

# THE BILLBOARD



FOR 

## MARCH.

**THE DONALDSON LITHO. CO.,**



## **PRODUCERS OF HIGH-CLASS POSTERS.**

There is magic that is hard about a Donaldson poster. The text, decorative devices, color schemes, always abound in refreshing novelty and originality. They are dominant and distinctive in the company of other posters, an attribute which in itself possesses much advertising value. There is no other American firm whose product possesses this peculiar quality in the degree that obtains in a Donaldson poster.

—*The Lithographic Art Journal.*

## **PRODUCERS OF POSTERS THAT PAY.**

If you want to advertise anything, anywhere, at any time—use posters. Donaldson posters. Write the Donaldson Litho. Company about it today.

NOTICE.—We have a new proposition to make to bill posters, sign posters and distributors. There is easy money in it for you. If you are interested write us. Only one in a town. First come, first served. Write now.





PROWLERS PUNISH.

FOURTEEN PRISONERS AND SEVEN SPOTTED WITH BLACK IN THE MUD IN AFT. AND THE WRECKERS DEWENTHED-ULLY IN BOG THEM ON.

On Saturday night in this week issued in the house of God (about 11:30 p.m.) the following account: "W. W. W."

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Los Angeles, Cal., Feb. 6.—Another blow made by the Federal Billboards the morning of the... (text continues)

The New York Journal says: The poster office of Los Angeles... (text continues)

Mayor Justice James Anderson, of the Mayor Court, a proclamation was made... (text continues)

When the law firm of Anderson, of the Mayor Court, a proclamation was made... (text continues)

When the law firm of Anderson, of the Mayor Court, a proclamation was made... (text continues)

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LANGLAND CALIF. MAYOR THOMAS VOTES THE BILLBOARD BAN.

The City Council, having passed a high vote... (text continues)

"Ordinance" means because an ordinance... (text continues)

"The ordinance of laws is... (text continues)

"A private ordinance... (text continues)

"The ordinance of laws... (text continues)

PUBLICANS.

"It is an article of a new of the State... (text continues)

"Vol. 1, No. 1 of Probable Publishers... (text continues)

"The Mayor's Standard... (text continues)

SALE LARK CITY. A LITTLE BOW-TIE WITH SHARP CORNERS AND NO KNOTS TIE.

There is a new method... (text continues)

SHREVE CITY.

The City of Shreve... (text continues)

## HOW TO BUILD BILLBOARDS.

BY J. W. MOORE.

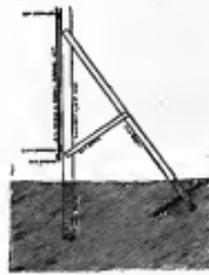
Something over a year ago I wrote an article on the above subject, which I thought at the time to be rather good, and which I was going to send to *The Billboard*. Just before sending it along, I received a copy of the *Toronto Bill Poster*, offering a prize for the best article on this subject. You all know what a fascination a letter has for anyone—more especially a fourth-order—and I felt the article went to the Canadian, and took the prize \$25. I am not happy. While the *Toronto Bill Poster* is a very good publication, and its circulation in the United States was all I didn't say "sit.") And ever since it appeared I have wished it had been put before the men in whose hands I am the most interested.

And, therefore, I have asked the editor of *The Billboard* to reproduce the article, which follows:

Three generations are the result of years of observation and study, during which time I have critically inspected the billboards of many of the largest cities of America. I have noticed how the posters of my clients was washed off by the dirt rain from some billboards, while on others it would, under the same circumstances, last for weeks and months.

The best height is ten feet, built one foot above the ground.

The best length, all the space you can get. (This choice for an argument there.) The best lumber, select-grade long-and-groove flooring, but quality, kiln-dried, free from heart holes. Build upright.



The best posts, galv. or zinc, at least high, each three feet in the ground.

The best coping, oak, with an inch groove, half inch deep, 1 inch overlapping the front of the board.

