

THE  
BILLBOARD

PUBLISHED WEEKLY

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# Hennegan & Co.

## QUICK PRINTING.

Make . . .  
A Specialty  
of . . . . .

**POSTERS**

and . . . .

**Distributing  
Matter.**—

If you want a Poster, or a Programme, or a Booklet for house-to-house distribution, you are not compelled to give it to a country office because you need it at once.

YOU can send the order to us, and we will complete the work and have it in your hands in less time than the average country printer will consume in planning and setting it up.

IF your order is sent to us, it will be a modern, up-to-date job when completed.

IF you give it to a country office, it will generally turn out a nondescript makeshift.

IF you send the order to us it will cost you less (even with freight or express charges added) than if it is placed with a country office.

THESE are facts. Try us, and be convinced.

# Hennegan & Co.

## CINCINNATI, O.

**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. IX #11  
Dec. 1, 1897 P. 3-8**





you enough by itself to make one uneasy. This when you think of him a lawyer of the usual day in his day, and you're pretty enough promising not to do that, or whatever they are, to get into one's home, and actually give away much of the best of one's law, that you can't choose to let it go. They are not so wonderful as a girl's suspicion. So we planned to catch him unobtrusively in his, and so arranged five or six letters to follow him and watch. They are here and one went to what they were called were called and corroborated the others in regard to the suspicious letters and their distribution of "good news sheets" to many members of the jury to impress the judge with Harley's honesty.

Late all night, he was in the habit of stopping back after completing a pattern, and taking a critical survey of his work, at the same time holding his great bearded hands up before him to prevent the further soiling of his garments. This action his neighbors had construed as an attitude of admission and apology, and tacitly that "worse part of one of them that critics was done he would pry in it like a lawyer and politician."

One witness greatly refreshed the court that he "never heard him using on-outlawish lingo in his language above one of them neighbors." The only words of the court he could remember, he followed the words, were "To sure here do it."

On one occasion, Harley was so unobtrusive as to stir up a public opinion. The case was too far distant to see the case of his frantic efforts to divert himself of the wicked little posts, and jumped at the conclusion that he was undergoing a process of insanity. In fact, every public incident was treated with a degree of madness by the informed imagination of those who had witnessed it.

The evidence in favor of the mental soundness of the prisoner seemed to be conclusive, and the judge was about to return to his feet and asked to be heard. The devil incarnate and endowed to pull him in his seat, but the judge interposed, saying:

"It won't do us harm to hear what the young fellow has to say. Let him talk."

Harley began by telling what was said and the nature of the business he was engaged in. He expatiated in glowing terms on the excellence of Howard Tard tobacco—something it is glowing language and the great quantity supplied in the Tennessee market up state, the excellent soil where the product grew, and detailed all the different stages it passed until it was turned out in Howard Tard plugs, delicious and unadulterated, the best chewing tobacco ever used to be known. He expatiated it so being mentioned by all the great statesmen, lawyers, ministers, poets and painters of the day.

"As my honest friends of Coburn county," he said, "you have found how inferior from the world, ignoring of the contents of this delicious and smoking tobacco. Your attentions here for your pleasure on you goods that are only cheaped by the lowest class of people on side of your country. Instead of buying manufacturers of Howard Tard, whose wealth amounts to millions, we're down here at great expense to bring our article to your notice. Instead of making them and going to your distant demanding Howard Tard, and taking no other, you invest me as a laudible and healthy and medicinal tobacco. Do

I look like a healthy or safe tobacco? Is it not a fact that some of you tobacco factories, and nothing you to know of this great tobacco, have heaped a conspiracy to stop my work and send you as tools to carry out their designs? If this proceeded to outline modern methods used in the exploitation of tobaccoed tobacco, more cheerful, and observing by the expansion on the judge's face, that he comprehended and that he understood that a great number had been made, in human held and defeat. He asked his own and explained upon the great wealth of the corporation he represented; their anger and wrath at the treatment of one of their employees; and the world some they would speed to possessive occasionally those who had caused his arrest, and the agencies damage to be written from the country for his illegal transgression. As he uttered

glaring colors, which resounds in this day. Young Yancy returning to his work and the people in their homes in different parts of the country, the latter carrying with them an exaggerated report of the proceedings, and spreading it as they went. The main portion of the municipality did not neglect to stop at the cross roads groceries and uphold the proposition for their advancement in the matter of the inferior quality of the tobacco kept in stock, and warned them that unless Howard Tard was at once put on sale their patronage was lost.

In one hour work Harley had completed his work and was on his way to the city. Upon his arrival he found a perfect letter awaiting him. Both Mr. Peck and Mr. Davis and also every attorney of the establishment cordially welcomed him and congratulated him upon his success.

So, highly eligible of their services and their success in Coburn county, especially as a mark of their appreciation gave them much of their respective advertising business in the West.

Paul & Davis attributing the results secured solely to Harley's shrewdness, and being much present to the association agreed upon.

As Harley's efficient work had convinced them that there was great possibility in publicity by paid and unpaid advertising, and that they were established a department devoted to this form of advertising, and put Harley in charge of it at a good salary.

When Paul & Davis was told of Harley's success he was not surprised—the only wonder to her was that the world had not discovered he would be glad to help.

But a few months elapsed until the firm discovered that they had a treasure in their new employee, and advanced him accordingly.

At Christmas he made a visit to his home and receiving friends at Elizabethtown. Peck was with him. It was their wedding trip.

### CLEVER WORK.

John F. Oving, the hustling storekeeper (Ky.) bill poster, recently engineered a most ingenious deal, which he carried to a highly successful termination of profitable results to himself.

Political campaigns had been over or less heated in the past in Newport, but the bill poster had profited little from the contention. The Republicans would put out a few one-shots in the interest of the entire ticket. This move would be followed by the Democrats with a similar poster, and thus ended it so far as the bill poster's vote count was concerned.

At the beginning of the recent campaign Mr. Oving resolved to change the existing order of things. In picking out the most promising Republican for his purpose, he proceeded to the printing office of Harnage & Co. and advised, exactly as his own expense, a 25-cent sheet, covering his man's name and the office he was conducting for. This was all he had on the poster, but the letters were big and imposing, and an attractive letter had it a handsome only.

He got it up on one of his best boards and then started after his man, his purpose being to surprise him and force upon him a price on his efforts or treasury, in the case might be.

Before he got away, just away from the board he was called back by the appearance of the man he had billed and several his order for ten stands, in days' showing of dissemination price.

The first man then went the other five letters, and ordered fifteen stands on the same type.

Other candidates tried it, and both parties were taken mad. Oving's words were soon all poster, and he was working day after night on new ones in order to meet the demands of the politicians and show up his competitors.

But try as he would, he could not keep up with the demand, and finally had to refuse on any stands, but even so doing. He simply had not money about it.

And the moral of it all, is that a bill poster's head will earn more money than, in much if he will only give it a change and a little more.

We know of several bill posters who could follow Mr. Oving's example with much profit to themselves, but we "don't" mention any names just now."



GEORGE H. HOUCK.

and enlarged upon the construction of property and other details that would follow the theoretical one, which he informed them would be brought in the Federal Court at Washington tomorrow in a lead the taxpayers. He was assuagingly dominant, and the county officials gathered about him and sought to mollify him and induce him to forego his intention of prosecution. At last, Harley was seemingly reasonable, but he finally agreed to refrain from making the attack, provided the authorities would give him the privilege of posting a legal notice on the residence of Howard Tard tobacco on the court house wall immediately above the judge's bench and one above the door on the opposite. This, they readily and willingly acquiesced in, and after distributing his entire supply of highly colored printed matter among the crowd, he proceeded to paint the sign as

Harley did not at all understand the demonstration of enthusiasm, but wisely kept his own counsel and avoided developing secrets, which men state. Immediately after the trial, action had begun in favor of free Coburn county, and had continued and increased. Commercial travelers passing through this country heard the story of the event, and their own, and they had over the sale almost considerably subsidized and enlarged upon it. The newspapers had got it and it went the rounds, and the incident was talked of and laughed about in every hotel and on every railroad and streetcar bus traversing the country. The affair was commensured upon as a shrewd advertising scheme by knowing business men, and every word spoken as pointed regarding the circumstances gave the infatigable just that which was most publicity. The manufacturers wrote the advertising agents a let-



Although Ruskin said that bill posting was the only art left in England, it is probable that no other industry in England or America has suffered as much at the hands of modernism.

These social changes had suggested progress, aided by a scientific bearing process, have caused bill posters endless innovations and improvements. In particular are the papers, of times it would seem that they were actuated by something more than mere motives of reform or mass advertising. Their attitudes seem much like the start of hungry beasts. Many there are who say the press can no longer even see any of advertising with complacency and that which is denied in their own columns. It is changed, and without mass order of truth, that they are ever ready to ferry posters, belittled and belated. They are vainly beset as cheap, unscrupulous, illegitimate, or what you will.

Occasionally a publication is found, however, that is not afloat from the coming news. The *Financial American* is such an one, as witness the following article which appeared in a recent issue:

"In these and looking elsewhere, unfortunately, a general view which might be called the law of the conservation of beauty?"

At any rate, in the face of Lord Kelvin's old prophecy that our grandchildren will not know Niagara, and as a goal in nature, we must turn for consolation to some such faith.

The "conservation" will see, in the antiquity of the cataclysm, only the striking of the waters into the channels of industry and manufacture. To him the slaying of the news and the laming of the spheres will come, and the response of Niagara's deflated glory and shattered beauty, but a note of ever increasing prosperity.

But others there are, and many, whose "conservation" is founded on the thought of that terrible and magnificent forest, which for ages has been a splendid beauty seen in prospect, being subjected to endless slavery, in chains of labor, and the "ills attend" of its woe foreman. Yet for once there is three not possible, in the thought that the spirit of beauty is among the eternal virtues, a noble essence that knows not destruction.

