

# 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.



**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 detail 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 lined, 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 boardings, 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, 43 and 44 Duane St.

Branch Office, 228 E. 125th St.

Telephone 136 Franklin.

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



# HILLBOARD

## ADVERTISING.

VOL. VIII, No. 11.

CINCINNATI, DECEMBER 1, 1896.

PRINTED AND PUBLISHED  
EACH YEAR, \$1.00.

### BRAIN PICTURES.

By EDWARD ALBERT RABIN.

One of the brightest physicians in the country, a specialist in brain and nerve diseases, more explained to us his theory of the mental phenomena called "memory." He had been observing as the make-up 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 individual photographic negative. By some process as simple as that of ordinary photography, but of everything heard, is impressed upon these negatives. That is, the brain is a photograph and microscope combined. By an involuntary action of the will all images are directed over one section or another, in this or that brain-department or sub-department."

"Thus, when a man for the first time sees the City Hall Park building in New York, the impression is sent over a special nerve-line to the building-department of the brain, subdivision New York, apartment store and political, with a branch line connected with department Tenacity, and an outpost at Two-ding."

"When a man wishes to recall anything about the Tower street, he involuntarily calls up and actually sees, mentally, a picture of the City Hall building, providing they are the pictures most intimately associated in his mind with Tower. There can be not all the other pictures by eye and ear are recalled to him."

"I believe the cynicisms, if equally pertinent and impressive take the procedure, are stronger and come back first. For instance, every man can shut his eyes and recall his mother's face vividly, who most of her motherly admonitions have grown dim or entirely vanished. After forty years a man can return to his boyhood home and go through the crookedest hallway without a mis-step. But he cannot recall all the peaches he played in that hallway, the words that were spoken there, or the reactions from this or that look that were read there."

"The topography of the ball is an abbreviated picture through the eye. That is strongest. The practice or action are very pictures photographed but seen. They take second place as to the facility with which they are recalled. The real 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 say

men may test 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 best thing you can throw at it, if you wish to make a lasting impression.

Mind you, there must be a striking, terse, impressive fact or idea associated with the picture, or you have accomplished nothing. Once photographed on the brain, the picture is simply a picture, and unimportant to nothing unless it is associated with some fact. A picture that isn't emphatically associated with the

idea passes for the reason that it is simply a reminder—a screen to an end. It isn't in itself an advertisement, but simply a key of "back" that makes a man read the ad, and thus helps him to recall it.

The letter-press, the wording of the ad, is first, but not all the time, the feature of an ad that sells the goods. Moreover, the main fact that the words, the facts, and the ideas in an ad are less easy to recall than the outline of the picture, make it imperative that the most striking, the most important, the most useful and the most money doing be emphasized in evolving three features.

All the rest, all the color schemes and

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

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

Any man 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 overcome the difficulties of the task. No matter how slow may be the poster or any other form of an ad, it is valuable if it doesn't convey important information about the article advertised.

When the poster people and the poster-advertisers realize the importance of the wording as their production they will 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 Billboards.

The New York papers contain the announcement that Mr. A. H. Palmer, the veteran theatrical manager, will surrender his New York Theatre on and after December 3. The Standard says that the last straw came in the shape of the refusal of the bill posters to handle Mr. Palmer's paper owing to some alleged bill of the post. On this account Miss Georgia Curran's manager was unable, during her recent engagement to get her lithographs out, and this fact reached the ears of other managers who had attachments looked at Palmer's, and made them fearful of the result. If a theater can't get along with out bill posting, why don't it happen that some other classes of trade refuse to give bills posting a trial? When approached on the subject they say, "Oh, let the theater use the billboards; we enter in the lithographic class of the non-essential, and they have to be paid in another way." As if the most lithographic people were not the mainstay of the theater.

### EVERLASTING PASTE.

Discover a pound of paste in twenty gallons of water, when cold still in so much time as well give it the convenience of cream carefully beating up all lumps. This is on half a pound of powder. Add the milk to the mixture Bergamotte of boiling water. Set the liquid in a cold place and it will keep for a year. It is to be thinned-down with hot water for use.



MR. HARRY MUNSON.

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

The picture in an ad may be over or striking and may make the strongest bid of an impression on the brain and yet utterly fail of its purpose to favorably recall the article advertised.

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

all the words or better in a picture, are strictly wanted, from an advertising standpoint, unless they are favorably associated with the article advertised and its merits.

How can the mistake that kills the effectiveness of many of the most striking American posters. Money is spent with an expensive hand to get an article picture and the most striking color effects. But when it comes to the wording necessary to sell the goods, there is only room for a sentence or two. "Any old sentence, however foolish or inappropriate will do just so long as it brings in the name of the article. Let the office-boy write it."

**CENSURED.**

The official organ was censured by the members of the New York State Association in a resolution passed, November 25th, at the Matthews Hotel, New York City.

In testimony of his displeasure, the Secretary gave the proceedings to *Profitable Advertising* which comes out in volume of Mr. Campbell's paper, and this is worth feeling exhibited.

Campbell compels us to state in justice to our contemporary, that the criticism was in no sense representative. Consequently the accounts to individuals were only some half dozen names present, all, save one, or possibly two of whom were mere puppets in the hands of the Secretary. He proposed and they assented. He was the only one who was really displeased. The others, if they thought about the matter at all, must have known that there was little if anything to feel fault with. The paper had made a most creditable showing. In view of the restrictions and limitations with which the officers are handicapped, we concluded, their success is really surprising.

They are not allowed to print all the news, they may not criticize any members as members of the A. B. P. A. They are not allowed to mention the International Bill Posting Association, or the International Association of Distributors, they cannot speak of advertising in any other than the official representatives of the A. B. P. A.; and even accounts of the association of their own representatives must be carefully prepared before they are sent.

Bill posters had to edit and print communications.

And yet that which they have put out a paper acceptable to advertising men, paper that is circulated (except in posters and does much good for the crafts in that respect alone. Every advertiser that received it became a possible patron of the board, and doubtless many other resolutions may be traced to its labors.

All the criticism and correspondence of the Secretary of the New York State Association were so fully aided as to be official organs, he greater dignity would attach to bill posters and bill posting. For the address can both capable of writing good English.

The step of Chas. B. Hood & Co. was another needless effort to a firm that has been the means of paying thousands of dollars in the pockets of the bill poster of the country. Suppose one of their reflections did now and then ask for a recommendation? Had he not said "I'll do it but cannot the business? I'd do it and deserve it." It was business that the bill poster never would have otherwise had, and therefore he could well afford a reasonable recommendation.

But not the Secretary of the New York Association thinks differently, and his wishes are law. The members of the New York Association openly and secretly endorse his every wish, and it is owing to him more than anyone else that measures of compulsion and coercion have been adopted by the A. B. P. A. At best, they are but cheap tricks and artifices, and they again give heart the business. The billboards do not save a title of the money they are capable of. They can and will be made to pay extremely, but this will not come about by backing posters. Neither will our reforms, discussions, conferences, nor arrangements and arbitrary measures tend to better matters.

This is why the leadership of the Secretary of the New York State Association is dangerous. He is a doctor, he is yet a politician, and being a born organizer and indefatigable worker, he finds little difficulty in forcing his chaotic ideas and unorganizing projects upon his colleagues in the State Association.

The members of the A. B. P. A. should think long and seriously before they allow him to control his beneficial influence and further themselves by joining the New York State Association into a District Association. No charter can be found, and the Constitution is considered to be so inflexible of it and so that one only be done at a regular meeting of the Association. It will give the members plenty of time to check the matter over.

It is generally admitted, and possibly the chief objection, and possibly all objections is which is he is worst to, dispense his real purpose will be pursued before further harm is done.

**A New Amendment.**

A man speaking of advertising men with his usual opinion, that if it should now needs in adding the critic first to the New York Association, and obtaining a charter for it from the A. B. P. A., he will be backed by his own power and influence that will cause more completely dominate the organization. This same correspondent thinks, that if the charter is denied him, he will go ahead anyway and let the worst wishes. He has always been able to control the east. It is only in the west that he can fall down.

And in advertising in publishing a particularly interesting advertisement directed to bill posting. It is money and well sold. Subscriptions to *Art in Advertising*, 191 Fifth Ave. New York.

There is push and there is lack in posters.

**The Man With The Charleybax:****An Enemy To The Entire Craft.**

By Sam W. Dixon.

I have said that there are thousands of writers that never will post again, because they didn't know how to post. I will change the writing somewhat, and say they will pass post again because they were not properly taught on their first attempt.

Everybody in any way associated with bill posting knows the word "charleybax", and the most of them know that it is not a myth.

But the honest majority (and it is a big majority) of the bill posting fraternity can never realize the amount of business they are losing because of the dishonesty of a small, or insignificant, number of bill posters, scattered throughout the country.

A bill poster blind of mind up to the state, wrote to the other day, that he was putting out some orders for the traveling salesman of a patent medicine house whose headquarters were in this city, and that this salesman had some goods prepared which the postmaster of bill posting if done on a large scale, might bring steady, and posting persistently and systematically. He suggested the possibility of my seeing the head of the house, and presenting the matter to him in its proper light.

"Yesterday I called," he presented the matter is no proper light." The house is now of the oldest in the patent medicine line; the remedy they make is one of the remedies that my grandmother used to wear by when I was a child; I don't suppose there is a drug store in America that does not carry a supply of this medicine; I don't think there is a town in America containing a newspaper but had the chance of reading of this remedy in that newspaper, and pretty nearly all the year around.

