

THE BILLBOARD

Vol. X, No. 6.

CINCINNATI, JUNE 1, 1918.

PRICE IN ADVANCE
FIVE CENTS PER YEAR, \$1.00

TOPICS ON THE WING.

The Christian Scientist Publishing Company, of Cincinnati, has opened a branch at Cleveland with a poster campaign in its routine. It did not start out with newspaper reduction, the poster has done its work well. It was a good, attractive, spending poster, printed by Hays & Co., who know how to post. This experiment is a strong inducement for the poster—the effective poster.

In conversation with the manager of a lake summer resort, I obtained the information that lithographic advertising had built up the patronage of the place. It was the only advertising the resort ever controlled for, and the foundation is, therefore, decidedly valuable.

"I have done poster advertising all my business life," the business, the Cleveland game man, told, "and I would on half of my success to my posters. But I believe in making even in poster advertising. If you get into this sort of thing, go in with a determination to stay. It's the only way to make poster advertising a confident success." The doctor is right. There is scarcely a man, woman or child, with eyes to see or power to observe. It is all the brand here, that he has not the doctor's poster portfolio open this during the past decade. Familiarize your business with the poster through the poster, and the poster will never fail of results.

The distribution of advertising matter through the channels of family life, has become a business of its own. The post-soldier distributor of advertising matter is today as important as the circulation manager of the newspaper. In fact, his scope extends to results which cannot be computed as readily as newspaper circulation, but which, from the nature of things, would be more satisfactory than newspaper reduction. This is only theory. Can it be verified? Here's a demonstration. A Chicago druggist was wont to advertise in the newspaper various specialties. The results were very meagre. Then he got out a family folder. The distribution of it was entrusted to a professional. After he had tired of paying newspaper-boards for work half done. The professional represented the ordinary Saturday physician to the drug store. While a week he had a copy of the folder in the hands of every household within the ordinary radius. Thereafter the folder was steadily brought home. The entire sales were \$100,000. The druggist had not a newspaper or newspaper board for work half done. It is or imply results from this experiment.

Now that the beer tax has been increased, cheap beer and cheap methods will fall like dominoes with the better class of trade. The introduction

of five-cent bottled beer has greatly decreased the use of labels, hangings, etc. Fifty per cent of the beer is now sold without a label or any other hangings. The new tax will compel brewers to create some for their product, thus making them to furnish style with the poster; it will hence a heavier competition, and that always means work for the printer and lithographer. The National may

What do you think of fashion posters? was asked of the manager of a large department store. "Well, I think they are an indispensable feature of any advertising department. I have's our last poster. We could not do business without it. Clothing posters are not as valuable, for the reason so much merchandise and middle class has been got out that the public eye has been attracted to things of

cheap, so-called better than's doing the harm. If you will do this sort of advertising, do it well. Then it will pay at least the bill of the printer. And, to it, it is a valuable investment to distribute it well. This is, first and last, the main point. There's a great deal of method in distributing letters so that they will do the most good. The distribution of letters at hotels and public places should always be done by a professional. It's so small that to make the hotel and justice truly do your bidding. The professional distributor knows these little from experience, and, under and otherwise.

J. B. Hoffmann.

Advertising When Others Sleep.

By Ben W. Hahn.

In 1901, at the close of the World's Fair in Chicago, the times got hard and harder, till finally very much of the display advertising was discontinued in that city, as well as elsewhere throughout the West.

Just at this time the General Arthur (one name) concluded that he would take advantage of the general suspension of business and catch some new trade for the General Arthur, a cigar that had been secretly heard of out of the Pacific slope.

They started in at Chicago, Milwaukee, Minneapolis, St. Paul, Kansas, Kansas City, Cincinnati and other important points, posters and printed signs were used, and large appropriations and radio-grams contracts were made.

The very boldness of the scheme, the flow of the money deposits, made the trade talk, and right here don't forget that "the trade" who handle the goods are a very important consideration. It is the backbone of the heavy advertising, and pertinently brought enough notice of the goods.

All other cigar advertising had ceased, and the customer began calling for the General Arthur, and before "good things" had even again, the General Arthur was an established success all through the season, and its makers had not getting but "good things" during all the end season.

The same general condition exists today to a certain extent; many of the large advertisers are cutting down their appropriations, or stopping entirely for the time, and the few who remain will be the lucky fellows that we will be talking about a year or two hence, as having made a fortune during "the war."

Luck, however, will have had very little to do with the case; it's the pluck that counts.

I hope that some one who reads this may be among the successful ones.

Don't forget the international distribution of advertising's convention. It will be held at the Grand Hotel, Chicago, July 15-19 next. Attendance in America ought to be good.



DR. BURKHARDT, of Cincinnati, Ohio.

look for more work from the brewers and, besides during the next twelve-month. There are already letters of the colleagues.

