denver, Colo. The Colorado Bill Poster and Publishing Co.,
Advertisers and Distributors, Posters and
Circulars, Post Cards, Post Cards, and
Circulars.

Lima, Ohio. Pop. 30,000,
W. L. White, Bill Poster and
Advertiser.

Houston, Tex. Van Horne & Co., Bill Poster and
Advertiser.

Milford, Mass. Posters, 1000, W. H. Coffey, City Bill
Poster and Distributor, Inc., New Haven, Conn.,
one authorized in Milford, Mass., and
Milford, Conn., Posters, Circulars, Post
Cards, Post Cards, and Circulars.

Baltimore, Md. H. H. Gilligan & Sons,
One and authorized in Baltimore, Md.

Palmers, N. Y. Fred, F. Kelly,
City Bill Poster and Distributor.

Washington, D. C. Bill Poster and
Advertiser.

Tucson, Arizona. 2,000 ft. above
sea level, Bill Poster and
Advertiser.

Kinston, N. C. Pop. 10,000,
The Vicksburg Bill Posting Co., 1000 Posters
and Advertisers, Post Cards, Post Cards,
Circulars, Post Cards, Post Cards, and
Circulars.

Glendale, Calif. J. A. Cross,
Bill Poster and Distributor.

Washington, D. C. Pop. 100,000,
Bill Poster and Distributor.

Victoria, British Col. Pop. 20,000,
The Victoria Bill Posting Co., 1000 Posters
and Advertisers, Post Cards, Post Cards,
Circulars, Post Cards, Post Cards, and
Circulars.

Montgomery, N. Y. Fred, F. Kelly,
City Bill Poster and Distributor.

Washington, D. C. Bill Poster and
Advertiser.

Watson, British Col. Pop. 20,000,
The Victoria Bill Posting Co., 1000 Posters
and Advertisers, Post Cards, Post Cards,
Circulars, Post Cards, Post Cards, and
Circulars.

When you write, mention Billboard Advertising.

Classified Advertisements.

BILL POSTERS' DIRECTORY.

Dover, Del. G. G. McGuire,
City Bill Poster and Distributor.

Oakland, Calif. Estes & Co., Bill Poster and
Advertiser.

Woodland, Calif. Bill Poster and
Advertiser.

Gardnerville, Nev. Bill Poster and
Advertiser.

Evansville, Ind. Pop. 70,000, Licensed
Evansville Bill Poster and Advertising
Co., Posters, Circulars, Post Cards, Post
Cards, Post Cards, and Circulars.

W. H. Parsons, Durwick, Minn.
Bill Poster and Distributor.

Waukesha, Wis. Pop. 30,000,
Posters, 1000 Posters and
Advertisers.

Asbury, Ill. D. Marvin
Bill Poster and Distributor.

Leavenworth, Minn. Pop. 3,000,
Drew N. Baer, Bill Poster and
Advertiser.

R. W. STORER

The Best West Publishing Co.,
One West Franklin Street, Chicago,
Illinois, is your source for
Posters, Circulars, Post Cards, Post
Cards, Post Cards, and Circulars.

BILLPOSTERS' DIRECTORY.

Any one person can have a poster and
advertiser, and many others from one or more
of the advertising companies listed below, to
have their posters and advertisements
made up by our company.

Paterson, N. J. Joseph Hirsch, Inc.,
Advertiser.

Montgomery, N. Y. Population 300,000,
Posters, 1000 Posters and Advertisers.

Brantford, Ont. Pop. 17,000,
Chris M. North & Co., Posters and
Advertisers.

Alton, Ill. Pop. 10,000,
J. H. Bond, Bond's Advertising Co.,
101 Bond Street, Alton, Ill.

Bond, of Boston. 101 Central Street,
Canton, Mass., 101 Bond St., New York, N. Y.,
Day, Chan H., Whitehaven, Conn.,
Marshall, Paul C., Tellico Building, N. Y.,
Maurer, Sam, 101 Bond Street, N. Y.,
Patterson, W. J., 101 Bond Street, N. Y.,
Posters, 1000 Posters and Advertisers,
Circulars, Post Cards, Post Cards, and
Circulars, Post Cards, Post Cards, and
Circulars.

Tampa, Fla. Bill Poster, Advertising, 30 Agents,
H. J. Stiles, Distributor.

Corinth, Ind. G. J. Clegg, Distributor, ad
agents.

Massillon, N. C. W. M. Young Company, 70
Posters, 1000 Posters and Advertisers.

Charlotte, N. C. Pop. 10,000,
E. L. Corbett, Corbett's Advertising
Company, 1000 Posters and Advertisers.

Bangor, Me. and neighboring
Cities, Pop. 40,000,
Posters, 1000 Posters and Advertisers,
Circulars, Post Cards, Post Cards, and
Circulars.

Peru, Ind. Chas. W. Strohman,
Licensed City Bill Poster and
Advertiser.

Jacksonville, Ill. 1000 ft. S. Main St.,
Posters, 1000 Posters and Advertisers,
Circulars, Post Cards, Post Cards, and
Circulars.

Derby, J. Leftwich, Manchester,
10 ft. S. Main St., Notable Distributor of all
kinds of Advertising material.

El Paso, Tex. 1000 ft. S. Main St.,
Posters, 1000 Posters and Advertisers,
Circulars, Post Cards, Post Cards, and
Circulars.

Cincinnati, Ohio. Pop. 200,000,
Trusted Advertising Co., 1000 Posters and
Advertisers.

Glendale, Calif. J. A. Cross,
Bill Poster and Distributor.

El Paso, Tex. 1000 ft. S. Main St.,
Posters, 1000 Posters and Advertisers,
Circulars, Post Cards, Post Cards, and
Circulars.

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El Paso, Tex. 1000 ft. S. Main St.,
Posters, 1000 Posters and Advertisers,
Circulars, Post Cards, Post Cards, and
Circulars.

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DISTRIBUTORS' DIRECTORY.

Grand Rapids, Mich. George H. Leonard, Reliable Distributor.

Pittsburgh, Pa. H. C. Clegg, Bill Poster and
Advertiser.

Paterson, N. J. Population 20,000,
Posters, 1000 Posters and Advertisers.

Williamsport, Pa. H. M. Thompson.

Pittsburgh, Pa. Population 400,000,
The "WIN" Posters and Advertising Agency,
Office 600, 10th Street, Pittsburgh.

St. Louis, Mo. Bill Poster and
Advertiser.

Massapequa, Mass. D. E. Crispin,
Advertiser.

Madison, Wis. Bill Poster and
Advertiser.

Waukesha, Wis. Pop. 30,000,
Bill Poster and Advertisers.

Midfield, Mass. H. H. Wager, 1000 ft. N. Main St.,
Bill Poster and Advertisers.

Montgomery, N. Y. The "WIN" Posters and
Advertisers.

EXPERT AD WRITERS.

Advertisers under this head pay 25 per cent
on contracts. To help sell your goods
you must have good copy. We will
help you get it. Call us for a free
copy of our "Book of Ideas."

Brainerd, Minn. Bill Poster, 2000, H. C. Clegg,
Advertiser.

Brooklyn, N. Y. 2824 Knobell St.,
Bill Poster and Advertisers.

Castille, John, Newton, Mass. 1000 ft.
S. Main St., Bill Poster and
Advertiser.

Gloucester, Mass. 101 Bond Street,
Bill Poster and Advertisers.

Glendale, Calif. 1000 ft. S. Main St.,
Bill Poster and Advertisers.

Bronx, N. Y. 1000 ft. S. Main St.,
Bill Poster and Advertisers.

Waukesha, Wis. 1000 ft. S. Main St.,
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Bill Poster and Advertisers.

POSTER PRINTERS.

Advertisers under this head pay 25 per cent
on contracts. To help sell your goods
you must have good copy. We will
help you get it. Call us for a free
copy of our "Book of Ideas."

Clinton Printing Co., Hartford, Conn.

General Printing Co., 20 Main St., New York.

**Central Litho. Co., 1000 ft. S. Main St.,
Newark, N. J.**

**Chippewa Lithographing Co., 1000 ft. S. Main St.,
Milwaukee, Wis.**

**Chicago Lithographing Co., 1000 ft. S. Main St.,
Chicago, Ill.**

**Graphic Arts Co., 1000 ft. S. Main St.,
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BILLBOARD

ADVERTISING.

VOL. VIII., NO. 11.

CINCINNATI, DECEMBER 1, 1896.

PRICE OF CENTS.
PER YEAR, \$1.00.

BRAIN PICTURES.

By CHARLES ALFRED RABBI.

One of the brightest physicians in this country, a specialist in brain and nerve diseases, who has given to the world his method of the medical phenomenon called "memory". He had been showing me the makeup of human brain tissue as revealed under a powerful microscope.

"It will not surprise you," he said, "if science eventually demonstrates that every atom of brain-tissue found in the cortex, or intellectual brain, is an intellectual photographic negative. By some process or law of not only evolution, but growth, of everything there is, it is passed over the optic nerves. That is, the brain is a photograph and stereotype combined. By an involuntary action of the will all images are discerned over one nerve-line or another, in this or that brain-department or subdepartment."

"Thus, when a man for the first time sees the City Hall Park buildings in New York, the brain immediately sends a special message to the brain-department of the brain, subdebtors, New York, apartment state and political, with a branch line connected with department-Tammany, and sub-department at Tweedville."

"When a man wishes to recall anything about the Tweed-ring, he immediately calls up and actually sees, exactly, a picture of the City Hall buildings, probably because they were originally and exclusively associated in his mind with Tweed. Then can by one all the other pictures by eye and ear be recalled to him."

"I believe that opticians, if equally perceptive and impressive make the procedure, are strongest and come back first. For instance, every man can shut his eyes and recall his mother's face vividly, after years of not nearly seeing her. She grows old, but rarely forgets. After forty years a man can return to his boyhood home and go through the crooked highway without a misstep. But he cannot recall all the peaks he played in that highway, the words that were spoken there, or the sentences from this or that book that were read there."

The topography of the hill is often impressed pictures through the eyes. That is strong. The prints of the hand, the finger pictures, micrographed best now. They take second place as to the fidelity with which they are recalled. The read and spoken words take third place according to their importance and impressiveness."

Here is a theory that bears upon the value of illustrated advertising, that may

soon very fast by a few trials of his own memory. If it is right, an illustrated advertisement is far and away more impressive and effective than one that is not. If the human brain is composed of photographic negatives, a picture is about the last thing you can throw at it, if you wish to make a lasting impression.

Most yes, there must be a striking, strong, impressive fact or idea associated with the picture, so that it may be plucked out. Over photographed on the brain, the picture is simply a picture, and amounts to nothing unless it is associated with some fact. A picture that isn't emphatically associated with the

same power for the reason that it is simply a reminiscence—a memory in us. It isn't to itself an advertisement, but simply a sort of "back" that makes a man read it, and then helps him to recall it.

The letter press, the wording of the ad, is first, last and all the time, the feature of all that adds the goods. Moreover, the more fact that the words, the facts, and the ideas in an ad are easy to understand, the easier it is to recall them, to make it imperative that the read skill, the most important, the most ready and the most money should be expended in evolving these features.

All the art, all the color schemes and

The result is a magnificent production from an artistic standpoint, that from a business standpoint is entirely worthless.

The facts that a poster will carry only a couple of lines of wording, that the basic words hold matter with much more effect than pictured matter, and that the worded facts are what really advertise and sell the goods, make the wording the vital part of the poster.

Any one who will try to convey in one or two brief lines of worded matter, in an impressive, attractive style, the selling facts about an advertised article, will soon realize the difficulties of the task. No matter how clever may be the poster or any other form of an ad, it is useless if it doesn't convey important information about the article advertised.

And so it is with the newspaper-advertisers realize the importance of the wording as their productions will soon come down a little ways out of the sky of art, and get their hands into the solid earth of common-sense business.

Can't Run a Show Without Billboard.

The New York papers contain the announcement that Mr. A. M. Palmer, entrepreneur of the famous bill posters, will withdraw his New York Thesaurus and set out elsewhere. The local says that the last issue came in the shape of the refusal of the bill posters to handle Mr. Palmer's paper owing to issues disputed bills of the past. On the recent Miss Georgia Cuyler's manager was unable, during her recent engagement to get her to appear again, and did the same thing with other managers who had attractions booked at Palmer's, and made them stand off the result. If a theater can't get along with our bill posting, why does it happen that those other classes of trade refuse to even give bill posting a trial? When apprised on the subject they say, "Oh, let the theaters use the billboards; we can't do the latter, and they have to be placed in another way." As if the most intelligent people were not the managers of the theaters.

EVERLASTING PASTE.
Dissolve a pound of sizes in twenty gallons of water, when cold stir in as much flour as will give it the consistency of cream, carefully bottling up all bottles. Then mix on half a pound of powdered resin and powdered gum of galena of benzoin. Let the liquid stand in a cool place and it will keep for a year. It has to be thinned down with hot water for use.



MR. HARRY MUNSON.

goods advertised by some striking fact, may possibly be recalled, but without any definite association that will benefit the advertiser.

The picture in an ad may be ever so striking and may make the strongest kind of an impression, but the head and body will easily tell of its purpose so favorably recall the article advertised.

My conclusion is that a picture is a most important and frequently necessary part of an ad. It is important because it keeps a man and makes him read. It is also very important because it helps to recall the advertised article and the most important facts about it. It is less important than the

all the beauty or humor in a picture, are utterly wasted, from an advertising standpoint, unless they are intricately associated with the article advertised and its merits.

For the article that kills the effectiveness of many of the most striking American posters. Money is spent with no suspending hand to get an artistic effect and the most striking eye effects. But when it comes to the reading sense, it has its way. There is only room for a sentence or two. "Any old sentence, however foolish or inappropriate will do just as long as it brings in the name of the article. Let the efface-ley write it."



CENSURED.

The official organ was censured by the members of the New York State Association in convention assembled, November ninth, at the Marlborough Hotel, New York City.

In testimony of his displeasure, the Secretary gave the proceedings to *Pegleg*, which contained an adhesion of Mr. Cawelti's paper, and there is much friction exhibited in consequence.

Cawelti comes as to state its justice to our contemporaries, that the censure was an unwise representative. Consequently the cause amounts to little. There were only half dozen members present, all save one, or possibly two of whom were propagandists heads of the fraternity. He did not and could not speak. He was the only man who was really displeased. The others, who they thought about the matter at all, must have known that there was little if anything to fault with. The paper has made a most creditable showing. In fact, when the restrictions and limitations with which the editors are hampered were considered, their cause is really surprising.

They are not allowed to print off the news, they may not entitle any member or members of the A. B. P. A. They are not allowed to print off the International Bill Posting Association or the International Association of Distributors; they cannot speak of advertising agents, either than the official representatives of the A. B. P. A.; and even accounts of the conventions of their own organization must be carefully pressed before they appear. Bill posters feel it dull and prudish.

And yet, while they have put out a paper acceptable to advertisers. A paper that has stimulated interest in posters and done much good for the craft in that respect alone. Every advertiser that received it becomes a profitable patron of the books, and doubtless many start commercial relations with the publishers.

If the officers and members of the Secretary of the New York State Association were only asdy advised as is the official organ, for greater dignity would attach to bill posters and bill posting. For the editors are well capable of writing good English.

The step of Chas. S. Blood & Co. was another. It is hard to afford to think that has been the means of putting thousands of dollars in the pockets of the bill posters of the country. Suppose one of their offices did now and then ask for a concession? Had he not earned it? Did he not create the business? Was it not deserved? It was evident that the bill poster never could have otherwise had it, and therefore he could well afford a reasonable concession.

But not the Secretary of the New York Association thinks differently, and has within us live. The members of the New York Association implicitly and unequivocally say every day, in referring to him, that they do not agree with that

kind of conduct and concession here being adopted by the A. B. P. A. At best, they will not keep books and advertisers, and agree to regard them, but for that very reason they hurt the business. The billboards do not earn a living of the money they are capable of. They can not afford to do so, even though, but this will not cover all the expenses of the poster. Neither will cost reduce, the conscientious correspondence, nor arrogant threats and arbitrary measures tend to lasting results.

This is why the leadership of the Secretary of the New York State Association is dangerous. Narrows to a degree his horizon, and before long separates and isolates the books, but in this difference in fostering his absolute ideal and exaggerated policy upon his colleagues in the State Association?

The members of the A. B. P. A. should think long and seriously before they allow to extend its baneful influence and further entangle himself by turning over the A. B. P. A. to the International Bill Posting Association. No charter can be issued until the Constitution is amended so as to admit of it and as that can only be done at a regular meeting of the Association. It will give the association plenty of time to thresh the matter over.

It is purely selfish in motive, and perhaps the official officials and publishers of the A. B. P. A. are not fully aware of the real reason why he purposed before further items in done.

A New Association.

A new speaker who does not wish to be quoted, opines that it should not be hard in writing the entire West to the South, and that the International Bill Posting charter for it from the A. B. P. A. he will be backed by as much power and influence that will soon make completely dominate the organization. This speaker corresponds this, that if the charter is denied him, he will go ahead anyhow and let the world know it. He has always been able to control the end. It is really the worst that he has failed down.

Art is advertising in publishing a particularly interesting department devoted to sign posting. It is in color and well edited. *Pegleg*, Philadelphia, Art in Advertising, 130 Fifth Ave., New York.

There is peak and there is pull in posters.

The Man With The Charleybox:
An Enemy To The Entire Craft.

By SAM. W. DRAKE.

I have said that there are thousands of writers in the country, just as there are thousands of bill posters, but that they don't know how to sell. I will change the wording somewhat, and say they will never put posters because they were not properly trained on their first attempt.

Everybody in any way connected with bill posting knows the word "charleybox," and the most of them know that it is a bad name for the bill poster. As the majority of the bill posting fraternity can never realize the amount of business they are losing because of the dishonesty of a small, insignificant, number of bill posters, scattered throughout the country.

A bill poster deluded of misnomer, wrote me the other day, "I am sorry to say that I am not in favor of the traveling charleybox, and that I am not in favor of a poison medicine house whose headquarters were in this city, and that this dishonesty was very much responsible with the possibilities of bill posting if done on a large scale, very large stands, and posting persistently and systematically. I suggest the advisability of my meeting the head of the house, and presenting the matter to him in his proper light."

"Yesterday I called to 'present the matter to the man in proper light.' The house is one of the oldest in the patent medicine line; the remedy they make is one of the remedies that my grandfather used to swear by when I was a child; I don't suppose there is a greater variety of this medicine; I don't think there is a house in America containing a newspaper but has the chance of reading of this ready in their newspaper, and pretty nearly all the year round."