I introduced myself, and stated that I had called to talk of advertising, and more especially of bill posting and distributing. He would not talk about bill posting—didn't want to do any bill posting—didn't want to ever hear bill of bill posting or bill posters," was the reply I received, in a tone of voice that would mean that I would get along between him and the door. Well, sir, I replied, "I come here at the request of one of your read men, who, I understood, is doing some posting for you up the state, and he is so pleased with the results of the bills he is doing so to advise you to go into the matter right. Being in 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, "but you'll discuss the question of which is the best size of poster to use; the size we use is small because it is convenient to carry around, and because more men can get it up whether the towns contain a bill poster or not; and as for posting except where you have a mass of cars over on the spot to see that it is done right, (or at least done, some way), we shall never try the experiment again. Some three years ago we used a one book for the bill posters, and sent a case of bills of paper for posting to O'Leary & O'Leary, of Danville; only a few days before our mission had only a few days, and had loaded up the whole day's trade, to be ready to meet the demand. A month later, by and we heard nothing showing from Danville; things seemed to be going along in the same old way as during the previous year when an advertising had been placed there."

"We wrote to some druggists, asking if they had seen anything of the booklets or of the bill posters, or anything of those men there, with the result that a book had been thrown into their store, but they had heard of none otherwise, didn't know of any posters. By some mail the druggists had sent a case of books, with a request for remittance, date of the posting and other work being placed some thirty days before. I immediately wrote to the man in Danville, and the drug trade, while careful inquiries to convince myself that the work had never been done, further than to allow a few books to be sent, and to put a few posters near the depot; I then saw a lawyer, got a search warrant and found none than three fourths of the stuff still suspended in O'Leary & O'Leary's bill room."

"Oh of their why we do more posting or distributing, unless of our own men can be on the spot to see that it is done."

Now, here is a case where one dishonest bill poster has been the cause of hundreds of honest ones losing business for the past two years—business that might have amounted to hundreds of thousands of dollars in the time since then.

Perhaps a case, however, or a thousand talk with this man may be the amount of one-way loss that because he stands at some period of his business relationship, he has happened upon a dishonest book-keeper, is no reason for forever thereafter refusing to have any bookkeeping done; perhaps I may be able to get him to see the nature in the same light as regard to bill posters; but even if I should, there is the post that is gone, and the money that is gone into other channels, no more to be recovered by the bill poster.

These people, those Charleybaxes, though few and far between, have done more to injure bill posting than all the other people who have done it; and they are the best men in the craft; some or present; we read in the constitution and by-laws of the association that such a dealing will not be tolerated, but we



One of Their Lines, Ohio, Branch.







## Telling People About Things.

FRANCIS M. STONE.

Advertising is telling people about things. Telling them what things look like, what they are good for, why we like them and what they cost.

Getting business is merely a question of advertising. It is merely a question of selling hard enough and long enough to show 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.

Telling somebody else advice about his advertising is easy. The man who can't sell another man how to advertise is the man I have never met. Advice is never free this side. There is more of it than there are marbles in a seven.

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

The most important part of advertising is the plan. 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.

Once more the plan is the contract. Get on the right track, and the rest is easy. Map out a plan of campaign on the right lines, and it will take as much common sense of marketing 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 most carefully written literature by the most 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 so much advertising fail flat is that it is not found in the advertisement themselves. They say 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 housewife that all the best trade is to buy the soap and all others. They say they will do the rest. It will finish the job. According to his ad, the soap is a living, breathing thing. It can do everything but sell. It tells up its sleeves, gets on its hands, and proceeds to drive out all the dirt within a radius of ten miles. Maybe I am exaggerating a little, but so are my neighbors. When the woman buys the soap she finds it just like any other soap. It makes things clean, but it does not work automatically. She has to apply it, and apply it hard. By the action of her hands and by the power of her elbows, she makes the soap do its duty. The next time she sees a soap ad or any other kind of ad, she smiles, and says "Thank you, I have had a little experience of my own." Then, when the advertisement begins to bear their pulling power, the advertiser says such-and-such papers, or papers, or booklets, or circulars are so good—they don't fail.

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

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

Suppose we consider a paper plan for advertising a new remedy for cancer, scabies and the other things of a like nature.

The first thing I would do would be to count my money. Then I would figure out how big a territory I could thoroughly cover. I would figure on a basis of covering that territory with a thick coating of advertising. I would rather have it too thick than too thin. I would get down the newspaper directories and pick out the right papers to use. A shrewd advertiser can usually always find between the lines printed in directories. These are mistakes that enable him to judge pretty accurately whether a circulation statement is true or whether it is false.

I think about five inches, width and one, would be enough space to fill in the paper. In this space I would tell the people that my remedy would cure. I would tell them that every case of cancer would spring from a little snuff. I would say that a cough was the signal that consumption always gave. That it was a warning to get off the snuff to the grocery. Stop the cough when it starts and you stop consumption.

Of course I would use lots of pictures. These I would use in the papers, on papers and in booklets. My whole endeavor would be in the direction of pointing in the fact that had the consumption in the grocery were created over the dead bodies of people whose weakness made them because they failed to stop a little snuff. I would have pictures of burial grounds, of undertaker's stores, of skeletons, of houses of wailing relatives, of empty chairs.

I would cover the town with posters, and get a sub-writing and well placed booklet here every house. I would make the bill posters happy, and the directory, too happy, and the publisher happy. I would start my campaign along in the fall when people begin to snuff and scabies and make fresh business for the healthful manufacturer. I would as thoughtfully avoid other other cures than that nobody would snuff or cough without thinking of my remedy.

That is the way I would do. I would stick to that territory until it was thoroughly worked. If I had any money left I would go into patients now. I would then go through the same performance. I would not figure on getting any money back now. If it came back in a year or two, I would be satisfied.

I believe there are propositions that really are most all snuff, and I am holding this plan of campaign on the assumption that I had a non-snuff remedy. And there is another thing. I would not sell my remedy at a cheap price. I think I would put the price a little higher than the price of snuff preparation. Then I would say that snuff cost most, but it is worth more. The man or woman who buys medicine because it is cheap is going ready to give me satisfaction in any way.

The man who says in a general way that newspaper advertising is the only kind that pays, is mistaken. He is the man who pays his faith in posters and in booklets. It is a jobless mixing of these methods that pays best.

The man who has made a failure in his advertising can trace his failure to one of three causes, perhaps to all of them. He

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

## A Disinterested (?) Aesthetic.

We clip the following note and ingenious paragraph from *Advertising*: "The *New Yorker* (Mass.) shows objects to the disadvantage of the country along the railroad, with carefully advertising boards. It says: "We believe there is a state law against defacing national scenery in the shape of posts and signs; it ought to be so accurate in its scope as to make the present defacement of the masses with advertising boards an impossibility. The state has something to learn from other commonwealths in this respect." The money spent in putting up and maintaining a posted sign will buy or beat four times its value in advertising in newspapers.

## SOMETHING NEW.

The *Orange Sign Co.*, corner of Second and Ludlow streets, Cincinnati, O., is in the field with a new and original advertising service which promises peculiar interest to bill posters. The plan proposed enables them to work hand and glove with the bill posters of the country, and both are mutually benefited. Those members of the craft who have already had dealings with this company, cannot their most unqualified commendation and endorsement of the method. His position also is unqualified with their will to write them at once.



Capital City Bill Posting Company's "BOLD MARTYRE" Adsign, N. Y.

## CONSTITUTION AND BY-LAWS

OF THE

## INTERNATIONAL

## ASSOCIATION OF DISTRIBUTORS.

## OFFICERS.

- J. A. CLOUGH, President,  
Chicago, Ill.
- J. E. STODOLY, First Vice President,  
Rochester, N. Y.
- W. J. KEYSER, Second Vice President,  
Douglas, Mich.
- W. H. CASE, Third Vice President,  
St. Mary, Ind.
- W. H. STEIGERWALK, Sec'y-Treas.,  
Chilmark, O.
- JAMES L. HILL, Soliciting Sec'y,  
Nashville, Tenn.

## EXECUTIVE COMMITTEE.

- EDOS KAIN, Chairman, N. Y.
- W. E. FAYSON, Secretary, N. Y.
- A. M. POPE, Treasurer, Kan.

## OBJECTS.

The objects of this association shall be, first, to afford mutual protection to those bill distributors, and to advertisers who patronize them. Second, to improve the service in the following lines of work, viz: Distributing circulars or sample matter, by which to assist those, always, etc., taking cuts or signs, hanging lithographs, or advertising circulars or other matter to be mailed 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.

## OF THE OFFICERS.

Sec. 1. The officers of this association shall consist of a President, First, Second, and Third Vice-Presidents, Secretary-Treasurer, Soliciting Secretary, and an Executive Committee, to be composed of the above named officers and three other members, who shall be elected at its regular 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 of years of age, and shall furnish three good references as to his honesty, ability, and character, and those references shall accompany the application for membership.

Sec. 2. No person shall become a member of this association who does not do so, or have done under his direction, daughter or spouse distributing, or print, solicit or own advertising matter for distribution.

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 petition form to be provided by the association, and which shall contain the age, 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 DUTIES OF OFFICERS.

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

Sec. 2. The chief three members of the Executive Committee shall be elected at the regular meeting to hold their office for three years, or all three members in office are elected. It being understood that one of the ones who are elected at the annual meeting of 1916, one to hold office one year; one, two years; and one, three years.

