

THE BILLBOARD.

VOL. IX., No. 1.

CINCINNATI, FEBRUARY 1, 1922.

PUBLISHED BY THE
MILL POSTERS' ASSOCIATION

BIER ON THE BILLBOARDS.

By J. W. Swan.

If there is any one article of commerce that appeals to every class and kind of people, that attracts in four thirds of the people, of every age, who don't drink beer, there are some people indeed who do not at all. No one can't truthfully say that every body drinks beer.

But beer is the drink of the masses, and it is the drink of the great middle classes, and, in fact, it is not despised by the millionaires, who frequently prefer it to champagne. Everybody but the temperate drinks beer.

Now when the brewer begins to figure out some way by which his beer can be made known to and liked by every possible customer, it is only natural that he should turn to the billboard in preference to all other mediums.

The billboard is read by all the wealthy classes—they can't help it, unless they are blind; these people also read the newspapers, some newspapers, of course. The billboard is read by all the great masses of humanity known as the middle classes, a good share of whom also read the newspapers, some newspapers, some times during the week. The billboard is also read by the poor, the very poor, the people who seldom if ever see a newspaper; but they all drink beer—if they drink at all.

The sad reply by the average brewer when advised to do advertising of any sort at all, is that he must have the advice of a lawyer; that "his attorney has reached my beer is called for, the sales that belong to my competitor will not sell my beer." Certainly not. But the beer that is made popular in this one that has the sale with the most success largest; the one whose trade is the most worth having on the one that are going to look after the brewer whose beer is most called for.

And this is where the billboard helps the brewer at both ends; it hits the drinker and the wife of the beer, and if the poster is a good poster it makes the salesmen longer with the beer almost as much as it affects the customer. And when a brewer or any of his regular customers have asked for Copenhagen's beer, "because this family poster got eyes it is successful," the salesmen begin to think that he had better make arrangements to handle this beer.

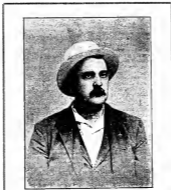
All salesmen, however, are not bound to a special brewer, and those that are not are called to say in words that are frequently called for, and that seem to derive their popularity.

The brewer who does begin to use posters should not expect them to do everything; the poster, if it is in the right kind, will give the way; it will make the customer want your beer, and it will make

the dealer want to sell your beer, but you must be ready to help the dealer; give him a helping hand by putting on extra favors of salesmen, excuse the trade thoroughly, tell them what you are doing and what you intend to do to help them if they sell your beer. The average customer won't insist on having your beer at first, until he has had a chance to become acquainted with it, so you should use every legitimate endeavor to get your article on sale at the very first, as far as possible.

gated that this is better than "nothing in it" day, because the paper needs some solution to soften it and allow it to be laid out on the board with the paste on.

Ellis & Erlanger, who announced last week that the billboard must go, as far as this month concerned, have a play on this month at Walker's Theatre here. As the bill posters have no grievance against Walker's, Messrs. Ellis & Erlanger ungraciously allow this attraction to be billed.



JOHN CHAPMAN, Chairman, O.

In spite of the great competition in the business, still there is a good margin of profit to be made, and the brewer who will devote half of this profit for a year to a sufficient use of the billboard will be surprised at the extraordinary results to be secured, not only during that year but for subsequent years.

This season is again opening when from posts on the surface of poster readers many very beautiful designs are made. This could not only be avoided but made could be saved at the same time, by carrying a part of clean water and an extra brush, to "rub it" with. It has been sug-

gested in New York City has done more toward popularizing bill posting than any other one thing. Each of the bill posters has striven to out-do the others in location and in well built boards, and the advertiser is well treated to the service on that account. And still there are people who say that the subject and strongest law of trade does not apply when it comes to bill posting. On the first of January a year ago, the bill posters have increased their rates, and it seemed that their business would all the more on that account.

The Canadian Bill Posters' Association have adopted a scale of prices, based on

popularity of the town, size of the place adopted by the International and the Associated Associations.

At first glance this plan looks as simple as can be, and it would seem that there were no further need to write to an association member asking rates. A census report issued all of this was necessary.

But my friend Plummer, of Asheville, who is working on the International schedule, wanted to add in all the villages, which showed another one into his rate; and Billy Conroy says that all the villages belong to Albany, and swell the population in the New York. And George Carter says "I don't know, Syracuse has 125,000", instead of the nearly 100,000, so the government would state. The business part of the Census data comes in the fact that he was rather indignant that I should ask his rate when I had his behind the ear poster to install. And it was only when he called on me the other day that I knew his census was far above the government's.

Mr. A. L. Fox, of Pleasant, N. J., sends me a rate of \$1 for 25 days and 10¢ for 30 days, which he claims to be regular competitive rates. I don't know what association I am on.

