

THE BILLBOARD



THANKSGIVING
NUMBER

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

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

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

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

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

Write to me.

Sam W. Hoke

107 West 28th St.,
New York.

Telephone
Connection.

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

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

Telephone
Connection.

107 West 28th St.,
New York.

Sam W. Hoke

Write the right away.

Hoke,

bill poster all swear "By-

poster ever had to ask me

reason for his money. This

distinction that no bill

the earth; and the further

business that don't own

the only man in the

107 West 28th St., New York.

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advertisers. Write to me.

Sam W. Hoke
107 West 28th St.,
New York.

EVERY BILL POSTER IN AMERICA
I WANT TO HEAR FROM

BILLBOARD

ADVERTISING.

VOL. VII, No. 10.

CINCINNATI, NOVEMBER 1, 1896.

PRICE 5 CENTS.

W. B. DAVIS, Editor.

POSTER THOUGHTS.

By FRANK GUYER BROWN.

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

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

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

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

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

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

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

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

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

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

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

It may therefore fit place as a thorough

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

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

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

"BILL-POSTER."

This periodical has completed the tenth year of its existence, and is still as useful and serviceable as ever. Its circulation is steadily confined to members of the Association and serving free and expense. We have a goodly number of subscribers in America, where the trade is hardly slow to every movement in the advertising world.

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

A LEADING QUESTION.

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

WILLIAMSON Advertising.
Continue—Ten thousand articles of postage a very noticeable percentage of advertisements for the last year, and to order to have my subscribers intelligently, I would be under some obligations to you, if you will advise me how I can find out what quantity is necessary to fill the various cities of the country. As this I think the most generally observed is according to the quantity of sheets, in the population of the town.

Very respectfully,

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

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

Plans, of Fifty.

Arthur M. Flett, Solicitor General of the Pacific Coast Bill Posting Association, has removed to New York. His address is the Metropolitan in one of the Bankers and Brokers Advertising Company, in Brooklyn.



M. F. SPRENGER.

equally as costly, and in many cases equally expensive, as a color scheme.

I do not think it necessary that it should be printed all over with lettering.

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

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

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

DR. R. V. PIERCE, OF BUFFALO.

On "Newspaper Advertising."

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

"Owing to the great reduction in the cost of white paper, through the introduction of wood pulp, beyond ordinary machinery and other cheapening agencies, a great stimulus has been afforded to the production of newspapers. The cost of these publications has been reduced, until a great metropolitan 16-page newspaper is sold for a penny. The result is that papers are bought very freely, but many of them are not sufficiently read—circulation are excessively increased.

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

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

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

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

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

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

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

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

"Original postage receipts have generally been considered by the good students with which to substantiate the circulation of such papers as are classified wholly or largely through the mails. But then, it must be remembered, are sometimes misleading, the body of those advertisements made and its cost, and, while they may be allowed in by the postmaster, it is easy enough for the figures to be rubbed out and others substituted.

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

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



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

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

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

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

papers.

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

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

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

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

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

in mortgage his circulation, will generally, without requiring very much time for investigation, discover the real circulation of his paper. This is the case, too, knowing what the price is to publishers and subscribers it is easy to estimate the number of copies as proposed.

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

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

THE CHURCH OF NANTUCKET.

I don't know that Nantucket is the only American town where advertising is advertised largely through news columns, but that is the belief of Philanthropists and the visitors to the island. So far as Nantucket is concerned, "copying" is a business like any other business. Some people believe that the news columns are news columns, elected by the street men. This is not so. The editors both chose the business to make money and have followed it for that purpose without giving any consideration or attention. For "copying" a visitor will see the names of Nantucket's cheap lawyers and clerks. When materialism is gone along, the managers generally pay they come a city, and give the color a status to the street. Another saying, the editor do a business of printing bills, distinguishing themselves, receiving all manner of visits, and other odd jobs. When so busy of visiting, their own visits generally goes around with a horse. Each the other with a both of them get over the ground as a good man. An early work along the beach is to be, or the best way. The city is given as a standard, and of white boarding ways and lanes. The advertiser who has to do, could be Nantucket by way of reaching almost everyone he wants, and all for a quarter. The water to the best time for their use, so far as copying is concerned. All kinds of goods are sold at auction, and almost every day has an auction market. There are always a crowd through the town, and the city's atmosphere is so eagerly formed as, so large as are used in the district. In summer visiting here is busy a business, and the sea side jobs that stand alone. Some of the summer seasoners were one of a remarkable nature. From the island sometimes get hold of the visit and as a result some contractors (who don't) are started to have his work done through the street. Advertising by other doesn't depend on the advertiser, but the advertiser of the news weekly Nantucket papers, both of which seem to be generous, but to give to the best advantage as opportunity to make their advertisements as important as they please, and give them "unquestionable attention" as a consequence will soon.—John Carter, in Printer's Aid.

