





## DENVER and ROCHESTER.

Just at present the bill posters in Denver, Col., and Rochester, N. Y., are not doing uncommonly well. In fact, during a period of unendurable hardships in their respective cities. We do not clearly understand who is responsible for the attack in Rochester, but in Denver it emanates from a lot of old boys who style themselves the Women's Masterful Reform League or some similar high-sounding title, and they are besting the bill posters on the boards down to six feet in height, and heavier on board most instances twenty five feet in length.

There is no danger in saying that the business will suffer, as the bill posters need chiefly renewed advertising more than temporary assistance, but, of course, the situation is not for the purveyors, and they are making the most of it. One Denver dealer indignantly demands if there is any going to be anything to be seen in Denver next billboards. Another writes that it is impossible to find a point in the city where it is impossible to see a billboard. One of our old notes in howling that the boards are omnipresent. All of which Curran claims might or may not and not attached copies to advertisements in testimony to the value and growing popularity of his service.

It is impossible to explain or account for these attacks. No city seems to be exempt innocently against them. They usually have their origin in some few adobebed aesthetic cranks, whose vend is taken up by the press and disseminated and spread broadcast.

The chief bodies of their plaint is that the billboards are unsightly. It is doubtful if there ever was a time when a billboard was ever beautiful or attractive to the eye. The ash boxes, garbage piles, weeds, etc., that occupy the street lots so which they are erected, or the moste-hospitalized unwholesome edifices which they ornamentally hide. But in three days when decorative poster printing has attained such an available position among the arts, to think that a billboard is unsightly is simply silly. None out of every ten do not display either bill posters or poster prints. It might be well enough for the Association to take the matter to hand. If a lot of these identical ideas were multiplied above of process, the example might have a salutary effect.

## A. B. P. A. CONVENTION.

The twelve groups of a few local associations of bill posters and poster prints will be attacked. About sixty bill posters

were on hand, and they, together with some well-known members of the local attendance in about seventy-five. The same attitude outside the meeting seemed to be successful from every point of view. Owing to the fact that the representative of this paper was not permitted to report the meeting we are compelled to refer our readers to *The Bill Poster* (July issue) for an account of the proceedings.

Although disappointed we will bring aside to review the meeting. Murphy's "dog story" and his father's explanation of how the sign and badge came to read "American Bill Posters Association" were worth reading thousands of times to him. Hence the writer feels that the loss of time and expense incurred in the trip to the seaboard were not wholly lost.

## SUBURBAN HOARDINGS.

There is a good apparent tendency on the part of advertisers to underestimate the value of hoardings erected in the suburbs, because, they say, they are seen by so few people. But in relation they are seen the less valuable because removed from the center of the traffic. It is no doubt perfectly true that a hoarding is somewhat less profitable than one erected in an outlying district where only those resident in the neighborhood are likely to see it, but so do not think it necessarily follows that the former is less profitable. In fact, for comparatively few people stop to examine what is exhibited on a central position, whereas a hoarding in a suburb is seen by fewer people, but is usually noticed and by its contents more distinctly remembered. Nearly everybody who is employed, and who has business in the center of a city or large town, has to live somewhere outside of the city, and if it is desirable his way through a wooded or a hill side is sought by a bill, it is certainly a very great point gained towards increasing the advertisement upon him if that same bill is placed in the face after the presence of the day's business is over and when he has more liberty to examine it; so that, in our opinion, the value of a few bills placed in prominent positions and covered by thorough traffic is enormously enhanced if a larger number of bills are used, and some of these are exhibited in the suburban districts of the same city. We have but little faith in a limited number of bills being exhibited. There is an enormous difference here in location and situation.

Another reason why suburban hoardings are valuable is they ladies and children who seldom go into the city are bills placed in the vicinities of their homes and immediately and left about them.

The point is worth an advertiser's

while to carefully note, and the bill poster should not fail to impress it upon him when exhibiting his notices and advertising with bills on his hills should be placed.—*The Bill Poster*, London, Eng.