I introduced myself, and stated that I had called to talk of advertising, and particularly of bill posting. "I am not in favor of bill posting," was the reply. "Don't want to talk about bill posting—don't want to do any bill posting—don't want to ever hear bill bill posting or bill prints," was the reply I received, in a tone of voice that warded me that I would be safer between him and the door. "Well, sir," I replied, "I came here at the request of one of your agents, and I am interested in doing some good, giving you up the name and who I am, and who I am well pleased with the results of the little I have done to advise you to go into the matter right." Selying is all right for villages, and along country roads, but when you get into towns and cities you should have large stands, posters that can be read by everybody, and at a distance, and without having to stop and study the matter out."

That may be all very well," he answered, "we can't discuss the question of who we are in used because it is convenient to carry around, and because we men can get it up whether the town contains a bill poster or not; and as far posting except where we can have a man of our own, or a man of our own, or a man of our right, (or at least close, near us), we shall never try the experiment again. Seven years ago we sent 40,000 books for distribution, and some 30,000 sheets of paper for posting in Offy & Goff, bill posters, of Uniglobe; only a few days before our mission had been in the town, and had loaded up the wholesale dealer with books, and he had not sold a single one. A month passed by, and we heard nothing clearing from Uniglobe; things seemed to be going along in the same old way as during the previous year when an advertising book placed these."

"We went to some druggists, asking if they had seen anything of the books or the posters, and had heard anything of the Uniglobe. They said they had not seen a book, but had heard from those in the store, but they had heard of none posted. We never knew of any posters. By some mail came a bill for the distributing and posting, with a request for remittance, date of the posting and other work, being placed some thirty days before. I immediately took the train for Uniglobe, saw the drugstore manager, and asked him to come along with me that the work had been done, further than to shove a few books into the drug store, and to post a few posters near the depot; I then saw a lawyer, got a search warrant and found more than three-fourths of the staff still unposted in Offy & Goff's bill room."

"A lot of them why we do not see posting of advertising, unless it is of some value to him on the road to eat at his place." Now, here is a case where one dishonest bill poster has been the cause of hundreds of honest ones losing business for the past three years—business that might have amounted to hundreds of thousands of dollars by this time.

Perhaps a dozen, a hundred, or a thousand charleybox operators, may be engaged in convincing him that because he should not be allowed to open a dishonest bookkeeper, is no reason for forever thereafter refusing to have his bookkeeping done; perhaps I may be able to get him to see the matter in the same light in regard to bill posters; but even if I should, there is no power in the world to make him do it, and the money that is given into other channels can never be recovered by the bill poster.

These people, these charleyboxers, though few and far between, have done more to ruin bill posting than all the tides of the newspapers combined. And yet the honest men of the craft over on general, we read in the constitution and by-laws of the associations that created dealing will not be tolerated, but we



One of Tiff's Lies, Ohio, Books.

BILLBOARD ADVERTISING

some basis of any explanation on that account; and we never hear of any application for bankruptcy being rejected because it is deemed to be known to be fraudulent. We have heard, however, that there is another member in the association, and members are expelled for non-payment of dues. But when was there ever an example made because of dishonesty?

Perhaps you will say that I ought to give this bill poster's name and address, and that would be commendable, but, believe me particularly, against them—but I know my lesson too well to do anything of the kind. Just so soon as the general advertiser leaves all these little proofs as well I do share will be one less reason for his patronizing the middlemen; and as the bill poster himself doesn't take sufficient interest in the matter to do my demonstrating I don't see that there is call for me to do so.

POINTERS.

The following items are either posting or preparing to post. Bill posters in reading and writing communicate with them at once:

Wrigley's Caramel Co., Jackson, Mich.
The Atheneum Co., New Haven, Conn.
Blaauw & Co., New York, N. Y.
Festschei Mfg. Co., Newark, N. J.
American Tobacco Co., 10 W. 36th, New York.
Crown Oil Co., Atlanta, Ga.

Brock's Advertising Agency, Hyde Park,
R. H. Butterfield & Co., Pasadena, Calif.
J. L. Hamm & Co., Louisville, Ky.
Crown Oil Co., Indianapolis, Ind.
Campbell Publishing Co., Grand Rapids, Mich.
Vernon & Co., New York City.

New York Journal, White Cliffs & Shores,
Gardens, 10 Astor Place, New York City;
"White Bird" & "Olympian," Cleveland, Ohio.
T. L. Turner Printer, 100 Clinton, G.
H. Knapp & Co., Buffalo, N. Y.
Kingsway, Springfield, Mass.
Spartan Motor Co., Milwaukee, Wis.

Woodmen. Western bill posters write Mamie,
New York.
Western. Western bill posters write to:
Western, Chicago.

Westway. Pacific bill posters write to:
Lippert & Morris, St. Louis, Mo.
Hawthorne Supply Co., St. Louis, Mo.
Standard Cinema Co., Cedar, West York,
Ukiah, Calif.; 101 Franklin, Chicago,
1000 W. Division, Chicago, Ill.
W. W. Thompson, New York.
Wright & Co., Sewing Machines, N. C.
Carpenter, Chicago.

Emerson Radio Corp., Cleveland, Ohio.
Dr. J. S. Miller's Medicine, St. Louis, Mo.
The Gold-Candy Co., Paterson, N. J.
P. F. Clegg, 100 Franklin, New York.
M-A-C, Park Place, New York.
People, Atlanta, Ga., Kingston, N. Y.
Wardrobe, 100 Franklin, New York.
Cutter Coffee, Napa.

A Handsome Bill Posting Wagon.
The H. L. Ahrens Bill Posting Company has something out for the new year, and it's the first show. The wagon is a beauty, being inclined to the right height for the best posting convenience. It is built of the best materials available for the bill poster and has plenty of room for the pants and brushes. It has space at the side for the tools and materials. The top of the wagon is grained in out with the best material. The bill poster features in Wicker in compensation for the cost of the management of Mr. Ahrens. It is rapidly becoming popular. We believe he has a majority of new men who like the large amount of surface contact with the public. The wagon is ready to ship this also in the middle of the month of January.

GUESS AGAIN.

We'll try the following from the official report of the recent meeting of the executive committee of the A. E. P. A.:

The following resolution was passed and referred to the Executive Committee on Arbitration with full power to act:

"Resolved—that the secretary be instructed to issue notices and circulars to the agents of the United States and Canada, and to the members of the Association, to the effect that the present arbitration procedure is not to be resorted to in the future by the general advertiser in settling disputes between the general advertiser and his own bill poster or other members intended to Abney, Treadwell and Associates, Inc., for services rendered to the bill poster."

That's what we thought.

What formulated the resolution has struggled weakly through a succession of strength and wonderfully encouraged, and still absurdly nothing in the end. We wonder who be most. It cannot be construed as a measure of retribution, for surely "fire-fighting" tactics are not more unlikely to oppose the demands of those customers who have approached "Null" were exhausted long ago. They

to appear at the Metropolitan Opera House, and as the Anna Eva Fay Co. would open one week ahead of the Toddish Co., the former was likely to get the best of the business.

Wrigley offered his paper to him, (which is the only bill poster in St. Paul) the latter refused to post it, and referred his refusal when payment was demanded in advance. Wrigley's agent then went to work and lithographed the town, and succeeded in obtaining a remarkably good showing. All last summer was that Wrigley's poster was not posted without some trouble, and for Wrigley was getting ready to sue him for damages for refusing to post his paper.

Personal Posters.

E. H. Harde, Toledo, Ind., is a star in the fast—The American Bill Poster Association, Walter, of New Orleans, can offer for it a very good record. He is a man who is well known throughout the country, and the American Bill Poster Co. is a member of the A. E. P. A., and that reputation being a sure consolation and steady hunting a steady

business—our C. O. M. Weller's letter from him is to the point, when he writes, "I am the bill poster, and the bill poster is the bill poster, and the bill poster placed before us in St. Louis, Mo., of course, etc."—P. J. Hayes, of Los Angeles, California, is another member of the Association.

We have been looking over a new bill poster being used and made by W. J. Ross, of Birmingham, Ala. As an advertisement itself it is excellent, but the poster is not, nor, I might add, is the paper. It is printed on a heavy paper, and is very good, but the paper is printed in greenish tint which will not be safe for use of these little bill posters just to the bone.

R. M. Stroh, of Worcester, W. D., manager Newark Bill Posting Co., in referring his paper monthly, says, "I have a lot of new friends that I have met in the past few months, and the paper is very popular. I have quite a few letters from the people regularly. They like our poster, and it is in use in Boston. It gets around, and it is a good poster."—A. E. Koenig, of Arkansas City, Kan., has just opened a new bill poster, and the Wm. H. Davis has come out with the River City Bill Posting Co., at 209th, N.Y.—A. D. Huff, has renamed the old Forest Open House Bill Poster Co., and the new company is now being destroyed by fire recently and Huff is doing quite well, as he has been busy in the new.

W. H. Davis, of Forest City, has a new bill poster, and is advertising it in the areas and address of every bill poster in the United States.—Chas. H. Hause is in Cincinnati, and, as far as we know, is the only bill poster in the city. He has a very good record, and is in the best position to succeed.

Richie is the best poster at Pensacola, Fla.—John Morris, of Birmingham, Ala., and Sam Morris, who makes bill posters and signs, Birmingham, is really the best of all the dealers in the South.—The old Wm. H. Davis, Cheshire Lake Bill Posting Co., has been incorporated, Mark Woodward, president, Fred Lewis and Wm. H. Davis, vice-president, and Frank Winkler, of Pacific, Calif., who has had extensive experience in the business, serves as which has been a great success. The Cheshire Lake Bill Posting Co., which has been advertising to the best of his own account in that city.—T. C. Stevens, of Sacramento, Calif., has recently opened a new bill poster and is doing right in the streets of the area.

RALPH W. PECKHAM.

There is scarcely a bill poster throughout all America but will recognize the portrait of Ralph W. Peckham, on this page. Though but twenty-eight years of age, he has been on the road since his seventeenth year, principally as contracting agent for the great bill poster companies. His negotiations among the heights of the hills are legion, and in consequence his career possesses peculiar interest for our readers.

Born in Providence, R. I., in 1868, he started out when the age of sixteen, when he secured a position with the Providence Journal, going from it to the Providence Star, and then to Chicago, Ill., where he entered the employ of The Jeffry Printing Co., which at that time was the largest poster printing house in the West.

In 1886 he severed his connection with the printing house to go to the office of E. L. & Abbott, Chicago. The following year he was with King & Peacock's New Colonial Shows in a similar capacity, returning to the Rock Island in 1889. He remained with the latter organization until 1897 went out of business in 1898.

In 1898 he was engaged to do contracting work for the New England Shows. When he was engaged in a similar capacity with Bassett & Bailey during the season of 1899 and 1900. During the present season he was with King & Peacock's New Colonial Shows in a similar capacity, returning to the Rock Island in 1900. He remained with the latter organization until 1901 went out of business in 1902.

In 1902 he was engaged to do contracting work for the New England Shows.



RALPH W. PECKHAM.

would only provide a decided blow from opposition and opposed either.

We note, too, that it was referred to the Executive Committee on Arbitration. If it had been a threat, it would certainly have been referred to the Executive Committee on Arbitration. No, it was not meant for a blot. What was it? The only thing that can be assumed is, that it is the result of the action of the general advertiser. We strongly suspect that it was unconnected by a diagram and the Executive Committee promptly gave it up.

A Chance for an Argument.

D. H. Scott, managing director of the Anna Eva Fay Co., recently exhibited an argument at a date from L. N. Scott, manager of the Metropolitan Open House. The date he wanted was not set, so he engaged the Mattel Hall. It happened that Scott had engaged S. S. Baldwin's Co. (an attorney giving a similar entertainment)

in New Orleans, we are informed in regard the matter as somewhat complicated.—S. S. Baldwin & Co., of New Orleans, have opened up in Washington, D. C., a branch office, and the firm is now known as S. S. Baldwin & Co., Inc. These are members of the A. E. P. A., and we wonder what that body is going to do about it. If they repeat Hall and Scott, the telephone number will be 1000, and it will be very easily as strong in office as the first class hotel in New Orleans.

The Mattel Hall, however, is not the only one to be concerned in this city. W. H. Davis & Co., of Oakland, Cal., repeat business as many hotels with them, especially interesting them. They have a branch office in San Francisco, and there are two or three of them about business month.

W. A. Scott, of New Haven, Conn., has just completed his first year of service with the Mattel Hall, and is now managing the Anna Eva Fay Co., Inc., of New Haven. He has recently married and will very shortly have the Stanley Hotel, Inc., in his possession.—G. M. Street, of Peterborough, N. H., has recently engaged the Mattel Hall, and the Mattel Hall, Inc., in the way of a branch office of the Mattel Hall at Philadelphia, Penn., reads—Do you want me? That's my business. The foregoing

Billboard Advertising

PUBLISHED MONTHLY AT

507 North Michigan Avenue, Chicago, Ill., U. S. A.

or

BILLBOARD ADVERTISING CO.,

JAMES H. HINDEMAN, Manager.

Subscriptions, \$1 per year, in advance.

ADVERTISING RATES:

Advertisers will be published at the uniform rate of \$1.00 per word, unless otherwise indicated by the classified entries, where special rates prevail. Our terms are as follows:

Billboard Advertising, or add "in *Billboard Advertising*" to any advertisement, \$1.00 per word; *Display Advertising*, \$1.00 per word; *Trade Advertising*, \$1.00 per word; *Classified Advertising*, \$1.00 per word; *Display Classified Advertising*, \$1.00 per word; *Trade Classified Advertising*, \$1.00 per word.

The above rates apply to all classes of advertising, except *Trade Classified Advertising*, which is subject to a minimum charge of \$1.00 per word.

When it is necessary to enter in the classification of an advertisement, the advertiser must pay the extra charge of \$1.00 per word, in addition to the regular rate.

Advertisers should be advised that *Billboard Advertising* is not responsible for any damage or loss resulting from the mailing of any advertisement, unless the same is caused by negligence of the Post Office Department.

Advertisers are requested to make out their copy on one side only, and to have it typed in double space, unless otherwise directed.

DECEMBER 1, 1910.

HERE'S a Merry Christmas to all our readers. It's a happy greeting, too, for an era of general prosperity and hope for all men. McKinley's election has inspired capital with confidence, bonded gold is being placed in circulation, and money is seeking investment in every land. The crops are large—indeed the largest ever known. The prices of grain are increasing every day, factors are in full demand, shipping expenses, and advances are beginning to influence more men. With prospects like those, we can well afford to be merry. And while we make merry, let us remember that the sagacious song "Peace on earth, good will to men." It's a good season to reflect upon the folly of the scoldings and strictures which have been uttered or even remonstrated. Let there be no such bewitching to prejudices and discontents. Let us get together; reason, argue, compare and differ like gentlemen.

Yours,

WORLD CONCERNING PEACE, we are not endeavouring to placate any of our advertisers, neither are we criticizing from any position we have никакое существо. We believe that a paper without opinions, or one which having these, lacks the courage to express them, is, in important, surely without any excuse for existence. But we do not believe that a paper which holds certain convictions, ideas, and always will. We believe it to be fully an American, invincible and fearless as ever. Furthermore, we will always stand on one side or the other of every important issue which arises in the future, never tempering, never swaddling. The greatest good for the greatest number should be our motto, and our convictions will not be obscured or overruled by those of policy or considerations of expediency. We have an aim to strive, as private or personal interests in further. Our sole ambition is to develop and build up the business of bill posting, classifying, sign posting and exhibiting.

Yours,

THE EXECUTIVE COMMITTEE of the Associated Bill Posters' Association, as a meeting held November 18th, in the Ridge House, Chicago, decreed that henceforth

the members of that organization were not to allow commissions to anyone save the regularly appointed agents—official representatives, so-called—and members of the Association. While dwelling upon the fact that practically the entire membership was located in Detroit, Cleveland, and Cincinnati, connections, and is therefore not particularly near, we will merely observe that it is in the logical, the only consistent course that a "closed" association could pursue. In so far as the effect applies to advertisers who deal both with post offices, it is a worthy consideration. At present we hope to receive the endorsement of every member of the Association. Bill Posters' Association, and all other Bill Posters as well. Its other features are sound, safe, generous and commendable. It is also impractical.

Yours,

In New York alone, there are Hoko, Minnem, Boko, Engon, and Cullen & Stearns, and a host of what may be called "small" concerns. There are members of the Association, and all of whom stand out more or less work. If these members of the Association who have opposition in their respective cities, they the members will not get work from these independent agents, and their opponents will. And they anxious to these work into their opposition? Will these not definitely help to build up and strengthen their competitors' business? We think not. And what of those members who control exclusive franchises, those who have an opposition to contend with? Ill they obey the decree their associations will be cut down to the very minimum, if not entirely wiped out? Will go to those who offer the necessary opposition. Then, too, they will inevitably lower the dispensation, if not the number, of the independent agents, and thus paring the wif, if not openly inviting opposition. Few will care to do so. Most of them want more rather than less. They will say, "This argues and argues, in other words, 'more money for the same work.'" We think that all legitimate and responsible agents will continue to receive their commissions in the future as they have in the past.

Yours,

BEST few anti-labelling enthusiasts will readily obey the decree, but they will be compelled to do so. The great majority of them between the lines, despite the real benefits, and failing to find reciprocal benefits or advantages for themselves, will promptly repudiate the action of the committee. It will be vain to preach to them of fidelity and loyalty. They cannot be hoodwinked longer in that respect. They will be compelled to sell their franchises, and many have gone into Wisconsin, and agency entered themselves against Stearns, that the American Bill Posting Co. is openly supporting for Webster's boards in New Orleans; that Van Beuren is sold in have facilitated the money that initiated the opposition against the Stearns Bill Posting Co.; and when will the managers of A. E. A. do the same? Will we not expect the exact decree the Association "open" up to all Bill posters of reputation and standing. A certificate of membership would mean something. It would mean that the holder was competent, experienced and trustworthy. It would be a diploma.

Don't Neglect The Villager.

By W. W. DAVIS.

The advertiser who posts the villages and small towns is still the exception and not the rule, especially in this case of his appropriation for posting is not sufficient to allow him to cover everything. I have personally made out estimates covering native states, only to have the advertiser come up to the total and add the local cost for the rest that the price was less and the cost more than estimator for raw or low or three percent cities, and on the basis that he can get more for his money, let the villages alone and post the big cities.

