

THE BILLBOARD



THANKSGIVING
NUMBER

I WANT TO TALK BILL POSTING TO A FEW MORE BIG ADVERTISERS.

There are hundreds of advertisers who would post if they just knew how. And there are thousands who will never post again because they didn't know how at first. Bill Posting is just as much a science as any other form of advertising, and the man who attempts either kind without expert assistance is almost certain to make many expensive mistakes. I have given bill posting and display advertising the most careful study for a number of years. During the same period I have also studied the other methods of advertising;—and that's

why I preach posting so strongly to-day. It is possible, however, to do posting that won't pay. And that's why I offer my assistance to you. I can be of value to you because I have seen the mistakes that the others have made and can steer you clear of them.

Please note that my name is Hoke, Sam Hoke, Sam W. Hoke, the Hoke with the Dollar-Mark, and that I am in no way connected with any other concern. Also please note that my address is 107 West 28th St., New York. . . . I claim the proud distinction of being the only man in the

business that don't own the earth; and the further distinction that no bill poster ever had to write to me twice for his money. By the way, this is another reason why I can be of value to you advertisers.

Write to me.

Sam W. Hoke

107 West 28th St.,
New York.

Telephone
Connection.

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I am making a survey of some of the largest advertisers in an effort to secure from them a trial of bill posting for at least a portion of their large advertising appropriations. Many of these people have given the matter no thought, because the subject has never been presented to them before; some have thought of posting, but their advertising agent discouraged the idea. Of the thousands of advertising agents in business, only two or three have ever made an effort to place bill posting for their customers. I am one of those two or three, and I want full information right now from all bill posters that I am not already in correspondence with. Tell me how much paper is necessary to bill your town properly, and tell me your price on long-time business, hand, protected and renewed.

Telephone
Connection.

107 West 28th St.,
New York.

Hoke, Sam W. Hoke, the Hoke with the Dollar-Mark, and that I am in no way connected with any other concern. Also please note that my address is 107 West 28th St., New York. . . . I claim the proud distinction of being the only man in the

I WANT TO HEAR FROM EVERY BILL POSTER IN AMERICA

BILLBOARD

ADVERTISING.

VOL. VII, No. 10.

CINCINNATI, NOVEMBER 1, 1896.

PRICE 5 CENTS.

W. B. DAVIS, Editor.

POSTER THOUGHTS.

By FRANK GUYTON BROWN.

The first impression on the human brain is a picture through the lens of the eye—a picture of a new world.

All the lessons of art, sky and landscape of Nature's direct teachings—are picture lessons.

The "eye is the window of the soul." It is the *light* to the mind, the memory and the emotions. "Glasses are the sin of blindness of love."

It is I remember there, that illustrated advertising—picture advertising—is the best advertising!

It is so much the best that I will cheerfully, in almost every case, cut my advertising in half in order to get a picture that is striking, attractive and apt to the other half. It is the same with a booklet.

There are not three men in ten who can deliberately trample on and walk over a booklet lying on the pavement, after their eyes have been caught by a good picture on its cover. They must pick it up. I do not, by any means, consent to sell unwisely in favor of the present poster-ad, I believe it has its field and has come as a feature in advertising.

It is a valid illustration of high-class, only, artistic articles that appeal to people of artistic tastes.

For instance, the poster ad is one good way to advertise a high class magazine; in the American poster of the future the artistic will be greatly subordinated to the practical features. The striking color contrasts and effects will be retained, but the poster will also tell a story of facts. Americans read and dissect advertisements.

I should like to put the striking color effects of one of Christy's posters. If such a thing were possible, take every ad that I write, but—I should still want the common sense printing of the letter press to preponderate.

I do not see the use of business being a real advertisement. You have a story to tell him. A striking picture will stop a man—an artistic picture will please him—but it takes talk, straight from the shoulder-talk, to make him put his hand in his pocket and spend money.

When the poster-painter recognizes these facts when they realize that the artistic features of the poster will stop people and please the eye—but that it takes special pleading to actually sell goods—the field of poster advertising may be greatly extended.

It may therefore fit place as a thorough

ly business-like, practical form of illustrated advertising, and come to be "a craze."

As "a craze" it is necessarily limited. Those who are interested in it must get down to business principles if they want it to maintain its place in American advertising.

All the striking and artistic features may be retained, but artistic features alone won't sell goods. To large extent, the poster must come out of its exclusive artistic perch, and talk business in type

"BILL-POSTER."

This periodical has completed the tenth year of its existence, and is still as useful and serviceable as ever. Its circulation is steadily confined to members of the Association and advertising firms and experts. We have a goodly number of subscribers in America, whose rank is hourly slow to every movement in the advertising world.

It is interesting to note that a periodical with the same title is being issued in

A LEADING QUESTION.

By LINDA M. COE, Oct. 26th, 1896.

WILLIAMSON Advertising.
Continued—Last I think I have already of posting a very noticeable portion of advertisements for the last month, and to order to have my schedule intelligently, I would be under some obligations to you, if you will advise me how I can find out what quantity is necessary to fill the various cities of the country. As this I think the only knowledge necessary in advertising the quantity of sheets, in the population of the town.

Very respectfully,

L. M. F. H.

Divide the population of the town by one hundred, and the quotient will be the number of sheets required for what is generally known as ordinary billings. This rule however, does not always hold good. In certain cities where the boards have been intelligently handled and a certain service maintained for years past, advertisers are very particular to them, and consequently the boards are not only well cared for but there are vast numbers of boards to come. In order to get a prominent showing, considerably more paper is required than will answer for houses in which like conditions do not prevail.

Then too, there are different grades of billings. They range all the way from ordinary to extraordinary. Light billings very seldom in any section of the country, whereas the very heaviest may be necessary in another. In the smaller towns, especially those of five thousand and under, it is very difficult to keep within the limit by means of established precedent. The paper for instance consists of a twenty four sheet sized, a three sheet, a one sheet and a half sheet adage. In the ordinary course of billings, one three sheet, three whole sheets and eight half sheet sheets ought to be enough for a village of one thousand inhabitants. Not wherever the circles has penetrated, over billing has been the rule, and the precedent once established were to be maintained. As a consequence the village not only gets the ten sheets of small paper, but a crowd as well, and unappreciated small stuff. Better extend your initial appreciation to some one of the numerous agents who make a business of this sort of thing. It is impossible to answer your query fully. It contains the alpha and omega of the science of bill posting and so on has yet completely mastered that science.

W. B. DAVIS, Editor.

W. B. DAVIS, Editor.
Arthur M. Flett, Secretary of the Pacific Coast Bill Posting Association, has returned to New York. His address is the Metropolitan Office of the Bankers and Brokers Advertising Company, 10 Broadway.



M. F. SPRENGER.

equally as costly, and in many cases equally expensive, as its other scheme.

I do not think it necessary that it should be quoted all over with laudatory, catchy sentences.

The facts—the story of the article must be told—but with any article that can be successfully advertised by poster that may be told by an expert in hand, catchy sentences.

The poster has come to stay—how largely depends upon its present vocations with the view of advertising consequences.

America by the Association there. There is likewise a *Condensed Advertiser*, circulated under the auspices of a new Canadian Association recently formed. The title is new, and our friends on the other side have kindly copied it, being unable, we assume, to find a better; but *ELL*, meant *Illustrated*, the pioneer of bill posting publications in America, strongly advised the Canadian to select another title.—Several annual reports of the *Great Bill Poster Association of Great Britain*.



Alpha Pills, Detroit, Mich., are asking bids for distribution.

All members of the I. A. of D. are requested to write to Dr. Danche, 61 Fifth St., Detroit, Mich.

