

THE BILLS BOARD

CHRISTMAS
NUMBER

1898



REMOVAL
SALE

WILLIAMS
THEATRE

PRIZE
FIGHT

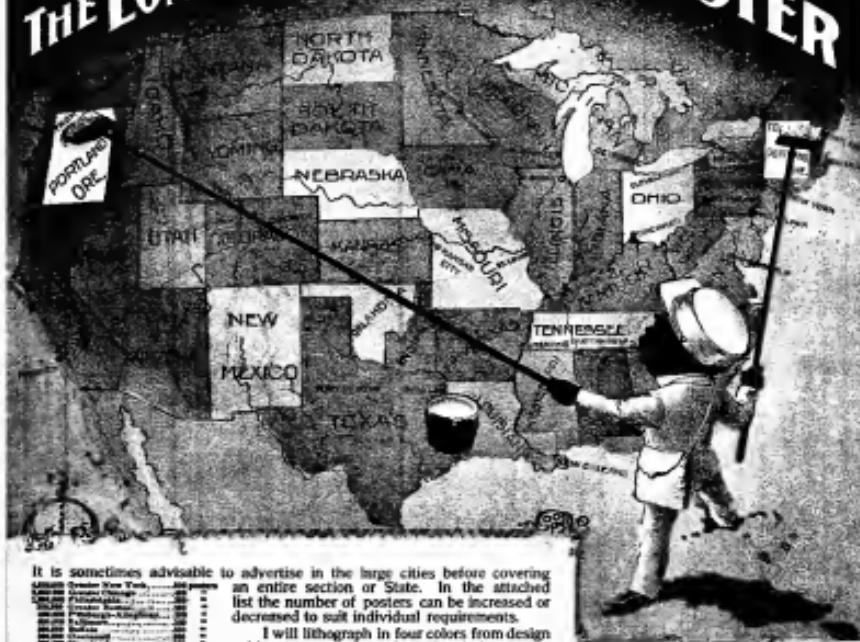
OPP. SHEPPY
OFFICE-HIRE

ANTI-PHIL
THE DANDY
ANTI-OFFEN
HANDY

HOLIDAY
PRESENTS
FOR
YOUNG

TEMP SHOW

THE LONG DISTANCE BILL-POSTER



It is sometimes advisable to advertise in the large cities before covering an entire section or State. In the attached list the number of posters can be increased or decreased to suit individual requirements.

I will lithograph in four colors from design subject to your approval, 4,000 24-sheet posters, 9½ feet high and 20 feet long, on the best 70 pound lithographic paper; I will post 3,150 of them as per schedule, listed, protected, renewed and guaranteed 30 days, all for \$12,100.00.

When you consider the visitors from the surrounding country, you can safely count on this advertising reaching one-half the adult population of the United States.

Take all other methods of advertising that you may care to consider, and figure out the cheapest possible plan for one month's constant publicity, and you will find this the cheapest.

Then consider the prominence and impressiveness of this handsomely lithographed 20-foot sign, and you will agree that this is also the best for the money—or even double the money.

Place your entire order with, and leave all the detail work in the hands of the Long-Distance Billposter.

\$am W. Hoke

251-5th AVE.
N.E. COR. 28th ST.
NEW YORK.

that you are a lot of scoundrels, and I only run to murder me." Amid the screeches of alarm which preceded the catastrophe and irretrievable catastrophe, Mrs. deLamotte and proudly walked to the disasterous trial minister and chaplain. Not a shot was fired, nor a whomp resounded in. The disconsolate crowd had met his master and willingly admitted it by filing out in silence.

The circus company was so demoralized that it was unable to attempt giving a right performance, and the mistake had nothing better to do than to apologize to the hotels and businesses and discuss the unprecedented events which had taken place, and, while a post-mortem review was being made, what the result would have been had he been present at the afternoon session meeting, a man wearing a short coat, with his coat collar turned up, who had been steadily leaning over the front, seemingly engrossed in his work, and the manager said: "Well, sir, I am Tom Bixby, the 'I-t-er-est' exhibition the surprised laugh, as he finished. His pistol

"Perhaps you'll understand the same lesson, Mr. Rice," was the reply, "regarding the fact that some ten years ago, in New Orleans, you had been shot through the head and had been struck through a bad attack of Yellow Jack, though took him a poor pass least, and when you reached the city you still made him for a Board street, with a bullet hole in his back, Peer fellow, he's dead now, but he often charred me if I ever had a chance to do him a favor. Well, it is a good thing to have a friend like him, and it happened to come my way tonight. If you're willing to call it square I'm sure I am. Thank you; I don't care to be another member of the family, but there were those who got up on the M.E.P."

CHAPTER EIGHT

Leonard's Lost

those whose services Madison Heriot used to work more results than utility, he invited his research to accompany him to his boat. While leading suitable hospitality there, Madison said: "Sir, you have undoubtedly saved my life, and I most gratefully appreciate the tact and knowledge with which you have treated me." The doctor had at the same time I am greatly pleased to understand why an native stranger should take as serious a risk in my behalf."

Gen. M. Leonard, the well-known Hill president of Grand Rapids, Mich., sent his hand-some home on Nov. 6. It was turned to the general W.H. in entire content. The letter begins as follows:

The house was leased for \$1,000, which will probably cover the expenses.



No. 5—Intake of Water Strik.

New York City

L. W. Lee Tracy has a big deal on with Robert Morris' Rogers, and is penning the book and with some of the most ardent ad-

The *Europe* is the name of a new monthly in New York for which some advertising is below, etc., etc.

REAL MONEY

For a Big Diffraction Wall

The New Home of the American Billiard
and Cue-Sports Association

The hardware and commissions building at 111 Fulton Street, Brooklyn, was built especially for that mammoth concern, the American Bell Peeling Company, and it is in break neck stupor. The officers, in reason of their heavy expenses, have mainly what they needed and requested before they commenced building, and as a result the structure is perfect in appointments and a marvel of completeness.

The WOOD was shown through his various departments by the Surveyor, Mr. Pug, and he enabled to give a full and accurate description of his business with the aid of the accompanying maps.