But the Canadian seemed determined to avoid their difficulties; they provide that if the population shall have materially increased since the last advised price, the member from that town may obtain a certificate from the town clerk, showing the population as taken by the census, and forward it to the secretary for consideration by the association committee.

Bill of The Publishers.

My attention has been called to the fact that Ed. Siskin's business shipping post paper to the International members, and deducting 10% per cent. on all sums of one dollar and upwards. I wish to call the attention to Article XIX.

CORRESPONDENCE.
MEMBERS AND POSTERS. Under postal act, and all papers will receive remittance of 10% on all sums of one dollar and upwards. If you have not yet received remittance and should like to have it, please send your remittance to the secretary of the International Association. Commission on all sums of one dollar and upwards.

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desired, in fact, offering an equal combination of the billboards in the city. It is not a question of advertising space, but of the right to advertise on the billboards.

The city of Chicago, through the action of its board of public works, has passed a resolution which will give the billboards a right of equal opportunity with the other billboards. It is a resolution which will give the billboards a right of equal opportunity with the other billboards. It is a resolution which will give the billboards a right of equal opportunity with the other billboards.

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Advertising Agents

A correspondence dress outfit in the latest fashion, which is one of our specialties. We have everything an advertising agent needs. We have everything an advertising agent needs. We have everything an advertising agent needs.

the board, and secured by its own vote, as well as by the vote of the other members of the board.

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They get the Walter Munn work again.

Francis R. Vokler, of the Post-Press, was positively banned on Dec. 21.

Commerce & Murphy, of Minneapolis, joined the Whittakers & Cooley posters.

It is said that LeBarre & Mann will soon be on their feet again and in better shape than ever.

Herrings & Co., of Cincinnati, have added largely to their list of poster types, especially lower ones.

The "Red Writers" got a liberal offer of the Ringling work this year. It is said to be the biggest job yet.

The Engineer Job Printing Co., of Cincinnati, won remarkably close to a thousand dollars worth of business, but accepted without ever being asked.

The annual meeting of the stockholders of the Standard Lithographing Company was held at the office of the company on January 11th. Director was elected.

The Standard Lithographing Co., of Cincinnati, have just issued a new catalog of their syndicated posters. It is the largest book of the kind ever printed.

As the Boston Printer-American is dead, it would seem to be best thing the commercial lithographer should do is to merge with the International Bill Printing Association.

Deaths resulting out of advertising luncheon diet is about the best thing to do. It is called "Value of Poster Advertising" and handles the illustrations contain some very potent arguments in favor of the pictures on the wall.

The Spryngler Litho Co., of Columbus, G. O., has made a new catalog, but for no reason and that was not the Spryngler is not John Spryngler but a Columbus man. Good-bye formerly of the International Litho Co., of Minneapolis, is identified with the new western.

Black content is based among managers of specialty and lithographers over what they have common interests, instigated by the Elmer Litho Co. It is said that the Elmer Litho Co. is now in a position to make a big thing out of it. It is said that the Elmer Litho Co. is now in a position to make a big thing out of it.

The death of Commodore Tucker, some months ago, and the succession of his son to his interest, is now followed by another change, in the firm of the Metropolitan Job Print, of New York.

Five years and years ago, some folks would say for instance) Philip Duffin has, now or then, had a solid, opened up this establishment and now stands alone as a great success story, as he has done away with the old and is now in a position to make a big thing out of it.

The old printers, now nearly 60, will have to find some other working investment in the future, as he has said his interest in his Chicago, and retired from active work.

have to find some other working investment in the future, as he has said his interest in his Chicago, and retired from active work.

J. J. Ireland, 30 Chestnut Street, Philadelphia, is planning to show some of the best of his three-color set posters, and will give the audience of the originals, the latter being said to be in the hands of a number of nearly as good as the original.

The posters are said to be through agents, who can get them placed in Newark and in the neighboring cities of the whole job, charging extra for the actual cost of transportation.

These colored set posters are real novelties, and if they are shown to the public, they will be a great success.

Personnel Changes

Harvey H. Taylor, of New York, Post-Press, has been elected to the office of the Standard Lithographing Co., of Cincinnati, and will be in charge of the advertising work.

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DONAT J. LIVERETTE.

Mr. Liverette, the subject of this sketch, now lives on the west side of Newark, in a little house on Centre Street, and will still be in the city for some time.

After having obtained a public school education, he worked a number of years in the printing trade, and then left to start a small factory was established. He got into the printing trade, and after many adventures, he managed to get into the printing trade, and after many adventures, he managed to get into the printing trade.

He is now in the city for some time, and is working hard for it. He is now in the city for some time, and is working hard for it.

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There will be a bench show in connection with the Cincinnati Fair and Picture Show in February.

