

# THE BILLBOARD

VOL. X, No. 2.

CINCINNATI, FEBRUARY 7, 1898.

PRICE 15 CENTS  
PER YEAR, \$1.50

## AN EXAMPLE OF WASTE.

In introducing a new article of food, or an improvement on an already known article, there is probably no better method than the distribution of samples from house to house. This sample is usually all that the accompanying printed matter conveys it, and it is good, too, of the generally good intention of the manufacturer.

or else been or burning tops, or popcorn or hard-made-ice-at-five-cent-a-pound," the boy said.

"Lady, did you take this; it's only an advertisement—only an advertisement—only an advertisement—only an ad."

"Yes, yes," I interrupted, and closed the door.

On examining the parcel, I found it to contain a tin can, the pink booklet and nothing more, save the print on the

paper, the story of the "making of 'Daring Milk.'" The text assured me that this brand of milk was much purer and better, as well as cheaper, than other brands of condensed milk, that I was buying. That may be true, but how much better is it? With only a telephone I might have made a comparison with another brand already in the house.

If there had been a price given, I would have known how much cheaper this

"When you see a printed thing like such a volume say 'There was nothing in the booklet or on the tin label that might not have been said by any other manufacturer of condensed milk. There was not one word to prove that 'Daring Milk' was not generic. There were only jumbled together a number of generalities. Show it out, please.'"

"If you have been using a high-grade milk, costing 12, 13 or 25 cents a can, buy



JOSEPH REID, President, I. A. of D.



W. H. STEINBRENNER, Sec'y-Treas., I. A. of D.

The average person, when to get something for nothing, if it comes in a light-colored bag. It gives the receiver of samples a comfortable feeling of responsibility. On the one way, just at the time, he is "in the bag," but it is proof that either there are not so bad as they seem, or that it is at least one person in the world who doesn't know it—that he takes pains to select kinds of them.

But the sample must be something real, something genuine. It must not be printed on the printed matter.

The other day I answered my door to find a man with a booklet half full of new rubber-stamped pencils in imitation paper, with a pink booklet on one side of each. Before I could say "No, I can't care to buy matches or stationery,

paper. The one was neatly labeled with pale blue paper, printed in darker blue, with border lines of red. There was a resolution of blue and several colors. The legend around the middle was, "Daring Brand Condensed Milk." There were the usual directions for use, the manufacturer's name and place of business.

The seeds of the can were bright and new, and well sealed up. My first thought was that I had received a sample of milk, and was accordingly thankful. But, without opening, I discovered the emptiness of the can—and my expectations. Then I consulted the booklet. It was neatly illustrated, and purporting to tell, in very fine type, on a very good quality

milk, is that the "Daring Milk" brand using. I looked the booklet through to find out some lead-lead facts about the new brand of milk. I failed utterly. The new English names assure when it takes the pains to read them, as I did, that all the rows presented by this factory are inspected—did not say how often—and known to be properly fed. It states, further, that only a sufficient quantity of the best of sugar is mixed with this milk to preserve it, and all the most improved processes are in practice in the factories where this milk is condensed.

When I had read the booklet all through, I was startled to see it go out and buy, but of two lines of a little piece that somebody addressed to a lady—did. Here they are:

a can of Daring Milk from your grocer at low price; try it. See if you do not find it superior both in quality and purity to any other brand."

How much cheaper, and how much better, is this "pig in a poke" than the pig already known and approved?

The first of these two questions might have been answered by simply stating the price of "Daring Milk." The second could have been intelligently inspired into it if a small sample had been conveniently at hand. In this way, says a housekeeper who has long a satisfactory article for constant use will not take the trouble of purchasing something else only to prove the truth or falsity of an advertisement.

The problem from the first has been,

Why did the advertiser send the card? Was it only an advertising trick? It was of the size supposed to contain one pound of milk, but the average person could not know how much the article in need sent to the can. One would readily understand if a grocer said: "This brand of condensed milk is worth ten cents per quart, another brand is worth eight cents for the same quantity. We will recommend the one that brings him the highest price. This is only business for him, in spite of manufacturer's wares."

I have not the least idea of the cost of these cans, but it seems to me that the sending them about in the way described is most, possibly, be wasteful; most be a nuisance, unless advertising. I can speak for one woman at least.

I shall never think of the "Darling Food," Condensed Milk, without the companion thought of the boy's mourning words, "Only an advertisement." He wished to raise an expression that would lead to demeritization.

The proposition of Darling has always substantiated the simple illustration business thoroughly. The last distribution conducted by them in the country was in their usual large and gorgeous fashion. There were several packages of Powder, Tea or six, and a box or two, (quarter pound) of baking powder, and they were surrounded their work article—what that could hold up both hands—for a merely ostentatious price so small that I have forgotten it. These goods are not sold in any manner, in quiet and discreetness in their behavior as government officials. Nowadays, when everything from washing machines to soap powders, from shoes to dancing needles and shoe studs, are advertised by samples, it is not good form for a manufacturer to show himself begrudging. The more you say, properly presented sample will speak for itself. It is not and intelligently compared with his kind. The manner of presentation is successfully recommended by the reviewer. That is in first gateway. Of the second, we will think. In months or to follow me not very it. This new brand of milk introduced by this apostolic boy, by the worthy can, by the direct booklet, will it not always be remembered as a delusion, as a waste of time and patience?

I speak for one at least. I know of no reason why I should order "Darling Milk." I know of several reasons why I should not. One important reason is, there are other brands that are satisfactory. Another reason is, a man who will do such an inefficient piece of advertising might reasonably be suspected of making an inferior brand of condensed milk.

MARGARET HOLLAND BIRD.

#### Black Eye for the Chapman.

Columbus, O., Jan. 11.—The State Board of Public Works to-day cancelled the billboard lease of the city step in Cleveland and ordered the other one, which has been in effect for years.

The lease returned to be to John Chapman.

J. C. Chase gave up without consideration his billboard lease from the state for a small space in Cleveland, though he stated in the board that he would lose \$4,000 by doing so.

#### NEW YORK CITY.

Bill Posters' Union No. 1 gave its annual ball at Tammany Hall on the night of January 11. It was largely attended.

#### THE FAR WEST.

##### Mess. Sible & Green Triumphant.

If any doubts remain regarding Sible & Green's victory in California, it may be effectively and finally dispelled by perusing the following letter:

San Francisco, Cal., Jan. 15, 1891.  
Billboard Pub. Co., Cincinnati, O.  
Gentlemen—We wish to notify you that the California and Alameda counties, controlled by Friedlander, Gottlieb & Marks, have contracted with us to do their printing, commencing the 15th day of this month. This is one of the best-kept secrets that we have struck Green & Verney. This victory gives us control of every issue in the city of San Francisco with the exception of the Columbia, which is ready to come over to us on the completion of their contract with Green & Verney.

We wish to notify you of the fact that Mrs. Anna T. Dunphy, who is the bookkeeper of the county of Green & Verney, resigned from her position and bought a half interest with Sible & Green in Oakland and Alameda counties, where she will manage the business. It is only a day or two, so what our rivals will do without her, as she has really been the owner of publishing Green & Verney. She is a good house, having had \$5,000 worth of stock, and taken off her part to Messrs. Sible & Green, recognizing them beyond a doubt as buyers, and the only buyers, in this business. The ladies will generally address a letter to you in a day or two, and she will explain all about her affairs.

Yours truly,

SIBLE & GREEN.

Ed. by J. C. G.

San Francisco, Cal., Jan. 15, 1891.  
Billboard Pub. Co., Cincinnati, O.

Gentlemen—I wish to announce to my friends that I have bought a half interest in the Sible & Green bill posting business in Oakland and Alameda counties. Of course, my friends are anxious to know

why I adopted such a course, especially after my successful career in the city of San Francisco. The following are my reasons. I was manager of the Pacific Coast Bill Posting Co. for many years, and operated it on a money making basis and to the entire satisfaction of the country, but owing to some of the directors, performing a case at the head of the institution the management was taken out of my hands. A man by the name of Ross, who was never in this business before, was given the management under contract for one year at an enormous salary. This was, indeed, a bitter pill for me. Nevertheless, I remained with them, but got two hundred shares of stock in the company. It was really company for me to continue with them in an attempt to protect my own interests.

It was then that an opponent started by the name of Sible & Green. The Pacific Coast Bill Posting Co. changed its name to the California Advertis Co. Under the new management, the firm of Sible & Green had so difficulty in getting a great many of our best locations. "What could I do?" My hands were tied and I could do nothing. I had back, waiting to see what would become of the business, when finally the California Advertis Co. saw their mistake and discharged the manager.

It was then that another new manager, who probably had better judgment, but really did not know anything about the business, was appointed, with almost exactly the same result. The California Advertis Co. then transferred their business to a new concern named Green & Verney. Of them, I can say that they are perfect gentlemen.

I have been connected with Green & Verney as a confidential adviser and general superintendant of the Alameda and then on, but being given an opportunity to go in with a successful ad man like Sible & Green I, of course, took advantage of the situation and bought a half interest with

them in the Oakland and Alameda business, which I consider one of the best advertising plants outside of San Francisco.

While it is true I sacrificed my two hundred shares of stock with the other people, I know that with the friends I have and the knowledge of this business I possess, it is nothing more than a fact that I can to my two sons, Fred and William, to see that they are provided for in the future and maintain an influential business man. That is my true reason for connecting myself with the firm of Sible & Green.

As to myself personally, everybody who has ever been to this office to do any business or for their friends who I am, as personally professional and theoretical people. I care to my husband, a duty also, to help the same of Dunphy before the public. I have been in the business in the State of California for over twenty years.

I have handled the San Francisco territory with perfect satisfaction since my husband's death, and every Sunday night that comes in the month has a good word for me. I can refer to my people as Friedlander, Gottlieb & Marks, owners of the leading theories of San Francisco: Mr. Al Hayman, the great electrical man; Sam Frenk, of bill posting fame; John J. O'Connell, the great bill poster; Sible & Green, who are always pleased to do business with me; Editha M. Cannon, who always want to transact their business with me; and Walter L. Shaw, but whom I did not meet here when I was in San Francisco. I know he approached it very much, especially as he was an even stronger man.

To conclude with, I wish to state that I consider myself second to none in the line of bill posting business, and Sible & Green would not like to see the advantage of the situation if they did not realize that I see so capable in this act.

Respectfully yours,

ANNIE T. DUNPHY.

San Francisco, Cal., Jan. 11, 1891.  
Billboard Publishing Co.

Ed.—It is true that I have resigned from the Pacific Coast Association and joined the Associated Bill Posters' Association of the State of California, for the reason that they give better satisfaction than the Pacific Coast Association and give more work. Sible & Green are more up-to-date in the bill posting line.

Very respectfully,

W. E. MATTHEW.

Mgr. Kansas Bill Posting Co.



THE EXECUTIVE COMMITTEE IN SESSION.

## JOHN MOORE'S VERSION

## Of the Fracas on the Coast.

Writing from Sacramento, Cal., under date of January 20, Mr. John Moore, the well-known traveling paper advertiser, has the following to say about the controversy in California:

*Editor of The Billboard, Cincinnati, O.*  
Received yours of the 13th inst., but thought I would defer answering a few days, awaiting developments.

You state every letter you receive from the Coast tends to show that Sible & Green have all the advantage in the situation as far as associations matters are concerned. Who are you getting letters from? Sible & Green are well-known, and know how to get five, six or five hundred letters added to you hourly throughout Oregon & Yarney would not need, or have need, you one letter that was not on the spot.

You ask, "Who has the best showing on the boards?"

Oregon & Yarney! You can bet your last fifty-dollar bill that this is so on the square as far as demonstrated paper is concerned. Who has the bulk of the traveling work? Sible & Green have been about all of it.

Oregon & Yarney have this week printed for the last time paper for Friedlander, Gotlieb & Co. Sible & Green have the contract with this firm for this. They run the three best printed houses in San Francisco.

Mr. Green looking me that he had been doing the postage for 15¢ at a cost per sheet, and the firm, Samuel M. Green, that he could have the postage this year at 15¢ cents per sheet, the price they would get if done so. Mr. Green refused to take less than 1 cent per sheet. There is where I stand. The theoretical managers should pay the postage price, a cent, and give it to the left hand. Sible & Green do not deserve any credit for getting the three best Gustavians from Oregon & Yarney at a cut price.

Mr. Simpson showed me messages from the Executive Committee that the Pacific Coast Bill Posters' Association was elected and admitted as members of the A. B. P. A. at New York this week, as you know by the issue.

Trusting I have given you the desired information, I am,

Sincerely,

John Moore.

Mr. B. W. Oregon & Yarney are refusing national advertising paper at less than 1¢ (10¢, 15¢, 20¢, 25¢, 30¢, 35¢, 40¢, 45¢, 50¢, 55¢, 60¢, 65¢, 70¢, 75¢, 80¢, 85¢, 90¢, 95¢, 1.00) per copy, and the agency get the paper and advise Sible & Green and Oregon & Yarney to bid for the work. Oregon & Yarney quote 12 cents per sheet. As Sible & Green are not a lower price they have accepted several contracts, probably more than have Oregon & Yarney.

J. M.

## ARTHUR M. PLATO

## Throws a New Light on the Situation.

*Editor Billboard:*

The Post West seems to be coming to the front.

If you will read closely the matter of advertising business, in my copy of proof sent you last week, you will see that the Pacific Coast Bill Posters' Association were rightly members of the A. B. P. A. some years ago, and that association was

has in its treasury the sum of ten dollars belonging to the Pacific Coast Association. I have no desire to figure in the matter, but I am familiar with the whole situation, and having always "played fair" in every enterprise, I like to see things go right.

If you will read the proceedings of the A. B. P. A. of this you will see the whole matter in detail, as placed before the consideration of that state by Mr. Correll.

Respectfully,

ARTHUR M. PLATO.

The program referred to in the above letter is found in the proceedings of the Pacific Coast Bill Posters' for the year 1914, and is as follows, viz:

## UNPROVOKED ACCUSATION.

In the matter of affiliation with the Associated Bill Posters' Association of the United States, Mr. Arthur Plato (as delegate) reported that this association had

Anglo, nor does this association recognize the authority of the Associated Bill Posters Association to issue members on the association in violation of the constitutional laws which govern this association; and, furthermore, if affiliation with the Associated Bill Posters' Association depends on our adherence to such arbitrary action, we respectfully withdraw our state membership and request the immediate return of the charter for advanced for the Pacific Coast Association.

Mr. Plato has long since left the Coast. He is now in business at 429 Old-Followers' Temple, Philadelphia. He is an attorney, and his words carry weight and conviction because he is both educated and disinterested.

Nevertheless, Sible & Green have all the best of the situation, even though Oregon & Yarney have the charter, be-



G. W. VANSYCKLE, President of the A. B. P. A.

been duly received into membership as a state association, but the charter had not as yet been received. An official letter from that organization was not, referring their association that they were "unprovokedly called" to drop them. Mr. L. and Lehman, of Los Angeles, as members, and to accept Mr. Campbell in their stead, also to accept Mr. Chas. A. Herms, of Minnesota, Mont., as a member of our association. Mr. Plato explained that he had given before the national body all the facts concerning Mr. Campbell's claim to recognition as a bill poster prior to the action of that body, and he declared that action in this matter an unwarranted interference in the affairs of this association, it being completely just and proper to have referred this matter to the Pacific Coast Association for consideration before taking any action in the premises.

On this matter, the secretary was instructed to write to the Association. Bill Posters' Association in effect that the Pacific Coast Association will in no manner recognize Mr. Campbell as a bill poster in Los

angeles, nor does this association recognize the authority of the Associated Bill Posters Association to issue members on the association in violation of the constitutional laws which govern this association; and, furthermore, if affiliation with the Associated Bill Posters' Association depends on our adherence to such arbitrary action, we respectfully withdraw our state membership and request the immediate return of the charter for advanced for the Pacific Coast Association.

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## CARLISLE, PA.

Wm. M. Kieley, the active and efficient representative of the association at Carlisle, Pa. writes as follows:

"THE BILLBOARD has been the champion of the I. A. B. P., and has conducted the efforts of our enterprise and effort, without any of the selfishness, or any of his energy and zeal, has made the I. A. B. P. what it is today, and is now holding a certificate of membership therein has every reason to feel proud. It has elevated the business of double distributing to be so known and reliable one. There are no-where among its members, and the way of that kind, because a member. The best advertising we notice our progress and success, and are helping the I. A. B. P. by their support in giving the members their work."

## Cheap Distributing.

A few general advertisers are in the field, are attempting to get an absolutely lowest distribution service at a price that leaves nothing to be desired. They are paying for their advertising at 25¢ per copy, and so far as an absolute inside service, and, as far as these stated cost long ago, that they had no trouble in convincing of these figures, so don't look for their proposition is accepted by the majority of distributors, but the question is, Do they get the proper service? If they do, then, and this is the question, are they the losers. No distributor can afford to do distributing at these figures and expect to give an honest service. It is not possible to give an honest service for \$2.00 per thousand of the lowest price for \$1.00 for each service, and for inside service five dollars in a low price if he prepares to run on each dose, will sell some one on the dose and beat it up. A trial will convince a distributor that if he prints out 250,000 in this matter he has done a big day's work.

