

# THE BILLBOARD



FOR 

## MARCH.

**THE DONALDSON LITHO. CO.,**



**CINCINNATI, OHIO.**

## PRODUCERS OF HIGH-CLASS POSTERS.

There is naught that is hard about a Donaldson poster. The text, decorative devices, color schemes, always abound in refreshing novelty and originality. They are dominant and distinctive in the company of other posters; an attribute which in itself possesses much advertising value. There is no other American firm whose product possesses this peculiar quality in the degree that obtains in a Donaldson poster.

—*The Lithographic Art Journal.*

## PRODUCERS OF POSTERS THAT PAY.

If you want to advertise anything, anywhere, at any time—use posters. Donaldson posters. Write the Donaldson Litho. Company about it today.

NOTICE.—We have a new proposition to make to bill posters, sign posters and distributors. There is easy money in it for you. If you are interested write us. Only one in a town. First come, first served. Write now.



## ON THE ROCKS.

"THE BILL POSTER" Had  
Agreed, and "DISPLAY  
ADVERTISING" Sending  
Up Signals of Distress.

In spite of all the opposition, support and advertising patronage accorded them the effort against Stoddard's book are likely to go the way of all things confined in spite and launched in villainousness.

Our advice are either continuing display advertising, however, seems to be the worst off. It seems now uniformly placed at from five to fifty. It is probable that the exact figures are not known. It hardly seems possible that it could have but a limited success.

The Bill Poster's report as it reaches us is almost as lousy. The losses in its case range between \$700 and \$1,200. There is only one sign that our information seems to agree with, and that is the amount of its subscriptions. This is generally conceded to be \$1,000.

As an effort against this, Campbell shows almost "sagging" in the amount of our correspondence, \$1,000. Others place the assets at \$1,200, \$1,800, \$2,000, and one estimate at \$3,000.

It is probable that if summed up soon, the Bill Poster's losses will be about a thousand dollars. But at all be had showing where the good is has accumulated is considered.

We get it on fairly good authority, however, that the A. B. F. is tired of the public bickering and considers an official organ an expedient luxury. It is a matter of five or six months, or high a year, and it is best as letting go.

In this connection the friends of the two papers here rallied about with most commendable zeal and perspective. They have formed a stock company capitalized at \$5,000, organized the two papers and will publish them jointly in the future, one on the 1st and the other on the 15th of the month.

The stock, of course, has all been held up sagely long on this, which seems a little strange. If the matter were not so important except it is not altogether apparent how a few members of the association are going to support them.

It is that in a way through the projection of stock credits for justifying the papers.

Like Tom Buchanan, their influence is good, and they deserve long life. They make failures for Bill posters and poster printers, and both these latter are entirely willing they should continue the good.

The Executive Committee of the A. B. F. has been most sensibly directed by its attitude toward solutions. The matter of the particular loss seems to be a large measure of revenue. Up to this time he is reluctant to the association, he is unreasonably accepted "some solutions," but the amount he got is to be experienced a change of heart. Some bill posters have been a little more, they really think he has been tricked by Stoddard. He had in his way, he has lost much of the respect and regard that his plucky fight against the unjust members of the association, was for him. The result of it all will be that when the next meeting takes place at Buffalo the constitution will be amended so as to prevent solutions from being appointed on the Executive Committee or holding office again.

Several members are already framing resolutions to this effect. The following has been submitted, viz.:

"Resolved, No bill poster may officiate in a Bill posting company shall be eligible for other offices to which he is a candidate."

The objection to the motion is that it would shut out all the handling bill posters of the organization. Under the present constitution all bill posters are encouraged an article and entitled to the solution's constitution on all bills that they would care. It is going to be a matter of some difficulty to meet Gule and Stoddard. Both of us own stock in Bill posting companies that are members of the association.

However, the sentiment in favor of more solutions is growing stronger every day, and we have no doubts that the two gentlemen who oppose it from purely selfish motives will receive a prompt rebuke at the proper time.

Each member is expected for Gillies and Stoddard. The prevailing opinion is that they have been published, and now seen everywhere, so in the case of Jim W. Hild, an opposing them simply to show disregard of the Executive Committee's action.

## A. B. F.

## Executive Committee.

Prominent to the president's call the Executive Committee of the A. B. F. met at the Great Northern Hotel, Chicago, Feb. 7, and if the word of a man high in the association is to be relied on, the authority of it.

A rumor went the rounds of the association just prior to the meeting that it would be a man of an impostor on the Bill Poster. This was quickly assumed that they would perform an average. But they did not. They did not do anything. Oh, yes, they did, too. They received C. Leonard's report on Memphis and Louisville, and its a Chicago dinner, and that is all they did do of consequence, except to amalgamate the Bill Poster with Display Advertising, and try to capitalize the amalgamation for \$500,000.