A very little reflection on the part of one who has a knowledge of village advertising will convince him that "advertising" is not of the same value. Advertising is valuable in proportion to the amount of dissemination it creates. By this I mean that the more chance there is discussed the more chance there is for sales. Now, it is a well known fact that in small places everybody knows everybody else, and that is why the term "small town" means "nobody else." In New York and other cities the dweller is a fat chance's visit, or speak to, or even know the name of, the occupant of neighboring flat, even the same floor. In the small town there is not a man, woman or child that is not known to all the others.

In the large city the average resident who has a knowledge of the world in general is apt to give it a trial, very seldom if ever mentions the fact to another; but he never thinks of telling his neighbor. On the other hand, in the villages, from the moment that the poster appears on the sidewalk, Mr. and Mrs. Johnson, Mr. and Mrs. Smith, and Mr. Johnson, all begin discussing the article advertised, and probably before eight o'clock or the other of them has given a trial, with the result that next day all the town is advised that it is a good thing and should be "posted along."

This is the mainstay of the theory of all, least in rural and semi-rural districts beyond a proximity to some towns or from skinned advertisers, who, however, are free to publish their discovery to the entire advertising world.

Of course there are difficulties in even some in posting villages and small towns, and these difficulties are not greater than in posting in the cities, since they may scratch from attempting it. To many instances there is an regular 800 poster, or twice that, to be employed by the management of the theater, and the billboards are set all belong to the theater, and can be used for commercial paper only when it is required by a "bill by, when."

I have as file numerous instances of this kind of bill posting, seeing that they will place the paper for three cents a sheet and leave it up as long as possible, but as the boards belong to the opera house, the paper will have to be covered whenever a show comes along.

Only recently, I have seen a great deal of confusion in the bill posting of small towns, and with much expense. The cause was that the bill poster could not take very much paper until the end of the theatrical season, this kind of word comes almost exclusively from small villages, where the amount of vacant ground on which to build new boards is practically unlimited.

One notable exception is in this rule was Mr. Daingerfield, of McMinnville, Oregon, who says: "Send me all the paper you can at any time, and if my boards are full, I will have a team and lumber and lots, and in two hours I'll have your paper well posted."

The advertiser who uses the newspapers almost universally places his appropriation through an advertising agent, and in this way escapes the drudgery of making out estimates and sending out checks for individual publications. The advertising agent who uses the billboards should select the services of the advertising agents who make a specialty of posting, and nothing but *extreme* necessity prevents my telling you right here and now the names and addresses of the best men of them all for this purpose.

HARRY MUNSON.

Gentle, affable, popular Harry Munson. We have been a long, long time pleasure to us in paragraph, for he is such a welcome visitor to our office, and especially through the good offices of his right hand, however, Mr. W. B. Lowes, general manager of Mr. Munson's great bill posting plant, we are enabled to gratify a large number of our readers by reproducing his portrait.

It can be safely said that any number of the crabs of our friends than Mr. Munson. His is one of the most perfect pieces of good fellowship, and nobly merits the success and influence which are his.

Born December 18th, 1869, in New York, he has ever since resided in the Metropolis. He made his entry into the advertising field in 1890, when a partner in the office of Elmer, Van Beuren & Munson. In 1895, Elmer died, and the firm name was changed to Van Beuren & Munson. In 1898 Mike Stiles and George Pratt were admitted, and because known as Van Beuren & Co. In January, 1901, Munson severed his connection with the firm, and following well embarked in business for himself. The history of his business since then has been a long successive record of success.

There may be one larger point than his and then again there may not. This is a mooted question. Those who are抱持ly as doubt, though, that his is the best method, the best conducted, best planned, and having paying off any service in America today.

It is for this reason that we have as differently weighty place his portrait before our readers. Much interest attaches to a man of his attainments, and it is but meet that he should make some slight notes in the matter of removing the last iota of doubt concerning the way in which he goes about his business.

Mr. Munson occupies a palatial residence in Murray, Long Island, a town named after him by the postal authorities. He has developed extensively, both at home and abroad, and is highly esteemed by a wide and ever-growing circle of friends and acquaintances.

Of late he has accepted the active conduct of his bus in to develop over Mr. Lovelace, while he devotes himself to the joys of ease and leisure. His summer is spent in Florida, where he has a yacht of his own, and his summer at Murray, Long Island.

BILLBOARD ADVERTISING.

Talking People About Things.

BY MARY H. WISEMAN.

Advertising is telling people about things. Telling them what things look like, what they are good for, how to use them and what they cost.

Getting business is merely a question of advertising. It is simply a question of making good sense and having enough sense enough and in the right way. Sometimes it takes a good while to find out the right way, but there is a right way for everything.

Giving somebody else advice about his advertising is easy. The man who can't tell you what he wants to sell or what he needs to have never sold. Advice is even less than that. There is more of it than there are mistakes in a seven.

Trouble with most advertising is that it doesn't fit. It isn't made to order. It is either patterned after somebody else's advertising, or it is prepared by somebody who doesn't know anything about advertising.

The most important part of advertising is the *message*. It is like the prescription of the physician. Any druggist can fill a prescription after it is written, but the responsibility rests on the writer.

Care more the *plan* than what counts. Get on the right *highway*, then the net is easy to catch. Get on the wrong highway and it will take an enormous amount of blundering to make a failure. I would rather start on the right plan with poorly-prepared advertising matter, than to start on the wrong plan with the same amount of well-prepared matter by a good expert writer in the world.

No man ever made a failure when his advertising was planned right and written right. I make this statement with the understanding that the goods advertised are worthy.

The one great thing that makes one successful in advertising bill posters and in his advertising themselves. They lie about their goods. They tell what isn't so. For instance, one man says he sells a soap that is a wonderful article. He tells the good benefits that all the has to do is lay the soap and sit down. The soap will do the rest. It will clean up all dirt, according to him, the soap is a liver cleanser. It is true, everything has salts. It miles upon sleeves, spots on its hands, and proceeds to clean up all the dirt within a radius of ten miles. May I tell exaggerating a little, but not very much. When this woman hears the soap she will put the soap in another soap. It makes things dirtier but it doesn't work automatically. She has to apply it, and apply it hard. By the sweat of her brow and by the power of her elbow, she makes the soap do its duty. The next time she uses a soap or any other kind of it, she smiles, and says: "Thank you! I have had a little experience of my own, and I know the advertising people lie to lose their public good, the advertiser may make such papers, or posters, or booklets, or documents are no good—they don't pull."

I started out in this article to talk about the importance of the planning, but have gotten away from my subject. Maybe what I have written is of interest to some-

body, or I'll post it to stand, if the editor is willing.

Suppose we consider a poster plan for advertising new sensory for curing sciatica, colds and the other things of a like nature.

The first thing I would do would be to count my territory. Then I would figure out how big a territory I could thoroughly cover. Then I would figure on a basis of advertising that territory would make money too thick than too thin. I would get down the newspaper directories and pick out the right papers to use. A shrewd advertiser can easily always read between the lines printed in directories. These are statements that enable him to judge the paper.

I think about five outlets, single and one, would be enough space to tell in the papers. In this space I would tell the people that my remedy could sold. I would tell them that every case of sciatica I have ever treated with my remedy I would say that a rough way a sign that this consumes always grows. That it was a warning to get off the road to the graveyard. Stop theough when it starts and you stop consumption.

Of course I would want lots of pictures. These I would use in the papers, on pamphlets, in booklets. My remedy can never be in the papers, unless it is in the directory. This is the reason that the advertisements in the newspaper were erected over the dead bodies of people whose sciaticas in the graveyard were erected over the dead bodies of people whose sciaticas came because they failed to stop a little enough. You would have pictures of people ground in undertaker's stores, of skeletons, of houses, of weeping relatives, of empty chairs.

I would cover the town with posters, and put a well-written and well-polished booklet here every house. I would make the posters happy, and the doctor's name happy, and the manufacturer happy. I would start my campaign about the fall when people begin to notice and suffice and make break business for the pharmaceutical manufacturers. I would as thoroughly overshadow all other enough cases that nobody can compete or enough write checkbooks of my remedy.

That is the way I would do it. I would stick to that territory until it was thoroughly worked. If I had any money left it would go into pasture now. I would then go through the same performance. I would not figure on getting my money back in the first year, but in the second year, I would be satisfied.

I believe there are preparations that really save most all sciatica, and I am leading this plan of campaign on the assumption that I had a masterpiece remedy. And there a few other things. I would ask the doctor to pay a price a little higher than the price of medicine sticks. Then it results: "This remedy costs more, but it is worth most. The man or woman who buys medicine because it is cheap is getting ready to give the undertaker's job."

The man who says in a general way that newspaper advertising is the only lead that pays is mistaken. He is the man who pins his faith to posters and to booklets. It is a justifiable mistake of those medicines that pays best.

The man who has seen a failure in his advertising can turn his fortunes to one of three sources, perhaps to all of them. He

followed the wrong plan, or used the wrong kind of matter, or spent his advertising out too thickly. Once in a while a man spends too weak, but such men wouldn't make a very big army.

A Disinterested (?) Aesthetic.

We copy the following, without legitimate copyright from *Newspaperman*.

The *Newspaper* (Mass.) News reports objection to the disengagement of the country along the roadside, with unsightly advertising boards. It says: "We believe there is a state law against defacing natural scenery by putting up signs at a tourist spot. It ought to be as excessive in its severity as the present disaffection of the roadside with advertising boards is impudent. The state has something to learn from other communities in this respect." The money spent in putting up and maintaining a painted sign will be at least four times its value in advertising in newspaper.

SOMETHING NEW.

The Grafting Shop Co., corner of Second and Ludlow streets, Cincinnati, O., are in the field with a new and original advertising service which promises peculiar interest. They will have a special person mounted on a horse to go around with the bill posters of the greatest and best art recently heraldized. Their members of the craft, who have already had dealings with this company, express their most unequivocal commendation and endorsement of the method. Bill posters who are uninterested with them will do well to write them at once.



Capital City Bill Posting Company's "GOLD MINTYRE" Albany, N. Y.

CONSTITUTION AND BY-LAWS

OF THE

INTERNATIONAL
ASSOCIATION OF DISTRIBUTORS.

COUNCILS.

- J. A. CLOUGH, - President,
Chicago, Ills.
J. E. STROTER, - First Vice-President,
Secretary-Treasurer, and Soliciting Secretary
shall be elected annually at the regular annual meeting, held their office for one year, or until their successors in office are elected.
- W. J. KEYNER, Second Vice-President,
Rochester, N. Y.
W. H. CASE, Third Vice-President,
Dawson, Mich.
W. H. STEINERSON, Sec'y-Treas.,
Cincinnati, O.
JAMES H. HILL, - Soliciting Sec'y,
Nashville, Tenn.

EXECUTIVE COMMITTEE.

- EDWARD KAIN, - Middletown N. Y.
W. E. FAYTON, - Corning, N.Y.
A. M. POFF, - Lawrence, Kan.

OBJECTS.

The objects of this association shall be, first, to afford mutual protection to *Trade Distributors*, and to advertising who patronize them; second, to improve the service in the following lines of work, viz.: Distributing circulars or sample matter, by which to announce new names, new tactics, or advertising devices, or other matter to be used or distributed.

CONSTITUTION.

ARTICLE I.

Sec. 1. From and after the adoption of the following constitution and by-laws, this organization shall be known as "The International Association of Distributors."

ARTICLE II.
OFFICERS.

Sec. 1. The officers of this association shall consist of a President, First, Second, and Third Vice-President, Secretary-Treasurer, Soliciting Secretary, and an Executive Committee, to be composed of the above named offices and three other members, who shall be elected at the regular annual meeting, one to be elected each year.

ARTICLE III.
MEMBERSHIP.

Sec. 1. No person shall become a member of this association, unless he be of good moral character and 21 years of age, and shall furnish written references to his honesty, ability, and character, and these references shall accompany the application for membership.

Sec. 2. No person shall become a member of this association who does not do, or has done under his direction, circular or sample distributing, or prints, solict or sells advertising, or new names.

Sec. 3. All applications for membership shall be accompanied by a membership fee of three dollars (\$3.00), and all applications shall be made on a suitable form to be provided by the association, and which shall contain the name, occupation, residence address of the applicant,

and all other information requisite for an intelligent action of the proper authorities in accepting or rejecting the application.

ARTICLE IV.
OF THE ELECTION OF OFFICERS.

Sec. 1. The President, Vice-Presidents, Secretary-Treasurer, and Soliciting Secretary shall be elected annually at the regular annual meeting, held their office for one year, or until their successors in office are elected.

Sec. 2. The other three members of the Executive Committee shall be elected at the regular annual meeting, to hold their office for three years, or till their successors in office are elected. It being understood that if the ones who were elected at the annual meeting of 1896, one is to be re-elected every year; one, two years; and one, three years.

ARTICLE V.

Sec. 1. A regular list of all members in good standing shall be kept by the Secretary, and a copy of same be furnished to any responsible advertiser upon application.

Sec. 2. A reliable register of suspicious advertisers shall be kept by the Secretary, and at all times be open to examination by all members to good standing.

Sec. 3. A similar register shall be kept of all known fraudulent advertisers by the Secretary, and this register shall be open to the inspection of all members to good standing.

ARTICLE VI.
OF THE FINES.

Sec. 1. The funds of this association shall be derived from the following sources: A membership fee, quarterly dues, and fines and assessments, as may be provided for hereinafter.

ARTICLE VII.
SELECTIONS.

Sec. 1. All elections shall be held by ballot, unless otherwise directed by a vote of the association, and proxies shall be recognized when casting from members in good standing and with instructions, and a majority of votes cast shall constitute an election.

ARTICLE VIII.
AMENDMENTS.

Sec. 1. This constitution may be altered, amended, or repealed by a two-thirds vote of all the members present and in good standing.

BY-LAWS.

ARTICLE I.
GENERAL RULES.

Sec. 1. Notice of all meetings, both regular and called, shall be given at least thirty days before the date of the proposed meeting.

Sec. 2. The regular annual meeting shall be held at a time and at a place to be designated by the Executive Committee.

Sec. 3. No called meeting shall be held unless the call be signed by five of the members of the Executive Committee, except as provided in Article V, and shall be announced by twelve members of the association, a majority of whom shall attend the called meeting, in which case the President shall call the special meeting regardless of the Executive Committee.

BILLBOARD ADVERTISING.

Sec. 4. The following shall be the regular order of business at the regular meetings:

1. Call to order by the presiding officer.
2. Filing voluntary in office by temporary appointment.
3. Roll call by the Secretary of the meeting.
4. Reading of the minutes of the last meeting.
5. Report of the President.
6. Report of the Secretary-Treasurer.
7. Report of the Soliciting Secretary.
8. Report of the Executive Committee.
9. Unfinished business.
10. New business.
11. Nominations and election of officers.
12. Induction of officers to respective offices.
13. Remarks for the good and welfare of the association.
14. Adjournment.

ARTICLE II.

Sec. 1. From and after the election of any regular or called meeting:

ARTICLE III.

Sec. 1. The membership fee for this association shall be three dollars (\$3.00), which shall accompany the application for membership; and if any application for membership is rejected, the membership fee shall be retained by the association, together with a notice of the rejection.

Sec. 2. No membership fee shall be charged to members of this association who were members, to good standing, of the International Association of Distributors of North America, on July 1, 1897.

ARTICLE IV.

Sec. 1. Each member shall pay into the treasury, as shown on folio 1, Members ranking in their business a population of

\$1,000	\$1.00	\$100	\$10
20,000	\$1.00	200	20
50,000	\$1.00	500	50
100,000	\$1.00	1,000	100
200,000	\$1.00	2,000	200
500,000	\$1.00	5,000	500
1,000,000	\$1.00	10,000	1,000
2,000,000	\$1.00	20,000	2,000
5,000,000	\$1.00	50,000	5,000
10,000,000	\$1.00	100,000	10,000
20,000,000	\$1.00	200,000	20,000
50,000,000	\$1.00	500,000	50,000
100,000,000	\$1.00	1,000,000	100,000
200,000,000	\$1.00	2,000,000	200,000
500,000,000	\$1.00	5,000,000	500,000
1,000,000,000	\$1.00	10,000,000	1,000,000

Sec. 2. All dues shall be paid quarterly, or as before the beginning of the quarter for which they are due.

Sec. 3. Any member neglecting or refusing to pay his dues for more than thirty days, or failing to pay his dues for the month of January, shall be fined twenty-five cents for each day, and if at the end of the month thirty days in arrears, his paid and dues and fine, shall be suspended by the Executive Committee, and notice of the suspension mailed him by the Secretary.

Sec. 4. Suspension for non-payment of dues and fines, shall be for the sum of dues and fines in amount as paid up to date, and if at any regular meeting there be any fine, heretofore unpaid, no deduction shall be allowed at said meeting, but such member shall be liable to pay all fines and dues, and if he be suspended, he shall pay ten percent to the treasurer for the sum of all he had never been a member.

ARTICLE V.

Sec. 1. Neither the President, Vice-President, nor Secretary-Treasurer shall receive any pay for their official services.

Sec. 2. The Soliciting Secretary shall receive \$100 per month for his services for his services, but he shall be allowed to employ a competent stenographer and typewriter, at a salary not to exceed \$1.00 per week, who shall at all times be under the direct control and direction of the Soliciting Secretary, and who shall be paid one-half of the general funds of the association.

Sec. 3. None of the members of the Executive Committee shall receive any pay for their services, except as already provided.

Sec. 4. All officers shall be allowed all necessary expenses for stationery and postage for the proper discharge of their official duties.

ARTICLE VI.

Sec. 1. All remittances for monthly, semi-annual, annual, or general dues shall be made to the Secretary-Treasurer.

Sec. 2. All remittances shall be made by registered letter, post office money order, New York draft, or express money order.

ARTICLE VII.

Sec. 1. It shall be the duty of the President to provide of and preserve under all circumstances, all papers, books, or other property belonging to the association and in his possession; to submit a complete written report of the end of his term of office to his successor.

Sec. 2. It shall be the duty of the Vice-President, in their respective order, to attend all meetings in the absence of the President, and to act at such times with all the power and authority of the President; and they shall do all in their power to assist the President to properly discharge the duties of his office.