Be as particular as you may, but don't let particularism stand with your business dignity. Keep an eye on the advertising. Americans will pay for it. We all keep on making, wearing, washing, and enjoying ourselves. If you are short of ideas, give the "Maid" a place on your posters during the period of your particularity. Be as the "Maid" East-Yankee did. He got out a scenic poster with the "Maid" as the foreground. Refer it now! Remember the "Maid," but don't forget Jack Jones. He will show business at the old stand. This will follow up with a "Maid" poster. And he won't deny thing to his competitor!

sure beauty and joy! but still they could be a letter of every application. The outdoor poster is the most durable of them all. The good thing is this: It brings the best of results. Usually we get in a corner. It doesn't get set well. It had a prime merit, was able and useful, and we placed their points in the hands of a clever artist. The result is a poster that has captured the female eye and the female purpura. It was a real success. In conclusion, I will say that if you wish to express anything forcibly, or demonstrate some all-important feature, we always resort to the poster. But we drew the line at the cheap poster.

Relative advertising is reaching the stage of evolution. In fact, it has already begun to degenerate. It's the



VILLAGE BILL POSTING.

To All Advertisers and Bill Posters.
In a column about a year ago...

ABOUT A COLUMN.
You will notice a bill poster was in a while you would be thinking...

DEFERMENT.

In another thing the bill poster should know where there are...

Bill posters should take special care to get good locations for their posters...

REMARKS BY THE BILLBOARD.
We hope that the following remarks...

A. G. P. Agent Fisher, of the City Board, to examine the bill posters...

The bill-posters of Chicago to compile bill poster album.

It may be that the Associated Bill Posters Association in Chicago...



G. M. ROUSH, Mgr. of S & W, at Fashion (New York, Ga.)

The Associated Advertising men are out of their minds...

It is believed that there are those who are charged with the duty...

LOUISVILLE.

Commissioner Charles Shelden presiding in the case...

Casey's trial will be closed on 4. 30. 1912...

Sam Boyd remains quiet on long list of women...

A. J. McInerney was on a letter that he had sent...

GOOD GOD! GUDE.

HOW IS THIS, ANYWAY?

The following card appeared in the Free Press...

My Mother's Profession.
I am from Louisville, Ky. Louisville Post-Office...

WANTED.
I wish to see if Father's agent between...

THE OREGON BILLPOSTERS.

The Oregon Bill Posters' Association met May 10...

The Oregon Bill Posters' Association met May 10...

The Oregon Bill Posters' Association met May 10...

THE DEADLY BOYCOTT.

The deadly boycott has raised (headlines)...

The deadly boycott has raised (headlines)...

The deadly boycott has raised (headlines)...

The deadly boycott has raised (headlines)...

1922, 12 E. 7th, corner of Austin, St. N. O.

It is not to be understood that the publisher is making any statement as to the value of the circulation figures of the paper prior to its conversion to a weekly publication, and that which may be reported on account of it.

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Continuous Success Through Posters.

The good things said in "Billboard" by Steve of Bill posting are for the good of the trade in general, and all are included in what the writer in our view they owe it to help their business. Mr. Chase G. Martin, of Wisconsin, has got out a little "travelling card" by the name of Bill, copying from W. H. Hoke's article on the subject of the New York Journal, clearly showing that the business of the country is being done by the poster. It is not to be understood that the publisher is making any statement as to the value of the circulation figures of the paper prior to its conversion to a weekly publication, and that which may be reported on account of it.

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DR. BURKHART WANTS

to hear from reliable distributors. Only trustworthy people who can sell and will do honest work need apply. All others had best save their stamps. Dr. Burkhardt is going to distribute

16 MILLION SAMPLES

from houses to houses all over the United States, Canada and Mexico. This means an enormous amount of correspondence, hence distributors must adhere to the following rules:

1. State your name.
2. Give your references.
3. Give your address.
4. Give the number of pieces required to cover your territory.
5. Give your price.

Give all of the above in your first letter, and address it to
DR. W. S. BURKHART,
 121 E. Seventh St., CINCINNATI, O.

The Billposter-Display Advertising.

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DANCING ACADEMY
 MAIN OFFICE
 225-232 4th Ave.

NEW YORK



T. BOSTONWICK, A. L. MCCLURG, H. CHAPMAN, FRANK BECK,
 J. A. BROWN, W. W. WICKERY, ELISHA HARRISON,
 C. R. CROFTON, L. BARTON, O. M. POWERS, S. CRAWFORD,
 J. T. MORGAN,
 Sup. Chicago & Me. Co. Rep. D. Wash. & Co. Inc. Managerial and Designer. Rep. Twin Cities Agency

THE "TWIN CITIES" DISTRIBUTING AGENCY CHIC.