## Family Personal.

A movement has been set on foot by the organization of the Good Templars, whose Printing Co. is at New York. It is believed that the organization is to be organized and placed on a model business footing in the city and the intention is that it will be made one of the new centers.—  
The popular bill printing Co. is now holding a weekly entertainment, and the local agent and improving societies.—  
J. J. Hanson of the Atlantic State Printing Co. will shortly endeavor to draw off a number of the poster printers of the country.—  
The Bill Poster Printing Co. of New York, will shortly be organized by the Association of Hoardings and Hoardings and will endeavor to draw off a number of the poster printers of the country.—  
The equipment at their own expense of one person.

## IN DEFENSE OF H. L. KRAMER.

Editorial Board of *The Billboard*, New York, N. Y.

In the July issue of *The Billboard* you take occasion to attack Mr. H. L. Kramer's views on the average advertising expert, as expressed in his recent article in *Practical Advertising*, an article which, by the way, has been largely copied and favorably commented upon.

In your criticism you use the expression, "if the Kramer is a successful advertiser." You may have as much as that point. I have been lately associated with him in several highly successful advertising campaigns, and am aware that his views are so quoted. At the same time, I am equally well aware that it was not his intention to attack personally any of the individuals who on your issue we welcome to defend.

The use of such expressions as "quackery," "the old-fashioned formula," "ill-conceived," etc., would suggest to the uninitiated that you were a bit intemperate, perhaps even vindictive, when your criticism was written, and this is a condition of mind which will make the best intention in the world appear distorted to the ordinary eye.

You say "his position is utterly untenable." Of course this does not make it so, and such an arbitrary statement has no place in a professional journal. It is a difference of opinion between the man holding the position and the one attacking it. Probably you never considered how differently matters would appear to a general, unseasoned advertiser like Mr. Kramer, or you would not blame him for not seeing them as you see them.

Advertising experts are constantly

posting about opinions. Does any one suppose, or am I thought as not to acknowledge that the advertiser is a professional man? But why not follow out the idea to its logical conclusion? The advertising field is so great, the advertising requirements of different lines so varied and fluctuating, that no one man or office can master them all. It follows, in exact proportion to the size of business, expert retail advertisers, general advertisers, and so on, are a primary advertisement; but we do not and will not take any stock in the "preaching to the choir" type of criticism, and we would rather see an advertiser who can perform a masterful campaign, than one who can only perform a mediocre one. If you really believe in any one of the best appointed and verified advertising men perform these services? Have you in your mind's eye an advertising campaign of such wonderful scope? If so, be the class of advertiser's being at his back and

in your opinion you say a successful business man need not necessarily be a gifted advertiser, a good book-keeper, a close lawyer, or a skilled mechanic. I would now like to have you tell me what you consider the essential qualifications of a successful advertiser, and why do you think you must be mistaken about this? If you do it in a regular, every-day, non-assertive manner, by means of a close buyer or a skilled salesman to be successful, if he is in a banking, speculative or insurance business, or if he has a general consent to be successful; if he is in the great industrial business, or if he is a gifted advertiser to be successful, I do not imagine a successful business man without at least one of these qualifications. The most of them he possesses the more successful he is likely to be. There are some lines of business in which advertising is a fundamental element, an advertising man is a necessary average commercial business advertising is essential. His "bookkeeping, close buying and shrewd selling" (our business is one of those in which advertising is fundamental—the basis of the industry. An advertising mistake may mean failure in the whole business. In these lines of many it operates, and we all know from the constant interior appreciation and disparagement of thousands of wonderfully varied professions. Through all kinds of enterprises, literate or best, and at the expense of the best of our civilization, men with aggressiveness, pluck, perseverance, daring and the technical skill of the advertiser, have developed a big success in the past few years' business. When he has accumulated a big success, he has a right to advertise, and how to do it. He is a professional man, and he is a professional man in the proprietary class.