Many distributors not giving such business and anxious to get to work, accept such proposition, and, after a trial, find they have little or more than they can show, and this is the question, are they still get a little surplus in order to avoid losing money.

Advertisers make a serious mistake in having a distributor who is not a reasonable price. Distributing from house to house from eight to ten hours per day is no snap, and a distributor who faithfully serves only one place of service with such fidelity and carries out his contract to the letter deserves good and sufficient pay, and every advertiser should hold on to his distributor, and not let him go without cause and then, but the cheap distributor can not last.

The main fault with cheap distributing is that the advertiser who gets good distributing, and as a result obtains this line of advertising as profitable, when, if he had paid a price sufficient to warrant an honest service, he would receive his appreciation accordingly.

Distributors should bear in mind that there are those who are members of the I. A. B. P. they should not expect this condition to do it all. They must continue to handle the business part as best as can, and not expect the associations to get all their business, and then kick if their expectations are not realized.

The Billboards can be obtained by each individual member constantly handling, not only for himself, but for his fellow members. In nearly every city of any size there are some who have done that general advertising to all their goods, either by direct or indirect advertising, making or distributing. Each distributor should visit personally all such firms in his city and draw their attention to the I. A. B. P., and the significance of their name as a member in almost every city of importance. Keep constantly at them, and you will soon have them interested, and they will give you the best of their business. The writer has some ten large advertisers in his city, and he keeps constantly at them, and the result will be that he will get the best of their business, and he will be in contact with nearly the whole membership in the near future. Start now and do your share.

We have received hundreds of letters from distributors this month that we cannot even quote from. We have and the quote, every one of this paper contained in our issue of 1st inst. The I. A. B. P. is now a big bunch of reports that are also included on.

## PROWLING FRUDES.

**Protestant Preachers and Sporting Politicians who object to the made in art.**

"No red coat on a in this one image, in the image of God created the like, male and female together. — Genesis 1:27

PASADENA, CAL., worked itself up indignantly over a few posters recently, but has since manifested its respectability by a "respectable" advice from a newspaper, etc.

"We see an reason for agitating against the bill board posters of this city. They are in style that is objectionable even to one looks for such especially. To agitate is to advertise, and that is what the bill posters want. Let the matter quietly drop."

ALTOONA, Pa., is hysterical.

METROPOLIS, ILL., shows symptoms of an approaching attack of post-epidemic. The following is from the *Journal* of that city:

"Every city at some time in its history develops a mania for rectifying errors of the past, as it were.

Now it is the bill boards. The *Daily Telegraph* article on some of the theatrical boards, have inspired the local clergy. It is understood, to be compliant with the chief of police. His ideas, however, that the ministers here done an. Anyhow whether this be true or not, it is a fact that the agitation, kindled by the result of the effort they make during the last September to crush out the post-offering system, have done so. A movement was first looking to the removal of all objectionable posters displayed in this city.

Rev. Dr. Eager is said to be at the head of the movement.

It is said that a delegation of ministers will soon call on Mayor Chubb in relation to the matter."

REARICK, CALIF.—A good (?) point of the Roman Catholic Church invites his congregation to deeds of impiety and vandalism. The following clipping tells all about it:

"Mrs. Pettison, the renowned skirt dancer, with one foot planted in XII of the clock and the other at VI; "Miss Colonel Mammont, Queen of the Air," in flight and dangling from the flying trapeze by a finger; "Miss Moxie, the Strongest Jewish Woman in the world," with one jaw just missing,—these were some of the picturesque posters. Some hoisted, slightly inclined, that adorned the bill board before St. Thomas' Roman Catholic Church, at Fairview, on Westway. The bill board is high and long and square in front of the church door. Jerry Tomney put it up on his property, and the church people think he did so in spite there. Last Sunday night the bill board was set on fire, but Jerry put out the fire. Just after one o'clock this morning several masked men attacked the board with axes. Bill Stone, Maxwell on the job, cut off Miss Mammont's figure, severed Miss Pettison's foot that pointed to XII.

Now the theatrical manager who owned the board from Tomney looks to him for damages. Tomney is hoping for the masked men and the axe men.

FITZFIELD, MASS., is trying hard to work itself into a passion. It has not succeeded as yet.

DENVER, CO., however, has passed a foot ordinance that will not hold water

any more than a sieve. It will be knocked out early in the lower courts, where we understand it is already being up. It is pity that the position of Denver did not need to facilitate a crusade against newspaper men. They have the obvious advantage of visual aids in the vicinity to engage their attention. All of the most notable ones the bill boards in that city was listed and indignantly attacked by the Denver press.

Gen. D. Russell recently said that signs in the leading Colorado papers was not worth five cents on the dollar. It is probably this knowledge of their worthlessness and impotence, that moves the Denver press to attack mediums of real and genuine efficacy.

usually drives his time and attention to the best most profitable, besides full powers discharge distributing in such as they can, in order to get advertisers to do some bill posting. Bill posters being enough posting to keep themselves modestly busy, care nothing for distributing except to get the work and get it out as early as I know of a few exceptions, but they are few and far between. There are of the new school of bill posters, and are not tied, hand and foot by associations and rate rules, and accept business from anybody who pays the price. They conduct a general distributing department and consequently receive the largest distribution of every piece of matter. They get all the business, and have the highest



THOS. F. KAIN, E. C., L. A. of D.

### The Why of it.

A talk with many of the old established bills who do extensive distributing convinces me that they are not yet forgotten the action they got in former years by remarkable bill distributors, principal bill posters. They cite hundreds of cases where their matter was absolutely wasted, if ever an attempt was made at all, and many cases where they found thousands of pieces from their own country, especially bill posters who, as a rule, give the poorest service; and I know personally that many concerns true down absolutely all propositions made by bill posters, and I don't blame those, as but few bill posters give distributing proper attention, especially in forward towns, where they think they control the field and do as they please.

The margin of profit in bill posting is much greater than in distributing (if properly done), therefore the bill poster nat-

urally drives his time and attention to the best most profitable, besides full powers discharge distributing in such as they can, in order to get advertisers to do some bill posting.

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Dr. Moore's Ladies' Root Pills Allman was cheerfully wasted in Cincinnati.

## DEATH OF JAS. H. STAATS.

**The Veteran Bill Poster of Lockport, N. Y., Has Passed Away—His Old New Loag Survive His Friend Charles.**

The announcement in the *Chieftain*—Special officer January 3 of the death of James H. Staats caused sadness across throughout the city. His name in Lockport was better known than he, and some and some friends. With his passing, another old landmark is removed from sight, but he will long be kept in pleasant remembrance.

James H. Staats was born in Columbia village, Columbia county, near the State river, June 17, 1836. He comes of Dutch ancestors. His parents were Abram and Miriam Gray Staats. His brother, William H., of Newfane, was born while they were living in Geneva county, and in 1842 the family came to Lockport. The father was a sturdy American, who favored Dutch customs who fought the independence in the Revolutionary war.

He held office his studies in the school room at the age of fourteen, entering into the employ of Dr. DeWane as clerk in his drug store. He was later appeared as a clerkship at the postoffice.

In the year 1848 Mr. Staats opened a new store on the market, and later moved it to the building on Pine street, now occupied by Rowe's market. On account of poor health he was obliged to quit business for two or three years, and sold out to William Scott, opening three years at Albany, where he had married his first wife. He then returned to Lockport and established himself in the same business continuing in it until the time of his death.

Mr. Staats was an earnest Democrat, but never rose to public office. He was represented clerk of the village of Lockport, serving four years. He was one of the charter members of the New York State Bill Posters' Association, of which he was secretary for three years. He was also a member of the Associated Bill Posters of the United States and Canada, and was widely known and esteemed by the many members of that organization.

Among the theatrical professions he was widely known, and for some years he was the manager of the Hoag Opera House.

His first wife was Miss Birch, of Albany, who died in 1857. She bore him three children, a son, who died in infancy, a daughter, Mrs. Curt Burkhalter, of Lockport, and a son, Lawrence D., who at the time of his mother's death was adopted by his uncle, Dr. Collier, of Rochester.

He married his second wife on January 4, 1871, who survives him. He leaves two children, Mrs. Mary Stewart Staats, of Newfane, two children, Mrs. Charlotte and Lawrence D. Collier, one daughter, William H. Staats, of Newfane, and two sisters, Mrs. Sarah J. Richardson, of Newfane, and Mrs. Henry C. McCullough, of Lockport.

The funeral was held from the home, Twenty-third, at 11 o'clock on the morning of January 20. Rev. W. E. Fisher conducted the services.

You can, and you often do, skip the advertisements in the papers, but you can not get away from the billboards. Try to skip the ads and you will find you are up against another one. After this has occurred for the fourth time, you, like everybody else, will give in and generally acknowledge the error.

## Signs & Sign Painters

All the advertisements for sign painters in this column are for sign painters in this city.

When Holman said, "This thing that looks black, is it that which shall be, and that which is done is that which shall be done," he was not generalizing, but he was applying to sign painting as well as to anything else. There is but little room for anything else. We may think for a time as we do on advertising cards, but sooner or later we are undeceived. This is a big world. Many minds are concentrated on the very things we are thinking about. What makes us think this is from the fact that a contemporary published an alphabet lately, purporting to be a new German alphabet. "We here are still Egyptian alphabet of ancient times, which hieroglyphic signs has been used from time immemorial. The character, however, are readily drawn. By comparing this with the up-to-date alphabet, we find a striking similarity in them, which compels us to conclude that this latest alphabet is only an improvement on the old Egyptian alphabet." But we never believe in the German alphabet, but we are drawn to the same plans.

An advertising sign should be made plain. Anything that detracts from its legibility lessens its value. From an advertising standpoint an advertisement that is legibility is decreased. Flourishes and scrolls, nearly always, and fancy lettering are sure to look, at and reflect great credit on the artist, but they are not so. However, as much as possible, to make the reading matter strong, plain and to the point, so that the average person can read it as a glance. Signs should be without ornament. An unintelligent sign, or one that is hard to read, or an advertisement, and when it is made by the artist trying to put up something fancy, it calls for a serious expenditure of money, for which there is no cause. I was talking to a prominent business man on this subject of advertising signs a few days since, and he was spending \$100 dollars annually in advertising. Among other things, he said: "What is the use of a highly decorated sign if it doesn't read? The further we get from advertising, the more people who have money to buy goods are now busy in studying the few legislative features of a sign." He further said: "This is the reason I don't patronize sign painters more than I do. I cannot afford to pay for the extra work in the way of decorations that some of them put on their signs, when it does me no good. If they would come down from their perch and get some business sense into their heads, there is no question but that their work would be more profitable. All this expense that is being the most foolish advertising there is."

Let your sign be regarded as one of the best advertising signs painters in America, but it seems to us that it is best to keep your sign on wood, if his building. We do not wish to be considered a snipe. In fact, we do not care how he can do his work. Still, we are aware that the public demands to know the quality of the thing advertised, that is usually displayed on the boards. The New York people are not the only ones who subscribe freely in sign painting. Many signs are used for the big bulletin boards with nothing on them. The interest of read-

ers newspaper advertising never made an article on signs and gauds that he did not express some of his creative ideas on this point. This is the best piece of attack. But, then, Charles Adams is to be forgiven for his liberal views, for he is about half an idiot.

Sign painting is ever changing. What is the proper thing day is out of date to-morrow. This is largely due to the itinerant sign painter, who, in the course of a season's travel, comes to contact with all variations and manner of lettering. Several sign painters traveling the same territory will develop different systems from the same influences. One will discover a system of free letters, while another will chose another style to build upon.

Always in paint is essential. It keeps the paint from spoiling and new from mixing it. Paint should be struck with soft water.

Strong means of color will attract the eye quicker than the most beautiful art tones. The persons that maintain the theory that the color of a sign should be harmonious with the color in which it comes is advertising.

Lower cost letters are not the only cost that caps because they are used the most. The more you try they are not used more than they are, so because sign painters do not insist on making them, but use a single factory in England, but an American firm found a way to produce it at 20 cents a pound, and the price is still two cents an ounce of a good deal of the material.

"The white pigments are a pitiful one, which imparts the value for white paint, and besides, it does not mix so properly when mixed with color. A London inventor, however, produces a luminous paint, white and colored, that is not so expensive, making its color through the day and giving forth a bright glow by night. This, a variety is made by mixing zinc oxide or zinc sulphide with a small dose of phosphorus. This is dissolved in 10 parts of alcohol of turpentine, and the alcohol solution is mixed with 20 parts, previously heated and cooled, of pure linseed oil. Ordinary varnish will not do, as varnish does not evaporate, which destroys the phosphorescence of calcium sulphide. Holders will like to give off mixture through iron pipes, or iron valves in luminescent pipes. Gasoline pipes are indicated as proper.

"A pure white paint is produced with six parts of this varnish to 6 parts prepared linseed sulphide, 4 parts prepared calcium carbide, 12 parts prepared calcium sulphide and 6 parts good linseed oil. Calcium sulphide, mixed in a proper vessel to an emulsion, and ground quite fine in a stone color mill.

"Luminous paint of pure quality emits a light that soon fades, changing in color to a dull reddish or muddy color. A good quality of such paint has been known to create luminous property unassisted for more than five years.

"A temperature of 50 degrees to 60 degrees will not affect a luminous condition of calcium sulphide, though an increase in temperature of 90 degrees will render it such a case luminous. That this is not an occasion of heat into light is shown by the fact that if kept at a high temperature it becomes more luminous as a shorter time. A lowering of temperature by ether or other volatile liquid will diminish the luminosity.

"A luminous paint may be prepared as follows: 10 ounces carbide and phosphorus of Ss, obtained by out-

weigh to 20, 20, 20, 20, 20; a gilder's ball mill will make a gilder's ball mill out of it. It is best to keep it where it is to be used, according to the kind of color one wants. It is best to keep it where it is to be used, according to the kind of color one wants. It is best to keep it where it is to be used, according to the kind of color one wants.

**Luminous Paint.**  
 "A complete process for making luminous paint has never been published in The Billboards. We had intended to do so, but no practical, but requiring the responsibility of their being manufactured by the ordinary painter who has not the facilities for the same has been asked several times, we take the liberty of presenting for your consideration the following process, which is copied from a contemporary, that you may see that it is impracticable for you to make it, without you intend to make a business of it. Luminous paint, in all cases, will be sold at almost any novelty dealer's in paintmen's materials that receive them. Mail. Write to Wm. Hodgcock, 20 Clark Street, Chicago.

"Calcium sulphide is the substance usually employed in the preparation of such paints. Although this ingredient is usually a preparation of zinc oxide and sulphide, recently it has been sold at 12 1/2 cents per pound. It was sold at this price in a single factory in England, but an American firm found a way to produce it at 20 cents a pound, and the price is still two cents an ounce of a good deal of the material.

"The white pigments are a pitiful one, which imparts the value for white paint, and besides, it does not mix so properly when mixed with color. A London inventor, however, produces a luminous paint, white and colored, that is not so expensive, making its color through the day and giving forth a bright glow by night. This, a variety is made by mixing zinc oxide or zinc sulphide with a small dose of phosphorus. This is dissolved in 10 parts of alcohol of turpentine, and the alcohol solution is mixed with 20 parts, previously heated and cooled, of pure linseed oil. Ordinary varnish will not do, as varnish does not evaporate, which destroys the phosphorescence of calcium sulphide. Holders will like to give off mixture through iron pipes, or iron valves in luminescent pipes. Gasoline pipes are indicated as proper.

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"A luminous paint may be prepared as follows: 10 ounces carbide and phosphorus of Ss, obtained by out-

weighing pure shells and sulphide, is mixed with six ounces carbonic lime; three parts of this mixture is mixed with three parts of the same. This mixture is then added, and so to 25 per cent of the weight of sulphide, 3 to 7 per cent. sulphide of calcium, barium, strontium and cerium. This mixture is then exposed to sunlight. The lighting power is further increased by adding a phosphorescent matrix, obtained from the distillation of certain phosphates. This may be mixed with suitable varnish, Calcium, barium, strontium, etc., may be incorporated with these.

"Luminous paint of various kinds are prepared by using pure fine India's poppy oil instead of the varnish indicated in the German invention; quantity same as for the varnish. The mixture must be ground exceedingly fine. For luminous oil-color paints, pure linseed oil is used instead of the varnish. The oil must be cold-strained and thickened by heat. For making a luminous paper, take 40 parts of paper pulp, 10 parts varnish, 1 part gelatin and 1 part bicarbonate of potash, with 10 parts of phosphorescent material. Such paper will glow in the dark, and is suitable for letters, signs, etc.

"Luminous paints are prepared by mixing equal parts of phosphorus, zinc sulphide and adding 30 per cent more of Japanese wax and 10 per cent quantity of olive oil. It was once sold at 12 1/2 cents per pound. It was sold at this price in a single factory in England, but an American firm found a way to produce it at 20 cents a pound, and the price is still two cents an ounce of a good deal of the material.