All members of the I. A. of D. who live in no. 4112 of the numbered distributor who the convention is being on their ordinary, are who of interest who they can procure one by sending fifty cents to W. H. Schaeffer, 21 West St., Cincinnati, O.

The following firms are dealing with distributors direct, viz:—

F. and H. Bussinger, Quincy Co., Springfield, Mass.; Foster Bros. Co., St. Louis, Mo.; Hollenback Bros. Co., Indianapolis, Ind.; Magie Text Co., 167 Adelaide Ave., Chicago, Ill.; E. L. Decker & Co., Pittsburg, N. Y.

We are invited to W. H. Cox, of Fort Wayne for the list.

Personal Mention.

W. H. Hoels, 143 Third Street, Boston, O., is a distributor who has recently added his printing to his business.—**Geo. W. Borewick** commends Toronto & I think of Indiana people.—**W. H. S. Hayes,** of Columbus, Ohio, has joined the I. A. of D.—**John W. Tracy** is, to my best advantage, the only one who does the business well and honestly.—**J. W. Smith,** has the best trade of his city well understood. It amounts to some fifteen dollars and is growing. Mr. Smith claims that other distributors must represent their business dishonestly by looking after their own pockets.—**W. H. Cox** would like the bill post and distributor for Fort Wayne for the coming year 1904.

Diseased Grey Matter.

Things of beauty are not all joy's portents, nor do they all bring blessing. A picture is of very high bid—what then? Will it bring happiness? If not, it might as well be so ugly as a man's pig. This is the trouble with the painter's trade. They get up beautiful designs, but what is their share in it, and how? If there is anything back of the beautiful design, they may sell people.

The answer may be very doubtful. And the answer may be "thing of beauty" finds notice this fact, the letter.

We skip the foregoing paragraph from *Awe*, who have received of ought to send him letters to the Inspector for repairs. The statement is a self-evident truth, in fact, or might say an advertising statement which the author takes, and this commercial statement is more applicable to posters than any other class of advertisements, in fact, because it is usually based and consequently inevitably being seriously considered.

The following from a recent issue of *Printer's Aid* is especially profound or brilliant as you choose:

Posters are often wanted of walls and fences by sea. If anything, newspaper the great source of their day work.

The fact is, the poster is the most direct, powerful and economical advertising of the age. Mercantile houses who have used them lately greatly testify to the truth of this observation by continuing to use them, and by diverting more and more of their expenditures into this avenue every year. The *New York Journal* and the *Chicago Herald*, the two newspapers of the country who can show substantial progress of late, are holding up their circulation entirely by posters. The poster is here. It has come to stay and as amount of direct like that quoted above is going to effect its popularity.

NEW YORK NOTES.

Henry Mason is playing West though not only in New York but throughout the eastern cities.

Two of the theatres are unable to post eye-bills in the city because of a strike against the crew members of the city authorities.

Sam W. Hicks has secured the Byrnest business, and is getting out a twelve-sheet and a one-sheet, both in four printings. The first contracts will be for four months.

Kirk & Co., a department store of Harlem, has a successful cloak poster on the top lower boards, and they it is expected will follow through the metropolitan district.

The numerous designs and sketches that have been a "fit" to be produced and put "on the streets" will swing the industry if ten per cent. of them adhere to their determination.

What effect can a election result have on the sale of newspapers of industry? Great Post has already had a very handsome number of copies of the paper in the City, and it may or may not make an opportunity for the election.

The Columbia Soap and Cakes, made by the *Star* and *Knickerbocker* Co. of Buffalo, N. Y., have sprung a beauty about us so, showing that the Youth's Companion would turn "a head of publicity" all the while about in truth because the old gentleman has brought home some of these good things.

Everybody knows that the *Journal* is printing everybody letter because they have a pen poster of least one a week, and each one you need to be just a little better than an advertisement. In spite of the fact that the *Journal's* office is in proximity to New York, its circulation continues to grow—if not so much as amount of bill posting, then why?



At the biggest address ever located in the poster printing business is now on the tape. The moment looks in the arrangement of the Century Litho. Co. of Buffalo, N. Y., the Erie Litho. Co. of Erie, Pa., and Hans Logo Cincinnati, Ohio. The Emmell & Morgan Co. The Register Job Printing Co. and The Tenthredin Litho. Co. These five firms practically control the eleven poster trade and their consolidation into one concern would really reduce operating expenses and hence saving by means of cut contracts. It is supposed too, that many of the leading firms going cutting much closely to stand. The father of this gigantic undertaking in Mr. John F. Robinson, the famous showman, who is a large stockholder in the Emmell & Morgan Co.

It is another perhaps to say that the development will be eagerly awaited by other show printers.

Personal Mention.

T. S. Dewley talks interestingly on "Poster Advertising" in the *Advertiser's Review* and *Advertiser's*. Mr. Dewley is the president of the Great American Printing and Printing Co. of New York.—**Tom S. Hanks** had an office address in the New York City, in a recent issue of a *Chicago publication*.—**The Register Job Printing Company** is doing a big business in New York.—**W. H. Hoels** is getting more printing from the *Advertiser's Review* and *Advertiser's*.—**W. H. Hoels** is getting more printing from the *Advertiser's Review* and *Advertiser's*.—**W. H. Hoels** is getting more printing from the *Advertiser's Review* and *Advertiser's*.

Some Fink of Chicago are taking out some 100,000 copies of the *Advertiser's Review* and *Advertiser's*.—**W. H. Hoels** is getting more printing from the *Advertiser's Review* and *Advertiser's*.—**W. H. Hoels** is getting more printing from the *Advertiser's Review* and *Advertiser's*.—**W. H. Hoels** is getting more printing from the *Advertiser's Review* and *Advertiser's*.

IS READY FOR BUSINESS.

The Detroit Free Press Printing Co. Did Some Hoarding.

Manager Thomas Williamson, of the Free Press Printing Co. has given an exhibition of hoarding in these days hoarding in really hoarding. A week ago only five days ago or so some made made to comprise a new printing and job shop in these days in the country, and today in a single week and only by business people and the business men who have made the Free Press Printing Co. in the city. The business men have been hoarding in these days in the city. The business men have been hoarding in these days in the city. The business men have been hoarding in these days in the city.

Poster designed especially for BILLBOARD ADVERTISING. Use in full per cent. Registered by Detroit.

Billboard Advertising

PUBLISHED MONTHLY AT
122 East Fifth Street, Cincinnati, O., U. S. A.

BY
BILLBOARD ADVERTISING CO.,
JAMES H. HEINENBAUGH, Manager.
Subscription, Three Per Year, in Advance.

ADVERTISING MATTER

Advertisements will be published in the columns on the twenty-first issue per space basis, except in the classified columns, where special contracts. One hundred per cent.

Billboard Advertising is sold in London at Four Shillings, in Chicago, Cincinnati, and other large advertising centers at Five Shillings. In other advertising centers at Three Shillings. It is sold at the rate of one dollar per copy in the United States. It is sold at the rate of one dollar per copy in the United States. It is sold at the rate of one dollar per copy in the United States.

When it is necessary to refer to the publication as the "Billboard," it should be referred to as the "Billboard." It is sold at the rate of one dollar per copy in the United States. It is sold at the rate of one dollar per copy in the United States. It is sold at the rate of one dollar per copy in the United States.

NOVEMBER 1, 1916.

WITH THIS ISSUE BILLBOARD ADVERTISING enters upon the third year of its existence. It is customary upon a publisher's birthday for the publishers to celebrate the occasion by treating a few friends to themselves. In this connection we wish to observe, that we now review the third year of the paper's life with considerable satisfaction. We feel that we have made it interesting and we believe helpful. We are so well convinced that it has been so, and we know that while we have ever been firm in our defense of our own position, we have always been fair toward those who entertained opposite opinions. For this reason we have no promises to make, no backhanded platitudes to offer. We will only state that something totally unexpected and unlooked for will have to develop, before we will alter or depart from the methods and editorial policy we have hitherto pursued.