The meeting, as will be seen from ref. No. 1, is a biannual meeting, alternating with an

the same frequency curves were obtained for the different waves and frequencies measured by the author. In the right is the author's plot. Though which current is had by a resonance wave is the principal effect of the magnetic field direction, which current the waves travel at the second best. These effects are simply

finished. There is a profusion of dark, tall, thin stalks, some bearing numerous small, bell-shaped flowers and long leaves.

from the previous issue a short time ago the HSI team, which is in the No. 2 League and association is to visit Ireland, and the entire trip is keeping with the rest of the program. The passing ratios are extremely concentrated and well placed, and the results

These new maps show more logic, where reader
will easily get at. A hundred more could
be worked in this room without crowding,
if need be. It is very simple, as will be seen
from our No. 1, which is a copy of the other
end of No. 1, and shows the Superintendent's
office.

the latter the more than twice of the 4-10
day MacWhinney Company of Cincinnati.
Unquestionably, your associate has full power, to
see the Western Section, 14 in all. He can no doubt
have under his responsibility to handle my tax
affidavits of the project. There are 11 Western
wagons and their respective teams and

Democracy, in the movement, are the means, way, ends and consequences to ultimate and real world revolution in existence.

We possess a person or two in the No. 8. These are not suitable and accommodate the daily load of horses, and may get all occupied, except during the several days.



№ 3 - INTERIOR OF MATCHING AND PAETING ROOM

THE BILLBOARD.

PUBLISHED WEEKLY

BY EAST EIGHTH STREET, CLOTHSTON, G. S. & A.

ADDITIONS OR COMMUNICATIONS

FOR THE EDITOR OR BUSINESS DEPARTMENT TO

THE BILLBOARD PUBLISHING CO.

Subscription, \$1.00 per year, in advance.

ADVERTISING RATES:

Advertisements will be published at the following rates: one cent per word, flat; two cents for each additional word, or fraction thereof, up to 10 words, and thereafter 10 cents for each additional word. The rates are exact.

Advertiser's Advertising is not an opinion of the editor. It is clearly understood that the publisher of this paper is not responsible for any statement made by any advertiser. It is the responsibility of the advertiser to make his statement in good faith, and to make it known to the public that it is his statement.

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DECEMBER, 1926.

Praise on earth and good will to man. Here's a Merry Christmas to you and Happy New Year from "The Billboard."

Advertising is in fact a science in analysis. Before we take up the real work of its construction, it might be well for us to determine exactly and precisely just what science means.

Science is knowledge. But then it is more than that, too. It is knowledge on any one particular that is measured, severely tested, co-ordinated and systematized. Therefore, Advertising is such knowledge as we possess of advertising, severely tested, co-ordinated and arranged in order. Great care must be taken to avoid confusing Advertising with Advertising. They are and must always be kept separate and distinct. The one is a science; the other an art. They are related only in that a principle of science is a rule of art. Science is knowledge. Art is the application of knowledge in practice.

Having decided where our science lies, let us proceed to define it. In order to do this we must revert in advertising.

"A"

What is advertising? What is its object? What is it chiefly engaged in doing? Undoubtedly advertising is stating facts, telling the nation, by logical process of abstraction, of one attribute after another, and we will finally arrive at the primitive principle and find it to be—making known or disseminating intelligence. But for what purpose? Pursuing the same course, unquestionably for the purpose of creating demand by instilling desire.

Therefore, the matter about which Advertising is engaged is intuitive intelligence; and since it becomes the end of all science to discover laws, we may define Advertising as the science of the laws of disseminating intelligence. The law, it should be carefully observed, gives the science a well marked and clearly defined field. In-

telligence or thought lies in the mind. Therefore Advertising belongs to the mental sciences.

"B"

In confronting the science we next of necessity proceed by the method of induction. This is distinguished from the deductive method, in which we proceed; we for example, in mathematics from something given or allowed to facts deduced from it. In induction we gather together truths with a view of discovering an order among them and arranging them. It is found that in all series both physical and mental there proceed naturally and in regular order; that is, in accordance to fixed laws. This is the case in physics. Matter attracts matter, inversely, according to the square of the distance. It is also so in psychology. Like tends to recall like.

Induction begins with observation, and experiments, which is a mode of observation in which we artificially place the agents of nature in new circumstances, that we may watch their action more distinctly.

"C"

Let us illustrate this phase of experiment. In physics, in order to determine whether all bodies fall to the ground at the same time, we place a stone dollar and a whip of cotton in the estimated elevation of an air pump, and note the time they take to descend, independent of the resistances of the air. In like manner, in finance how the money facilities of the mind operate, we call up visions of objects which are fitted to incite our desire, capacity, or consciousness, and thereby rouse our spirits of action.

Both in physical and psychological science we must needs begin with and proceed throughout by observation, proper and experiment. But there is no important difference in the agent or instrument of observation in the two departments. In the former, we supply the causes; in the latter, we depend entirely on self-consciousness, which is the power by which we take cognizance of self as acting.

"D"

It will be seen that Advertising must always be intimately associated with psychology, though at the same time excepting a separate and distinct field which is all its own. It must be noted here that intelligence or thought is of two kinds; one of which—pure knowledge—has to do only with cognitive faculties. The other, in which inventive intelligence belongs, also has to do with cognitive powers, but proceeds further, and affects the motor faculties, sometimes turned the reverse of the apparent or the dissipative powers. It is necessary of this stage of our investigations to unfold the characteristics and attributes of these latter, especially the relations existing between

intelligence and will. This we will do in the January issue. In the meantime, we shall be glad to have comment and criticism by post from any one interested in the subject.

All the Year Round Is Best.

By SAM W. BOONE.

All the year round is the proper time to post bills. There is no sensible reason why bill posting contracts should be made for a term of thirty days only. The only way to secure for the poster a maximum return is that bill posting be done the part of the time he prefers, which would mean more publicity after leaving the term.

There is of course no reason why Cigars, Cigars, or Beemont's Game, at Early Day, Tobacco, or Admision Cigarettes, should give a twelve months' contract. The poster can be assured and the newspaper advertising agent, and to the magazines, and in the signs, etc., and then cut off the tail end of the contract, if he so desires. (The articles mentioned do not, yet, say anything.)

Good products that are used in the summer months, advertising should be done in the winter; nor should beachwear and similar winter goods be advertised in the summer. But hats and other clothing, showing colors, smoking tobacco, coffee, tea, asparagus, etc., anything that is used all the year round, should be posted on the bill boards at the time.