As one member facetiously got it "this was a case of the dying marrying the dead, and although they try in the end just part of the work on the scheme did not make much headway."

Campbell, uncombed in making the committee believe that the Bill Poster's assets slightly exceeded its liabilities, and their irresponsibility gave the lie to his claims by knocking and groping wildly at a chance to belong to the association, a stock company or any old thing. They even bowed to the loss when the latter declared himself in in the meeting.

It is said that Leonard reported things about a stock-off in Memphis, with Van Brown willing to sell out to Douglas. In Louisville he found Ramsey had all the best of it. No action was taken in either case.

Billie Carroll was touched for every one he had with him, but details came to his notice, and the general secretary was not compelled to walk home.

As an instance of the way in which the Executive Committee seemed things up on the Pacific Coast, we would point to the fact that The William Hill Postage Co., of Los Angeles, are members of the A. B. F. and that the Pacific Coast Association, a clear violation of the consti-

tution and by-laws of the A. B. F., which provides that a member of the national organization must be a member of the state organization first. The Pacific Coast Association has accepted an opposition from Los Angeles. Take also the firm of Hild, Grant & Dunlop at Oakland, Cal. They, too, were members of the A. B. F. Yet the Pacific Coast Association, both before and since being chartered, refuses their membership in the organization.

It will be seen, therefore, that the Executive Committee deliberately excluded two A. B. F. members is rather to charge the Pacific Coast Association, a proceeding entirely without moral or precedent and a colossal piece of stupidity at best.

W. C. Powell, of Idaho, O. Wilson, another writer came for him. In vain, as we think he meant to be the one to send out the push to the rest of the world, but he knew more about it already than any one else.

J. E. Cameron, of Massachusetts, is an enthusiastic supporter of the A. B. F. of the Pacific Coast Postage Company, of Fresno, Calif., which is a very successful company, and is a member of the A. B. F.

W. C. Powell, of Idaho, thinks James W. Hild, of Portland, is not an enthusiastic member of the A. B. F.

A man who is in the bill posting business in the State of California, is a member of the Executive Committee of the A. B. F. of the Pacific Coast Postage Company, of Fresno, Calif., which is a very successful company, and is a member of the A. B. F.

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The business of Bill posters is being done in all parts of the country. It is a very profitable business, and it is one that is being done in all parts of the country. It is a very profitable business, and it is one that is being done in all parts of the country.

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## LOS ANGELES.

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## HOW TO BUILD BILLBOARDS.

BY J. W. MOORE.

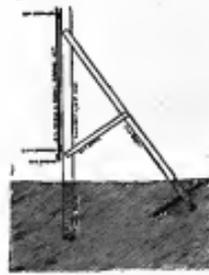
Something over a year ago I wrote an article on the above subject, which I thought at the time to be rather good, and which I was going to send to *The Billboard*. Just before sending it along, I received a copy of the *Toronto Bill Poster*, offering a prize for the best article on this subject. You all know what a fascination a letter has for anyone—more especially a fourth-order—and I felt the article went to the Canadian, and took the prize \$25. I am not happy. While the *Toronto Bill Poster* is a very good publication, and its circulation in the United States was all I didn't say "sit.") And ever since it appeared I have wished it had been put before the men in whose hands I am the most interested.

And, therefore, I have asked the editor of *The Billboard* to reproduce the article, which follows:

Three generations are the result of years of observation and study, during which time I have critically inspected the billboards of many of the largest cities of America. I have noticed how the posters of my clients was washed off by the dirt rain from some billboards, while on others it would, under the same circumstances, last for weeks and months.

The best height is ten feet, built one foot above the ground.

The best length, all the space you can get. (This choice for an argument there.) The best lumber, select-grade long-and-groove flooring, but quality, kiln-dried, free from heart holes. Build upright.



The best posts, galv. or zinc, at least high, each three feet in the ground.

The best coping, oak, with an inch groove, half inch deep, 1 inch overlapping the front of the board.

Finishing depends upon the kinds of which you have to contend against; if apt to be fierce at times, use a 2x4 beam, 10 feet long, and reaching about 3 feet under ground, and anchored to a 3-foot 2x4 cross piece. An additional beam can be run from the center of this main beam to the upright, about 1 1/2 feet above the ground. (See the plan that accompanies this.) Set the posts not more than 8 feet apart, use two or three 2x4 struts, and set the lumber perpendicular. Build the board as carefully as you would a piece of furniture for your office or your home. Don't overlook details with the relation that the fine paper will cover them to.

Put a 1x4 lining across the bottom of

the board, to protect it from being torn apart; and glue on the sides or rails not 1/2 inch and add mastic to the opening of the board.

Now for some reasons: Why 10 feet high? Because probably one-fourth the general paper hawker will see it in a day; 10 feet in height, that is, 10 feet, and you should be prepared for the biggest regular day.