MYSTERY BEING THEOBISITING DAY. This affords us an opportunity to celebrate our anniversary with a Thanksgiving special, selected covers, etc. We have all of us much to be thankful for this year. All America has good things that the meeting, conveying and dispersing plentiful assistance that the country has ever experienced, is finally over, and that that momentous hour, the currency question, is laid to rest for at least a year to come. Bill posters, sign painters, letterpress and managers of fairs also have much to be thankful for. The country affords that has almost unimagined after three years of business has indeed dealt gently with them, and they are consequently now in vigorous condition financially to take up the battle for business

under the improved conditions which we expect to emerge shortly.

NARY complaints have reached us of late from bill posters in the smaller towns on the Pacific Coast. It appears that hitherto the Business Case Co. has dealt direct with the bill posters in this region, but this year decided to place their agents through the agency of the California Ad Signs Co., who are bill posters in San Francisco. The commission of complaint seems to be that in consequence of the change, the small towns are receiving but one fourth the customary quantity of paper and the San Francisco people are blamed for it. Some intimate that they have received the customary amount of paper with which to cover the road, but are putting the extra portion on their own backs. We know nothing of the merits of the dispute but if the commission was well founded, we have no hesitation in stating that the Ad Signs Co. are paying a very short eight cent allowance.

If there is one thing that bill posters in the large towns need, more than anything, it is a bill poster in the small towns. Once assured of first-class advertising service in towns and villages, advertisers would adopt the hearty consent to the exclusion of every other means of publicity. Where there is one on the boards no other world then to be hindered, if they could they cover the entire country without increase in their outlay.

At present, though, the bill poster in the small towns does not find his boards overly responsive. Very few of them who are doing considerable first in distributing can afford a living in this season, and have to combine other pursuits with bill posting in order to make both ends meet.

There is every reason to feel that we are the lowest price for his service, and also by reason of the increased cost of advertising work in this small town. That at present drives the middleman from such a small town for the expense to the advertiser is naturally increased in spite of the lower rate charged. Increased cost of transportation also operates against them.

But nevertheless there are many of these struggling to hold up a business, and their efforts should meet with every encouragement that their neighbors in the same line give them. So important is this that they should succeed that it has been here suggested that somebody be made their. This of course is not practical, but those few employers who make a practice

of treating their subcity, speaking slightly of their efforts and offering them noxious allowances should be promptly and effectively nixed down.

What is the Middleman's Excuse for Existence?

Why does a middleman ask and receive commissions, and why should the bill poster refer to give their commission to the advertiser who sent direct? Why isn't the advertiser's money just as good as the middleman's?

These are some of the questions that are worrying the fraternity just now, and they are questions that have worried other classes of business in the past, and that will worry "posterity" in the future. The response here contained which is a question also long before I can remember, and the strong ones have received it very definitely to their satisfaction. There are newspapers that cover our entire city, and these papers are very careful and searching inquires regarding the middleman before they allow even his existence. And the newspapers that allow "commissions" to the advertiser who deals direct is the work that they put into the paper; and as the expert agent or middleman usually knows better than we are, it is able to not only get ordinary agents but also to get the best ones, so well, which he can turn over to the advertiser.

But why should bill posters pay middlemen a commission? In the first place, because it is cheaper for them to do this than to have a representative call upon the advertiser and induce him to give that particular bill poster a few sheets of paper. And, because the middleman is probably the first, the second, or the sole cause of inducing the advertiser to do bill posting, so to speak, usually consider the matter. And, because the middleman is in position to know of the advertiser's responsibility, and to share care of those who are not responsible. And, because he guarantees the advertiser if he don't get the payment of the bill, and possibly, we suggest whether the advertiser ever pays his bill or not.

There is probably not a bill poster in existence that don't owe some or last debt in a year that his job is commission to all the middlemen combined. The middleman can't do much more than sit along and offer a little paper to him; he knows that if the bill isn't paid it means added cost out of his pocket to the bill poster, while the bill poster knows when the same man comes to him that "Oh well, we've got it,"—this says we're going around and making up the bill poster, and if it does it in so much direct.

But there are advertisers with financial records that are well known and beyond suspicion, and whose promise to pay is known by every body to be good. In such a case it is hard, so why should this advertiser be favored the agent's commission? Because, no business can get along without the help of every man, woman or child of every kind, but one, or two, or three, or eleven, or sixteen, and those that do or otherwise have to be paid, and the stakeholder must add a certain per cent. to the

rest of his goods to pay for his help; he possibly might get it in a very wide way of the help, and find that some few people would care a dang and he had no helping them anyway; but he must majority of the people would come to know that he is in, and in that one customer would leave his business. The middleman acts on the clerk or salesman, with the difference that he doesn't get any pay till he sells a bill of goods, while the clerk or salesman gets his pay whether he sells on the clerk or salesman.

Now, the middleman is expected to pay all bills he contracts, and to take all the losses with the unknown pay p/r, and if from an bill a reason like that of justice exists, he should be protected when the bill is credit comes along, and his customer should be sure that no one is getting a better rate by dealing direct.

Another reason: The advertiser that receives a certain rate is almost sure to buy more, or is more likely to buy, to let the middleman do the work. He knows public that it is in a very large bill while the present advertiser becomes accustomed to buying to himself or arranging their own's of a price. "Ah, that publication (or that bill poster) costs more. I'll get about fifty per cent. off there, when I get ready to see the same medium."

Which is best? To protect advertising agents by refusing commissions to those who deal direct, or to place the latter upon the same footing as the former. This is a topic upon which Ed Leman would like to hear from bill posters.

WRITE NOW.

Every bill poster who has a good line of boards and can give a really first-class service should afford the following items of the fact. They are putting out paper constantly, and a letter to them will bring a contract.

The C. J. Cole Co., 113 W. Broadway, New York.

Edward A. Siskind, Cable Building, New York.

Ben H. Hinks, 507 W 25th St., New York.

C. H. Hough, 2 Park Street, New York.

Henry Brown, 41 Duane Street, New York.

Van Etten & Co., 210 4th Avenue, New York.

Raymond H. Clark, 45 Ave Street, New York.

American Bill Posters Co., 20 Madison Street, Chicago, Ill.

F. F. Schaefer, 395 W. Harrison Street, Chicago, Ill.

W. W. Viallet, First National Bank Building, Chicago, Ill.

Arthur H. Fitch, New Francisco, Cal.

Seber & Green, 37 and Market Street, New York.

F. G. Scott, Clark Bldg., St. Louis, Mo.

D. E. Tolson, P. O. Box—, Chicago, Ill.

Liggett & Myers Co., St. Louis, Mo.

J. H. McCune Medicine Co., St. Louis, Mo.

Reuter Frink Power Co., Cincinnati, O.

Douglas Lette Co., Cincinnati, O.

Sidley Vreeland Co., Cincinnati, O.

Galbraith & Thompson, 15 Astor Place, New York.

Stirling Remedy Co., 45 Randolph Street, Chicago, Ill.

Call now and let us reason together, write the Lead—link, I, 20.



Competitors for Posters and Advertising Designs.

As many designers and sign writers would not be skilled designers of posters and advertisements, if they gave the matter any attention, we call the attention of our readers to two prize offers that have been made.

The gold medals of the United States will be given on exhibition of Station Signs (London, New York City, for two weeks, beginning January 29, 1903). Prizes and cash medals will be generously used to advertise the art, and prizes of \$100, \$75 and \$50 have been offered for acceptable designs that must be submitted before November 5. The jury of award will consist of two well known artists, a color painter, and the President and Managing Director of the Cio Industries Co. For full particulars address E. C. Ross, Managing Director, the Broadway, New York City.