Secretaries will confer a great favor by sending us their dates for stay at the earliest possible moment after they are decided upon.

The Greenacres Fair Company announce of January 11, Amos Park. The secretary early traced the grounds. The facilities amount to something over five acres.

Mr. S. E. Montgomery has been elected President of the Memphis Turkey Club, at recent Capt. George Arnold. The secretary of the club is Mr. M. W. Marlow.

The next exhibition of the National Home Show Association of America will open at Madison Square Garden on Monday, November 13, a week later than the show of 1914.

It is with regret that we announce that Mr. Arthur Ebbels will not continue with this department of THE BILLBOARD. The time is taken up by that cannot give it the attention he would like and hence he resigns.

The Showmen of the Kentucky Association (transient), met January 17th and decided to hold the spring meeting from May 3 to 10 inclusive. The same amount as offered last year will be repeated, with 50c added to each.

The Ohio State Association of Public Relations and Secretaries held its annual convention at Columbus, January 17. The following officers were elected: President, Charles H. Coombs, Cincinnati; Vice President, H. L. Wiggins, Hilldale; Secretary, Lawrence George W. Cooney, Cincinnati; Association Committee, H. E. Coombs, one office, Urbana; George W. Cooney, Leavenworth; W. L. Tinsley, Troy; Albert Bahr, Akron; J. L. Wilson, London.

At the annual meeting of the Bryn Mawr County Agricultural Society, Reading, Pa., January 24, Mr. James McCosken was elected President, Cyrus T. Fox, Secretary, George M. Harkins, Corresponding Secretary and M. N. Ritter, Treasurer. This is Mr. Fox's fourth annual term as Secretary of the association. The date for the next meeting will be September 7 to 10 inclusive, which is opening meeting will be held (see p. 10). Mr. Fox is one of the most efficient of farmers secretaries.

At a meeting held January 6th, at the Royal Hotel, a new Home Show Association was formed. H. L. Harkins is President of the Public Association, president. Among those present were E. G. Collins, of the Massachusetts County Club, Ed. DeLoe, of the Michigan County Club, and Ed. DeLoe, of the Michigan County Club, and Albert Stevens, of the Kentucky High Club. Dr. Louis Leachman, Howard Wilson, Charles G. Frazee and Charles S. Hays, Bernard Wilcox, Perry Taylor and J. C. Trappan were appointed a committee to draw the constitution and apply for incorporation. It was decided to hold a three day event there in May

on the grounds of the Queens County Agricultural Society, at Shrewsbury, Long Island, and to give the profits of the first show to St. Nicholas Hospital, Garden City. There will be vegetable markets and Social, with great music every day, and prizes offered for horses and high jumpers.

There is the best kind of a fight on in Toronto. The annual exhibition of 17th and 18th streets, is being held on Wednesdays and Thursdays. The Toronto Bill Posting Co. is doing business in the order of the day and it has replied in several rows, one of which announced the first show being opened.

CONVENTIONS, TOURS, EXCURSIONS, Etc. (Advertisement for travel services)

At the 17th annual meeting of the National Society, I. O. O. F., Feb. 24-25, 1915, at Chicago, Ill. The following officers were elected: President, W. L. Coombs, Cincinnati; Vice President, H. L. Wiggins, Hilldale; Secretary, Lawrence George W. Cooney, Cincinnati; Association Committee, H. E. Coombs, one office, Urbana; George W. Cooney, Leavenworth; W. L. Tinsley, Troy; Albert Bahr, Akron; J. L. Wilson, London.

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List of 1897 Fairs. INDIANA.

Madisonville and Ft. Vincennes, April 14-15. Newburgh, Aug. 10-11. South Ellettsville, Sept. 2-3. Terre Haute, Oct. 2-3. Tipton, Oct. 2-3. Tipton, Oct. 2-3. Tipton, Oct. 2-3.

OHIO. Napoleon, O. September 24th to 30th. Cincinnati, O. September 24th to 30th.

PENNSYLVANIA. Reading, Pa. September 17th to 23rd. Harrisburg, Pa. September 17th to 23rd.

DOG SHOW. Kalamazoo, Mich. August 10th to 15th.

Expositions. New York, N. Y. 1915. Exposition of U. S. and Canada, 1915. Exposition of U. S. and Canada, 1915.

Races. Little Rock, Ark. March 24th to 29th. Memphis, Tenn. April 1st to 5th. Louisville, Ky. April 1st to 5th.

Geo. P. Rowley, Lehigh, Ill. Bill Poster and Distributor.

Advertisement for Dr. McLaughlin's Ophthalmic Specific.



CRITTENDEN & CO., City Bill Posters and Distributors, CENTRALIA, ILL.

We are now and receive all kinds of bill posters, signs, etc. and will do all kinds of bill posting and advertising. We receive a great deal of billposting.