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Members, in get acquainted, should write to me, I am glad to have found lots of pleasure in covering letters to my business associates. It will be your good, and you are better for the world.

Billboard is an official organ, and it is my intention to keep it up to date in every way, giving an ample amount of what we do, and what the other distributors do in the way of doing. This is how we get many pointers on the world that is being done.

Members of the A. E. F. D. attention is our part. It shows that you are interested both in the paper and in the association.

To stay subscribers new writing for this time. I need clear, hoping that in February, this month, you will be able to get the Billboard will have to give an entire page for the year.

Watch for Billboards! Long may it live!  
Yours in business love and fellowship,  
J. A. HAZARD,  
Second Vice-President A. E. D.

Wilmington, Pa., Jan. 12, 1916.  
Billboard, Inc.  
Chicago, Ill.

Have you any new working for the D. Hazard Co. and will begin at once for the Billboard Co. in the last days. Have signed annual contracts for future work, as you are to keep long. Watch last action for the Billboard and A. E. D. Co.

Very truly yours,

R. M. MOORE.

Billboard, Inc., Jan. 12, 1916.  
Billboard, Inc.  
Chicago, Ill.

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Very truly yours,

R. M. MOORE.

Billboard, Inc., Jan. 12, 1916.  
Billboard, Inc.  
Chicago, Ill.

Newark, N. J., Jan. 12, 1916.  
Billboard, Inc.

Dear Sir—We talked to Newark's largest business after the business with you, and the city and found the conditions in Newark that we desired having nothing to do with, and as we were concerned with the condition of a bill poster stand. We have up to this morning received a number of the bill boards that were here and have been here for some time in many places all over the city and we hope for about one month or more. With all our best wishes for you, we are sure to see you again in the future.

Very truly yours,  
BENJAMIN B. ANDERSON,  
Local Sec. of

### Bill Poster Rides Assault.

James Board Beats Seven Windows Before Captured.

James Board, a bill poster employed by a North Side theatre, ran assault on Clark street, December 31st, leaving a trail of angry police-officers in his wake.

After climbing several places and doing his utmost to leave them upside down, he reached No. 314 Clark street, and, being prevented from entering by a force of policemen and others about the place, proceeded to wreck it. He had broken seven windows when the police arrived, and after being locked up acted like a mad man.

He roared and howl at the bars of his cell for a time after being taken into custody, and made things extremely uncomfortable for the lock-up warden and the other prisoners.—Chicago Daily News.

Do not use cheap and nasty booklets, pamphlets or circulars, and then blame the distributor for your results.



F. M. GROVES, E. C. I. A. of D.

### ROCHESTER.

The papers of Rochester, in relation to the fight between that city and the Rochester Bill Posting Co., are of the opinion that knows us very well. Such is not the case. While Mr. Stahlbrock is not entirely out of the woods, as indicated by the subsequent shipping, still he has compelled the city to give him a license, has prevented it from interfering with his business and has, in fact, achieved a distinct and signal victory all along the line. Honors are ever—had ever—for Stahlbrock. The following is from the Rochester Advertiser, December 31st:

The case of the Rochester Bill Posting Co. vs. the City of Rochester was before Justice Nash yesterday morning once more. It came up on a motion for a new trial, made by Edward W. Fineman, of the corporation counsel's office. He held that the plaintiff had an adequate remedy at law. Therefore Fineman appeared for the bill posting company.

The William Bill Posting Co., distributor and general out-door advertisers at Worcester, Mass., have lately erected two handsome new kiosks in prominent locations, on all the principal thoroughfares of the city, and are prepared to give satisfactory displays at reasonable rates.

Last month the business department advised that well-known hunter of Ansonia, Conn., Mark D. Reichelder, had his subscription not expired, and asked him if he wanted his subscription continued. "Yes, forever!" he tersely wrote across the letter, and returned it with his check for two years' subscription.

Delious J. McLeod, of Montague, Mich., has a successful partnership. A. McLeod has bought the open house and boards, and will operate a card tacking and distributing house also.

### BILL POSTERS' WRIBES.

Interesting Items Belief Down to Small Place.

The Louisville Dispatch (Jan. 6) had a most amusing series of six columns entitled, "Stuccoed by a Bill poster".

Alhambra Kibler has a new Bill board entrance, to be introduced at the next meeting of the Council, which built the use of boards to eight feet in height by twelve feet in length, and implies the removal of property signs.—Chicago Tribune.

Col. Eben Babbler's trip to Southern California and Mexico was delayed somewhat by his wife's illness. It is hoped that the trip will benefit Mrs. Babbler's health.

Jim Cuzzon is having more than his share of trouble. Columbia Springs is suffering from so bad an attack of poster-phobia, that which recently occurred Denver.

J. Richard Carroll, of Albany, N. Y., entertained Uncle Jack Lakin during the holidays. Both had disposed with their own, as usual.

The Indianapolis Bill Posting Co., and the Empire Bill Posting Co., of the same city, have gotten into the courts. Oh, for an open association!

There is talk of the western members meeting from the A. E. F. D. and forming an association to endorse everything west of Ohio.

The advertiser who renders his expenditures to the billboards and house-boards distributing has a much better chance to succeed than one who advertises only in the papers.



W. E. PATTON, E. C. I. A. of D.

## THE BILLBOARD.

Business Directory of  
10 East Eighth Street, Cincinnati, O., U. S. A.  
Address all communications  
For the official or business Department to  
THE BILLBOARD PUBLISHING CO.

Subscription, \$3.00 Per Year, in Advance.  
Advertisements, 10 Cents Per Line Per Week.

Advertisements will be published at the ad-  
vertising rate of one cent per square inch, except for  
renewals of more than six months, or for the  
renewal of more than one year.

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FEBRUARY, 1916.

The growth of the International Association of Distributors during the last two months has been simply wonderful. In all our experience we have never known an association to expand in the way that this remarkable growth, moreover, is that it is sound and healthy. The association seems to be attracting to itself the best men in the business. Applications are received with great ease, and it is not impossible for an entrepreneur or available distributor to gain entrance to the organization.

This makes the association very strong. Therefore it will be inevitable, because of its size, that it will be able to exert its influence to firms who patronize its members exclusively. When it does so, advertisers will appreciate the U. S. D. members alone.

The guarantee of the International is worth more to an advertiser, and the association increases its membership. In the end it will be worth an advertiser's while to confer some few preferences in order to enjoy its benefits.

At present, of course, the guarantee of the association applies to all advertisers, and we find there is many instances proving unattached distribution is to some where the association has a member. This is amazing. Many members feel themselves aggrieved. They argue that, the association having provided a guaranteed service, they should be exempted by providing association members only. Their arguments possess both force and fairness. Still, it should be remembered that there are good distributors outside of the association who, by reason of honest, efficient service in the past, have earned the esteem and confidence of many advertisers. It is demanding only so much of an advertiser to expect him to naturally cut off these faithful services and transfer his patronage to an entirely new man, simply because the latter is a member of the I. A. of D. and enjoys the advantages of its guarantee.

No advertiser whose patronage is worth stirring for will be guilty of any such injustice.

Nevertheless, the I. A. of D. members will triumph in the end. The influence of the organization is a powerful one. No one who has been a member for a year will deny that he has been benefited. He has found that his business has grown—slowly, perhaps—but certainly, and that the growth can be directly attributed to his membership in the association. As we said before, the time will come when the I. A. of D. can deny its guarantee to advertisers who patronize distributors operating in opposition to any of its members, but the time for such action is not now, nor is it near at hand. Any attempt to limit such a policy at present, or in the near future, would never strongly of conviction, and conviction, no matter how healthy or expedient it may appear, is never advisable. The I. A. of D. is making magnificent headway. We sincerely hope nothing will be attempted which is likely to prohibit advertisers against it and impede its progress.

In spite of all the stuff that is written and printed about the value of newspaper space, say serious, thinking advertiser, if he will but stop to consider, knows that it is ephemeral, and consequently fleeting and unsatisfactory. Can any one imagine a man making, nothing else than yesterday's paper? Hardly; and yet how frequently we hear it asserted that the daily paper is the best of all advertising mediums. How seldom the assertion is challenged. Columns after columns of headlines, merely ringing the changes on the one theme, is ground out daily. Advertising papers vie with one another in extravagant statements of the latter's advantages (save the mark), as matter of course they may, but on the other side of advertising, are practically a void when the question of the best advertising medium is broached.

After all is said and done, though, it is really a difficult matter to find a medium which does not possess more real claims on the consideration of an advertiser than these self-styled, self-vaunted newspapers.

Or all the doubting story that a part of business could be guilty of the most serious action of the Executive Committee of the I. A. of D. in opposing a guarantee on constitution and by-laws is the worst. Think of it! An Executive Committee, a body which by its very name is usually administrative, usurping the legislative prerogative of the members in convention assembled. And Jefferson's, Cushing's, Roberts' and Smith's remarks may be brought at such reasonable prices, too. Oh! dear, oh! dear. As the committee seems to be so woefully off on the subject of parliamentary procedure, we are tempted to believe that it has had made use of itself. If the organization and by-

laws need amendment or revision in the estimation of the president, he may suggest it in his message or address at a regular meeting, and the matter may then be taken up. The function of the Executive Committee is to assist, to carry out and to enforce the orders of the members at large—nothing more—the Executive Committee, notwithstanding.

### OUR VOTING CONTEST.

#### Who is the Most Popular Bill Poster in America?

The Billboard Will Post the Winner With a Trip to Dublin, Ireland and Boston Next August.

As will be seen in another column, Yeats's Lament of England has failed, hence the United Bill Poster Association will meet in Dublin, Ireland, next August. The Billboard will send an American subscriber to attend this meeting.

It is not out of proper that he should be a representative American Bill poster, chosen by popular vote, out of an association, but by the vote at large. The winner of this contest then will be the bill poster who receives the largest number of votes.

HOW TO VOTE.

Write the name of your candidate (nothing else) on the coupon below, and mail it to THE BILLBOARD Publishing Co., Cincinnati, O. Each coupon will be counted as one vote for the bill poster whose name it bears. All February coupons must be voted before March 1. This rule is imperative. It is necessary to prevent hoarding of coupons and voting them in a heap at the last moment.

### FEBRUARY COUPON

The most popular Bill poster to award a trip to Dublin, Ireland, and Boston, next August, is \_\_\_\_\_

and to be sent to THE BILLBOARD Publishing Co., Cincinnati, O.

### HOW THEY STAND.

The votes received by the various contestants up to date is as follows:

Franc. Meach	10
Geo. H. Soble	20
Geo. M. Leonard	25
H. G. Campbell	31
H. W. Walker	32
Geo. P. O'Brien	34
Geo. A. Carson	34
Geo. H. Soble	35
Chas. Vogel	35
Al Bryan	36
Geo. Carson	36
J. H. H. H. H.	37
E. C. Donnelly	37
Frank Fitzgerald	37
Albert Weber	37
Geo. H. Soble	37
J. J. H. H.	37
F. F. Oliver	37
F. F. Oliver	37
John G. Kame	37
L. L. H. H.	37

Under our arrangement with the American News Company, THE BILLBOARD is supposed to be on sale at all newsstands. Persons unable to secure it will please notify us, giving place and date.

### THE EXECUTIVE COMMITTEE MEETING.

Pursuant to the president's call, the Executive Committee of the Association Bill Poster met at the Barnfield Hotel, New York, Monday afternoon, January 17. The session consisted of three meetings, viz., Monday afternoon, Tuesday midnight and Tuesday night. Of these proceedings, it need only be said briefly that they did those things which they should and have done, and left undone those things which they should have done and a program to meet again February 1.

It is said there was a hot time in New York January 17.

That the daily paper was the best advertising medium is a proposition disputed by no one. That billboards, bulletins and house-to-house work give better results is equally indisputable.

### THE SHORTER CATECHISM.

Ques.—What is the chief end of the official organ?

Ans.—The chief end of the official organ is to glorify Campbell and pay McKeen a salary.

Ques.—It is taken five pages of ads per month to pay McKeen's salary, what does the Executive get?

Ans.—The Executive gets left.

Ques.—With the A. R. P. article did it do that?

Ans.—Not on your sacred.

Ques.—If Campbell writes, what is he?

Ans.—A rank writer.

Ques.—What is the circulation of the official organ?

Ans.—Campbell knows.

Ques.—Who else?

Ans.—The Executive.

Ques.—Who else?

Ans.—McKeen.

Ques.—Who else?

Ans.—Nobody.

Ques.—What do the advertisers get for their money?

Ans.—They get the double cross.

Ques.—Does McKeen have the official organ?

Ans.—Obviously.

Ques.—Why?

Ans.—Because it glorifies Campbell.

Ques.—Why does it not glorify such brats as Billie bit now and then?

Ans.—Because that is the province of *Display Advertising*.

Ques.—Why does *Display Advertising* glorify Billiebit?

Ans.—Because Billie would lose his job if it did not.

Ques.—Does glorifying Billiebit pay?

Ans.—Yes, it pays McKeen.

Ques.—Does *Display Advertising* pay?

Ans.—Yes, for it has paid its bills with considerable promptness.

Ques.—Does it yield dividends?

Ans.—Yes, in the shape of great big checks of gold.

Ques.—Can Billiebit handle gold?

Ans.—Like a *Thomas*, in fact, he secures perfect glances for gold.

Ques.—Will Billiebit ever get enough gold?

Ans.—There never will you see a person who sought in with Billiebit and *personal* area, but *Billiebit* will be *second* and *third* man.



## GLOOMY OUTLOOK

## FOR THE NEWSPAPERS.

One of Them Seen as Handicapping us  
on the Wall and Interspersing It.

Newspapers are fond of forming an opinion. Perhaps something of this tendency is readily observed in the case of the water, but for present purposes it is unnecessary to look clear of home. The Englishman, demonstrating their skill in the most ostentatious manner, has the great public credit at least. This was exemplified in the days preceding the queen's jubilee, when the entire staff of the British Isles was planned with many hands, public improvement funds, sources for this, and the other purpose. It was a novel suggestion that consisted the shower of the days of the worthy men and women who understood to supply notice of *Waterworks* (the usual phrase and gold words). New comes a line of effect that however it may smack of the British tendency to exaggerate upon the slightest pretext, will rob the sympathies of many American citizens who have reflected that a situation. It is called the National Society for Checking the Abuse of Public Advertising. It is an arduous propaganda, and it deserves mention in its place for the satisfaction of the condition of our neighbors of modern days. There is a disposition at present making itself very apparent to limit the proclamation of all sorts of wares into public advertising, the least regard for the proprietor of secrecy, architecture or general outcroppings. The eye is constantly being assailed by the letters and the glowing advertisements on dead walls and houses. The poster cover has contributed its share to the demoralization of the streets. Green signs and blue ones add intention to pale pluck beverages, while people seem disdain with speed given upon the virtues of lamada via vita. Electricity has been utilized in a dazzling blinding effort to amuse the unscrupulous merchant of all sorts of aspirants for public favor, patent medicines, liquor, guns, real estate, bicycles, dynamite and arsenicals and what not. The advertiser is eloquent in the voice and dissemination in behalf of the wares of mankind. It is a serious question whether such advertising really pays. The advertiser that reaches the people in the quiet of their houses, whose plans facts can best appeal to the intellect, is by far the profitable medium of communication. The glaring sign that attracts the taste and the public attention is not apt to be an efficient advertisement. Yet recently he started the thing going, and it is probably still going, with trade after trade falling into his snare till the sky, the air and the landscape have been comprehended wholly by the mass of light and color—Washington Star.

## On H. Shepard.

Mr. Geo. H. Shepard is a bill poster of several years' experience. He is a gentleman that can be thoroughly relied upon, and he takes contracts for posting bills for churches or advertisements. He is considered well done by his neighbors and not at all, and there is no such man and getting it posted a bill properly as all speak in it by other than of business. All agree highly of him and his work, and by his hard work, energy and integrity he made loads of friends.—*Western (Cal.) Free Press.*

## New Periodical Publications.

Vol. 1, No. 1, of *Current Thought*, a philosophical review of literature, economics, art and religion, is at hand. The magazine is *Current Thought*, established 1903, reprinted. It is edited and published by C. Elmer Bunker, 400 Ave. of the Stars, Cleveland, O. Monthly; 45 cents per copy, \$3.00 per year. The following is the table of contents of the January number:

The Single Tax; The Catalina Movement; Russia Up to Date; The Foreign College; The Chinese Commonwealth; The Finance Colony; France, Cal.; The Grand Jubilee; Current Thought in the Leading Periodicals; Journals for Future Reading; The Social Democracy; Editors' Column; The Editor's Pleasures; The Coloring Movement; The Problem of the Machine; Announcement; Important Notice; The Palace of Current Thought; C. Elmer Bunker, Lecturer and Work; The Money Question; Books and Their Production; Notes and Comments. The editor invites contributions from men and women who think.

Vol. 1, No. 2, of *Adel* (November issue) is before me. It is a bright little monthly of 48 pages, 25 cents. It is edited by H. M. Colburn, 144 Nassau Street, Louisville, Ky., and published principally in the interest of the editor.