## ARTICLE V.

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

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

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

## ELECTIONS.

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

## ARTICLE VIII.

## AMENDMENTS.

Sec. 1. This constitution may be amended, 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 sixty days before the date of the proposed meeting.

Sec. 2. The regular annual meeting shall be held at such date and at such place as 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, and notice of such called meeting shall be authorized by twelve members in writing, a majority of which shall attend the called meeting, in which case the President shall call the special meeting regardless of the Executive Committee.

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

1. Call to order by the presiding officer.
2. Reading of minutes in office by temporary substitute.
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. Indorsement of officers to respective offices.
13. Resolutions for the good and welfare of the association.
14. Adjournment.

## ARTICLE II.

Sec. 1. Every member shall contribute a certain fee to the expenses 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 shall be rejected, the membership fee shall be returned to the applicant on call, together with a notice of the rejection.

Sec. 2. His 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, 1916.

## ARTICLE IV.

Sec. 1. Each member shall pay into the treasury, as hereinafter provided, the following amounts:

1,000	1,500	2,000	2,500	3,000
20.00	30.00	40.00	50.00	60.00
30.00	40.00	50.00	60.00	70.00
40.00	50.00	60.00	70.00	80.00
50.00	60.00	70.00	80.00	90.00
60.00	70.00	80.00	90.00	100.00
70.00	80.00	90.00	100.00	110.00
80.00	90.00	100.00	110.00	120.00
90.00	100.00	110.00	120.00	130.00
100.00	110.00	120.00	130.00	140.00

Sec. 2. All dues shall be paid quarterly, on or 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 after the beginning of the quarter for which they are due, shall be fined twenty cents for each day, and if at the end of the said thirty days he has not paid his dues and fines, he shall be suspended by the Executive Committee, and notice of the suspension mailed him by the Secretary.

Sec. 4. Expenses for non-payment of dues shall continue until all dues and fines in arrears are paid in full, and if at any regular meeting there be any member refusing to pay dues or fines, he shall be suspended from membership, and such member does not pay until arrears are paid in full, and if there be any member refusing to pay dues or fines, and if he be suspended from membership, again, he shall pay into the treasury the regular membership fee for the term in which he had never been a member.

## ARTICLE V.

Sec. 1. All resolutions for membership fees, assessments, or fines and cuts shall be made to the Secretary-Treasurer. Sec. 2. All resolutions shall be made by registered letters, post office money order, New York Draft, or express money order.

Sec. 3. It shall be the duty of the President to provide at each party order at all meetings; to sign, with the Secretary-Treasurer, all orders for money; to carefully preserve all papers, books, or other property of the meeting; to the association; and in his possession; to submit a complete written report at the end of his term of office of the work done by him. Sec. 4. It shall be the duty of the Vice-Presidents, in their respective offices, to provide at all meetings in the absence of the President, and in set 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. 5. 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 entrusted to his care; to keep all accounts of the meeting; to notify all members of the time and place of holding all meetings; to keep an accurate list of the names and addresses of all members; to receive all dues, fines and accounts payable against the association, and to pay same when satisfied of their validity; to do all other work 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. 6. It shall be the duty of the Soliciting Secretary to do soliciting, and to furnish members from time to time, or upon request, with their names and information in connection with any new and to assist them in their efforts to secure new bills. He shall also do all other corresponding or clerical work imposed on him by the Executive Committee. He shall render a complete written report of the work of his office at the annual meeting succeeding his election.

## ARTICLE VII.

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

Sec. 2. The Soliciting Secretary shall be allowed an agency commission for his services, but he shall be allowed no salary in connection with any new and typewriter, at a salary not to exceed \$2.00 per week, who shall at all times be under the direct control and direction of the Soliciting Secretary, and who shall be paid out 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 directly provided.

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

## ARTICLE VIII.

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







W. J. HOGAN, IS NOW A BILLBOARD ADVERTISER.

Frank King has severed his connection with The Des Moines Lites Co.

The Ottumwa Lites, Co. is very much in evidence on the boards these days.

Merle Hawick has severed his connection with The Des Moines Lites Co.

The Caffo-Culley Co. of Piquette, N. Y., invite ideas and estimates for posters.

The Revler Lithographing Co. of Rochester, N. Y., has entered the domain of poster printing.

The Converse Lites Co. are again in the poster field. See their advertisement on another page.

The Wintershow Show Printing Co. complete of commensurate conduct on the part of Merle Hawick.

Hennages & Co. are deluged with orders and require late into the night in order to appease their customers.

The Empire Job Printing Co. is looking for a site on which to erect a new building for their insurance office.

Edward Penfold arranged the Poster Exhibition held at the Knickerbocker Athletic Club, New York, December 3.

Stock posters or placard posters these can be utilized by sign painters general or bulletin boards lined with white glass and then varnished.

Franck & Valentin represent the Des Moines Lites Co. overboard on the Pacific Coast. They carry a complete line of the Des Moines Lites stock.

The advent of the new poster printers in the Eagle Lithographing Co. Their work is very excellent, but their reprint fails to state where they are located.

The Des Moines Lites Co. added another line 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, has just folded the largest press in the country for printing automobile banners of all sizes in one piece. This plant may double size up to twenty-one feet long, in one piece.

Printing houses often adopt some means of reducing sample posters and lithographs sold for use by recipients.

Many retailers write for samples of commercial posters, which have an intention of placing on ends. When the samples arrive they are turned over to a sign painter and immediately returned unless which they are used in the store windows and at the front of the house.

Aggravated sales have been guilty of the same malicious practice.

On another page we present a splendid portrait of Matt Morgan. Poster printers soon visit in this man and the Brooklyn Lites Co., who developed his powers, then they can over-see. It was he who first put the American poster in the lead.

The Renaissance of Lithography, by M. H. Doolittle, in *Printer's Alphabet for Dummies*, is well worth reading. The article abounds with reproductions of lithographs by Leitch, Leighton, Jones, Teders, Solanis, Klappert, J. May, Rastell, Goulet, Eugene Currier, Ed. Lussat, Street and Pacific Lites.

The Street and Pacific Lites Co., of 159 Clay Street, San Francisco, Cal., has issued an illustrated catalogue. The lithographers are in half tone, and double-line will pay for themselves a hundred fold in saving they effect in samples and postage on same. There is a suggestion here that other poster printers might act on.

## NEW YORK NOTES.

The Artisans-Book Binding Co., of 212 E. 12th, is expecting to post Matt Hinton in New York at an early date.

Carroll, of Albany, and McArthur, of Troy, were the observers of all observers at the Hotel Marlborough, November 3.

W. H. Doolittle, of Connecticut, spent several days here looking after a sticky client for The Des Moines Lites Co.

Harriet Johnson has just built a sign-stand in front of the old store opposite Knicker & Co. and it's a tip.

H. O., which is printing direct, is supposed to access the agent's contribution, doesn't appear on O'Brien's list, in Jersey City, Hoboken, Jersey, and surrounding towns. O'Brien advised the agent if H. O.'s list is indeed true a commission, and the agent threatened to place the business through a selector and tried to do so, but J. E. says that the particular piece of business will pay full rates or keep off his boards.

Helen's Inked! Room is said to be on the way, and Bentley's Circus is here. Beware of the "Vindicator" and its kindred forces when showing a young man's address. Beware of the "Vindicator" and its kindred forces for some of the whiskey which the young man is sampling.

Prof. A. J. DeWitt's account of the New York State meeting, shows plainly why The J. W. Foster failed to give any attention to the meeting. It is interesting that Foster and Campbell are not appearing on all the details on how to run the ball meeting in the State. The editors of the *Constitution* New England with New York order counter, it is necessary to insure a quantum of the meetings.

## To the Bill Posters of America.

Gentlemen—I am being flooded with letters from bill posters from Connecticut to Texas, quoting prices, advantages, benefits, etc., also from Massachusetts, Florida, and other States. Advertiser. I have been in New York two months, this being my fifth trip, and should you think your connection with bill posting and bill advertising is in clear to me that there is a great deal of business to be had here for the smaller towns, and the big ones, too, if a proper selection of medium of connection existed between the advertisers and the one who does the work. If enough bill posters and others in allied lines will send me a dollar per month so I can see a fund on which to begin, I will establish and maintain a set of suitable offices in New York as three direct representatives, devoted to the "Bill Posters of America." I will consequently, keep an accurate directory of each town, which business from manufacturers of connection without regard to Association or opposition so long as I can get business for my clients, (my profits will come out of the commission, some or shared with others as the business may) undertake in matters of adjustment, collection, advice as to character of advertisers, and in all respects incident for the bill posters part such as agency as advertised in is the province, or responsibility to the poster, in a fair and impartial or honorable way, sustained by satisfactory past history and, as a guarantee which case is time he made of great benefit to all concerned.

If this plan meets the approval and endorsement of BILLBOARD ADVERTISERS, and brings an immediate response with a letter or a promise to try me or pay from enough sources to make it worth while, I will undertake to do it. If the response is not sufficient, I will return whatever money may be sent. I beguise that one condition, I will only represent Bill Posters or others whose reputation is good, and reserve the right to report or drop anyone whose reputation would injure mine. I work in harmony with all Associated and Disfranchisement and signed them, and I hope to time to time to see the "Bill Posters of America," and will lead all my efforts to that end. I should be pleased to personally see you or to be personally conferred on you as a personal of good, and reserve the right to report or drop anyone whose reputation would injure mine. I will only represent the Bill Posters of America.

FRANCIS J. PLATE.