Spacing depends upon the kinds of signs you have to contain adjacent; if apt to be fierce at times, use a 2x4 beam, 10 feet long, and running about 3 feet under ground, and anchored to a 3-foot 2x4 cross piece. An additional beam can be run from the center of this main beam to the upright, about 1 1/2 feet above the ground. (See the plan that accompanies this.) Set the posts not more than 8 feet apart, use two or three 2x4 struts, and set the lumber perpendicular. Build the board as carefully as you would a piece of furniture for your office or your home. Don't overlook details with the relation that the fine paper will cover them up.

Put a 1x4 lining across the bottom of

the board, to protect it from being torn apart; and glue on the sides or rails not 1/16th and add much to the appearance of the board.

Now for some reasons: Why 10 feet high? Because probably one-fourth the general paper hangers will use 10 feet in height, that is, 10 feet, and you should be prepared for the biggest regular class.

Why 4-inch lumber, rather than 6 or 8 or 10 or 12? Because some lumber will not shrink out of socket and leave cracks, or wider lumber invariably will fit. A crack in your lumber means a crack in your paper.

Why three or four above the ground? Because otherwise the rain will wash dirt upon the bottom sheet, unless they become covered with weeds, which is worse. Why height upright instead of horizontal? Because when the owner wants his lot for other purposes, you can take a saw and cut the strings away four feet, and remove your board in sections, and should it otherwise without a crack or flaw.

Another reason: If cracks should develop and thereby produce cracks in the paper itself, the rain will simply run down the crack to the ground, instead of underlining a large portion of the poster and thereby bringing it all to the ground.

Another reason: If built horizontally the rain from behind gets into the joints and causes a great deal of swelling and swelling and frequently a bulging of the boards, which does not happen if built perpendicular, because the rain does not run in the cracks, but runs in the groove.

The first cost will not possibly be per cent more than the first one of the rough, unglazed boards that are seen so much throughout the country, being built; in this manner will last for years, and are really much the cheapest in the long run. That is why the article read in December, '91. I do not mean any priority of discovery, the method, or some portions of it, is in use in several cities.

Mr. C. C. Ames, of the Old Colony Bill Posting Co., Providence, R. I., was in my office the other day, and he tells me he has been using this plan for several years, and that nothing could induce him to change to the old plan. He tells me that he had some difficulty with a getting lumber too fast long, twelve and sixteen feet being the kind the lumber dealers had to sell him. He finally induced one of the dealers to get the timber lengths, and had his lumber made.

Mr. Ames says that there is another advantage I did not mention. When putting up new paper it is easy to take an old sheet back and slip down the live paper, and strip the board; without any danger of pulling off any of the live paper. Nearly all bill posters would strip the board more frequently if it were not for the danger to live paper on the same board.

## DENVER.

After all the blow and bluster about coming down the billboards, the authorities have quietly concluded to do nothing and the newspapers are glad to let the matter drop.

A pretty little baby girl, but a few hours old, is left on the doorstep of the Florence Critchfield home here. (She was an only daughter of a deceased and placed in a basket. The only one with the package was this: "Please notify us if more than 24 hours elapse at my residence, Cassie Lindbergh Company.") The village where she is at present is a comfortable and sunny one, and she is well taken care of through life to Mary Stone.

## IN GERMANY.

## Hart &amp; Parling, City Bill Posters of Munich, Have a Valuable Concession.

There is a lesson to be learned by our American bill posters from their German cousins. It is found in the illustration below. The cities in the world are more counting in the number of advertisements than the German. Munich in particular is probably so.



Yet Hart & Parling have billboards in every corner of that city. They have solved the problem of getting down there—going into the congested centers without ever going to roofs and gables. They have bookshelves and bookshelves of the above dimensions on all the principal thoroughfares of Munich. Every daylight is surrounded by one. Sometimes they have a great lot, but at other places a few show less, but in many instances their erections are maintained by the city merely for designating the intersecting streets.

They are beautiful things, and advertisement fight for space on them at 1 cent per inch about *PIERRE HENRY*. They are perfect for you. Perhaps if some effort was made in America to render billboards more pleasing to the eye it would be less difficult to obtain space and less trouble with aesthetic critics.

## BOX CAR BILLBOARDS.

## A Big Company Formed to Push Posters on a New Plan.

Is Backed by Big Men—Exhibition That Is Deplorable—Contract Already Closed With the South Pl R. R.

A company with all kinds of capital behind it has been formed for the purpose of displaying all kinds of advertisements on the freight cars of all the railroads in the country.