The property number of *Neophytes* does was a truly great paper.

The *Shaw-Walker*, a journal of practical spiritual science teaching, published by C. A. Walker, 120 Carlton Building, Chicago, is one of the best ones which will last. There is need of just such a paper—great need—and *The Shaw-Walker* fills the bill.

The January issue of *Advertising Experience* was both beautiful and interesting.

*Ad Sense*, in brief of appearance, is as far ahead of the average advertising pamphlet, as one can well imagine. It is as clean cut and interesting as a new gun.

The January issue of that wonderful journal, *The Inland Printer*, is an especially beautiful that it simply surpasses description. It is a technical journal that deserves a general circulation. Every advertiser who is interested in the highest achievement of typography and artistic printing should subscribe for it. It is a year in advance. Address, Inland Printer Co., 212 Second Street, Chicago, Ill.

## C. M. WHITMER DEAD.

The Founder of the New York Bill Posters' Association Passes Away.

C. M. Whitmer, of the firm of Whitmer & Fife, died at his home, No. 125 Grand Street, New York, N. Y., at 5 o'clock Thursday, January 20. He was 62 years of age.

The end was not unexpected, as Mr. Whitmer had been ill for a long time, but when it came, it was not without his shock.

Probably no man was more generally known in Berlin, and, in fact, in New York State, than Mr. Whitmer. He had ever been a stirring business man, and his diverse enterprises brought him into an acquaintance with thousands of people every year.

To bill posters all over the United States and Canada his name was as familiar as a household word. James H. Brown of Lockport, N. Y., who passed away during the past month, informed the writer that it was Mr. Whitmer to whom the credit of forming the New York Bill Posters' Association was due. Upon investigation, this was found to be true.

Mr. Whitmer was born in Germany thirty years ago. He came to this country with his parents when he was 21. Ten years old, he finally settled in Geneva, N. Y. Mr. Whitmer acquired an excellent knowledge of business, and at one time was one of the most extensive handlers of patent medicines in the United States. Twenty-five years ago he came to Buffalo, being met by the young firm of Walker & Fife. It is thus to be estimated all the time of his death, though at the same time he was interested in many other enterprises. Several years ago he entered into partnership with John C. Fife, who had moved him lastingly for many years, and the new firm became as well known as the old one.

Some time ago Mr. Whitmer became interested in the culture of grapes and the manufacture of native wines. He brought a large vineyard near Buffalo, Chautauque county, and became a wholesale wine merchant.

Mr. Whitmer was married, some after coming to Buffalo, to Miss Anna Parker, who survives him. The deceased had been in failing health since the middle of last August, when he was injured in a fall by the street in Buffalo. He suffered much of his ill health to that cause, but the physician said he had died as due to cancer of the stomach.

Bill posters everywhere will learn of Mr. Whitmer's death with the deepest sorrow and regret. Mr. Whitmer had Mr. Fife's best and the sympathy and condolence of the entire craft.

## ENGLAND.

## "YOUDE'S LIMITED" FAILS.

The magnificent audacity wherewith to renege on the best posting plan in the United Kingdom has failed. The following letter from Mr. Youde, one of the promoters of the thing, offers, in acknowledgment:

London, England, Jan. 7, 1904.  
Editor of THE BILLBOARD,  
Cleveland, O., U. S. A.

The bill posters' communications of yours before me, two dated November 30, one dated December 6 and another dated December 7, I have not had a moment during the past few months to do any kind of correspondence that was not absolutely essential, and much that has been suggested even has been neglected, heaps of letters and inquiries remaining unanswered for days and weeks. This may be my apology for not replying to your communications earlier. All your communications have been most welcome, but it will be as well to address my other letters to me at the above address. I am obliged for the copy of THE BILLBOARD, which you have loaned me, and which has reached me from Geneva, in exchange for a copy of *Poster's Printing Journal*. I am obliged for the copy of this publication, *Bill Posters' Journal*, has been sent me at my rate, for the present, as satisfactorily, at the prevailing prices of error-free, the necessary subscription of such by the public, has not been sufficient to justify the directors conducting the same, and such matters as have been received have been considered but for the time being. Efforts are, however, being made to ascertain it on new basis, and these may be considered in some way or other; but, in the meantime, as Mr. Youde has advanced funds such take place in this country, with the trade to be absolutely worthless, and to be a prey for the adventure men that it has been before. It would take a volume to explain the real meaning of the movement. It occurs to me that you might like an article on the subject and that it might be worth something to you, but perhaps the time has scarcely come yet to write it, as efforts are still being made to bring about the reformation of the bill posters' bill. Youde has laid down, and when they have been carried to a successful issue, or, if they should be, I might be able to write on such a subject, which would be of some value to you, and you can let me know what you think of the idea.

If you take up the voting system, you may be particularly sure that the meeting will be held, whatever may be the outcome of the arrangements that may eventually be made with regard to the business on this subject.

I shall be pleased to send you in any way I can, and am obliged for the Christmas issue of your periodical, which duly reached me.

Yours very truly,

J. J. BENDALL.

## St. Louis.

The American Advertising and Bill Posting Co. plans of St. Louis, P. O. Box 1000, has been sold to W. F. Williamson Advertising Sign Co. of St. Louis. It is the intention of the Williamson Co. to continue a first-class bill posting and advertising sign business. The combination of these two plants will give an unexcelled showing.



The Bowling Green House, of London City, Eng.

## BOROUGH OF BROOKLYN.

Charles J. Patterson applied to Justice Mulford, in the Supreme Court, on behalf of the plaintiff in the suit of Margaret Fletcher, an administratrix of the estate of her husband, George H. Fletcher, against Thomas J. Murphy, Bernard Lisk, William F. Day and the late Bill Poston Co. For an order permitting the plaintiff to examine the books of the company. Mr. Patterson said that from the time of the incorporation until April, 1916, Fletcher was the president of the American Bill Poston Co. He worked for nothing, and the only selected officer of the company was Bernard Lisk, who, as manager, got \$25 a week. In April the defendant, who owned 500 shares of the stock of the company, elected Fletcher and elected Murphy president at a salary of \$75 a week, Lisk treasurer and manager at a salary of \$25 a week, and Pay secretary at a salary of \$25 a week, thus spending \$17,250 a year for his wife, Mrs. Fletcher's administration, and B. Lisk. On June 3, 1916, Fletcher died, and his widow, who owns 1500 shares of the company's stock, is trying to restrain the company from paying these high salaries to its officers and to accounting for the officers and judgment directing them to pay back the salaries they have received. Mr. Patterson said that she asked to examine the books. The defendant told her that personally she might have that privilege, but she could send no one to act in her stead. As he knew nothing of bookkeeping, a personal examination would help her nothing.

W. J. Foster, in opposition, said that the defendant claimed that by his last will and testament he left \$25 a week, on April 1, 1916, to Fletcher, 1500 shares of officers were issued at \$25 a week, with the exception of the treasurer, who got \$25. Fletcher received his \$25 a week, on April 1, 1916. Mr. Foster gave several reasons why he believed Mrs. Fletcher should not be allowed to have an expert examine the books, and his decision was reversed.

J. E. Cunningham, of Baldwinville, N. Y., writes as follows: "I read your article on advertising in small towns and cities in issue. It is true that many city bill posters send to the large advertising firms a lot of towns subject to blots, that he has a controlling interest in, for the only reason that he may secure larger contracts. He then sends a few posters to the local bill poster and instructs to get out of the territory of the local bill poster's bill. This is true at the same time the city bill poster does not control space enough in the small towns to have a U. S. Local bill poster. This kind of business has got to stop. Let all large advertisers secure a full list of all small town bill posters from The Standard Publishing Co. Send the check direct to the local bill poster. No city bill poster has a string on me."

## JUNCTION CITY, Kan.

The opera house at this point was totally destroyed by fire January 14. On another page we print a cut of the reconstruction, made from a photograph sent by Herman Decker, city bill poster at Junction City. The photograph shows at night, and is something of a curiosity.

An interesting letter from Jan. Donaldson, of Dixon, Ill., is credited out of this issue.

## Dixie's Doings.

The day is drawing near when the meeting of the reading committee will be discussed by the press for the service which the I. A. of D. is rendering the general advertiser in guiding same and more force. And to that end, I say speed the day.

This is Jelfer's view with us. We ought to head every effort to make this year the greatest in the history of the association. Brothers, let us get to work at once.

As time goes by, it is growing more and more evident that we have the right kind of outfit at the helm guiding our ship of state along its true course. No association was ever guided with a better or a better set of more faithful in every discharge of duty, yet bending every energy will prove to make the association greater and power in its methods.

Where will the next convention be held? Will none of the all-absorbing legends for the members, and which the Executive Committee will have to promulgate. Meanwhile, the Texas-Mississippi Exposition is moving onward, and should command attention.

HOW E. BRADLEY,  
Atlanta, Ga.

James E. Clarke, of Richmond, Va., writes as follows:

"I noticed the paragraph about D. O. Genselle in the January issue of THE BILLBOARD, and was very much surprised to learn, I traveled with Mr. Genselle for a considerable length of time, and found him to be very strict with his work and ready to help in honest distribution all he could. I also found him to be a gentleman from head to tail."

Jan. E. McCosken and E. D. Churchill have dissolved partnership at Knoxville, O. The firm jointly held a franchise in the I. A. of D., which each now claims. The Executive Committee has the matter under consideration. A member writes: "For the good of the association, it is to be hoped that McCosken will be awarded the franchise. He is both the best of the two men."

C. F. Thomas, of Marietta, O., writes that he is getting some work through the I. A. of D., and is glad that he joined it.

The following letter, written to W. H. Case by W. D. Redington, is of general interest to distributors, and hence we give it space.

Englewood, N. Y., Jan. 6, 1917.  
W. H. Case, Publishing Secretary I. A. of D., No. 32 N. River St., St. James, Md.  
Dear Sir: I am writing you to let you know my knowledge of his case that many of the members of the I. A. of D., as well as members of other bill poster and distributor associations throughout the United States, are laboring under the impression that Dr. Kilmer or myself, one of both, are connected with the United Manufacturers and Publishers' Assn. Co., A. S. Sont, manager, Columbia, N. Y.

I desire to state that neither Dr. Kilmer & Co., nor myself, have any interest in the above company or any other distributing or bill posting association, neither has placing our work with members whom we believe will give us the best service; and any person, association or organization claiming to control the work of the country took people as an inducement to secure new members, or be lured to securing money under false pretenses. Dr. E. Kilmer Co., of Englewood, N. Y., owned their own business. I also desire to emphatically state that Dr. Kilmer Co. are in no way connected or interested in the publication of my "Up to Now" copyright. Responsible Association's List, or the copyright "List of Responsible Distributors" and Bill Posters of the United States. My bill issue later, and members of the craft should not subscribe for them, publication of the list will especially state that Dr. Kilmer & Co.'s work. The list is owned and controlled by myself, and sold strictly upon your terms, or on price in every case. If I had not done so, I should not have done so. That the publication of my work the money to my own desiring to do more business.

Very respectfully yours,

W. D. REDINGTON.

J. H. Conover, of St. Paul, writes: "I always give earnest efforts as our task. You deserve the support of all honest distributors, whether members of the I. A. of D. or not."

The International Association of Distributors will not be responsible any further for Drews, of Detroit. Charges have been filed against him.

## TIRRELL'S UNIFORMED MEN.



knowing, you are watching them. I think every member of the I. A. of D. should see them. If they write me, I will tell them how easy they are to get up, etc., etc."

## DETROIT.

J. T. Lark and the Walton Library to Fight the Claims of Dr. Owsen.

Not long ago J. T. LARK, clerk of the justice courts, organized a company to do bill posting, arranged to get time the bill posting business of Detroit had been almost entirely in the hands of H. W. Walker & Co., and the firm was considered to have such a "good thing" that he had organized a company to take over the idea that it would be an equally good thing to break up that monopoly and capture a share of the business.

The new company started quietly at first, and before the old company knew what was happening they had a pretty number of the billboards about the city erected, had bought other contracts, and had secured other cities where some were being. They were just getting into a shape to do a few business when the old company discovered what was up and began to stir sticks in the past. The first sign of these tactics developed into a suit, which is now on trial in the justice court. The basis of contention is the right to post bills on a certain block on Michigan avenue, just east of Trumbull. The property is owned by J. F. Whitte and leased to the Banner Creamery Co. Little thought he had a good lease on the block, and he covered it with his paper, but the Walker company came along and covered that paper with other paper, and now it looks as though the new would have to be fought through several courts before a decision is made. The suit is a MISDEAMOR, with out cause and all the accommodations, may be the result.

Mr. John H. Bell, of Scarsdale, Pa., will however devote his entire time and attention to distributing. He believes that he will be large enough to sustain business by a focus on some territories, which he will do, and one of which we will mention, viz:

He then if any answer: "I was this day notified by Mr. John H. Bell, who has been in our employ for about twelve years, that he has decided to drop out of the lumber business and devote his whole time and attention to advertising, regarding the same, I am writing to you in his interests, and should I could give him a recommendation."

The fact of his long continuance with us I would consider sufficient, but will add that his distribution, reliability, honesty and integrity show it is one that stands high.

Respectfully yours,  
GREEN RAYMOND LARKER Co.,  
Geo. D. Sawyer, Mgr.,  
Scarsdale, Pa., Jan. 9, 1917.

S. M. Bond, of Williamsport, Pa., writes: "I am now working as a bill poster for the Dr. Chase Co., Philadelphia, and will soon begin on 5,000 for the Hart Drug Co., and have signed contracts for other work also. Since I have been doing the bill advertising for the Dr. Chase Co. here this year, I have seen Mr. Bond in this city and have become personally well-acquainted with the one of my associates. I think there is every indication of a large sale of his material in this city and vicinity. Mr. Bond is a hustler, and good returns may be expected from the work placed in his hands."

LIST OF FAIRS.

THIS IS THE year-end... LIST OF FAIRS... 1918

CONVENTIONS, etc.

Under the heading of Animal... CONVENTIONS, etc.

Poultry Shows.

New York City International Poultry Exhibition... Poultry Shows.

Expositions.

Chicago Fair of '17... Expositions.

Horse Shows.

Washington... Horse Shows.

Dog Shows.

Washington... Dog Shows.

Races.

Washington... Races.

ALABAMA.

Alabama... ALABAMA.

GEORGIA.

Georgia... GEORGIA.

ILLINOIS.

Illinois... ILLINOIS.

INDIANA.

Indiana... INDIANA.

IOWA.

Iowa... IOWA.

KANSAS.

Kansas... KANSAS.

KENTUCKY.

Kentucky... KENTUCKY.

MARSHANDS.

Marshands... MARSHANDS.

MICHIGAN.

Michigan... MICHIGAN.

MINNESOTA.

Minnesota... MINNESOTA.

MISSOURI.

Missouri... MISSOURI.

NEBRASKA.

Nebraska... NEBRASKA.

NEW YORK.

New York... NEW YORK.

ALABAMA.

Alabama... ALABAMA.

GEORGIA.

Georgia... GEORGIA.

ILLINOIS.

Illinois... ILLINOIS.

INDIANA.

Indiana... INDIANA.

IOWA.

Iowa... IOWA.

KANSAS.

Kansas... KANSAS.

KENTUCKY.

Kentucky... KENTUCKY.

MARSHANDS.

Marshands... MARSHANDS.

MICHIGAN.

Michigan... MICHIGAN.

MINNESOTA.

Minnesota... MINNESOTA.

MISSOURI.

Missouri... MISSOURI.

NEBRASKA.

Nebraska... NEBRASKA.

NEW YORK.

New York... NEW YORK.

Kansas City... National Service... Kansas City...

London... International... London...

London... International... London...

London... International... London...

London... International... London...

London... International... London...

London... International... London...

London... International... London...

London... International... London...

London... International... London...

London... International... London...

London... International... London...

London... International... London...

London... International... London...

London... International... London...

London... International... London...

London... International... London...

Geo. M. Leonard... Grand Rapids... Geo. M. Leonard...

Geo. M. Leonard... Grand Rapids... Geo. M. Leonard...

Geo. M. Leonard... Grand Rapids... Geo. M. Leonard...

Geo. M. Leonard... Grand Rapids... Geo. M. Leonard...

Geo. M. Leonard... Grand Rapids... Geo. M. Leonard...

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Geo. M. Leonard... Grand Rapids... Geo. M. Leonard...

Geo. M. Leonard... Grand Rapids... Geo. M. Leonard...

Geo. M. Leonard... Grand Rapids... Geo. M. Leonard...

THE CALUMET DISTRIBUTING CONCERN.

Members of the International Association of Distillers... THE CALUMET DISTRIBUTING CONCERN.

Send in Your Fair Dates.

Send for the Mascot

HENNEGAN & CO. QUINNINATI.

HOWLAND Advertising

HOWLAND Advertising... HOWLAND Advertising.

HAMMOND, INDIANA.