A. W. RADER, CITY BILL POSTER, Non-Resident and Theatrical Signage Trades.

Office, Cor. 9th St. and Alley G, WHEELING, W. VA. Work done at adjacent towns.

Donat J. Lefebvre RELIABLE... DISTRIBUTOR of all kinds of Advertising Matter. BOX 483, MANCHESTER, N. H.

A NEW INVENTION! STONE'S PATENT BILLBOARD. PATENTED AUG. 22, 1893. The inventor is anxious to sell his invention to anyone who will take the trouble to examine it. It is a new and original invention and will give you a great deal of business.

B. YECKER & CO. LANCASTER, PA. BILL POSTERS and GENERAL DISTRIBUTORS.

WM. COOK, CITY BILL POSTER, Look See Co., FULTON, Oswego Co., N. Y.

H. K. APPLE, INDIANA SIGN CO. SIGN WORK OF ALL KINDS TO ORDER. Bill Posting and Circular Advertising A SPECIALTY. 10,000 Square Feet of PRIVATE SPACE at your disposal. Give me a trial and you will not regret it. Terms reasonable. H. K. APPLE, INDIANA, PA.

UTAH AND CALIFORNIA

Are two of the most magnetic names in the roll of states and the best way to reach them is over the

Rio Grande Western Railway,

"Great Salt Lake Route."

As the title indicates, the R. G. W. is the only line that passes directly through Salt Lake City on the way to California; and Salt Lake City and the Great Salt Lake are the two points which certainly should not be missed on your western trip, as they contain more interest to the average American than any two other points within the confines of the United States. Study the matter carefully and you will choose the R. G. W. for this reason as well as for the magnificent scenery, superb equipment and fast time.

WRITE TO

F. A. WADLEIGH,

General Passenger Agent, Salt Lake City, Utah,
for particulars.

SELDEN NYE,

BILL POSTER AND DISTRIBUTOR.

(Champaign and Urben.) 1157 300 W. Park St., Champaign, Ill.

THE AMERICAN CLUBMAN!

The leading golf publication and having the largest circulation of any paper of the kind in the world. The complete subscription list is on hand and the change will be changed from year to year.

Send for the New Year's issue and the club which you wish to join in the United States. Advertisers of good goods will find it a certain medium. Send for the list of our year.

Subscription: 50 Cents per year.

Advertising Rates:

Five per inch—single column—per line, on both sides by insertion.

Five per inch—single column—per line on inside edge.

Address: The American Clubman,

33 Union St., NEW ORLEANS.

WANTED!

Back numbers of

The Sun,

published in Philadelphia by Charles H. Thompson, will pay handsomely in cash for a complete list.

JAS. H. NEWBAM,

127 E. 5th St., Des Moines, D.

R. W. BORDUNANT, 407 12th St.,

LYNCHBURG, VA.

I distribute advertising matter on bill and if you are advertiser who can pay me more than 1000 bills, or a bill poster who can work more pay me for bill work. Send 1000 to me.

JOHN L. MARSH,

Vancouver, Wash.,

Box 1.

City Bill Poster and Distributor.

Telephone 1000, 1000, 1000, 1000.

1000 1000, 1000, 1000, 1000.

BILL POSTERS

PASTE BRUSHES



SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati, O.

Our Great 1897 Offer!

For only one (\$1.00) dollar, we will send the New York Musical Echo for one year, and two hundred novels free.

The New York Musical Echo

Is the greatest music and fashion journal in America. It consists of thirty-six full large size sheet music pages, with six to eight complete vocal and instrumental pieces of delightful music. Thirty to forty illustrated fashion, six large portraits of pretty actresses, elegant reading matter, recipes, etc., on finest book paper. All for \$1.00 a year.

1897

The two hundred novels we give free, are:

Bright Novellas, Gordon of Love, Railroad Stories, Tales of Romance, Harem Stories, Sea Stories, Stories of Adventure, Stories of Home Life, Stories of Dramatic Action, Stories of all Lands, Stories of all States of People, John Bull and the East, John Bull and the West, John Bull and the South, John Bull and the North, John Bull and the Middle, John Bull and the East of India.

Every reader will find something enjoyable, pleasing, amusing, instructive or thrilling.

They are by the well known authors: Sir Lytton Collyer, Jr., Oliver Optic, Elizabeth Alger, Jr., Ned Rankine, Mrs. May Agnes Fleming, Emma Caroline Jones, Esther Marie Keworth, Mary Kyle Dallas, Joseph Allen's Wife, Mary Cecil Hay, Mrs. Mary A. Deans, Clara Agusta, and others.

Address all orders to

NEW YORK MUSICAL ECHO CO.,

Southern Branch,

163, 165, 167, 169 Congress St., SAVANNAH, GA.