Sec. 3. It shall be the duty of the Secretary-Treasurer to act as Secretary for all meetings; to properly keep and care for all papers, books, or other property of the association, and to have it in his power to sell all records of the association, to record members of the time and place of holding all meetings; to keep an accurate list of the names and addresses of all members; to carefully inspect all bills and accounts presented against the association, and to pay same when satisfied of their validity; to do all acts which imposed on him by the Executive Committee, and to submit a complete written report of the work of his term of office, and to submit the same to the regular meeting at the end of his term of office.

Sec. 4. It shall be the duty of the Soliciting Secretary to act as Secretary for all meetings; to properly keep and care for all papers, books, or other property of the association, and to have it in his power to sell all records of the association, to record members of the time and place of holding all meetings; to keep an accurate list of the names and addresses of all members; to carefully inspect all bills and accounts presented against the association, and to pay same when satisfied of their validity; to do all acts which imposed on him by the Executive Committee, and to submit a complete written report of the work of his term of office at the annual meeting preceding his election.

ARTICLE VIII.

Sec. 1. Neither the President, Vice-President, nor Secretary-Treasurer shall receive any pay for their official services.

Sec. 2. The Executive Committee shall be allowed all necessary expenses for their services, but they shall be allowed to employ a competent stenographer and typewriter, at a salary not to exceed \$1.00 per week, who shall at all times be under the direct control and direction of the Executive Committee. They shall also render a complete written report of the work of their office at the annual meeting preceding their election.

ARTICLE IX.

Sec. 1. Neither the President, Vice-President, nor Secretary-Treasurer shall receive any pay for their official services.

Sec. 2. The Executive Committee shall be allowed all necessary expenses for their services, but they shall be allowed to employ a competent stenographer and typewriter, at a salary not to exceed \$1.00 per week, who shall at all times be under the direct control and direction of the Executive Committee, and who shall be paid one-half of the general funds of the association.

Sec. 3. None of the members of the Executive Committee shall receive any pay for their services, except as already provided.

Sec. 4. All officers shall be allowed all necessary expenses for stationery and postage for the proper discharge of their official duties.

ARTICLE X.

Sec. 1. The Secretary-Treasurer shall furnish a good and sufficient bond in the



The Brown Pharmacy Co., 116 Woodward Avenue, Detroit, Michigan, are getting ready to distribute samples throughout Ohio only. Distributors in that state will do well to take note.

In New Orleans, before the City Council, which met last Friday night, a ordinance proposed to ban the distribution of "papered or powdered, carbonated or varnished or any description in the parks or under the domes of private residences" was passed. The violation of this law was punishable by a fine not exceeding twenty-five dollars. After the proposal was introduced, one member suggested to make it so that he had said beauty. A strict interpretation of this law would certainly prevent daily papers from being delivered by carriers. The associations who advertise by distributing, and those many, mentioned in association with them, were mentioned as papered or powdered.

On the part of a local dental association, had a petition presenting against the ordinance and asking for its repeal, drawn up. It was a meager, and signed by several thousand leading dentists. This petition was presented to the city council by Dr. George C. Sherman, well known advertising man, as the President of the Company which manufacturers Dilexene's Antiseptic.

In requesting the repeal of this unwise ordinance, Col. Sherman suggested some particular points, which it was

of particular interest, when it was

formally passed upon by the Mayor who would issue a permit, he passed. This was done at the meeting, Monday, Nov. 27, and, as we see the new law is pro-

pagated, distributing will go just as

secretly as ever before.

Our gallery of distinguished is further enriched this month by the addition of the pastel "Sax" of W. H. Case, of Fort Wayne, Ind. Mr. Case is Third Vice President of the International Association of Distributors, and is pretty well known, also as the head of the Case Advertising Co., he has helped against many a hard business man or friend whose belief in the same as his, (not their advertising) and a great many more who don't believe in anything.

He was born in Fort Wayne when he was very young and grew up when he knew everybody he met all about him. In other words, with Robert E. Lee down in Tennessee, he joined The Hoosier Co., and by honest work and strict business methods, has made many friends among the exponents of out door advertising, and numbers among his patrons many of the leading men in advertising throughout the country. It may be said his success has come along with his patrons, as his opposition say his only

buddies is doing good work. He has lately accepted the agency for The Indianapolis Lithographing Co., of Cincinnati, and soon expects to have thoroughly educated the business men in his territory on the potent, pulling power of the poster. His book, "How to Make a Poster," will be published next month and will be sold for five or six cents a month's printed public.

The fence smashers among its patrons surely deserve The Wilder & Richardson Co., "Peter's Candy Company," Elkhorn, Wis.; The W. H. Co., Boston, Mass.; L. M. Montezuma, N. Y.; Lydia K. Fleischman, New York, and many others, have been the first and best firms, thus proving the worth of their motto, "everything comes to him who hustles while he waits."

Vaszczyk's Indianapolis Chat.

During the past month, M. C. Jones, advertising agent for the following firms, has been advertising the contents of his lab and distributing samples of Nitro-hair and Cressonite in this city, was arrested for blocking the streets. The court, not taking him to trial and that Mr. Jones violated no law, however, promptly dismissed him. He then flew to New York, where he found the famous day after his criminal trial was one of the best ads ever used here and caught the people right.

Since last week we have received and are distributing 30,000 for Fulton's Candy Company, just now in the market, and 5000 sample packages for Mr. Miller, 212 Franklin, Medina, Co., 2100 State St. for Dr. Chace's Blood and Horse Food, 1000 for Dr. Wilmer's Fish Fills, 3,000 for Batherley's Pasteras, 4000 for McInnes and Company, and packed several hundred signs, and we still have a large amount of work to do.

—New York Journal, Brooklyn, N.Y., November, 21, 1920.—Crescent Flour, Haverhill Mill, Haverhill, New Bedford, Mass., 1000 for Dr. G. C. Pease.

W. H. Heiderman's Advertising Management Co. is in the lead in the advertising field in this state, of course, to date.

Don Miller's pastel is here, our Mr. Miller, who has been here for some time, though recovering steadily to work at his old trade again. His pictures are still to show the election and we expect to be kept busy for some time.

TIPS.

This is the season for cards and albums. Write to

The W. H. Co., Indianapolis, Ind. 1100 Madison Street.

Royal Insurance Co., Milwaukee, Chicago, C. I. Reed & Co., (newspaper), Lowell, Mass.; The Mueller Co., (newspaper) Toronto and Paris.

The First National Bank, Boston, Co., (newspaper) Boston, Mass.

The Associated Co. (post card) New York City.

The All-American Co., (newspaper) New Haven, Conn.

T. Fleck, near S. H. Imperial, St. Louis, Mo.

P. J. Clark & Co., (newspaper), Worcester, Mass.

Franklin Co., (newspaper), New York City.

Robert's News Co., (newspaper), W. Va.

Henry's Advertising Agency, St. Louis, Mo.

A. L. L. French, (newspaper), Chicago.

Foster Dodge Mutual Insurance, Fort Dodge.

Mr. Harold Hayes, Buffalo, N. Y.

L. A. Neidell, 121 West 44th St., Chicago.

The Chicago People's Paper, Inc., 101 W. State.

The Marine Life Co., Boston, Mass.

The Western Publishing Co., Milwaukee, Mich.

A. W. Davis Co., Boston, Mass.

Crescent Supply Co., 12 State St., Chicago.

Hopkins' Drug Co., (newspaper), New Haven, Conn.

W. H. Miller, 10th Ave., New York.

The All-American Co., New York.

The All-American Co., 12 State St., Chicago.

McGraw-Hill Co., 125 East 42nd St., New York.

W. H. Green, 9th Broadway, Kansas City, Mo.

Standard Oil Co., 120 Cedar St., Cleveland.

Standard Publishing Co., 120 Cedar St., New Orleans, La.

Standard Publishing Co., Buffalo, N. Y.

Orvis Co., Ft. Lupton, Colo.

Dr. Walter Madsen, (newspaper), Fort Dodge.

McGraw-Hill Co., 125 East 42nd St., New York City.

The Standard Oil Co., Cleveland, Ohio.

The F. W. Woolworth Co., 125 East 42nd St., New York.

W. H. Green, 9th Broadway, Kansas City, Mo.

Standard Oil Co., 120 Cedar St., Cleveland.

Standard Publishing Co., 120 Cedar St., New Orleans, La.

Standard Publishing Co., Chamber of Commerce, 120 Cedar St., New York.

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Standard Oil Co., Pittsburgh, Pennsylvania.

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Standard Oil Co., 120 Cedar St., Cleveland.

Standard Publishing Co., 120 Cedar St., New Orleans, La.

Standard Publishing Co., Chamber of Commerce, 120 Cedar St., New York.

Dr. Elmer F. Co., Birmingham, N. Y.

Standard Oil Co., Pittsburgh, Pennsylvania.

McGraw-Hill Co., Philadelphia, Pa.

McGraw-Hill Co., Chicago.

J. E. Powers & Co., 120 Cedar St., New York.

W. H. Miller, 10th Ave., New York.

W. H. Green, 9th Broadway, Kansas City, Mo.

Standard Oil Co., 120 Cedar St., Cleveland.

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Standard Publishing Co., Chamber of Commerce, 120 Cedar St., New York.

BILLBOARD ADVERTISING.

Foster Printers

W. J. Morgan, Jr. was a BILLBOARD reader November 3.

Frost King has served his connecting with The Stockbridge Litho Co.

The Otisite Litho. Co. is very much in evidence on the boards these days.

Morris Harwick has served his connection with The Donaldson Litho. Co.

The Caffe-Culture Co., of Pakayon, N. Y., lists show and estimates for poster.

The Steiner Lithographing Co., of Rochester, N. Y., has entered the domain of poster prints.

The Cooperage Litho. Co. are again in the poster field. See their advertisement on another page.

The Wunderberg Show Printing Co. consists of a large printing plant on the part of Morris Harwick.

Hessenges & Co. are delighted with orders and revealing late into the night is order to please their customers.

The Kuepferle Job Printing Co. is looking for a site on which to erect a new building for their immense plant.

Edward Penfield arranged the Foster Exhibition held at the Kaiserslauter Athletic Club, New York, December 3.

Stock posters or pictorial parts of these can be utilized by sign printers (joined on bulletin board) sized with white glue and then varnished.

François R. Valenton represent the Don olive Ltd. Co. exclusively on the Pacific Coast. They carry a complete line of the Donaldson Prints in stock.

The newest of the new poster printers is the Eagle Lithographing Co. Their work is very creditable, but their reputation fails to state where they are located.

The Donaldson Litho. Co. added another 100 press to their already large equipment, during November. This firm has almost doubled its capacity during the six months just past.

Globe Ticket Company, of Philadelphia, have just finished the largest press in the country for printing massive banners of one piece. They print any desired size up to twenty-one feet long, in one piece.

Printing houses now adopt some means of reducing sample prints and Electrographs for use by representatives.

Many printers write in samples of commercial posters which have no intention of placing an order. When the samples arrive they are turned over to a sign printer and appropriately lettered, after which they are used in the show windows and in the front of the house.

Agricultural fairs have been guilty of the same notorious practice.

On another page we present a splendid portrait of Matt Morgan. Poster printers more often in this case and the Stockbridge Litho. Co., who developed his powers, than they can ever repay. It was he who first put the American poster in the lead.

The Remoulance of Lithography, by F. S. Hyattson, in *Scribner's Magazine* for November, is well worth reading. The article concludes with reproductions of lithographs by Lord Leighton, Alphonse Legros, Steinlen, Krieghoff, Paul May, Rossetti, Louis, Edgar Degas, de Lame, Grasset, and Pauline Léandre.

The Street Show Printing Co., of 350 Clay Street, San Francisco, Cal., have issued an illustrated catalogue. The illustrations are in half tone, and doubtless will pay themselves a hundredfold in saving them off to samples and postage on same. There is a suggestion here that other poster printers might act on.

NEXT NEW YORK NOTES.

The Alabance Boarding Co., of No. 110, Lower, is preparing to post their first show, "The White Witch," in early December, reaching down out of their portrait frames for some of the whiskey which the young men in camp.

Carey, of Albany, and McAllister, of Troy, were the observers of all observers at the Hotel Marlborough, November 9. W. H. Deems, of Connecticut, spent several hours in the library before a sketch class for The Donaldson Litho. Co.

Henry Moore has just built a triple-decker in front of the old church opposite Katie & Earl's, and Paulette.

Ho-O, which is posting first, apparently to secure the agent's commission, doesn't appear on O'Malley's house in the Bronx, but it is a good example of a non-resounding house. O'Malley reduced the agent of Heller's Baker Beans a commission of \$100, through a selector, and tried to do so, but I, F. say that this particular piece of business will pay full rates or keep off his hands.

Billboard's Jinko Brown is said to be on the way, and Steiner's Coors in here, while the Wissells are in New York, first-class observers. We will accept a sketch card for the audience.

Billboard's advertising's account of the New York State meeting leaves plausibly why *The Sun* Under Tidings to give way against the meeting. It seems that *Billboard* has been compelled to agree on all the details as how to run the bill posting of the Union. The attempt to make the New York State law like the old and other nearby states probably seems to be necessary to insure a quorum at the meetings.

To the Bill Posters of America.

Confidence! I am being flooded with letters from Bill posters from Connecticut to Wisconsin, Indiana, Michigan, Ohio, and also from New Hampshire, Boston, and other Display Advertising. I have been in New York two months, and have been in touch with all my trade peers in connection with Bill Posting and Advertising. It is clear to me that the time has come when it is time to be had here for the smaller towns, and the big ones, too, if a proper and reliable medium of communication can be had between the small and the big men who do this work. If enough Bill posters and others in allied lines will stick on a dollar per week, and help to get the word around to begin, I will establish and maintain a set of suitable offices in New York, as there are no representations.

To the Bill Posters of America, I will compile a "listing" based on reputation, and regular, keep an accurate directory of such offices, and a list of the associations or organizations without regard to Association or opposition, so long as I can possibly find them. I will also list any profits with name of the concern concerned or shared with others on the basis of an arbitration or mutual agreement, collected, so far as is practicable, of others, and in all respects conduct for the Bill posters just such an agency as the New York Stock Exchange. The profit is to be passed in a fair and impartial and business-like way, sustained by advertising fees, and the cost of operation which can be shown to be of great benefit to all concerned.

If that number of the general and anonymous offices of Display Advertising, and bring an immediate response with dollars, and a promise to try it for a year, and if the results are not satisfactory while, I will consider it at once. If the response is not sufficient, I will return whatever money is paid for the service, and one condition, I will only represent Bill Posters of whom whose reputation is good, and reserve the right to report or drop any office or individual at any time. I work on honorary with all Associations and their representatives, not on salary. I will not charge any fee, nor the cost incurred under any banner, "Bill Posters of America," and will lead the way to a better and more honest way to rightfully acquire the title recently conferred on me in a moment of play by the members. If in time I could sign myself as "Postmaster General of the Bill Posters of America."

FRANCIS M. PLATO,
15 Astor Place,
New York City, N. Y.
As I require a signature from every one, I am going to close myself.

OFFICES OF POSTMASTER
FRANCIS M. PLATO, Postmaster
15 Astor Place, New York City, N. Y.
To whom it may concern, here have been the
two names of Francis M. Plato, and the
true to an amateur business inter-
ested in this matter, a good reference for
that man advertising signs in California, where
he will be in touch with him.

Yours truly,
F. M. Plato,
Advertisement.

THE DONALDSON LITHO. CO.

Has the largest line of Stock Commercial Posters in the world. Not a week passes but what we add a new and salable design to our list. We now have, by actual count,

382 BILL POSTERS

Who sell our Posters, and act as our Sole Agents in their respective cities. We pay them a handsome commission on all orders they send us, and we give them the exclusive sale of our wares in the town or city in which they are located.

WE WANT MORE AGENTS

That is, we want more bill posters to represent us in that capacity. It will pay YOU to read this advertisement carefully.

HOW TO GET THERE.

It is really a fact. There are actually three hundred and eighty-two bill posters acting in our agents in various cities throughout the country. Some are in cities and some in small towns, but they all sell a big number of posters every month. We pay them, as commission, all the way from a few dollars up to one hundred and fifty dollars a month. That is, we pay that on the average. Some are averages higher, especially those who are located in large, bustling cities. Ordinarily, however, a bill poster on a small town will have an exceptionally good month, and over two hundred dollars. This is in commercial cities. Of course the poster does not sell to the public, but to those who buy him at correspondingly increased.

It will pay you to let me tell you just how this bill poster who has not yet attempted it, to give it a trial. Be not so deterred by the idea that your local merchants are not enterprising, or the fear that you do not possess the qualifications of a salesman. Our posters are so present, applicable, and splendidly executed, that they sell at sight. You have only to show them and quote the price. The danger about the rest. You are not so nervous of selling arguments. The posters, however, are sold and purchased generally at wholesale. After you have marketed your posters to our merchants on the boards, it is surprising how easily others may be induced to try them. Then, too, you may safely estimate that at least one out of every five that trust them will become a steady patron; that is, he will keep paper up the year round, or at least through out his entire season.

A customer of this kind is worth more than an expert house.

In this connection, a bill poster (and he was not long ago a very large business man) received written at all before "Before I tried to make my poster I had no idea that it could be a successful endeavor. I had only the opera house, Laggett & Myers, and over a thousand other section bills or tax posters, with an occasional circus. I could scarcely make both ends meet, so I had no desire to continue. I prepared your samples and set out to make a tour of the states. My progress was very poor at the beginning, but I finally succeeded in getting a few started, and I knew that there were others who also wanted to succeed. They may not now cost a dollar per month, while I only get two cents per week from the opera house. My friends are full, and I am building new ones all the time."

That bill poster does not have to reflect his trade now. It comes to him. Merchants consult him on all points and questions. They call on him daily. And he has got such a firm hold on that town, that no competition can ever get a foothold in it.

"I would like to have a few partners. We want to show you how you can make profits. Write on and we will send you samples free of charge, together with our Catalogue, Price List, and a letter of instructions, giving valuable pointers and ingenious devices that will prove of great assistance.

Write now. It will only cost you the two cent stamp it takes to mail your letter. It may be the means of increasing your income over a thousand a year.



NO. 186. FOR NEWSPAPER.

WRITE US for a sample of this Poster paid, Free of Charge. Then do you take it to the manager of your newspaper in your town or city, and ask him to look at it, and if he approves, to have it printed and tell him to put it on the advertising columns, and to make arrangements to furnish the paper with your posters to all the people all day long, and have they keep on speaking, busily, incessantly work in and work out. Then divide the profits and—send us the order.