Phylaxia has been taught that her energy will be any thing but constant, and will take refuge in strange devices, except be actually betrayed or deceived. Invention holds that the same holds true of the firm and elusive spirit of beauty. It changes its expression, it "abandons" new forms, but it does not die a fall.

Once seen and that the outside were within the beauty and power of the landscape. Now they know that the great locomotive engines, racing through the ground the mountain and taking up the business of the plains, has only grown to beauty and purity another means of expression.

May not some similar comparison speak to when the master-engineers have

had their own, and the precision which now appears under the rank of the world's mass business world? In front of us, glory? For the wild imagery rhythm of the folks we will have the rhythmic staid of night planes, the deep vibrant murmur of gigantic wheels. The bright, restless strength of the current will still beat in the endless pulse of huge machinery. And it may be that, in the coming age, there will be as beauty died in that day.

Identify following the foregoing, and on the same page, they pay their respects to the newspapers in the following vein:

"Nowadays, in the newspaper publishing business, the god behind the machine is the advertiser. A few years ago the essential test in the selection of the newspaper publisher was the subscriber. To-day the subscriber sits in a secondary, though important, place as the economy of the newspaper office."

Under the old order of things the buyer of the paper paid for the cost of its production. Now the news sheet lives by its advertising patronage.

Now particularly in this time of the big dollar, when the newspaper reader all over the country paid five cents a copy for his daily paper he was of importance enough to the publisher to demand first consideration. But when the shakedown which dropped the price of daily papers to the now generally prevailing rate of one cent a copy the subscriber's contribution toward the support of the paper became a comparative pittance.

It was obvious that a new source of income must be tapped—and the day of the ubiquitous advertiser began to dawn. This shifting of base once begun his program was rapid.

The publisher withdrew his head from the pocket of the subscriber and lowered it with growing confidence in the power of the advertiser, who solicited with good grace, while his head in turn was back persuasively to the pocket of the subscriber.

This new dependence of the daily paper upon the dollars of private wishing to make known to other persons living about the vicinities of themselves, their merchandise or their services, has not proved altogether detrimental to its quality as a purveyor of news and editorial comment.

Competition and the increased advertising of black-dicks indicate the man who has goods for sale to spend money in making the best known. His determination to spend this money where it will do the greatest good, is the spirit which urges the newspapers to the same in interest and speed. The advertiser pays his money to that paper through which he can reach the largest number of readers of the class to which his commodities most concern.

That it has come to pass that in the newspaper publisher the soul value of the advertiser lies in the fact that he serves as bait to lure the advertiser. For every advertiser who proves susceptible to the lure, others must follow in self-defense, until the quality money is lured of those

from whose business revenue and expenditures comes the power which supplies to-day by thousands of dollars worth of news of a cost to us of scarcely ten cent.

## ERIE, PA.

The new ordinance recently passed at Erie, Pa., governs bill posting and distributing. Concerning it as *The Erie* of that city has the following to say, viz:

The bill posting ordinance recently enacted by the Councils has been approved by the mayor. The new ordinance does not go so far in the restriction of the distributing of advertising matter as the original ordinance, portions of which were derived (legal by the court). Indeed, there are those around the city hall who think it does not go far enough, and at a conference of several "big wigs" in the office of the chief of police the deficiencies of the new law were pointed out at length. The ordinance had been adopted in the city, neither to draw up a bill that would meet the objections of the court, and as presented by him it was passed by the Councils. Hereafter any person may distribute circulars, advertising matter, samples, etc., from house to house or on the streets and have a license to do so, and, and this applies equally to residents and non-residents. The only restriction imposed on them being the restriction against the "Hoarding" of the street.

*The Erie Times*, published in the same city, so copy the full text of the bill, viz:

SEC. 1.02.

Any person providing the license and paying of advertising by bill posting or posting on the City of Erie.

Be it enacted by the Select and Common Councils of the City of Erie, Pa.: Section 1. That from and after the passage of this ordinance, no person or persons shall engage in the business of advertising by bill posting or posting in the City of Erie, except as herein set forth, unless the said person or persons shall have first been duly licensed by the mayor of the City of Erie.

Sec. 2. Any person of good character desiring a license shall be licensed by the mayor of the City of Erie to engage in the business of advertising by bill posting or posting for the term of one year from the date of said license, upon the payment of fifty dollars and the filing of a judgment bond in the sum of five hundred dollars, with two sureties, approved by the city solicitor, conditioned that the said licensee shall perform the duties of his office or good, proper and lawful business, in compliance

with the ordinances of the city and the laws of the state governing the character of the matter posted or printed, and the manner of posting or printing of the same.

Sec. 3. The said licensees, their agents, officers and employees, while engaged in the act of posting or printing shall wear a badge with the following words: "Approved Advertiser, Erie."

Sec. 4. No badge herein provided shall be obtained by exhibiting any promise or undertaking to obstruct the streets, sidewalks and alleys of the city, or create any nuisance thereon, or prevent the posting of notices required by law to be posted.

Sec. 5. Any person violating the provisions of this ordinance shall be punished by a fine of not less than five (5) dollars nor more than twenty five (25) dollars, and in default of the payment of such fine, such person shall be imprisoned in the lock-up or common jail of the city for a period of not less than five nor more than thirty days.

Sec. 6. That any ordinance, or part thereof, conflicting herewith be and the same is hereby repealed.

We do hereby certify that the above ordinance has been duly passed by the Select Council on November 13, 1912. In Witness Whereof, we have signed our names as Mayor of Erie, Pa., this 13th day of November, 1912.

THOMAS FRICKEDER, Mayor.

J. W. LAYMAN, President Select Council.

W. H. HANCOCK, Chairman Common Council.

T. HANCOCK, Clerk Select Council.

W. E. KENNEDY, JR., Clerk Common Council.

Approved November 17, 1912.

ROSE J. HANCOCK, Mayor.

## C. P. RODGERS.

C. P. Rodgers was born in Galley, N. J., July 21, 1854. At the age of thirteen years he commenced carrying papers for Wm. Vager, and in 1879 he bought the *Enterprise* and other paper assets from Vager and started into the general news business. In 1893 he formed a partnership with Mr. Downes in the bill posting business. Mr. Downes sold his interest in 1912 to Wm. Stiel, and two years later Mr. Rodgers bought out Mr. Stiel. He has since owned and controlled the news and bill posting business in the town. Mr. Rodgers believes that he has one of the best lines, as well as pretense, in Ohio, and is prepared to give the boys of the amusement a strong warning when they visit it next May. We sincerely hope that Mr. Rodgers will continue to enjoy the business he so richly deserves.



Giver's Pet Double Decker, in Tinsley, Ohio.





& Co. He came to America on this account, and, marrying an American woman, he became a citizen of the United States. He was with the Apollon seven years. His last exhibition at the Royal Academy, London; the Salon, in New York, Boston and Philadelphia. He is a member of the Charter Club of New York, and the Art Society of London. It was while in London that he met the American sculptor that came to Paris for an American sculptor that Mr. Bland's attention was first called to poster work. He visited Grenier's exhibition held in the Louvre, and he was greatly impressed by its possibilities. He saw an admirable opening for such in his country. He had not then found his true vocation. Returning to America he noted his heart at artistic passions for different houses. Two years ago he held an exhibition at the "Woodbury Gallery," New York, which attracted the congratulations of the most prominent artists in the country. Ideas that there he has been engaged constantly on poster work. His work shows the influence of Grenier. He does not use the color, but when he does and figures are of singular beauty, and his work is growing better with each design. Mr. Bland, now in Prospect Park, Brooklyn, and his studio is an artistically attractive, being filled with copies and bits of artistic work.

Will Bradley's work is widely known. He has executed posters for the exhibition of Henry Bourley, through his name advised in his subjects outside more elaborate in his treatment. He is partial to long curves and flowing lines, and his handling is so well understandable. His best work in the poster line was done for the *Clay Bank*. He was born in Springfield, Mass., and at present is engaged in painting a magazine called *Bradley*. His *Art*, in which his theories of derivative art are expounded.

With the exception of Edward Paulding, the most promising poster designer of this country is Miss Ethel Reed, a young New England woman, whose work has attracted attention not only in the United States but in England and France as well. One of the masters of the office manager her as an expert. Her work is original in conception, strong and always in treatment and free from all modulations of conventionalism. Her lines tend toward the beautiful, and they are ideal—her designs are admirably suited to the temper and when the designs of the *Clay Bank* were in Newburyport, Miss. Reed was here in Newburyport, Mass., and lived in that quiet old town until five or six years ago, when, with her mother, she moved to Boston.

Among the well-known illustrators who have turned their attention to the development of the poster may be mentioned George Wharton Edwards. His art is well seen in Mr. F. Hopkinson's work. His two books, "Charles Van Dierck" and "Revelance of Long and Short Collar," are frequently known to the lovers of good illustration. The distinctive character that Wharton's work has as delightful as the artist himself. As a painter Mr. Edwards makes beautifully high. He has designed a number of posters for the *Clay Bank*, placing in their color effects and the decorative beauty of their lines. The West has a number of artists devoting their time to the poster, among them are Derwent and Caspary, of Chicago, and Norwell and Florence Lawson, of San Francisco. His handling is original, a series of eight posters for the *Clay Bank*, which were of a high class of work. She is thoroughly original in her handling, and her designs are distinguished by their poster work. Her designs are distinguished by their poster work. Her designs are distinguished by their poster work.

Ernest Cox, Arthur W. Dow, Edwin A. Abbey, Henry McCann, H. W. McCann, T. R. Macquay, Charles Dean Gibson, Robert W. Chambers, Frank Sheppard and Alexander Reid. With no many bright, original and original designs, the list of talented poster-makers, the list of the American poster-makers to mention—John, *Yorkville Advertiser*, in *The New Yorker*.