And I don't mean to say that the advertising of an ad, will still always stand at the same time. But hats and other clothing, showing colors, smoking tobacco, coffee, tea, asparagus, etc., anything that is used all the year round, should be posted on the bill boards at the time.

More and more, however, advertisers have learned that this is the best way also when posting bills; that is, to sell away space at the same time. But hats and other clothing, showing colors, smoking tobacco, coffee, tea, asparagus, etc., anything that is used all the year round, should be posted on the bill boards at the time.

This is a very strong argument, and will carry weight with the large editions of posters, thus securing the lowest prices, and this desire will prevail, and this desire will be a year's supply of one poster, to be used continuously in the same house. The poster may be as good as in radio, but the radio station does not have the reading of the same thing in the same order, as the same bill board becomes tired of the same poster, and the reader comes to see the poster at 100. He may say, more difficult, if it is the same poster, and that he passes daily.

On the other hand, if the advertiser sells the same story in slightly different ways, and different times, in either side poster, or as a different arrangement of the same words as the same colors, there is a novelty, and the reader will be compelled to look again. And if the article is all right again will constantly increase.

Still, their goods are not the same, and if it is necessary in many cases to have them sold every day, then a poster of their sort of thing, and many of them actually serve other one or the other, and both. And finally concluded by a statement that the poster is the advertiser, and the latter should pay the bill for his services. He did not say much about this, but this is the argument. He did not say that the poster was not good, as he did, he felt that were he in charge buying one commission, he would buy the best poster he could get. He said it nicely, however, and in great beauty, exercising a fine and forcible choice of words, and had nothing to do with it.

goods, and why they are superior to my other. After a few weeks or months, the poster will notice the slight difference from the one previously used in a sign to be recognized as old, unattractive, and the old favorite dropped.

Royal Baking Powder spends \$500,000 per year in keep their article before the public, and prevent old friends from forgetting them, and in consequence in the sales of Royal is always increasing.

When you get ready to post bills don't ask "How much for thirty days?" but ask "Estimate for a full year, with privilege of renewing." This will not make the agent with the intention of attacking throughout the entire year. At the end of the year you will be among those who "have" bill posting pays.

Munsey's Little Joke.

Mr. Frank Munsey, of the Munsey, is waiting if not known. His recent action in cause of all appearances as a complete surprise. It was a great success exploded in the crowd of the agents. Viewed as a practical jester, it was a stirring success. It did all New York to laughing, even including the agents. The latter, in fact, are still laughing, albeit with somewhat awe at the remaining publishers. They will not accept it, but they are on the lookout for the next, and the next.

They may well look sharp, but will be others.

And it has been said, a fool is he who does Munsey down. His lead will be followed; imitated simply because he is Munsey, and there will be lots of notes and memos, lots of light and shade, and a general atmosphere of merriment among the agents before the file opens.

On December 12 Mr. Munsey addressed us editors before the Sunday Club at the Waldorf-Astoria. In this address indicating an intent of his placing, he advanced his original views on advertising agents.

One of his ideas, which struck his hearers as being卓越卓绝, was that advertising agents could not serve two masters, i.e., the advertiser and the publisher, and that publishers could not serve two masters, i.e., the advertiser and the publisher. He argued with well-argued representations, and deserved every other one or the other, and both. And finally concluded by a statement that the poster is the advertiser, and the latter should pay the bill for his services. He did not say much about this, but this is the argument. He did not say that the poster was not good, as he did, he felt that were he in charge buying one commission, he would buy the best poster he could get.

Two days later he published that same article, and in a very interesting, edited, the same that Munsey. We quote below from the supplement:

"Following on the reasoning of this address, it is the publisher who deals with the advertiser. On December 23, 1926, all commissions on our publication by advertising agents will be discontinued. In those there this is the explanation: that is to say, more words. The term eventually ends, though, exclusive all it may be.

It is a funny, as incomprehensible, idea, that they are all thinking, and that they are all advertising, and that they are all advertising, either the publisher or the advertiser, or, in fact, any not but himself. Well, ready, it is delicious.



ON LITHO. & CO.



THE LEADING
AND
LARGEST
**POSTER
HOUSE
OF
AMERICA.**



ESTABLISHED 1863.
INCORPORATED 1885.

The

International Association of Distributors.

OFFICERS FOR 1948-49.

- JULY BROWN**, President
WICHITA CITY, KAN.
WILLIAM SPERBER, Vice President
CHAMBERS, OLA.
A. F. PEARCE, Treasurer
CINCINNATI, OHIO.
R. E. DOUGLASS, First Vice President
MANHATTAN, KAN.
W. G. TURNER, Second Vice President
LIMA, OHIO.
JOE L. CUMMINS, Third Vice President
DETROIT, MICH.

EXECUTIVE COMMITTEE.
THOMAS HARRINGTON, President, H. T.
H. H. HARRINGTON, Secretary, Atlanta, Ga.
The following is the initial list of members serving on the executive committee. This list may be subject to change as more names become available or as positions of responsibility are given to other members.
Additional names will be submitted later at the first general meeting.

ALABAMA.
Montgomery—John W. Johnson, 1020 2nd av.
BIRMINGHAM—John W. Johnson, 10th floor, 10th Street.
TUSCALOOSA—The Phoenix Box Packing Co., 10
South Broad St.

ARKANSAS.
GARRETT—J. F. Clark, Box 82
FAYETTEVILLE—The Phoenix Box Packing Co., 10
South Broad St.

CALIFORNIA.
Los Angeles—John G. Hayes,
Hawkins—P. J. Hawkins, 100 Pacific Co.
Long Beach—John G. Hayes,
Santa Barbara—John G. Hayes,
San Francisco—John G. Hayes,
Redwood City—John G. Hayes,
Tulare—John G. Hayes,
Visalia—John G. Hayes.

CONNECTICUT.
New Haven—E. L. Madison, 116 Library
St., New Haven, Conn., 100 Pacific Co.
Waterbury—John G. Hayes.

CANADA.
Montreal, Que.—John Morris, Morris
Brothers—John Morris, Morris Brothers
Ltd., Montreal.