BOSTON BUDGET.

This grossing party, in a number of quality covered it, for the simple reason that (the same) may see one list, if it is passed by a prominent editor, and business men are fast finding out that several large contractors have been made with some intention to fill printing.

From Dr. J. J. Lewis, Secretary of Boston, has one of Chicago, writes The Budget, that St. Paul's Church has given last billboards advertising for its Sunday evening service and more than that the "Chicago Budget" as they say in the editorial notes, will be general under control for the next month or more.

A great number of men give the newspaper publicity by the method of having bills made of a party advertising themselves. This is an article last in, by Thomas in newspaper, and the bills of advertisements. A few years ago the bills of advertisements were made in the same way and it is thought would otherwise be.

The editor who do the most marking for the Boston, mentioned there is a great price of the making the business, making it very short. They write it on the rather cheap price, but by looking around the letter with a fresh line, makes them a great business.

The New York "New York Weekly," edited by John Brown & Co., New York, Boston, are going to the trouble of making bills to get all manner of bills for the purpose of placing themselves in the way of advertising themselves, so they were better that they were.

C. H. H. H.

THE TRADE PRESS.

This well known journal goes out of existence with the October issue, and will be succeeded by Advertising Enterprise. A favorite of what the new journal will be may be had from the October number. Our readers will be interested in the statement, "First Advertising" conducted by Carl Nottelberg, of the Chicago Photo Engraving Co. Bill posters, poster printers and sign painters would be suitable for Advertising Enterprise. It only costs one dollar per year, and is worth many times that amount. Address Trade Press, 312 North La Salle, St. Chicago, Ill.

THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

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

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

Advertisers who use distributing matter would do well to write to

JAS. L. HILL,

Soliciting Secretary, NASHVILLE, TENN.

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

W. H. STEINBRENNER,

811 VINE ST., ... EINEINNATI.

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

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

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

NEW ORLEANS, LA.

No Office Complete Without It.
Business
A Practical Journal of the World.

It saves money by disseminating the best way of doing things in the office. It opens particularly open **ACCOUNTING, OFFICE ROUTING, BUSINESS MANAGEMENT and ADVERTISING, and intelligently opens MINING, MANUFACTURING, TRAINING, TOURISM, COMMERCE and ECONOMICS.**

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

from **KITTEDGE COMPANY, Publishers**
15 Asher Place, NEW YORK.

— THE —
Libbie Show Print,
Printers and Engravers.

6 to 12 Beach St., Boston.

Telephone
CONNECTION.

Poster and
Large
Type Work
A Specialty.

Push.

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

PUSH is a little journal published for you every month. It helps business men push in the right direction. It has suggestions, but it doesn't go off half-cocked. Get an extra copy free monthly copy.

PUSH PUBLISHING CO., Springfield, U.

The
Enquirer
Job-Printing Co.
Cin. O.

THEATRICAL

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

Poster
Work
Our
Specialty

Our Date Book for Season 1905, '07-'08 now ready, and will be sent postpaid on receipt of 25 cents.

**POSTERS
OF ALL KINDS AND
HAND BILLS**



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

THE GREAT American Engraving and Printing Co.

17 BEKMAN ST., NEW YORK. E. S. BOYLAND, Supy.

**The Hustler
Advertising Co.**

CONTRACTORS OF
OUT-DOOR ADVERTISING
IN ALL ITS BRANCHES.
Prompt Service by Reliable Men.
Central Office in House Distribution
A Specialty.
14 South Main Street, FT. WAYNE, IND.
W. F. CASE, Manager.

1000 Tautouren Bill Posting Co.

DEL POSTER & DISTRIBUTION,
First Avenue, East Sixth, Best Workmen
A. S. WHITE, Mgr., and Treas.
1000-45 Exchange St., Toronto, Ont.