In order to advertise research bicycles more effectively in this land than ever before, the Moseley Cycle Manufacturing Co. has inaugurated a prize competition for the best original designs for Moseley advertisements. The competitors in open to the world, and close November 30. As soon thereafter as possible the Council on its Awards will render their decision. The first prize, \$100 Moseley bicycle; second prize, \$50 Moseley bicycle and thirty prizes, \$10 Moseley bicycle. For particulars governing the competition address Moseley Cycle Manufacturing Co., Lake Road, West Park Station, Chicago, Ill.

Animals, with its many feet, drag dogs and early to night has served as the poster-men perform a job calculated to locate save his needs than that of window showing and a general shop heading. The average poster shop is at least a poorly lighted establishment, and during the summer the windows are so in because assumed with windows of dirt, which tend to obscure the effective window shows of a day consequently. We visited a shop such which was so affected with dirty windows that the working day along into in the lat was shortened half an hour, as much showed when the windows were first washed. A little soap and water and a smart outfit of trucker is a comparatively insignificant capital when put over against the profits realized from shop conditions which involve of the light the better off instead of spending a costly position of it. And then the ease and comfort of working in a shop having plenty of light. Soapy suds work up into lather, so yells of other clean and wash sponges! This may also be considered the proper time for

putting a patch here and there about the walls of the shop, around windows, doors or whenever an aperture admits a temperature or frigid breeze of winter. The sign of the above note begins shortly, it, instead, it has not always been, the doors freeze a class, lamination, to the end that it may neither look like a piece of gauze or cause to feel immediately. The store that furnishes the welcome amount of heat at the maximum expenditure of fuel is a winter store. In fact, the present is a fine time to clean up, lighten joints and otherwise prepare to give the winter comfortably, without risk to the standard of workmanship and flexibility of the work turned out.

The kind of all durable glass painting is a good painting first—good as penetrating and lasting properties. A poor foundation is open to destruction in the painting or its work building. Of late, there has entered largely into the glass paint is in this class of work. It would not be far from some to say that a considerable quantity of the paint so used is totally unfit for the purpose. Bought by the barrel or in dry state and dashed from that one-piece into the premixed condition, it makes a most intense painting previously known, we might say. A first-class painting pigment should, first, mix well with linseed oil without leaving any imperious effect upon the oil, and it should accommodate almost large quantities of the oil. Thirdly, the pigment should be very finely ground in oil, for in this condition only will it serve both as a filler and a ground. The very best color is none to need for fine glass painting proper—can never stand in oil, one of the grain and a powerful absorbent of the French oil. The French oil, in respect to the above matters, more especially means the needs of the glass painter, it being especially rich in silica, one of the best filter conditions known. It also gives a satisfactory color, and it is especially adapted in part of silica. Other analysis might be cited which contain equally high percentages of silica, all going to show that the French product is especially adapted to glass painting. As silica strong in silica is present proportionately, rich in covering power, so that for coloring purposes merely, no color having a less percentage of silica might be preferable. But for painting, the product highly charged with silica and containing the maximum percentage of silica may well be regarded as the best. A premium standard, say, one-third white lead, two-thirds finely ground French silica, well flocced with pure iron trowel

of, the fill being just finally colored with the pigment, furnishes a basic coat, if properly applied, as it should be, covering which the painter need have no concern to be about.

Personal Mention.

As a Counselor, who appears a splendid table service at Supper, Mr. can be seen a kitchen displaying services to his readers.

LUMINOUS PAINT.

In reply to numerous inquiries as to a business patent for signs that will glow in the dark we give the following formula for manufacture, taken from the "Produce" Handbook: "A quantity of opalescent shells is first steamed in hot water and put into a brick fire and left until they have become thoroughly glowing for half an hour. Take out and allow to cool slowly. When quite cold grind to fine powder, being great care to remove all gray particles. The powder is then placed in a cloth, and this layer of dirt, bound in a thin layer of flower or sulphur, thus preventing soil and cracks from falling. Canned the cover on, and when removed is dry the next day having the color to a fine tint and they allowed to cool slowly. When the crystals is opened it is advisable to remove any gray particles still in the mixture, as they are not phosphorescent. The mass is then allowed to dry under a glass of fine media, and the powder which passes through is finished in fine water. This solution is then applied with a brush in a thin, even coat, being well dried. The sign is better than heavy ones. Quality signs, if properly treated, may be covered with this solution, which will not be visible in the daytime, while the position covered with the above mixture will emit a beautiful phosphorescent light in the darkness.—New York.



Under the heading "DECERS TO THE EYE" is a large advertisement for eye medicine. The text describes the benefits of the medicine and provides contact information for the manufacturer, including the name "DECERS TO THE EYE" and the address "120 Broadway, N.Y.C." The advertisement is framed by a decorative border.

Very truly yours,
FARMACIA SERRAVALLO CO.
San W. VENEZIA, Venezia.

Stevens, Cal., Sept. 4, 1901.
Editor BOSTON ADVERTISER:
I am a Bostonian connected with the New England and have spent much of my life here. I have been twice placed with the Boston Advertiser, and have spent much of my life here. I have been twice placed with the Boston Advertiser, and have spent much of my life here. I have been twice placed with the Boston Advertiser, and have spent much of my life here.

Very truly,
A. A. HIGGINS.
Stevens, Cal., Oct. 18, 1901.
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DR. R. V. PIERCE,
OF BUFFALO.

On "Newspaper Advertising."

A Reply and of the Concise Annual Report of Association of Manufacturers and Wholesale Dealers in Proprietary Articles, and the National Wholesale Druggists' Association.

"Owing to the great reduction in the cost of white paper, through the introduction of wood pulp, beyond ordinary machinery and other cheapening agencies, a great stimulus has been afforded to the production of newspapers. The cost of these publications has been reduced, until a great metropolitan 16-page newspaper is sold for a penny. The result is that papers are bought very freely, but many of them are but indifferently read—circulation are excessively increased.

"In the older class when a newspaper cost from 5 to 5 cent, and most families

of this process throughout the country to the advertiser because almost starting. The *World* at 3 cents had an enormous sale, its easy cost it was the only paper that the family took.

"But the active and ambitious Mr. Hearst appeared upon the field, and, for a cost, put out what many believe to be a better paper. Down came the *World* from 2 cents to 1 cent. Now, it is generally believed that although Mr. Hearst's paper has obtained to an enormous circulation in a few months, it has not materially affected the circulation of the *World*.

"Therefore, the natural conclusion is that the circulation of the one largely duplicates the circulation of the other; but instead of paying perhaps 40 to 60 cents a year for the one in reaching a vast number of people who were formerly reached by the *World*, the advertiser has to pay double the price to reach about the same number of people. Each paper will naturally be held at only 50 per cent. of its former interest in the household, and the poor advertiser is the one who will have to suffer the consequences. The same is true among the readers of weekly

tion whether under the prevailing press of newspaper advertising such distribution of printed matter is not a more judicious and profitable method of reaching the general public than is afforded by newspapers. Certainly, it has the merit that the advertiser may know what he is getting for his money, which is not always true of newspaper advertising.

"While the publishers of newspapers have long anticipated some of their conducting their proceedings in secret meetings for establishing rates, and consultations of prices to be strictly adhered to, advertisers on the other hand do not generally act in concert, or in harmony in any of their business transactions with these publishers. Each of us may occasionally believe that we are getting our advertising cheaper than any other one in the business, and yet wherever we pay we cannot be sure but that some other advertiser is getting his advertising for just a little less than we.