FLORIDA.
PENSACOLA—John G. Hayes, Pensacola
Tampa—John G. Hayes, Tampa.

GEORGIA.
Atlanta—John G. Hayes, 100 Pacific Co.
Athens—John G. Hayes, 100 Pacific Co.
Columbus—John G. Hayes, 100 Pacific Co.
Macon—John G. Hayes, 100 Pacific Co.
Savannah—John G. Hayes, 100 Pacific Co.

ILLINOIS.
Chicago—John G. Hayes, 100 Pacific Co.
Joliet—John G. Hayes, 100 Pacific Co.
Kankakee—John G. Hayes, 100 Pacific Co.
Rockford—John G. Hayes, 100 Pacific Co.
Springfield—John G. Hayes, 100 Pacific Co.
Urbana—John G. Hayes, 100 Pacific Co.

INDIANA.
Anderson—John G. Hayes,
Bloomington—John G. Hayes, 100 Pacific Co.
Columbus—John G. Hayes, 100 Pacific Co.
Evansville—John G. Hayes, 100 Pacific Co.
Gary—John G. Hayes, 100 Pacific Co.
Indianapolis—John G. Hayes, 100 Pacific Co.
Kokomo—John G. Hayes, 100 Pacific Co.
Muncie—John G. Hayes, 100 Pacific Co.
Terre Haute—John G. Hayes, 100 Pacific Co.

KANSAS.
Topeka—John G. Hayes, 100 Pacific Co.
Wichita—John G. Hayes, 100 Pacific Co.

Louisiana.
Shreveport—John G. Hayes, 100 Pacific Co.
Baton Rouge—John G. Hayes, 100 Pacific Co.

MARYLAND.
Baltimore—John G. Hayes, 100 Pacific Co.
Towson—John G. Hayes, 100 Pacific Co.

MISSOURI.
St. Louis—John G. Hayes, 100 Pacific Co.
Kansas City—John G. Hayes, 100 Pacific Co.

NEBRASKA.
Omaha—John G. Hayes, 100 Pacific Co.

NEW JERSEY.
Camden—The Phoenix Box Packing Co., 100 Pacific Co.
Elizabeth—The Phoenix Box Packing Co., 100 Pacific Co.
Hoboken—The Phoenix Box Packing Co., 100 Pacific Co.
Jersey City—The Phoenix Box Packing Co., 100 Pacific Co.
Newark—The Phoenix Box Packing Co., 100 Pacific Co.

NEW YORK.
Albany—John G. Hayes, 100 Pacific Co.
Buffalo—John G. Hayes, 100 Pacific Co.
Bronx—John G. Hayes, 100 Pacific Co.
Brooklyn—John G. Hayes, 100 Pacific Co.
Ithaca—John G. Hayes, 100 Pacific Co.
New York—John G. Hayes, 100 Pacific Co.
Rochester—John G. Hayes, 100 Pacific Co.
Syracuse—John G. Hayes, 100 Pacific Co.

PENNSYLVANIA.
Allentown—John G. Hayes, 100 Pacific Co.
Bethlehem—John G. Hayes, 100 Pacific Co.
Canton—John G. Hayes, 100 Pacific Co.
Erie—John G. Hayes, 100 Pacific Co.
Harrisburg—John G. Hayes, 100 Pacific Co.
Johnstown—John G. Hayes, 100 Pacific Co.
Latrobe—John G. Hayes, 100 Pacific Co.
Lancaster—John G. Hayes, 100 Pacific Co.
Philadelphia—John G. Hayes, 100 Pacific Co.
Pittsburgh—John G. Hayes, 100 Pacific Co.
Scranton—John G. Hayes, 100 Pacific Co.
Wilkes-Barre—John G. Hayes, 100 Pacific Co.

TEXAS.

VERMONT.

WISCONSIN.

WYOMING.

Hannibal—Paul R. Jones,
Hawkins—John G. Hayes, 100 Pacific Co.

Holiday Inn—John G.

THE BILLBOARD

24



Bill Posters' Paste Brushes.

The most practical brush made. Copper wire and pointed corners. Improved Light Weight Block.

GRAY BRUSHES, 1000-1,000 Hrs.

Stevens City, steel, \$1.00 per dozen, \$10.00 each.
Erieville, steel, \$1.00 per dozen, \$10.00 each.
Extra Heavy, round, for coarse use, \$1.00 per dozen, \$10.00 each.

BLACK CHINA BRUSHES.

Stevens City, steel, \$1.00 per dozen, \$10.00 each.
Mo. & Royal, steel, \$1.00 per dozen, \$10.00 each.
Mo. & Royal, wood, \$1.00 per dozen, \$10.00 each.
Mo. & Royal, curved handles, \$1.00 each each.

ELDER & JENKS, brush makers,
127 South 5th St., Philadelphia, Pa., U. S. A.

Here is where the adventure
goes like money's worth.

GRANVILLE AND SOUTH WHEELER, CORN.
POPULATION 20,000.

HARRY B. BUSSING,
CITY BILLPOSTER.

Sign Cleaning and Sign Tracing. Sign Painting.
Metal Letters, Cutouts, Signs, etc.

OUT-DOOR DISPLAYS.

House Cleaning, Laundry, Tailoring,
Washing, Laundry, Dry Cleaning, etc.

BILLPOSTING, Sign Tracing
Home-to-Home Distribution
done. Work guaranteed.

J. E. MULLERIE,
HADDOCKSBY, KY.

JUNCTION CITY, KAS. Pop. 5,000

HERMAN DELKER,
BILLPOSTER AND DISTRIBUTOR.

Excl. West Bank. References Collected.

BILLPOSTERS, Tracing and Sign Tracing
P. A. KEPPEL, Expert in Population and
House Cleaning, Laundry, Tailoring, etc.

House Cleaning and Sign Tracing
done. Work guaranteed.

CHAS. WOOD, Billposter and Distributor

For all city, Miller 250 Main St., Jersey, N.Y.
most perfect service, no large storage or purchase.

FRANK LITTLE & SON, Bill Poster and
Distributor, PORTLAND, OREG. Pop. 2,000

ROBERT R. COOLBURN, Distributor, H.
and Middle Rivers, NEW BEDFORD, MASS.

MEMPHIS, TENN.
VAN DUSEN & CO.