**I** employ men. I employ good, faithful plodding men—men who are anxious for work and desire to hold a situation. As far as possible I employ married—men of family. I pay them good good wages, and last but not least, I WATCH THEM CONSTANTLY. They work under the supervision and surveillance of two overseers. I, myself, am after them constantly. "Eternal Vigilance is the price of success." That is my motto and that is why Steinbrenner's Service is a success.

IF YOU WANT TO COVER  
WRITE ME ABOUT IT. **CINCINNATI**

WRITE **W. H. STEINBRENNER**, 519 MAIN ST., CINCINNATI

SERVICE GUARANTEED By The International Association of Distributors.

## REGULATION Distributors' Bags

Manufactured especially for us and after our own designs. Made from the best and most desirable material. Securely riveted, and made to suit the requirements of all distributors. Absolutely waterproof, and will stand the roughest usage.

By contracting for a large quantity of these bags, we are enabled to offer them for a limited time at Seventy-Five Cents Each; Four for Three Dollars, Cash with Order.

This is the second order of Five hundred we are now offering, having sold our first order in less than twenty days, and they are giving the best of satisfaction.

**ORDER NOW.**

ADDRESS.

**Will. A. Molton Distributing Agency,**

84 Public Square, CLEVELAND, OHIO.



## Advertising Novelties.

Quick Selling.

Large Commissions.

Agents wanted to carry our line as side line with other advertising, or with staple goods. Catalogue and all particulars will be given on application.



**The American Mfg. Concern,**

JAMESTOWN, N. Y.

**DISTRIBUTE DAYTON, O. POP. 80,000**

Employ the only guaranteed service in the city. Every place placed as instructed. Monthly \$ 4.00.

721 E. SECOND ST. JAS. B. McCONNOR.

**O. H. Advertising-Bill Posting Co.**

Best Bill Posting Plant in the Lake Erie Valley.  
Distributing a Specialty. We are members of the I. A. of D. Our territory covers  
Easton, Pa., 20,000; South Easton, Pa., 10,000; Philadelphia, N. J., 10,000;  
Total Population, 40,000.

Address Communications to **W. K. DETWILLER, EASTON, PA.**

## The Bill Poster

The English counterpart of THE BILLBOARD. Subscriptions go cents per year, post free, may be sent to 112 East Eighth St., Cincinnati, O.

TO GET RESULTS, TRY THE

# WINONA Circular Distributing Co.,

MEMBER I. A. OF D.

## JOHN F. BUXTON

BILL POSTER AND . . .  
CIRCULAR DISTRIBUTOR

## NORWALK, SOUTH NORWALK and E. NORWALK, CONN.

Member of the I. A. of D.

Cornell, Hampton, Ill., Gardiner, and general advertising done. Issues to homes week or monthly. All work guaranteed.

JAR. L. LANGRISH, JR.  
218 Second Street, LANSING, KY.

AUBURN, N. Y. Pop. 30,000  
W. B. BERR, 40 Park Street,  
Member I. A. of D., Distributor Vermont, New  
Hampshire, Maine and Canada.

## STERETT Show Printing Co., San Francisco, Cal.

LEROY, ILL. *LeRoy's Distributor*  
GEO. P. ROWLEY,  
coal house work. Issues of experience  
Member of the I. A. of D.

VANCEBURG, KY.  
JAMES F. CARROLL,  
CITY BILL POSTER AND DISTRIBUTOR.

## L. A. DANIELS, City Bill Poster and Distributor,

SANTA CRUZ, CAL.  
POPULATION 8,000.  
Member International Bill Posters Association  
of United States and Canada.

J. H. HAYNES & SONS,  
Five Tenth Street, Des Moines, Iowa. Bill  
posting, engraving, etc. Member I. A.  
of D. and I. A. of M. and Secretary since  
1897-1912.

FRONTON, O.

## C. F. Bangasser & Co.

CITY BILL POSTERS AND  
DISTRIBUTORS.

Five Tenth and Sixty Tenth. Issues all bill  
posting and advertising. P. O. Box 37  
WCMINVILLE, OREGON.

B. F. LANCASTER  
CITY BILL POSTER AND DISTRIBUTOR.  
Specialized work. Complete orders for  
posting and circulating rates arranged.  
This city and state.

JAB. S. CLAWSON & CO.  
Distributors, Billers and Sign Tenders I.  
Members of the I. A. of D.  
HALLSTEAD, PENN.

## ANY OLD THING

Please come people, but it is not so  
with the great majority. They are  
looking for the best and none to have  
it. I can give you the best distribut-  
ing service in Buckeye, N. Y. The  
reason is that I am a member of the  
I. A. of D., and my service is guaranteed.

J. EDWARD STROVER

Pop. 100,000. 104 WEST STREET.

## MIDLAND ADVERTISING COMPANY

JOSEPH REID, MANAGER.

### LICENSED DISTRIBUTORS.

TERMINUS CITIES: Kansas City, Mo., Kansas City, Kan., Argentine, Kan., West-  
port, Mo., Independence, Mo., Beatrice, Kan., Armorel, Kan.

### CARD, TIN AND BOARD SIGNS TACKED AND NAILED UP.

Our business is stamping and distributing of circulars, pamphlets, catalogs,  
blotting, cards, etc. We give our entire time to this business; go out with the  
signs, and see that all work submitted to us is properly performed. Members  
of the International Association of Distributors which guarantees the work of  
all its members. Reference furnished upon application. Good postal card  
to us or call us.

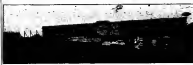
## JOSEPH REID.

617 Grand Avenue, KANSAS CITY, MO.

### ARE YOU GOING TO DISGRACE TEXAS?

A general service for all counties, counties, cities and towns. Bill posting, 300 million  
copies available. Call a man on the ground. This man is not a sign, and you will get better and  
cheaper.

Terrell, Dallas, Ft. Worth, Paris—the Big Districts of North Texas.  
H. C. OURY, - - - TERRELL, TEXAS.



WILSHIRE POSTING CO.,  
536 BROADWAY, LOS ANGELES, CAL.

CHAS. W. ORRIS, DES MOINES, IA.  
DISTRIBUTION AND SIGN TACKLER 1200 East Tenth Street

All work guaranteed. Complete rates. Member International Ass'n of Distributors

## PAINTERS' BRUSH CABINET!

BRUSHES KEPT NEAT BY EVAPORATION OF WATER.

By its use, brushes are set out, Taper, Shed or  
Set the Method.



Painting.

read paper out of Canada, New York, and other countries. It is the best  
of the price, five dollars (5). Send money by express or P. O. money order. Address  
all correspondence to the Inventor and Manufacturer.

Three months free money  
when you order first.

J. H. FRANCIS,  
NETTLETON, MISS.

1 Prepay Freight.

**QUINN** BILL POSTING AND General Office, **VICTOR, COLO.**  
AND DISTRIBUTING CO.

Bill Posters and Distributors for the ten towns of the Griggle Creek District, Arkansas and Conn. City.

## Lebanon, Pa. Pop. 18,000

Lebanon City Bill Posting Co.

G. L. SPANG, MGR.  
PROMPT and RELIABLE SERVICE  
Write for prices. Sent of references.

ALL ADVERTISERS:  
If you are so located about Pottsville, Pa.  
write to us, the only reliable distributor  
here, covering the entire section.

G. L. SPANG,  
No 48 East River Street,  
Member I. A. of D.

POTTSVILLE, PA.

## Setter Bros. & Co.

Engraving Blocks,  
Rais,  
Reglet,  
Lumber.

## Collins Center, N. Y.

### ADVERTISER IN VIRGINIA.

I will distribute your plan, circulars, papers, etc.  
I will do this with bills through Virginia, either  
by mail, by express, or by messenger. I will  
do this for you, the only reliable distributor  
in this section. J. H. BELL,  
Member I. A. of D.

STAMTOWN, VA.

## KNOX

MEMPHIS, TENN.  
BILL POSTER-DISTRIBUTOR

Austin, Miss. P. H. ZENDER & SON  
Bill Posters and Distributors.

See advertisement at Billboards. Distribution  
guaranteed. Distribution I. A. of D.

Published in June, 1912, 48 pages.

## Business

The Office Paper

A large mailed form on stockholding this adver-  
tising. **Business** contains information by actual returns  
upon 10000 business, financial management, etc.  
including: Advertising, Government, Finance, Stock  
markets, Commercial, Manufacturing, Insurance, United  
States, and other business information.

To read **BUSINESS** is a liberal educational  
medium. It is a well known fact.

The value of **BUSINESS** is to be in every office,  
home, and library. It is a well known fact.

MEMPHIS, TENN. Bill Posters, New York.

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MEMPHIS, TENN. Bill Posters, New York.

## Press Clippings.

Proposed credit, farm, cooperative, etc. Other items of interest from the newspapers of the country. Send for particulars.

**N. E. Newspaper Bureau,**  
148 Franklin St., Boston.

## NORTHWEST BILL POSTERS AND ADVERTISING CO.

**J. T. WILLIAMS, Sec.**  
348 Morrison, Portland, Ore.

## SPRINGFIELD, OHIO

IS A GOOD TOWN.  
IS A LIVE TOWN.  
IS A TOWN IT PAYS TO BILL.  
IS A TOWN IT PAYS TO DISTRIBUTE.  
The people of Springfield respond quickly to either posters or pamphlets.  
Put Springfield in your list. Put B. H. Tyner, City Bill Poster and Distributor, Springfield, Ohio, on your list.  
Members L. A. of D. and R. P.  
Remember the name.

**H. N. Tyner,** City Bill Poster and Distributor . . . .  
**SPRINGFIELD, O.**

**SCRANTON, 64 Broad St.**

**J. H. BELTZ,**

MEMBER OF L. A. OF D.

I make a specialty of Bill-Posting, Advertising Matter, Circulars, Booklets, Tracts, Pamphlets, Voting Tickets. Cheapest you can get.

Remember the following city, location, and the Distributor, Ohio.

## ADVERTISERS

Show good judgment when they place their advertising with

**F. ALTMAN & SON**  
For COLUMBUS, OHIO,

Because their work is guaranteed by the

L. A. of D.

**SOME OF OUR PATRONS:**  
C. J. Hood & Co., Lowell, Mass.  
Lydia S. Blackman Med. Co., Lynn, Mass.  
Wells & Richardson Co., Burlington, Vt.  
Dr. Chase Co., Philadelphia, Pa.  
W. T. Higdon Co., Philadelphia, N. Y.  
Pioneer Millers Co., Buffalo, N. Y.  
Dr. Jervis Knapp Co., Newark, N. Y.  
California Fire Sprink. Co.

Engaged by the Printer Printing Co.  
Members Will A. Mohan Association.

## ADVERTISERS ATTENTION!

See new ready for my stamp, slip overlaid to the United States and (check off your States) are well acquainted with the public in that section. Our advertising bill, time, and attention. Samples, Circulars, etc. obtain for all kinds of goods. Best of reference given and required.  
Address:

**F. W. FORD, CITY BILL POSTER**  
MAKINNEY, TEX.

For Coupon **Tickets**  
Book #190  
Ship . . . . .

**WRITE C. F. ANSELL,**  
170 MADISON, OHIO, O.

**Southern Press**  
Clipping Bureau,  
Atlanta, Ga

Newspaper Press Clippings for Trade Papers, Manufacturers and Advertisers. Also list of names for circulating.

## Bill Posters and Distributors

SHOULD OWN EITHER A

# WAGON OR CART

You can get a wagon built by a village blacksmith, and doubtless, too, you could get a saddle to make you a pair of shoes, but what is the use of this if you can go to a firm who makes a specialty of the very thing you want. We can give you a better vehicle for half the price you will pay at home.

## Bill Posters' Push Cart.

Great for small commands about water facilities. This style of cart enjoys great favor among the bill posters of the United States, where it is regarded as a great convenience and is well adapted to the conditions of all temper climates. It is equipped with rubber tires, pneumatic and extra light. The tires are made with steel, and the one wheel revolves on water or pavement with a hump.



This is a beautifully adapted, conveniently made. Will take a fifteen and a half bushel of the promotional paper price only \$24.50 EACH.

## Bill Posters' Pony Cart.



Light strong and durable. This vehicle is found in all States. It is the favorite among countrymen. One extra pack, rubber tires, etc., and we furnish complete for the remarkably low price of \$44.50

## Bill Posters' Wagons.



We make these in three styles. We have them with shafts and with seats and without seats, to suit every style of promoter. This is one we order to three sizes, at the following prices, etc.

A—\$90.00. B—\$100.00. C—\$130.00.

Address **JOHN H. MICHAEL,**

Manufacturer Bill Posters' Vehicles,  
225, 227, 229 East 8th St., CINCINNATI, O.

We have just completed a new distributor's wagon. It is a marvel of convenience and utility. Please free to inspect our purchases.

Bay City, Mich.—West Bay City

Michigan—Hopedale, Mass.

ROCKFORD, Population, Low

Shower-bathes, Distributing, Card Tackling

and Bill Posting.

25 Years Experience. Member L. A. D.

**C. B. BLOOMFIELD.**

A. J. FINE, Cleveland, Mich., City Bill Poster

and Distributor. Work Government, 24 District

## EUREKA!

**BILL POSTERS, ATTENTION!**

The Problem Solved!

WHAT IS IT?

## PASTE THAT STICK

IT MAKES PAPER STAY UP.

It has body. It lays on well. It is a pleasure to work it, and for sticking purposes it can not be surpassed.

**30 YEARS' EXPERIENCE 30**

IN THE BILL POSTING BUSINESS.

## EUREKA PASTE

COSTS FORTY CENTS A BARREL.

Will stand more water, more wind and more degrees of cold than any other in use.

Reference:

Mr. C. E. Wessley, Advertising Agent and Inspector for Stephen L. Barker, Importer of Standard Goods. Read what he says: "I used your Paste and made paper STAY UP."

No false testimonials offered or required. A good thing will not, and we have it.

**DO YOU WANT IT?**

For TWO DOLLARS and return postage we will forward receipt for any bill posted in the United States or Canada.

**TAUNTON BILL POSTING CO.**  
TAUNTON, MASS.

With circulars, cards and printed matter of all descriptions quickly and thoroughly distributed by letters, or door-to-door, or by means of three men.

Printed Work and Hand Distribution.

INDIAN PAINTED AND TACKLED UP

**HARRY S. WARNER,**

60 E. Sixth St., SALEM, O.

One Who is Connected by the International Association of Distributors.

**DISTRIBUTING,**

Sampling and Sign Tackling in

Hardware, Great Goods, Sewing-machines, Groceries, Lumber, New Goods, Remedies and Medicines.

Circulars mailed to 2,000 Fresh Names Monthly.

**JAS. S. CLAXTON & Co.**

OFFICE, HALLSTAD, PA.

Members of the I. A. D.

**LEWISTON and AUBURN, ME.**

Population 4,000.

**Eastern Advertising Co.**

SIGN PAINTERS, DISTRIBUTORS

and GENERAL NOT BOOK ADVERTISERS.

Agents for American Lithograph Co.

Member of American Lithograph Co.

**CECIL A. DINE, Manager,**

Office, 1011 Washington, LEWISTON, ME.

**THE REWARD 1922**

124 years of faithful distribution in that during the past year we have distributed one and one-half million papers, valued at \$7,000,000, delivered 1,500 packages, placed 1,500 large banners, made 1,500 more displays, placed 1,500 standards and posted 1,500 sheets. Somebody surely had confidence in us.

**Vanoyek Advertising Co.**  
 Long Distance Phone 3333-3335, W. B.  
 Operators of Indianapolis and Chicago, Ind.

**ITHACA, MICH. Pop. 2,500.**

**JAS. DONALDSON,**  
 Member 1 A. & D.  
 Sole agent, Michigan and Ill. Circulation de-  
 veloped on 100,000 copies.

**American Bill Posting Company****LONG BRANCH, N. J.****General Out-Door Display Advertisers**

Of every Description

Members of the Associated Bill Posters of America, the  
 Jersey Bill Posters Association and the I. A. of D.

Summer Population, 100,000.

Winter Population, 20,000.

Your Business Individual. Estimates Cheerfully Given.

**Geo. H. Corliss,**  
 Mgr. District D'ys.

**OFFICE, MILL STREET,  
 207 LONG BRANCH, N. J.**

**Chas. Rosenzweig,**  
 Mgr. N. E. Dept.

**CHAS. W. YORK, HAVERHILL, MASS.**

Population 30,000. Circular Distributing, Signs Tackling and General  
 Advertising in the Queen's Town. Member of the I. A. of D.

**JOHN J. HOWLETT,**  
 Licensed City Bill Poster and Signwriter,  
 ELWYNA, OHIO.

**LINA and EAR WERT,** Q. B. & D. DISTRICT  
 Sole Proprietors of the Bill Posting, Sign  
 Tackling and Signwriting Business, 100  
 E. 12th Street, W. C. THURILL & CO.  
 Sole Proprietors of the Bill Posting, Sign  
 Tackling and Signwriting Business, 100  
 E. 12th Street, W. C. THURILL & CO.

**GEORGE A. WEBER,**  
 Licensed City BILL POSTER  
 Distributor and Programmer  
 111 Washington Ave. KANSAS, K. S.  
 Work Promptly Accepted.