A. E. BENTLEY,

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

The Advertising Novelty Co.

CINCINNATI, O.
W. B. WINTERBORN, Jr., Propy.
Manufacturers of Advertisements for ad-
vertisers, including cuttings, cards, notices,
labels, book covers, card covers, bill posts, dis-
tributors, folders, banners and checks.

BURNITT

Designer of Descriptive
Posters, Theatrical, Com-
mercial or otherwise, Book Covers
and Book Letters.
Office, Donaldson Litho. Building,
CINCINNATI, O.

TRENTON, NEW JERSEY.

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

DEAF MUTE

W. B. WINTERBORN, Jr., Propy.
1000-45 Exchange St., Toronto, Ont.

**Will H. Molton
Advertising Co.**

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

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

Only 10 CENTS PER COPY. 100 COPIES FOR 10 CENTS. 1000 COPIES FOR 100 CENTS.

THE STAR
COIL SPRING SHAFT SUPPORT
AND ANTI-BATTLES
THE GREAT LATEST IMPROVED CO.
CINCINNATI, OH.

**JRC of Lettering and Sign
Painters Manual.**

Illustrated with numerous signs of letters and
contains valuable information for practical use.
Price 10 cts. address

NIGHT & DAY.

That is just the way we are work-
ing now.
Placed advertisements—also you our
of them. Write to about our 12
houses. Publishers include: Franklin,
30,000; Richardson, 5,000.

PASSAIC ADVERTISING CO.

Paterson and Passaic, N. J.
THEATICAL AND CITY BILL POSTERS,
Billposting and Advertising Agents,
with generally and properly situated
C. S. WOODRUFF, Mgr., FORT WAYNE, IND.

HENNEGAN & CO.

Poster Printers,

719-721 SYCAMORE STREET,
CINCINNATI, O.

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

Still Increasing Our Business!

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

BUSINESS OPPORTUNITY!

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

WINDHAM ROBERTSON, Dallas, Tex.

THE LEADING POSTERS
LITHOGRAPHIC OR BLOCK
IN THE UNITED STATES USE

AULT & WIBORG CO'S

POSTER INKS

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

RECYCLED, the Cleanest, Safest and Manufacturing Center of the South-West, Population 40,000.

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

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

BILL POSTERS PASTE BRUSHES...



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

PRICES.

8 Inch.	-	\$1.50	Each.
8 "	-	\$2.75	"
10 "	-	\$3.00	"

This is our Colossal

"UNEXCELLED"

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

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

SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati, O.

LARGE-VEED
BILL POSTING,
TACKLING,
DISTRIBUTING.

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

Ours and Control all Boards and Printings.
35,000 Square Feet of Boards. POPULATION 18,000.

CINCINNATI

And Her Suburbs, Embracing

500,000

People.

To reach them at
necessity, use

**STEINBRENNER'S
DISTRIBUTING
SERVICE.**

There is No Other Way
Address:

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

W. H. Folsom Opera House and City Show Grounds, POPULATION 18,000.
J. F. HARRISON, MANAGER.

BILL POSTING AND DISTRIBUTING.

All New Boards, and the Best - also the Best Locations. Capacity 3,000 Shows.
DEFLECTION SOLICITED. Office, 246 MAIN STREET.

Distributing of all kinds of Advertising PROMPTLY DONE.

W. C. TIRRILL & CO.



LICENSED BILL POSTERS.

PUBLISHED BY THE

—LIMA, OHIO—

Circulars, bills and business Directories, show and travel advertising bills, business signs, printed up, bound neatly and satisfactorily prepared. We accept the public money, a variety of display letters, and a repertoire of various size forms. You can take your material, submit, ready to print, or if you like we will do it for you, on our plan, or the regular bill or you submit the paper with order. The Laverne on your list. Address as will be.

THE LUVERNE ADVERTISING AGENCY,
DANA S. BAKER, Manager.
BOX 477 LUVERNE, MINN.

PRINTING BILLBOARD ADVERTISING done well.

Office over Back County Bank.

Printer's Ink Helps . . . Advertisers!

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

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

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

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

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

10 Spruce Street, New York.

LICENSE. For \$300.00 we will draft and issue a bill board license in the United States or Canada the best and most approved form of bill board ordinance in use. It is effective and profitable. Address:

R. C. CARROLL, DAYTON, KY.

CORRESPONDENT SHOW PRINTING HOUSE
J. DONI HEMSTEGGER
MANAGER
114 N. 10th St. - LOUISVILLE, KY.