ARTHUR M. PLATE,  
121 Water Place,  
New York City, N. Y.

If I require a card from every one who sends me a card.

Office of Publication,  
121 Water Place,  
New York City, N. Y.

To those of our friends who wish to do so, we are a separate office business man. We are a separate office business man. We are a separate office business man. We are a separate office business man.

Advertisement.



The Late MATT MORGAN.  
Owner of all poster signs.  
While in the employ of the Des Moines Lites Co. he commuted  
a salary of \$100.00 per year.

Every poster printer in America who makes a specialty of descriptive posters, should weigh carefully the desirability of lower cost in poster type. Display lines of caps and whole posters of caps will no longer answer. Advertisers have learned that they do not need one-third part or nearly as lower cost and consequently that a display line set up signs is not displayed at all but discarded. Some streams are now demanded in lower cost.

In making purchases of new type this should be borne in mind.

## The Sandwich Islands.

Mr. A. V. Cost, on King street, Honolulu, Hawaii Islands, is seeking a splendid line of boards in Honolulu, and will consent to bill all bills in the group.

Sam W. Hole is displaying in his window a very handsome four color poster, bearing his name, which states that "A cup of Coffee Coffee Crown the Peak." If the coffee is as good as the poster it is in demand, and fits up in a better. But he was I tell me the location of the country the poster is to go to.

The American Bill Posting Co., of Brooklyn, is preparing to inaugurate their plant by the addition of numerous boards being in the lead.

H. O. gets out a new poster very frequently, but so far a signboard has been the biggest sale, a few days ago New York and Brooklyn were out with a twenty five sheet, which of first class was another H. O. design, on close inspection, however, it proved to be H. O. a new sheet, made by the Otto Reber Brewery, Brooklyn.









# 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 as our agents in various cities throughout the country. Some are in cities and some in and small towns, but they all sell a big number of posters every month. We pay them, as commissions, 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 do average higher, especially those who are located in the leading cities. Occasionally, too, a bill poster in a small town will have an exceptionally good month, and even over two hundred dollars. This is on commission alone. Of course his profits are by the posting, and he income from this source is correspondingly increased. It will pay every bill poster who has not yet attempted it, to give it a trial. Do not be deterred by the idea that your local merchants are not entering, or the fact that you do not possess the qualifications of a salesman. Our posters are so permanent, applicable, and speedily received, that they sell at sight. You have only to show them and quote the price. The design does the rest. You are under no necessity of making arguments. The poster, to all intents and purposes, actually sells itself. After you have succeeded in getting one or two merchants on the branch, it is surprising how easily others may be induced to try them. Thus far, you may safely estimate that at least one out of every five that has been shown a simply poster has, in fact, will buy paper of the year round, or at least throughout the entire season.

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

In this connection, a bill poster (and he was not living in a very large town, either) recently wrote us as follows: "Before I tried to sell your paper I had no idea that I could be a successful salesman. I had only the open house, Leggett & Myers, and now a three-four section bill or two posters, with an occasional dozen. I could scarcely make both ends meet, so I had to do something. I prepared your samples and set out to make a tour of the stores. My success was very poor at the beginning, but I finally succeeded in getting a few stores, and I now have stores from which our steady customers. They pay me more cents a sheet per month, while I only get two cents per week from the open house. My friends see that, and I am building new ones all the time."

That bill poster does not know to refuse his trade now. It comes to him. Merchants consult him on all points and questions. They call on him these days, and he lets get such a firm hold on that town, that no opposition can ever get a foothold in it.

We want to hear from bill posters. We want to show you how you can enter money. Write us and we will give 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 advantage.

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



NO. 88, FOR NEWSPAPER.

**WRITE US** For a sample of this Poster. We will send you one post-paid, Free of Charge. Then do you take it to the business manager of any newspaper in your town or city, show it to him, and tell him that this, convenient, remarkable story of how posters catch the readers, how they speak to all the people all day long, and how they keep on speaking, forever, necessarily work on and work out. Then quote the price 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.



"Sign up-to-date," a recent article in the October and November numbers of *Advertising and Commerce* is well worth reading. Twenty cents per copy, address Trade Press Pub. Co., 247 Broadway, New York.

Bill posted on and reading sticks are possible in mixing paint or color, to the flat case or oval which is hardly so long as it is high. Large oval reproduces quickly to an oval stick than to a flat one. Best!

One doesn't wish to drop the varnish signs into the box all every night. 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 tarp into the cap at the junction of the work, proceed with the old brush to touch up the ground and corners around the sign. Turps and a stubby varnish brush form a simple combination for cleaning varnish signs. To be sure, when the cap is become chipped up a bit too much, drop them into the box and save time.

Many of the complaints which painters have been wont to make about their sales lead and other agencies that they are should have been charged to the inspection, or, rather, to the material which their painters may have happened to be responsible, but which really was a matter of that useful oil with petroleum in one less or more. Of course, the salesman who so confidently led the painter with a good thing when he said he absolutely sure regarding the price—oughtly below the market quotation, had some fancy tale to explain just how his firm was able to do this thing and prove himself right that the material was not the poorest of the poor. Sometimes, indeed, an occasion was made in the matter of price, since it was well known that most painters, no matter how much they have looked or read about those little tablets in the matter of advertisement that have been professed on them, seldom or never look for themselves the quality of the goods they buy, and make changes there only standard in making their purchases. Not exactly, but true, seems to be the motto of every painter, not only in buying materials, but also in his dealings with his customers. Now, would it not be better in the end to pay a fair price for the materials one needed, and those to which they be delivered exactly as represented? If a painter wants a mixture of petroleum and turps it is cheaper for him to make it himself than to buy it for pure turps, even at a slightly above price. Whether it is advisable for any painter who desires to keep up a reputation for good work to use any such mix-

ture is another story. The detection of solitary ingredients in turps is such a easy matter that the painter who allows himself to be cheated has only himself to blame. There is too much taking things for granted in the painting business, and too many painters never consider the goods they buy to see that they get what they pay for. To buy pigments, oils and varnishes from reliable firms and pay fair prices for them is a good rule, but a still better one is to thoroughly and carefully test all material that is bought, as matter which the reputation of the house that has sold it, however many scientific relations occur—even in houses that pretend to deal honestly, and inferior goods are sent out through some mistake on the part of a shipping clerk. To carefully test every article in the painter's shop is unadvised, and the painter who does not adopt this line proceeds at more than he is a poor business man.

#### DENTAL FIGURE SIGNS.

If statistics of illustrative signs should be taken in New York, it is probable that the eye found in practitioners would be that showing some kind of a representation of the human tooth. They are to be seen everywhere and in all sizes and conditions. Usually the favorite method of advertising in this way seems to be with a gilt tooth in varying degree of magnification. Sometimes they are placed freely in position, sometimes they sway in the breeze, and again the fact that the tooth or the tooth cluster is American is made plain by the figure of a 1911 eagle with its wings spread in its own sign. A French tooth, however, does not mean anything in advertisement in the first instance to his establishment in a small town one half full of genuine teeth, which presumably he has not taken. The sign of the automatic jaws-two sets of teeth which are made to open and shut apparently without rhyme or reason before the public gaze is a conspicuous feature. This sign has advantage in the more mercantile work of dentistry. But all these signs, which would appear to indicate that the people of the city were interested in watching or musing on to having their teeth extracted and replaced, are outstripped by the best dentists of the city, though people of a wide acquaintance a dentist's office with the emblem thought of having a tooth pulled.—New York Times.

#### A QUEER SIGN.

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

viewer sees this inscription in big white letters:

WILLIAM'S BROTHERS  
OF THE  
DISEASES OF CHILDREN

When one gets fairly in front of the sign there can be seen a very small ball perched upon the apex of the triangle, which reads:

NOT CONSIDERED  
TO THE LATE  
DANIEL P. BOWEN.

A reporter was looking at the sign the other day, when a elderly man, who belonged on the block some time ago, and smiling, said:

"What does it mean?" asked the reporter. "Why, you see, its entrance came about in this way: Daniel P. Bowen had a store for the sale of the same sort of goods a little farther down the street. He sold out, and then he died. His son-in-law and his brother opened this store, and there was a dispute about their right to use Bowen's name. They put up a sign at first, 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 News.

#### Personal Mention.

A. W. Wilson, Jr., and Charles Page, advertising business under the name of the A. W. Wilson Co., 40 Grand St., New York. They were formerly associated with Tucker Bros. Henry C. Crosby, Manager Building, Postoffice, 25, makes a specialty of advertising signs. The Adsign Glass Sign Co., of New York, have constructed for Billboards—Frank Adams, of New York; Edwin, in managing Peter Smith (Dental Co.), an amateur representative of that city—Charles J. Stone, the only general advertiser in the city—The A. W. Wilson Co., of New York, have a specialty for some of the advertising in the city. J. A. Campbell, of Park St., Boston, Mass., makes all designs in and around signs.—The Chicago Sign Sign Co., of Detroit, and Walker, the city bill poster of that city get along splendidly.—The City Sign Co., of New York, and July each other in a variety of ways. Both are extremely successful.



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 advertisement, circular, booklet, catalogue and poster we can make, write and ask for samples of what we have done for others. We are saying truly 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 advertising to be better than other people's advertising.

MOSES & HELM,  
111 Nassau Street, New York.  
C. DAN HELM, Art  
BERT H. MOSES, Writer.





IF YOU  
The Best Billbo  
The Best I  
The



# CHIC

SEND YOUR PA

## CHICAGO BILL BO

(MEMBERS OF THE INTERNATIONAL)

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

Telephone Main 4637.