We handle Posters for every conceivable purpose under the sun, from Wrestling Matches to Oyster Suppers, from Amateur Entertainments to Excursions. Our new Catalogue describes them all. Sent free to applicants who mention in what paper they saw this advertisement. Address,

THE DONALDSON LITHO. CO., Cincinnati.

LONDON OFFICE: 46 Chandos St., Charing Cross.

NOTICE—Any Agent of ours who does not receive from us at least three or four new samples a month is not properly registered on our mailing list, and should write us at once.



"Signs up-to-date," a report article in the October and November numbers of *Painting and Engraving* is well worth reading. Twenty cents per copy, address Trade Street Pub. Co., 107 Broadway, New York.

Half round or oval writing sticks are preferable, in mixing paint or colors, to the flat ones or round ones that's ready to go on to your stick. Last year I corresponded quite a bit with an oval stick than is a flat one. Best!

One doesn't wish to drop the varnish over the oval and cover up the stick. Nor is it necessary. Take an old varnish brush that is too well worn to be longer of use as a varnish spreader, and putting varnish in the cap at the conclusion of the work, proceed with the old brush to loosen up the gummy and粘连的 varnish. Tongs and a stabby varnish brush form a single combination for cleaning varnish traps. To be sure, when the cap becomes clogged up a bit too much, drop them into the ice vat and save time.

Many of the complaints which painters have been wont to make about their white lead and other pigments that they use should be directed to the manufacturer, or, rather, to those manufacturers which these painters may have supposed to be responsible, but which really was a manufacturer of that useful oil with petroleum in one form or other. Of course, the customers who so confidently tell the painter he was a good thing when he had his shop cleaned out of all sorts of oil paint, probably believe the market quotation, but how many fair tale to explain just how his man was able to do this thing, and gain never a cent that the customer was not the parent of the poor. Nevertheless, indeed, an accusation was made to the manufacturer of paint, since it was well known that his paint was, in fact, inferior to such others that had been used about those little folks in the poster of advertisement that have been painted on them, children or servers last for themselves the quality of the goods they buy, and make Chapman's their only standard in judging their quality. Not only quantity, but price, seems to be the measure of a painter, not only in laying materials, but also in his dealings with his customers. Now, would not he best, as far as the end to pay a fair price for what materials are needed, and then to insist that the quality of the goods is perfectly represented? If a painter wants a certain degree of pretension and keeps it cheaper for him to make it himself than to buy it for greater pretension, even a slightly shaved price. Whether it is advisable for any painter who desires to keep up a reputation for good work to use any such selec-

tions is another story. The detection of inferior impurities in tempera is such an easy matter that the painter who allows himself to be cheated has only himself to blame. It is not necessary to bring things for gravitation in the painting business, and less money spent never evinced the goods they buy to see that they get what they pay for. To buy garments, oils and vanishes from reliable firms and pay fair prices for them in a good rule, but a stiff bargainer one is to thoroughly and carefully look over the quality of the goods, and when the representation of the house that has sold it. Dimensions丈高 and thickness even in houses that intend to deal honestly, and inferior goods are sent through some mistake on the part of a shipping clerk. To carefully test every invoice in the painter's ledger is required, and the painter does not adopt this plan of protection as soon as he is in poor shape.

DENTAL FROGUE SIGNS.

25 instances of fluorescent signs should be taken in New York, it is probable that the same would in most cases would be considered a very large and remarkable class of advertising of a representative of the business booth. The signs to be seen everywhere and in all sizes and ramifications. Usually the favorite method of advertising in this way seems to be with a gilt tooth in varying degrees of magnitude. Sometimes they are placed directly upon the front door or over the entrance, and again the front of the house or the local doctor is made plain by the figure of a spread eagle with the teeth suspended in his bill. A few weeks later, dentist has a more nephews'ish advertisement at the front entrance to his office in a small glass case full of gold ornaments, which may possibly be hot extracted. The signs of the automatic jaws—two sets of teeth which are made to open and shut apparently without rhyme or reason before the public—so ingeniously fashioned. This sign has reference to the more mechanical work of dentistry. For all these signs, which would attract notice that the people of the city were interested in watching as much as in having their teeth extracted and replaced, are constructed by the best dentists of the city, though people as a rule associate a dentist's office with the unpleasant thought of having a tooth pulled.

A QUIER SIGN.

One of the peculiar business signs in this city is in front of a store on First Eighty-Fourth Street. It is triangular and hangs well out over the shop space between the building line and the sidewalk. Looking at it from either side, the

writer sees this inscription in big white letters:

MOSKES & HELM,
BROTHERS
OF THE
INCREASING BUSINESS.

When one gets fairly in front of the sign there can be seen a very small board propped near the apex of the triangle, which reads:

NOT SICK-HORSE
TO THE LATE
DAVIS, P. BOYD-WILL.

A reporter was looking at the sign the other day, when an elderly man who belonged to the block came up, and said, "What is this?"

"What does it mean?" asked the reporter.

"Why, you see, its existence came about in this way: Daniel P. Boyd kept a store for the sale of the same sort of goods a little further down the street. He died out, and then there died . . . His son, who had been a bookseller opened the shop, and there was a dispute about the right to use Boyd's name. They got up a sign at the door, which the other man objected

to, and so they had this one made. We are wondering now how the other man will like this one."—New York Sun.

Personal Mention.

A. W. Miller, Jr., and Charles Trapp, are doing business under the name of Miller & Trapp, 100-102 West 45th Street, New York. They were formerly connected with Fischer Bros. They are engaged in the manufacture of hats.

J. L. Schlesinger, specialty in advertising signs. The Anthony Glass Signs Co., of New York, have recently established a branch office at Newark City, N. J., in the building formerly known as the Newark Glass Co., 100-102 Broad Street. Mr. Schlesinger, who has painted signs for various firms in this state.—The R. J. Gaskins Co., advise an excellent book for the study of advertising signs, entitled "A Manual of Advertising Signs," published by the Green in San Francisco, here the book is available in the city.—J. H. T. Tuck & Co., of New York, have a catalog of decorative signs.

H. A. Campbell, 12 Park St., Bridgeport, Me., prints all the advertising in and around Bridgeport.—The New Haven Glass Co., 100-102 Broad Street, New Haven, Conn., has the city hall power of that city gas along Main Street. They play into one another hands and always come up with a bang.

E. A. Campbell, 12 Park St., Bridgeport, Me., prints all the advertising in and around Bridgeport.—The New Haven Glass Co., 100-102 Broad Street, New Haven, Conn., has the city hall power of that city gas along Main Street. They play into one another hands and always come up with a bang.

The Past and the Future



THE way to look into the future
is to look backward. History
repeats itself.

If you want to know what a man
can do, find out what he has done.

If you want to know what kind
of advertisements, circulars,
booklets, catalogues and posters we can
make, write and ask for samples of
what we have done for others. We
are saying freely and boldly that our
work is more distinguished—it is
better—it is more attractive than
that of any other advertisement
writers and illustrators in the world.
Maybe that is pretty hard for you
to believe, but facts are stubborn.
They stick.

Write to us when you want your
advertisements to be better than
other people's advertising.

MOSKES & HELM,
111 Nassau Street, New York.

C. DANIEL HELM, Artist
BERT M. MOSKES, Writer.



Send in your dates. Send them soon.

Cook's Fair Ground Hippodrome is
wintering at Peru, Ind.

WILL HESSLER, the sunbeam will spend the winter at Cincinnati.

Gen. D. McGuire, Delaware, O., has
these special attractions for fairs.

The permanent address of Gunby's
Albion Co., Aerial Circus and Fair Grounds,
Upperdene, is Carlton, S. E. Mr. T. F.

-

To any persons who will send us the name of a fair whose date did not appear in our June, July, August, September or October issues we will present a year's subscription free of charge.

Japan has appointed a commission and voted \$100,000 for an exhibition of Japanese products at the Paris exposition in 1900. China has promised for a commission but would wait for an exhibition of Chinese products at the Tennessee centennial next year. It looks as though the Yankees of the Orient could already give those of the Occident lessons in the art of advertising.

The agricultural fair of to-day finds it in order to be "an 'open' or most inclusive bicycle race as well as horse races. The Dodge County (Ia.) Fair has lost money for years. Then they devoted the best day to bicycle racing, giving dyed wreaths of prizes, and even though "silver" were hard, they came out ahead. Many other fairs have adopted this modern form of amusement in place of the horse race, and in all cases the result has shown on the "gross" side of the ledger.

It's a long time yet until the opening of the fairground, but, by the way, the visitors are at work on the exhibits in the manufacturing departments of The Diamond Editions, Co. There are now funds enough, however, but the bicycle must find favor to be more popular. A new sport will be that of the handless carriage. There are also posters for auto races, bicycling meets, obstacle courses, board races, etc., all of which had to be quite popular. Possibly dogs, dogs shows, and pure food exhibits also promise to find much favor, if we judge from the reports.

Page Text

Dates for Fairs in 1917 in 21 states have
as far as at the meeting of the American
Association of State Fairs and Expositions.
The officers elected are as follows: R. W.
Gardner, Nebraska; President; A. E.
Dwyer, of Illinois, Vice President;
John J. Fleming, of Wisconsin; Secre-
tary and A. M. Leggitt, of Minnesota,
Treasurer.

The dates fixed are as follows: New
York, August 25 to 28; Ohio, August 30
to September 1; Michigan and Minnesota,
September 6 to 11; Indiana and Iowa,
September 12 to 18.

written by James Michener, a volume of fair advertising will be of interest.

It might be well to state in this connection that Mr. Maharashtra's stand is one of the most popular at every fair he attends.

Milwaukee, Wis., Oct. 17th, 1916,
Auguste Beatty, Esq.

WILLIAM ADAMS
Dear Sir—As a man who has had large experience in advertising at first, I think, this question will be of interest to you. What kind of advertising, in your opinion, pays better than political advertising salaries? The answer would be interesting to me.

But it is necessary of course to call particular attention to it before its merits can be learned. The standard II process is in some respects on the one and distinctive than the gas process. It also gives them a small economy in the form of a little badge or monogram of that kind, and I have had very good results always. I have used it at County Palatine, State Fairies and other stations, always with the same result.

I believed it to be the only sensible way of reaching the consumer. My first method was to have bound while I took hold of every newspaper that has been made a leading broad. I also believe in the right kind of advertising in the future, not if there is anybody who doesn't make it his business to do not take the right method. I am the originator of a little made advertising at State and County Fairs as well as stores. I have found it the most successful, and I continue.

TWO-STEP

WILHELM FUTTER,
Das Futter für Hunde,

The following press notice, clipped from a local country paper, shows the value of fair advertising when properly handled:

ILLUSTRATED STEREO & BOOK.
One of the most unique exhibits at the Fair.

The *Prison Act* has the following in-

"At the American Institute Fair, and other fairs in New York, the same advertisements exhibit year after year. This appears to indicate that the advertising is profitable. The casual observer who attends these exhibitions finds it difficult, however, to believe that they produce anything profitable. He notes that the public comes to the exhibition for entertainment rather than for education, and that the banners of the lecturers are not often called upon to explain the merits of their science." *Preston*¹² said would-be exhibitors pleased to learn from advertisers who exhibited at local fairs, whether these in any way profited, directly or indirectly, from the experience.¹³

Carson, Ind., Mar. 22, 1942.

Dear Doctor: I am writing you in response to your letter of Feb. 10, 1942, and will try to answer the questions you raise as far as possible.

For many years, I tried to make a living in this country. I was the only member of my family then working and there was no E&K money 3 was the use we had. We were poor and we had to live on what we could get and it was not easy to help ourselves in the giving of things naturally at my age.

He did the little work he had to do and paid his taxes for his home. The Amherstians did not let them do much of the time and I have no doubt that everything will be all right, or, at least, the majority of the time, treated like a gentleman in every respect.

Yours very truly,

John C. Carson

J. POLYMER SCIENCE: PART A

Administrative Resources for State Data

There seems to be a general recognition among most men that governments, the taxpayers, and their State fiscal agents would begin to complain if the State were to do away with the lottery, but there are some who consider that a lottery will not lose them three thousand dollars a year, and that it would be the best investment for the State. It is also considered that it would be a great service to the State if it could be converted into a lottery for the State, and should be a great source of revenue for the State, and should be a great source of revenue for the State.

This horizontal strip contains several business names and advertisements from a masthead:

- WILSON & FIELD'S
- WILSON & FIELD'S
- WILSON & FIELD'S
- THE GEEZERS
- THE GEEZERS
- THE GEEZERS
- Roaring Dick & Co.
- TROCADERO
- S&O
- WIELAND
- DISPERSIA CONSUMED
- Wool Soap
- GENERAL INC.
- THE SANTA SANTA S
- SANTA MARIA

Miss Mary's Guest Trips Doctor, opposite Knicker & Bow's, New York City.



IF YOU
The Best Billbo
The Best I
The

CHICAGO

SEND YOUR PR

CHICAGO BILL BO

MEMBERS OF THE INTERNATIONAL BILLBOARD EXHIBITORS ASSOCIATION

395-397 W. HARRISON ST.
CHICAGO, ILLS.

Telephone Main 3637.

P. F. SCHAEFER, Mgr.



GENERAL
OUTDOOR
ADVERTISERS.
ALL CONTRACTS
RECEIVE
FIRST
ATTENTION.



WANT —

ards,
ocations,
Best Service in



LAGE



ER TO THE

POSTING COMPANY,

(ILL. BILL POSTING ASSOCIATION.)



The Theatres know where to obtain the best service. They are on the ground and familiar with the situation. We EXCLUSIVELY advertise The Grand Opera House, The Auditorium, the Columbia, Haymarket, Hooley's, McVicker's, Marlowe, Calumet, Schiller and Gaiety Theatres, Masonic Roof Garden, Etc. Foreign advertisers can safely follow their lead.

We also cover Hyde Park, Englewood, Pullman, Grand Crossing, Kenosha, South Chicago, Skokie, Forest Park, Lake View, Ravenswood, Wilmette and Hammond, Ind., and the Ill. West, N. W., greatest suburban road in the country.



California Ad-Signs Co.

204 SUTTE STREET, SAN FRANCISCO.

Bill PostersOne thousand square feet of printed
boards.**Sign Advertisers**Choice locations on Street Car
Lines.**Street Car Advertisers**Control all the Street Car Advertising in
California.

Billboards printed matter and samples. Talk card or metal signs.

We post for the Baldwin, Coloma and California Theatres, Marconi's Grand Opera House, Tivoli Opera House,
Estimates furnished for the Pacific Coast.

LAWRENCE, KANSAS.

IS A GOOD TOWN—A BLAMED GOOD TOWN.

A. M. POFF IS A GOOD BILL POSTER—A BLAMED GOOD BILL POSTER.
IF YOU WANT TO ADVERTISE IN LAWRENCE WRITE POFF.

Helleberg Photo Graving Co.

DESIGNERS
WOOD
ENGRAVERS.

PROCESS
ENGRAVING
ON COPPER
AND ZINC.

CINCINNATI, O.
717 SYCAMORE ST. MISSOURI BUILDING
100 Dower, 2nd Steptier 04

Circulars, Handbills and Sample Classified
and with Pictures.

See Running Post of Specs, 12 p-sheets.

List of Deaths and Dead Walls.

DAVE R. WHIPPLE.**OTTAWA CITY BILL POSTER,****OTTAWA, KANSAS.**POPULATION 4,000.
1900.

**WARREN
LEWIS,**

DISTRIBUTING,
TRACKING
AND
BILL POSTING.

P. O. Box 125.

ESTHERVILLE,
IOWA.

New Castle, Pa.

Population, 20,000; 8 Residential Electric
Street Car Lines; 36 Manufacturing Es-
tablishments, employing 1,000 men.ELECTRIC Light.
Manufacturers:
IRON,
GLASS,Natural Gas.
Manufacturers:
GLASS,Inclosing and outgoing freight per
day, 10,000 lbs. Stock deposits,
TEN. \$10,000.00. The value of live stockproducts exceeds \$100,000 annually.
The rising Great City of Northwest
Pennsylvania.

**J. G. LOVING, Licensed City Bill Poster,
AND OUT-DOOR ADVERTISER.**

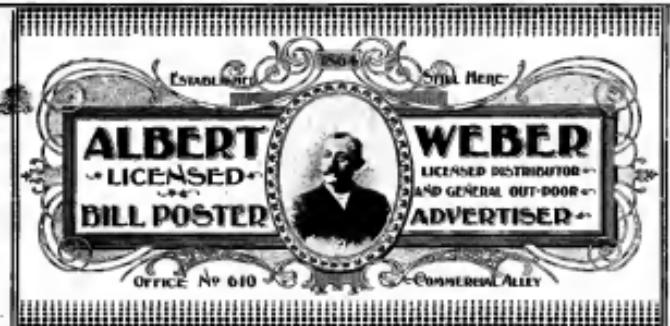
Billboards prominently located on all the principal streets in the city.

Products exceed \$100,000 annually.

The rising Great City of Northwest
Pennsylvania.

My Reference is my work, WHICH SPEAKS LOUDER — THAN WORDS.

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



NEW ORLEANS, LA.

ESTABLISHED 1866.
CHARLES W. YORK,
Bill Poster and
Distributor.
HAVERHILL, MASS.
I make it my business to distribute
Reference Books, Dictionaries, Almanacs,
and every kind of printed material
and send for my reference in our office.
250 Main Street, Haverhill, New Hampshire.

J. A. LAMBERT,
City and
Theatrical
Bill Poster and
Distributor,
OGDEN, UTAH.

700,000
Billing Pads Given Away.
Send us, for one of our four pads, any where
you are, and we will send a bill of mailing
pads. **JOHN JOHNSTON**, Newport, R. I.

G. F. BANGASSER & CO.
CITY BILL POSTERS AND
DISTRIBUTORS. The
Bills Vouch for my honesty. **F. G. BANGASSER**,
McMINNVILLE, OREGON.

CLOUGH'S
DISTRIBUTING . . .
Increases Business.

CAN WE DO YOUR
DISTRIBUTING ?

NOW THAT

THE ELECTION IS OVER . . .

there will be some BUSINESS DOING.

To get your place you should let the people know who, what and where you are and what you can do. To do this in the most expeditious, efficient and economical manner you should advertise. To do this in the most expeditious, economical and expeditious manner you should secure the services of

Clough's Distribution Service,
No. 147 Main Street, CHICAGO, ILL., U. S. A.

We do the best distributing in Chicago, and we employ the best and reliable, sober men. Send for ends of prices and references. We refer you to the largest wholesale Drug Houses in Chicago, The Faffer & Faffer Drug Co.



CARBON, INDIANA.