WORCESTER.

It is not to be understood that the publisher is making any statement as to the value of the circulation figures of the paper prior to its conversion to a weekly publication, and that which may be reported on account of it.

SAINT MONICA

At St. Petersburg, Fla. B. S. ... of the ... with ...

SANTA MONICA

The general situation of the ... to ...

New Bulletin Co. in Jersey City.

Daily Advertising ...

The Jersey advertising ...

What we had an opportunity ...

A star publisher ...

San Francisco ...

Russian Sighs.

At St. Petersburg, in a ... of the ...

Charles E. Nelson ...

Foster Printers

Wm. H. ...

The Great Western News Printing Co.

Wm. H. ...

Wm. H. ...

John ...

Francis ...

Wm. H. ...

THESEY TOLD.

LITHOGRAPHY MADE PLAIN.

The following ...

What you ...

J. R. Williams ...

Photo and Engraving Work.

Graduate ...

In this respect ...

Additional Letters to the Editor.

Billings, Mont., May 21, 1916.

Editor ...

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Editor ...

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Editor ...

Editor ...

RED JACKET VERMILION

More Durable than any other. Send for Sample, Light or Deep.

BILLINGS, TAYLOR & CO.

Cleveland, Ohio.

Billings, Taylor & Co. ...

Billings, Taylor & Co. ...

Billings, Taylor & Co. ...

Billings, Taylor & Co. ...

Billings, Taylor & Co. ...

Billings, Taylor & Co. ...

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Billings, Taylor & Co. ...

Billings, Taylor & Co. ...



The National Distributing Co., Detroit, Mich.

FAIR DEPARTMENT

The Race at the Fair.

There is a fight in the race, according to the reports from Philadelphia, at the Fair which is a climax of the show.

Was the ball left on the honor, has the game been played, and the champion has he taken his last bow?

On the 14th and 15th this morning, under the 1876 flag, was held the grandest of the races, "Amateur" to 200 Yds.

Was the game about and better than the one which was the subject, 1876's race? About that the crowd had to decide.

Is there the old game, 1876's race? And the champion has he taken his last bow? And the champion has he taken his last bow?

Is there the old game, 1876's race? And the champion has he taken his last bow? And the champion has he taken his last bow?

Is there the old game, 1876's race? And the champion has he taken his last bow? And the champion has he taken his last bow?

GEO. W. GARDNER, ST. P.

NATIONAL EXPOSITION

Of American Products and Manufactures.

At Philadelphia, in 1876. It's a Good Thing—Push It Along.

The proposed National Exposition of American Products and Manufactures at Philadelphia in 1876, has been more than an ordinary exposition, and it is more than that it will be, for it is the first of its kind in the history of the world. It is the first of its kind in the history of the world.

The exhibition is the greatest of the Philadelphia Exposition. It is the first of its kind in the history of the world. It is the first of its kind in the history of the world.

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Recent times and various kinds of trade have been the result of the exhibition. It is the first of its kind in the history of the world. It is the first of its kind in the history of the world.

The exhibition is the greatest of the Philadelphia Exposition. It is the first of its kind in the history of the world. It is the first of its kind in the history of the world.



W. W. BARCOCK.

During the summer, in the month of June, the exhibition is the greatest of the Philadelphia Exposition. It is the first of its kind in the history of the world. It is the first of its kind in the history of the world.

to Philadelphia, and the exhibition has been the result of the exhibition. It is the first of its kind in the history of the world. It is the first of its kind in the history of the world.

The Philadelphia Exposition is the first of its kind in the history of the world. It is the first of its kind in the history of the world.

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GEO. W. GARDNER, ST. P.

W. W. BARCOCK.

We present a portrait this month of W. W. BARCOCK, a man who has been more than an ordinary exposition, and it is more than that it will be, for it is the first of its kind in the history of the world.

The exhibition is the greatest of the Philadelphia Exposition. It is the first of its kind in the history of the world. It is the first of its kind in the history of the world.

TEXAS.

There is a fight in the race, according to the reports from Philadelphia, at the Fair which is a climax of the show.

The exhibition is the greatest of the Philadelphia Exposition. It is the first of its kind in the history of the world. It is the first of its kind in the history of the world.

DAYTON, OHIO.

There is a fight in the race, according to the reports from Philadelphia, at the Fair which is a climax of the show.

THE TRANS-MISSISSIPPI EXPOSITION

To Open on June 1 at Omaha—Promote of a Very Large and Handsome Display.

Omaha, Mo., May 1.—The Trans-Mississippi and International Exposition will be opened in the city of Omaha on June 1. The exposition will be the largest ever held in this country... The principal aim was to secure the largest possible attendance...

of the latter victims. It was rather thought in the preliminary... The relief of Lucknow... The relief of Lucknow... The relief of Lucknow...