P. F. SCHAEFER, Mgr.



GENERAL  
OUTDOOR  
ADVERTISERS.

ALL CONTRACTS  
RECEIVE  
PROMPT  
ATTENTION.



WANT  
 ards,  
 ocations,  
 Best Service in



**MA G O**



ER TO THE

**POSTING COMPANY,**

(A 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, Eaglewood, Pullman, Grand Crossing, Kenastagon, South Chicago, Stock Yards, Evanston, Lake View, Ravenswood, Welling and Hammond, Ind., and the Ill. West. R. R., greatest suburban road in the country.





# California Ad-Signs Co.

204 SUTTE STREET, SAN FRANCISCO.

**Bill Posters | Sign Advertisers | Street Car Advertisers**

60,000 square feet of printed  
boards.

Choice location on Street Car  
Lines.

Control all the Street Car Advertising in  
California.

— Distribute printed matter and samples. — Take mail or metal signs. —

We post for the Baldwin, Columbia and California Theatres. Harrow'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.**

DO YOU WANT TO ADVERTISE IN LAWRENCE WRITE POFF.

**THE HELLEBERG PHOTO ENGRAVING CO.**

DESIGNERS  
WOOD  
ENGRAVERS

PROCESS  
ENGRAVING  
ON COPPER  
AND ZINC

CINCINNATI, O.  
717 SYCAMORE ST. MISSOURI BUILDING  
1009 BROADWAY, 2nd Floor, New York City

Circulars, Heraldic and Sample Circulars  
sent with Dispatch.

See Reading Post of Spots, 12 3 sheets.  
Lots of Deaths and Dead Waits.

**DAVE R. WHIPPLE.**

**OTTAWA CITY BILL POSTER,**

POPULATION 400,  
5000 AM.

**OTTAWA, KANSAS.**

**WARREN  
LEWIS,**

**DISTRIBUTING,  
TRACKING  
AND  
BILL POSTING.**

P. O. Box 123.

**ESTHERVILLE,  
IOWA.**

## New Castle, Pa.

Population, 15,000; 8 railroads; Electric  
Street Car Lines; 3 Manufacturing En-  
gine Works, employing 4,000 men.

**ELECTRIC Light.** Natural Gas.  
Manufactures: GLASS, TIN.

Increasing and carrying freight per  
day, 10,000 tons. Bank deposits,  
\$4,000,000. The value of tea during

**JOHN HERFURTH,  
SCENERY,  
SHOW PAINTING,  
Exposition Displays,  
PAGEANT FLOATS  
PICTORIAL AND  
Advertising SIGNS.**

28-322 Twelfth St., CINCINNATI, O.  
Correspondence Solicited.

**RECEIPTS OF THE MAIL TRADE LAW AND  
REGULATIONS FOR THE POST OFFICE, AND ALL  
OTHER LAWS AND REGULATIONS RELATIVE TO  
THE MAIL MATTER IN THE UNITED STATES.**  
S. C. CO., Springfield, Mass.

*Byron W. Orr,*

WRITER, DESIGNER & MANAGER OF

*Advertising*

Experienced in Various Classes.

Ads on any subject. Booklets Cir-  
culars, Newspaper or Magazine  
Ads, Posters, etc. Familiar  
with Printing of all kinds.

**ON THE SPOT.**

The General who would win a success-  
ful battle must be on the spot, on the  
field of action. The man to advertise a  
business successfully must be on the spot,  
ready for action and conversant with the  
details of the business. Proposals con-  
sidered or submitted.

Write to

**BYRON W. ORR,  
CHILlicothe, O.**

When you write, mention address advertising.

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

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

profits exceeds \$4,000,000 annually.  
The leading Street City of Northern  
Pennsylvania.

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

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

ESTABLISHED 1854

ALBERT WEBER  
LICENSED  
BILL POSTER  
LICENSED DISTRIBUTOR  
AND GENERAL OUT-DOOR  
ADVERTISER

OFFICE No 610 COMMERCIAL ALLEY



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

NEW ORLEANS, LA.

REBUILT AND  
CHARLES W. YORK,  
Bill Poster and  
Distributor,  
HAVERHILL, MASS.

I make a specialty of Distributing  
Billboards & Posters.

250  
J. A. LAMBERT,  
City and  
Theatrical  
Bill Poster and  
Distributor,  
OGDEN, UTAH.

700,000  
Blotting Pads Given Away.  
Send one for one of my fine samples. See where  
you see them and I will send a lot of Blotting  
Pads.

105 BOSTON, Newport, R. I.

G. F. BANGASSER & CO.  
CITY BILL POSTERS AND  
DISTRIBUTORS,  
The  
Main Building and Sign Building, 105 1st St.  
McMINVILLE, OREGON.  
CITY BILL POSTERS AND BILLBOARD ADVERTISING

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 share 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  
effective, economical and expeditious manner you should  
use the service of

Clough's Distribution Service,

No. 47 North Avenue, CHICAGO, ILL., U. S. A.

We do the best distributing in Chicago, and we employ  
the best men. Send for scale of prices  
and references. We refer you to the largest wholesale Drug  
House in Chicago, The Fuller & Fuller Drug Co.



J. A. CLOUGH, Manager.

CARBON, INDIANA.

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

THREE GOOD TOMES  
And a good bottle. All work guaranteed, and  
plenty of good again. Try me now and you will  
want me again. T. F. Grinley.

"Reliable Names."  
An all round and an expert advertiser of any  
kind. I have done the best advertising of any  
kind of ad for you. See T. F. Grinley, N. Y.

W. H. HELENWAY,  
GREENSBORO, N. C.,  
Distributing and Advertising Matter

Address 471 1/2 1st Ave. of W. T. LAKE.

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

DEALERS AND ADVERTISERS.  
Remember this name. Try me first, only you  
can know. Call on me for all your advertising  
needs. I will do the best advertising of any  
kind of ad for you. See T. F. Grinley, N. Y.

Write 276 W. 11th, receive billboards advertising.



## Take 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 so small a paper has such a large circulation. ★★★★★

# FREE

Clark & Rowland,  
Bill Posting and Distributing,

Post Office Box 11,

ASHLAND, O.

NIGHT & DAY.

That is just the way we are working now.

Special advertisements are you see of them. Write us about our 14 terms. PATRONS: 100,000; PAPER: 10,000; RATHERFORD, 5,000.

PASSAGE ADVERTISING CO.  
Peterson and Parnell, N. J.

## BILL POSTERS PASTE BRUSHES



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

### PRICES.

8 Inch.	-	\$2.25	Brush.
9	"	\$2.75	"
10	"	\$3.00	"

This is our Collected

### "UNEXCELLED"

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

8 Inch.	-	\$2.75	Brush.
9	"	\$3.00	"
10	"	\$3.25	"



SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati, O.

## H-A-P-A-N-E-E, O-N-T-A-R-I-O.

J. J. MINCHINTON

Controls the bill posting and distributing in two counties.

Work promptly executed and up to date.

My work my reference . . .

You furnish the paper we do the rest.

Address,

J. J. MINCHINTON,

Napawan,

Ont., Canada.

### BEST GOOD TOBACCO SHAKESPEARE PLUG TOBACCO

It is made from the best selected Kentucky  
Shakespeare Leaf tobacco. It is good  
to smoke and it is good to give.  
Price per 1000, 1 lb. \$1.00, 2 lb. \$2.00, 5 lb. \$5.00.  
1776 THE SHAKESPEARE COMPANY,  
1776 THE SHAKESPEARE COMPANY,  
1776 THE SHAKESPEARE COMPANY,  
1776 THE SHAKESPEARE COMPANY.

SEND YOUR PAPER TO

# JOS. E. GIRARD,

Member of International Bill Posting Association.

# CITY BILL POSTER

AND RELIABLE DISTRIBUTOR. Address,

# ERIE, PA.



PERU, INDIANA,  
 Admitted Town to Post.  
**CHAS. W. STUTESMAN,**  
 LICENSED CITY  
 Bill Poster and Distributor.  
 Estimates and List of Boards furnished on application.

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

Population 7,000.  
 more than 60 billboards,  
 at 50 cents per week. Listed.

## 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. E.—WE TRAVEL AND ADVERTISE.

SCENE OF PRINTING

ADVERTISING

SCENE OF DISTRIBUTING

**CAPITAL CITY  
 BILL POSTING Co.**

McINTYRE & CARLIN  
 Albany N.Y.

When you write, mention Billboards Advertising.

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

**G. D. McGUIRE,**  
 City Bill Poster  
 AND DISTRIBUTOR, **Delaware, O.**  
 146 S. Franklin Street, Distributing Personally Attended to.

**C. R. ROWLAND,** The Old Reliable  
 Bill Poster,  
 210 9th Street, **AUGUSTA, GA.**  
 Posting, Distributing and Card Tackling.

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

When you write, mention Billboards Advertising.

*NOTE: A Place for Every Bill and Every Bill in its Place.*

**JAMES F. COFFEE,**  
 The City Bill Poster,

General Out-Door Advertising Agent.

87 3rd Street, **DUBUQUE, IOWA.**

Member of International Association of Distributors

Bill Posting,  
 Stationing,  
 Card Tackling

**LAGONIA, N. H.**  
 Population 15,000  
 All New Boards, and OVER 2500, also  
 The Best Locations.  
 Capacity 3000 Signs. Inspectors Solicited  
**J. F. HARRIMAN,**  
 City Bill Poster & Distributor  
 Office, 364 Main Street.  
 Also Manager Filson Opera House and  
 City Show Circles.