Very Little

Can be said about your distributing—It's just the reverse with good work. We do not claim to give you a dollar for a penny, but we do the work that pays.

J. E. STROYER & CO.,

Limited Partners

114 Wolf St., Rochester, N. Y.

Member L. & S.

ESTABLISHED 1851

WILMINGTON

Bill Posting, Distributing and Advertising Co.,

Grand Opera House, WILMINGTON, DEL.

JOHN R. BAYLOR, J. PROP.

D. E. JENNINGS, REPRESENTATIVE.

GEORGE L. BERGOTT, PRES.

L. V. COBBING, Secy and Treas.

Outing Sign Co.

Care, Second and Ludlow, Cincinnati, O.

Write you will receive business advertising.

EDGAR J. McINTYRE.

CHAS. P. MILLER.

CAPITAL CITY BILL POSTING CO. ALBANY, N. Y.

52 State St., Room 3,

Wants rates, terms and discounts from Bill Posters throughout the United States and Canada.

We have just secured three large orders for general distribution. One covers New England and New York. The second covers the South exclusively, and the third everything in the States and Canada. The orders are now in press and we would like to hear from bill posters at once. Send us price per sheet, population, firm name and street address. We expect and demand the customary agents commission.

EDGAR J. McINTYRE, Manager, 52 State St., Albany, N. Y.

"Mr. Manager!"

"One Moment Please."

We print placard advertising signs, insert ads, banners, show signs, theatrical scenery and business bill-boards.

Our artists are expert and up-to-date. We do bill posting, distributing and book-keeping.

We own 20,000 feet of space, heavy, strong, experience and World's Fair diplomas.

Our boards, steel, labor and prices are O. K.

We have no alleys, back lanes, "curbstone corners," boys or "buns."

We want your address, acquaintance, work and reputation, once got, always retained, 'till a year more!

C. M. Smith & Co.,
Brantford, Canada.
Postoffice of City 17,000. Cushty 50,000.
Density 5,500,000.

NIGHT & DAY.

That is just the way we are working now.

Printed advertisements are on you all day long. Write us about our 12 terms. Paterson National Posters, 30000 Richardson, N. J.

PASSAIC ADVERTISING CO.
Paterson and Passaic, N. J.

1001 1/2 W. 10th, American Billboards Advertising.

J. S. CRAIG,
202 LEXINGTON AVENUE,
HASTINGS, NEB.
Owns and Controls all Boards and Pedestals.
30,000 Square Feet of Boards. POPULATION 18,000.

POSTERS OF ALL KINDS AND HAND BILLS



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

The American Engraving and Printing Co.
47 DEERMAN ST., NEW YORK. R. E. ROYLAND, MGR.
Y. S. DAWLEY, PRS.

"The Bill Poster"

The English counterpart of Billboards Advertising. Subscriptions 10 cents per year, post free, may be sent to No. 117 East Eighth St., Cincinnati, O.

FRANK M. DEUBL,
BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR.
187 Schuyler Avenue, KANKAKEE, ILL.
Landscape, Travel and International, total population, 1,500.

Registering Office, N. W. Cor- BALTIMORE, MD.
ner of 1st Street and McHenry St.
I have 120 frames, ready for
use on all billboards, signs, etc. Write
for circulars, terms, etc. Frank Schuyler Deubl, Post-
office, Box 1111, Baltimore, Md., U. S. A.

Jno. H. Jones, 1001 1/2 W. 10th, American Billboards Advertising.

The Hustler Advertising Co.

CONTRACTORS OF
OUT-DOOR ADVERTISING

IN ALL ITS BRANCHES.
Prompt Service by Reliable Men.
Capital Means to Secure Distribution
& Specialty.
14 South Main Street, FT. WORTH, TEX.
J. C. CASE, Manager.

ESTABLISHED 1878.
+ CHARLES W. YORK,
Bill Poster and
Distributor.
+ HAVERHILL, MASS.
I make a specialty of identifying
billboards if required. No
+ + + + +

G. F. BANGASSER & CO.
CITY BILL POSTERS AND
DISTRIBUTORS.

Have Posters and Signs Made. See 17
Map to our location. P. O. Box 17
MONTICELLO, N. C. (R. F. D. 1)

Pueblo, Colo., Pop. 40,000

JESSE MITCHELL
Bill Posting, Distributing and Tackling.
Subscribers if required.

1001 1/2 W. 10th, American Billboards Advertising.

The W. D. Husted Advertising Co.

Specialty Bill Posters,

Distributors, Bulletin Signs Printing,
and other Advertising of every description.

Office: 64 Main Street,
MANSFIELD, TIGGA CO., PA.