Entrance to the Fair Grounds at Rockton, N. H.

"RELIEF OF LUCKNOW"

It Is the Spectacular Attention of This Year's Warring Independent Exposition.

The "Relief of Lucknow" will be the spectacular attraction of this year's warring independent exposition... The relief of Lucknow... The relief of Lucknow...

LOUISVILLE

The new opening of the Commercial Club... The Commercial Club... The Commercial Club... The Commercial Club...

France vs. America.

The general conviction upon France... The general conviction upon France... The general conviction upon France...

LONG ISLAND

The Grand Central Park at Mineola... The Grand Central Park at Mineola... The Grand Central Park at Mineola...

Mr. H. H. Smith, president of the Commercial Club... Mr. H. H. Smith, president of the Commercial Club... Mr. H. H. Smith, president of the Commercial Club...

all of every one of them that makes these... The relief of Lucknow... The relief of Lucknow...

Do You Want Any Distributing

—Do You—

SCRANTON, PA.

WE DO IT.

Resee & Long.

WE WANT YOU

To become a distributor in SCRANTON, PA., becomes an advertiser in SCRANTON, PA.

IT WILL PAY YOU

To become a distributor in SCRANTON, PA., becomes an advertiser in SCRANTON, PA.

UP-TO-DATE IDEAS PUBLISHING CO.

GRAND ISLAND, NEBR.

GALESBURG, ILL.

POPULATION 25,000.

All Billboards located on city lines and paved corners exclusively.

General Printing and Distributing a specialty.

O. J. JOHNSON.

GENERAL OUT-DOOR ADVERTISER.



BIG MONEY FOR GANE MEN

Big money for Gane Men... Big money for Gane Men... Big money for Gane Men...

On the 18th day of June... On the 18th day of June... On the 18th day of June...

LIST OF FAIRS, 1898

This list is a condensed version of much more complete information... Copyrighted 1897. All rights reserved.

ALABAMA

MOBILE—Oxford Lake National... Mobile, Ala. W. W. Aron, secy.

ARKANSAS

MEMPHIS—Missouri County Fair Association... Memphis, Mo. W. W. Aron, secy.

CALIFORNIA

LOS ANGELES—Orange Agricultural Society... Los Angeles, Cal. W. W. Aron, secy.

COLORADO

COLORADO—Fort Collins County Fair... Fort Collins, Colo. W. W. Aron, secy.

CONNECTICUT

HARTFORD—Agricultural and Horticultural Society... Hartford, Conn. W. W. Aron, secy.

GEORGIA

ATLANTA—City of Atlanta... Atlanta, Ga. W. W. Aron, secy.

IDaho

BOISE—Washington County Fair... Boise, Idaho. W. W. Aron, secy.

ILLINOIS

ALTON—Harris County Agricultural Society... Alton, Ill. W. W. Aron, secy.

ST. CINCINNATI—Harris County Agricultural Society... Cincinnati, Ohio. W. W. Aron, secy.

INDIANA

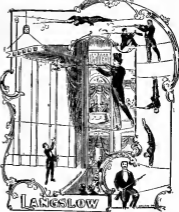
INDIANAPOLIS—Harris County Agricultural Society... Indianapolis, Ind. W. W. Aron, secy.

INDIANAPOLIS—Harris County Agricultural Society... Indianapolis, Ind. W. W. Aron, secy.

BIG FEATURE FOR FAIRS.

A BIRD EXPERT ON THE HIGH AND LOFTY WIRE.

The strongest and best made by our exclusive Agent... MONS. LANGSLOW, 334 E. 103 St., NEW YORK.



Langslow's performance is exceptional... MONS. LANGSLOW, 334 E. 103 St., NEW YORK.

/// The Services of the Members are Guaranteed by the International Association of Distributors. ///

OFFICERS FOR 1916

JOS. REID, President
Kansas City, Mo.

W. H. STEINBRENNER, Secy.-Treas.
Cincinnati, O.

W. H. CARR, Advertising Secy.
P.O. Taylor, Ind.

G. W. YARBUCKLE, First Vice-Prest.
Indianapolis, Ind.

J. T. HUGHSON, Second Vice-Prest.
Reading, Pa.

R. S. BOGGS, Third Vice-Prest.
Memphis, Tenn.

Executive Committee.

F. M. CROVING, Chairman, Ind.

THOS. EATON, Chairman, N. Y.

W. S. FAYTON, Detroit, Mich.



**THE
INTERNATIONAL
ASSOCIATION
OF
DISTRIBUTORS**




TO THE ADVERTISERS OF AMERICA.

GREETING.