Why 4-inch lumber, rather than 6 or 8 or 10 or 12? Because some lumber will not shrink out of socket and leave cracks, or wider lumber invariably will fit. A crack in your lumber means a crack in your paper.

Why three or four above the ground? Because otherwise the rain will wash dirt upon the bottom sheet, unless they become covered with weeds, which is worse. Why build upright instead of horizontally? Because when the owner wants his lot for other purposes, you can take a saw and cut the struts every four feet, and remove your board in sections, and should it otherwise without a crack or flaw.

Another reason: If a crack should develop and thereby produce cracks in the paper itself, the rain will simply run down the crack to the ground, instead of underlining a large portion of the poster and thereby bringing it all to the ground.

Another reason: If built horizontally the rain from behind gets into the joints and causes a great deal of swelling and swelling and frequently a bulging of the boards, which does not happen if built perpendicular, because the rain does not run in the cracks, but runs in the ground.

The first cost will not possibly be so great as more than the first one of the month, singly boards that are set so snug throughout the country, being built; in this manner will last for years, and are really much the cheapest in the long run. That is why the article read in December, '91. I do not mean any priority of discovery, the method, or some portion of it, is in use in several cities.

Mr. C. C. Ames, of the Old Colony Bill Posting Co., Providence, R. I., was in my office the other day, and he tells me he has been using this plan for several years, and that nothing could induce him to change to the old plan. He tells me that he had some difficulty with a getting lumber too fast long, twelve and sixteen feet being the kind the lumber dealers had to sell him. He finally induced one of the dealers to get the timber lengths, and had his lumber made.

Mr. Ames says that there is another advantage I did not mention. When putting up new paper it is easy to take an old sheet back and slip down the live paper, and strip the board; without any danger of pulling off any of the live paper. Nearly all bill posters would strip the board more frequently if it were not for the danger to live paper on the same board.

## DENVER.

After all the blow and bluster about coming down the billboards, the authorities have quietly concluded to do nothing and the newspapers are glad to let the matter drop.

A pretty little baby girl, but a few hours old, is left on the doorstep of the Florence Critchfield home here. (She was an only daughter of a deceased and dead place) in a basket. The only note with the package was this: "Please notify us if more than 24 hours elapse at your residence. Cause: Infants' Company." The village where she is at present is a comfortable one, and the subject has struck all through life to Mary Stone.

## IN GERMANY.

## Hart &amp; Parling, City Bill Posters of Munich, Have a Valuable Concession.

There is a lesson to be learned by our American bill posters from their German cousins. It is found in the illustration below. The cities in the world are more counting in the number of advertisements than the German. Munich in particular is probably so.



Yet Hart & Parling have billboards in every corner of that city. They have solved the problem of getting down there—going into the congested centers without ever going to roofs and gables. They have bookshelves and bookshelves of the above dimensions on all the principal thoroughfares of Munich. Every daylight is surrounded by one. Sometimes they have a great lot, but at other places a few show less, but in many instances their erection is maintained by the city merely for designating the intersecting streets.

They are beautiful things, and advertisement fight for space on them at 1 cent per inch about \$100 PER DAY. They are perfect for you. Perhaps if some effort was made in America to render billboards more pleasing to the eye it would be less difficult to obtain space and less trouble with aesthetic critics.

## BOX CAR BILLBOARDS.

## A Big Company Formed to Push Posters On a New Plan.

Is Backed by Big Men—Exhibition That Is Deplorable—Contract Already Closed With the South Pl R. R.

A company with all kinds of capital behind it has been formed for the purpose of displaying all kinds of advertisements on the freight cars of all the railroads in the country.

So far but one railroad has accepted the new scheme for increasing its revenue, and at the same time advancing the folk along in right of way. That road is the Atchafalaya, Topeka and Santa Fe. It has entered into a conditional agreement, whereby for one year the cars will be displayed upon advertising all manner of commodities.

The idea itself is not new. It is taken from the lawyers and parking houses, who recognized the value of the modern box cars.

Away back in 1888 E. J. Greening at Topeka has secured patents from the railroad companies for painted billboards, but since that time no road would entertain the idea.

The new company seems to be having better luck.

"Yes, Sir, we will try the experiment of carrying signs on our new cars," said a representative of the Santa Fe system yesterday. "We decided to do it, after considering the question for several weeks. We regard it as a legitimate method of increasing the revenue of the road. Of course, we will not permit any improper advertisements. We will not be asked to do so, for the men who form the advertising company are all good-standing men, mostly as well as financially. I cannot say how soon we will begin carrying signs on the cars, but it probably will be in a few weeks. If after a fair trial the scheme is unprofitable to us we will also abandon it."