Geo. L. Elmore, L. V. Gibson,  
 Pres. Secy and Treas.

Outing  
 Sign Co.

Cor. Second  
 and Ludlow, Cincinnati, O.

# TAUNTON BILL POSTING COMPANY

ESTABLISHED 1888.  
BILL POSTERS AND DISTRIBUTORS.

Best Booths, Best Stock,  
Best Workmen, All  
Kinds of Billboards,  
Illustrations, etc.

OFFICE  
45 CORNHILL STREET, TAUNTON, MASS.  
A. S. WHITE, Treasurer.

Distributing Department,  
37 1/2 North City Street,  
Taunton, Mass.  
City Printer and Stationery Printer.

## Binghamton Bill Posting Co.

Bill Posting and Distributing.  
Decorative, Commercial and Railroad Advertising.  
P. M. Cooley, Mgr. Binghamton, N. Y.  
Office, 212 1/2 Broadway.

## Fond du Lac, Wisconsin

POPULATION, 16,000.  
And growing every day. 142 new residences and business blocks erected during 1916.  
It is a town of over 50,000,000.

**Bill Posting** 28 Good Billboards  
Centrally Located.  
Good Service Given. Reference if Desired.

Only One Price. P. B. HABER, City Bill Poster.

## Ideal Paste Making Machine.



STEAM or  
HAND  
POWER.

Saves 25 per cent on your  
Paste Bill.

Write us for circulars.

**Ideal Paste Machine Co.**  
DAVENPORT, IA.



## HUNTER'S LIGHTNING PASTE MIXER

Makes a smooth and better paste than can be made by any other process. This is done by adding lime to the water and thoroughly mixing it in the mixer. The mixer is compact and makes white mixing. Built of heavy iron, brass and bronze. Heavy, durable, and strong. A simple and durable machine, and will last many years. Some factories of Paper, Soap, Sugar, Beer, Hardware, Lard, Tins, etc., use this machine. It is a valuable machine, and is used in the home.

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, 46 Park Place, NEW YORK.

SEEKING YOUR JOURNAL.

Having just completed the Largest Press  
in the Country for Printing all our  
press, writing length, with size separator of colors.

## SEAMLESS + BANNERS 24 FEET LONG

We are now prepared to furnish them in 4 or 8 colors any desired length up to 24 feet in size, printed or blank. This greatly improves the appearance. There is no waste in color, and it makes them cost less. The regular width is 20 ft., but we can make them any size. Write us for prices, writing length, with size separator of colors. Tables of every description on specialty. Send for samples and prices.

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

Chaumont, Ontario, Canada.  
City of Jambou's, N.Y.

**Mailing Agency**  
Chautauque County.  
Bulletin, Barn and  
Fence Sign Ad-  
vertising  
A Specialty.  
We are now accepting all bill-  
posting and general  
printing.  
See and See Posting Signs.

## ADVERTISER'S FRIEND.

## Jamestown and Chautauque Lake Bill Posting Company,

—LICENSED—

CITY BILL POSTERS AND DISTRIBUTORS  
AND GENERAL OUT DOOR ADVERTISERS.

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

Worked Distributed 100 Posters (Posters)  
Advertising at 1000 Cities and Towns.

All work entrusted to us will  
receive immediate and  
through attention.

**Commercial Work**  
a Specialty.

Subscription Guaranteed.

J. C. BARTLETT, Mgr.

FRED LEACH, Treas.

The Best is us, we stand for you.

# J. H. GRAY,



A RELIABLE  
**Bill Poster**  
and  
**Distributor..**

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

Has been employed. Enjoyed himself Bill posters only. Send in your work.

All bill-posting Listed and Protected.

Respectfully,  
J. H. GRAY.

WILLIMANTIC, CONN.

High Class  
Billboard Signs,  
Positions  
and Execution of Work  
Unexcelled.

## Melvin's Bulletin Service, Detroit, Mich.

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

We carry and control all bill boards in the local jurisdiction where we are located. Satisfaction Guaranteed.

See complete prices in terms of billboards, Letter-boards, Signs, etc. in our book, Bill Posters, 125 to 126 Madison St.

1 Board, 10 ft.  
2 Boards, 15 ft.  
3 Boards, 20 ft.  
4 Boards, 25 ft.

How is your Break Handle? We use forever your best made.  
**Indianapolis Bill Posting Company,**  
INDIANAPOLIS, IND.

WRITE FOR TERMS TO

**R. J. CHILOOTE,**  
CARLEISLE, IND.

Advertiser of Bellvue County.

Names and Addresses Furnished.

**B. YECKER & CO.**

POPULATION  
2000.

LANCASTER, PA.

**BILL POSTERS AND  
GENERAL DISTRIBUTORS.**

Complete Catalog  
and Bill Boards  
in the City.

For

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

**CITY BILL POSTER.**

Owner and Manager Open House. Circuits to towns, total population 500.

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

**JOSEPH MAXLEY,**  
Bill Poster,  
109 Summer St., PLYMOUTH, MASS.

All Mail Orders will Receive Prompt Attention.

Population 15,000.

**Philipsburg, Center Co., Pa.**

Population 2,000. Working Population 60,000.

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.**

Do you want money?

I can help you get it.

That's My Business.

Hang your banners on  
the outer wall.

**C. O. SHULTZ,**  
CITY BILL POSTER.  
BRAZIL, IND.

Cards, Pamphlets, Bills, Etc., Carefully Distributed.  
Stands in all parts of the City and County.  
Member of the Indiana State Bill Posters Ass'n.

R. H. Zender.

R. J. Zender.

**P. H. ZENDER & SON,**

Bill Posting and Distributing a Specialty.

Scissors-Handle National Book.

Austin, Minn.

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

Distributing, Sign Tacking and Posting. Electric Light Showing by Night.

47 W. PENNSYLVANIA STREET,

SMELLYVILLE, IND.

References: John Smith, Pres. First Nat. Bank; Bert Deffen, Manager Open House; S. E. Morris & Co., Supermarket Dry Goods; Morrison & Deffen, Druggists.

**"The Bill Poster"**

The English counterpart of *Billboard Advertising*. Subscriptions 20 cents per year, post free, may be sent to No. 127 East Eighth St., CHICAGO, I.

**JOHN W. ELLISON,**

MANAGER

**ELLISON ADVERTISING CO.**

BILL POSTERS AND DISTRIBUTORS,  
222 Broad Street, ROME, GEORGIA.

Names and Addresses of Great Substantial Farmers.

one of Michigan, 100,000 of Indiana, 100,000 of Iowa, 100,000 of N. Carolina and N. W. Va. 100,000 of Pa. On the 10th day for 100,000 of South Carolina, farmers at 100 per cent. These bills of orders are made and provided, send your order today, as soon as you get your address, 200 N. W. 10th St., MINNEAPOLIS, MINN. U.S.A.

**FRANK M. DEUEL,**

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR.

107 Schuyler Avenue, KANKAKEE, ILL.

POPULATION 100,000. Includes, trading and businesses, total population 150,000.

*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 Type.*

*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 classified work;  
Our complete line for Commercial work.

# YORK, PENN.

Reset Work, Thin,  
OR NO PAY.

## MUNDORF BILL POSTING COMPANY,

CITY BILL POSTERS, DISTRIBUTORS, TRACKERS.

LISTED LOCATIONS

Map of City and Location of Boards to Advertisers.

.....SATISFACTION.

### No Office Complete Without It.

# Business

A Practical Journal of the Office.

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

ACCOUNTING, OFFICE ROUTING, BUSINESS MANAGEMENT AND ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANSPORTATION, COMMERCE and ECONOMICS.

The varied departments of the paper include OFFICE MAIL, BOOKS, being letters from practical men on office and business topics; OFFICE BOOKS, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting studies in successful publicity; INVESTMENT AND ASSOCIATIONS, showing the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers. The equipment, PRACTICAL ACCOUNTS, contains carefully prepared articles on accounting methods, including descriptions, in detail, of the accounting practice in leading establishments.

Monthly, a page, illustrated, including supplements, for a year. Sample copies (send for the advertisement).

KITTYRE COMPANY, Publishers  
13 Astor Place, NEW YORK.

It's a building measure and made for 30 a day. It is used, or divided into, The Office, Home.

## HIXSON BROS.,

LEISER  
BILL POSTERS,

P. O. BOX 828. PHOENIX, AZ.

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

Marketing and Tracking a Specialty.  
Office with Walls, Paper on Co's Express,  
MAYNARD BROS., CALIF.  
1000 1/2 St. Louis, Mo. (Opp. Postoffice)  
W. K. LEE, President; Geo. Lee, Cashier.  
Posters.

## LEON HERRICK, Advertising Agent and Bill Poster,

205 BOSTON, IND.  
Dayton, Ohio. Indianapolis, Chicago. Omaha, Neb.

# CORRESPONDENT

## SHOW PRINTING HOUSE

J. DONI HEMSTEDER  
TRAFFIC ST. CHICAGO, ILL.  
1017 WEST PULASKI ST.



### THE SHOW PRINTING HOUSE OF THE WEST.

→ DESIGNING & ENGRAVING.

HALFTONE, PHOTOGRAPURE, →  
LITHOGRAPHURE, ZINC ETCHINGS  
FINEST QUALITY BOX WOOD ENGRAVING.