The Third Annual Convention of the International Association of Distributors will take place at the Leland Hotel, Chicago, Ill., July 19-22 next. Delegates from all over the United States and Canada will be present. It is estimated that fully one hundred members will attend. Their deliberations will be largely given over to the discussion and consideration of ways and means calculated to improve the service. This is of vital importance to you. You can aid us by participating in our discussions. We want your views. We want your suggestions. We want your advertising manager to attend our convention. We want him to kick, complain, advise, suggest and express his wishes fully.

In this way we can ascertain what the advertiser wants, and then we can devise ways and means to meet their wishes.

Come, meet with us. We will use you well.

JOS. REID, Pres.,

W. H. STEINBRENNER, Sec.-Treas.,

Kansas City, Mo.

Cincinnati, O.

A. B. P. A. and I. A. of D.

Qualified, Commission of Public Safety to employ... Savannah, Georgia.

BERNARD & ANDERSON

Licensed City Bill Posters... NOW THE MODEL BILL POSTING PLANT OF THE S. E.

After reading the following in regard to how THE CURRAN CO. does Distributing in Denver...

Denver, Colo., April 19, 1906. JAS. A. CURRAN, Esq., Denver Billposting and Distributing Co., Denver, Col.

Your letter of the 11th inst. regarding a distribution of our matter in the City of Denver and suburbs, I wish to express my appreciation of your good word in this line.

Your system of distribution is the best I have ever seen, and serves in opportunity areas for the most exacting advertisers in complete.

Thanking you for the many kind letters received, I beg to assure you my very best.

Yours very truly, HAROLD L. SHULTZ, Superintendent of C. O. Curtis & Co.

Wilmington Bill Posting Co. OFFICE, GRAND HOTEL BUILDING.

WILMINGTON, DEL.

DO YOU want to reach almost 10,000 of the most influential people in the United States through a medium that has the most exacting confidence of its readers, because it catches advantage of a double-hand from its audience? If so...

Do You want to reach almost 10,000 of the most influential people...

Wanted to reach almost 10,000 of the most influential people in the United States through a medium that has the most exacting confidence of its readers...

THE PUBLIC OPINION

The authors of the articles reproduced in this issue... The Public Opinion Co., 15 West 42nd St., New York City.

THE PUBLIC OPINION CO.

15 West 42nd St., New York City.

FRANKLIN, PA. PAPERMAN SONS

ALEX. BRADLEY, Gen. Mgr. Franklin, Pa.

Desks and cabinets of all kinds and all styles... BELLEVILLE, OHIO.

WANTED!

A building sign, poster or display in every city to handle our LATEST LINE OF LETTERS...

The Art Glass Sign Co. BELLEVILLE, OHIO.

BUBB

POSTS BILLS AND DISTRIBUTION CIRCULARS AT WILMINGTON, PENN'A

We Want Distributors.

Send for our proposition to furnish you a specially designed letter head, half size cuts or any kind of engraved work. No expenditure of cash.

WANTED. NAME AND ADDRESS OF SIGN PAINTERS.

In keeping sending us a list of the names and addresses of Sign Painters in his or her respective cities, we will present a year's subscription to THE BILLBOARD.

Brantford, Ontario, Can. Pop. 17,000. Density, 50,000. C. M. SMITH & CO. Business L. E. P. A. and I. A. of D.

THE LITHOGRAPH, STAMP PRINTING & ELECTROGRAPHIC OR BLOCK IN THE UNITED STATES USE. THE ALUT & WIBORG CO'S POSTER INKS. ARE YOU ONE OF THEM? ORIGINAL NEW YORK YOUNG & RUBICAM ST. LOUIS.

Bloomington, Ills. And Suburbs.

POPULATION 25,000. We are sole owners of all the Billboards, and have the only license for Distributing, Sign Tacking, Country Work a specialty.

BLOOMINGTON BILL POSTING CO.

\$1.00—ADmits YOU TO MEMBERSHIP UNTIL JUNE 1st.—\$1.00

International Bill Posting Association

OF THE UNITED STATES AND CANADA.

The largest, most progressive and up-to-date Association in this country, founded entirely on principles of Equity to All.

F. F. SHAEFER, President. ALBERT WENZER, Past Vice-President. W. S. DONALDSON, Ad. Vice-President. CHAS. C. MAXWELL, Treasurer. G. E. WILSON, Secretary. W. H. STUBBS, Sec'y.

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Attorneys: Maxwell & Maxwell, London, Ill. Turner & Krenshaw, Milwaukee, Wis.

BILL POSTING REASONS

REASON No. 1 why you should employ our service. Because we live in a city of 35,000 population, and our general results.

REASON No. 2 why our service brings results. Because we employ only other, honest men, and fulfill our contracts to the letter.

REASON No. 3 why our service brings results. Because we employ only other, honest men, and fulfill our contracts to the letter.