### Savannah Needs a Bill Poster.

For several months Savannah has, at irregular intervals, received consignments of the standard service of Savannah. On advertisements sent and write, and they get no replies. They send papers, and run over Savannah if it has been printed. Reports from people on the spot indicate that there are something like a dozen boards in the town belonging to individuals, which are used to the open house for street posters. Aside from these few boards, there are no signs in the city. There is a fine chance for an up-to-date bill poster and signs posted to catch up one of the finest cities in the south South and make a big thing out of it. The one has a population of from fifty to sixty thousand, and is a very important account and the thousands of a number of individuals. An advertising sign poster who was there recently tells us that there are none and none of constant use in the city, which the proper time should be made to secure at his own price, or no price at all for the most of it. The Bill Poster tells us an association similar and the new sign. It is put up on the street places, and is, doubtless, secure the association franchise.

### THE GAMP FIRE

Of the "Gamp" fire, giving an account to

the Bill (A):

I think there was and it was a great

(from an eye-witness)

I think it was a job that was done

for the good of the city (from an eye-witness)

for the good of the city (from an eye-witness)

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## PRINTED LISTS

BY JIM W. HULL,

One of the heaviest jobs for some bill posters is the writing of letters, or, in the words of my friend, "and bill copy," as we are the only people who don't like to take their job in hand. There is a certain drudgery in the work that causes many business men to get off the letter and let it pass. This is one of the reasons that advertisers find it so difficult to get a bill poster, and it is a reason for the frequent inability to secure lists of business of this genre.

It is all very well to say, "Get a strong paper and a writing machine, and then write the list for me." But the large majority of bill posters haven't washed their hands being used to use with a key writing machine, and even if they had the machine the expense of a stenographer is another barrier.

For this reason, bill posters should supply themselves with someone who knows that they can be used to advantage in the daily routine—such as a bill poster has furnished samples or models of his list.

One very important piece of printing is the list of names of the city, which it might be well overlooked by us. This is a printed list of your bill posters, showing the street each house is located upon, and the street intersection point.

This list is valuable for enclosing in all your correspondence when making work, and is an absolute necessity when the work is done, from the one with which the list can be checked off and sent to your customer. No delay, no worry, no writing at all, except addressing an envelope.

But the good list, in its early days printed into there is no delay; your customer is not wandering if the posting has been done, because he has the list before he has time to begin working.

This printing can be made as expensive or as cheap as individual taste or necessity may dictate, and while this printing is intended more for the quality of the poster, the plan works well with the largest.

Bill Campbell, of the American Bill Printing Company, of Chicago, has made a list of 100 in his own name, and in his case it is almost as large as a bill poster, and many in the line that the advertiser who gets the list makes it over and wonders if he wouldn't be better off if he just about doubled the amount of paper for Chicago. If possible, no bill poster needs more than a printing in his bill posters when writing out a bill for an advertiser; and then you see the printed list is not only a convenience, but when you get paid many times over in increased business.

I have an authority for saying so, but I believe Mr. Campbell would be willing to send a copy of this list to any bill poster.

## ADVERTISERS!

### ONE WORD PLEASE.

Over three thousand copies of this issue of the *Bill* have just been printed and mailed to prominent advertisers throughout the United States and Canada. You have not yet received it, and I am sending you this notice in such a large block, but it is, perfectly legal, the printed one to show the larger advertisers, both which are not at all, what THE BILLBOARD is, and what it is capable of doing. I have not only authorized advertisements regarding the value and strength of bill posting, but also, strong, eye-catching and exhibiting, we are printing in abundance.

We have extended similar suggestions in the past. Our correspondence is so great that our repeated suggestions have not met with the response that we expected. We have indicated that while the advertisements of THE BILLBOARD was in the poster, the advertisement that could be placed from our columns in the course of your work would be worth for a dollar. At any rate, however, experience and unscrupulous handling of advertisements failed to take advantage of our reading liberality. We are now, therefore, the advertiser is advised to withdraw from the advertising to enrich themselves as well as to show the advertiser's liberality. It has continued to be the American advertiser in a very conservative included.

As we do not want to be behind him in the industry of poster, we have made a careful estimate of the business value of the advertiser which we intend to offer for a dollar during the coming year, and we feel the value of it is only \$50.

It is not our intention to be behind him in the industry of poster, we have made a careful estimate of the business value of the advertiser which we intend to offer for a dollar during the coming year, and we feel the value of it is only \$50.

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It is not our intention to be behind him in the industry of poster, we have made a careful estimate of the business value of the advertiser which we intend to offer for a dollar during the coming year, and we feel the value of it is only \$50.

We have extended similar suggestions in the past. Our correspondence is so great that our repeated suggestions have not met with the response that we expected. We have indicated that while the advertisements of THE BILLBOARD was in the poster, the advertisement that could be placed from our columns in the course of your work would be worth for a dollar. At any rate, however, experience and unscrupulous handling of advertisements failed to take advantage of our reading liberality. We are now, therefore, the advertiser is advised to withdraw from the advertising to enrich themselves as well as to show the advertiser's liberality. It has continued to be the American advertiser in a very conservative included.



VIEW OF THE NEW YORK BOULEVARD.

Copyrighted by the Bill Board.

## RINGLING BROS.

through the kindness of the Donatious Club. We are enabled to present on this page the latest and best portraits of the famous quartette of acrobats, the Messrs. Ringling, proprietors of Ringling Bros., World's Greatest Shows.

They create an every extensive tour of half-a-dozen cities under the sun then they conclude an immense exhibition. Their passing contact is prodigious. Last year a magnificent performance for galleries in such towns was spent for hotels, country, booklets, programmes and other matter for home-to-home distribution, to say nothing of such banners, circus, extravaganza bills, newspapers, etc. It will be readily seen, therefore, that in the course of her six months' duration they are the busiest showmen in

All attempts to depict any one of the remarkable geniuses in any one of the departments of their stupendous museum prove failures, because no one adequately conducts any one department.

They have industry in plenty, and their capacities and abilities do not in operation, but they are always like a divine body, working as a committee of the whole.

It seems to us just here that in this manner may be set at rest such controversy over the special attributes of each. For instance, we will suppose that each of the principal departments is managed by a committee, but they are always like a divine body, working as a committee of the whole.

Committee on Finance:  
Mr. Al Ringling, Mr. John Ringling,  
Mr. Otto Ringling, Mr. Al Ringling,  
Mr. Otto Ringling, Mr. John Ringling,  
Mr. Otto Ringling, Chairman.

agreement, and it is easy to discern the cause of their complex and variable success.

## GRAND

## Sicbe &amp; Green's Location List a Work of Art.

From time to time during the last ten years Messrs. Sicbe & Green, the modern bill posters of San Francisco, have inaugurated departments more or less new, and started their fellow-craftsmen and adherents alike with new ideas and surprising evolutions of aggressive enterprise, but the time they have lately outdone themselves.

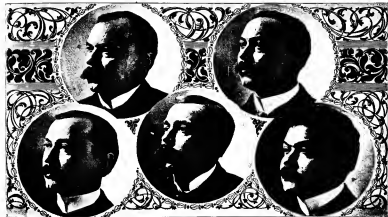
They have issued an illustrated location list, which is a perfect marvel of artistic excellence. It has been compiled at an

is based in an illustrated and enhanced cover.

It is illustrated with 25 half-tones cuts, ranging in size from 2 1/2 x 3 inches to 3 1/2 x 4 1/2 inches. These cuts depict everything that the advertiser can possibly want to know about Sicbe & Green and their business. There are cuts galore of free boards, big boards, high boards, and especially of boards occupying splendid locations.

Then there are cuts of the office, office force, bill posting crews, carpenter's crews, sign painting crews, the firm's mansion and family of the well-known members of the firm themselves.

We cannot comment the work too highly. We wish it were possible for every bill poster in America to see a copy, but as the books cost over a dollar against this, of course, it is not to be considered for a moment.



## RINGLING BROS.' WORLD'S GREATEST SHOWS.

## Committee on Internal Affairs:

Mr. Otto Ringling, Mr. John Ringling,  
Mr. Al Ringling, Mr. Otto Ringling,  
Mr. Al Ringling, Chairman.

## Committee on Appropriations:

Mr. Al Ringling, Mr. Otto Ringling,  
Mr. John Ringling, Mr. Al Ringling,  
Mr. Otto Ringling, Chairman.

## Committee on Signs and Motives:

Mr. John Ringling, Mr. Al Ringling,  
Mr. Otto Ringling, Mr. Otto Ringling,  
Mr. Al Ringling, Chairman.

## Committee on Foreign Affairs:

Mr. Otto Ringling, Mr. John Ringling,  
Mr. Al Ringling, Mr. Al Ringling,  
Mr. Otto Ringling, Chairman.

There—no believe we are the first to convey to the public a definite idea of how the greatest show in the world is managed. Simply wish that the fact that each and every member of the firm is a past master in the intricate art of advertising, and due allowance for their bold and daring

enterprise that would make the ordinary bill poster stand aghast, but it is positively the landmark thing of the kind that has ever been dreamed of.

Very readable lines have been issued by firms in the past.

J. F. O'Malley got out the first really readable one—The Donnelly, of Boston, went low—low lower. Then Sam Post appeared. Invariably it fails.

But Sicbe & Green's magnificent brochure completely changes them all. There is simply no comparison between it and any previous effort in this line. It stands alone—a distinctly original conception, a delightful and refreshing novelty and a beautiful testimonial to the genius, shock and strength of Sicbe & Green.

The book is from the press of the Levin Brothers Co., of San Francisco. It is beautifully printed on the very finest of super-extended paper, of the highest quality and finish. It consists of 125 pages, each 2 1/2 x 4 1/2 inches in size, and

They will be entered freely among advertising, however, and every bill poster in this way will get a glimpse of it.