T. F. GRINLEY,
City Bill Poster and Distributor.

THREE GOOD TOWNS

and a good location, all work guaranteed, and
plenty of good space. Try me once and you will
want no other.

P. O. Box 41.

Reliable Names. A
list of well known and reliable advertisers on your
part of 1000 cities and towns in America. TRY
me before you buy. Box 41, Carbon, I. A.

W. H. HENENWAY,
CKMDEN, IOWA.
Distributing of all Advertising Matter

Address all his ads now at W. H. HENENWAY.

DON'T FORGET
R. NOLAN,
ALPENA CITY,
MICHIGAN,
BILL POSTER
AND THE ONLY
RELIABLE DISTRIBUTOR
IN THE CITY.
ALL WORK GUARANTEED. BOX 446.

DEALERS AND ADVERTISERS.
Farmers' Advertiser. Try me. Box 449. The
Advertiser. Try me. Box 449. The Advertiser
is a weekly publication. Correspondence solicited.
Price 10 cents. Address, Box 449.

J. A. CLOUGH, Manager.

Cake a Minute and a Postal.

and send your address
for a copy of "The
Advertising World,"
Columbus, Ohio. When
you see it, you will
understand why
a small paper has
such a large circulation.

FREE

**Clark & Rowland,
Bill Posting and Distributing,**
Post Office Box 12,
ASHLAND, O.

NIGHT # DAY.

That is just the way we work—
24 hours a day.

Postal advertisements are one
of them. Write or wire our ad
agency, JOS. E. GIRARD, Toledo,
Ohio; or, Rutherford, Tenn.

PASSaic ADVERTISING CO.
Paterson and Parsippany, N. J.

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.

6 Inch.	-	\$2.25	Brush
8 "	-	\$3.75	"
10 "	-	\$5.00	"

This is our Celebrated

"UNEXCELED"

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

8 Inch.	-	\$2.75	Brush
10 "	-	\$4.00	"
12 "	-	\$5.00	"

SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati, O.

H-A-P-H-E-E, D-H-T-A-B-I-O.

J. J. MINCHINTON

Controls the Bill posting and distributing in two countries.

Work promptly executed and up to date.

My work my reference . . .
You furnish the paper we do the rest.

Address,
J. J. MINCHINTON,
Naperville,
Ill., U. S. A.
Or, Canada.

SHREVE GROUP TOBACCO.

SHAKESPEARE PLUG TOBACCO

CHAMPION PLUMER.

Tobacco from the best selected Kentucky and Virginia leaf, with the finest aromatic and flavoring materials to be found. 1 lb. \$1.00; 1/2 lb. 50c; 1/4 lb. 25c; 1/8 lb. 12 1/2c. 25c. 100% MILD AND TASTY. SHAKESPEARE CHAMPION PLUMER. MAIL OR TELEGRAPH WANTED. SHREVE & CO., NEW YORK, N. Y.

SEND YOUR PAPER TO

JOS. E. GIRARD, CITY BILL POSTER

Member of International Bill Posting Association.

AND RELIABLE DISTRIBUTOR. Address,
ERIE, PA.



PERU, INDIANA,
A Small Town to Post.

CHAS. W. STUTESMAN,
LICENCED CITY
Bill Poster and Distributor.
Estimates and List of Roads furnished on application.

L. A. DANIELS,
Licensed City Bill Poster & Distributor,
9 LOCUST STREET,
Santa Cruz, Cal.

Population 8,000.
200 feet of billboards.
5¢ per sheet per month. Limit.

South Carolina

T. M. YOUNG, Manager.

T. McMILLIAN

BILL POSTERS, DISTRIBUTORS,
And General Out-door Advertisers.

WE SELL POSTERS OF ALL KINDS. Send us Your Order.

T. M. YOUNG, Mgr. MANNING, S. C.

N. B.—WE TRAVEL AND ADVERTISE.



When you write, mention Billboard Advertising.

When you write, mention Billboard Advertising.

All Work Guaranteed. I own and control all billboards in city. Population 10,000.

G. D. McGuIRE,
City Bill Poster Delaware, O.
AND DISTRIBUTOR.
165 S. Franklin Street.
our Distributing Personally Attended to.

C. R. ROWLAND, The Old Reliable
Bill Poster,
310 9th Street, AUGUSTA, GA.
Posting, Distributing and Cord Tacking.

OREGON SIGN CO.
BILL POSTERS AND DISTRIBUTORS.
OREGON CITY, OR. SIGNS.

MOTTO: A Place for Every Bill and Every Bill in its Place.

JAMES F. COFFEE,
The City Bill Poster,
General Out-door Advertising Agent.
87 Main Street, DUBUQUE, IOWA.
Member of International Association of Distributors.

LACONIA, N. H.
Population 15,000

All New Boards, and THE BEST, also
The Best Locations.

Quality job Sheets. Inspections Solicited.

J. F. HARRIMAN,
City Bill Poster & Distributor

Office, 96 Main Street.

Also Manager Folson Opera House and
City Show Grounds.

Gen. L. E. LEWIS,
Per.,
L. V. COOPER,
Supt. and Trav.

Outing
Sign Co.
Gen. Offices and Locality, Cincinnati, O.

TAUNTON BILL POSTING COMPANY

ESTABLISHED 1882.
BILL POSTERS AND DISTRIBUTORS.

Bill Boards, Back Books,
Box Office Signs,
Bills of Art,
Signs of all Kinds,
Impressive Subjects.

OFFICE
45 CORANET STREET, TAUNTON, MASS.

A. E. WHITE, Treasurer

Distributing Department,
77 Merrimac Street,
Office Hours 8 A.M. to 5 P.M.,
Telephone 2222, Telegraph,
City Stage Line, Suburban Lines.

Binghamton Bill Posting Co.

Bill Posting and Distributing.

Electrical, Commercial and Railroad Advertising.

P. M. Cooley, Mgr. Binghamton, N. Y.
Office, 125 Main Street.

Fond du Lac, Wisconsin

POPULATION, 16,000.

And growing every day. 150 new residences and business blocks erected during 1897,
at a cost of over \$5,000,000.

Bill Posting
Good Service Given.

P. B. HABER, City Bill Poster.



HUNTER'S LIGHTNING PASTE MIXER

Makes a smooth hot and buttery paste that can be made to any other purpose. Paste or starch is melted like the water and thoroughly mixed at the same time. Then the starch is cleaned and refined while mixing. Built of heavy iron, it will stand the most severe treatment. It is a great convenience, and will save you money. It is a good investment of money, because it will last for years.

Bill Posters can make their own paste as they want it and can manufacture for the trade in their territory

Write us for full particulars and prices.

J. H. DAY & CO., 1144 "U" Harrison Avenue, CINCINNATI, O.,
Branch Office, 44 Park Place, NEW YORK.

MENTION THIS JOURNAL.

Having just completed the Layout Press
for Printing, all in one
piece...

SEAMLESS + BANNERS 21 FEET LONG

We are now prepared to furnish them in our 8 colors any desired length up to 21 feet, in one piece, embossed or type. This greatly increases the appearance. There are no joints to come apart, and it makes them cost less. The regular width is 20 in.; but we can make them any size. Write us for prices, weight, width, and number of colors. Tickets of every description our specialty. Send for samples and prices.

1440 Broadway, NEW YORK. GLOBE TICKET CO., 917-919 Filbert St., PHILADELPHIA.

Chesterfield, Chester, Pa.
City of Lancaster, Penn.

- ADVERTISER'S FRIEND. -

Mail Agency
Chautauqua County.

Bulletin, Barn and
Fence Sign Ad-
vertising

A Specialty.

Carrying out all kinds of signs, from
nothing but painted wood to
signs and bill posting signs.

Jamestown and Chautauqua Lake Bill Posting Company,

LICENSED

CITY BILL POSTERS AND DISTRIBUTORS
AND GENERAL OUT DOOR ADVERTISERS.

Office, 109 E. 3rd St., Levy Bldg., near City Hall, JAMESTOWN, N. Y.

Member International Bill Posters' Protective Association of United States and Canada.

All work entrusted to us will be
done in a prompt and
thorough manner.

**Commercial Work
a Specialty.**

SATISFACTION GUARANTEED.

J. C. BARTLETT, Mgr.
FRED. LEACH, Treas.

The best in art, we stand for price.

J. H. GRAY,

A RELIABLE

Bill Poster and Distributor..



Owner of all Bill Banners in
the city and surrounding
country, and a plenty of
them, more than any 3 cities
of its size in New England.

No boys employed. Experienced
bill posters only.
Send in your work.

All bill-posting
Listed and
Protected.

Respectfully,
J. H. GRAY.

WILLIMANTIC, CONN.

High Class
Billboards Signs,
Positions
and Execution of Work;
Unexcelled.

We can and expect all
Bill Banners in the most
convenient and shortest
time. Satisfaction comes
first.

One of the largest conser-
ters of Capital, Largest
Bank in the State, CHAS. W. COX,
President.

P. H. ZENDER.

H. J. STEDING.

P. H. ZENDER & SON,
(Successors of Estate-State Bill Posters Protection Co.)

BILL Posting and Distributing a Specialty.
Subscriptions Received Here.

DETROIT, MICH.

Melvin's Bulletin Service,

Detroit, Mich.

JOSEPH MURLEY,

Bill Poster,

89 Summer St., PLYMOUTH, MASS.

All Mail Orders will Receive Prompt Attention.

Population 16,000.

Bill Poster,
Distributor,
Card Tacker,
Sign and
Window Work.

• • • • •

Philipsburg, Center Co., Pa.

Population 2,000. Drawing Population 40,000.

Mining and Manufacturing the Principal Industries.

All kinds of Posting and Distributing
done with promptness and under
the personal supervision of

ED. DAVIS, CITY BILL POSTER.

Be you want money?+

I can help you get it.+

That's my business.

C. O. SHULTZ,

CITY BILL POSTER.
BRAZIL, IND.

Hang your banners on

the outer wall.

Cards, Pamphlets, Bills, Etc., Etc., Carefully Distributed.

Boards in all parts of the City and County.

Member of the Indiana State Bill Posters Ass'n.

Rates Low,
Service and Quality
Guaranteed,
Write for Prices
and Details.

T. F. CHAFFEE & SON, County and City Bill Posters.

Manufacturing, Sign Painting and Painting. Scrubbed Light Shining by Night.

47 W. PENNSYLVANIA STREET,

ELKHORNVILLE, IND.

Advertiser, John Wood, Pres. First Nat. Bank; Mr. Davis, Manager Opera House.

E. & G. Morris & Co., Importers Dry Goods, Men's & Women's, Druggists.

"The Bill Poster"

The English counterpart of *Billboard Advertising*. Subscriptions
increasing year by year, may be sent to No. 101 East Eighth St.,
Cincinnati, Ohio.

JOHN W. ELLISON,

MANAGER

ELLISON ADVERTISING CO.

BILL POSTERS AND DISTRIBUTORS.

228 Broad Street, ROME, GEORGIA.

Names and Addresses of Good Residential Farmers.

of Middlebury, Vt., list of Farmers, 100,000 names of all Farmers and 20,000 names of all Residential Farmers.

These lists are up-to-date and practical. Send your address and we will send you post paid.

Address, JOHN W. ELLISON, Box 1, 101 East Eighth St., Cincinnati, Ohio.

FRANK M. DEUBLER,

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR.

107 Schuyler Avenue, KANKAKEE, ILL.

Business, breeding and thoroughbred, total population, 25,000.

WRITE FOR TERMS TO

R. J. CHILOOTE,

CARLISLE, IND.

Advertiser of Sullivan County.

Names and Addresses Published.

With Posters and Painted.

B. YECKER & CO.

LANCASTER, PA.

**BILL POSTERS AND
GENERAL DISTRIBUTORS.**

W. S. YOUNG, POPULATION 2000, FARMER CITY, ILL.

CITY BILL POSTER.

Owner and Manager Opera House. Circuit to towns, total population 2000.

107

*Carqueville
Lithographing Co.*

75-77 La Salle Avenue.

Tel. 1123 North.

Chicago.

Poster and Stand Work a Specialty.

"A MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL."

Empire Bill Posting Co.

MEMBERS INTERNATIONAL BILL POSTING ASSOCIATION.

INDIANAPOLIS, IND.

JAMES E. FENNESSY, Manager.

NOW THE WHOLE THING IN INDIANAPOLIS.

Bill Posting,

Card Tacking,

HOUSE TO
HOUSE

Distributing.

... MANUFACTURERS OF THE ...

FAMOUS

Crooked Brush Handles

SEND FOR OUR LIST.

Posters! —————

Any size or kind. Block or Typo.

Prompt. - - - *Reliable.*



Bill Posters!

*Send for sample of our new one-sheet to advertise
your boards. Also ask for Catalogue.*

Hennegan & Co., Cincinnati, O.

We don't do Descriptive work;
Our complete line for Commercial work.

YORK, PENN.

Good Work, Time,
OR NO PAY.

MUNDORF BILL POSTING COMPANY, CITY BILL POSTERS, DISTRIBUTORS, TRACERS.