"Your committee believes that if a few of the large publishers, who advertise

being the one, it would seem to the interest of the general advertiser to do so, so far as possible, this system of doing business.

"Original postage receipts have generally been considered by the good students with which to substantiate the circulation of such papers as are classified wholly or largely through the mails. But then, it must be remembered, are sometimes misleading, the body of these advertisements is not mailed, and, while they may be allowed in full by the postmaster, it is easy afterwards for the figures to be rubbed out and others substituted.

"Advertisers given in gross circulation have their value, but are not always to be implicitly relied upon. These affidavits being extra judicial, and being generally made in the most perfunctory manner, here, for reasons already indicated, cannot be regarded by advertisers as of great value.

"There is, however, usually in every newspaper office a book kept, which, if the publisher is truly earnest in his expressed desire to afford every opportunity



A New Fifteen-Seat Furniture Set, made by The Donaldson Litho. Co., Cincinnati, O.

took but one paper, and many bereaved from their neighbors, these papers were read more thoroughly. In many families in the agricultural districts, where in the above times but one paper, or two at most, was taken, we will sell 10-day four or a half dozen papers, and of course the attention of the reader is correspondingly divided in it to them.

"Circulations are depleted in no measure and bewildering degree. These circulations have increased for more rapidly than the population. It is estimated that the average city contains three papers daily, where formerly they took one as average but one. Now, if the advertiser has to pay five cents for this circulation, or 10 cents into all of them, it must cost him three times as much as formerly to advertise his goods as it did when one paper bought the attention entire family.

"It has been estimated that when the *New York World* reduced its price to 1 cent it knocked something like 1/10,000 of the margin from circulation. Whose share that loss fell? It must be on the advertiser. And, to follow it up, the relation

papers.

"When paper and other materials are so cheap, there is a great temptation for publishers in print many more papers than can be circulated through legitimate channels—meaning them out in ways that do not result in finding their way into the hands of readers. But in this manner they are able to claim large circulations. It seems to your committee other that the price of newspaper advertising must be reduced in the near future, or else it will cease to be an economical proposition for advertisers to encourage his employment in carrying his ads to the extent to which it has been used in the past.

"The fact that the price of newspaper advertising has been kept up to such a high price has led to a good many proprietors to use much more largely than formerly mediums of other publications, such as pamphlets, almanacs, circulars and advertising gotten up in the form of newspapers, distributed this some from house to house, or by post. And it is a most ques-

tionably, would substitute a kind of secret service bureau, for the special purpose of investigating circulations, many of the worthless mediums now represented to them as of great value would rather such a system be based to be comparatively worthless, and that it would greatly reduce the expense of advertising and make their draw more profitable. To do such such individually is a totally unnecessary expenditure.

"Finally, our advertiser frequently comes to the knowledge of facts concerning certain publications, which does not always come to the knowledge of his neighbor. By comparing notes, what then come into the possession of one would be considered as the common property of all, and great harm it is believed, would result therefrom.

"The practice which many publishers have gotten into of lowering out their of certain space in either special or general agents operates greatly to the detriment of general advertisers. Circulations are thereby often very largely exaggerated, and prices largely increased. It is

incurable his circulation, will generally, without requiring very much time for investigation, disclose the real circulation of his paper. This is the case both. Knowing what the price is to publishers and subscribers it is easy to estimate the number of copies as proposed.

"Your committee believes that a general insistence on the part of advertisers that circulations claimed shall be verified by publishers would result greatly to the benefit of all general advertisers."

The word "bearing," used in English insufficiently to designate institutions, buildings, and public stands, must originally only a place or rough board (wherever around a place where building is in progress. The word is derived, according to the Standard Dictionary, from the Old French and Old Dutch *bering*, meaning bench. After a business meeting is held in the building, the term gradually came to include all structures or boards on which bills were drawn in an contract and correspondence. —*Practical Job.*

THE CHURCH OF NANTUCKET.

I don't know that Nantucket is the only American town where advertising is advertised largely through the press, but that is the belief of Philanthropists and the visitors to the island. So far as Nantucket is concerned, "advertising" is a business like any other business. Some people believe that the town offers a rare school, elected by the select men. This is not so. The select men chose the business to make money and have followed it for that purpose without giving any special attention to education. The "printing" a visitor will see the name of Nantucket in the church's weekly cards. When advertisements come along, the managers generally pay fifty cents a copy, and give the color a station in the store. Another saying, the select men do business at printing, publishing directories, receiving all other notices, and other odd jobs. When so busy at printing, they often generally give around with a horse. Once the select men both of them get over the ground as a good man. An early work along the town is located, or the best way. The city is given as a standard, and all white boarding stays and later. The advertiser who has to do, could be Nantucket by way of reaching almost everyone in town, and all for a quarter. The water in the harbor is for the most part so far as printing is concerned. All kinds of goods are sold at auction, and almost every day has at least one auction. There are always a great many of the town, and the city's advertisements are so eagerly looked on, so large advertisements are used in the district. In summer visiting here in every a business, and the side jobs that stand about. Some of the summer season were some of a remarkable nature. President John's commission got hold of the select men and a result some contractors (they don't) is started to have his work done through the town. Advertising by other doesn't depend on whether with the advertising of the town weekly Nantucket papers, both of which seem to be generous, but to give to the best advantage as opportunity to make their advertisements as prominently as they please, and give them "unquestionable" as a comparatively small town.—John Carter, in Printer's Aid.

BOSTON BUDGET.

They get up, in a number of ways, and they are not so far from the truth as they seem to be, for the simple reason that (thousands) of dollars and hundreds were now fast falling and that several large contractors had been made with the same intention to kill painting.

By Dr. J. J. Lewis, Secretary of Boston, has one of Chicago, writes The Budget, that St. Paul's Church has given \$100,000 for advertising, for its Sunday evening service and more than that for the "budget" as they say in the United States, will be given under similar conditions for the next month.

A great number of the advertisements for the Boston advertising business, this is an article in the Boston Budget, in which it is stated that the Boston advertising business is now in the hands of the same few men as in the case of the Boston advertising business, and that it is the only one of the kind in the United States.

The select men do the most marking for the Boston advertising business, and it is very strange that they do not do so in the other large cities, but by looking around the town with a fresh eye, the select men do not do so.

The Boston advertising business, which is now in the hands of the same few men as in the case of the Boston advertising business, and that it is the only one of the kind in the United States.

THE TRADE PRESS.

This well known journal goes out of existence with the October issue, and will be succeeded by Advertising Digest.

A feature of what the new journal will be may be had from the October number.

One reader will be interested in the statement, "First Advertising" conducted by Carl Neuberger, of the Chicago Photo Engraving Co. His position, money price and high patronage will be suitable for Advertising Digest. It only costs one dollar per year, and is worth many times that amount. Address Trade Press, 112 South La Salle, St. Chicago, Ill.

THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

CONTRACTS TO PLACE DISTRIBUTING MATTER IN ANY SECTION OF THE COUNTRY.

***** Service of its Members Guaranteed. *****

Advertisers who use distributing matter would do well to write to

JAS. L. HILL,

Soliciting Secretary, NASHVILLE, TENN.

Distributors desiring to join, write for information, by letter, etc.,

W. H. STEINBRENER,

811 VINE ST.,

... CINCINNATI.

My reference is my work, which speaks louder than words.

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

NEW ORLEANS, LA.

Distributors of Merchandise, Samples, Booklets, etc. Throughout the Entire City, Jefferson, Gretna and Algiers. Send for Prices.

No Office Complete Without It.

Business

A Practical Journal of the World.