Manchester, Mo. Pop. 4,000. 100,000,000, 400  
 Circulation, 1,000,000, 1,000,000, 1,000,000  
**CHAS. E. 1900,** Bill Poster and Signwriter  
 Kansas Service, Lawrence, MASSACHUSETTS, WIS.

**HARRY MUNSON**

SOLE MEMBER OF

OFFICES:

4 Merry St. 147 E. 126th St.

LONG DISTANCE TELEPHONE:

4528 Central. 9 Rubin.



You can cover New York thoroughly by using  
 Munson's boards exclusively. Without Munson's  
 boards you cannot bill the towns as it should be  
 billed. All the best boards are Munson's. There is  
 not a single dead one on Munson's list. See Munson  
 about it to-day.

Where He Also Controls and Operates the  
 Ideal Bill Posting Plant of America.

THE  
 INTERNATIONAL  
 ASSOCIATION  
 OF  
 DISTRIBUTORS

IN AND FOR

**NEW YORK.****TRY US!**

- ▲ We guarantee you a front-
- ▲ door house-to-house distribu-
- ▲ tion, and all distributing in
- ▲ done under the supervision of
- ▲ a thorough and experienced
- ▲ Superintendent who attends
- ▲ to the Distributing Depart-
- ▲ ment exclusively.

The **CURRAN** Company

SENIOR, FRIENDS and COLORADO SPRINGS

GENERAL OFFICE

**DENVER**

THIS is your best investment of  
 your four dollars for Bill  
 Posters. We make three  
 grades (Good, Best, Best-  
 Price) in each size.  
 One order will get all about  
 them. It is made from the  
 best material.

**JUST SUPPOSE**

That there was a machine that  
 would water you from three to  
 five dollars a day. would you  
 buy it?

**AS A MATTER OF FACT**

There is such a machine. It  
 makes more paste than ten flour  
 than you can well imagine. It  
 makes better paste cheaper than  
 you think.

Take a Mixer and a Postal—write us and  
 we will tell you all about it.

**J. H. DAY & CO. CINCINNATI, O.**

164 S. BARRISON AVE.  
 CINCINNATI, O.

**The Wilcox Advertising Agency,**

A. WOOD, Proprietor  
 CINCINNATI, NEWBY COUNTY, MISSOURI.  
 We handle advertising matter in every town  
 in Lincoln, Phil., Harris and Logan Counties  
 Mo., and in every town in every county  
 in all of Texas. The only outside ad-  
 vertising service in these sections. Being independent  
 Member International Association of Bill Posters

**W. A. & S. B. HOYES,**  
 BILL POSTERS and DISTRIBUTORS  
 Members of I. A. of D. Give and receive  
 all bills. 100-100.

**NEWBYPORT, MASS.**

**W. N. COOK, DISTRIBUTOR**

For Fulton, Georgia, Fla., Mich. and  
 Canada. All work guaranteed. L. & C.

**FULTON, GEORGIA CO., N. Y.**

**Bucyrus, O.**

Also Distributor for  
 the State of  
 Ohio.  
**FRANK R. MYERS, BILL POSTER,**  
 Distributor, sign writer and general out-door  
 poster. 20 years experience. Only work in  
 record. Good references.





**G. P. FAIRCILD & CO.**  
BILL POSTERS AND DISTRIBUTORS  
24 East Fifth Street,  
**COVINGTON, KY.**

**LE MARIS, IOWA.** Pop. 5,500  
Wm. O. LIGHT,  
CITY BILL POSTER AND DISTRIBUTOR.

Member of I. A. D. and Iowa B. P. A. The best of service guaranteed. Open call, prompt delivery and privileges. High ranking service on short notice. References: First National Bank of Iowa, Madison Ave. and First in Grinnell, Ia. - Jan. 28.

**J. R. LEWIS,**  
CITY BILL POSTER AND DISTRIBUTOR,  
22 West Perry Street,  
Teacher I. A. of D. **TIFFIN, O.**

**MIDDLETOWN ADVERTISING CO.**  
BILL POSTERS, DISTRIBUTORS  
AND GENERAL ADVERTISERS ..  
**88 South Street, MIDDLETOWN, N. Y.**

We carry 3,000 feet new billboards—built of best tongue and groove lumber—on 1500 Shaginblains and our fees. Roads used only for commercial work. Satisfaction guaranteed.  
Middlestown is the national and commercial hub of Orange county. Population, city, 15,000; county, 100,000. Members of the I. A. of D.

**La Porte, Ind. | W. G. Miller, CITY BILL POSTER AND DISTRIBUTOR . . .**  
Member of the International Bill Poster Association, The Associated Bill Poster Association, of Indiana, and the International Association of Distributors. All work guaranteed, or no pay.

**HIXSON BROS.**  
LICENSED BILL POSTERS AND  
DISTRIBUTORS.  
Well-known Men. Members I. A. of D.  
**PIQUA, O.**

**BILL POSTING,  
DISTRIBUTING AND SIGN TAKING**  
Member of the  
I. A. of D. and O. B. P. A.

**A. C. PHILLIPS**  
Second Out-door Advertising.  
All Work Guaranteed and Up to Date  
**144 MAIN ST. CONNEAUT, O.**

MEMBERS INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

"The Advertising That Never Fails."

64,000 LINES FT. IN SAN FRANCISCO

60,000 LINES FT. IN OAKLAND AND ALAMEDA CO.

**SIEBE GREEN**

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

THE FINEST LOCATIONS. GUARANTEED SERVICE.

The Only Authorized Contractors For The  
ASSOCIATED BILL POSTERS ASSN. OF THE STATE OF CALIFORNIA.

Information Gladly Given.

MAIN OFFICE, 11th & MARKET STS., **SAN FRANCISCO, CAL.**

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

Members of the International Association of Distributors.

**SAVANNAH, GA.** POP. 85,000  
**J. E. CAMPOS,**  
City Bill Poster and Distributor.  
DISTRIBUTING AND SIGN TAKING  
All Samples and Packages Promptly Delivered  
Member of the I. A. of D.  
**Office, 39 Drayton St.**

**THE TEXAS ADVERTISING CO.**  
**THOS. F. O'LEARY, Manager.**  
**80 CAPITAL AVE., HOUSTON, TEX.**

Have to have distribution and sign taking done in Houston and Harris county and Gulf coast. Customers mostly Texas. Inventory, 12,000. (100,000 work guaranteed. No exceptions. Will be satisfied by attending meeting. Member of I. A. of D.

**ALBERT R. PERRY, CITY BILL POSTER AND DISTRIBUTOR**  
**39 JACOBSON STREET, BATAVIA, N. Y.**  
All work guaranteed. On day long in business week. Population 10,000. Member of the N. Y. P. Association and I. A. of D. Only work used—No Pay.

**Berry Bear, Licensed Bill Poster | CITY BILL POSTER AND DISTRIBUTOR**  
Bill Posting and Distributing for Oakland, California. Sign Bill Poster Co. 2141 17th Street, Oakland, California. Phone 2-1111.  
Member of the I. A. of D. and O. B. P. A.

**Welcome Rollins, BEAUMONT, TEXAS**  
CITY BILL POSTER AND DISTRIBUTOR  
The only licensed advertiser in my service. Perfectly reliable. Give good references. No advertising in a new service. Give me a bill order and you'll know. Personal representation. Guaranteed work guaranteed and promptly done. Correspondence invited. Member of the I. A. of D.

**DISTRIBUTE IN . . .**  
**NEW CASTLE, PA.**  
POP. 35,000.  
**J. G. LOVING**

Only member I. A. of D. and  
**CITY BILL POSTER**  
IN THE CITY.

**CHAS. KRUTZ,**  
City Bill Poster and Distributor,  
No. 223 South Seventh St.  
Member I. A. of D.  
Box 341. **Goshen, Ind.**

# THE NEWARK BILL POSTING CO.

Members of the International Association of Distributors conducts a separate department for distributing service, covering all its branches, with headquarters at 95 New Jersey Railroad Avenue, Newark, N. J. The employees with this department have been connected with same for a number of years. They have been found faithful, honest and thoroughly trustworthy in this work, the rates and charges are as reasonable as the work can be honestly done, and satisfaction given to the advertiser. The territory covers as follows:

Population.	Population.	Population.	Population.
Newark, N. J. 255,000	Elizabethport ..... 19,200	Arlington..... 3,690	Camden..... 1,252
Upper Merionideir..... 1,500	West Orange..... 7,112	East Orange..... 17,263	Roseville..... 1,579
Rutherford..... 5,640	South Orange..... 6,911	Irvigton..... 4,016	Summit..... 2,301
Kingland..... 2,730	Montclair..... 14,251	Springfield..... 1,534	Madison..... 1,900
Elizabeth..... 51,262	Livingston..... 1,420	Hilco..... 1,021	Lyons Farms..... 1,004
Brick Church..... 9,240	Harrison..... 15,994	Kearny..... 10,996	Waverly..... 1,220
Orange..... 26,490	Rosville..... 2,190	Caldwell..... 3,574	Natly..... 2,438
Bloomfield..... 12,926	Milburn..... 3,063	Belleville..... 3,906	Avondale..... 1,967
Pine Brook..... 1,220	Verona..... 1,860	Rahway..... 16,291	Total..... 240,298
Franklin..... 4,791	Woodside..... 2,940	Westfield..... 2,293	

This territory embraces the elite of all the suburban population New York City homes in New Jersey, the resident population of Newark and other places mentioned in this list. Substantial returns for all distributing matter placed with us is guaranteed to advertisers. We have received during the past many letters of commendation covering this service, which we guarantee to be reliable. Prospective advertisers not familiar with the standing of our Company are respectfully referred to the Mercantile Agencies, to any of the leading business establishments, the Banking institutions in the territory given in our list.

We respectfully solicit your patronage.

## THE NEWARK BILL POSTING COMPANY,

E. H. SLOCOMB, Manager.

Offices: 369-371 MARKET ST., NEWARK, N. J.

### POTTSTOWN, PA. J. E. AMOLE

Bill Posting, Distributing and Sign Tasking, including throughout Chester, Montgomery, and Lower Merion Counties. Population 20,000. All work executed promptly. See topography of Southern Indiana's Area of Distribution.

We are the only

RELIABLE DISTRIBUTORS in

### Youngstown, O.

who take pride in doing good work and seeing it personally. Selling goods to Drug Stores and Collecting.

Eastern Ohio Distributing Bureau

JOHN M. EVANS, Manager.

**WELL** - Bill Posters, Sign Taskers, Distributors. We are the only Bill Posters, Sign Taskers, Distributors in the State of Ohio. We are the only Bill Posters, Sign Taskers, Distributors in the State of Ohio. We are the only Bill Posters, Sign Taskers, Distributors in the State of Ohio.

GARFIELD, Wm. M. Maloy, Distributor

SEAFORD, W.C. Fisher, Distributor

PENSACOLA, FLA. JOHN L. SMART

includes accounts for distribution and sign tasking of all kinds of legitimate advertising material, including bill posting, sign tasking, and display advertising. See topography of Southern Indiana's Area of Distribution.

The H. E. Wither Co., INC., CAMDEN, N.J.

CAMDEN SPRINGS, PENN.

Population, 10,000. Also distribute the bill posting, sign tasking, and display advertising in the city and vicinity. Bill posting, sign tasking, and display advertising in the city and vicinity. Bill posting, sign tasking, and display advertising in the city and vicinity.

S. E. RIBLET,

BILL POSTER AND DISTRIBUTOR,

GALLON, O.

Pop. 10,000. Westwood Ohio R. F. A. S. A. D.

You want to Post **LOUISVILLE**  
 You want to Distribute  
 You want the best Locations, best Service,  
 You want the best Bill Posters, best Distributors,  
 You want up-to-date Service.  
 You want your Advertising to bring Results, send it to the  
**FALLS CITY BILL POSTING CO.**  
 You DON'T want it, give your Paper to the Old Firm.

### The FALLS CITY BILL POSTING CO.

No. 348 W. Jefferson Street,

is only Three Months old, has twice as many Locations and is building

New Ones Every Day.

Louisville was Rotten. It's All Right Now. Satisfaction Guaranteed.

Bill Posters, Poster Printers, Distributors, Sign Advertisers, Bulletin Posters.

## The Owen Distributing Service

J. H. OWEN, MANAGER.

Distributing, Sign Tasking and Sampling

No. 55 Fort Street, West,

## DETROIT, - MICH.

Reliable Service! Competent Men!

Population, City and Suburban Towns, 310,000

Correspondence Solicited. Members of the I. A. of D.



PORTSMOUTH, OHIO

R. W. LODWICK,

Bill Poster-Distributor

Member I. A. of D.

ALL WORK GUARANTEED.

WE WANT YOU...

To become a member in PROGRESSIVE BILL POSTING, you are invited to fill in form and mail to: R. W. LODWICK, 123 N. BROAD ST., PORTSMOUTH, OHIO. Send no money.

IT WILL PAY YOU

We guarantee you 50¢ per hour for your bill posting work. If you do not, we will refund you the full amount. We are the only Bill Posters in the State of Ohio. We are the only Bill Posters in the State of Ohio.

UP-TO-DATE IDEAS PUBLISHING CO. GRAND ISLAND, NEBR.

INDIANAPOLIS, IND. Population, 10,000.

W. S. LEE, 212 W. 10th Street, and 1011 N. 10th Street, Indianapolis, Ind. Bill Posting, Sign Tasking, and Display Advertising. See topography of Southern Indiana's Area of Distribution.

BLANEY, Wm. E. Paper Ad Writer,

Shelton, T., Boston, Mass.

A STATEMENT TO BE BROOD BY

SEE TOPOGRAPHY OF SOUTHERN INDIANA'S AREA OF DISTRIBUTION

FOR 2,000,000

*Teller Heads*

All State of Printing and Engraving.



# THE DONALDSON LITHO. CO.,

The  
Best  
Posters  
on  
Earth.



The  
Best  
Posters  
on  
Earth.

## CINCINNATI, OHIO.

POSTERS for Fairs.	POSTERS for Food Shows	POSTERS for Expositions.
POSTERS for Brewers.	POSTERS for Clothiers.	POSTERS for Milliners.
POSTERS for Hatters.	POSTERS for Circuses.	POSTERS for Shoe Stores.
POSTERS for Druggists.	POSTERS for Picnics.	POSTERS for Excursions.
POSTERS for Newspapers.	POSTERS for Parks.	POSTERS for Base Ball.
POSTERS for Tobacconists	POSTERS for Balls.	POSTERS for Carnivals.

For thirty-five years, (1863-1898), The Donaldson Litho. Co. has been making Posters. In all that time the quality of their product has always been uniformly the best of any house in America, and that means the best in the world. America leads the world, and Donaldson leads America.

## RETAIL MERCHANTS

Please bear in mind, that if your city bill poster cannot show you samples of our Posters, we will gladly send such samples as you desire to see, by mail, to you Free of Charge. Your address on a postal will bring our catalogue, and a little brochure, entitled, "Just Posters," which is well worth reading.

## BILL POSTERS

Who are not handling our posters for retailers are missing a mighty good thing. We pay a handsome commission. We ship promptly and we enable you to largely increase the volume of your business. Write us for samples and we will tell you all about it.

**LACKING-MISSING  
MUTILATED  
ON FILM FILE**

When any of the material lacking, missing, or mutilated is microfilmed it will normally be found in its bibliographic sequence. If not, see the end of the reel concerned or a supplementary reel.

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**Vol. X #2**  
**Feb. 1, 1898 P. 23-24**

# FAIR DEPARTMENT

## WESTERN OHIO.

### Fair Managers' Association Convention Will Be Held at Lima, Ohio, February 24th.

Through the courtesy of Mrs. A. F. Smith, of Clinton, Ohio, we are enabled to present herewith the program and proposed constitution of the Western Ohio Fair Managers' Association.

On July 21, 1919, a very successful meeting of fair managers was held at Clinton, Ohio, for the purpose of discussing the management of fairs. The meeting was largely attended, some sixty or two counties being represented, many new ideas were presented and discussed. That meeting was a success, and resulted in much good, was the verdict of all present. A committee was appointed to formulate a plan of organization, to draft a constitution, to select a place and date for another meeting and to prepare a program for same.

The committee met at Lima, December 27, 1919, and drew up a constitution, which is herewith submitted:

#### CONSTITUTION.

##### ARTICLE I.

###### NAME.

Section 1. The name of this society shall be the Western Ohio Fair Managers' Association.

##### ARTICLE II.

###### OBJECT.

Sec. 1. The purpose of this Association shall be the improvement of agriculture, the education and mutual protection of the agricultural farmers of Western Ohio.

##### ARTICLE III.

###### MEMBERS.

Sec. 1. This Association shall consist of such agricultural societies as well as any and every fair of the Western Ohio States the sum of two dollars, and any amounts due may be levied by a three-fourths vote of the Executive Committee, and is not to exceed in any one year the sum of one dollar.

Sec. 2. In the constitution of this Association the delegates shall consist of the officers and managers of each member belonging.

Sec. 3. Each member represented at a meeting of the Association shall be entitled to one vote.