Who by other methods will take kindly to the idea mentioned to be so. "The road will never carry advertisements of patent medicines, baking powder, and tobacco" said on his own case, "declined an official of another road. "We have our own system yesterday. "A few more such a thing of heavy under patent advertisement, but I don't think as an estimated billboard it would look any better. The idea is all right for those who like it, but we don't. We'll try to make our case profitable in the way for which they were designed."

The men who made the contract with the Santa Fe is W. C. Ford. He is in Boston now, and is traveling about the country waiting up the plan. One of the possibilities is that he will back of the company, and to have deposited a certified check in a New York bank as a guarantee that he has no other business.

Chauncey H. Crofton, of Chicago, vice president and general manager of the United States Express Company, who is not in line of one interested party, is in New York, and no statement of his relation to the matter has been made.

The career of the new company will be watched with interest by bill posters generally.

## SAVANNAH.

The advent of Bernard K. Anderson has stirred this long up. Dave Wiest, Matt Royal and F. M. Hamilton have shaken off their lethargy and set out to do it. They are now in the city, and have made wonderful progress in the short time they have been at work. Joe Cooper, the original bill poster of Savannah, writes that the new firm has all the best of the situation at the present time.

Amherst, Mass., is a town of 5,000 or 6,000 population. Mr. Amwell, the newspaper editor, is increasing its revenue, and at the same time advancing the folk along in right of way. That road is the Atchafalaya, Topeka and Santa Fe. It has entered into a conditional agreement, whereby for one year the cars will be displayed upon advertising all manner of commodities.







For large signs on rough and uneven surfaces such as dead walls, rocks and stumps, a very strong yellow coating may be made by stirring a solution of green vitriol into lime milk. The paste, which is at first grown from the separating particles of iron, becomes yellow by oxidation in the air after it is applied and dries. The more green vitriol is added to the lime milk the darker, of course, the color. This point is to add as many very fine particles of iron as can be washed off. Besides, it has a brighter appearance when mixed with lime and water, and is cheaper than the latter. It makes an admirable background for large letters or marks or pictures.

#### Blue Signs.

To prepare the blue, dissolve in 4 parts of water 1 part each of chloride of copper, white of egg and iron sesquioxide, also add 1 part of commercial hydrochloric acid. Brush the color over the surface, and when dry, wash with clean water. Leave it to dry for twenty-four hours, when any oil or color will finally adhere to it, and withstand both heat and weather.

#### Window Signs.

Has one ever had trouble in getting the glass on the glass and where to give ever one top dull and dead? If so, a few lines may prove profitable. The greatest precaution is necessary to have the glass absolutely clean on the side the gold is to be applied. This is accomplished by slowly boiling the water to be used for cleaning, which is applied by means of a fine linen rag, when some gold is dissolved. As a further precaution, prior to using the water, standing is frequently resorted to. In applying to the size, is the first glass a flat round hole that should be used. The size should be scraped to fine, and desired subsequently, when the gold is applied. The completed operation consists in gently rubbing or polishing the gold with a ball of the finest cotton wool when thoroughly dry. If desired, another coating of gold may then be applied, the ground being then ready for erasing.

Prevention and treatment are good means in whitening papers in the past sleep, in both weight and quantity. It shows a great deal of trouble, and use of necessity from one day to another.

To keep paper from swelling, mix equal parts of dry white lead and whitening with one half rubbing, and one half Japan; then add to this one fifth of the weight of the white, and one part of ground in oil. This is the best recipe. If it get too stiff, add more lead, keep in water and use to small particles, so that it doesn't dry in handling.

#### To Mix Colors.

Hardly a day passes, but when we are impeded by some one of our subordinates for directions for mixing more paint to use either or shade. No field formulae may be given, owing to the different makes of colors, but we submit the following as the nearest approach to a list of recipes that it is possible to make.

"What do you like your color with?" "I'm sick of the great color, James Reynolds."

"With brown," he loosely replied. "And as in the following formulae, the reader will have to see his own descriptive

largely in the matter of proportions:

Anders: Yellow lake tinged with white.

(1) Cassin's tinged with yellow.

Anders of Brown: Pink tinged with black.

Remark Brown: Burnt amber, Dutch pink, lake. (2) Burnt sienna, yellow and lake tinged with burnt amber.

Remark Color: 1 oz. best linseed, 1/2 oz. turpentine or best of creosote lake; Gage's

with vermilion for a light color.

Book Red: Red tinted with white and yellow ochre.

Brown: Black, burnt sienna. (3) Van-dyke brown, burnt sienna. (5) Burnt yellow, black, silver tone, add a little lake. Lighter brown requires yellow to brighten. These can't be mixed with black. (4) Red, black, blue; or add brown, burnt sienna, Prussian blue; add black, Van-dyke brown instead of burnt sienna.