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

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

BLOGG STANDS - THREE ANGLES & STREAMERS.
ADVANCE WORK FOR STREET & WINDOW ADVERTISING.

DATES ARE OUR STRONG POINT
OUR COPYRIGHTED SCHEME.
DATE & ROUTE BOOKS ARE THE FINEST WITH
FIRST CLASS WORK. BEST ADVANCE SHEETS.
PROMPT SHIPMENTS.
EIGHTEEN YEARS UNDER THE MANAGEMENT OF J. DONI HEMSTEGGER.

THIS OFFICE OF A 6 Month Subscription
The Echo (MO.)
We will send you every copy of the season.
The Nude in Art.
With a 6 Month Subscription (3 MO.)
We will send 3 Different Numbers
The Nude in Art.
THE CHICAGO ECHO CO.
716 Avenue Chicago.

EVERY BILL POSTER
WANTS AN ADVERTISER
WANTS AND NEEDS
Profitable Advertising
(ILLUSTRATED.)
The Advertiser's Trade Journal of New England.
Full of ideas and suggestions for the Profitable Advertiser.
Subscription Price, \$2.00 per year. Send me for sample copy.
KATE E. ORSLOW,
Editor and Publisher.
13 School Street, BOSTON MASS.

If you don't see your own bill board after every week.

Dillon's Cross Roads Bill Posting Co.
NORMAL, ILLINOIS.

Circulars, Directories, Bills, etc., bound and distributed at all prominent points throughout the state. Public sign boards and country work a specialty.

FRED W. JENCKS,
CITY BILL POSTER
Bill Posting and Distributing.
ELGIN, ILLINOIS.
Office, Opposite Ho-Ho Bank.

WRITE FOR TERMS TO
R. J. CHILCOTE,
CARKLER, IND.
Advertiser of Sullivan County.

BILLS POSTED. Name and Address Forwarded.

DO YOU WANT
WOODLAND, CAL?
IF YOU WANT MOST
DIETZ & GLENDENNING,
BILL POSTERS.
WRITE US WRITE NOW.

SEND ALL PAPER FOR

ALBANY, N. Y.

TO THE

CAPITAL CITY BILL POSTING CO.

McINTYRE & CARLIN, Prop'rs.

Office, 52 State St., Room 3,

ALBANY, N. Y.

I AM PREPARED

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

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

Star Opera House Managers.

MANISTIQUE, MICH.

Bill Posting, Distributing and Tacking

In their towns, Manistique, South Manistique and Thompson.

Done and carried all boards and privileges.

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

537 North Second Street,

YUKONIAN, ILL.

I can also get printing of your bill board and work it to order.

6 to 12 South St., Boston.

6-9-13

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

6-9-13

Telephone Connection.

Only Licensed Bill
Posters in the City.**HARRY ST. KAGELL, Treasurer**
H. STANLEY, Manager.Bill Posting and Ad-
vertisement Specialty.**CITY BILL POSTING COMPANY,
WEST SUPERIOR, WISCONSIN.**Lowest Price of any Bill
Posting Concerns.**SATISFACTION GUARANTEED.**
MEMBERS OF THE I. B. P. A.Postership, card selling,
Billboards, etc.**E. H. CARWITHEN,****Bill Poster and Distributor,**

Charleston, W. Va.

Work Guaranteed.

Tacking Up Cards a Specialty.

Young's Introducing and Advertising Co.,

HARRING, S. O.

Bill Posting, Distributing, Sign Posting, Show Cards.

„Printing and General Advertising..“

1000—We will print Brochures from 100 to 1000 copies, but only one hundred to each Bill Poster. Send us order to pay postage. Address, 21 St. WYOMING, HARRING, S. O.

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

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

References Forwarded.

Signs and Show Cards Tacked.

W. E. PATTON,

BILL POSTER and
CIRCULAR DISTRIBUTOR.

—CORINTH MISS.

ROLEY, BILL POSTER,

. . . PANA, ILLINOIS. . .

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

Doubting and Distributing
by Wire, and Etc.

LOU ROLEY,
—Box 44, Pana, Illinois.

CENTRAL PRINTING & ENGRAVING CO.