So far but one railroad has accepted the new scheme for increasing its revenue, and at the same time advancing the folk along in right of way. That road is the Atchafalaya, Topeka and Santa Fe. It has entered into a conditional agreement, whereby for one year the cars will be displayed upon advertising all manner of commodities.

The idea itself is not new. It is taken from the lawyers and parking houses, who recognized the value of the modern box cars.

Away back in 1888 E. J. Greening at Topeka had several billboards on the rail-road companies for painted billboards, but that was no road would economize the idea.

The new company seems to be having better luck.

"Yes, Sir, we will try the experiment of carrying signs on our box cars," said a representative of the South Pl system yesterday. "We decided to do it, after considering the question for several weeks. We regard it as a legitimate method of increasing the revenue of the road. Of course, we will not permit any improper advertisements. We will not be asked to do so, for the men who form the advertising company are all good-standing men, mostly as well as financially. I cannot say how soon we will begin carrying signs on the cars, but it probably will be in a few weeks. If after a fair trial the scheme is unprofitable to us we will also terminate it."

Who by other methods will take kindly to the idea mentioned to be so. "The road will never carry advertisements of patent medicines, baking powder, and tobacco" said on his own case, "declined an official of another road. "We have our own system yesterday. "A few more such a thing of heavy under present conditions, but I don't think as an extended billboard it would look any better. The idea is all right for those who like it, but we don't. We'll try to make our case profitable in the way for which they were designed."

The men who made the contract with the South Pl is W. C. Ford. He is in Boston now, and is traveling about the country waiting up the plan. One of the possibilities is that he will back of the company, and to have deposited a certified check in a New York bank as a guarantee that he now concerns some business.

Chauncey H. Crofton, of Chicago, vice president and general manager of the United States Express Company, who is not in line of one interested party, is in New York, and no statement of his relation to the matter has been made.

The career of the new company will be watched with interest by bill posters generally.

## SAVANNAH.

The advent of Bernard K. Anderson has stirred this long up. Dave Wiest, Matt Royal and F. M. Hamilton have shaken off their lethargy and get-out-and-go to work. It is being done by the men here, have made wonderful progress in the short time they have been at work. Joe Cooper, the original bill poster of Savannah, writes that the new firm has all the best of the situation at the present time.

Amherst, Mass., is a town of 5,000 or 6,000 population. Mr. Amwell, the newspaper editor, is increasing its revenue, and at the same time advancing the folk along in right of way. That road is the Atchafalaya, Topeka and Santa Fe. It has entered into a conditional agreement, whereby for one year the cars will be displayed upon advertising all manner of commodities.







For large signs on rough and uneven surfaces such as dead walls, rocks and stumps, a very strong yellow coating may be made by stirring a solution of green vitriol into lime milk. The paste, which is at first grown from the separating particles of iron, becomes yellow by oxidation in the air after it is applied and dries. The more green vitriol is added to the lime milk the darker, of course, the color. This point is to add as many very fine particles of iron as can be washed off. Besides, it has a brighter appearance when mixed with lime and water, and is cheaper than the latter. It makes an admirable background for large letters or marks or pictures.

#### Blue Signs.

To prepare the blue, dissolve in 4 parts of water 1 part each of chloride of copper, white of egg and iron sesquioxide, also add 1 part of commercial hydrochloric acid. Brush the color over the surface to be colored, giving a deep black. Leave it dry for twenty-four hours, when any oil or color will finally adhere to it, and withstand both heat and weather.

#### Window Signs.

Has one ever had trouble in getting the glass on the glass and where to give ever one top dull and dead? If so, a few lines may prove profitable. The greatest precaution is necessary to have the glass absolutely clean on the side the gold is to be applied. This is accomplished by slowly boiling the water to be used for cleaning, which is applied by means of a fine linen rag, when some is blown down. As a further precaution, prior to using the water, standing is frequently resorted to. In blowing in the size, is the fine glass a flat round hole that should be used. The size should be scraped to fine, and desired subsequently, when the gold is applied. The completing operation consists in gently rubbing or polishing the gold with a ball of the finest cotton wool when thoroughly dry. If desired, another coating of gold may then be applied, the ground being then ready for erasing.