Red, deep: White, yellow ochre, red, light, white, yellow ochre.

Especially: Asphodelum with any bright lake.

Carmine: Lake tinged with white.

Cosary: White, brown, yellow.

Chemical: Red, black, tinged with yellow.

Chemical: Burnt amber tinged with lake. (4) Indian red, black, tinged with yellow.

Crown: Orange green (4) yellow, 1 red, 1 blue.

Claret: English purple lake tinged with vermilion. (5) Cassin's lake, ground color, a little, 1 Indian red.

Clay Red: White lead; raw amber, raw sienna; to make glass, tinge with blue, green or black.

Copper: Red, yellow, black.

Crown: White, yellow, tinged with red and raw amber.

Dove: 2 white, 1 vermilion, 1 blue, 1 chrome yellow.

Fawn: White, burnt sienna. (2) White, ochre, vermilion.

Flask: White tinged with equal parts

of yellow and red. (3) White, raw sienna, red.

French Gray: White, blue, vermilion.

(5) White, black, red.

Gold: White, yellow, red, raw amber, tinted with blue or black. (2) White, yellow, burnt sienna. (3) Green ochre, red. (4) White, yellow, green, burnt sienna. (5) White, yellow, tinted with red and blue.

Gray: White, tinted with black. (4) White, black, purple.

Green: Red, yellow, Dutch's Egg-White, silicoferrite, chrome green. Asphodelum—Long black and chrome green or chrome yellow. Asphodelum—Ground color, chrome green, long black, glass, yellow lake or Prussian blue. More subdued color, glass or with yellow lake tinged with royal green. Brown—Prussian green, long black, chrome yellow, raw amber. Blue—White, silver tone, Quaker—Chrome yellow, blue, tinted with vermilion and black. Saffron—Red, black, or blue, burnt amber. Red—Raw amber, Prussian blue, chrome yellow, with white tone preponderating. Yellow—Vermilion tinted with white.

Levander: White, purple.

London: 1 burnt amber, 1 burnt sienna, 1 red with white.

Lemon: Lemon yellow tinted with white.

Lime: 3 white, 1 carmine, 1 blue.

Lime Stone: 4 white, 3 yellow ochre, 1 black and red.

Londoner: Burnt amber, yellow, white, red. (4) Van-dyke brown, burnt sienna, yellow.

Mosses: 3 carmine, 2 yellow, burnt amber and black. Orange or orange lake, burnt amber. (5) Burnt sienna, Van-dyke brown, lake.

Norred Gray: Yellow, black, purple.

Gold: 2 white, 3 yellow ochre, tinted with raw amber.

Old Gold: Add orange chrome to yellow ochre.

Olive: Green and purple or blue, 1 red 1 yellow. (2) 2 yellow, 1 blue 1 black, tinted with vermilion. (3) Green and amber or green and yellow. (4) Under, yellow, black. Brown—1 lemon yellow, 3 burnt amber. Dred—11/2 raw white, Dutch pink, lemon chrome.

Orange: Red, yellow or white, Dutch pink, lake.

Pack Hammer: White and ochre or King's yellow.

Pink—White, vermilion, blue lake with black.

Pearl Gray—White, blue, black.

Pink—White, crimson lake or carmine.

Pink—Carmine, black; or a white, 2 Mac, 1 red.

Portland Stone—1 raw amber, 1 yellow ochre, white.

Prussian Yellow—Add a little white to lemon yellow or King's yellow (apart).

Purple—Red, blue; or 3 white, 4 carmine, 2 blue.

Rose—3 white, 1 purple.

Rose—Orange, carmine, or a red, 1 blue, 1 yellow.

Salem—2 white, 1 yellow, 1 vermilion.

Sand stone—6 white, 3 yellow ochre, 1 black, red.

Shiver—White, indigo black.

Sky Blue—White, blue tinted with black.

State—Black, blue, white tinted with red.

Leaf—1 yellow ochre, 1 Van-dyke brown. (2) Yellow, amber, red.

Steel Gray—1 white, 1 blue, 1 black.

Stone—White, yellow, burnt amber.

(1) Raw amber, burnt amber, white.

Swiss—White, chrome yellow, burnt amber. (2) White, yellow ochre, vermilion, raw sienna. (5) 2 yellow, 2 white, 1 red.

Tint—5 burnt sienna, 2 yellow, 1 raw amber. (2) White, burnt amber, yellow, burnt sienna. (3) Orange chrome, Tuscan red.

Turkey Red—Vermilion, black.

Under—White, yellow, red, black.

White—1 carmine, 2 white, 1 blue. (5) Cassin's and blue tinted with black.

Wine—Purple lake tinted with blue.



A STREET FAIR.













**LIST OF 1898 FAIRS.**

This list is compiled and extended monthly. It is furnished free of charge to all who send for it. It is published weekly in the *Register* and is also published separately in pamphlet form. It is published weekly in the *Register* and is also published separately in pamphlet form.