We will send ours to any responsible bill poster who will send the postage, six cents in stamps, and agree to return us the book in good case. Promptly Sicbe & Green can promise a like course with a few copies.

## According to Conventions.

"Before this Thursday's paper made its entrance, she used to be long and heavy."

"Well, has she changed?"

"Oh, yes. Now she is doubly tall."

## An Averred Tragedy.

"Drew, draw! Cuff! Cuff! Cuff! It is beautiful, printed on the very finest of super-extended paper, of the highest quality and finish. It consists of 125 pages, each 2 1/2 x 4 1/2 inches in size, and

the world. They can easily double the amount of their largest successful enterprise in existence in point of daily eye to leave for advertising, and then we can finally with profits to spare.

In advertising, there is only one other concern that approaches them—the National Ad. Bk. Co., which recently declared the American flag and is now in England.

The success of the Messrs. Ringling has been one of the most remarkable in the history of the age. The growth of their enterprises, both financially and in the estimation of the American public, totally eclipses all previous records in the annals of the genre.

As we advance here have been made complete and normal for their great success. It is observed will contend that it is not only the fact that this man is a great man of merit, but also a great national enterprise, will another, a successful job of a performer; another, a successful highly diverse press agent, etc.

## ENGLAND.

The *Billboard* of October 21 takes another bit out of Robert Youde in this way:

A correspondent has forwarded us with a copy of *The Bill* (No. 42), dated November 19th, from which we have gleaned some interesting facts. It is the work of Mr. Robert Youde. Mr. Youde has lately been introduced to our readers as the moving spirit in a gigantic scheme, having for its object the raising of more than the equivalent of a municipality of the Bill posting trade of the United Kingdom. We have not entered into a consideration of whether or not such a municipality, if based upon false principles of association, could be a good thing. All that we have ventured to utter is on the probability of the attainability of Mr. Youde in being it about, among them is a step involving an enormous outlay of money. The preliminary necessities have already been looked, but the public here has not been lulled, in fact, to subscribe its capital of \$10,000. As for us we are gathered, the company which is to be eventually floated by this syndicate is to have a capital of two and a half millions. The magnitude of the operation is, therefore, apparent. We have already outlined the methods adopted by Mr. Youde and those associated with him, notably Mr. J. J. Bennett, late secretary of the Posters Association, and mention an official of the Board of Health. Our present object is merely to demonstrate that Mr. Youde is not a fit and proper person to attempt the big business of Bill posting, or that to which his audacious views. This we do most effectually show in Mr. Youde's own words. He has the misfortune to be at the present time in London, and he has the misfortune to be at the present time in London, and he has the misfortune to be at the present time in London.

"I commenced business about 1874 as a grocer at Newbury, Bucks, with £700 capital. In 1881, I also began to deal in boots and shoes at the same shop. In 1882, I secured the employ of my brother, who was a bill poster in High road, West, Gillingham. My wife continued to manage the business at Home, and in 1883, when it was given up, and I succeeded to Chesham place, Highgate, where I started as a bill poster with £200 capital. In 1885, I formed the London and Advertising Company, Limited. It had an outlay of \$1,000 for buildings and \$150 for stock. The share capital consisted of 100 shares, in 50 shares, fully paid up. I received \$1,500 in cash and \$200 in shares. I became manager and secretary of the company. I succeeded in securing the business, and guaranteed to pay out, divided for five years. A sum of £170 of stock is now deposited at the Joint Stock Bank on the 31st of March. I was indebted to the London and Advertising Company, Limited, in 1885, in 1886, in 1887, in 1888, in 1889, in 1890, in 1891, in 1892, in 1893, in 1894, in 1895, in 1896, in 1897, in 1898, in 1899, in 1900, in 1901, in 1902, in 1903, in 1904, in 1905, in 1906, in 1907, in 1908, in 1909, in 1910, in 1911, in 1912, in 1913, in 1914, in 1915, in 1916, in 1917, in 1918, in 1919, in 1920, in 1921, in 1922, in 1923, in 1924, in 1925, in 1926, in 1927, in 1928, in 1929, in 1930, in 1931, in 1932, in 1933, in 1934, in 1935, in 1936, in 1937, in 1938, in 1939, in 1940, in 1941, in 1942, in 1943, in 1944, in 1945, in 1946, in 1947, in 1948, in 1949, in 1950, in 1951, in 1952, in 1953, in 1954, in 1955, in 1956, in 1957, in 1958, in 1959, in 1960, in 1961, in 1962, in 1963, in 1964, in 1965, in 1966, in 1967, in 1968, in 1969, in 1970, in 1971, in 1972, in 1973, in 1974, in 1975, in 1976, in 1977, in 1978, in 1979, in 1980, in 1981, in 1982, in 1983, in 1984, in 1985, in 1986, in 1987, in 1988, 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AL. G. FIELD.







### Success of Circular Advertising.

To the advertising agent who has the access of his firm to heart and which is of possible means to have its Distributing Agents in A. No. 1 condition, a few words may not be amiss.

There are different ways of doing each work, a few of which I will here recommend.

First—"Our Own Mail System." By this we letter those firms who are on the basis of sending distribution from the home office. In this case, in all other cases, we shall not write what is to be mailed, but instead figure. The distributor arrives in a strange city, gets his suitcase out of the freight depot and sets the town, sometimes alone, sometimes assisted by four or five boys. According to how he has been instructed, he covers a money house as he possibly can, so its circulating, he being a stranger, how can he tell whether his eye on a house from a Kamin, Canadian, Jew or an American (healy) and with his eye on his watch for fear of missing his train he concludes his work. The work is done in the best of his ability, but what can you expect of a man handicapped by time, knowledge of the territory, etc.?

Second—"Our display agent does the work." Of all the systems, I believe this to be the worst. I will assume you are a few feet. Your advertising matter is sent to him. Well and good, but you cannot, under any consideration, expect the display to do the work. Neither can you expect his prescription clerk to do the work; he may try to do so. And now we come to the plain fact. Your work must be done by his assistants or "fellows," as if I mean those who are fourteen-year-old boys who are managing the stand and many departments. Do they like it? "Yes," they do. It gives them a chance to get out and meet and assured they do not do themselves, if the door or house is too far from the well, they skip it, that is their way.

And there is a display agent's care whether your goods get a tremendous sale or not. His business is simply to supply the demand for your goods, and if your goods don't sell, or if the distribution doesn't do my good, what does he care? He has thousands of other things to sell, and he doesn't care a particle for any one specially, consequently, he will not demand any. Let some one else create the demand. Lastly those who are in the habit of saying boys to do the work, who do not believe they would like doing so very long if they only knew what they are getting. "Buy your boys' work." Every one knows what that means, and now let us give an every day example: You have an article to distribute, and you are doing so by circulating a pretty, neat booklet, probably a sample. Mr. X, Advertising Agent, has one moment taken place of the "boy of the street." You are on your doorstep, and a ragged fellow comes along, throws you a sample and mutters off, or if your doorstep happens to be right or nine steps high, the

sample strikes you, and then you are. What opinion have you of that system? Now take the case of a man mostly dressed and capped, walks up the path (street) you, and the steps, too, and handing you the sample, tips his cap, says a few words about where you can get the goods, and leaves.

You already have a good opinion of that sample, so has the boy of the house, and if the subsequently does not purchase the goods, at least he will never mention them, with a ragged fellow making a target of her lady with your sample. First opinion.

Third letter we have always accepted bill distribution with carrying, and may say sort of fellow, but I am glad I can say that there is today an agent, an advertiser of such men as advertisements are always possible and more of getting first-class results. I refer to the International Association of Distributors. They have given perfect satisfaction, and today have to be the wisest and good will of the advertising public that any advertising manager, without leaving much any kind of arrangement, can ship his advertising matter to any part of America where there is a member, and he is assured that the work will be satisfactorily done, and the bill, too, will see he is right; that he will be made in no respect better than he would be making contract before sending the work. This is done by a system the association has, and each and every member's work is guaranteed. If anyone of such men, by any mental defect or otherwise, be guilty of wanting the matter returned to his care, the association promptly makes the cash return of such matter to the firm. This alone is worthy of your consideration, and this combined with their role of "only men admitted," and those who are known as responsible advertisers.

These men, scattered throughout the United States and Canada, who even their living by this method, are trained to it, and bring life-long results of the best they work in, can give you the best, you a guarantee and, as I said before, any advertising agent, having the interest of his firm at heart should make it a point to patronize them.

Once a pattern shows one, it is well-known fact with many.

"PICKER."

The business of home-to-home distributors is truly an industry as yet, just as fast as the International Association of Distributors is held, just that fact will now give about this life of advertising.

It takes more and better results at far less cost than newspaper agents, and now that it is possible to obtain absolutely reliable news, advertisement will now find its way. We predict that the number of firms using home-to-home distributors will probably triple, before the end of 1914.

Edward N. Babbalove, of Covington, Tenn., has a nice line of Mill boards, W. E. Dow, of Clarksville, W. Va., has also added bill posting to his business.

## OUR COMMISSION.

BY EDW. N. BABBALOVE.

Every member who has received from the publisher, contemplated by the recovery of investment, or certificate above referred to is an accepted member of the I. A. of D., receives through that certificate a commission which is freehold in its character. The nature of this commission are: First, action, purpose and co-operation.

### UNITY

We cannot believe too heartily our fellow too strenuously for the true unity of our organization; but at the same time we must be careful to avoid false ideas and untrue methods. Unity may be one thing and union quite another. Unity does not mean conformity, carbonization, blind conformity. A blind, form, stiff, unchangeable conformity is the most possible condition that can befall us. These things then freedom, independence or separation can come in an association. The association of which we are members has today more real standing unity than the scattered associations with their boasted scale, and more real help generally distributing, and the individualized nature of getting the globe with their out-of-gear schemes, while, with their belt, they have and draw into their work, helpings individual who is struggling to make an honest living, only to find he has been chosen out of his hand earned dollar, which have gone to the pockets of the schemes.