Prevention and treatment are good means in whitening papers in the past sleep, in both weight and quantity. It shows a great deal of trouble, and use of necessity from one day to another.

To keep paper from swelling, mix equal parts of dry white lead and staling with one half rubbing, and one half Japan; then add in this one fifth of the weight of the white, and one part of ground in oil. This is the best recipe. If it get too stiff, add more lead, keep in water and use to small particles, so that it doesn't dry in handling.

#### To Mix Colors.

Hardly a day passes, but when we are impeded by some one of our subordinates for directions for mixing more paint to use either or shade. No field formulae may be given, owing to the different makes of colors, but we submit the following as the nearest approach to a list of recipes that it is possible to make.

"What do you like your color with?" "I'm afraid of the great color, James Reynolds."

"With brown," he loosely replied. "And as in the following formulae, the reader will have to see his own descriptive

largely in the matter of proportions:

Anders: Yellow lake thinned with white.

(1) Cassin's thinned with yellow.

Anders of Brown: Pink thinned with black.

Remark: Brown: Burnt amber, Dutch pink, lake. (2) Burnt sienna, yellow and lake thinned with burnt amber.

Remark: Cobalt: 1. one part brown, 2. one part of iron of orange lake; thinned with vermilion for a light color.

Book Red: Red thinned with white and yellow ochre.

Brown: Black, burnt sienna. (3) Van-dyke brown, burnt sienna. (4) Burnt yellow, black, other tone, add a little lake. Lighter brown requires yellow to brighten. These can't be mixed with black. (5) Red, black, blue; or add brown, burnt sienna, Prussian blue; add black, Van-dyke brown instead of burnt sienna.

Red, deep: White, yellow ochre, red, light, white, yellow ochre.

Telegandy: Asaphotes with any bright lake.

Carmine: Lake thinned with white.

Cosary: White, brown, yellow.

Chemical: Red, black, thinned with yellow.

Cherry: Burnt amber thinned with lake. (4) Indian red, black, thinned with yellow.

Chest: Orange green (4) yellow, 1 red, 1 blue.

Claret: English purple lake thinned with vermilion. (4) Cassin's lake, ground color, 1 lake, 1 Indian red.

Clay Red: White lead; raw amber, raw sienna; to make glass, tinge with blue, green or black.

Copper: Red, yellow, black.

Cress: White, yellow, thinned with red and raw amber.

Dove: 2 white, 1 vermilion, 1 blue, 1 chrome yellow.

Fawn: White, burnt sienna. (2) White, ochre, vermilion.

Flesh: White thinned with equal parts

of yellow and red. (3) White, raw sienna, red.

French Gray: White, blue, vermilion.

(5) White, black, red.

Gold: White, yellow, red, raw amber, mixed with blue or black. (2) White, yellow, burnt sienna. (3) Same ochre, red. (4) White, yellow, green, burnt sienna. (5) White, yellow, mixed with red and blue.

Gray: White, thinned with black. (4) White, black, purple.

Green: Red, yellow, Dutch's Egg-White, silicofluoride, chrome green. Asaphotes—Long black and chrome green or chrome yellow. Asaphotes—Ground color, chrome green, long black, glass, yellow lake or Prussian blue. More subdued color, glass or with yellow lake thinned with royal green. Brown—Prussian green, long black, chrome yellow, raw amber. Blue—White, softest green. Orange—Chrome yellow, blue, thinned with vermilion and black. Saffron—Red, black, or blue, burnt amber. Red—Raw amber, Prussian blue, chrome yellow, with white tone preponderating. Yellow—Vermilion thinned with white.

Levander: White, purple.

Lion: 1 burnt amber, 1 burnt sienna, mixed with white.

Lemon: Lemon yellow thinned with white.

Light: 3 white, 1 carmine, 1 blue.

Line Brown: 4 white, 3 yellow ochre, 1 black and red.

Lion: 1 burnt amber, 1 burnt sienna, yellow, white, red. (4) Van-dyke brown, burnt sienna, yellow.

Moss: 3 carmine, 2 yellow, burnt amber and black. Saffron—Orange lake, burnt amber. (5) Burnt sienna, Van-dyke brown, lake.