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**ALABAMA.**

Anniston - October 14th. Student Aid. Fair. 10 to 12. 10 to 12. 10 to 12. 10 to 12.

**GEORGIA.**

Atlanta - October 10 to 12. 10 to 12. 10 to 12. 10 to 12.

**ILLINOIS.**

Area - June 15th. 10 to 12. 10 to 12. 10 to 12. 10 to 12.

**INDIANA.**

South - June 15th. 10 to 12. 10 to 12. 10 to 12. 10 to 12.

**IOWA.**

Wells - June 15th. 10 to 12. 10 to 12. 10 to 12. 10 to 12.

Chicago - June 15th. 10 to 12. 10 to 12. 10 to 12. 10 to 12.

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**MARSHALLS.**

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**PENNSYLVANIA.**

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**THE SCHEDULE OF PREMIUMS**

**Of The Sagadahoc Agricultural Society**

The first meeting will be on Saturday night, September 11th, at 8 o'clock. The meeting will be held at the residence of Mr. W. E. Rogers, 107 York Street, Boston, Mass.

W. E. ROGERS, Secy. TOPSHAM, ME.

**THE NATIONAL MAGAZINE**

Rightly regarded, it is the most valuable and interesting magazine for the farmer and the country dweller. It contains the latest news, the most interesting stories, and the most valuable information for the farmer and the country dweller.

**Best Advertising Agency!**

T. J. ESTER, MANAGER. Valley Springs, Ark.

**POSTERS AND DISTRIBUTORS...**

For names and printing contracts, business cards, etc., see our list of names. We have the most complete list of names in the country.

**THE ARENA**

EDITED BY JOHN CLARK RIDGWAY, LL.D.

To preserve for the People our noblest and most valuable property, the Press, we have organized the National Association of Publishers, and we have organized the National Association of Publishers.

**A BARGAIN**

50 GOOD ADS FOR \$1.00. We select the best and best of these. We guarantee that most of these. We have never been so well served in our lives.

**CHICAGO PRESS CLIPPING BUREAU**

85 FIFTH AVENUE, CHICAGO. We select the best and best of these. We guarantee that most of these. We have never been so well served in our lives.

**Horse Shows.**

Anniston - October 14th. Student Aid. Fair. 10 to 12. 10 to 12.

**Dog Shows.**

Anniston - October 14th. Student Aid. Fair. 10 to 12. 10 to 12.

**Poultry Shows.**

Anniston - October 14th. Student Aid. Fair. 10 to 12. 10 to 12.

**Races.**

Anniston - October 14th. Student Aid. Fair. 10 to 12. 10 to 12.

**Bill Posters**

Here We Are Again! WE USE TO INFER 100 EUREKA PASTE

Requires no Heat. No Baking. It makes Paper stay flat. Costs 25c per 100. In 40c per 100.

**DO YOU WANT IT?**

For THE DOLLAR and returns paper we will forward it to you. It is the most valuable paper in the United States and Canada.

**TAUNTON BILL POSTING CO.**

We Post and Distribute Everywhere. Boston, U.S.A. TAUNTON, MASS.

**HOWLAND Advertising**

Bliss Co., Boston, N.Y.









# Known as "Prompt Pay"

## From the Atlantic to the Pacific.

I could fill a large sized book with letters like the following that I have received from the other towns, cities and villages, during the past few months and years:—

**Orange, Va., Dec. 10, 1914**  
Dear Sir—Received your check for billing, due January 1, 1915, and wish to thank you for your prompt and speedy service in making same payable.  
**Frank H. Turner**

**New Providence, N.J., 11, 1914**  
**Sam W. Hoke, New York**  
Dear Sir—Yours of the 11th is received, and we thank you for making us promptly.  
**Geo. S. Harvey**

**Keosauqua, Ia., 11, 1914**  
**Sam W. Hoke, New York**  
Dear Sir—Yours with check at hand, including amount for gas month's billing, received and for the second month's delivery in Keosauqua, which begins to-day.  
**Andrew B. P. Co.**

**Quincy, Ill., 11, 1914**  
**Sam W. Hoke, New York**  
Dear Sir—Yours of the 11th at hand, with check for the 11th month's billing, due to December 1st. Thanking you for your service.  
**M. E. Mahalik**

**New Albany, Ind., Dec. 10, 1914**  
**Sam W. Hoke, New York**  
Dear Sir—We have this day received your check in settlement of our account to the 10th. Arrangements are making for our New Albany, Ind. service.  
**Wm. H. B. P. Co.**

**Turkey, Wash., Dec. 10, 1914**  
**Sam W. Hoke, New York**  
Dear Sir—Received yours of the 10th with check drawn to full value of December 10th. Many thanks, and Merry Christmas.  
**C. Harry Graham, Mgr.**