LISTED LOCATIONS ~~~~~

Map of City and Location of Boards in Advertisers.

~~~~~SATISFACTION.

### No Office Complete Without It. **Business** A Practical Journal of Business.

It saves money by discovering the best way of doing things in the office. It reads particularly well.

ACCOUNTING, OFFICE EQUIPMENT, BUSINESS MANAGEMENT, MARKETING, ADVERTISING, and Investments; also FINANCE, MANUFACTURE, TRANSPORTATION, COMMERCE and ECONOMICS.

The stated departments of the paper include: OFFICE MAIL, Books, being letters from practical men on office and business topics; OFFICE READING, containing business news and information of interest to office workers; BUSINESS LITERATURE, or reviews of new books; AND THE TRADE OF ADVERTISING, presenting statistics in increased publicity; INSTITUTIONS AND ASSOCIATIONS, recording the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business men.

The paper is practical, factual. An average issue contains carefully prepared articles on accounting methods, including descriptions in detail of the accounting practices in leading manufacturing concerns.

Monthly, at \$1.00, (Illustrated), including supplement, for one sample copy, (including this advertisement).

KITTRIDGE COMPANY, Publishers  
13 Astor Place, NEW YORK.

Send to: Publishing Department, 100 W. 25th Street, New York, or distributor near you.

### HIXSON BROS.,

LICENSED  
BILL POSTERS,  
PHOENIX, ARIZ.

### LEE BROS. & CO. CITY BILL POSTERS.

Marketing and Tracing by Specialty  
Office Work, Postage, Telegraphic Expenses,  
Banking, etc. Agents wanted. Call for Details  
about our system of advertising and  
Poster Association.

LEON HERRICK,  
Advertising Agent and BH Poster,  
100 State, St., NEW YORK.  
Depository Accts. Reference, Postmaster Book of  
Debtors.

**CORRESPONDENT  
SHOW PRINTING HOUSE**  
J. BONI MEMSTEGER  
MANAGER  
PRINTERS & PUBLISHERS  
HALFTONE, PHOTOGRAPHY,  
LITHOGRAPHY, ZINC ETCHINGS  
FINEST QUALITY BOX WOOD ENGRAVING.  
BLOCK STANDS, THREE SHEETS & STREAMERS.  
ADVANCE WORK  
PRINT STAFF & HOUSE & SPECIALTY  
**DATES** ARE OUR STRONG POINT  
WRITING FOR OUR COPYRIGHTED SCHEMES.  
DATE & ROUTE BOOKS  
FIRST CLASS WORK  
PROMPT SHIPMENTS.  
EIGHTEEN YEARS UNDER THE MANAGEMENT OF  
J. BONI MEMSTEGER

J. R. LEWIS,  
BILL POSTER and DISTRIBUTING.  
81 WEST PERRY ST.,  
TIFFIN, OHIO.  
Population 14,300.

### POSTERS OF ALL KINDS AND HAND BILLS

THE best work and lowest prices that can be obtained in all America. Write us.  
THE American Engraving and Printing Co.  
87 MECHANIC ST., NEW YORK.  
T. S. DAWLEY, Pres. R. E. BOYLAN, Secy.

### Printer's Ink Helps . . . . Advertisers!

It's a weekly journal, furnishing you with practical advice, and valuable information, about every detail of the business of advertising.

Enables you to profit by the experience—and save, the methods—of successful advertisers, as it gives complete information about many forms of advertising which they have found to be feasible and profitable.

Includes you and examples—how to write advertisements that will sell goods, or the "Ready-Made Ads." It contains all you need to accomplish the same object.

Contains many hints about mechanics, tending to aid you in advertising cases to be solved.

Subscription price one year \$10  
postage, newspaper, weekly,  
to Spruce Street, New York.

**\$25.00**

PER YEAR

**SAVES**

By using our very wonderful  
advertising material made to order  
you can save money. Advertising  
material is made to order and  
will fit your particular needs  
and will be delivered to you  
in time to meet your advertising  
deadlines.

ROANOKE SOAP CO.  
Roanoke, Va., Roanoke, Va.

FRED F. KELLY, CITY BILL POSTER  
AND DISTRIBUTOR.  
Loc. No. 125, PALMYRA, N.J.

### The Hustler Advertising Co.

CONTRACTORS OF  
OUT-DOOR ADVERTISING

IN ALL ITS BRANCHES.  
Prompt Service by Reliable Men.  
Capital Room to House Staff.

A. C. WATKINS, Pres.  
14 Morris Avenue, NEW YORK.  
P. O. Box 1000, NEW YORK.

W. J. CASE, Manager.

TRINITY, NEW JERSEY.  
The Trenton Bill Posting Co.

Over 40 billboards in the city and suburbs.  
Billboards measure 12' x 24'. I guarantee the value of all  
billboards equal to their cost.

W. E. WILLIAMSON, Manager.

**THE E. L. KINNEMAN, BILL POSTING COMPANY, MARION, IND.**

**UP-TO-DATE BILLPOSTERS. BILL POSTERS. ADVERTISERS.**

We Control all BILL Posting, Advertising, Signs, Displays, etc., in Marion, Indiana, Ohio, and surrounding states. All our work is done by men who have had years of experience in this business.

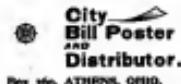
All our signs are made by hand, and we guarantee them to be of first quality.

Address: 112 Main Street, Marion, Indiana.

CAPACITY, 3,000 SIGNS.

OFFICE BILL BOARD,  
The White Theatre, Marion, Ind.

**C. F. Cripeau,**



Beth 366, ATHENS, OHIO.

**The Business Man!**

Do you want to know our other SPECIALISTS  
that can help you? We have a lot to tell you  
and will pay you. Why not get the results at once?

Address, GUNTER'S, "THE PRINTER",  
Seven, N. Y.

Our books for business,  
Postcards, business cards,  
Periodicals, all kinds of  
advertising material  
and every assistance.

**Empire Advertising and  
Bill Posting Co.**

CHARLESTON, S. C.

We post or distribute your paper in an  
honest and satisfactory manner.

Centers of Privileges and Benefits.  
Personal attention given to  
all work.

**CHAS. W. KEOGH, Manager.**

Office:  
AGENCY OF MODERN BILLBOARD

**CRITTENDEN & CO.,**  
City BILL Posters and Distributors,  
**CENTRALIA, ILL.**

We carry all kinds of advertising, and  
will help you to get the best results.

**Fulton Bill Poster & Distributor.**  
W.H. COOPER, Pres. Ap.

With a view to the latest style  
Tackle Box in manufacture.

Address, FULTON, Oswego Co., N.Y.  
Phone, 25-2200.

**Clinton, Ont.**, **W.H. COOPER, BILL POSTER AND DISTRIBUTOR.**  
Commercial signs. Write for particular, details  
desired service.

**LICENSE.** For State I-122  
and for the United States, send to any bill  
poster in the United States, a copy of the  
license and enclosed a copy of his posting  
evidence in use. It is effective and produc-  
tive. ARSENAL.

R. C. CARNELL,  
DAYTON, KY.



**Portraits and Buildings for all Purposes.**

— SEND FOR SAMPLES —

**JOHN T. WILLIAMS,**

**BILL POSTER.**

426 Marquette St., PORTLAND, OREGON.

Population 400,000.

Established 1880.

**Show Printing.**

INTER STATE BILL POSTER, TOO.

**DATES, 3-SHEETS.**

**P. B. Faber Printing Co.,**

**FON DU LAC, WIS.**

**ELLIS N. SPARROW,**

627 N. 2nd Street,

**VINCENNES, IND.**

**Bill Poster and General Advertiser.**

By Word Spoken for Me.

REFERENCE:

McGraw's "Business," Volumes I, II, III,  
A. J. Nichols' "Business," Volumes  
I, II, III, and IV. *Journal of Commerce*,  
London and Paris Editions, No. 1, London,  
J. Birrell & Son, *New York State Journal*,  
J. Birrell & Son, *Chicago Tribune*, Chicago,  
Illinois, *World*, New York, etc.

For Grand Gouges,  
Harry C. Dillman,  
Gaines, etc.

PLAYING CARDS AND  
TINNEY'S 600000.

**OGDEN & CO.**

Manufacturers of

**Automatic Slot Machines,**  
New Dodge Every Month. Largest Factory in U.S.

Automatic Game Devices  
at Lowest Prices.

Bonanza, Star, Castle,  
Nestle Castle, etc.

105 Clark Street, CHICAGO, ILL.

If you don't trust your own house, don't never leave.

**DILLON'S CROSS BODIES**  
BILL POSTER CO.

NORMAL, ILL.

100% Cotton, 1200, 1600, 1800 and 2000  
ft. all premium quality throughout the state.  
Post sign reads a specialty.



**FREE!**  
Names and Addresses of Agents, Proprietors and  
Advertisers, including Local and Circuit. Information  
about the business of advertising and distribution  
and how to get into it, can be obtained from us. We  
have a list of advertising space accepted  
by the most prominent advertising agencies.

**THE MANUFACTURAL ADVERTISING AGENTS**

**BALTIMORE, MD.**

**HENRY C. CROSBY,**  
**Advertising**

**Signs** . . .

**Paterson Building,**  
**PATERSON, N. J.**

— HAVE YOU —  
**SPRINGFIELD, ILL.**  
ON YOUR LIST FOR  
**BILL POSTING,**  
**DISTRIBUTING,**  
**CARD TACKING,**  
Proprietary

**W. J. HORN,**  
**CITY BILL POSTER**

**5000** day chlorine solution to  
over 5000 bushels between 2100  
and 2400 ft. above sea level. The  
best and most economical way to  
keep your premises clean. A  
good disinfectant, antiseptic, etc., and  
keeps flies away. Price \$1.00 per  
bushel. Send your business name for sample.

**CEM CO.**, Spring Valley, Minn.

? What not engrave in the West Under License  
or by Contract? The world has been  
so well educated that they now know  
what you are doing. So when you  
get a new license, make it a good one.  
Good materials, excellent service, and  
good prices. We guarantee to do the best  
work for you. Write for sample.

**CEM CO.**, Spring Valley, Minn.

**MELROSE BILL POSTING COMPANY,**

**Bill Posters and Distributors**

Box 666. — **Bill Posts.**

W. L. PHILIP, Mgr. and Trng.

666, 1st Maple Street, MELROSE, MASS.

**GEO. W. GHURHILL,**  
**CITY DISTRIBUTOR AND**

**SIGNAL ADVERTISING**

**Signal Distributor & Sign Manufacturer**

**Address: Oklahoma City, Okla.**

**PARSONS, KAN.**

**A. E. BENTLEY,**

**Only Licensed BILL POSTER in**

**GUTHRIE, Capital of Oklahoma**

**Territory. 30,000 feet of space, and**

**satisfaction guaranteed.** Rates

**made known on application.**

**A. E. Bentley, GUTHRIE, OKLA.**

## Advertising Experience

In a very original and artistic advertising journal. It gives just what its name indicates, a host of practical ideas and facts about advertising.

If you are an advertiser you know that experience in advertising costs a small fortune. You should know that it is cheaper to let the other fellow do the experimenting and tell you all about it. That's what our magazine is for; you can get some rich experience for the mere pittance of \$1.00 a year. Try it!

## Poster Advertising

In a regular department of ADVERTISING EXPERIENCE, and it devotes more space to poster and bill board advertising than any other advertising journal.

You must have the paper's Christmas number. Send 10 cents. Twelve numbers \$1.00.

Address:

Advertising Experience,  
324 Dearborn Street, CHICAGO.

**BELASCO & CO.**

LICENSED

CITY AND SUBURBAN

**BILL POSTERS.**

Washington and Third Sts., OAKLAND, CAL.

**STAR BILL POSTING & SIGN CO.**  
COLUMBUS, GA.

*Bill Posting, Distributing, Card Tracing,  
Sign Painting and General Advertising.*

Population: (including Phenix City and Girard, Alabama,) 30,000.

Address:

EDWARD H. GRUZARD, Manager.  
COLUMBUS, GA.

*J. Morgan & Co*  
(OF CLEVELAND, O.)  
**THE LEADING LITHOGRAPHERS**  
ALWAYS THE LEADERS  
AND STILL LEADING

Sault Ste Marie, Michigan,

THE GATEWAY TO LAKE SUPERIOR.  
OFFERS UNEQUALLED IMPROVEMENTS TO ADVERTISERS.  
A. A. SCRANTON, BILL POSTER,

**\$25.00 A DAY**

Mostly in the city of Sault Ste Marie, Michigan, and vicinity. We also handle the surrounding country, including the North Woods, Huron, Saginaw, Flint, Grand Rapids, Kalamazoo, Battle Creek, Lansing, Detroit, Toledo, Cleveland, Pittsburgh, and many other cities. *Advertisers, Agents, Distributors, and Contractors* are invited to call on us at Sault Ste Marie, Michigan, or at our office in Chicago, Ill.

**JOHN CLARIDGE,**

*Bill Poster,  
NEWPORT, ARK.*

Population 4,000, you don't believe.

**SECRETS OF THE BILL TRADE** of how to make money in this business. Send 25c for a copy. An excellent book for all who want to learn the business. *CECIL CO., Publishers, Spring Valley, Minn.*

**SIDNEY, OHIO, C. P. ROBERTS**  
CITY BILL POSTER.  
General and commercial billboards and sheet metal to the city.  
After DISTRIBUTING monthly stimulated to.

**VICTOR JANNEY, Bill Poster and Distributor.**  
For Marshall, Fort Payne and Gadsden, three fine towns, and all of Clark Co.  
Headquarters at MARSHALL, ILL.

Thoroughly Up-To-Date  
In Touch with the Times,  
and Always Flying Ahead.

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The PENN Publishing & Publishing Co.  
Editor, ANTHONY J. FORD  
603 Sansom Street.  
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The Oldest and Best  
Show Printing House  
in the U. S. —  
Under the management of  
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# BOSTON BILL POSTING CO.

**JOHN T. WOGAN,**  
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# BOSTON, MASS.

**GEO. F. NETHERCOTT,**

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and Distributor.*

Cord, Thicker, Manufacturing, Advertising, Sign  
Postings. Covered all Great Cities, All Towns  
in New England, and All Towns in New Eng-  
land, Associated with Posters Association.  
Mills, Academy of Music,  
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**EVERY BILL POSTER  
ADVERTISER**

WANTS AND NEEDS

## Profitable Advertising

ILLUSTRATED.

The Advertising Trade Journal  
of New England.

Tell of Wins and disappointments for  
the Publicity Society.

Subscription Price, \$1.00 per year.  
Send one for sample copy.

KATE E. GREENWOLD,  
Editor and Publisher.

12 School Street, BOSTON MASS.

**SELDEN NYE,**

**BILL POSTER AND DISTRIBUTOR.**

(Champaign and Urbana,) Ill. 306 W. Park St., Champaign, Ill.



**Holding Sales** should be in every household. If you are advertising with Recognition, Advertising, Pictures, Posters, Signs or Advertisements, Standard or Colorization, and holding sales, you will find this book a valuable addition to your library. Published by Frank New York to Kansas. Agents wanted for all cities. Send 50c to HOLDING SALES CO., Kansas City, Mo.

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**Bill Poster and Distributor,**

266 VIRGINIA ST.,

Charleston, W. Va.

Work Generated.

Taking Up Good's Specialty.

Two copies of  
"The Echo"  
(one copy)

**The Echo**  
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We will send any of the famous publications.

**The Nude in Art.**

With a Month's Subscription  
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We will send 3 Different Numbers

"The Nude in Art."

**THE CHICAGO ECHO CO.**  
5th Avenue, Chicago.

**J. B. YOUNG,**  
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Free Subscriptions.

# "HOTE'S" NATIONAL ADVERTISING SERVICE.

Ad-Signs on Bulletins, Walls, Barns, Fences and Rocks, throughout the length and breadth of the United States and Canada. Contractor for the International Bill Posting Association. Patentee of Hote's Permanent Everlasting Posters. Places Signs on Grocery Walls, etc. Forty Expert Artists in

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C. S. HOUGHTALING, Manager.

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ST. LOUIS, MO., POPULATION 614,000.

# CITY BILL POSTERS,

(HUIEST-STOUT SIGN CO., PROP'S.)

THE COMMERCIAL BILL POSTERS OF  
ST. LOUIS,

HAVE POSTED OVER ONE-HALF MILLION SHEETS THIS YEAR

Office, 207 NORTH 10th STREET,

# ST. LOUIS, U. S. A.

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

WE paint pictorial advertising signs, society silk banners, show cases, theatrical scenery and imitation flats.

WE are experts and up-to-date. WE do all posting, distributing and tacking.

WE own 2000 feet of space, humidity, temperature and "World's Fair" display.

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

WE have no allies, back friends, "cheatish men," boys or "thugs."

WE want your address, regulations, work and instructions, name out, always retained, "It's your move."

**C. M. Smith & Co.,  
Brantford, Canada.**Population of City 17,000. County 56,000.  
Country 3,000,000.

TICK

**Tucker's Magic Stove Polish**

Will send secret of manufacture. One gallon cost \$1.00. Polish for no cost, flavor free. Contains 100 pounds of bone flour. Tackled by myself.

G. E. TUCKER, Shadyside, Pa.  
Box 125.

TICK

# BUTTE, MONT.

POPULATION 80,000.

AVERAGE MONTHLY PAY ROLL \$1,500,000.

**W. E. KENDRICK,****BILL POSTER.****A. M. DETTELBACH,**BILL POSTER, TACKER AND DISTRIBUTOR,  
Main Post, Telegraph and 3rd Avenue Corrigan,  
Montana, U.S.A. Box 100. MONT. TIC. 21. 10

# CINCINNATI

And Her Suburbs, Embracing

**500,000** people

To reach them all  
domestically, use  
**STEINBRENNER'S  
DISTRIBUTING  
SERVICE.**

There is no other way  
Address:W. H. STEINBRENNER,  
No. 81 Vine Street,  
Cincinnati, O.WATERVILLE, MAINE,  
Population 20,000.**S. H. CHASE,**  
Bill Poster  
and  
Distributor.

P. O. Box 100. Operates House Manager.

**WE DO**

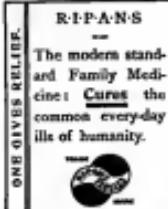
**Bill Posting,  
Distributing,  
Sampling,  
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Sign Painting.**

City and Country. We do for particular.

**D. C. BENJAMIN,**  
Box 35. WISCONSIN, INT.**ARC** of Enterprise and Sign  
Painter's Manual.Illustrated with numerous styles of letters and  
various methods of lettering for practical use.  
Price 50c. Address:  
ADVERTISING CO.,  
Cincinnati, O.ADVERTISING CO.,  
Cincinnati, O.

WHY NOT THE  
Olean Bill Posting Co.  
OLEAN, N. Y.

Thriving Oil City of 20,000.  
Finest Boards Ever Made.



Philip B. Oliver,  
Licensed City BILL POSTER,  
and DISTRIBUTOR.  
A. M. T. & Co., Owners. 211½ Main Street.  
General Advertising, Signs or Commercial  
Work, Posters, etc.  
All Work Guaranteed.  
319 Cherry St., FINLAY, O.  
POPULATION 4,000.

B. T. ROBINSON,  
City Bill Poster,  
CLIFTON FORGE, VA.  
Correspondence Solicited. '98

"15" TOWNS Among others including THIBODAUX, LA.

Terms Reasonable - Satisfaction Guaranteed

Circuit Bill Posting and Advertising Co.

Headquarters: THIBODAUX, LA. Post Box 288.

CHAS. LINGO,  
LICENSED  
BILL POSTER AND DISTRIBUTOR.  
ANDREWS, GA.

Best Agents and Facilities for display.

Terms upon application.

ATTENTION HOUSEKEEPERS!

Every time a clock, and the children go to school, and my washing sits there. Truly because I use "Morgan's Calamine Washing Compound". The only article on the market of its kind which contains no acids, soap, alkali, and will not injure your skin. It is a safe, strong, and effective wash. It can never irritate the washboard. It is not reddish. Only ten cents per cake. Try one and be convinced. If your grocer does not handle it, inquire upon him getting it, or send 10 cents for a trial sample and return to JOHN A. MORGAN MFG. CO., Liverpool, N.Y.

"The Bill Poster"

The English counterpart of *Billboard Advertising*. Sixpence (\$0.06) per issue, post free, may be sent to No. 117 East Eighth St., Cleveland, O.

*The Enquirer Job Printing Co. Cin. O.*

THEATRICAL  
DESIGNERS,  
LITHOGRAPHERS  
AND GENERAL  
JOB PRINTERS.

Our Date Book for Season 1890, '97-'98 never ready,  
and will be sent postage on receipt of 25 cents.

Poster  
Work  
Our  
Specialty

\*

Will A. Molton  
Advertising Co.  
General  
Advertising Agents  
and Distributors,  
143 St. Clair Street,  
Opp. Kennicott House, Cleveland, O.

Our system is research, first, then adomatic  
and, finally, the power to sell.  
We also supply every advertiser direct to the  
agent of the buying public in every  
city, town and village in the U.S.A.



Modern Sign Writer  
and Ornamentier.

A studio containing tools and alphabets in  
iron. A special book for sign painting.  
All Pictures, Pictures, Pictures.

GEORGE PUNNELL,  
No. 3 E. 9th St., Cleveland, O.

J. S. CRAIG,  
112 LEXINGTON AVENUE,  
HASTINGS, NEB.  
Open and Control all Boards and Privileges.

POPULATION 18,000.

George H. Bubb,

EXCELSIOR  
City and Standard

Bill Poster and Distributor,

OFFICE, 202 FINE STREET.

WILLINGPORT, PA.

INTERESTED?

Possibly in an effort to reach  
advertisers, we have recently  
published a list of our advertising  
clients to them. I have en  
closed a copy of this list for you  
to see if it includes the names of  
any of your clients. If so, we  
will be pleased to furnish you  
with their names and addresses  
so that you may be able to contact  
them directly.

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**INTERNATIONAL BILL POSTING ASSOCIATION**

~~of the United States and Canada.~~ Formerly the Inter-State Bill Posters' Protective Association

30

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E. C. WILSON, Vice-President, St. Louis.  
J. A. HARRIS, Secretary, of the Board, San Fran-  
cisco.  
W. T. STONE, St. Louis.  
C. L. COOPER, Treasurer, Louisville.  
CLARENCE M. BROWN, Secretary, Wash-

卷之三

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**C. GIBBARD**, White Plains,  
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**JOHN WOOD**, Jacksonville, Fla.;  
**W. CONNELLY**, New Haven, Conn.;  
**WILLIAM H. COOPER**, New Haven, Conn.;  
**GEORGE JAMES**, Windsor, Conn.

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**SAFETY, Chicago, Ill.**  
**SAFETY, Milwaukee, Wis.**  
**SAFETY, Milwaukee, Wis.**  
**SAFETY, Milwaukee, Wis.**  
**S. E. T. SAFETY, Milwaukee, Wis.**  
**S. P. CARE, Elkhorn, Wis.**

WILLIAMS

ESTATE PLANNING

**POLYGRAPH FIRM MEMBERS.**

|                                 |                |
|---------------------------------|----------------|
| B. B. Bishop Printing House     | Woodbury, Wis. |
| Desschman Lithographing Co.     | Cleveland      |
| Greco Lithographing Co.         | Milwaukee      |
| Gress Western Printing Co.      | St. Louis      |
| Galveston Lithographing Co.     | Galveston      |
| Hannover & Co., New Orleans     | New Orleans    |
| R. J. Gosselin & Co., St. Louis | Chicago        |