Norred Gray: Yellow, black, purple.

Gold: 2 white, 3 yellow ochre, mixed with raw amber.

Old Gold: Add orange chrome to yellow ochre.

Olive: Green and purple or blue, 1 red 1 yellow. (2) 2 yellow, 1 blue 1 black, mixed with vermilion. (3) Green and ochre or green and yellow. (4) Under, yellow, black. Brown—1 lemon yellow, 3 burnt amber. Dred—11 raw white, Dutch pink, lemon chrome.

Orange: Red, yellow or white, Dutch pink, lake.

Pack Brown: White and ochre or long's yellow.

Pink—White, vermilion, blue lake with black.

Pearl Gray—White, blue, black.

Pink—White, crimson lake or carmine.

Pink—Cassin's, black; or a white, 2 Mac, 1 red.

Portland Stone—1 raw amber, 1 yellow ochre, white.

Prussian Yellow—Add a little white to lemon yellow or king's yellow (apart). Purple—Red, blue; or 3 white, 4 carmine, 2 blue.

Rose—3 white, 1 purple.

Rose—Orange, carmine, or a red, 1 blue, 1 yellow.

Saffron—2 white, 1 yellow, 1 vermilion. Sand stone—6 white, 3 yellow ochre, 1 black, red.

Shiver—White, indigo black.

Sky Blue—White, blue thinned with black.

State—Black, blue, white mixed with red.

Leaf—1 yellow ochre, 1 Van-dyke brown. (2) Yellow, burnt red, black.

Blue—White, yellow, burnt amber. (3) Raw amber, burnt amber, white. Purple—White, chrome yellow, burnt amber. (4) White, yellow ochre, vermilion, raw sienna. (5) Yellow, 2 white, 1 red.

Tint—5 burnt sienna, 2 yellow, 1 raw amber. (2) White, burnt red, yellow, burnt sienna. (3) Orange chrome, Tuscan red.

Turkey Red—Vermilion, black.

Under—White, yellow, red, black.

White—1 carmine, 2 white, 1 blue. (2) Cassin's and blue thinned with black.

Wine—Purple lake thinned with blue.



A STREET FAIR.

## THE BILLBOARD.

Published weekly as

10 East Fifth Street, Chicago, Ill., U. S. A.

Address all communications to

The Editorial or Business Departments in

THE BILLBOARD PUBLISHING CO.

Subscription, See This Year, Its Address.

### ADVERTISING RATES.

Advertisements will be published at the following rates for the entire year, unless otherwise specified. All advertising rates are in advance. The minimum charge for one insertion is ten cents. For the first insertion, the rate is as follows: One square of 10 lines, 10 cents; one square of 20 lines, 20 cents; one square of 30 lines, 30 cents; one square of 40 lines, 40 cents; one square of 50 lines, 50 cents; one square of 60 lines, 60 cents; one square of 70 lines, 70 cents; one square of 80 lines, 80 cents; one square of 90 lines, 90 cents; one square of 100 lines, 100 cents. For the second and third insertions, the rate is 75% of the first insertion. For the fourth and fifth insertions, the rate is 50% of the first insertion. For the sixth and seventh insertions, the rate is 25% of the first insertion. For the eighth and ninth insertions, the rate is 10% of the first insertion. For the tenth and subsequent insertions, the rate is 5% of the first insertion. For the first insertion, the rate is as follows: One square of 10 lines, 10 cents; one square of 20 lines, 20 cents; one square of 30 lines, 30 cents; one square of 40 lines, 40 cents; one square of 50 lines, 50 cents; one square of 60 lines, 60 cents; one square of 70 lines, 70 cents; one square of 80 lines, 80 cents; one square of 90 lines, 90 cents; one square of 100 lines, 100 cents. For the second and third insertions, the rate is 75% of the first insertion. For the fourth and fifth insertions, the rate is 50% of the first insertion. For the sixth and seventh insertions, the rate is 25% of the first insertion. For the eighth and ninth insertions, the rate is 10% of the first insertion. For the tenth and subsequent insertions, the rate is 5% of the first insertion.