### ACTION

This is an age of progressive activity—there is no age of forward or backward. There is nothing in the world that will give the greatest satisfaction to those for its members to be dormant and lifeless; neither will an association move towards the mark of its highest objective unless every member has a mind to work for the good of the association at large. It will not do for us to say, "Oh, let the officers do the work; they wanted the office, so let them do something by the honor." Let me say right here, that any association that will leave the burden of the work to the officers, thereby that they will prosper, an outcome, and any association that grows into a common will, as it ought to do. What we need in the ranks of the association today is men of concerted action.

### PURPOSE

Our purpose in the case of our bill distribution should be that of the most-possible concentration. While the I. A. of D. has done much in the past to all the cause of our bill distribution, to a large or small, and out of the reach of help generally distributing, and has planned upon the circle of law it affects the business of our members, the most conscientious service possible, enabling him to dispense with the heavy cost of traveling distributors so far as possible, we should now concentrate upon the local advertisers the benefits to be derived by this method of advertising, and having gained their confidence, give them the best possible service. We may meet many obstacles, but remembering the old adage that "keeping everybody at all brains comes," let us forge ahead, and we will meet our end right in the end.

"Home was our birth or our day," neither was our great organization, but raised by most means the top we can steadily climb, well standing on the ground we

now stand on to the world the standard of our organization.

### CO-OPERATION.

How far has the secret fire which glows upon the altar of fraternal brotherhood, but, alas, many of our members do not seem to believe in carrying out the high degree of brotherhood through co-operation with each other. We have 121 members in the association, and the number is no better or no worse than it is, unless we make it. If it makes a letter, ought we not cooperate with each other more and more, and seek to know each other better? Let us, then, with this grace of charity, which we have in the letter, searched to see and aid in the under the four-fold principles of organization, and strive to make the coming year the brightest in the history of our cause, and to the good of each other.

W. H. Babbalove, 14400 1st Street, Covington, Ohio, wants to know of members of the I. A. of D., in Ohio, Indiana, Illinois and Kentucky, located on bases of \$200 and over. This work is placed by the International Association of Distributors.

J. A. Chugh, Room 414, River street, Chicago, Ill., wants the names and terms of distributors in all states of Ohio and in Ohio, Indiana, Illinois, Michigan and Missouri. He is sending out 2000 copies of I. A. of D. work.

Writing around among the country men, we have numbered many of it lists. On, the thought apparent is my mind has been that: Do our members realize the amount of good they can be in the advertising in the small town of the territory? If so, do they get their knowledge up to us? Having no recent eye into the town, I know not much of advertising that has been done in the territory to be distributed, only to say you need more changing day, to be engaged to the Census or through groups. I would like to have from members generally on this subject.

In perusing the columns of our official organ, I realize it has passed its fourth milestone. As one who has followed its monthly rounds, I can but congratulate its efficient management upon the excellence of their publication, and wish those many, many happy returns of the day. Before another issue is published another year will have passed away. In looking back upon the past year, I can but say that tribute to the noble efforts which its officers and members of the I. A. of D. is generally have given to the cause of advertising, and with them all a Merry Christmas.

I want to hear from every officer and member of the association in regard to sending out notices in The Billboard, your interests, as well as how helpful to the news. Recruits, we need your help.

The problem, in relating his experience in the November issue of BILLBOARD, has set an example which every member of the association should follow. If you feel confident to do it yourself, send your matter to the press agent and let these fragments be in their monthly reports.

"Who will be the first?"

Edw. N. Babbalove,  
Press Agent.

Here is a Merry Christmas to all distributors, and especially those known, old members of the association, who are in the hands of the I. A. of D. are fighting for honest service and the elevation of the home-to-home distributor.

## WILL A. MOLTON.

In this page we present a portrait of Mr. W. A. Molton. Mr. Molton is well known as the leading proprietor of the distributing agencies bearing his name, at Cleveland and Toledo, O., and is the editor of that bright little monthly which is published every now and then under the title of *The Lith-Advertiser*. He has had numerous requests from our readers to publish his picture, and after repeated offers finally secured one from an intimate friend of his, who also supplied us with the data from which we have put and the following summary of his career:

Born at Mansfield, O., July 21, 1870, he is now in his 27th year. He commenced distributing circulars at the age of ten, his first-hand being a barber in his native city. At first he only devoted his Saturdays to the work, but he conducted his avocation so thoroughly and honestly that he gained one subscriber after another to his list of customers, gradually devoting his evenings, then his evenings before school hours, and finally he had to leave school, at the age of thirteen, in order to take care of his business, for by this time he really had a well established business.

At the age of fifteen he secured a position with the Sullivan-Taylor Co., of Mansfield, as traveling distributor, which he held for two years, and then abandoned it to accept a similar position with the Pennsylvania Railroad Co. He continued with them for three years.

In the meantime his present business in Cleveland under very discouraging circumstances, as distributing was a very hot and Cleveland owing to the low methods and dishonest practices of his

profession. By the hardest kind of work and the most unswerving loyalty to his clients he gained first a foothold, then a firm foundation and finally a magnificent clientele.

It is said that he now handles fully two-thirds of the business that reaches Cleveland and nearly half of the Toledo shipments.

Recently he has opened branches at Akron, O., and Detroit, Mich., which are doing nicely, but are still new ventures.

Mr. Molton is a member of the International Association of Distributors, and is well thought of. He enjoys the real-estate and cinema of advertising everywhere.

## Donaldson's New Home.

The new home of the Donaldson Lithographing Co., planned in their advertisement on the back page of our issue two months, is without doubt the largest and handsomest building erected by an American printing house.

It occupies the best portion of a block, contains over one hundred and twenty-one thousand square feet of floor space and is fitted with seven large first-class machines for lithographic stone.

It is heated throughout with steam, lighted by a 1200-light dynamo and furnished with a magnificent Corbin engine. Spacious halls connect the adjoining offices on all sides, and in summer these will be heated with rare flowering plants. The offices are large, handsome and inviting.

The building is just twelve minutes' drive from the city by electric car, which runs to the very door.

The equipment of the Donaldson Co. is just about doubled by the move.



J. T. HUDSON.

## Sketch of J. T. Hudson's Life.

Mr. J. T. Hudson, whose portrait we give herewith, came and managed the "Twin Cities" Distributing Agency of Pittsburgh and Allegheny, Pa., the largest and most reliable distributing agency in Pennsylvania. Although only twenty-seven years of age, he has had over sixteen years' experience in the advertising business, and today enjoys the confidence and esteem of the majority of the largest advertisers, being not less than seventy-five of them as his references.

Mr. Hudson was born at Birmingham, England, October 21, 1870. After finishing a common school course of instruction, he went to King Edward's College, in his native city, and graduated from there in the early part of 1888. Having a natural aptitude for the advertising business, he started up at his home immediately after his graduation, and has been in the business ever since. After working for two and a half years his health broke down and he was compelled to quit and sell his business. He then came to America to visit his brother in Pittsburgh, Pa., and during the country so well he decided to stay. After being here six weeks he again started in his old business, in February, 1894.

He now employs from twenty-five to thirty-five men (manufacturers almost exclusively). Several months ago Mr. Hudson joined the International Association of Distributors, and at the recent annual convention, held last July in Cincinnati, Ohio, he was unanimously elected second vice president.

Mr. Hudson is a naturalist, and takes an important part in politics in his own city. He is a total abstemious and so are all of his sons, and this in one

reason he has been so successful. Everything he undertakes to do is done under his own personal supervision.

We are in receipt of a letter which contains many letters referring Mr. Hudson as a work.

The International Association of Distributors is fortunate in the possession of W. H. Steinhilberer.

A harder and more indefatigable worker does not exist. He is an enthusiast. After his own business he has but one aim, one sole ambition, and that is the welfare of the International Association of Distributors. All of his spare time, all of his capital effort and pretty nearly all of his surplus cash goes into plans and ideas designed to widen and extend its membership and influence. We are not particular of the efforts of others. Hill, Case, Ford, Hedges, Yancy and the rest have done much—very much, indeed, but Steinhilberer works all the time.

It was Steinhilberer who recognized it—Steinhilberer who kept it from going to pieces—Steinhilberer who saved it in the trying months of its infancy.

It is a great, big, powerful organization to-day. It would go on increasing of its own momentum, but Steinhilberer is making it secured by bonds and great jumps.

His unflagging enthusiasm has permeated every corner of the International in a certain, solid Steinhilberer.

It is reported that John Springer, Secretary of the Springer Litho. Co. and Springer & Wiley, has purchased what remains of the English Stone Printing Co., and will re-embark in paper printing in Chicago.



WILL A. MOLTON.





## Fair Department.

Although Toledo, Columbus and Madison are all generally considered for the top spots commencing the Centennial celebration of Ohio, it is probable that Cincinnati will be selected. There are many reasons why the Great City should be chosen, each among which is that she is the largest city in the State, has the most and bestest local accommodations for any two other cities considered. She has the best climate given to the world the modern exposition. She is also the best equipped and ranked on a general mechanical and industrial line. The steel has never been copied for and well, but Cleveland competes it.

For this reason, if no other, she is entitled to the Ohio Centennial Exposition.

### FOR A PERMANENT EXPOSITION.

#### Company Organized in Chicago to Show the Results of the War.

The Chicago, Western and Northwestern States Exhibition Company, as the name of an organization chartered by the Secretary of State. Its headquarters are in Chicago and its capital also at Chicago. The object is to organize in Chicago a permanent exhibition of the products of the Western and Northwestern States, and to provide for exhibitors of these various houses, to furnish information regarding transportation, cost, etc., and to general advertising and publishing literature in connection therewith. The incorporation was John F. Fischer, J. Meredith Davis and J. F. Kall.