Such a man as H. L. Kramer, and I think you are, is a professional man, and he is a professional man in the proprietary class. He is a professional man, and he is a professional man in the proprietary class. He is a professional man, and he is a professional man in the proprietary class.

Secretary Sterling Realty Co.



R. L. Carson, 120 Nassau Street, New York, the ad. writer, is introducing an attractive series of cuts.—*The Shoppers*. We illustrate them here.



LECCERS EDITOR

With this leading the publishers receive...
Dear Mr. Billboard,

If business keeps up at the pace we will, by the time this issue is published...

Dear Mr. Billboard,



Give Me Your Bill Posting

SAVE TIME SAVE TROUBLE SAVE EXPENSE

I can call you throughout the entire United States...

Long Distance Bill Posters, 107 W. 28th St., New York.

THE W. B. BROS. CO.



A GREAT CONVENTION.

The International Association of Distributors.

Biographic Report of the Proceedings—Much Interest Manifested—New Officers Elected, Etc.

Charleston, S. C., July 25, 1911. The International Association of Distributors...

- W. E. Collins, Secretary, Richmond, Va.
J. H. ...
W. E. ...
J. H. ...

- W. E. Collins, Secretary, Richmond, Va.
J. H. ...
W. E. ...
J. H. ...

The meeting of the last session were held in the city of ...

The International Association of Distributors...

The meeting of the last session were held in the city of ...

Reached me with the name of a death rider.

On a number of the same time they reported in ...

During the year I have reflected and compiled the ...

It means that the work of the world is that ...

To members of our distributors get together ...

What ...

What then was my advantage was worked for ...

A general movement in the ...

The Convention ...

It is ...



JOSEPH REID, Of Kansas City Mo., elected President of the International Association of Distributors.

When the two bodies ...

My ...

It is ...

Continued from page 4 ...













Scraper, Ind., will have a show fair.

Stoshovitz, Okla., celebrates her anniversary this month.

The Great Fair is becoming more and more of an institution every year. It is estimated that over 300 will be given this season.

A. L. Wright is secretary of the Illinois County Agricultural Society. The fair will be held at East Ave., Mich., Sept. 20 to Oct. 4, 1917.

The Maine State Fair will be held August 20, 21, September 1, 2 and 3. The attendance of the fair will be greater this year than ever, and Dr. Twichell, the secretary, is laboring hard to make this the greatest fair ever held in Lewiston.

The State Fair, held at Monticello, Ark., October 12, 13, 14, 15 and 16, 1917, will be the biggest thing of the kind ever held in the state. This shows, museum and all kinds of attractions, under Ad. Owen Juba J. Whitaker, Monticello, Ark.

#### A NEW FEATURE.

A new feature in county fair exhibits will be inaugurated at the Boone county fair at Lebanon, running from August 19 to 24. This will be contents brought from Woodlands, in which refers for treatment, speed and other points will be offered. The kernels of Oscar Wally, of this city; Brown and Howe, of Independence, and E. H. Miller, of Burlington, will be represented at Lebanon, and Dr. C. F. Bell, of this city, will probably also take part. This would give a drawing and a contest of the fair of the state, as in many counties the manufacturing group have never been seen at work. It would be encouraged by the trustees, of whom there are several in Indiana, and would be patronized by those of other states. Aside from the prize offered, the mutual rivalry between owners would insure a show of the highest class. Properly exhibited, the Woodland contents would double attendance with the more popular stock animals and make almost as much interest. In the first go of the Woodland will be an owner of some of the breeds in addition to the fair prize.

Several of the leading citizens of Irving, N. M., got together this week and decided that a fair would be the proper thing to take place in that city annually, and accordingly the first annual Denning Fair has been called, and will be held in that city Friday and Saturday, September 21 and 22.