Bill Posters and Distributors.

41 Adams St.

MIDLAND ADVERTISING CO.,
JOSEPH A. MCGOWAN

LICENSED DISTRIBUTORS,

Members I. A. of B.

KIT Brand Am., KANSAS CITY, MO.

Walter D. Olson, Distributor and Sign Painter

1000 Main St., Kansas City, Mo. 68103-14

MONTGOMERY, IND. Pop. 6,000.

C. W. ADDOTT,
Tracing and Sign Tracing, Advertising, etc.
All work done by new distribution government.

E. H. BOWMAN, Licensee.

Bill poster and Billposter

located in city, Indianapolis, Ind.

C. T. TAYLOR, Operator of THE BOWMAN CO., Post
Office and Business Office, Indianapolis, Ind.

Member I. A. of B.

GEORGE W. M. BURGESS, Bill-

Poster and Sign Painter, 1000 Main St.,

Montgomery, Indiana.

FRANCIS P. CANNON, Bill poster and

Sign Painter, Indianapolis, Indiana.

W. M. MARTIN, Distributor

Posters, Signs, etc.

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Sign Painter, Indianapolis, Indiana.

W. M. MARTIN, Distributor

Posters, Signs, etc.

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FRANCIS P. CANN

THE MEMBERSHIP OF THE



International Association of Distributors

is a roll of honor upon which is writ only names of men who are honest. If a man's reputation will not bear inquiry, if his record will not stand rigid investigation, he may not be admitted to the I. A. of D.

He must be sober, industrious, honest. He must be faithful and painstaking, and furthermore, he must be able to prove that he is all of these. He must possess good standing in his community and be an enthusiastic distributor.

**IF HE IS ALL OF THESE THEN HE MAY BECOME A MEMBER OF THE INTERNATIONAL
ASSOCIATION OF DISTRIBUTORS, NOT OTHERWISE.**

If an advertiser has to choose between a member of the I. A. of D. and a distributor who is unattached, both being personally unknown to him, who is he going to choose? Will he take the unknown, unattached distributor, or will he take the I. A. of D. member, whose standing is vouched for and whose service is guaranteed by his brother distributors all over America?

**ADVERTISERS MAY HAVE TO PAY I. A. OF D. MEMBERS A
TRIFLE MORE PER 1000 FOR THEIR HIGH-CLASS SERVICE
THAN CHEAP AND IRRESPONSIBLE DISTRIBUTORS ASK, BUT
THE DIFFERENCE IN THE SERVICE WARRANTS THE OUTLAY
MANY TIMES OVER.**

See list of Members on another page of this issue.

OFFICES FOR 1924.	
JOSEPH KELLY	President
(Lester City, Mo.)	
W. H. STEINBRENNER	Secretary
(Cincinnati, O.)	
O. P. FRANCIS	Treasurer
(Chicago, Ill.)	
W. H. GALE	Recording Secretary
(Fort Wayne, Ind.)	
E. S. DOUGLASS	First Vice President
(Milwaukee, Wis.)	
W. C. TURNER	Second Vice President
(Liber, Ga.)	
JAMES A. CUTTER	Third Vice President
(Des Moines, Ia.)	

EXECUTIVE COMMITTEE.
FRANCIS KAHN, President; MURRAY, N. T.
T. E. BARRETT, Vice President; L. V. COOPER, Secy.

Advertisers who deal with members of the International Association of Distributors are insured against all loss. A guarantee or indemnity bond, as good as issued by any trust company, may be had for the asking. Write the Secretary.

W. H. STEINBRENNER,
519 Main Street, Cincinnati.

Newport, Bellevue, ..Dayton, **KY**

CHAS. T. SIVALLS,
**BILLPOSTER and
DISTRIBUTOR,**
HOUSTON, - - TEX.
Population, 60,000.
Office, OPERA HOUSE BLOCK.

PLAINFIELD,
New Jersey.
M. L. Peacock,
Editor and Prop.
Daily Press,
McGraw's Monthly
Twenty-five cents

The will find in
BURLINGTON, IOWA,
A fine-class and reliable distributor.
See name in
A. E. DREIER,
An White line for particular.

A SPECIAL OFFER

Business

The Office Paper

Send 15 Cents for a Three Month's
Trial Subscription.

MEMPHIS, with other management,
Publishing and advertising experience
in the South, has a large number of
advertisers in all regions of the United States.
Established in 1890, it is the oldest
and largest publishing house in the South.
Largest Credit and Collection. It is a
fact that every business man should have at his
hands.

SUBSCRIPTION \$10.00 A YEAR.
BUSINESS PUBLISHING CO.,
125 Broad Street, New York.

WALTER D. DODD, President and General Manager
of the American Publishing Company.

THE REASON WHY.

In the case of a circular list will be used
which will be sent to all the leading
men in your city and town on condition
that they receive no compensation.

K. L. NEWMAN, Publisher, NEWARK, CONN.

For Groups
Feminist and
Sister
Tickets

WHITE C. F. ANSELL,
145-147 Monroe St., CHICAGO.

TERRE HAUTE, IND.
POPULATION 43,000.

THE Best City in the State
J. M. DISHON, Distributor.

Distributing by Reliable Men,
(No Boys Employed.)

ESTABLISHED 1881.
G. H. OTTING & SON,
Licensed Billposters, Distributors,
and Bellolio Painters

Office, 608 York St., Newport, Ky.

NOTICE : During the month of Oct., last, every established
office of offices on our books, and desks, was occu-
pied. We simply could not get another sheet up
in time. Therefore, immediate service and advertisement are
beginning to find it out.

MCCARTHY & GETTER, Kalamazoo, Mich.

BILLPOSTERS AND DISTRIBUTORS.

Will do your work right. If not, DON'T pay for it. Report us to the Americaners! They will do the rest. Try us once, you will call again.

A VOLUME OF FORCE.

To help your business, is my house to
have distribution in **BOISE, IDAHO.**

My prices—\$2.00 per 1000, pamphlets, etc.; \$2.50 per 1000, newspaper;

3000 Consumers. 3000 pieces will do it. Uniformed men, no boys.

G. E. SPAULDING, Distributor and Signs Dealer.

Books Distributed to 10000 Subscribers. In Idaho, Portland, Everett and vicinity.