SUCCESSORS TO

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

THE FRANK KENNELL PRINTING CO.

10-124 MONROE STREET,
CHICAGO, ILLS.

Long Menses, 1910-16
State 42.

Commercial,
Railroad,
Book,
Color and
Theatrical Printing.

Foreign Engraving a Specialty.

ESTABLISHED IN 1876

"and 50th St. N."

HENRY HERFF,

City Bill Poster and Distributor,

WABASH, IND.

Look Box 675,
Telephone 47.

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

17 Park Street, Granite Block, BANGOR, ME.

POPULATION 40,000.

If you want to post

CHICAGO

Send your paper to the

Chicago Bill Posting Co.,

No. 395 West Harrison Street, CHICAGO, ILLS.

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

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

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ALBERT J. WELLS, Board Chairman, Ill.
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R. W. BROWN, Ill. Local, Ill.
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California	San Francisco	Wm. H. Johnson	California	San Francisco	Wm. H. Johnson	California	San Francisco	Wm. H. Johnson
Colorado	Denver	Wm. H. Johnson	Colorado	Denver	Wm. H. Johnson	Colorado	Denver	Wm. H. Johnson
Connecticut	Hartford	Wm. H. Johnson	Connecticut	Hartford	Wm. H. Johnson	Connecticut	Hartford	Wm. H. Johnson
Delaware	Dover	Wm. H. Johnson	Delaware	Dover	Wm. H. Johnson	Delaware	Dover	Wm. H. Johnson
District of Columbia	Washington	Wm. H. Johnson	District of Columbia	Washington	Wm. H. Johnson	District of Columbia	Washington	Wm. H. Johnson
Florida	Tallahassee	Wm. H. Johnson	Florida	Tallahassee	Wm. H. Johnson	Florida	Tallahassee	Wm. H. Johnson
Georgia	Atlanta	Wm. H. Johnson	Georgia	Atlanta	Wm. H. Johnson	Georgia	Atlanta	Wm. H. Johnson
Idaho	Boise	Wm. H. Johnson	Idaho	Boise	Wm. H. Johnson	Idaho	Boise	Wm. H. Johnson
Illinois	Chicago	Wm. H. Johnson	Illinois	Chicago	Wm. H. Johnson	Illinois	Chicago	Wm. H. Johnson
Indiana	Indianapolis	Wm. H. Johnson	Indiana	Indianapolis	Wm. H. Johnson	Indiana	Indianapolis	Wm. H. Johnson