The officials of Denning have known for several years that the horticultural

exposures of some sort should be inaugurated here, and it was at last thought best to hold a watermelon day, but in reviewing the matter it was decided that, as the city is situated in the center of the fruit and vegetable region of Southern New Mexico, a far better plan would be to include all products of New Mexico.

Prizes will be offered for the finest fruits and vegetables raised in the territory. The amount of such product required to be exhibited and the plan for giving of the matter will be decided at the next meeting of the directors.

In addition to the horticultural display there will be several horse races, roping contests and other amusements.

Let all get down to work and make the first annual Denning Fair a great success as it should be. —Hosford.

The question whether a state fair should be held in Atlanta this year has been referred to the State Agricultural society at the meeting to begin August 30th on Tylor street.

The matter is a complicated shape, and President Peter Brown thought best to submit the question to the new group in the society itself, rather than take the responsibility of accepting the proposition now made.

What the Agricultural society will do at its August one day is a matter of some doubt.

The Atlanta committee has a subscription of about \$10,000, and with allowances made for the cost of the property worth \$2,000. The Atlanta outgoing Atlanta were asked to subscribe \$1,000 to complete the \$10,000 required by the State Agricultural society, and a committee consisting of E. C. Spaulding, Gen. C. Smith and Joseph M. Evans was appointed by the meeting of July 12th to decide the question. They promised to give in a matter of a few days, but the Atlanta committee proved for an earlier reply. It was given verbally by Mr. Gen. C. Smith on behalf of the committee, and was to the effect that the Atlanta could not afford to act the president of submitting to state and county fairs, as these have never been or eight states, but they must get out on a return ticket with some coupon good for admission to the fair. Then, they said, would give the fair toll on all business coming to Atlanta while it was in progress, and the expense of these coupons over actual attendance would more than make up the \$1,000 that was asked.

The Atlanta committee believed this to be true, but the proposition did not meet the terms of the State Agricultural society committee who replied a bona fide subscription of \$1,000, with \$1,000

paid over to their treasurer. They are now asked to accept the \$1,000 of subscriptions and the coupon proposition of the returns for \$1,000.

To this President Peter Brown, who is now in Atlanta, replied that inasmuch as the fair committee of the society had modified its original proposal now to accommodate the people of Atlanta, and the returned proposition would not be decided, until the August 24, only one week before the summer meeting of the Agricultural society, he could not better refer the matter to that body other than to a committee of five. If accepted, he said, the acceptance of the whole society would have more weight under the circumstances.

It, however, was pressed just by held the banner for giving the best fair held in the great state of Missouri. This 21, Joseph and said, something was something about about the year the West, and was attended by people from all sections. The people came here because they knew that they would get full returns for their money, and they were never disappointed.

With the fair the city featured five cases the day of horse racing and no exhibitions. While in a great measure the race meetings have always proven a success, they did not suit the farmers, who were not going to give the needed support. They found an display of goods, fruits and manufactured articles, displays of fine stock, and last, but not least, no display of agricultural produce. This, he said, was one, interfered with the success of the next meetings.

All this is to be repeated this season. St. Joseph to have a fair, general old-fashioned fair—some of the reputation old-fashioned kind, in which all classes may come, and where they will be entertained in a more homey fashion and treatment.

There is to be prompt action, home shows, extra shows, improved shows, fresh shows, horse racing, a succession of all kinds of shows, and a very good time for all who attend. Expenses or expense will be spared to make it a show for the world at large.

Patent L. Clark, one of the best known agricultural managers in the country, has been selected as secretary of the fair, and at once busy with arranging all the details. To no project with which he is ever concerned has he failed to prove a success, and his back and energy will make the coming fair one to be remembered for years to come. From Monday, August 21, when the fair opens, until Friday night, August 24, when the great event is to close, he will see that there is no continuous round of pleasure for all who attend.

The fair is entirely under new management, and the confidence who have it is change state progress to bring it to a successful termination. The plans and program is all dependent upon the success, and will be put in work as soon as the judges make their awards. There will be no delay or waiting for what has been so long expected.