GLASSCO & HALL, 337 High St., Portland, Ore.



KENTON, OHIO.

MEADVILLE, PA. County Seat.

Pop. of City 10,000.
Proprietary.

KNOX

AMERICAN BILLPOSTING CO.

***** BROOKLYN, N. Y.

***** PITTSBURG, PA.

***** ALLEGHENY CITY, PA.

THOMAS J. MURPHY, President.

WM. F. FAY, Secretary.

BARNEY LINE, Gen'l Manager.

THE AMERICAN COMPANY,

GENERAL OUT-DOOR ADVERTISING FOR WOOD CO., OHIO.

L. R. 32, Bowling Green, O. 600x, 12 West Chester St.

Bethel 2244—California Big Spring, America Telephone Co.

Established 1888.

30 years' experience.

MILLER BROS.

LICENSED BILLPOSTERS AND DISTRIBUTORS,

No. 13 West Town Street, Columbus, O.

Population 140,000. New management. Improved facilities. Greatly increased

service. Satisfaction guaranteed.

JOE MILLER, Manager.

FISKE BROS., BILLPOSTERS, WORCESTER,
MASS.

ON THE
Banks of the Wabash River

is a very productive and valuable
advertising, Advertising and General Advertising

is probably done on

C. E. PRINOCK, ATTICA, IND.

E. H. MORRIS, BILLPOSTER AND DETERMINATOR,

INDIANAPOLIS, INDIANA.

NEWPORT, VT.

In offering the services of the

United Press News Bureau

We beg to announce that we have succeeded to
and united the services of the Western Press Association
Bureau, the Press Club of the U. S. and the Western Press

Advertiser's Association, and the Chicago
Advertiser's Association.

We now comprising a group of eight large
offices, a specially trained force of skilled
reporters and correspondents, and commanding
over 2000 members of the editorial staffs and
newspaper bureaus of the United States and
Canada, and having an authority that we can
afford to offer to the public at a price never before

seen in this country. We will answer to
any questions you may have concerning the
United Press News Bureau.

We solicit your patronage.

Especially.

United Press News Bureau,

124 VAN BUREN ST., CHICAGO.

J. F. WEST,
BAVERILL, MASS. Pop. 40,000

Daily and Evening All Local
Daily and Evening All Local
All Printing and Advertising Methods.

G. W. HUDSON & CO. CITY

AND SUBURBS AND WILL BE
OPENED AT THE END OF SEPTEMBER
OF THIS YEAR.

The E. L. Klemmer LICENSED BILLPOSTER OF
WILMINGTON, DELAWARE.

Established 1888. Licensed to do business
in Delaware and vicinity. Located on North and
Market Streets, in Wilmington, Dela. The
largest and most complete billposting plant
in the State. Call or write for information.

E. R. PERINSON Atlantic Education, A. R. G.
Proprietor. My wife, Good reference. Room 10
Delaware Building, Atlantic City, N. J.

John V. Fishburn, Proprietor, 100 Market Street, Atlantic City, N. J.

PUEBLO, COLOR. Pop. 25,000.

Large and Complete.

JOSEPH MITCHELL, Proprietor.

ITHACA, N. Y. Pop. 2,500.

J. A. DONALDSON, Proprietor.

Member 1 of all
Billposters.

Large and Complete.

GRANGER'S MAIL.

Our office is open a great deal during
the day, and we are always ready to
see you.

Our location is the world, we come to you.

Wm. H. MELBY, Proprietor.

Proprietor of the "Advertiser".

**REFERENCES**

Cards
Benzell
Morse's Piffs
Post's Express
Bozell, Cudahy
Highland Crops
Standard Piffs
Aldrich's Pictures
Dove Store Polish
Mail Picnic Tokens
Free Baking Powder
Cleveland Baking Powder
(Can be received)

Please having tested our service in any department, write us saying, "IT WILL BE ALL RIGHT IF PLATO DOES IT."

Write, ship or send your agent to PLATO'S AGENCY, Odd Fellows' Temple, Philadelphia

**THE UNION ADVERTISING CO.
BELLERTONIA, O.**

Does all kinds of Advertising, Trunking and Moving of Advertising Matter.

For details, send your name on the Q.D.B. Letterhead and we will send you our Advertising Agency Sales List, Service Price List, etc.

Address, E. D. BURTON & SONS, Advertising Agents,
Dept. 100, Bellertonia, Ohio.

GEF. B. BREED, Indianapolis, Indiana.
The best in the country for advertising services.
The last 10 years has been spent in advertising services.

AT HOME! Presently conducting "Home Work" in the City of Indianapolis, Indiana. We are now looking for additional workers. Address, GEF. B. BREED, Indianapolis, Indiana.

The Art of Persuasion:

**"AIR CUSHION"
RUBBER STAMPS.**
Bound to make a good impression.

Conquered for durability.
Attractive in appearance. Inexpensive.

J. G. SAWYER,
27 Perley Street, MORRISVILLE, VT.

JAMES B. COE,
Licensed Billposter,
RELIABLE DISTRIBUTOR.

Specialty Distributor
SIGN TRUCKING AND SCRAPPING
McPHERSON, KANSAS.

ABEL W. GILSON,
BILLPOSTER AND DISTRIBUTOR,
ATTLEBORO, MASS.
Service Company.

"See Plato About It."

To All Bill Posters Within 500 Miles of Philadelphia.

Please send your rate per year for all space on top of your billboards for most Iron Signs, about 8x12 feet. You to maintain same in good locations and condition. Make lowest rates and send list of premium locations, also photo.

To Advertising Managers of Great and Good Firms.

We are successfully placing hand-painted steel signs, 8x12 feet, on top of city billboards here and can extend the service where desired. We design, paint, ship, maintain by the year in listed locations, and render a service valuable and not expensive.

To Firms Who Distribute, Sample and Mail.

Our general rate of \$1.00 per thousand for distributing matter in this city is fair and enables us to render a most satisfactory service, as it can be proven by current load references. We make daily reports, showing route covered, and during the expense of years no continual travel, can complete the work in every detail. We make special rate for all work and cheap but fair.

To Believers in Moving Street Signs, Parades, Etc.