**Deacon, Idaho, Dec. 10, 1914**  
**Sam W. Hoke**  
Dear Sir—Yours received with check for \$1.25, in full of the 10th bill.  
**Thomas W. Berry**

**New Orleans, La., 10, 1914**  
**Sam W. Hoke**  
Dear Sir—Yours with check for the 10th month's billing were received with the usual promptness to-day. Much time will have to be lost, and I would appreciate the fact that you call the attention of most of your other customers to the fact that the whole world comes here on the same day. I will reserve whatever space you wish.  
**J. Goodin**

**Hydrex, Wis., 10, 1914**  
**Sam W. Hoke, New York**  
Dear Sir—Thanks for check for Ad-Ad-Ad position in the 10th of October.  
**George C. Cullen**

This is a matter that interests you. The agent who is universally known as Prompt Pay is universally certain of the best treatment at the hands of the bill posters.

All of them know, when they get an order from you, that their money is safe, there is no question about it, providing their work is correct. And they know equally well that if their work is not correct they get nothing.

I am in constant communication with nearly all the bill posters of the United States; I am reading their work frequently; I am, to a certain extent, a wholesale buyer, with many of them; I have paper on their books all the time.

I am placing bill posting you for a quarter of large concern, most of them the largest in their line. Some of these people have placed their work with me for years.

One of these, whose posting I attend to exclusively, is making today's net annual profit of twenty times their gross capital invested at the time I began placing their advertising.

My arrangements for buying and inspecting rates are as perfect as moral can devise. Checking can be done once a month or once a week, on the occasion of my visits, and can be extended to as well in Minneapolis as in New York City, or in San Francisco as in Boston.

My inspectors' reports are guaranteed by a corporation worth Five Million Dollars.

## Sam W. Hoke

LONG DISTANCE  
BILL POSTING,

107 West 28th Street,  
NEW YORK CITY.

Telephone Connection.

**New York, Dec. 11, 1914**  
**Sam W. Hoke**  
Dear Sir—Yours received, with check for \$2.00, in settlement of account to December 1st. Your promptness recalls the old saying of "last year's habits, and is highly appreciated."  
**Pat Lawrence**      **Mary Stanton**

**Lafayette, Mo., Dec. 10, 1914**  
**Sam W. Hoke, New York**  
Dear Sir—Your prompt realization for the 10th month's posting is highly appreciated.  
**G. S. Gamm**  
City Bill Poster.

**Los Angeles, Cal., Dec. 10, 1914**  
**Sam W. Hoke, New York**  
Dear Sir—Thanks for your prompt realization, arriving here in the 10th hour, just as in the Case BILLBOARD is given.  
We have sufficient paper for the 10th month's billing; but you would better send some more over for future use.  
**G. S. Whitford**

**Charlottesville, Va., Dec. 10, 1914**  
**Sam W. Hoke—New York City**  
Dear Sir—Received bill for the 10th month's billing, and receipted bill for the 10th month's billing.  
Being an outdoor man.      **Charles**

**Portsmouth, Va., Dec. 10, 1914**  
**Sam W. Hoke, New York**  
Dear Sir—Yours of the 10th received, with check in full of the 10th bill.  
**Thomas**      **A. C. Dwyer**

**St. Louis, Mo., 11, 1914**  
**Sam W. Hoke, New York City**  
Dear Sir—Your check for posting account on to December 10th, is hand, many thanks for same.  
**H. Lewis Hill Printing Co.**

**Asheville, N. C., Dec. 10, 1914**  
**Sam W. Hoke, New York City**  
Dear Sir—Your check for posting account on to December 10th, is hand, please accept my thanks for your promptness.  
**J. H. Williams**

**New Providence, N.J., 11, 1914**  
**Sam W. Hoke, New York**  
Dear Sir—Thanks for your check for month of October 1st to November 1st.  
**Edna D. Brown**

**Chattanooga, Tenn., 11, 1914**  
**My Dear Hoke**—All this month something had worried billing connections, and I have got disconnected with you. This is the first month in nearly two years that I have not had a check from Sam W. Hoke. And the reason is, that I have had some of your paper during the last month. Whenever I hear an order from you, I find as if I had the money already deposited in the bank.  
**E. K. Bump**

**Warren, Ohio, Dec. 10, 1914**  
**Sam W. Hoke, New York**  
Dear Sir—Yours of the 10th is hand, enclosing check in payment of my bill to the 10th, for which you are obliged to me, and same has been placed in your hands.  
**The Central Mill Printing and Bindery Co.**

**Clayton, Wyo., Dec. 10, 1914**  
**Sam W. Hoke, New York**  
Dear Sir—Your check of the 10th received in settlement of account to the 10th. Many thanks.  
**Arthur B. P. Co.**

**McFarland, Pa., 10, 1914**  
**Sam W. Hoke**  
Dear Sir—Thanks for your order of the 10th, and also for the prompt way in which you have always responded to the post.  
**Lafayette Hill Printing Co.**

**Lafayetteville, Tenn., 10, 1914**  
**Sam W. Hoke, New York**  
Dear Sir—Yours of the 10th is at hand, with check for the 10th month's posting, to the 10th bill. Please accept our thanks.  
**The Central Mill Printing Co.**

THE \_\_\_\_\_

THIRD ANNUAL CONVENTION

... OF THE ...