The financial committee will be especially looked after and cared for, and all stock and agricultural products will be sold, and will be put in work as soon as the judges make their awards. There will be no delay or waiting for what has been so long expected.

#### INTERNATIONAL BILL POSTING ASSOCIATION'S CONVENTION.

Despite a very sick attendance the International Convention at the St. James Hotel, St. Louis, Mo., July 27, was a lively and interesting meeting. There were only twenty-five members present, but the debate was sharp and interesting. The only question of importance presented was the adoption of a new constitution and by law substantially the same as that adopted by the organization at Chicago last year.

A new classification of service was adopted, which provides for "selected and protected service." This service or class of allowing an advertiser to select such postage business to whom, as distinguished from "standard and optional" in which the rate of each poster is optional with the bill poster.

"Selected and Protected" service is rendered at an advance of one cent a sheet over the price of "standard and protected" service.

The work of Francis, an exceptionally able and enterprising bill poster, opened the present convention in the race for the secretaryship. Despite the fact that Mr. Clark was the logical candidate, he was defeated by Mr. Stout.

Mr. F. G. Stout, who withdrew in favor of Mr. Clark who much work and by the way things went and both he and Mr. Clark thanked their membership in the organization.

The officers elected for the coming year were the same as those of last year with the exception of the vice-presidents, who are as follows:

Albert Weber, New Orleans, 2nd vice-president; Walter S. Donaldson, St. Louis, second vice-president; J. H. Williams, Chicago, third vice-president.

Jan A. Curran, of Denver, Colo., was in town and very much in evidence in the newspapers. In truth, Curran received the considerable money amounts from the newspapers that the committee did. The *Cook-Denver*, in an article headed "Back Up in a Row," gave an impartial account of the financial fight and the committee's position. It was interesting the whole proceeding a fair.

In justice to Mr. Schaefer it should be noted that when requested for reference he had declined the honor, protesting vigorously that he could not give the office the time it demanded.

Sam W. Hoke, of New York, resigned his membership in the organization. C. H. Henshaw was made executive solicitor for the organization.

#### P. G. STOUT.

We are glad to present the portrait of Mr. P. G. Stout this month. Mr. Stout is the secretary of the American Advertising and Bill Posting Co., of St. Louis, where, up to July 27th, was a member of the International Bill Posting Association and its membership in the organization. He is a highly accomplished business man, is comparatively young in years. He is full of energy and enterprise, and may one day be known by breaking into another big business shortly.













**WANTED, AGENTS,** to sell our elegant

## ADVERTISING CALENDARS

Big Profits. Fine Line. Write Immediately.

# The Henderson Lithographing Co.

Novelty Department.

CINCINNATI, OHIO.

### TRENTON, New Jersey

The Trenton Bill Posting Co.

Conducts business in the city and suburbs, displaying in one hour the value of all bill posting and advertising.

WM. B. WILLIAMSON, of Trenton

HENRY C.

## CROSBY ROBERTS SIGNS

Exclusive Rights.

PATERSON, N. J.

ESTD

ESTABLISHED 1874

**CHARLES W. YORK,**  
Bill Poster and  
Distributor,  
HAVERHILL, MASS.

I make a specialty of obtaining addresses if required.

### "Mr. Manager!"

"One Moment Please."

WE place personal advertising signs, money ads, banners, show signs, electrical signs and insertion notices.

OUR signs are expert and up-to-date.

WE do bill posting, finishing and making.

WE own 20,000 feet of space, money, energy, experience and World's Fair diplomas.

OUR books, cards, labor and price are 60 c.

WE have no alloys, back fences, "char" signs, "boys" or "buses."

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

### C. M. Smith & Co.,

Brantford, Canada.

Population of City 7,000. County 50,000.

County 5,000,000.

### MEMPHIS, TENN.

Van Hook & Co., 217 Front St. (Main), Tel. 10,000.