#### St. Louis Fair Next Year.

The Board of Directors of the St. Louis County and Agricultural and Mechanical Society, composed of W. W. Bourchier, Mayor of Clinton, John S. Messer of Independence, Henry Ross of Jefferson, T. D. Decker of Deary, Dr. John Pittman of Kirksville, Henry Ross of Clinton and Henry Adams of Hannibal, which was chosen at the annual meeting of the stockholders in the Clinton, November 1, met in the County Commissioners' office at St. Louis, November 11, and elected officers for the ensuing year. Col. W. W. Rauschenbach, of Clinton, was low here in the trial of the proposition for the park fair system, with unanimous vote selected. The other officers of last year's corps were also re-elected. They are: Col. John A. Messer, vice president; J. W. Harris, secretary, and W. L. King the next county clerk. Plans electric and other in an excellent condition, and the Clinton enterprise a most successful enterprise for the fall of 1901. The exposition at the Clayton and Forest Park electric school to the County Fair Grounds at Forest is under contract, and the road will be completed in time for the opening of the next county fair. Estimates of the expenses in the way of exhibits and pleasure attractions are contemplated.

### SCORE ONE

#### FOR THE NEWSPEAPERS.

ANNAPOLIS, Md., Nov. 23, 1901.  
 Billboard, Wash., D. C.  
 I have just received your issue of the 21st, for which I send you THE BILLBOARD for one

year, beginning with the current number. For the first time in years we have had a copy of your which, for this issue, was forwarded, was the best advertisement of any fair with which I have had any acquaintance.

Your steady paper, which, by the way, has the latest conditions of my paper in Atlanta, previously indicated the fair for right reasons. There was not, however, a single illiberality pointed, but an equal of this fair was a great success in every way, both in entries of farm products and stock and in a large attendance, making the fair a financial success. Next year it is desirable to make a district fair and advertise concisely with illiberality work as well as on the paper. As soon as the date is decided again, I will advise you of the fact, then you may have it entered in your list of jobs.

Yours truly,  
 HERMAN W. SEYMOUR.

### COLUMBUS, O.

#### To Have a Big Food Show.

The date for the food show under the auspices of the Royal Canned Food Association, which was to be held December 15, at the Mechanics, corner of Goodale and Park streets, has been postponed until Jan. 15. The food exposition will continue from that date until the 1st of February.

Exhibitors will be made up of individuals and retail grocers, processors, packers and others, from a number of parts of the United States. Space has already been rented for packing manufacturers and processors of food, by name in Chicago, Mississippi and elsewhere.

A display of flowers, such as chrysanthemums, will also probably be one of the features of the exposition.

It will be a show that will appeal especially to the ladies, and during the exposition the admission will be the same of young ladies and their mothers as well as wives, who have already learned that the palace is the fair-post pointing the way to the heart.

### ORANGE COUNTY.

#### County Fair Association to be Discontinued.

The directors of the South Anns Fair Association held their first meeting since the mere this afternoon. After the usual routine of business had been transacted and fully noticed, the question of discontinuing the association came up. It was decided to try an assessment of five per cent. They will meet all deliberations that now exist, and the association will hold one more meeting at least. Messrs. Parker, Shaw and Kray now appointed a committee to confer with the Irving Club, an organization now being formed in the county, with a view of holding an exposition with the club in issue in the next track.

### ALLENTOWN, PA.

#### Fair for 1902.

Work on the Allegheny Fair of 1902 is already begun. The committee met on October 20 to take the initial action, the leads of which will be seen a year hence, when the fair grounds are opened for fair work.

The Committee of Arrangements of the last fair met in Secretary Shook's office. The members present were Hon. Jeremiah

Keefe, R. E. Fisher, W. K. Mader, A. W. DeLong, M. F. Barlow, T. G. Griffith, J. H. Bickel, W. P. Becker, T. G. Kline and H. F. Fink.

They agreed upon these recommendations:

That the fair grounds be closed between the hours of 11 a. m., when all entries in the house department must be on the grounds.

That all live stock and farm entries must be in place by noon of Monday of the week.

That the live stock market be held instead of Tuesday.

That the fair be held from September 19 to 24, inclusive.

That new stalls be erected for exhibiting horses.

The meeting was attended by President Bush, Vice President Ritter, Secretary Shook, Treasurer DeLong, C. H. Caba, G. W. Roberts, H. A. Kleischer, C. W. Dock, Dr. A. H. Babler, J. W. Barlett, M. R. Winkler, George Decker, James Schellert, M. F. Barlow, J. B. Steyer, M. G. Harshbarger, T. K. Kline, T. G. Griffith and V. W. Wilson.

The recommendations were favorably considered, and in addition these recommendations were made to the annual meeting:

This proposition, original and tractor models be erected and their use sold to the highest bidder.

Trucks be known as Children's Day.

### RICHWOOD, O.

#### In the Field Early—Done for 1901 Already Closed—See the Suggests a Good Result.

At a meeting of the Executive Board of the Richwood Fair County Fair Association held in Richwood October 15, the total receipts of the fair were reported to be \$1,000.00, and the expenses \$750.00. Settling in the treasury about all promises, etc., have been paid a surplus of \$250.00. This is an exceedingly good showing for the Association, and means Richwood another fair next year. The dates will be October 11, 12, 13 and 14.

Charter, D. C., is to have a fair this year, the first in that city for many years, the one over twenty years. Doubtless, it will be well patronized. Programs amounting to about \$2,000 will be given.

### The American Association of Fairs.

#### DETROIT CONVENTION.

At the organization of the American Association of fairs the following states were represented, viz:

Illinois, Indiana, Massachusetts, Iowa, Kansas, Michigan, Nebraska, New York, Ohio, Wisconsin and Missouri, the delegate from the state last named being a representative of the St. Louis exposition.

The following schedule of state fairs was agreed to:

New York, August 23 to 27; Ohio, August 29 to September 27; Michigan, September 1 to 10; Indiana and Iowa, September 22 to 27; Wisconsin and Nebraska, September 29 to 32; Illinois, September 29 to September 31; St. Louis, October 3 to 5. Should the Ohio state fair be held next week, then will give the New York fair the date now assigned it.

Exec. President of Nebraska, W. W. Miller, of Ohio, J. J. Perry, of Illinois, and John Coover, of Nebraska, were made

a committee to confer with the traffic association for plans, etc.

The following program for the next meeting was presented and adopted:

"What Can Be Accomplished by Establishing Uniformity in Rules of Administration?" "Should Live Stock Shows be Organized on State Fair Grounds Under Auspices of Fair Movement?" "Right of Admission." "What is the Best System of Duty Term?" "What Privileges Should be Granted on State Grounds and How Should They be Controlled?" "How Can We Reduce the Cost of Exposition, and Would it be in the Best Interest to establish the Centennial Society?"

The election of officers resulted as follows: President, E. W. Farwell, Nebraska; vice-president, A. J. Ledyard, Illinois; treasurer, Wm. M. Liggins, Missouri; secretary, J. W. Fleming, Ohio.

### Afro-American Fair and Interstate Exposition in 1898.

Isabel A. Grant, president, P. I. Richardson, secretary.

Conceived under the laws of Texas, and held first by the legislature and government. Suggested by the present incumbent president of American citizenship, the advancement of our race.

The Afro-American State Fair and Interstate Exposition will be held in the city of Houston, Texas, September 20 to November 20th, 1898, and will be national in its character.

The main object of this exposition is to exhibit to the world the remarkable advancement made since emancipation in education, work, the moral and financial, scientific, mechanical, agricultural and moral, and by such exhibition to enlighten and encourage the darker portion of mankind, that the same of pure and noble American citizenship may be established.

**A. WEBER & CO.**  
 ... LICENSED ...  
**BILL POSTERS AND DISTRIBUTORS**  
 OFFICE: 608 COMMERCIAL PLACE.  
**NEW ORLEANS, LA.**

OUR MOTTO—Our Work Speaks Louder than Words.







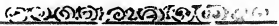
# POSTING

TO THE *PACIFIC*



**W. HOKE**

*NEW YORK.*



Telephone



## THE BOYCOTT

## NOT A LEGAL WEAPON.

The U. S. Court of Appeals Makes a Ruling of Vital Importance to Bill Posters—The Last Prop Knocked from Under That Hatred Industry, The "Close" Association.

An opinion handed down in the United States Circuit Court of Appeals at St. Louis, Mo., November 12 last, holds that the boycott is not a legal weapon. The decision will be one of interest to bill posters all over the country, and especially those who are members of the Associated Bill Posters' Association, inasmuch as it prohibits the right of advertisement to buy more advertising as cheap as they can obtain it and to patronize whom they please. The case is one in which that of the United States Co. vs. Cooper, Dixon and Truitt is joined, both of Kansas City. The Cooper, Dixon and Truitt Association caused a boycott to be carried against the United States Co. The latter went to the United States Circuit Court and secured an injunction against the defendants, enjoining them from passing the boycott.

The defendants appeared in the United States Court of Appeals at St. Louis, which, November 12, affirmed and sustained the decision of the lower court. Judges Sutherland and Taft, in dissenting, and the defendants had no right to form a conspiracy to deprive the plaintiff of his right to manage his business in a manner which it considered right and proper.

If such a thing was lawful, then a combination may be organized for the purpose of preventing the obtaining of commodities by the introduction of labor-saving machinery, such as reaping machines, presses, harvesters, threshers and thousands of other useful inventions to machinery processes and methods which reduce the cost of production.

Competition also tends towards reduction, and any action looking towards its restriction or restraint is a blow at the rights of the public. Judge Caldwell dissents from the opinion as a lengthy opinion, but he, too, readily sees its merits and combination, and gives their methods an actual meaning. And so it is that the last income tax concerning the Associated Bill Posters' Association on "close" issue is swept away. It remains now to be seen if those members who possess power and influence as the opposition will rise to the occasion. We shall see soon if they who have acknowledged the strength and utility of the "open" organization possess the courage of their convictions. Will they declare themselves, or will they allow us to interfere into their mind and a few of its members to harass and intimidate these little offices and engage in conspiracy?