**WE OWN OR CONTROL ALL
BOARDS AND POSTING
PRIVILEGES IN
MANSFIELD.**

The leading town in the "Northwest
Tier," over 6,000 square feet of boards.

Also have boards and posting privi-
leges in every town in the county.

George H. Bubb,

LICENSED

City and Suburban

Bill Poster and Distributor,

OFFICE: 608 FIVE STREET,

WILLIAMSPORT, PA.

"**TRUST AND STRAIGHTEN-**
We do not have any licensed adver-
tisers in the city of William-
sport. Our sales cover all Post-
ing Privileges and Bill Post-
ing Privileges for the year 19
years. We will issue to the
We normally maintain the
posting of signs and distribution
of all notices, any kind, circulars,
pamphlets, books, newspapers,
American, samples, etc. We have
an excellent program, have an
excellent record in every kind of
work done in the city of William-
sport, and in every town in the
county of Lycoming, Pa.
and in Toga Co.

WE OWN OR CONTROL ALL GOOD BOARDS AND POSTING PRIVILEGES IN TIGGA AND LYCOMING COUNTIES

FEBRUARY

**Samples Free to Bill Posters,
together with
contemporary commission.**

is the month of masquerade balls. It is safe to say that there is not a single town in America, but what will have at least one between now and Mardi Gras, (March 2.) They will all use posters if they have the opportunity. We can print them. You can sell them.

We have just published a magnificent poster suitable for advertising a masquerade ball. It is strong, handsome and well executed. It will yield more advertising per dollar than it is possible to produce in any other manner. We sell the one-sheet posters which are printed in colors at the following prices:

25 for \$4.25 | 100 for \$4.00 | 500 for \$3.25, 00
50 for \$2.75 | 100 for 4.75 | 500 for 20.00

These prices include the cost of cream-lining.

As a three-sheet, we furnish them with top and bottom sheets in one color and center in two colors, as follows:

25 for \$4.50 | 100 for \$ 5.25 | 500 for \$3.00
50 for 6.50 | 100 for 12.50 | 500 for 27.50

We will send a sample by mail to any address on receipt of 5 cents in stamps.

Bill posters will find that it pays to treat up the advertising committee of a ball and show this poster to them. It is the best bill poster in the market. You cannot obtain anything one-half so good anywhere else.

A good poster will bring good returns, hence, next year you will have them again, and perhaps several times in the meanwhile.

It is better to give them a good poster, than to go to a country office and get a common ill-looking job.

When they do this, some times they help themselves. They won't if you order them, because they are shipped direct to you. You see one of the posters, and get a commission besides. It's worth while.

We also have several half sheets and one-sheet uprights, just the thing for balls.

Send for our New "Bookish Alley" one-sheet.

Bill Posters who have not sent for a set of samples of our splendid line of our stock posters are losing money every day.

**Samples Free to Bill Posters,
together with
contemporary commission.**

HENNEGAN & CO.

CINCINNATI.

If You Want to Post

CHICAGO

Send Your Paper to

The Chicago Bill Posting Co.

No. 395 West Harrison Street, Chicago, Ills.

We Own and Control all the most prominent Boards, Readings, Posting Stations and points of vantage in the city of Chicago.

HIOONSVILLE, MO. Pop. 5,000

THE GREATEST COUNTRY ON EARTH

RIGG BROS.,

Carefully prepared BILL POSTERS in the city
control the vast area of billboards and signs
in all States in the city. We are up to date
and always prepared to give you the
Satisfaction of the Rigg Brothers.

Nashville Distributing and Advertising Co.,

100 N. Cherry Street, NASHVILLE, TENN.

Licensed and Bonded Distributors and Teachers for Nashville and Chattanooga, Tenn.

Member International Association of Distributors. This association guarantees service of its members. JAMES L. RIGG, Mgr.

TO BILL POSTERS

THROUGHOUT THE UNITED STATES.

Caution:—We are prepared to receive orders from all reliable bill poster for our Spring posting. Those that are in a position to offer us good business service will please write or call to one agent who have charge of the different States and Territories, as named below, stating what facilities they have for handling our paper, how much of each size they consider would be necessary to give us a good showing in their city or town, and prices per sq. ft. for lead and protection, stand work, price for simple showing, and price per thousand for copies. All paper to have full story days showing from date of posting. We are working for the best of lithograph paper, and our stands are all posted in four sheets so as to be read conveniently handled and watched. The name of our paper for present use is a good stand, size, 1 sheet and copies. The use of the paper is 100% perfect. We do not wish to contract for space on large, sheets, or in slugs, but on good established billboards, in any size and location. We do not expect the one sheet and copies to have our usual billboards display, but they should be posted only on smooth surface and in the most conspicuous locations, and under no circumstances in slugs. Our inspection will visit all cities and towns to which we have shipped paper, in order to check up the work, and we are very desirous that the agents will to show all outdoor copy work, "displayed in fact." It is a pleasure to us to permit those that take pains to give us good service, and while we expect nothing unreasonable, we will know that it is in our best interest to get the full benefit of the posting, we must have the most correct co-operation of every bill poster to whom we ship paper.