## The Bill Poster

The English counterpart of THE BILLBOARD. Subscribers 50 cents per year, post free, may be sent to any East Eighth St., Cincinnati, O.



## YOUR PORTRAIT.

We will send The Advertising World (over 700,000 read) your portrait, with business, and furnish plates ready for use from all for \$1.50. Send photo, which will be returned. (Hudson, make material of fine grade. Everyone wants a portrait for use on necessary and otherwise matter. We make like other just to reproduce our paper to use matters. The Advertising World is an eight-page, five-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. Who you send it you will understand why it has such a large circulation. Address:

THE ADVERTISER WORLD, Columbus Ohio.

Pat. (Group) Desks,  
Refrigerator  
Chests, etc.

Playing Cards and  
Every Use

Desk-Room Furniture,  
Pens and Paper Clips,  
Spring Quills.

## OGDEN & CO.

Manufacturers of

Automatic Slot Machines, Bonanza, Star, Carlo,  
Woods Carlo, Etc.

New England Every Month. Largest Factory in U. S.

Approved Daily Service  
of Licensed Printer.

185 Clark Street, CHICAGO, ILL.

## John T. Williams, Bill Poster,

346 MORRISON STREET.

PORTLAND, OREGON.

Number 1. A. D. and P. G. B. P. A.

Population 90,000.

Established 1868.

## FRANK M. DUEL,

BILL POSTER AND PAINTER; ALSO CIRCUIT DISTRIBUTOR.

187 Schuyler Avenue, KANKAKEE, ILL.

Population, 20,000 and 400,000,000, 1000 population, approx.

## The W. D. Husted

Advertising Co.

Specialty in Bill POSTERS.

Distributors, Bulletin Sign Posting.

Send One Advertising of every description

Office: 64 Main Street.

MANFIELD, THOSA CO., PA.

WE OWN OR CONTROL ALL

FRANCHISES AND POSITIONS

IN

MANFIELD.

The leading town in the "Horseshoe

Ter." over 6000 square feet of business.

Also have boards and posting privileges in every town in the county.



Greenville, Ind. 78,000. Licensed Engraver Bill Posting and Advertising Co. See Bill Posters and Illustrations, etc.

## A. E. BENTLEY,

Only Licensed BILL POSTER in OREGON. Owns 20,000 feet of space, and satisfaction guaranteed. Rates made known on application.

WOODLAND, CAL.

1014 A Clearwater, Bill Posters, etc.

## C. F. Bangasser & Co.

CITY BILL POSTERS and

DISTRIBUTORS, 115

St. Louis United and Signs Station, 1000 1/2

St. Louis, Mo. See Bill Posters and Illustrations, etc.

MINNIVILLE, OREGON.

Wayport, Ky. O. H. Quigg & Son.

One of the best Bill Posters, 1000 1/2

St. Louis, Mo. See Bill Posters and Illustrations, etc.

## CARLISE, IND.

101 1/2 Clark St., E. J. Carlson, Distributor, etc.

Societies, Agents, Streetmen, etc.

Large list of notices in the county for

Conventions and meetings. See Bill

Posters, 1000 1/2 St. Louis, Mo. See Bill

Posters and Illustrations, etc. See Bill



National Advertisers estimate the value of a newspaper by the amount of local advertising it carries, rightly inferring that local merchants know the paper which brings them the best returns. Nothing goes further in impressing them with the value of the billboards than to see them well covered with local work. **MORAL:** To get the patronage of the National advertiser begin at home. Interest your local merchants. Donaldson Posters will do it. You only need to show them to affect a sale. Try it and grow rich. Samples free to bill posters. Address,

## The Donaldson Litho. Co. CINCINNATI.

### Patented Magnetic Hammers.

Just the thing for Card Technicians.