REASON No. 4 why our service brings results. Because we employ only other, honest men, and fulfill our contracts to the letter.

REASON No. 5 why our service brings results. Because we employ only other, honest men, and fulfill our contracts to the letter.

REASON No. 6 why our service brings results. Because we employ only other, honest men, and fulfill our contracts to the letter.

REASON No. 7 why our service brings results. Because we employ only other, honest men, and fulfill our contracts to the letter.

REASON No. 8 why our service brings results. Because we employ only other, honest men, and fulfill our contracts to the letter.

REASON No. 9 why our service brings results. Because we employ only other, honest men, and fulfill our contracts to the letter.

REASON No. 10 why our service brings results. Because we employ only other, honest men, and fulfill our contracts to the letter.

REASON No. 11 why our service brings results. Because we employ only other, honest men, and fulfill our contracts to the letter.

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REASON No. 38 why our service brings results. Because we employ only other, honest men, and fulfill our contracts to the letter.

POSTERS FOR 4TH OF JULY CELEBRATIONS

PICNICS, EXCURSIONS AND FAIRS.

We can furnish you with everything necessary to advertise any kind of celebration or gathering. Stands, Three-Sheets, One-Sheets, Half-Sheets, Pictorial Dodgers, etc.

The following list is especially adapted for either Fourth of July Celebrations, Picnics, Excursions, Fairs, etc., viz:

STANDS.

Any size and its made from our stock letters (which are undoubtedly the best in the market), in conjunction with our new Flag Borders. Do not put on too much lettering. In lots of 25 to 25 for 25¢ per sheet.

THREE-SHEETS.

We make the finest 3-sheet descriptive in the country. Our price is the lowest, our paper and ink the very best. One color, \$1.00 per 100; \$11.00 for 500. Two colors, \$1.50 for \$1.50, 500 for \$13.00. Customers have the privilege of having the top and bottom sheets in one color and center sheet in another, thus giving a two-color 3-sheet at one-color price.

ONE-SHEETS.

One-sheet descriptions are made at the following prices: One color, 100 for \$1.00, 500 for \$4.50, 1000 for \$7.50. Two colors, 100 for \$1.50, 500 for \$7.50, 1000 for \$11.00.

ONE-SHEET "UNCLE SAM."

We have two "Uncle Sam" Posters, and they have made a decided hit. No better poster made to advertise any kind of a public gathering. 50 for \$1.75, 100 for \$4.25, 500 for \$6.75, 1000 for \$11.00. There is plenty of room for lettering, but it is much better to make it brief, large and catchy.

Besides the above, we have Round and Triangle Gas Jet Card of splendid design, Streamers for Fences, Two-color Dates, all sizes, and many other novelties, all of which can be used with good results. If you want our advice, ask for it. We will undertake to write your advertising matter free of charge. Write for samples.

PICTORIAL POSTERS.

We have other one-sheet Pictorial, nearly all of which can be used judiciously to advertise celebrations, etc. Among these are our famous "Day" Posters, "Bicycle Show," "Clubs," "Walt," "Small Girl," "Fishes," "Cat," etc. With proper reading matter they are very attractive.

PICNIC HALF-SHEET

Is adapted for any kind of outing. Also our 50, 75, "Bathing Girls," 50, 60, 70, 80, 90, etc. The prices are the same for all viz.: 100 for \$2.00, 500 for \$5.00, 1000 for \$7.00.

HALF-SHEET DESCRIPTIVE

With reasonable amount of reading matter in any color, \$1.00 per 1,000; two colors, \$1.50 for 1,000.

PICTORIAL DODGERS, 7x10 in.

One of our Pictorial Dodgers is worth more than 10 plain type dodgers. We have a great variety. Among them are our new "Uncle Sam," "American Flag," "Yellow Kid," "Pop," "Walt," "Little Girl," "Nests," "Sampling Coats," "Diving Coats," "Clubs," "Summer Resort," etc. All printed in good, bright colors. Prices: 500 for \$1.25, 1,000 for \$1.75, 2,000 for \$2.00, 3,000 for \$2.25, 4,000 for \$2.50, 5,000 for \$2.75.

HENNEGAN & CO.

719-721 SYCAMORE ST.,
CINCINNATI, OHIO.

THE DONALDSON LITHO. CO.

CINCINNATI, OHIO.

We make the Best Posters in America. When we say Best, we mean Best from a utilitarian standpoint. Our Posters are made with the sole view of yielding profitable advertising to the user. This they do better than any other make of Posters in the world.

FAIRS—On May 17 we sent samples and price lists of our best posters for the season of 1916 to every fair manager in the United States and Canada, so far as we had their names. Did you get yours? If not, your name on a postal will bring a set. They are free. They are free. They cost no more than other forms change for change costs.