Iowa	Des Moines	Wm. H. Johnson	Iowa	Des Moines	Wm. H. Johnson	Iowa	Des Moines	Wm. H. Johnson
Kansas	Topeka	Wm. H. Johnson	Kansas	Topeka	Wm. H. Johnson	Kansas	Topeka	Wm. H. Johnson
Kentucky	Louisville	Wm. H. Johnson	Kentucky	Louisville	Wm. H. Johnson	Kentucky	Louisville	Wm. H. Johnson
Louisiana	New Orleans	Wm. H. Johnson	Louisiana	New Orleans	Wm. H. Johnson	Louisiana	New Orleans	Wm. H. Johnson
Maine	Portland	Wm. H. Johnson	Maine	Portland	Wm. H. Johnson	Maine	Portland	Wm. H. Johnson
Maryland	Baltimore	Wm. H. Johnson	Maryland	Baltimore	Wm. H. Johnson	Maryland	Baltimore	Wm. H. Johnson
Massachusetts	Boston	Wm. H. Johnson	Massachusetts	Boston	Wm. H. Johnson	Massachusetts	Boston	Wm. H. Johnson
Michigan	Lansing	Wm. H. Johnson	Michigan	Lansing	Wm. H. Johnson	Michigan	Lansing	Wm. H. Johnson
Minnesota	St. Paul	Wm. H. Johnson	Minnesota	St. Paul	Wm. H. Johnson	Minnesota	St. Paul	Wm. H. Johnson
Mississippi	Jackson	Wm. H. Johnson	Mississippi	Jackson	Wm. H. Johnson	Mississippi	Jackson	Wm. H. Johnson
Missouri	St. Louis	Wm. H. Johnson	Missouri	St. Louis	Wm. H. Johnson	Missouri	St. Louis	Wm. H. Johnson
Montana	Butte	Wm. H. Johnson	Montana	Butte	Wm. H. Johnson	Montana	Butte	Wm. H. Johnson
Nebraska	Omaha	Wm. H. Johnson	Nebraska	Omaha	Wm. H. Johnson	Nebraska	Omaha	Wm. H. Johnson
Nevada	Las Vegas	Wm. H. Johnson	Nevada	Las Vegas	Wm. H. Johnson	Nevada	Las Vegas	Wm. H. Johnson
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New Jersey	Trenton	Wm. H. Johnson	New Jersey	Trenton	Wm. H. Johnson	New Jersey	Trenton	Wm. H. Johnson
New Mexico	Santa Fe	Wm. H. Johnson	New Mexico	Santa Fe	Wm. H. Johnson	New Mexico	Santa Fe	Wm. H. Johnson
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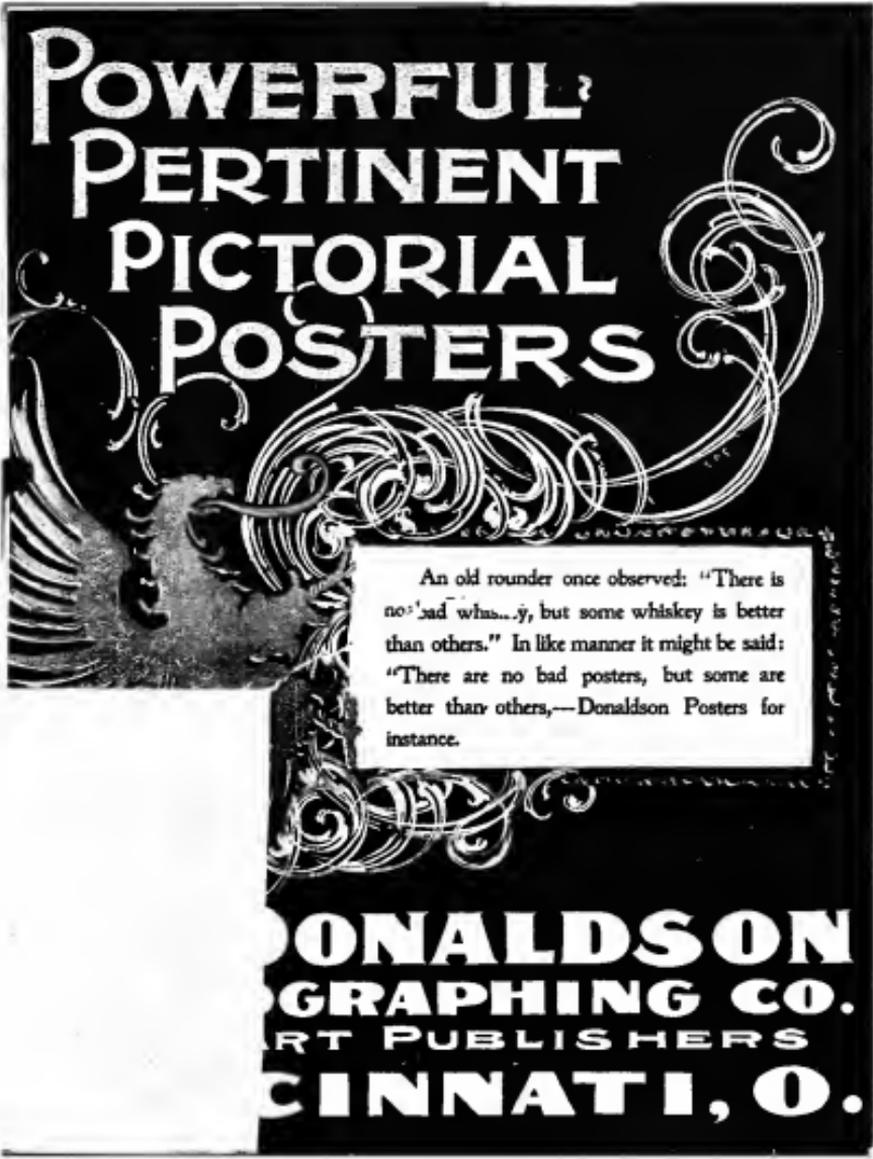
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POWERFUL PERTINENT PICTORIAL POSTERS

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

DONALDSON
GRAPHING CO.
ART PUBLISHERS
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