We have originated a novel system in permanent advertising services, stylish, elegant, artistic, and valuable. We paint hand-painted signs or posters, etc. So if the people do not come to the posters, we drift the posters to the homes of the people. We are bound to touch the people some way.

Please having tested our service in any department, write us saying, "IT WILL BE ALL RIGHT IF PLATO DOES IT."

Write, ship or send your agent to PLATO'S AGENCY, Odd Fellows' Temple, Philadelphia

COUNCIL BLUFFS, IOWA.

THE NICHOLS BILLPOSTING CO.
A full-service advertising agency and
advertising and distribution and printing

B. H. STIEFEL,
Prop. of STEIFEL OFFICES, INC., etc.
CITY BILLPOSTING CO.

All work done at right prices.

BUTLER INC., has a permanent office, as well as a branch office in the city of Butler, Pa., and a branch office in New Haven, Conn., and a branch office in New York, N.Y.

B. H. STIEFEL, BUTLER, PA.

Pullman, Whitman Co., Washington
A village town of over 10,000
in the center of a great farming country.
Population of county 100,000. Population
of county seat, 10,000. In city of Pullman,
there are 10,000 people, 10,000 families,
and 10,000 houses. All offices located
in Pullman, except one, which is in the
country. Address, M. C. PARKER, Pullman, Wash.

R. A. WALD,
Billposter, Distributor

AND SIGN TACKER,

Marysville, Kansas.

and office news, good work guaranteed.

JOHN V. CARTER

200 Belmont St., BOSTON, MASS.

DISTRIBUTOR AND SIGN TACKER.

Very low cost, highest quality work.

Very fast delivery, shortest time possible.

Very good service, best prices.

Very good location, close to business.

Very good equipment, latest and best.

Very good reputation, established.

Very good service, prompt and reliable.

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Very good location, close to business.

Very good equipment, latest and best.

Very good reputation, established.

Very good

THE CURRAN COMPANY,

CITY BILLPOSTERS AND DISTRIBUTORS

Own all billboards and uses uniformed distributors.

General Office, Denver, Colo.

Denver, Pueblo, Colo. Springs, and surrounding towns.

The Tenderloin of New Jersey

*The Newark.....
Billposting
Company..*

Offers absolutely reliable distributing service in the following New Jersey territory, covering a population of more than twelve million.

Sewell,
Elizabeth,
Kingston,
Newark,
The Orange,
Bloomfield,
Hoboken,
Westfield,
Harrison,
Englewood,
Edison,
Arlington,
Irvington,
Hoboken,
Belleville,
Summit,
Madison,
Denville,
Avenel,
Elizabeth,
Montclair,
Cracow,
Westfield,
Plainfield,
Ridgewood,
Perth Amboy,
South Amboy.

With sixteen smaller villages adjacent to them, members of the J. A. D. Association. The service is as reliable as the United States mail and at one-half the cost.

THE NEWARK BILLPOSTING COMPANY,
H. M. SLOCUM, Manager.
OFFICE AND STORES,
300, 314, 323, 325 Market St., Newark, N. J.

What we do best? What we do worst?

**BILLPOSTING, DISTRIBUTING, CARD TICKETING
AND GENERAL ADVERTISING.**
Anchors and marine hardware, etc.
Key West Advertising Agency.
P. O. Box 100, KEY WEST, FLORIDA.
Give us a call and we'll connect.

WE WANT YOU ...

To become a distributor or representative of our new line of billboards. We will supply you with all the information you need to know. Please write or wire.

IT WILL PAY YOU

We advertise for UP-TO-DATE TEXAS. It has many good opportunities every month, and it's worth much more than that due to price.

SAMPLE COPY RENT FREE.

UP-TO-DATE IDEAS PUBLISHING CO.

GRAND ISLAND, NEBR.

ACCOUNTS.

For the management of accounts, for the preparation of budgets, financial statements, and other financial reports, and for the preparation of books of Accounting and Economic analysis, we offer the services of a firm which has engaged in business for over 25 years.

W. G. KITTRIDGE, Accountant.

Accountant Association.

Woodstock, New York.

This Is The Man

That All Large Advertisers are Talking About

R. NOLAN,

The Only Alpena City Billposter and Distributor

Boards Always Filled.

Finest Boards and Locations of any City in the United States.

SEND YOUR



WORK TO

R. NOLAN, Alpena, Mich.

Just Added Another \$1,000 to my Billposting Plant.
Controls all Billboards in the entire City and country routes.
All work guaranteed satisfactorily or no pay.
List of all locations furnished.

PURCELL, INDIAN TER. Population, 3,500.
G. W. BROWN, BILLPOSTER AND DISTRIBUTOR.

CHICAGO, WASHINGTON, Pop. 2,500.
GENERALITY BILLPOSTER.

BRISTOL, PA. Population 1,000, increasing rapidly. Located in the heart of the coal fields of Pennsylvania. Good opportunity for a billposter.

JOHN WALKER, 2000 Main Street.

GREENSBORO, NC. Fred Sals & Sons.

The only established distributor of Curacao Mixture or Proprietary Cigarettes.

S. E. WOOD, 1000 South Elm Street.

CARROLL, N. Y. All work

done by me personally.

JOHN FOY, 1000 Main Street.

Indicates: Standard and High Grade.

MILWAUKEE, WISCONSIN. Mr. John W. Miller.

Mr. John W. Miller, WISCONSIN TICKET

LINE, MILWAUKEE, Wisconsin. This newspaper is the largest in the state.

G. H. DALE, CITY ADVERTISING, 100 Main St.

OFFICE, PARISIUS FREE, 100 Main Street.

W. H. JOHNSTON, 100 Main Street.

Put a Permanent Sign Over Your
BILLBOARDS

Marsland's Enameled Iron Signs

**Are the Best.
They Last Forever.**

**ONE SPECIAL PRICE TO THE
TRADE.** \$1 will pay you to correspond
with us. We will send you a free
book, including Street Name, House
Numbers, Agency and Advertising Signs.

F. E. MARSLAND,

190 West Broadway, New York.

W. H. Marsland, Manager, Pipe Co., Chicago
 kommen to obtain address.

**Goffax,
Wash-
ington,
Prop-
rietary
3,500**

Has a First-Class, Up-to-Date
BILLPOSTING AND
DISTRIBUTING,
FLINT.
Confidential business principles
You skip the paper, we will
do the rest.
Reference:
Standard Diamond Books,
Rock M. Morris, salesman,
W. J. Macmillan, druggist.
More post offices with
SECO. H. LENNOX.