It saves money by disseminating the best way of doing things in the office. It treats particularly upon:

ACCOUNTING, OFFICE ROUTING, BUSINESS MANAGEMENT and ADVERTISING, and especially upon MANAGING, REVENUE-TAXES, TRAINING, FOREIGN, COMMERCIAL and ECONOMICS.

The stated departments of the paper include OFFICE MAN. Each Journal brings from practical men on office and business topics; OFFICE ROUTING, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; AND THE PRACTICE OF ADVERTISING, presenting studies in successful publicity; INSTITUTIONS AND ASSOCIATIONS, covering the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on new topics of special importance to business managers. The supplements, PRACTICAL ACCOUNTING, contain carefully prepared articles on accounting methods, in checking descriptions in detail of the accounting practices in leading establishments.

Monthly, six pages, illustrated, including supplements, for your sample copies (containing two of our volumes) from:

KITTEDGE COMPANY, Publishers
15 Asher Place, NEW YORK.

— THE —

Libbie Show Print,

Printers and Engravers.

6 to 12 Beach St., Boston.

Telephone
CONNECTION.

Poster and
Large
Type Work
A Specialty.



Push.

That's what Libbie features a success—the more you, the greater the success—of the push in the right direction.

PUSH is a little journal published for you every month. It helps business men push in the right direction. It has advertisements, but it doesn't go all hand-to-hand. Let us send you a free monthly copy.

PUSH PUBLISHING CO., Springfield, U.

The Enquirer Job-Printing Co.

CINCINNATI, O.

THEATRICAL

DESIGNERS,
LITHOGRAPHERS
AND GENERAL
JOB PRINTERS.

Poster
Work
Our
Specialty

Our Date Book for Season 1900, '99-'98 now ready, and will be sent postpaid on receipt of 25 cents.

POSTERS

OF ALL KINDS AND

HAND BILLS

300.



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

THE GREAT American Engraving and Printing Co.
17 BEKMAN ST., NEW YORK.

T. B. BENTLEY, Pres.

E. S. BOYLAND, Secy.

The Hustler Advertising Co.

CONTRACTORS OF
OUT-DOOR ADVERTISING
IN ALL ITS BRANCHES.
Prompt Service by Reliable Men.
Capital Money in House Distribution
A Specialty.
14 North Moore Street, FT. WAYNE, IND.
W. F. CASE, Manager.

1000 Tautouren Bill Posting Co.
MIL POSTERS & DISTRIBUTORS,
East Fourth, East Sixth, East Workman
A. S. WHITE, Mgr., and Treas.
1004-45 Exchange St., Toronto, Ont.

1000 Clericals, sales bills or smaller
billed in ten days for \$5. on all other
small signs billed for the job. Billings
for material. Address
J. T. LUMPKIN, NEVADA.

A. E. BENTLEY,
Only Licensed **MILL FOSTER** in
GUTHRIE, Capital of Oklahoma
Territory. 10,000 feet of space, and
satisfaction guaranteed. Rates
made known on application.
A. E. Bentley, GUTHRIE, OKLA.

The Advertising Novelty Co. CINCINNATI, O.
W. B. WINTERBORN, Jr., Pres.
Manufacturers of Advertisements for all
mediums, including newspapers, cards, notices,
bill-boards, hand-copies, card-cases, bill-boards, etc.
Illustrations, bill-boards, large and small.

BURNETT Designer of Descriptive
Posters, Theatrical, Commercial or otherwise, Book Covers
and Book Letters.
Office, Donaldson Litho. Building,
CINCINNATI, O.

TRENTON, NEW JERSEY.
The Trenton Bill Posting Co.
1000 ft. billboards in the city and suburbs.
Population 100,000. I guarantee the value of all
bill-posting and advertising.

DEAF MUTE
Bill Posting
1000 ft. billboards in the city and suburbs.
Population 100,000. I guarantee the value of all
bill-posting and advertising.



Will H. Molton Advertising Co.

General
Advertising Agents
and Distributors,
143 St. Clair Street,
Opp Nassau House, Cleveland, O.

Our system has opened a new field to advertise
men, and we are now in the process of
expanding our service.
We can place advertising bills in every
city, town or village in the United States.

Office of the Bill Posters, 1000 ft. billboards in the city and suburbs.
Population 100,000. I guarantee the value of all
bill-posting and advertising.

THE STAR
COIL SPRING SHAFT SUPPORT
AND ANTI-BATTLES
FOR THE GREATER SAFETY OF THE
CARRIAGE, ETC.



JRC of Engraving and Sign
Painters Manual,
Illustrated with numerous styles of letters and
notable exhibits references for practical use.
Price 30c. Address
BILLBOARD ADVERTISING CO.,
Cleveland, O.

NIGHT & DAY.
That's just the way we are work-
ing now.
Placed advertisements—also you our
of them. Write to about our 12
houses. Publishers and Posters,
30300 Richardson, S. O. O.

PASSAIC ADVERTISING CO.
Paterson and Passaic, N. J.

THEATRICAL CITY BILL POSTERS,
Illustrating and Advertising Agents,
with generally and properly situated
C. S. WOODRUFF, Mgr., FORT WAYNE, IND.

HENNEGAN & CO.

Poster Printers,

719-721 SYCAMORE STREET,
CINCINNATI, O.

Last week we received a large order for our Stock Posters from Australia and one from South Africa.

Still Increasing Our Business!

Just ordered another Century Campbell Press from the Campbell Printing Press Company. Also a large assortment of wood type from the best manufacturers in the country.

BUSINESS OPPORTUNITY!

The Dallas Street Cars' Advertising Franchises, with \$800.00 unexpired contracts, for sale at a bargain. Address:

WINDHAM ROBERTSON, Dallas, Tex.

THE LEADING POSTER PRINTERS
LITHOGRAPHIC OR BLOCK
IN THE UNITED STATES USE

AULT & WIBORG CO'S

POSTER INKS

ARE YOU ONE OF THEM? **AULT & WIBORG CO**
CINCINNATI - NEW YORK - CHICAGO

RECYCLED, the Cleanest, Safest and Manufacturing Center of the South-West, Population 100,000.

L. L. McILVAINE,
THE LEADING
CITY BILL POSTER AND DISTRIBUTOR.
Mailing, Tackling and Distributing.

P. O. Box 101,
Official, Opera House.

HOUSTON, TEXAS.

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.

8 Inch.	-	\$1.50	Each.
8 "	-	\$2.50	"
10 "	-	\$3.00	"

This is our Colossal

"UNEXCELLED"

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

8 Inch.	-	\$2.75	Each.
8 "	-	\$3.00	"
10 "	-	\$3.50	"

SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati, O.

LARGE-VEED
BILL POSTING,
TACKLING,
DISTRIBUTING.

J. S. CRAIG,
210 LEXINGTON AVENUE,
HASTINGS, NEB.

Own and Control all Boards and Printings.

35,000 Square Feet of Boards. POPULATION 18,000.

CINCINNATI

And Her Suburbs, Embracing

500,000

People.

To reach them at
necessity, use

**STEINBRENNER'S
DISTRIBUTING
SERVICE.**

There is No Other Way
Address:

W. H. STEINBRENNER,
No. 911 Vine Street,
Cincinnati, O.

W. H. STEINBRENNER, PROPRIETOR
F. F. HARRISON, MANAGER

Bill Posting and Distributing.

All New Boards, and the Best - also the Best Locations. Capacity 3,000 Sheets.
INSPECTION SOLICITED.

Office, 246 MAIN STREET.

Distributing of all kinds of Advertising PROMPTLY DONE.

W. C. TIRRILL & CO.



LICENSED BILL POSTERS.

PUBLISHED WEEKLY

—LIMA, OHIO—

Circulars, Bills and Sample Billboards, show and receive weekly with the above Billboards, a number of other bills, and a representative of various bills. You can take your material, ready to be put on the bill, and for \$1.00, you can get, or the bill, and you should be put with order. The Laverne on your bill. Address as will be.