Very truly yours, C. W. RIGG, Pres. Rigg Bros. Co.

Bill Posters of Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Kansas, Kentucky and N. and E. Texas, please address R. R. TALBERT, 15 Raleigh St., CHICAGO, ILL.

Bill Posters of Massachusetts, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, New Jersey, Delaware and District of Columbia, please address E. W. BROWN, 11 John St., NEW YORK, N. Y.

Bill Posters of Kentucky, W. Virginia, Virginia, Tennessee, N. Carolina, S. Carolina, Georgia, Alabama, Mississippi, Louisiana, Florida, Texas, Arkansas, Indiana, Utah, and Oklahoma Territory, please address HERB L. ATRING, 200 N. College St., NASHVILLE, TENN.

All correspondence outside of above mentioned territories should be addressed to CALIFORNIA THE SYRUP CO., 204 Hayes St., SAN FRANCISCO, CALIF.

WILL IT PULL?

You can bet it will pull. It will pull pens, sticks or vials in the holder. It will pull BUSINESS.

THE BAKER PEN EXTRACTOR.

The newest advertising novelty. Plenty of space for ad. Handful of office tools. Cheap enough to distribute freely. It's so handy that it will be kept. Send for sample and price.

GEO. E. BAKER, 110 Lancaster St., ALBANY, N. Y.

Can be made in any printing office. Stop rights for sale.

18 Towns Covered by the

CIRCUIT BILL POSTING CO.

THIBODAUX, LA.

Write for list of towns in each town. C. P. ANDRE, Mgr.

E. H. CARWITHEN,

Bill Poster and Distributor.

206 VIRGINIA ST.,

Charleston, W. Va.

Work Guaranteed. Tacking Up Cards a Specialty.

Mexican International R.R.

EAGLE PASS ROUTE,

—THE—

SHORT STANDARD GAUGE LINE

between principal points in the

United States

and

Interior Mexican Points.

No Transfer of Cars at the Border.

A through Pullman Buffet Sleeping Car Line running daily between San Antonio, Texas, and the City of Mexico.

A passenger representative meets all trains at the border to look after customs inspection and to aid passengers in making money exchanges, etc.

An inspector of customs accompanies the train each morning from Eagle Pass, Texas, to San Antonio, Texas, to make inspection of baggage belonging to northbound passengers at their convenience.

For further information call on or address any agent of the Southern Pacific Co., or

W. H. CONNER,

Commercial Agent, Consumers Bldg., GINGERWALT, O.

C. K. DUNLAP,

City Pass Agent, Ciudad Porfirio Diaz, Mexico.

Eye Strapped Coach,
Sleeping Car,
Sleeper, etc.

Printing Cars and
Sleeping Cars.

First Class Sleeping
Cars, Touring Coaches.

OGDEN & CO.,

Manufacturers of

Automatic Slot Machines, Beaumont, Minn., Carls,
Newark, Carls, Etc.

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

Authorized Comp. Dealers
in 1000 Cities.

185 Clark Street, CHICAGO, ILL.

MIDDLETOWN Advertising Co.

THOMAS KADL, Manager

88 South St., MIDDLETOWN, N. Y.,
Distributors and
General Advertisers.

Freight Service Guaranteed. Correspondence Solicited.
Middletown is the Railroad and Commercial Hub of Orange County. Population,
City 12,000; County 17,000. Members International Association of Distributors.

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

Also Post of Road,
Special Licenses, Signs of Business, Hotels,
Liquor and Advertising
ALL over the State.

319 Cherry St., FINDLAY, O.
POPULATION 12,000.

HENRY C.
CROSBY
ADVERTISING
SIGNS,

Business Buildings,
1170 PATERSON, N. J.

Bill Posters of
the State
The Echo
(MO.)

We will send you any of the issues
upon request.

The Nude in Art.

With a 48 picture subscription
(10 mo.)

We will send a different number

The Nude in Art.

THE CHICAGO ECHO CO.
1514 Avenue, Chicago.

BURNITT Designer of Descriptive
Posters, Theatricals, Com-
mercial or otherwise, Book Strate-
gies and Book Editions.
Office, Des Moines Litho. Building,
CINCINNATI, O.

SIDNEY, OHIO, G. F. ROGERS
Owns and prints all Billboards and Road
Signs in the city.
Also BUREAU SIGNS, monthly attended to.

R U AN ADVERTISER!