JOCKEY CLUBS Will please note that our excellent all posters for (right) are the best in the line of Jockey Race advertisements ever published. We will send samples free of charge to the manager of any reputable jockey club in the United States or Canada. Get them now. Write quick.

DRIVING CLUBS—It takes an artist and new ability to depict a trotting horse in action. We have the artists and they know how to draw a horse and rider. Let us send you some samples of posters that picture real fine horses. It will pay you to use Donaldson Posters this year.

SPECIAL POSTERS for manufacturers and wholesalers. No matter what line. Be it soap or cigars, coffee or chewing tobacco, soap or concrets. We will take your particular brand, put it on the billboards and popularize it with the consumer to a degree that will compel dealers to stock it. We print and we post. Write us about it to-day.

RETAILERS. We have posters on file for retailers. No matter what brand of trade you are engaged in, we can fit you out with a striking business-attracting poster. The retailer who has the best poster is winning a mighty good thing. Your city bill poster is our agent.

BILLPOSTERS Don't let your boards be dead all summer. Get out among the vital necessities of your town. Show them our special posters for retailers. Tell them the power of a poster. A few hours spent in this way daily will pay you wonderfully.

We advertise a billposter's break on another page. Read the ad.

DISTRIBUTORS. On many days and when business is dull, you can make good money canvassing for outdoor law posters. Whenever you have a bicycle now or a horse back game, bring up the manager and sell him the posters. Samples free. We handle a powerful rack hammer. Just what you need. Read our ad on another page.

WAR POSTERS. Largest line in America. We now have Uncle Sam, Stop, Now Will You Be Good, Remember the Maine, Manilla, etc., and are adding new designs daily. Other timely Posters for Parks, Bathing Beaches, Base Ball, Picnics, Excursions. **4th OF JULY POSTERS IN LARGE VARIETY.**

SIGN PAINTERS Don't let your earnings and price list of posters. Mounted on boards and lettered by hand, they make beautiful window cards for retailers and sell at night. No free samples to sign posters. Results will order, 2 cents for letter work, 6 cents for three colors, 4 cents for two colors, and 4 cents for one color. Postage free.

PRINTERS Can make good money on our fractional posters. They are so profitable. We allow a good commission to printers. Get our samples, show them. They sell themselves. No special ability or skill required. You can produce these yourself.

NEWSPAPERS. It is said that the New York Journal now has a circulation of one and a quarter millions, all due to persistent printing. This poster is the prominent and best advertisement that a newspaper can afford. Let us put you on the boards. Write us about it today.

Advertisers and Agents will please note that hereafter we will not be responsible for mistakes in spelling unless the copy for circulating sent us is type written.

BE PATRIOTIC!
SPECIAL BARGAINS IN FLAGS.
D. C. HUMPHRY'S,
—MANUFACTURER OF—
FLAGS and CELEBRATION GOODS
1227 Market Street, Philadelphia, Pa.
TELEPHONE 58-24A.

2 Foot Beating Flag, Pole and Fasteners	\$ 4 25
3 Foot Beating Flag, Pole and Fasteners	\$ 7 25
4 Foot Beating Flag, Pole and Fasteners	\$ 9 00
5 Foot Beating Flag, Pole and Fasteners	\$ 12 00
Other Sizes <i>quote on order.</i>	

Send cash, check or postal note with order and if not satisfactory return in case express and we'll cheerfully refund your money.

Our 50c, Cotton and Beating Flags and Decorations for every occasion.
Cheapest houses in United States and Largest Stock. Get our prices.

When you get around to

CHICAGO

Just Write the

Chicago Bill Posting Co.

About it. Address your letter:

P. F. SCHAEFER, Pres.,
Chicago Bill Posting Co.,
395 W. Harrison St.,
CHICAGO, ILLS.

When you visit CHICAGO, ILLS. and wish to make the most return distribution on any newspaper with the Press and Tribune Lines. PHONE (WHEAT) 3877, 3878, 3879 (1927) 38.

SEND FOR CATALOGUE:
THE AMERICAN PROCESS ENGRaving Co.

**Best Cut Makers
in America!**

Three Half Sizes
Illustrations
Engravings
CINCINNATI, O.

Best Line Zinc Engraving
WOOD ENGRAVING
OF ALL KINDS



Established 1895

Radio Incorporated Advt. Co. Successors

"ALWAYS AT YOUR SERVICE."

VANSYCKLE ADVERTISING CO.

ONE - W. VANSTOCKLE, BLDG.

114 So. Fifth St. Long Building When 22214.

INDIANAPOLIS.

Publisher 182486

Editor's Business Building

GREAT WAR ADVERTISING NOVELTY.
\$1.50 per line. Sample for library. Advt. Printing Co., 205 Fifth St., Eliza, N. Y.