**INTERNATIONAL  
ASSOCIATION  
OF DISTRIBUTORS**

WILL BE HELD

**JULY 19 TO 22**

... AT ...

**CHICAGO, ILLS.**

A Cordial Invitation to be Present is Extended to all Advertisers  
and Advertising Agents.

**JOS. REID,**

PRESIDENT,

KANSAS CITY, MO.

**W. H. STEINBRENNER,**

SECRETARY.

CINCINNATI, OHIO.

"The Advertising That Never Fails."

64,000 LINAL FT. IN SAN FRANCISCO

64,000 FT. IN OAKLAND AND ALAMEDA Co.

# SIEBE GREEN

**OUT DOOR ADVERTISERS  
UP-TO-DATE BILL POSTERS**

**THE FINEST LOCATIONS. GUARANTEED SERVICE.**

*The Only Authorized Contractors for The  
ASSOCIATED BILL POSTERS ASS'N of THE STATE of CALIFORNIA.*

Information Gladly Given.

Main Office, 11th & MARKET STS., **SAN FRANCISCO, CAL.**

MEMBERS INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

**Siebe, Green & Dunphy** CONTROL  
Oakland and Alameda County.

Members of the International Association of Distributors.

**Jointed Magnetic Hammers**

Just the thing for Card Tackers



The Siebe is a true magnetic hammer and never loses its magnetism. It is the most efficient card tacker ever devised on the earth, which holds the card on the right side, while you are getting ready to tack the next card. It is the most efficient card tacker ever devised.

Directions: Push the Siebe into the card, and it will hold it in place. It is the most efficient card tacker ever devised. It is the most efficient card tacker ever devised. It is the most efficient card tacker ever devised.

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It is the most efficient card tacker ever devised. It is the most efficient card tacker ever devised. It is the most efficient card tacker ever devised.

**DONALDSON LITHO CO. Sole Agents,  
CINCINNATI.**

©1917 THE ASSOCIATED NEWS, 1005 N. 1ST ST. O. S.

**Bill Posters' Paste Brushes.**

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

**PRICES.**

6 inch, \$2.25 each.  
9 inch, 2.75 each.  
12 inch, 3.00 each.

**This is our celebrated "UNEXCELLED"**

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

**PRICES.**

6 inch, \$2.25 each.  
9 inch, 2.75 each.  
12 inch, 3.25 each.

SEND YOUR ORDERS TO

**The Donaldson Litho. Co., Cincinnati.****Jointed Paste Brush Handles**

Made Especially For

**Traveling  
Advertising  
Agents.**

Will fit inside of a bill  
trunk. Great convenience.

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

**PRICE:**

7 feet, 2 sections, - \$1.25  
10 1/2 feet, 3 sections, - \$1.75

**Donaldson Litho. Co.  
CINCINNATI.**

Remit with order. None sent C. O. D.

OUR SPECIAL DESIGN LETTERS MAKE THE



# BEST STANDS ... IN AMERICA



Bill Posters who have not tried one of our Special Letter Stands, are making a big mistake. They are losing business every day. If you have not seen one of them, you can not realize how strong, how graceful and how much like a specially engraved stand they are. Bill Posters, Theatrical Agents, Circus Managers, who have used them, are enthusiastic in their praise. Mr. George H. Hartford, the hustling advertising agent of the Fountain Square and Walnut Street Theatres, and lately with Ringling Brothers' Circus, recently said: "I would sooner have a stand made up from your special letters than any lithograph stand on the road. It looms 'up big—it's massive, and that's what you want for a stand. Every manager that sees a stand like it."

We have had a series of new up-to-date letters designed, and can make a stand of one line (two sheet upright), two lines (one sheet upright), or three lines (half sheet) or any combination thereof, making a stand any size from 12-sheet up to 500-sheets. The less words, the better the stand. Send \$1.00 and copy for sample stand, or we will send you a half-tone illustration of several.

Prices: In lots of ten, 3 cents per sheet; twenty-five, 2 1/2 cents per sheet; fifty, 2 cents per sheet.



## HENNEGAN & CO.

### ... Poster Printers ...

719-721 Sycamore St. CINCINNATI, O.