If you need for copy of
Oklahoma Normal
from these people, 1 cent per line, one receipt.
Go to the nearest City or Business office.
Oklahoma Advertising Agency,
MILWAUKEE, WIS.

Tucker's Magic Stone Polish
Will send secret of manufacturing this
excellent Stone Polish for you, former
price 50c. Thousands of bottles have
been sold by myself.

G. F. TUCKER, Shelton, Mo.
Box 122. '107

THEATRICAL AND CITY BILL POSTERS,
Cincinnati and Advertising Agents.
Work promptly and properly executed.
K. S. WOODWARD, Mgr. 1057 WALTON, IND.
When you visit, mention Billboards Advertising.

JOHN T. WILLIAMS, **BILL POSTER,**
347 Harrison St., PORTLAND, OREGON.
Population 10,000. '107

THE LEADING SHOW POINTS
(LITHOGRAPHY OR BLOCK)
IN THE UNITED STATES USE

THE AULT & WIBORG CO'S
POSTER INKS

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

The Enquirer
Job Printing Co.
Cin. O.

THEATRICAL
DESIGNERS,
LITHOGRAPHERS
AND GENERAL
JOB PRINTERS.

Our Date Book for Season 1920, 97-'20 now ready,
and will be sent postpaid on receipt of 25 cents.

To reach them at
communally, see
STEINBRENNER'S
DISTRIBUTING
SERVICE.
There is No Other Way
Address:
W. H. STEINBRENNER,
No. 89 Vine Street,
Cincinnati, L.

CINCINNATI
And Her Suburbs, Embracing
500,000 People.

No Offer Complete Without It.
Business
A Practical Success of the Day

It saves money by showing the
best way of doing things in the office.
It treats particularly upon

ACCOUNTING, OFFICE AD-
VISING, BUSINESS MANAGE-
MENT AND ADVERTISING,
and incidentally upon FINANCE,
MANUFACTURING, TRANS-
PORTATION, COMMERCE
AND ECONOMICS.

The stated departments of the paper
include OFFICE MAN. Best Selling Issues
from practical sense as well as busi-
ness logic; OFFICE ENGINEER, con-
taining (Detailed description of new
devices); BUSINESS LITERATURE, or
reviews of new books; ADV AND PRACTICE
OF ADVERTISING, presenting stud-
ies in successful publicizing methods;
AND ASSOCIATES, showing the
possibilities of the engineering man-
agement; and BUSINESS LAW, pre-
sented articles on the legal and spe-
cial importance to business managers.
The supplement, PRACTICAL AC-
COUNTING, contains carefully prepared
articles on accounting methods, in-
cluding descriptions in detail of the
accounting practices in leading estab-
lishments.

Monthly, 48 pages, illustrated, in-
cluding equipment, \$2 a year (sample
copies) (including the advertisement)
free.

Published at
113 Astor Place, NEW YORK.

TRANTON, NEW JERSEY.
The Trantont Bill Posting Co.
One of 10 billboards in the city and suburbs.
Population 10,000. I guarantee the value of all
Bill Posting and Advertising.

W. E. WILLIAMS, Manager

HOUSTON Bill Posting Co. Inc.
BILL POSTERS & DISTRIBUTORS,
East Bldg., West Stock, East Workman
A. B. WEST, Mgr. and Trans.
1100 45 Calhoun St., Texas, Wash.

FREE! Please send address of house, postman and
office building, showing Chicago, Ill.
address. Agents are making
money by advertising. We will
furnish you in advance an illustrated
and complete set of signs for you
and in addition advertising space accepted
for 60 days on 100 signs.
**THE NATIONAL ADVERTISING AND
BULLETIN CO.**

By using our superior
signs for advertising (many
billboards) you can get
more money. Agents are making
money by advertising. We will
furnish you in advance an illustrated
and complete set of signs for you
and in addition advertising space accepted
for 60 days on 100 signs.
ROANOK SOAP CO.
1100 45 Calhoun St., Texas, Wash.

A. E. BENTLEY,
City Licensed Bill Poster in
CINCINNATI, Capital of OHIO.
Territory 10,000 feet of space, and
introduction guaranteed. Rates
made known on application.
When you visit, mention Billboards Advertising.



DO YOU INTEND TO ADVERTISE IN

SAN FRANCISCO?

OAKLAND AND ALAMEDA CO.,
CALIFORNIA.

San Francisco | 350,000 Population,
48,000 Linear Foot Fencing
10 and 20 Feet High.

Oakland | 60,000 Population,
8,000 Linear Foot Fencing
10 and 20 Feet High.

Alameda Co. | 150,000 Population,
9,000 Linear Foot Fencing
10 and 20 Feet High.

SIEBE & GREEN,

— OWN THE —

BILL POSTING

— AND —

PAINTED SIGN PLANTS.

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

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