Sec. 4.—The secretary of each member shall furnish an alphabetical arranged list of the members and exhibitors of his county, together with the address of each, to the Association secretary, who shall publish all such names and furnish each member with one copy.

##### ARTICLE IV.

###### OFFICERS AND COMMITTEES.

Sec. 1. The officers of this Association shall consist of a president, two vice-presidents (first and second), a secretary and a treasurer.

Sec. 2. The Executive Committee of the Association shall consist of the vice-presidents and four additional members to be appointed by the president.

Sec. 3. An Advisory Committee shall consist of the Executive Committee and secretary, to be chosen at the annual meeting.

Sec. 4. All officers shall be elected at the annual meeting.

##### ARTICLE V.

###### DUTY OF OFFICERS.

Sec. 1. The president shall be the presiding officer at all meetings of the Association and of the Executive Committee.

Sec. 2. In the absence of the president the vice-presidents shall, in their respective order, preside over the proceedings.

Sec. 3. The secretary shall keep the minutes of the meetings of the Association and of the Executive Committee, have charge of all correspondence pertaining to the office; keep a list of the members of the Association; collect all money due the Association and pay the same to the treasury and take his receipt therefor; sign all orders drawn on the treasury; keep a record of such orders; request the publication of all notices published by the Association; publish notices and notify members of all special and special meetings; notify members of all meetings of the Association, and print such order as may be directed by the Association; publish notices of all such meetings; and keep a record of all such meetings.

Sec. 4. The Treasurer shall have charge of the funds of the Association, and shall keep the same and open the books of the Association and record of the Secretary; shall keep a correct account of the receipts and disbursements, and make a full report thereat at the annual meeting of the Association.

Sec. 5. The officers of the Association shall maintain such correspondence as the Association may require.

##### ARTICLE VI.

###### POWERS AND DUTIES OF COMMITTEES.

Sec. 1. The Executive Committee shall have charge of the Association between meetings and all such matters pertaining to the Association, and shall make a program for the meetings of the Association, fill all vacancies that may occur in the office of the Executive Committee between meetings; make such by-laws, rules and regulations for the conduct of the Association as may be deemed necessary, and shall constitute an auditing board which shall report to the Executive Committee at each meeting; and any resolutions presented against the Association, it shall report to the Executive Committee at each meeting, and shall report to the annual meeting of the Association.

Sec. 2. The Advertising Committee shall prepare samples of advertising matter to be presented at the meetings of the Association.

##### ARTICLE VII.

###### MEETINGS.

Sec. 1. The Annual meeting of the Association shall be held on the first Monday in February, and all such meetings shall commence at 10 o'clock, a. m.

Sec. 2. Special meetings may be held at such time and place as a majority of the Executive Committee shall designate.

Sec. 3. Notice of all meetings of the Association shall be published one week in the different agricultural sections of the papers at least twenty days prior to each meeting.

##### ARTICLE VIII.

###### AMENDMENTS.

Sec. 1. This Constitution may be amended by any general meeting of the Association.

##### ARTICLE IX.

###### CONSTITUTION SHALL BE IN FULL FORCE AND EFFECT AS OF THIS DATE.

J. B. HICKNEY,

Secretary.

A. F. SARKLES,

Secretary.

Dr. Geo. Hall and other members of the Allen County Board, approved before the Board meeting at Lima, Ohio, Feb. 24, 1920, and all such meetings shall be held at such time and place as a majority of the Executive Committee shall designate.

Each copy of this constitution will be sent to the Secretary, Lima, Ohio, at the place and time mentioned above, and the Secretary shall be held responsible for the same.

The program will be held at the place and time mentioned above, and the Secretary shall be held responsible for the same.

W. W. HALL, Editor.

Discussion, W. B. Noyes, Bowling Green  
The Pharmacy Man,  
M. J. Crawford, Wapakoneta  
Discussion, C. C. Lettman, Mansfield  
Repeat Jackson,  
Hon. J. S. Stecker, Van Wert  
Discussion, J. H. Gosler, Risser  
Benefits of Organization,  
Hon. D. D. Dawson, Lima  
Discussion, W. L. Tenney, Van Wert  
Special Attractions,  
J. L. Haines, Napoleon  
Discussion, W. W. Jenkins, Springfield  
Special Department, F. H. Kimmel, Ada  
Discussion, W. A. Dail, Ottawa  
Family Talks, W. J. Cole, Findlay  
Addresses, (priv. op.)

W. E. Farmer, Marysville  
Should the Fair receive assistance from County Government?  
Dr. J. S. Sligo, Paulding  
Editor, Prof. Wilmeyer, New Bremen  
The Habituals of a Fair, (have a look),  
F. H. Kimmel, Ada  
Salaries of Officers, T. E. Tucker, Toledo  
Should such Township have a number on the Board of Directors?  
F. H. Kimmel, Lima  
Revising the Program List,  
D. D. Tenney, Van Wert  
Filing date of the bill, (have a look),  
Thos. Wilson, Western  
Paines, W. A. Giffin, Van Wert  
Should this Bill be amended,  
W. E. Farmer, Early  
Assignment of Book and News, (have a look),  
F. H. Kimmel, Lima  
The Farmer and the Fair,  
Hos. Wm. Ecker, Maumee

ORDER OF BUSINESS.  
Adoption of Constitution.  
Special plan of next meeting  
Roll call of officers.  
Reports of Committees.  
Official Business.  
Adjournment.

Every officer and director in western Ohio should attend this meeting. All resolutions and reports prepared in the course of the year, will be prepared.

The temporary organization will be as follows: President, H. W. Dail; Secretary, F. A. SARKLES, Ottawa.

THE BILLBOARD will have an especially comprehensive account and will report the meeting in full.

## VERMONT.

### Rutland County Fair.

The directors of the Rutland County Agricultural Society met at the Rutland house, Rutland, January 15. They was a good attendance, and a great deal of business was transacted.

It was voted to hold the next Rutland county fair, September 23, 24 and 25. An appropriation of \$25 was again made for purchase of Royal Bull. The matters of special importance and the program for the same were left to the first fair officers of the society. It was voted that the sale of produce to be left to the trustees, with the recommendation that they be sold at auction. The directors also decided to make the premiums on beefs uniform in all the classes. The appointment of superintendents of stalls and of Royal bull was left to the trustees and other officers who were elected, most of them being the old officers: Montreal, Henry W. Richardson, of Rutland; assistant Montreal, Will Sam Fox, of Rutland; superintendent—James W. W. W. Wood, of W. W. Wood, of Rutland; super. C. F. Bell, of Rutland; assistant hall, W. A. Ferris, of Rutland; school, W. A. Ferris, of Rutland; super. K. R. Hennessey, of Rutland; super. W. F. Hall, of Pittsford; postey, G. C. McCoy, of Rutland; stall and vegetable, H. C. Hooks, of Cambridge; super. W. W. W. Wood, of Rutland; super. G. H. Deane, of Rutland; bull, sheep and goat, H. H. Stevens, of Chittenden.

## VENTURA, CALIF.

### UNRAVELING THE TANGLE.

The stockholders of the defunct Ventura County Agricultural Association are making a blanket exchange offer to adjust the differences and settle up all outstanding indebtedness. A meeting of stockholders for that purpose was held in the City Hall, January 2, and it was well attended.

The affairs of the association are in a very bad condition, and there is no chance of its getting on its feet again, the property having been sold under a mortgage foreclosure, but there are debts amounting upward, and the stockholders are trying to get all creditors to accept their claims about 50 per cent, and they will pay this amount. Out of 300 shares, it is found that the holder of over half the number are unknown, and it will cost the stockholders about \$60 per share to locate the individuals, which amounts to about \$30,000.

A committee composed of A. J. Bell, F. S. Cook, W. L. Granger and the Wilsons has been organizing the situation, and they are meeting with fair success, but the agreement is that unless all creditors agree to the reduction, the scheme will be abandoned, which amount will be charged to the courts.

## THE NEWBURN FAIR.

The program list of the Newburn Agricultural and Industrial Association, Oyster, Granite and Industrial Association has been issued. The fair is always attended by a large number of people.

The fair will open at Newburn on the above date. The management promises one of the best exhibitions of the kind ever given. The program list has been revised and many new and interesting articles are to be had for exhibition. All particulars can be had of Mr. Wm. Deane, president, or Mr. George Gray, secretary.

## CALIFORNIA.

### THE OAKLAND EXPOSITION

Directors and Officers are Re-elected for Another Year.

The stockholders of the Oakland Exposition met January 18, and re-elected the new board of directors. The directors met unanimously and re-elected the officers of last year as follows: J. W. Wilson, president; Theodore Gray, vice president; George Gray, secretary; Union National Bank, treasurer.

Thomas Giff, Booth and Keller were appointed a special committee to gather data on the proposed Exposition, and are undertaking to make a plan of holding the fourth annual celebration.

Henry Backer, Spilan, Haines, Throckmold and Booth were elected, being to them or being out of town.

Mr. Giff, in speaking of the plans of the directors, said: "We have some money in the treasury to begin with, on the fourth Exposition, and are undertaking to work the work on hand. There will be an Exposition this year, but it will not be held until next year, as the last year of the Exposition was held on October 1. It is a big thing for Oakland, and we believe will be heartily supported by the people."

The price factor in the working of pasture is their compensation—these enterprisers.

## NEW YORK.

## TRACY STILL AT THE HEAD.

## Very Few Changes in Officers.

The state fair will be held this year during the week beginning August 29.

This was decided at the annual meeting of the New York State Agricultural society, held at Albany, January 19. The meeting was the most harmonious in the history of the society. Every year, heretofore, there have been important changes in the management, and so president has held his term long. The "Syracuse faction" and those opposed have frequently clashed, but the fair last year was a success financially, there was less criticism than usual, and the proposition to keep the old men in office was not opposed.

Gen. Tracy was not able to attend the fair last year owing to illness in his family. He worked hard for the fair, however, and his name as chief officer of the society gave the fair more careful consideration in New York City and outside the state than it ever had before. Gen. Tracy continued to remain as president and Hamilton Busby as vice-president, and there was not only no opposition to these two reappointments, but they were re-elected.

John B. Deckerly is retained as secretary, with Frederick C. Benson, formerly state commissioner of agriculture and always a friend of the fair, as his aid in capacity of recording secretary.

There was no decision as to proposed improvement of grounds this year. Until it is known how much the legislature will give to premiums there will be none. It is pretty certain that several permanent new buildings will be erected.

The officers of the society elected for the coming year are:

PRESIDENT—Gen. Benjamin F. Tracy, of Baitsville.

VICE-PRESIDENTS—Flour, J. J. Dickerly, Hamilton Busby, of New York; second, Dr. G. Howard Dalton, of Millbrook, Dutchess county; third, James Hilson, of New Scotland, Albany county; fourth, W. K. Wood, Fonda, Sch. Col. A. C. Chase, of Syracuse; sixth, Dr. C. B. Beecey, of New Holland; seventh, S. D. Wilson, of Genesee; eighth, Elton F. Hopkins, of Buffalo.

CORRESPONDING SECRETARY—James R. Deckerly, of Albany.

RECORDING SECRETARY—Fred C. Benson, of Lareville.

TREASURER—W. James Smith, of Syracuse.

SUPERINTENDENT OF FAIR—Theodore H. Colman, of Hamiltonville.

RESERVING COMMISSIONERS—A. W. Palmer, of Syracuse; Henry Newark, of Stillwell; F. O. Chambers, of Centralville; Miss M. Ashley, of Baitsville; Thomas M. Terry, of Baitsville; L. L. and C. G. Gregory, of Syracuse.

## Georgia.

The State Board of Agriculture held its annual meeting at Augusta January 29 and 30. R. Valdez McKelven was re-elected secretary.

Roses will have a spring race meet the third week in April, opening Monday, the 26th. Nothing but roses will be on the track.

A general potato disease prevention shipment to the North-horn and whealy fallows.

## Wisconsin State Fair.

Organization was effected on January 6, at Madison, Wis., by the new Agricultural Board created by the last Legislature, and it was decided to hold a State Fair this year, even though the old Agricultural Society also holds one. It is hoped to increase the grounds in Milwaukee through foreclosure sale, as the State holds a mortgage of over \$200,000 against the property.

The Western Pennsylvania Association of Fairs held their annual meeting, pursuant to the call of the president, W. H. H. Biddle, at the Seventh Avenue Hotel, January 4 and 5. A large number of fairs was represented, and much business of importance transacted.

## HERE AND THERE.

George Park, the bill poster, bill Saturday evening at the corner of Fourth and State streets and suffered a compound fracture of the left leg. He was attended by Dr. Dickinson and taken to the hospital in the ambulance—July 28, '91. Press, Jan. 28.

The Youngmen's bill poster and window "Bill-poster" of Cincinnati have organized a political team.

A Bill and Lithograph Posters' Postage Union was organized in Boston January 5, with James H. Carey as president, George Williams secretary and Frank Lloyd treasurer. It has forty-one charter members.

## A BOY

## AND "BOB" IS HAPPY.

The Editor of "The Bill Poster" presented with a brand-new Son and Heir.

Every Bill poster in America will rejoice with R. C. Campbell, of Chicago, over the arrival of a great big bonning boy. The Billposter gets a song on the new. The following telegram is self-explanatory:

CHICAGO, Ill., Feb. 4, 1891.  
EDITOR OF THE BILLBOARD,  
CHICAGO, ILL.  
It is a boy this time. Wife and baby well.  
R. C. CAMPBELL.

## HON. ROBERT WILKINSON FURNAS,

## President of the American Association of Fairs and Expositions.

On this page we present an excellent portrait of Hon. Robert Wilkinson Furnas of Lawrenceville, Neb., president of the American Association of Fairs and Expositions of the United States and Canada.

Few names are more familiar to those who are conversant with Nebraska's history than that of ex-Governor Furnas. Five men's lives have been more actively interested with the development of the State and the promotion of its chief industry, in the establishment of its fame and the preservation of its good name, than his. Governor Furnas was born on a farm near Troy, Miami county, Ohio, May 4, 1819. His parents were John (Duke) from England. At the age of sixteen he learned the printer's trade at Covington, Ky. He was married in Cincinnati, O., in 1843, to Mary R. McCowan, and of the eight children who were born to them five are still living.

He conducted a printing house in Cincinnati, and afterward edited the Times at Troy, O. He is held to credit in Lawrenceville, Neb., and edited the *Missouri Advertiser*. He was a member of the Council branch of the Territorial Legislature from 1857 to 1860.

In 1861 he was commissioned by Pres. Lincoln colonel in the regular army, and organized and commanded a brigade of three regiments of Indians. He served in the war of the border in Southern Missouri, Kansas and Indian Territory. Emerging from the regular service, he went to Nebraska with a mandamus from "His Honor" to remove. His mission in removing the Second Nebraska Cavalry. After being retained out, he was appointed agent of the Omaha, Ponca and Winnebago Indians. It has been elected governor of Nebraska, his last Iowa position and also secretary of the State Board of Agriculture since its first organization. He is a member of the Masonic and Odd Fellows' orders. His home is in Lawrenceville, where he is engaged extensively in raising fruit and best trees.

Mr. Furnas is an equivalent on everything pertaining to fairs, and is recognized as an authority throughout the entire country.

It is rumored that a prominent firm of advertisers will shortly do some good against the U. S. of D. number at Jackson, Mich. This is a very desirable article at that point has always been overlooked above reproach.



HON. R. W. FURNAS.

## Illinois State Fair.

The State Board of Agriculture closed its annual meeting at Springfield on January 6, after having the day and evening the previous day for the next annual State Fair. The fair will be held September 24 to October 1, inclusive, and \$25,000 in cash premiums will be paid to exhibitors, fifteen of which it to be awarded in the special ring.

The Board adopted a resolution to pay 40% per cent. of the indebtedness and president of the recent lease show in Chicago, and hold the balance pending the result of the litigation between the Board and the local management. A resolution was also adopted having Graham Stone, of Toronto, Ont., the borrower, from making exhibits at any place other than or far held by the State Board.

It was decided to have made a specially loaned cup to be known as the "Illinois Board of Agriculture Challenge Cup" to be presented to the "legal winner" of the Chicago lease show of 1891.

## Successful Advertising.

Is the one that pays the advertiser best. No one kind is the best. Some need in distributing, some on billboards, some in the newspapers and some in other ways.

The successful distributor is the one who plans and directs distributing that pays best. The man who simply walks around here and there scattering advertising matter is not a distributor, although many call him such. A distributor should know the class of people to reach for his patron, so as to bring the best possible results. If you also know, don't get into heated, but ask some one who has had more experience. All distributors are willing to help each other, so far as I have found them.

The art of successful advertising has advanced to a point where an advertiser has some definite idea of results he is able to get from any action that he reserves to his advertising matter.





Iron Tobacco Co., exclusively; Liggett & Myers, exclusively; Domestic Tobacco Co., exclusively; O. C. Cigarettes; La Belle News Cigar, exclusively; La Honoma Cigar, exclusively; Paper Whisk, exclusively; Cigar Copter, exclusively; Eagle Whisk, exclusively; Pouch's Harvest and numerous others.