THE LUVERNE ADVERTISING AGENCY,

DANA S. BAKER, Manager.

BOX 477 LUVERNE, MINN.

THIRTY-NINE BILLBOARD ADVERTISERS will be doing.

Office over Back County Bank.

Printer's Ink Helps . . . Advertisers!

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

Enables you to profit by the experiences—and adopt the methods of successful advertisers, so it gives complete information about every way of advertising which they have found to be feasible and profitable.

Instructs you—and empowers you to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely news about business, tending to aid you in selecting profitable ones to advertise in.

Subscription price now \$4 a year. Sample copy, 10 cents.

10 Spruce Street, New York.

LICENSE. For \$300.00 will draft and issue, and will be valid for one year in the United States or Canada the best and most approved form of bill posting ordinance in use. It is effective and profitable. Address:

R. C. CARROLL, DAYTON, KY.

CORRESPONDENT SHOW PRINTING HOUSE

J. DONI HEMSTEGGER
114 N. 10th St. PHILADELPHIA, PA.

THE SHOW PRINTING HOUSE OF THE WEST.
DESIGNING & ENGRAVING.

HALFTONE, PHOTOGRAPHS, LITHOGRAPHY, ZINC ETCHINGS
FINEST QUALITY BOX WOOD ENGRAVING.

BLOGG STANDS, THREE SHEETS & STREAMERS.
ADVANCE WORK FOR STREET & WINDOW ADVERTISING.

DATES ARE OUR STRONG POINT
OUR COPYRIGHTED SCHEME.
DATE ROUTE BOOKS ARE THE FIRST WITH
FIRST GLASS WORK. PROMPT SHIPMENTS.
EIGHTEEN YEARS UNDER THE MANAGEMENT OF J. DONI HEMSTEGGER.

THIS ECHO OF A Reader's Subscription

The Echo (M.C.C.)

We will send you every copy of the season.

The Nude in Art.

With a Reader's Subscription (3 M)

We will send 3 Different Numbers

The Nude in Art.

THE CHICAGO ECHO CO.

716 Avenue Chicago.

EVERY BILL POSTER
WANTS AN ADVERTISER

WANTS AND NEEDS

Profitable Advertising

(ILLUSTRATED.)

The Advertiser's Trade Journal of New England.

Full of ideas and suggestions for the Profitable Advertiser.

Subscription Price, \$1.00 per year.

Send me, for sample copy.

KATE E. GILSWOLD,

Editor and Publisher.

13 School Street, BOSTON MASS.

Dillon's Cross Roads Bill Posting Co.

NORMAL, ILLINOIS.

Circulars, Circulars, Bills etc., issued and distributed at all prominent points throughout the state. Fabrics, signs, cards and country work a specialty.

FRED W. JENCKS,

CITY BILL POSTER
Bill Posting and Distributing.

ELGIN, ILLINOIS.

Office, Opposite Ho-Ho Bank.

WRITE FOR TERMS TO

R. J. CHILOOTE,

CARLEIS, IND.

Advertiser of Sullivan County.

BILLS POSTED.

Name and Address Forwarded.

DO YOU WANT TO POST WOODLAND, CALIF. IF YOU WANT MOST

DIETZ & GLENDENNING,
BILL POSTERS.

WRITE US WRITE NOW.

Write Work,
Bill Posting,
Country Advertising,
Lithography, etc.

SEND ALL PAPER FOR

ALBANY, N. Y.

TO THE

CAPITAL CITY BILL POSTING CO.

McINTYRE & CARLIN, Prop'rs.

Office, 52 State St., Room 3,

ALBANY, N. Y.

I AM PREPARED

To post bills and distribute all kinds of advertising matter in Sturgeon and adjoining Counties.

Ole Holm, Bill Poster and Distributor,
STAVELAND, MINN.**GUINAN & McLEOD.**

Star Opera House Managers.

MANISTIQUE, MICH.

Bill Posting, Distributing and Tacking

In their towns, Manistique, South Manistique and Thompson.

Done and carried all boards and privileges.

HELLIS'N SPARROW,**BILL POSTER AND
DISTRIBUTOR.**

537 North Second Street,

YACONNA, IND.

I can also get printing of your bills, cards and work to be done.

6 to 12 South St., Boston.

6-9-13

**Poster and Cargos
Cute Work
a Specialty.****THE
LIBBIE
SHOW
PRINT.****... ENGRAVERS...
AND
PRINTERS**

6-9-13

Telephone Connection.

Only Licensed Bill
Posters in the City.**HARRY B. KUGEL, Treasurer**
H. KUGEL, Manager.Bill Posting and Ad-
vertisement Specialty.**CITY BILL POSTING COMPANY,
WEST SUPERIOR, WISCONSIN.**One First of Republic
Freedom Candidates.**SATISFACTION GUARANTEED.**
MEMBERS OF THE I. O. O. F. A.Posters, card and
bulletin work.**E. H. GARWITHEN,****Bill Poster and Distributor,**

Charleston, W. Va.

Work Guaranteed.

Tacking Up Cards a Specialty.

Cad. F. Mevis,

City Bill Poster,

628 MAIN STREET, WAUKESHA, WIS.

All Mail Orders Will Receive Prompt Attention.

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

BELASCO & CO.

Telephone Main 23.

... BILL POSTERS and ...
PAINTED SIGN ADVERTISERS.

Washington and Third Sts.

OAKLAND, CAL.

Joseph H. Martin,

City Bill Poster and Distributor.

Guarantee a First Class Job of Work.

WILL BOARD OF THE MAIN STREET, 700 AGATE SQUARE.

POPULATION 16,000.

BATRICE, NEB.

SIDNEY, OHIO, C. P. ROGERS

CITY BILL POSTER

Owned and operated by Sidneys and Sons within the city. Also DISTRIBUTORS carefully attended to.

B. T. ROBINSON,

City Bill Poster,
CLIFTON FORGE, VA.

☞ Correspondence Solicited. ☞

FRID MORLEY.

Morley Bros.,

Bill Posters, Distributors and General Advertisers.

Members of the International Bill Posters and General Advertisers Association of Distributors.

P. O. Box 276.

Phillipsburg, Pa.

VAN BEUREN & CO.

LICENSED

BILL POSTERS, DISTRIBUTORS AND TACKERS OUR SYSTEM OF DISTRIBUTION IS PERFECT, AND WE ARE SO FAY IT BEING SO WE PERSONALLY CARE. 30,000 SQUARE FEET OF BILL BOARD. POPULATION OF CITY AND SURROUNDING 10,000.

43 GAYOSO ST., MEMPHIS, TENN.

"The Bill Poster"

The English counterpart of *Billboard Advertising*. Subscriptions 10 cents per year, post free, may be sent to No. 17 East Eighth St., Cincinnati, O.

THE GREAT APPLE BELT OF SOUTHERN ILLINOIS.
City Cherry, Illinois, has a large apple orchard. Some of which are bearing and paying annual incomes of from twelve to one hundred dollars.

EDWIN E. LEWIS,
CITY BILL POSTER AND DISTRIBUTOR.
MORRIS, ILLINOIS.
BOX 175.

The only Bill Poster and Distributor in Clay, Co. One and a half to 40 barrels in city and one growing season. In Clay City, Miller Springs, Florida, bearing 100 bushels per acre, (apples, being better, larger and delicious). All work done in the best of style and satisfaction guaranteed.

George H. Bubb,

LICENSED
City and Suburban

Bill Poster and Distributor,

OFFICE, 602 PINE STREET,
WILLIAMSPORT, PA.