NEW AND CALIFORNIA MADE IN  
BLOCH STANDS → EIGHTY'S MARK  
THREE SHEETS 5-DRAWERS. FOR STREET & HOUSE A SPECIALTY

# DATES

ARE OUR STRONG POINT  
OUR COPYRIGHTED SCHEME.

## DATE & ROUTE BOOKS

ARE THE FINEST IN THE  
WEST FOR ADVANCE SHEETS.

FIRST CLASS WORK  
PROMPT SHIPMENTS.

EIGHTEEN YEARS ONLY THE HEADQUARTERS OF  
J. DONI HEMSTEDER



J. R. LEWIS,  
BILL POSTER AND DISTRIBUTING.  
81 WEST PERRY ST.,  
Tiffin, Ohio.

# 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 HERRICK ST., NEW YORK.

T. S. DANFLOY, CHG.

R. S. WYLAND, BGY.

## 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 avoid the methods—of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable.

Introduces you—and acquaints—how to write advertisements that will sell goods, or the "Ready-Made Ads." It contains can be used to accomplish the same object.

Contains timely hints about circulation, tending to aid you in selecting profitable lines to advertise in.

Subscription price now \$5 a year, except one, \$6.00.  
10 Spruce Street, New York.

By using our new improved printer's marking Lemmer and Water line is made by hand. Additional work is done by machinery. The result is a clear, sharp, and lasting impression on the paper. It is a silver quality of ink. It is made in ROANOKE SOAP CO. Roanoke Va.

FRED F. KELLY, CITY BILL POSTER AND DISTRIBUTOR.  
Lock Box 111, FALCON, N. C.

## The Hustler Advertising Co.

CONTRACTORS OF  
OUT-DOOR ADVERTISING  
IN ALL US COUNTRIES.  
Prompt Service by Reliable Men.  
Careful Plans to Reach Distribution & Specialty.  
as Much Money from . . . . .  
BY THE CASE Always.

TRERTON, NEW JERSEY.  
The Trenton Bill Posting Co.  
Consists of Billboards in the city and suburbs. Population 100,000. I guarantee the value of all bill posting and circulating.  
W. B. WILKINSON, Manager.







# BOSTON BILL POSTING CO.

JOHN T. WOGAN,  
Business Manager.

26 HARRISON AVE.,

# BOSTON, MASS.

GEO. F. NETHERCOTT,

*Bill Poster,  
and Distributor.*

Bill Posters, Manufacturers, Dealers, and  
Advertisers. General Bill Posting. All Billboards  
on all Street Billboards. General Bill Posting  
and Billboards. Billboards on all Street Billboards.  
Billboards, Railway of Mass.,  
Signs E. C., Michigan.

EVERY BILL POSTER  
ADVERTISER

WANTS AND KNOWS

## Profitable Advertising

(ILLUSTRATED.)

The Advertiser's True Journal  
of New England.

Full of News and suggestions for  
the Publicity Seeker.

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

KATE B. GERSWOLD,  
Editor and Publisher.

12 School Street, BOSTON, MASS.

**SELDEN NYE.**

BILL POSTER AND DISTRIBUTOR.

(Chicago and Newark.)

1737 2nd W. Park St., Chicago, Ill.

THE LEADING SHOW PRINTERS  
"LITHOGRAPHIC OR BLACK"  
& IN THE UNITED STATES USE

ARE YOU ONE OF THEM? "AULT & WIBORG CO"  
CHICAGO, N.Y.

Healing Balm

Should be in every household. If you are suffering with Rheumatism,  
Sprains, Pains, Cuts or Bruises, Ault & Wiborg's Healing Balm is  
the best. It is made from the finest oils and is guaranteed to  
relieve all the above. It is sold in all drug stores. Price, 25 cents.  
New York to London. Agents: Ault & Wiborg Co., New York, N.Y.

E. H. CARWITHEN,

Bill Poster and Distributor,

266 VIRGINIA ST.,

Charleston, W. Va.

Work Guaranteed.

Taking Up Cash a Specialty.

The Chicago  
ECHO

(1890.)

We will read any copy of the Echo  
published.

The Nude in Art.

With a 4 Month's Subscription  
(24 w.)

We will read a Different Number

The Nude in Art.

THE CHICAGO ECHO CO.  
725 Avenue, Chicago.

J. B. YOUNG,  
Bill Poster,

72 Portland St., Rochester, N. Y.

See Subscribers.

# "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

# SIGN ADVERTISING.

C. S. HOUGHTALING, Manager.

CHICAGO:

NEW YORK:

74-76 Madison St. P. O. Box 1164.

3 Park Place. P. O. Box 2111.

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

# CITY BILL POSTERS,

(HUEST-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 Request Please."**

WE print potential advertising signs, society bills, business, show notices, theatrical notices and invitation bills, paper.

OUR artists are expert and up to date. WE do MS printing, distributing and tacking.

WE own 20,000 feet of space, lanterns, scenery, equipment and World's Fair signboards.

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

WE have no offices, back frames, "chaotic houses," signs or "houses."

WE want your address, requirements, work and inspection, come get, always returned. "It's your money."

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

Population of City 17,000. County 50,000.  
Country 5,200,000.

The

**Tucker's Magic Glove Polish**

WE send secret of manufacturing One excellent Magic Polish for on coats, leather, your eyes. Thousands of boxes have been sold by agents.

G. E. TUCKER, Shiloh, Mo.  
Box 120.

The

## BUTTE, MONT.

POPULATION 80,000.

AVERAGE MONTHLY PAY ROLL \$140,000.

**W. E. KENDRICK,**

**BILL POSTER.**

**A. M. DETTELBACH,**

**BILL POSTER, TACKLER and DISTRIBUTOR.**  
Society Sign, Trade and Bill Boards Commission.  
Country work a specialty.  
ST. LOUIS, MO. U. S. A.

# CINCINNATI

And Her Suburbs, Encompassing

# 500,000 People.

To reach them all  
economically, use

**STEINBRENNER'S**  
**DISTRIBUTING**  
**SERVICE.**

There is No Other Way  
Around.

**W. H. STEINBRENNER,**  
No. 811 Vine Street,  
Cincinnati, O.

**WATERVILLE, MAINE,**  
Population 10,000.

**S. H. CHASE,**  
Bill Poster  
and  
Distributor.

P. O. Box 100. Open House Manager.

**WE DO**

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

City and Country. Write for particulars.

**D. C. BENJAMIN,**  
Box 37.  
WINDSOR, ONT.

**ARC of Copying and Sign**  
**Painters Montreal,**  
Specialized with extensive styles of letters and  
symbols suitable for advertising. For practical and  
price in 25c. Address

1155-1157 AVENUE ST. JACQUES,  
MONTREAL, P. Q.

WHY NOT THE

# Olean Bill Posting Co.

OLEAN, N. Y.

Thriving Oil City of 20,000.

Finest Boards Ever Made.

## ATTENTION HOUSEKEEPERS!

Only once a week, and the children go to school, and my washing all done. Simply because I use "Morgan's Celebrated Washing Compound." The only article my life has ever had of its kind which cost me no extra, nor a cent, and will not injure the finest fabric, and as a bleacher of clothes it has no equal. Do every week, and you will find it is not only a better cleaner, but safe. Try one and be convinced. If your grocer does not handle it, write upon him getting it, or send 10 cents for a trial sample and terms to J. H. MORGAN, 117 W. 22d St., New York, N. Y.

## "The Bill Poster"

The English counterpart of *Billboard Advertising*. Subscriptions 25 cents per year, post free, may be sent to No. 117 East Eighth St., Cincinnati, O.

### R-I-P-A-N-S

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



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

319 Cherry St., FINLAY, O.  
POPULATION 42,000.

**B. T. ROBINSON,**  
City Bill Poster,  
CLIFTON FORGE, VA.  
\* Correspondence Solicited. \*

*The Enquirer Job Printing Co. Cincinnati, O.*

## THEATRICAL

DESIGNERS,  
LITHOGRAPHERS  
AND GENERAL  
JOB PRINTERS.

Poster  
Work  
Our  
Specialty

Our Date Book for Season 1906, '07-'08 now ready, and will be sent postpaid on receipt of 25 cents.

## Will A. Molton Advertising Co.

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

Our system has secured a new field in advertising and we are ready to give you the best results. We also carry some specialties. Address to the nearest office, and we will send you a copy of our "Bill Poster" free.



## Modern Sign Writer and Ornamentist.

A choice collection of ornate and alphabetic letters. A valuable book for sign painters.  
GEO. FUSSELL,  
No. 2 E. 9th St., Cincinnati, O.

## "15" TOWNS THIBODAUX, LA.

Terms Reasonable—Satisfaction Guaranteed

## Circuit Bill Posting and Advertising Co.

Headquarters: THIBODAUX, LA. Lath Box 265.

## CHAS. LINGO,

LICENSED  
BILL POSTER AND DISTRIBUTOR,  
ANDREWS, GA.

See system and facilities for display.

Terms upon application

LICENSED  
BILL POSTING,  
TACKLING,  
DISTRIBUTING.

## J. S. CRAIG,

210 LEWISPORT AVENUE,  
HASTINGS, NEB.

Own and Control all Boards and Privileges.  
POPULATION 18,000.

## George H. Bubb,

LICENSED  
City and District  
Bill Poster and Distributor,  
OFFICE, 102 PINE STREET,  
WILLIAMSPORT, PA.