Opposition is the one particular and important bit that affects the business of bill posting. No other one thing comes into influence more than that on which it runs up outside and it runs down price. It gives rise to and intensifies and destroys the advertiser's confidence. A single city in which it exists is a blight on all other cities.

The "close" association is powerless to deal with it. In fact, on the contrary, gives rise to it, fosters it and keeps it alive.

The "open" association would make one business almost impossible, and would do away with four out of five of the existing ones. How long? How long with the thinking men's boycott? How long? Oh! Lord, will the bill poster live.

## W. E. FRANKLIN.

On page 12 we offer the portrait of William Henry Franklin, of the famous Robinson-Franklin Store, and an advertisement of his own making. Mr. Franklin is one of the few who, starting at the bottom of the ladder

## Cannot Copyright Advertisements.

Julius Jenkins, of the United States Court of Appeals, handed down a decision on the copyright question, holding that advertisements intended solely as advertisements are not capable of a copyright.—Copyright Act.

The Alder Print is the largest on the paper of the New York News Store, and the First Libco. Co. appears on the reverse advertising the "legendary Dollar Watch."

The advertisement features a central illustration of a large, multi-story house with a prominent chimney, surrounded by trees and a lawn. Below the house, the text reads "THE HOME OF THE DOLLAR MADE." To the left of the house, there is a small illustration of a watch, and to the right, a small illustration of a hat. The text "SAM W. HOKES" is prominently displayed in the center, with "THE DOLLAR WATCH" and "THE DOLLAR HAT" written below it. The advertisement also includes the text "The Dollar Watch" and "The Dollar Hat" in various fonts and sizes, along with the name "SAM W. HOKES" in a large, bold font. The overall design is typical of early 20th-century advertising, with a focus on the central illustration and bold typography.

## THE HOME OF THE DOLLAR MADE.

has attained, however, but whose influence he is still "watching him," and there is no one who escapes beyond the subjective area than himself.

Old Franklin has been bill poster, agent, general agent, partner, and, finally, sole proprietor of his own show. Afterward related contractor with the Bureau of Public Affairs, then, the first greatest show on earth, a senator's office.

Letting this organization, he accepted a position as general agent with the great News Shows of a private policy, and by his judgment and knowledge of the billboards advanced one of the greatest revolutions of modern times.

He is a proprietor now, but he orders the posters himself just the same, and keeps a sharp eye on the billboards, too.

## HOKES' OFFICE.

Probably no address in New York is better known among bill posters than 107 West Twenty-ninth street, the home of Dollar Watch Hoke. There are very few laughs at the laugh but have pictured it as their mind's eye.

The young man in the background is one of Mr. Hoke's artists. That is Hoke on the steps, with his arms crossed. He is not knock-kneed, his position is caused by his store, a combination of bicycle knock-knees and golf swagging.

C. B. Huntington, known far and wide as "Duke," is to start a publication of his own. We will let odds that it will be both unique and interesting.

## GEORGE H. HOUCK.

By George H. Houck.

George H. Houck, of Baltimore's estimation and only bill posting firm, Bill & Houck, was born in Carroll county, Maryland, in 1858. A brief review of his life's career will most aptly establish the truth that Mr. Houck is a self-made man. His education in the public schools of his native state. His experience with the business world began when, at the age of twelve years, he accompanied a soldier gentleman, George W. Keyser, of Baltimore. In 1874 he entered the service of the well-known publishing firm of John Crutcher & Co., of Baltimore, rendering in their employ until 1876, when he received a legislative appointment in Annapolis, Md. His introduction in the field of politics resulted in his appointment as member of the Maryland legislature, which position, not proving congenial, he resigned to enter the service of the city detection department of Baltimore. He proved a capable and efficient officer, and after discharging his municipal service for eight years, he was recommended as a special detective in the employ of the City Passenger Revenue Company, continuing in that capacity for ten years.

When a young man Mr. Houck became identified with the Volunteer Fire Department of Baltimore, and, accordingly, for twenty-five years he followed in the line of advancement and enjoyment of the fire service until his long enterprise found his resignation. For many years Mr. Houck was captain of No. 4 Truck Company of Baltimore. From this worth did he receive promotion with the best passenger department of the Baltimore & Ohio Railroad, and served his position with that corporation in order to devote his attention exclusively to his most profitable business enterprise.

In 1880, when Mr. George W. Houck purchased the bill posting plant of the late A. T. Houck & Co., he formed a partnership with Mr. George H. Houck, under the firm name of Bill & Houck. The new firm soon consolidated all opposition, and by concentrating all billboards in the city and vicinity made opposition practically impossible.

Mr. Houck has been associated with Messrs. James L. Keenan and George W. Hoke as one of the proprietors of Midway Street Theatre, Baltimore, under the partnership title of Keenan, Hoke and Houck, which theatrical enterprise still continues most successfully.

In December, 1891, together with Mr. Hoke, he started a bill posting plant in Washington, and in June, following, the plant was consolidated with the E. Massey advertising agency, of which Bill & Houck now are equal partners.

Mr. Houck was an able, courteous gentleman, energetic and thoroughly sympathetic in business affairs. His varied and extensive experience and contacts in industrial and professional lines are a fitting illustration of the truth that "the world's a stage and each man in turn plays many parts." It is, however, by his own efforts that bill posters have failed to play their part in the drama of life as successfully and as creditably as the subject of our illustration—Mr. George H. Houck.

"Apprenticeship," and Uncle Eben, "is pretty close to come to your man, but it's a mighty good one, just the same, for he's for Uncle 'em' and send out a few lessons.—Philadelphia Star."











**LIST OF FAIRS,**  
**1897**

This list is intended to serve as a guide to the various fairs and exhibitions that are being held in the United States during the year 1897. It is compiled from the reports of the various fairs and exhibitions, and is intended to be a complete and reliable source of information for those who are interested in the same.

Copyright 1897. All rights reserved.

**GEORGIA.**

Atlanta State Fair. From June 1st to October 1st. 1897.

**KENTUCKY.**

Lexington State Fair. From June 1st to October 1st. 1897.

**MONTANA.**

Helena State Fair. From June 1st to October 1st. 1897.

**NEW MEXICO.**

Albuquerque State Fair. From June 1st to October 1st. 1897.

**PENNSYLVANIA.**

Philadelphia State Fair. From June 1st to October 1st. 1897.

**TEXAS.**

Dallas State Fair. From June 1st to October 1st. 1897.

**POULTRY SHOWS.**

Atlanta Poultry Show. From June 1st to October 1st. 1897.

Baltimore Poultry Show. From June 1st to October 1st. 1897.

Chicago Poultry Show. From June 1st to October 1st. 1897.

Cincinnati Poultry Show. From June 1st to October 1st. 1897.

Cleveland Poultry Show. From June 1st to October 1st. 1897.

Dallas Poultry Show. From June 1st to October 1st. 1897.

Denver Poultry Show. From June 1st to October 1st. 1897.

Indianapolis Poultry Show. From June 1st to October 1st. 1897.

Los Angeles Poultry Show. From June 1st to October 1st. 1897.

Memphis Poultry Show. From June 1st to October 1st. 1897.

Minneapolis Poultry Show. From June 1st to October 1st. 1897.

New York Poultry Show. From June 1st to October 1st. 1897.

Philadelphia Poultry Show. From June 1st to October 1st. 1897.

Pittsburgh Poultry Show. From June 1st to October 1st. 1897.

Portland Poultry Show. From June 1st to October 1st. 1897.

San Francisco Poultry Show. From June 1st to October 1st. 1897.

St. Louis Poultry Show. From June 1st to October 1st. 1897.

Washington Poultry Show. From June 1st to October 1st. 1897.

Wichita Poultry Show. From June 1st to October 1st. 1897.

Yonkers Poultry Show. From June 1st to October 1st. 1897.

**CONVENTIONS,**  
**PHIL. GEORGE, JR.,**

Philadelphia, Pa.

Conventions of various societies and organizations are being held in Philadelphia during the year 1897. The following is a list of some of the most important ones:

**AMERICAN ASSOCIATION OF COLLEGIATE BASKETBALL PLAYERS.**

Philadelphia, Pa. From June 1st to October 1st. 1897.

**AMERICAN ASSOCIATION OF COLLEGIATE FOOTBALL PLAYERS.**

Philadelphia, Pa. From June 1st to October 1st. 1897.

**AMERICAN ASSOCIATION OF COLLEGIATE TENNIS PLAYERS.**

Philadelphia, Pa. From June 1st to October 1st. 1897.

**AMERICAN ASSOCIATION OF COLLEGIATE VOLLEYBALL PLAYERS.**

Philadelphia, Pa. From June 1st to October 1st. 1897.

**AMERICAN ASSOCIATION OF COLLEGIATE WATER POLO PLAYERS.**

Philadelphia, Pa. From June 1st to October 1st. 1897.

**AMERICAN ASSOCIATION OF COLLEGIATE WRESTLING PLAYERS.**

Philadelphia, Pa. From June 1st to October 1st. 1897.

**AMERICAN ASSOCIATION OF COLLEGIATE GOLF PLAYERS.**

Philadelphia, Pa. From June 1st to October 1st. 1897.

**AMERICAN ASSOCIATION OF COLLEGIATE CRICKET PLAYERS.**

Philadelphia, Pa. From June 1st to October 1st. 1897.

**AMERICAN ASSOCIATION OF COLLEGIATE BASEBALL PLAYERS.**

Philadelphia, Pa. From June 1st to October 1st. 1897.