Bulletin Sign Painter, Theatrical, Commercial and Railroad Advertiser for all LYCOMING COUNTY.



RIP-ANS
—
The modern standard Family Medicine: **Cures** the common every-day ills of humanity.

ONE GIVER RELIEF.

Philip B. Oliver,
Licensed City BILL POSTER.

AND DISTRIBUTOR.
1,000 Feet of Board. 10 Three-Sixths. Special Attention Given to Commercial Work and Signposting. All Work Guaranteed.

319 Cherry St., FINDLAY, O.
POPULATION 22,000.

Modern Sign Writer and Ornamentor.

A choice collection of scrolls and alphabets to select, a complete line of sign materials, all sizes. Price low. Address: 350 FOWLER, No. 3 E. 9th St., Cincinnati, O.

The Libbie Show Print

Poster and Large Type Work a Specialty.

Printers and Engravers

Telephone Connections.
5 12 12 Stock St., Boston.

POPULATION 2,000.

GRAND M. CARR,

CITY
BILL POSTER AND DISTRIBUTOR.
RUSHVILLE, INDIANA.

Special attention to Card and Sign Tacking. Copyrights Reserved. P. O. Box 276.

The services of the members are guaranteed by the International Association of Distributors.

Meloy's Distributing and Mailing Agency,

(Director of the International Association of Distributors.)

Wm. M. MELOY, Box 99, CARLISLE, PA.

Make your business more profitable. In 1917 we have 1,000 copies of the "Billboard Advertising" book. It is the best of its kind. Have yours to show your work. Carried from 1910-1917-1918-1919, books to be furnished, other work proportionately, mailing 10 cents per copy. Write for estimates.

ELMO GORDEN & CO.,
ONLY LICENSED
BILL POSTERS AND DISTRIBUTORS
IN MOORE CITY, STATE CAPITAL.
We visit post business centers, Memphis, Washington and other cities. We do bulletin board and framed sign work. Members I. & D. A.

Young's Introducing and Advertising Co.,

HARRING, S. O.

Bill Posting, Distributing, Sign Painting, Show Cards.

„Printing and General Advertising..

1000—We will print Brochures from 100 to 1000 copies, but only one hundred to each Bill Poster. Send us order to pay postage. Address, 51 St. MICHAEL, HARRING, S. O.

I will place all kinds of Advertising matter into the hands of the Besting Clerk. . .

Population—
Adams County,
12,000.
City, 3,700.

References Forwarded.

Signs and Show Cards Tacked.

W. E. PATTON,

BILL POSTER and
CIRCULAR DISTRIBUTOR.

—CORINTH, MISS.

ROLEY, BILL POSTER,

. . . PANA, ILLINOIS. . .

CONTROLS ALL BOARDS!
1,000 FEET, OR 2-SWETS!
POPULATION, 7,000! RATE, 4 CENTS, 20 DAYS.

Doubting and Distributing
by Wire, not 22ds.
12111111

LOU ROLEY,
—Box 44, Pana, Illinois.

CENTRAL PRINTING & ENGRAVING CO.

SUCCESSORS TO

**CENTRAL . . .
Show Printing Company,**

THE FRANK GIBBONS PRINTING CO.

10-124 MONROE STREET,
CHICAGO, ILLS.

Long Manners, "PHONE
State 42.

Commercial,
Railroad,
Book,
Color and
Theatrical Printing.

Foreign Engraving a Specialty.

ESTABLISHED IN 1876

"and 50th St. N."

HENRY HERFF,

City Bill Poster and Distributor,

Lock Box 675,
Telephone 47.

WABASH, IND.

SIGNS PAINTED IN EVERY STYLE. . . .
ADVERTISING MATTER DISTRIBUTED**E. A. CAMPBELL,**

17 Park Street, Granite Block, BANGOR, ME.

POPULATION 40,000.

If you want to post

CHICAGO

Send your paper to the

Chicago Bill Posting Co.,

No. 395 West Harrison Street, CHICAGO, ILLS.

Who own and control all the most prominent
Boards, Hearings, Posting Stations and points
of vantage in the city of Chicago.

the most reliable of
all kinds.

**CITY...
Henry
Werner,
AND
DISTRIBUTOR.**

Winona,
Minn.

You will be glad to
order on.

You must afford to
order on.



CHAS. W. STUTESMAN,
PERU, INDIANA.
— URBANA CITY —
Bill Poster and Distributor.

(Solicitors and Lists of Receipts Prepared on Application)

POSTERS AND LARGE TYPE WORK A SPECIALTY.

TELEPHONE CONNECTION.

The Libbie Show Print

PRINTERS AND ENGRAVERS.
6 to 12 South St., Boston.

L. P. CARD.

**CITY BILL POSTER,
ADVERTISER AND
DISTRIBUTOR**
FOR 22 TOWNS.

ALL Bill Boards made of
matched lumber. References any bank,
the Mayor, or City Council of the town, etc.
All work O. K. by party or parties in
time limit.

L. P. CARD, JUSTICE OF THE PEACE AND NOTARY PUBLIC, HARVARD, ILL.

is Marriage a Failure?

Does Advertising Pay?

Billboard

Advertising

The Victoria Bill Posting Co.,
BILL POSTERS AND DISTRIBUTORS,
8017 JAMESON AVE., VICTORIA, B. C.

NEW GOOD TOBACCO.
**SHAKESPEARE
PLUG TOBACCO**

It is made from the best selected Maryland
tobacco, and is the only plug tobacco that
is put through an iron press,
and is made up into perfect
1 1/2 lb. or 3 lb. or 5 lb. packs.

IT'S AN UNBURNING CIGARETTE.
REAR CITY TOBACCO HOUSE,
107 & 109 North Chicago St.

SHOW PRINTING

Inter-State Bill Poster, Co.

DATES, BEST AND CHEAPEST **3-SHEETS**
ON EARTH.

**P. B. HABER
PRINTING HOUSE.**

FON DU LAE, WIS.

**J.M. DISHON
BILL POSTER**

Terre Haute, Ind.
HAS A POPULATION OF
43,000

IT IS THE
**BEST CITY IN THE
STATE.**

**HAS THE FINEST LINE OF BILL
BOARDS OF ANY CITY IN
AMERICA OF ITS SIZE.**

◊ IT WILL PAY YOU ◊
**BETTER TO HAVE YOUR BILLS
POSTED IN**
• **TERRE HAUTE** •
THAN IN ANY CITY IN THE LAND.

◊ **WILL DESTROY** ◊
◊ **YOUR CIRCULARS** ◊
◊ **and** ◊
**TACK UP YOUR CARDS
BETTER THAN ANYONE ELSE CAN.**

E. S. CARPENTER,

... Danielson, Conn. ...

Office:
No. 5, Main Hall Block.

**... BILL POSTER...
And General Distributor.**

RYAN'S BLUE, GIL.
Population 1,000.

L. A. DANIELS,

INCORPORATED BILL POSTER.

(Smallest Work at Wholesale Prices)

S. H. H. BARNHART,

CITY BILL POSTER,
730 HANCOCK ST.,
APPLETON, WIS.

The Planet Show Printing House,
Chatham, Ontario.

It is one of the largest and most completely equipped establish-
ments in Canada, and the only house that can furnish you with
engraved steel work. Write for prices for steel-plates,
hangars, heralds, designers, cases, etc., etc., etc.

PLANET SHOW PRINT. **CHATHAM, ONT.**



POWERFUL PERTINENT PICTORIAL POSTERS

An old rounder once observed: "There is no 'bad' whiskey, but some whiskey is better than others." In like manner it might be said: "There are no bad posters, but some are better than others,—Donaldson Posters for instance.

DONALDSON
GRAPHING CO.
ART PUBLISHERS
CINNATI, O.