Recently we have secured the advertising and display rights for the entire territory of the State of Ohio, and we are now in a position to make a large number of copies of our "Bill Poster" and "The Enquirer" for the use of our clients. We are also in a position to make a large number of copies of our "Bill Poster" and "The Enquirer" for the use of our clients. We are also in a position to make a large number of copies of our "Bill Poster" and "The Enquirer" for the use of our clients.

# LIST OF MEMBERS. CORRECTED MONTHLY.

## INTERNATIONAL BILL POSTING ASSOCIATION

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

### OFFICERS.

**F. P. SCHAEFER**, President, Chicago.  
**F. O. JONES**, 10 Van Dyke St., Lowell, Mass.  
**MARSH BULLOCK**, 41 Elm St., New York City.  
**JOHN R. FRYER**, 41 Broadway, New York.  
**CHARLES C. McNEELY**, Treasurer, 154 Madison St., Chicago.  
**CLARENCE H. BERRY**, Secretary, 100 West 12th St.

**F. B. BRANEN**, Chairman, 100 West 12th St., New York.  
**ALBERT W. BROWN**, Post Office, Ga.  
**E. M. BROWN**, 100 West 12th St., New York.  
**W. H. WELLS**, 100 West 12th St., New York.  
**MARSH BULLOCK**, Chairman, Treasurer, 41 Elm St., New York City.  
**H. W. COTTELL**, Secretary, 100 West 12th St.

### BOARD OF DIRECTORS.

**J. C. CREASE**, 100 West 12th St., New York.  
**W. H. WELLS**, 100 West 12th St., New York.  
**W. H. WELLS**, 100 West 12th St., New York.  
**W. H. WELLS**, 100 West 12th St., New York.  
**W. H. WELLS**, 100 West 12th St., New York.

### EXECUTIVE COMMITTEE.

**F. P. SCHAEFER**, Chicago, Ill.  
**FRANK J. WATSON**, New York, N. Y.  
**BOLE MAZUR**, New York, N. Y.  
**W. H. WELLS**, New York, N. Y.  
**W. H. WELLS**, New York, N. Y.

BOARD OF PROMOTION.—To be appointed by the President, and composed of one member from each State.

STATE	NAME	RESIDENCE	TYPE	STATUS	REMARKS	POSTAGE
Ala.	Chas. Hayward	Montgomery	Bill	Active		1.00
Ark.	Geo. W. Brown	Fayetteville	Bill	Active		1.00
Cal.	Wm. H. Brown	San Francisco	Bill	Active		1.00
Col.	Wm. H. Brown	Denver	Bill	Active		1.00
Conn.	Wm. H. Brown	Hartford	Bill	Active		1.00
Del.	Wm. H. Brown	Dover	Bill	Active		1.00
Fla.	Wm. H. Brown	Tallahassee	Bill	Active		1.00
Ill.	Wm. H. Brown	Chicago	Bill	Active		1.00
Ind.	Wm. H. Brown	Indianapolis	Bill	Active		1.00
Iowa.	Wm. H. Brown	Des Moines	Bill	Active		1.00
Kent.	Wm. H. Brown	Cincinnati	Bill	Active		1.00
La.	Wm. H. Brown	New Orleans	Bill	Active		1.00
Mass.	Wm. H. Brown	Boston	Bill	Active		1.00
Mich.	Wm. H. Brown	Lansing	Bill	Active		1.00
Miss.	Wm. H. Brown	Jackson	Bill	Active		1.00
Mo.	Wm. H. Brown	St. Louis	Bill	Active		1.00
N. H.	Wm. H. Brown	Manchester	Bill	Active		1.00
N. J.	Wm. H. Brown	Trenton	Bill	Active		1.00
N. C.	Wm. H. Brown	Raleigh	Bill	Active		1.00
N. D.	Wm. H. Brown	Bismarck	Bill	Active		1.00
Ohio.	Wm. H. Brown	Columbus	Bill	Active		1.00
Ore.	Wm. H. Brown	Portland	Bill	Active		1.00
Penn.	Wm. H. Brown	Harrisburg	Bill	Active		1.00
R. I.	Wm. H. Brown	Providence	Bill	Active		1.00
S. C.	Wm. H. Brown	Columbia	Bill	Active		1.00
Tenn.	Wm. H. Brown	Nashville	Bill	Active		1.00
Tex.	Wm. H. Brown	Houston	Bill	Active		1.00
Va.	Wm. H. Brown	Richmond	Bill	Active		1.00
W. Va.	Wm. H. Brown	Charleston	Bill	Active		1.00
Wis.	Wm. H. Brown	Madison	Bill	Active		1.00
Wyo.	Wm. H. Brown	Cheyenne	Bill	Active		1.00

### MEMBERS.

### POSTER PRINTERS.

**F. B. Fisher** Printing Office, 100 West 12th St., New York, N. Y.  
**Donohue** Lithographing Co., Chicago, Ill.  
**Henry Lithographing Co.**, Milwaukee, Wis.  
**Green** Lithographing Co., St. Louis, Mo.  
**Harvest Lithographing Co.**, Detroit, Mich.  
**Reynolds & Co.**, New York, N. Y.  
**H. J. Greening & Co.**, Printing Station, Chicago, Ill.

### SOLICITORS.

**Henry Wilson**, New York City, N. Y.  
**J. C. Cunningham**, Chicago, Ill.  
**Bill W. Smith**, New York, N. Y.  
**F. J. Schaefer**, Chicago, Ill.  
**P. H. Hunt**, St. Louis, Mo.

### ADVERTISING AGENTS.

**F. J. Wilson**, Chicago, Ill.  
**W. C. Cunningham**, Chicago, Ill.  
**Joe E. Cunningham**, Jacksonville, Fla.  
**W. C. Cunningham**, Detroit, Mich.  
**McIntosh & Adams Co.**, Los Angeles, Cal.

### NATIONAL INSPECTOR.

**Chas. B. Killebrew**, Washington, D. C.

### ATTORNEYS.

**Therrell & McLaughlin**, Milwaukee, Wis.  
**Therrell & McLaughlin**, Chicago, Ill.

### SCALE OF PRICES.

General rates: 100 words, 10¢ per day, 10¢ per week, 10¢ per month, 10¢ per year.  
 100 words, 10¢ per day, 10¢ per week, 10¢ per month, 10¢ per year.  
 100 words, 10¢ per day, 10¢ per week, 10¢ per month, 10¢ per year.  
 100 words, 10¢ per day, 10¢ per week, 10¢ per month, 10¢ per year.  
 100 words, 10¢ per day, 10¢ per week, 10¢ per month, 10¢ per year.

### PRICES FOR CIRCUS WORK.

All rates apply to standard bills, 10¢ per mailing, 10¢ per day, 10¢ per week, 10¢ per month, 10¢ per year.  
 100 words, 10¢ per day, 10¢ per week, 10¢ per month, 10¢ per year.  
 100 words, 10¢ per day, 10¢ per week, 10¢ per month, 10¢ per year.

### CARD AND THE TAKINGS.

As if in the month, in regular bills, 10¢ per mailing, 10¢ per day, 10¢ per week, 10¢ per month, 10¢ per year.  
 100 words, 10¢ per day, 10¢ per week, 10¢ per month, 10¢ per year.  
 100 words, 10¢ per day, 10¢ per week, 10¢ per month, 10¢ per year.

### DISTRIBUTING.

Wholesale rates apply to all bills, 10¢ per mailing, 10¢ per day, 10¢ per week, 10¢ per month, 10¢ per year.  
 100 words, 10¢ per day, 10¢ per week, 10¢ per month, 10¢ per year.  
 100 words, 10¢ per day, 10¢ per week, 10¢ per month, 10¢ per year.

### CLOTH BANNER SIGNS.

Not to exceed 100 words, 10¢ per sign, 10¢ per day, 10¢ per week, 10¢ per month, 10¢ per year.

## SUCCESSFUL BILL POSTING

PRIMARILY DEPENDS UPON FOUR THINGS.

MERIT IN THE ARTICLE;  
A "CATCHY" DESIGN;  
RELIABILITY IN THE SERVICE;  
PROMINENCE OF LOCATIONS.

2-27-1914-116-75-7

There are other minor considerations, the four above points, however, decide the failure or success. If you have the first point, then you should

# Post St. Louis,

the great "store-house" of the South-West, where we will take care of the other three for you. Backed with unlimited capital, with 20 years successful study of the needs of the commercial advertiser directing every move,

## The St. Louis Bill Posting Co.

has built up a plant which has few equals and no superiors. A long and hard fight with the conservatism and prejudices of the past has resulted in a perfected service far in advance of the present. Our first object—to afford the commercial advertiser the utmost "CIRCULATION" of his paper—has been supplemented by the desire to "put up" that paper in the most artistic and attractive style possible. "The proof of the pudding is in the eating"—a trial of our services will demonstrate how we have succeeded.

2-27-1914-116-75-7

Information, estimates, designs, etc., promptly furnished. Write

## The St. Louis Bill Posting Co.,

R. J. GUNNING, President,

516 WALNUT ST.,

ST. LOUIS, MO.

SAM W. HOKKE

107  
W 28<sup>th</sup> ST.  
NEW YORK



"We are not going a-milking, Kind Sir," they said.  
"We're posing for posters, now instead."

Heiger

COPYRIGHT 1896 BY W.M. MORRISON.

COPYRIGHT 1896 BY SAM W. HOKKE.

**\$AY - DONT FORGET THE ADDRESS - 107 WEST 28<sup>TH</sup> STREET - \$EE!**