The hammer is a fine engine which will never wear out or lose its power. It is made of special metal and has a coil of wire in the handle which holds the magnet in the jaws, so when you tap you get a shock up the handle which is the result of electromagnetic force.

Patent Office Add. 71.

Chicago, Ill.  
Bran 1120. I received from you two boxes of magnetic hammers in good condition. I have used the metal and find it to be the best article for putting up signs that I have ever used. Yours truly,  
W. F. BULLARD, Adm.

**SAVES CLIPPING.**  
**SAVES WORK.**

Send you to give your name. Billboard advertiser preferred.

PRICES:

10 lb. handle, 2 sections, \$2.00

10 lb. handle, 3 sections, \$2.50

DONALDSON LITHO CO. 54th April,  
CINCINNATI.

FAKE COPY ATTEMPTED. SERIALS. SUPERSTIC. O. S.

### Bill Posters' Paste Brushes.

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

PRICES.

5 inch, \$2.25 each

9 inch, .492 each

10 inch, .500 each.



This is our celebrated  
**"UNEXCELLED"**

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

PRICES.

5 inch, \$2.25 each.

9 inch, .500 each.

10 inch, .500 each.

SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati.

### Patented Paste Brush Handles

Made Expressly For

**Traveling Advertising Agents.**

Will fit inside of a bill book. Great convenience.

**HANDY, DURABLE, STRONG, RIGID.**

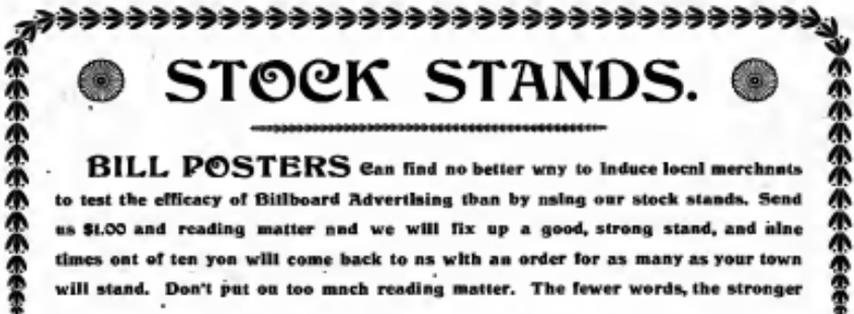
PRICE:

7 feet, 2 sections, - - \$1.25

12 1/2 feet, 3 sections, - \$1.75

**Donaldson Litho. Co.**  
**CINCINNATI.**

Send with order. Name and U. S. D.



## STOCK STANDS.

**BILL POSTERS** Can find no better way to induce local merchants to test the efficacy of Billboard Advertising than by using our stock stands. Send us \$1.00 and reading matter and we will fix up a good, strong stand, and nine times out of ten you will come back to us with an order for as many as your town will stand. Don't put on too much reading matter. The fewer words, the stronger



TRY TO HAVE THE LETTERS ARRANGED LIKE THIS:



the stand. Let us use our judgment in display lines. We have a large stock of up-to-date letters to select from.

If you have never received our list of Pictorial Posters you are missing a good thing. They are the most unique line ever printed. Applicable to any business. We will send you a full sample line free of charge.

# HENNEGAN & CO.

719-721 SYCAMORE ST., CHICAGO, ILL.



Do you intend to advertise in

San Francisco,  
Oakland,  
Alameda Co.,  
CALIFORNIA?

**SIEBE & GREEN**

— OWN THE —

Bill Posting and Painted Sign  
PLANTS.

General Office, 11th and Market Sts., San Francisco.

Branch Office, 3rd and Washington Sts., Oakland.

San Francisco.

44,000 Linear Feet Fencing,  
10 and 20 ft. high,  
350,000 Population.

Oakland.

11,000 Linear Feet Fencing,  
10 and 20 Feet High,  
60,000 Population.

Alameda Co.

9,000 Linear Feet Fencing,  
10 and 20 Feet High,  
150,000 Population.