**NORTHWEST BILL POSTING AND
ADVERTISING CO.**
J. T. WILLIAMS, MGR.
248
MORRISON, Portland, Ore.

MIDLAND ADVERTISING CO.,
JAMES REED, MGR.
LICENSED DISTRIBUTORS,
November 1, 4 & 7.
617 Grand Ave., KANSAS CITY, MO.

**FRANK LITTLE & SON, Bill Posting and
Distributors, PORTLAND, WICK, Pop. 2,600.**
DROWNSVILLE, TEXAS, 24.

**IS POSTED AND
DISTRIBUTED BY**
Vale & Bro. Adv. Co.
WORK GUARANTEED.

OSHEA, N. Y. Also Sales, Packers, Water,
Linn, Idaho, Florida
**F. E. BURGESS, Bill Posting and
Distributors, WASHINGTON, D. C.**

NEWPORT KY. the principal
company in the region
and the only one in the
state. One branch each
a great number of them. **E. H. ORR & SON**
Branches at **E. P. S. N. York St., Newark, N. J.**
Sole License holders in the whole country.

HARKNESS,
Case & City + Advertiser,
STOCKTON, CAL., 6

United Distributing and Bill Posting Co.,
121 S. Commercial, Newark, N. J.

drop a nickel

to an
advertisement
and
the
Bill
Posting
Company
will
send
you
a
sample
of
Bill
Posting
Cards
and
a
copy
of
our
new
book
"How
to
Sell
Your
Ad"
**Ad
Sense**

J. H. HAYNES & SONS,
High Quality Bill Posting
Cards, Business Cards, Stationery & all
the other things you need for your
business.
IRVINGTON, O.

Bill Posters' Paste Brushes.

The Bill Posters' Paste Brush Co., Cincinnati, O.

**E. M. FRITZ
BILL POSTING
AND DISTRIBUTING
OSKALOOSA, IOWA.**

ROBERT # LINN LUCE,

**MAKERS OF NEWSPAPER AND DEALERS
IN NEWSPAPER INFORMATION
GIVE YOU COPY OF**

Press Clipping Bureau

12 Chambers St., New York.
419 Broadway St., Boston.
Cannon-Trustee Bldg., Cincinnati.
Railroad Bldg., Denver.
(Address the nearest office)

PRINTING CO.
350 DEWEEN OF
1118 AGG
LETTER HEADS

The Man Who Takes Advantage

OF THE SITUATION just now is going to derive better results from his billposting than he would have secured last month or last year because of LESS competition.!



People are going to continue to eat, and drink, and smoke, and "chew", and take medicine, and wear clothes, just the same as when there was no war; and the advertiser who puts his announcements on the billboards NOW is going to get the trade.

If you are not familiar with billposting, and if you want the work looked after by an expert, who is thoroughly familiar with every feature of billposting, send for Sam W. Hoke.

If you are familiar with billposting, acquainted with all the billposters and know their rates and methods—in fact, if you are an expert yourself, still you need the assistance of the wholesale buyer, the man who is sending work every few days or weeks to the billposters. He is the man who gets the best whenever any favors are shown.

That's why I advise you to put your orders through Sam W. Hoke.

If your printing is not yet ordered, so much the better. Order it of Sam W. Hoke, or at least consult him for his ideas before ordering.

Sam W. Hoke

Long-Distance Billposter.

251 5th Ave., New York (N. E. Cor. 28th St.)

Phone 2074-38.



THE TIME TO POST
ONE OF THE TIMES TO POST
IS WHEN OTHERS CEASE TO POST

The only Broadway service.

The only 6th Avenue L. road service. All at Stations.

The only 3rd Avenue L. road service. All at Stations.

The only Lexington Avenue Cable road service.

The only 9th and 3rd Avenue L. road Station Service.

The only Columbus Avenue Cable road service.

The only Pennsylvania Ferry service.

The only N. Y. C. & N. E. R. R. service worthy the name.

The Ideal Bill Posting Plant of America.

HARRY MUNSON

**Owens More and Better Billboards in Better Locations than
all Other Metropolitan Plants Combined.**

Munson's Boards are located on the main thoroughfares, drives, boulevards, cycle paths and car lines.

Billboards built of Galvanized Iron--no unsightly cracks or breaks in the posters placed on these boards.

Harry Munson's New Offices are the largest, finest and the best located Bill Posting Offices in the world.

Munson designs, prints, posts and checks.

Whether it's Metropolitan or Provincial service you want, see Munson about it first.

HARRY MUNSON

Sole Member International Association of Distributors
In and For All Boroughs of Greater New York.



NEW YORK



No. 4 MURRAY STREET,

Telephone 4628 Cortlandt.

Branch at No. 147 East 126th Street, Telephone 6 Harlem.