100 LEADERS

**SOLICITORS.**

|                  |                |
|------------------|----------------|
| Harry Wasserman, | New York City  |
| C. E. Daugherty, | " "            |
| W. W. Mayo,      | " "            |
| W. B. Pease,     | Chicago, Ill.  |
| J. D. Schuster,  | " "            |
| P. O. Scott,     | St. Louis, Mo. |

LEARN & TRAINING - AGENTAI

**ADVERTISING AUDITORS:**

|                  |               |
|------------------|---------------|
| J. R. WILLIAMS   | Chicago, Ill. |
| E. H. Kriegerman | Quincy, Ill.  |
| Jas. H. Frazee   | Sedalia, Mo.  |
| M. E. Petrie     | Orrick, Mo.   |

（三）人體的形狀和色彩

**NATIONAL INSPECTOR.**  
Oscar E. Kilbridge, \_\_\_\_\_ Washington, D.C.  
\_\_\_\_\_  
**ATTORNEYS.**  
Terrell R. Evansbridge, \_\_\_\_\_ Mississauga, Ont.  
McGill & Macmillan, \_\_\_\_\_ Etobicoke, Ont.

第六章 公司 财务管理

| SCALE OF PRICES. |           |          |          |     |           |
|------------------|-----------|----------|----------|-----|-----------|
| Distance         | Less than | From     | per mile | per | per sheet |
| 1                | \$1.00    | \$1.00   |          |     |           |
| 2                | \$1.50    | \$1.50   |          |     |           |
| 3                | \$2.00    | \$2.00   |          |     |           |
| 4                | \$2.50    | \$2.50   |          |     |           |
| 5                | \$3.00    | \$3.00   |          |     |           |
| 6                | \$3.50    | \$3.50   |          |     |           |
| 7                | \$4.00    | \$4.00   |          |     |           |
| 8                | \$4.50    | \$4.50   |          |     |           |
| 9                | \$5.00    | \$5.00   |          |     |           |
| 10               | \$5.50    | \$5.50   |          |     |           |
| 11               | \$6.00    | \$6.00   |          |     |           |
| 12               | \$6.50    | \$6.50   |          |     |           |
| 13               | \$7.00    | \$7.00   |          |     |           |
| 14               | \$7.50    | \$7.50   |          |     |           |
| 15               | \$8.00    | \$8.00   |          |     |           |
| 16               | \$8.50    | \$8.50   |          |     |           |
| 17               | \$9.00    | \$9.00   |          |     |           |
| 18               | \$9.50    | \$9.50   |          |     |           |
| 19               | \$10.00   | \$10.00  |          |     |           |
| 20               | \$10.50   | \$10.50  |          |     |           |
| 21               | \$11.00   | \$11.00  |          |     |           |
| 22               | \$11.50   | \$11.50  |          |     |           |
| 23               | \$12.00   | \$12.00  |          |     |           |
| 24               | \$12.50   | \$12.50  |          |     |           |
| 25               | \$13.00   | \$13.00  |          |     |           |
| 26               | \$13.50   | \$13.50  |          |     |           |
| 27               | \$14.00   | \$14.00  |          |     |           |
| 28               | \$14.50   | \$14.50  |          |     |           |
| 29               | \$15.00   | \$15.00  |          |     |           |
| 30               | \$15.50   | \$15.50  |          |     |           |
| 31               | \$16.00   | \$16.00  |          |     |           |
| 32               | \$16.50   | \$16.50  |          |     |           |
| 33               | \$17.00   | \$17.00  |          |     |           |
| 34               | \$17.50   | \$17.50  |          |     |           |
| 35               | \$18.00   | \$18.00  |          |     |           |
| 36               | \$18.50   | \$18.50  |          |     |           |
| 37               | \$19.00   | \$19.00  |          |     |           |
| 38               | \$19.50   | \$19.50  |          |     |           |
| 39               | \$20.00   | \$20.00  |          |     |           |
| 40               | \$20.50   | \$20.50  |          |     |           |
| 41               | \$21.00   | \$21.00  |          |     |           |
| 42               | \$21.50   | \$21.50  |          |     |           |
| 43               | \$22.00   | \$22.00  |          |     |           |
| 44               | \$22.50   | \$22.50  |          |     |           |
| 45               | \$23.00   | \$23.00  |          |     |           |
| 46               | \$23.50   | \$23.50  |          |     |           |
| 47               | \$24.00   | \$24.00  |          |     |           |
| 48               | \$24.50   | \$24.50  |          |     |           |
| 49               | \$25.00   | \$25.00  |          |     |           |
| 50               | \$25.50   | \$25.50  |          |     |           |
| 51               | \$26.00   | \$26.00  |          |     |           |
| 52               | \$26.50   | \$26.50  |          |     |           |
| 53               | \$27.00   | \$27.00  |          |     |           |
| 54               | \$27.50   | \$27.50  |          |     |           |
| 55               | \$28.00   | \$28.00  |          |     |           |
| 56               | \$28.50   | \$28.50  |          |     |           |
| 57               | \$29.00   | \$29.00  |          |     |           |
| 58               | \$29.50   | \$29.50  |          |     |           |
| 59               | \$30.00   | \$30.00  |          |     |           |
| 60               | \$30.50   | \$30.50  |          |     |           |
| 61               | \$31.00   | \$31.00  |          |     |           |
| 62               | \$31.50   | \$31.50  |          |     |           |
| 63               | \$32.00   | \$32.00  |          |     |           |
| 64               | \$32.50   | \$32.50  |          |     |           |
| 65               | \$33.00   | \$33.00  |          |     |           |
| 66               | \$33.50   | \$33.50  |          |     |           |
| 67               | \$34.00   | \$34.00  |          |     |           |
| 68               | \$34.50   | \$34.50  |          |     |           |
| 69               | \$35.00   | \$35.00  |          |     |           |
| 70               | \$35.50   | \$35.50  |          |     |           |
| 71               | \$36.00   | \$36.00  |          |     |           |
| 72               | \$36.50   | \$36.50  |          |     |           |
| 73               | \$37.00   | \$37.00  |          |     |           |
| 74               | \$37.50   | \$37.50  |          |     |           |
| 75               | \$38.00   | \$38.00  |          |     |           |
| 76               | \$38.50   | \$38.50  |          |     |           |
| 77               | \$39.00   | \$39.00  |          |     |           |
| 78               | \$39.50   | \$39.50  |          |     |           |
| 79               | \$40.00   | \$40.00  |          |     |           |
| 80               | \$40.50   | \$40.50  |          |     |           |
| 81               | \$41.00   | \$41.00  |          |     |           |
| 82               | \$41.50   | \$41.50  |          |     |           |
| 83               | \$42.00   | \$42.00  |          |     |           |
| 84               | \$42.50   | \$42.50  |          |     |           |
| 85               | \$43.00   | \$43.00  |          |     |           |
| 86               | \$43.50   | \$43.50  |          |     |           |
| 87               | \$44.00   | \$44.00  |          |     |           |
| 88               | \$44.50   | \$44.50  |          |     |           |
| 89               | \$45.00   | \$45.00  |          |     |           |
| 90               | \$45.50   | \$45.50  |          |     |           |
| 91               | \$46.00   | \$46.00  |          |     |           |
| 92               | \$46.50   | \$46.50  |          |     |           |
| 93               | \$47.00   | \$47.00  |          |     |           |
| 94               | \$47.50   | \$47.50  |          |     |           |
| 95               | \$48.00   | \$48.00  |          |     |           |
| 96               | \$48.50   | \$48.50  |          |     |           |
| 97               | \$49.00   | \$49.00  |          |     |           |
| 98               | \$49.50   | \$49.50  |          |     |           |
| 99               | \$50.00   | \$50.00  |          |     |           |
| 100              | \$50.50   | \$50.50  |          |     |           |
| 101              | \$51.00   | \$51.00  |          |     |           |
| 102              | \$51.50   | \$51.50  |          |     |           |
| 103              | \$52.00   | \$52.00  |          |     |           |
| 104              | \$52.50   | \$52.50  |          |     |           |
| 105              | \$53.00   | \$53.00  |          |     |           |
| 106              | \$53.50   | \$53.50  |          |     |           |
| 107              | \$54.00   | \$54.00  |          |     |           |
| 108              | \$54.50   | \$54.50  |          |     |           |
| 109              | \$55.00   | \$55.00  |          |     |           |
| 110              | \$55.50   | \$55.50  |          |     |           |
| 111              | \$56.00   | \$56.00  |          |     |           |
| 112              | \$56.50   | \$56.50  |          |     |           |
| 113              | \$57.00   | \$57.00  |          |     |           |
| 114              | \$57.50   | \$57.50  |          |     |           |
| 115              | \$58.00   | \$58.00  |          |     |           |
| 116              | \$58.50   | \$58.50  |          |     |           |
| 117              | \$59.00   | \$59.00  |          |     |           |
| 118              | \$59.50   | \$59.50  |          |     |           |
| 119              | \$60.00   | \$60.00  |          |     |           |
| 120              | \$60.50   | \$60.50  |          |     |           |
| 121              | \$61.00   | \$61.00  |          |     |           |
| 122              | \$61.50   | \$61.50  |          |     |           |
| 123              | \$62.00   | \$62.00  |          |     |           |
| 124              | \$62.50   | \$62.50  |          |     |           |
| 125              | \$63.00   | \$63.00  |          |     |           |
| 126              | \$63.50   | \$63.50  |          |     |           |
| 127              | \$64.00   | \$64.00  |          |     |           |
| 128              | \$64.50   | \$64.50  |          |     |           |
| 129              | \$65.00   | \$65.00  |          |     |           |
| 130              | \$65.50   | \$65.50  |          |     |           |
| 131              | \$66.00   | \$66.00  |          |     |           |
| 132              | \$66.50   | \$66.50  |          |     |           |
| 133              | \$67.00   | \$67.00  |          |     |           |
| 134              | \$67.50   | \$67.50  |          |     |           |
| 135              | \$68.00   | \$68.00  |          |     |           |
| 136              | \$68.50   | \$68.50  |          |     |           |
| 137              | \$69.00   | \$69.00  |          |     |           |
| 138              | \$69.50   | \$69.50  |          |     |           |
| 139              | \$70.00   | \$70.00  |          |     |           |
| 140              | \$70.50   | \$70.50  |          |     |           |
| 141              | \$71.00   | \$71.00  |          |     |           |
| 142              | \$71.50   | \$71.50  |          |     |           |
| 143              | \$72.00   | \$72.00  |          |     |           |
| 144              | \$72.50   | \$72.50  |          |     |           |
| 145              | \$73.00   | \$73.00  |          |     |           |
| 146              | \$73.50   | \$73.50  |          |     |           |
| 147              | \$74.00   | \$74.00  |          |     |           |
| 148              | \$74.50   | \$74.50  |          |     |           |
| 149              | \$75.00   | \$75.00  |          |     |           |
| 150              | \$75.50   | \$75.50  |          |     |           |
| 151              | \$76.00   | \$76.00  |          |     |           |
| 152              | \$76.50   | \$76.50  |          |     |           |
| 153              | \$77.00   | \$77.00  |          |     |           |
| 154              | \$77.50   | \$77.50  |          |     |           |
| 155              | \$78.00   | \$78.00  |          |     |           |
| 156              | \$78.50   | \$78.50  |          |     |           |
| 157              | \$79.00   | \$79.00  |          |     |           |
| 158              | \$79.50   | \$79.50  |          |     |           |
| 159              | \$80.00   | \$80.00  |          |     |           |
| 160              | \$80.50   | \$80.50  |          |     |           |
| 161              | \$81.00   | \$81.00  |          |     |           |
| 162              | \$81.50   | \$81.50  |          |     |           |
| 163              | \$82.00   | \$82.00  |          |     |           |
| 164              | \$82.50   | \$82.50  |          |     |           |
| 165              | \$83.00   | \$83.00  |          |     |           |
| 166              | \$83.50   | \$83.50  |          |     |           |
| 167              | \$84.00   | \$84.00  |          |     |           |
| 168              | \$84.50   | \$84.50  |          |     |           |
| 169              | \$85.00   | \$85.00  |          |     |           |
| 170              | \$85.50   | \$85.50  |          |     |           |
| 171              | \$86.00   | \$86.00  |          |     |           |
| 172              | \$86.50   | \$86.50  |          |     |           |
| 173              | \$87.00   | \$87.00  |          |     |           |
| 174              | \$87.50   | \$87.50  |          |     |           |
| 175              | \$88.00   | \$88.00  |          |     |           |
| 176              | \$88.50   | \$88.50  |          |     |           |
| 177              | \$89.00   | \$89.00  |          |     |           |
| 178              | \$89.50   | \$89.50  |          |     |           |
| 179              | \$90.00   | \$90.00  |          |     |           |
| 180              | \$90.50   | \$90.50  |          |     |           |
| 181              | \$91.00   | \$91.00  |          |     |           |
| 182              | \$91.50   | \$91.50  |          |     |           |
| 183              | \$92.00   | \$92.00  |          |     |           |
| 184              | \$92.50   | \$92.50  |          |     |           |
| 185              | \$93.00   | \$93.00  |          |     |           |
| 186              | \$93.50   | \$93.50  |          |     |           |
| 187              | \$94.00   | \$94.00  |          |     |           |
| 188              | \$94.50   | \$94.50  |          |     |           |
| 189              | \$95.00   | \$95.00  |          |     |           |
| 190              | \$95.50   | \$95.50  |          |     |           |
| 191              | \$96.00   | \$96.00  |          |     |           |
| 192              | \$96.50   | \$96.50  |          |     |           |
| 193              | \$97.00   | \$97.00  |          |     |           |
| 194              | \$97.50   | \$97.50  |          |     |           |
| 195              | \$98.00   | \$98.00  |          |     |           |
| 196              | \$98.50   | \$98.50  |          |     |           |
| 197              | \$99.00   | \$99.00  |          |     |           |
| 198              | \$99.50   | \$99.50  |          |     |           |
| 199              | \$100.00  | \$100.00 |          |     |           |
| 200              | \$100.50  | \$100.50 |          |     |           |
| 201              | \$101.00  | \$101.00 |          |     |           |
| 202              | \$101.50  | \$101.50 |          |     |           |
| 203              | \$102.00  | \$102.00 |          |     |           |
| 204              | \$102.50  | \$102.50 |          |     |           |
| 205              | \$103.00  | \$103.00 |          |     |           |
| 206              | \$103.50  | \$103.50 |          |     |           |
| 207              | \$104.00  | \$104.00 |          |     |           |
| 208              | \$104.50  | \$104.50 |          |     |           |
| 209              | \$105.00  | \$105.00 |          |     |           |
| 210              | \$105.50  | \$105.50 |          |     |           |
| 211              | \$106.00  | \$106.00 |          |     |           |
| 212              | \$106.50  | \$106.50 |          |     |           |
| 213              | \$107.00  | \$107.00 |          |     |           |
| 214              | \$107.50  | \$107.50 |          |     |           |
| 215              | \$108.00  | \$108.00 |          |     |           |
| 216              | \$108.50  | \$108.50 |          |     |           |
| 217              | \$109.00  | \$109.00 |          |     |           |
| 218              | \$109.50  | \$109.50 |          |     |           |
| 219              | \$110.00  | \$110.00 |          |     |           |
| 220              | \$110.50  | \$110.50 |          |     |           |
| 221              | \$111.00  | \$111.00 |          |     |           |
| 222              | \$111.50  | \$111.50 |          |     |           |
| 223              | \$112.00  | \$112.00 |          |     |           |
| 224              | \$112.50  | \$112.50 |          |     |           |
| 225              | \$113.00  | \$113.00 |          |     |           |
| 226              | \$113.50  | \$113.50 |          |     |           |
| 227              | \$114.00  | \$114.00 |          |     |           |
| 228              | \$114.50  | \$114.50 |          |     |           |
| 229              | \$115.00  | \$115.00 |          |     |           |
| 230              | \$115.50  | \$115.50 |          |     |           |
| 231              | \$116.00  | \$116.00 |          |     |           |
| 232              | \$116.50  | \$116.50 |          |     |           |
| 233              | \$117.00  | \$117.00 |          |     |           |
| 234              | \$117.50  | \$117.50 |          |     |           |
| 235              | \$118.00  | \$118.00 |          |     |           |
| 236              | \$118.50  | \$118.50 |          |     |           |
| 237              | \$119.00  | \$119.00 |          |     |           |
| 238              | \$119.50  | \$119.50 |          |     |           |
| 239              | \$120.00  | \$120.00 |          |     |           |
| 240              | \$120.50  | \$120.50 |          |     |           |
| 241              | \$121.00  | \$121.00 |          |     |           |
| 242              | \$121.50  | \$121.50 |          |     |           |
| 243              | \$122.00  | \$122.00 |          |     |           |
| 244              | \$122.50  | \$122.50 |          |     |           |
| 245              | \$123.00  | \$123.00 |          |     |           |
| 246              | \$123.50  | \$123.50 |          |     |           |
| 247              | \$124.00  | \$124.00 |          |     |           |
| 248              | \$124.50  | \$124.50 |          |     |           |
| 249              | \$125.00  | \$125.00 |          |     |           |
| 250              | \$125.50  | \$125.50 |          |     |           |
| 251              | \$126.00  | \$126.00 |          |     |           |
| 252              | \$126.50  | \$126.50 |          |     |           |
| 253              | \$127.00  | \$127.00 |          |     |           |
| 254              | \$127.50  | \$127.50 |          |     |           |
| 255              | \$128.00  | \$128.00 |          |     |           |
| 256              | \$128.50  | \$128.50 |          |     |           |
| 257              | \$129.00  | \$129.00 |          |     |           |
| 258              | \$129.50  | \$129.50 |          |     |           |
| 259              | \$130.00  | \$130.00 |          |     |           |
| 260              | \$130.50  | \$130.50 |          |     |           |
| 261              | \$131.00  | \$131.00 |          |     |           |
| 262              | \$131.50  | \$131.50 |          |     |           |
| 263              | \$132.00  | \$132.00 |          |     |           |
| 264              | \$132.50  | \$132.50 |          |     |           |
| 265              | \$133.00  | \$133.00 |          |     |           |
| 266              | \$133.50  | \$133.50 |          |     |           |
| 267              | \$134.00  | \$134.00 |          |     |           |
| 268              | \$134.50  | \$134.50 |          |     |           |
| 269              | \$135.00  | \$135.00 |          |     |           |
| 270              | \$135.50  | \$135.50 |          |     |           |
| 271              | \$136.00  | \$136.00 |          |     |           |
| 272              | \$136.50  | \$136.50 |          |     |           |
| 273              | \$137.00  | \$137.   |          |     |           |

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Single sheets, not listed, 50c per sheet.

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ANSWER

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the new edition, and their names might be mentioned.

an oasis, double-shore pearl.

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NEW YORK



Heiner

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