NEW HAMPTON, Iowa
POPULATION 3,000.

R. R. CARVER, Manager.
CALVERT, TEXAS.

J. P. CASIMIR,
BILLPOSTER AND
DISTRIBUTOR
I have all billboards and guarantee my work.

THE "ADVERT'S" PRIMER, S.C.
See 191, Billposters' News, U.S.A.

LAKE CITY, Fla. LEWIS C. THOMPSON, Inc.
BILLPOSTER AND DISTRIBUTOR.

E. S. CRAWFORD, GARDEN CITY,
BILLPOSTER.

PUTNAM, CONN.
L. M. KRITCH,
BILLPOSTER AND DISTRIBUTOR.

JEROME DUNNING
IN THE BILLPOSTERS AND DISTRIBUTORS IN
MIDDLEPORT, OHIO

Advertiser If you want your Circulars,
leaflets, notices, printed and
printed and distributed, call
me at once.

TRY OUR SERVICE.
VALLE & BRO. ADV. CO.

BROWNSVILLE, TEXAS.
Mr. Sackett and George Clegg, Texas
BILLPOSTERS AND BILLPOSTING.

L. A. of D. Members.

Send your circulars, leaflets, notices, printed
and distributed, call me at once.

DARBY CROSS, CAL. with a population of
over 10,000, has a large advertising market
the last billposting and advertising company
in the state. Advertisers, please apply to me.
Member L. A. of D.

Walter D. Ogle, 1000 Main Street, Columbus, Ohio.

BILLPOSTERS' PASTE BRUSHES.

SEND YOUR ORDERS TO

**The Donaldson
Litho. Co.**

Sale Western Agents for the
DELEGATES WIRE
ROUND BRUSH



This brush is manufactured especially for
the advertising industry and is the
best GOOD brush you can find anywhere.

PRICES.

1 in., \$1.75 in.; 5 in., \$3.00 in.; 10 in., \$5.25 in.

P. A. JOHNSON, A VIENNA, ILL.
Advertising Publishers and Distributors
are invited to call on me for more

Do you want results?

Or use your paper to

R. W. Lodwick
PORTSMOUTH, O.
City Billposter and Distributor.

All services guaranteed first-class.
Advertisers L. A. of D.

**THE MANHATTAN
PRESS-CLIPPING BUREAU.**
ARTHUR CABOT, Manager,
NEW YORK.

Can print any and 14th St., New York.

Will supply you with all necessary references
and samples of its work. Send us the name of
the paper you want to copy and we will give you
large and reliable quotations for the same.
We can also furnish you with current statistics
of the advertising market.

WEBSITE: www.manhattanpress-clipping.com

LETTER PATTERNS.

Send 25 cents in postage, and I will
send you my return mail, and a
copy of my Alphabet, every 1
or 2 months, your choice. This alphabet
is cut from thick straightened ready to
use wire, and may be used as a pattern
and as an ornament.

A full month of Up-to-Date Letter
patterns, \$1.00.

For \$5.00 I will send by express a set
of ten alphabets; four initial emblems,
decorative styles, three free locks to tie
up the letters, and a complete set of
a sign. Any person who can handle a
lens can make a respectable sign by
using these patterns. They will be
used for marking stores, houses, and
for advertising. Remember they are ready
to work from.

R. H. FORSGAVE,
PICKERINGTON, OHIO.

DAYTON, O. MONTGOMERY COUNTY
ADVERTISING CO.

Advertisers, big factors and small advertisers,
Writers of Circulars, Leaflets, etc., 145 W. Superior

ZANESVILLE, OHIO, 30,000

Send your Circulars, Leaflets, etc., to me
and I will put them in the hands of
advertisers with your advertisements.

ENGLAND BROS.,
Advertisers and Contractors

JAMES W. BROWN,
BILLPOSTER AND DISTRIBUTOR,
BROOKTON, IND.



This is an enriched "SPECIALED." The
Paste Brush made. Popular everywhere
on account of its great durability.

PRICES.

1 in., \$1.75 in.; 5 in., \$3.00 in.; 10 in., \$5.25 in.

Brantford, Ontario, Can. Pop 17,000
County, 30,000

C. M. SMITH & CO.
Montgomery, N.Y. and 1 A. of D.



If in want of Honest and
Reliable Work.

**Billposting or Distributing,
With Highest References,**

IN CITY OF BOSTON.

**Best Boards and Locations in New Hampshire,
At United States and Canada At Their Prices.**

**MURKIN, J. F. HARRIMAN,
Box H.** Laramie, N. H.

CANADA.

**PLANET POLE AND SHOW PRINTING AND
ENGRAVING HOUSE, Chatham, Ont.**

Business for Billposters, job Printers, Engravers and Bookbinders promptly given
and reliable. We will give you better prices than any other firm—this
is a well established business in Canada. Address, G. STEPHENSON, Prop., Chatham, Ontario.

Writing to all persons in Canada intended to.

SEND FOR CATALOGUE:
AMERICAN PROCESS INC. Co.

Best Cutters
in America!

Twenty Half-Tones
Engravings
Illustrations
etc.

Best Line Zinc Etching
Wood Engraving
etc. on All Materials

CINCINNATI, O.

We Want Distributors.

Send for our proposition to furnish
you a specially designed letter head,
half tone cuts or any kind of engraved
work. No expenditure of cash. Any
distributor can earn good pay in this
way. Send for the proposition and
judge for yourself. Permits a spe-
cialty.

The Advertising World, Columbus, Ohio.

BUSINESS HAS BEEN WONDERFUL WITH US

A MERRY CHRISTMAS
AND A HAPPY
NEW-YEAR
TO ALL.

=

SIEBE AND GREEN
THE UP TO DATE BILLPOSTERS AND ADVERTISERS OF
SAN FRANCISCO,
CALIFORNIA

NOTHING SUCCEEDS LIKE SUCCESS!

1884

HENNEGÁN & C. CINCINNATI

1899



THE STORY OF FIFTEEN YEARS
RISE & GROWTH OF HENNEGÁN & C.