Why don't the Associated Bill Posters try to influence these advertisers not to post with him (by if you can't influence his services, and where service is wanted, we are the people for this town.

We want the advertisers to know that their posting in the position that the Executive Committee of the Associated Bill Posters have taken with the firm of Siebe & Green, we have made a combination whereby, if an advertiser wants work done throughout the State of California, and give their work in San Francisco to the member elected by the A. B. F., he can not be posted in Oakland, Alameda Co., San Angeles, Pasadena, Ukiah and all towns that we control or exercise an influence in our association.

We do for you no amount believe that an advertiser will give you a collector of the A. B. F. when he clearly represents that our rival concern can give you a display on Siebe & Green? An advertiser may say to all Eastern States, day-to-day, before placing your order for the State of California with the solicitors of the Associated Bill Posters, kindly write your name and we will send you specimens for more regular and better service than the advertiser of the A. B. F. and we will guarantee showing. Should you not be satisfied that showing for better than we prefer in this we do not want a penny of your money. This is the stand we take.

We have plenty of territory which we readily concede to him and shall be glad to send them to any bill poster or advertiser that desires to see how we conduct our business, and when the leading advertisers of San Francisco have to say of the firm of Siebe & Green.

The solicitors of the A. B. F. charge you to come pay ahead for any posting they send to the city of San Francisco. These advertisers of America, but no make you the following offer from now on, the rate for posting any paper sent to us from any part of the United States, will be a money rate, 30 days display and 100 cents guaranteed, and the very best service. Contracts can be made with us for posting six months, but no paper must come through a solicitor at all. If he does, we will not accept it; what they have not seen it to take in a firm like Siebe & Green. If we do any other service, we do more posting in this city of San Francisco than we do in any other city in the United States outside of New York and Chicago. Should we permit a few of the members of the association come to Detroit to do and to reach our stand?

We say to you. Another bill poster, what we do not care how the solicitors of your association do in your city. If you are worked up very many advertisers? We believe that a man that opens up an agency to solicit work for bill posters throughout the United States, should advise a commission the same as agencies do from newspapers. Why don't the newspapers make a combination to shut out the cities in a town where they are not getting business? The trouble with the bill posters is that they are afraid of opposition, and want to only open the association getting their own business, and they can get it. But do they get it? Another bill poster, what your plan, attend to your business, and you will have no

trouble about getting work. Don't be afraid of opposition. They make business for you. They make you know. What is the difference between a bill poster and a newspaper? In San Francisco we have six of the largest newspapers in the United States, they all make money. If all depend upon how you conduct your business, and the policy you adopt.

This kind of making notes for all over the United States is also our opinion a very poor policy. In a town where people pay but very small sums, no matter what size—A man can take paper of five cents, and he will not be able to take it, and if a man can get twelve cents in a town, and make money, he ought to take it. There is an use of trying to get rich in a month.

What a position this must be when a solicitor for the A. B. F. can be a member of the executive committee, and dictate to all the bill posters. We don't permit our employees to discuss you with an application comes to us in association, it is a duty that every member of the association should have a voice in the matter, and should be allowed to give a vote for his choice, either personally or by proxy, and not permit just a few members to be the leaders of the association.

Our plan is to have bill posters like very much to hear from all bill posters throughout the United States, and if we can arrange for, say one hundred of the bill posters in America, to act as date when we could meet some large city in the United States in the near future, we will be the first one ready and willing to start an association on premises that will give the foundation of advertisement throughout the United States, and not make it a mere proposition.

We do not believe that an advertiser should be told or asked to do any advertisement. We feel that if a concern would like to post with our rivals in San Francisco, it has a perfect right to do so, even if it were an association and we thought that the other fellows' boards were better. Service is what advertisers want, not discounts. Paper money pays them, and they receive it in abundance. But then, the idea of an association telling an advertiser, "You must do so and so, or else," is the same as trying advertisers of boards to other means, and you cannot know them.

Take the stand like a newspaper advertiser comes as we do, if you want our service you have it; if not, go to the other fellow if he is cheaper. Our price is so much, we will guarantee you first class service, and if you think you can get by getting cheaper service, "God bless you!"

We know that we get up to date, we know we can get plenty of work; in fact, the only thing that occurs to us, is to get more good spaces to do business with. Our plan is getting packed with work, and will we are looking for more. We are not satisfied with what we have. Read our manifesto; see what leading advertisers have to say.

Mr. William H. H. looking into this matter and his friends have turned us down for no other reason than that we are a general-purpose, and are advancing the interests of the bill poster. Thus to have a few solicitors and bill posters put an obstacle in our way is more than a reasonable man can stand. They ought to have some sense. Why don't they make application to them? They ought to think an instead of trying to make money, we know how to take our medicine—let them have to give medicine—let them bill.

Gentlemen, we ask you to take this to heart it is worth. We are looking an eye,

and we are constantly building up and enlarging our plan. We have secured the rights of the address and California States; that gives us an edge there now and our rival only one. We control exclusively Oakland and Alameda county and numerous other towns, and have made a combination with the Wilshire Printing Co., of Los Angeles. When a man does not put with us here, he can not put with anyone else.

Now, that the association has accepted our mode, it makes us not stronger and better, but weaker as we advance and we are unable to make any more money here from us again in the near future. With kindest regards, and hoping our brother bill posters will take this for what it is worth, and thanking you for your kindness in publishing the open letter, we are,

Respectfully yours,  
SIEBE & GREEN.

#### LOUISVILLE, KY.

We are particularly anxious that the readers of THE BILLBOARD know the true state of affairs in this city. We have the best located boards, all connections to the country on hand. We have incorporated our company and largely increased its capital. We have our own, newly furnished and equipped. We are adding space printing and bulletin and have a continued series of publications.

The fact that an incorporation officer of the Association of which we have long been members, is trying to belittle us in the estimation of advertising, causes us an embarrassment.

We are keen to stop. We know THE BILLBOARD is fair, and we know you will publish this.

Very truly yours,  
THE HERRMAN BILL POSTING CO.

Our plant in Louisville is now in fine shape and is growing every day. We have not acted for any business, except through our work before, as we wanted to get a condition to give advertisers what they get for, every station in a good location, and a lot of every location they get it. We are now really getting as much as we can handle. We are making as much as starting new departments. Every department started when the Public City plant was started, bill posting, date being, signs posting, sign advertising, billboards advertising, and poster printing, with experts in each line.

Advertisers should not believe everything they read, there is some more white-lying in Louisville, through most of it is good. When you want to advertise in Louisville, come and look over the town, and satisfy yourself, we will be pleased to take you around in a carriage, and if you don't see us in the city, we will call on you.

Come and see us, 247 West Jefferson.  
SMALL CITY BILL POSTING CO.

G. F. Engstrom, of McMURRYVILLE, Ore., reports the following work done during the month ending January 31. Posted for the American Tobacco Co. 3 sheets, 4 1/2 sheet stand, 3 1/2 sheet stand, looked up signs for the Deere Motor Engine Plant.

Mr. Weston Whitcomb directs our attention to a notice given in his January issue. We said: "It will be covered all of New England for the California Pig Spray Co." We should have said: "It will be covered in New England and New York for the California Pig Spray Company."

#### Bill Posting Obstacles.

We have secured the one of the city agent Robert West of the Rochester Bill Posting Co., which was appointed by the defendant in the matter had been secured second against him in police court, was to have been argued before Judge Sutherland, but owing to circumstances which prevented the argument, it was postponed to January 4th.

When we considered violating the ordinance governing bill posting, and was by Judge Evans. His opinion was that the ground that the ordinance was unconstitutional, is that it restricts legitimate trade or business.

The city claims that the ordinance is valid, and that instead of being prohibitory it is restrictive, and that the bill posting company can comply with its laws with-out knowledge—Chewink, Rochester, N. Y.

The following postal is being sent out to newspapers by Green, Moore's Sons, 17-17 Vandewater street, New York City, N. Y.

Dear Sir: December 30, 1897.

We wish to rent you, say, 50 copies of Special No. 127 of The First Printing Corporation, for careful dissemination to your territory. We are ready to pay you One Dollar per Thousand (payable in our books at trade price) for the work. If you care to do in on these terms let us know at once.

Yours truly,  
GREEN, MOORE'S SONS.

It would be interesting to know what kind of service they obtain. Representatives of the bill poster who get distributed, even more than dangerous. What they would do with five hundred sample copies which they were paid fifty cents in trade for, distributed, can be better imagined than described.

O. F. Fawcett & Co. of Corvallis, Ky., have issued an exceptionally nice folder. It advertises the firm's plant and facilities, and gives a list of the members of the International Association of Bill Posters.

#### POSTER PRINTERS.

J. Linscomb, representing the Great Co., of New York City, who are bill-posting from abundance, states that the Great Co. will make a bid for electrical plants, shortly. Great Co. is doing more with abundance than has ever before attained with any of the substitutes for lithographic stone. Their product is much superior to zinc work.

The Hamilton Litho. Co. has sold Chas. E. Wood, of Chicago.

The News Co. of Newburgh, N. Y., is a new reprint on litho-stone window blinds. The work is very good indeed for a new house.

It is seldom indeed, in these days, that one sees the Thomas and Wible imprint on theatrical work.

The new Hilder post, recently added by Huggins & Co., is a novel in the matters of speed and economy.

WANTED—A man who can estimate and make for a large manufacturing concern, capable of executing large contract work. To prefer party, excellent arrangements will be made—salary and interest in profits. Address, Mr. Wm. H. BILLBOARD, Cincinnati, O.

# The International Association of Distributors

An Association of Distributors, organized by Distributors for Distributors. The only bona fide Association in the United States and Canada.



The International Association of Distributors has

## 233 Members

OFFICE: 222 FIVE 1/2 AVENUE, NEW YORK, N. Y.

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OUR MOTTO: "WE HOLD THEM SAFE"

# Prompt pay from the Atlantic to the Pacific

I give copies of a number of letters received recently from Bill Posters in various sections. I could fill a large sized book with the same kind of letters that I have received from the other towns, cities and villages, during the past few years.

This is a matter that interests you. The signal we is ultimately here on Prompt Pay is universally certain of the best treatment of the heads of the Bill posters.

Therefore, be in the act to do your posting when you have posting to do.

While your financial policy may be really where others, most of the Bill posters here no access to that or elsewhere to know about you. But all of these know what you get an order from so that their money is gone; 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 of the Bill posters of the United States; I am writing them week in and week out; I am, to a certain extent, a telephone paper; with many of them I have paper so their interests all the time.

I am placing Bill posting now for a number of large amounts, most of them the largest in their line. Some of these people have placed their work with us for years.

One of them whose posting I intend to accomplish is making to-day and several profits of twenty three dollar capital investment at the time I began placing their advertising.

My arrangements for checking and inspecting they are as perfect as a word can describe. Checking can be done once a month or once a week, on the receiving domain, and can be attended to as well in Kansas as in New York City, in San Francisco as in Boston.

MY INSPECTORS' REPORTS ARE GUARANTEED BY A CORPORATION WHOSE FIVE MILLION DOLLARS.

Don't send your Bill posting into my salaried or traveling; their business is of another sort, which they understand, and at which they can make more money for you.

Don't ask your local dealers to attend to this business; no matter how good they may be, they have their own living to make, and have an idea for "steamy" jobs. Imagine for an instant how much attention you would be able to give to the Bill posting of some friend who might ask you to look out for it for him!

And, my—my! Isn't that an services are all the more valuable if called to before you have had the poster printed, before you have had a check made. Many I will place your campaign has failed because of a badly designed or poorly executed poster.

New York, Jan. 10, 1917.  
Sam W. Hoke:  
Dear Sir—Yours received, with check for \$100.00, in settlement of account to December 31. Your promptness built up the credit of last year's bills, and is highly appreciated.  
Yours truly,  
Harry Whisman.

For Lawrence.  
Chicago, Ill., Jan. 10.  
Sam W. Hoke:  
Dear Sir—I received your check for \$100.00, in settlement of account to December 31. I thank you for your promptness. I usually have to wait about ten days from other parties.  
Yours truly,  
Frank B. Victor.

New Providence, Cal., 10, 1917.  
Sam W. Hoke, New York:  
Dear Sir—Your of the 10th is received, and we thank you for settling on promptly.  
Yours truly,  
Oswald S. Yallop.

Kearney, Neb., 10, 1917.  
Sam W. Hoke, New York:  
Dear Sir—Yours with check at hand, settling account for five month's advertising. Payment had had to be secured through a check in Kansas, which began to pay.  
Very truly,  
Barbara R. P. Co.

Omaha, Neb., 10, 1917.  
Sam W. Hoke, New York:  
Dear Sir—Yours of the 10th at hand, with check for \$100.00, in settlement of account to December 31. Thanking you for past favors, I remain,  
Yours truly,  
M. H. Hildebrand.

New Albany, Ind., Dec. 10, 1917.  
Sam W. Hoke, New York:  
Dear Sir—We have this day received your check in settlement of our account to the 10th. Against next month's, which you may Christmas, we remain,  
Yours truly,  
New Albany B. P. Co.

Tampa, Wash. Dec. 10, 1917.  
Sam W. Hoke, New York:  
Dear Sir—Received yours of the 10th with check for \$100.00, in settlement of account to December 31. Many thanks, and Merry Christmas.  
Yours truly,  
C. Henry Graham, Mgr.

Chicago, Mich., Dec. 10, 1917.  
Sam W. Hoke:  
Dear Sir—Yours received with check for \$100.00, in settlement of account to December 31. Thanking you for promptness, I will continue to place your work.  
Yours truly,  
J. Gurdish.

New Orleans, Jan. 10, 1917.  
Sam W. Hoke:  
Dear Sir—Yours with check for the third month's billing came to hand with the usual promptness as they should. I will continue to place your work.  
Yours truly,  
J. Gurdish.

Madison, Ind., March 10, 1917.  
Sam W. Hoke, New York City:  
Dear Sir—Received your check for \$100.00, in settlement of account to December 31. Thanking you for promptness, I will continue to place your work.  
Yours truly,  
Chas. H.

Los Angeles, Cal., Dec. 10, 1917.  
Sam W. Hoke, New York:  
Dear Sir—Thanks for your prompt settlement, arriving Bill in the USA last year at in the same BILLBOARD is great.  
We have sufficient paper for the third month's billing, but you would have that same amount over for future use.  
With regards,  
R. G. Winkler.

Lansing, Mich., Dec. 10, 1917.  
Sam W. Hoke, New York:  
Dear Sir—Yours arrived yesterday for the third month's posting in highly appreciated.  
Yours truly,  
F. A. Swan,  
City Bill Poster.

Chicago, Wyo., Dec. 10, 1917.  
Sam W. Hoke, New York:  
Dear Sir—Yours check of the 10th is received in settlement of account to the 10th. Many thanks.  
Yours truly,  
Edw. H. P. Co.

Indianapolis, Ind., Dec. 10, 1917.  
Sam W. Hoke, New York:  
Dear Sir—Received of the 10th at hand, with check for \$100.00, in settlement of account to the 10th. Many thanks.  
Yours truly,  
Indianapolis Bill Posting Co.

Farmersburg, Va., Dec. 10, 1917.  
Sam W. Hoke, New York:  
Dear Sir—Yours check received, with check in full to the 10th. Bill.  
Thanka  
H. C. Keegan,  
City Bill Poster.

St. Louis, Mo., Dec. 10, 1917.  
Sam W. Hoke, New York City:  
Dear Sir—Yours check for posting at hand in settlement of account to December 31, in hand. Many thanks for same.  
Yours truly,  
St. Louis Bill Posting Co.

Amherst, N. H., Jan. 10, 1917.  
Sam W. Hoke, New York City:  
Dear Sir—Yours check for account in full in the USA same day at hand. Please accept my thanks for your promptness.  
Yours truly,  
J. D. Flanders.

New Providence, Dec. 10, 1917.  
Sam W. Hoke, New York:  
Dear Sir—Thanks for your check for month of December at November at.  
Yours truly,  
Oswald S. Yallop.

Chattanooga, Sept. 10, 1917.  
My Bill (Sept)—all the month's billing has arrived without objection, and I have just discovered what. This is the day's amount to settle your previous bill. I have not had a check from Sam W. Hoke, and the reason is, that I have not received your paper about the last month's. However I have received from you, I believe I had the money already deposited in the bank.  
Yours truly,  
H. H. Stepp.

Yonkers, N. Y., Dec. 10, 1917.  
Sam W. Hoke, New York:  
Dear Sir—Thanks for check for Bill, which is in the office of O'Connell.  
Yours truly,  
O'Connell.

Green, Ind., Nov. 20, 1917.  
Sam W. Hoke, New York:  
Dear Sir—Yours of the 10th at hand, receiving check in payment of our bill to the 10th, for which we are obliged to you, and it will be paid already to your credit.  
Yours truly,  
The Green Bill Posting and Merch. Co.

## Sam W. Hoke

LONG DISTANCE  
BILL POSTING

107 West 28th Street, New York.

Telephone Collectors.