**AMERICAN ASSOCIATION OF COLLEGIATE SOCCER PLAYERS.**

Philadelphia, Pa. From June 1st to October 1st. 1897.

**AMERICAN ASSOCIATION OF COLLEGIATE HOCKEY PLAYERS.**

Philadelphia, Pa. From June 1st to October 1st. 1897.

**AMERICAN ASSOCIATION OF COLLEGIATE RUGBY PLAYERS.**

Philadelphia, Pa. From June 1st to October 1st. 1897.

**AMERICAN ASSOCIATION OF COLLEGIATE FENCING PLAYERS.**

Philadelphia, Pa. From June 1st to October 1st. 1897.

**AMERICAN ASSOCIATION OF COLLEGIATE ATHLETICS PLAYERS.**

Philadelphia, Pa. From June 1st to October 1st. 1897.

**AMERICAN ASSOCIATION OF COLLEGIATE GYMNASIUM PLAYERS.**

Philadelphia, Pa. From June 1st to October 1st. 1897.

**AMERICAN ASSOCIATION OF COLLEGIATE GOLF PLAYERS.**

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**AMERICAN ASSOCIATION OF COLLEGIATE ATHLETICS PLAYERS.**

Philadelphia, Pa. From June 1st to October 1st. 1897.

**W. G. TIRRILL & CO.**  
LIMA, O. — Population 25,000  
Pop. 1,500. VAN WERT, O.

**LARAMIE, WYO.**

Advertisement for Laramie, Wyo. featuring a portrait of a man and text describing the location and services.

**Letter Heads**

Advertisement for Letter Heads, featuring a graphic of a letterhead and text describing the product.

**Send for the Mascot**

Advertisement for the Mascot, featuring a graphic of a mascot and text describing the product.

**Expositions.**

Advertisement for expositions, listing various events and locations.

**Dog Shows.**

Advertisement for dog shows, listing various events and locations.

WANTED AGENTS to sell our elegant

**ADVERTISING CALENDARS!**

Big Profits. Fine Line. Write Immediately.

**The Henderson Lithographing Co.**

Novelty Department.

CINCINNATI, OHIO.

**C. T. CRIPPEN**  
CITY BILL POSTER  
AND DISTRIBUTOR  
**ATHENS, OHIO**

R. I. LERRY.

WASHINGTON, FRANKLIN, VA.  
Subscription Agency, in the Shenandoah, Potomac,  
Roanoke, Lee, Valley of T. Valley, James,  
Sussex and other rivers. Fine prices  
in the country.**GEORGE A. JACOBS,**  
Bill Posting, Distributing and Sign TackingPopulation 1,000. One and a half of 100  
houses and printings. Equipment for one  
week. Long experience advised.

L. I. 44E. TAMAQUA, PA.

**THE RUSSELL BILL POSTING CO.**Huntington, W. Va.  
Pop. 20,000.**SIX SURROUNDING TOWNS!**  
FIRST-CLASS SERVICE.S. WINGARD, MINT, FREEFACE CO., 1890  
Highway of Commerce and Nations in Wash-  
ington City and is read to and W. F. HENNING.NEWARK, O. Population 1,000. N. T. WEAVER,  
M. H. MILLER. Business & Road & Co.**STEINBRENNER'S DISTRIBUTING SERVICE . . . . .**

I take this opportunity to thank my many patrons who have entrusted their work to me during the past year. Their number has increased three-fold. They were all satisfied, some enthusiastic, over the service rendered. I can assure them even better service next year. Perfect service. The advertisers who have not tried Cincinnati or Steinbrenner's Service, would do well to write me.

Write Now. . . . . Satisfaction Guaranteed.

**W. H. STEINBRENNER,**

. . . . . MANAGER . . . . .

No. 519 Main St., - Cincinnati, Ohio.

**HIGGINSVILLE, MD. Pop. 5,000**

The Greatest Country in EACH.

**... RIGG BROS. ...**

The only licensed BILL POSTERS in the city  
of this great country. Billposting and advertising  
calendars to the city. Write us up in all  
your property wanted. Also signs, posters,  
distributing and sign frames.

**HENRY WERNER**  
CITY BILL POSTER  
AND DISTRIBUTOR.  
**WINONA, - - MINN.**

2,000 FEET OF BOARD.

**HARTFORD BILL POSTING COMPANY . . .**

350 HIGH ST.,

**HARTFORD, CONN.**

CAPACITY 5,000 CHBTS.

Branch located in all parts of the City and  
EAST HARTFORD.

All Billboards and Electric Signs covered.

**RELIABLE SERVICE GUARANTEED**

HITCHMAN, W.A. Population 1,000.  
W. & L. CITY BILL POSTER and distribute the city  
houses, bill posting, distributing and printing  
advertisements. CHB. in Open Street Block.

**EASTERN OHIO DISTRIBUTING BUREAU**

JOHN M. EVANS, MANAGER.

BOX 153.

YOUNGSTOWN, OHIO.

**RUSH P. CRAWFORD,****BILL POSTER  
DISTRIBUTOR  
AND TACKER**

FOR SULLIVAN AND SULLIVAN COUNTY, IND.

Population of County, 22,000. Population of Town, 3,500.

**SULLIVAN, - - INDIANA.**

Advertisers

wishing to advertise in this section  
in any location, address.608 DUNLAP, 4 FOSTER ST.  
CONCORD, N. C.**The Bill Poster**

The English counterpart of THE  
BILLBOARD. Subscriptions 50 cents  
per year, post free, may be sent to  
37 East Eighth St., Cincinnati, O.



EVERY READER is interested. Results the desired  
thing in advertising. You get the best results by using  
the best methods. THE ADVERTISERS WORLD helps you  
to determine the best methods. Sample copy free for the asking.



See our line of advertising cuts, newspaper cuts, calendar plates,  
bill boxes, line cuttings or wood cuts, specially made stationery  
designs. Electrotyping at low rates. The best in every line  
at the best possible prices. All you have to do is to ask for  
circulers, which we send free. State what line you are interested in  
and we send them. There you are.

**HARPER ILLUSTRATING SYNDICATE,**  
COLUMBUS, O.

THE CITY OF SPRINGS . . .

**WAUKESHA, WIS.**

IS A PROFITABLE FIELD FOR ADVERTISERS.

THE TWIN CITY

Bill Posting, Distributing and General Advertising Company

Population, Winona, Minn., N. C., and numerous districts every year. All work done by Manager

W. T. PFOLL, Manager, WINSTON, N. C.



G. H. OTTING.

ESTABLISHED 1870.

J. F. OTTING.

## G. H. OTTING &amp; SON,

... LICENSED ...

## BILL, POSTERS, AND DISTRIBUTORS

In Newark, Billerica, Boston, Fort Thomas, Cole Hill, Lowell, Rockport, and Grayville, Ky.

OWN AND CONTROL ALL

BILLBOARDS IN THE CITY.

OFFICE: No. 608 YORK STREET,  
NEWPORT, KY.

ALL ORDERS PROMPTLY ATTENDED TO.

GOOD WORK GUARANTEED.

HENRY C.

CROSBY  
ADVERTISING  
SIGNS

Business Buildings.

CITY PATERSON, N. J.

MILFORD, MASS.

PATERSON, N. J. W. E. CHASEY, CITY BILL  
POSTER, 1000 BROADWAY, NEW YORK, N. Y.  
New York and all the Billboards in the City and  
vicinity. 1000 BROADWAY, NEW YORK, N. Y.

## Press Clippings

Proposed events, fairs, conventions,  
etc. Other items of news from the  
newspapers of the country. Send for  
particulars.

N. E. Newspaper Bureau,

148 Franklin St., Boston.

Scranton, Pa. 664 Boston.

J. H. BIRD, MANAGER. All the newspaper  
papers of the country printed, clipped and  
bound in volumes. Send for prices to  
Scranton, Pa. 664 Boston.THEATRICAL AND CITY BILL POSTERS,  
Advertising and general agency,  
Work promptly and properly executed.  
6 N. Waterhouse, N. Y. 7th St. N. Y. 100

## "Mr. Manager!"

"One Moment Please."

WE print placard advertising signs,  
country bill boards, show cards,  
theatrical signs and lantern slide  
papers.OUR artists are expert and up-to-date.  
WE do bill posting, distributing and  
posting.WE own 20,000 feet of space, beauty,  
merchandise, experience and World's Fair  
display.WE have an alloy, back letters, "variable  
letters," signs in "Chasey,"WE want your address, acquaintance,  
work and location, once get, always  
retained, "I'll be here."

C. M. Smith &amp; Co.,

Branford, Canada.

Population of City 17,000. County 100,000.  
Country 5,000,000.

## YOUR PORTRAIT.

We will send The Advertising World (price 50c) and engrave your portrait, style haircuts, and furnish plate ready for your printer in print form, all for \$2.50. Send photo, which will be returned. Half-price, same cost instead of your poster. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. The Advertising World is an eight-page, six-column, monthly, illustrated, complete, devoted to an exclusive method of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbia Ohio

SHELBYVILLE, INDIANA,  
T. F. CHAFEE & SON.

BILL POSTERS AND DISTRIBUTORS.



BENTLEY &amp; CO. BILL POSTERS.

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... LICENSED CITY ...

## ALL WIND

In the present form of the advertiser for the week city bill poster. They only need paper to be able to be used by the advertiser. They liberally send it to those who ask for it and their correspondence is collected in greater bulk, if this helps in any other relation with you on the paper we will hold them enough to make this year look ahead.

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The Trenton Bill Posting Co.

We do billboards in the city and suburbs.  
Population 100,000. Billboards in the city and  
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The ONLY Licensed Bill Poster and Distributor

Population 100,000. Billboards in the city and

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Los Angeles now has a resident population of over 100,000, and during  
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ESTABLISHED IN 1888.

JESSE K. SAYLOR, Secy. W. JACKSON, President.

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