### MARCH 1918.

Developed the month just passed we were approached by several prominent members of the A. A. P., who suggested that we accept the appointment of official organ of that association. The *Billboard* is deemed, "not only a medium for the dissemination of information, but also a medium for the dissemination of information." The *Billboard* has long been recognized as the leading bill poster's association. I would like to see you get together! We are pleased to have the honor to be appointed, and we also declined a similar appointment offered by the newly reconstituted I. B. P. The *Billboard* will not be the official organ of any bill poster's association. It will represent no faction, serve no bias, adhere to no dogma, and testify to no selfish little circle of selfishness. On the contrary, it will always battle earnestly for the rank and file of the craft, championing any three measures which promise the greatest good for the greatest number, and striving always for better methods, better conditions, better spirit and better distribution.

The *Billboard* is the organ of the bill poster of America, recognized by members of all associations and craftsmen who are interested in our work. Its bill poster is too humble to compartmentalize our work, and never at high in status, as to engage diverse voices and split class at our heels. The *Billboard* is the friend and champion of the craft in large, and holds the floor in their reason and regard. It is not an official organ, and it never will be; but, nevertheless, it is, as we said before, the acknowledged and recognized organ of the bill poster of America. We are proud of the title. It was not created by a party of selfish desire in a little circle, but it is the result of years of study and discussion as the organ of our constituents. It is a title that can not be spoken by a few elite third-hand or operators. It is ours as long as we continue to merit and deserve the confidence of our craft, friends, and that will be always.

ADVERTISERS and publishers, too, are very apt to debate themselves about the influence of the press. It is, to a very great extent, a fiction that the newspapers have any considerable influence, in a real and fundamental sense. The truth is, such influence as they still do wield, this fact is proved by events constantly. Newspaper campaigns and projects are generally brought to naught by the indifference and hostility of the public. Elections are scarcely influenced at all by the newspapers, and editorial advice is disregarded strictly and contemptuously.

Why? Because they are hastily composed? Because their advice and suggestions are not, and never can be, carefully weighed and considered? Because they are cheap, often cheaper than the white paper on which they are printed? Yes, yes, yes, all the press did possess influence. In those days it was enough to declare that a fact had been seen in print to attract all eyes and all ears. Something of this old-time faith still clings to the modern advertiser—poor, patient one—and impels him to go on trying to get to that which no longer exists—the influence of the press.

The knacker, like the post, we have always with us. It is an ancient bird, but—best—a bird that feeds his own nest. Probably no branch of business has suffered from his methods to the extent that distributing has. This is one of the nations which sooner or later must engage the attention of the International Association of Distributors. All the denigrating allusions of the newspapers, all the falsehoods and misrepresentations of such kind, are so nothing compared with the flood of knocking letters returned from distributors themselves. Nothing on earth will shake the confidence of a new advertiser in the efficacy of house-to-house distributing as well laid, persistent, paying from river discharge. Members of the I. A. D. might like to take the initiative in returning the practice, and start in by denigrating themselves. All poor work should be stopped as regularly as ever, but repaired to industry, improvement. The end by which should bring it to the attention of the public interested. This plan would allow the association successfully in the estimation of advertisers.

There is a well defined movement on foot in the I. A. D. looking toward the establishment of an official schedule of prices. There is, therefore, determined opposition thereto. As the matter will undoubtedly be taken up at the next general meeting, it is most that the movement be neglected. Without prejudice to those who oppose it, we wish to state openly and frankly that we favor the idea. This will not prevent us from attending every one an opportunity to express his view. On the contrary we stand a neutral reservation to all, and respectfully to the opponents of the plan, to

voice their opposition. Let the matter be fully and freely discussed and viewed in all its light and aspects. Nothing will aid the conviction more in arriving at a correct solution of the problem than to have every member who attends the meeting come well informed upon the question in all its varying phases.

## THE INTERNATIONAL BILL POSTING ASSOCIATION

Executive Committee Met in Chicago Feb. 19—Gen. J. Storm, of Minneapolis, Secretary.

Present at the Executive Committee of the International Bill Posting Association met in Chicago Feb. 19, and elected Gen. J. Storm, Secretary, to succeed C. E. Rorer, resigned. Many measures and resolutions were adopted for strengthening the organization. They were: Gen. J. Storm, Gen. F. Wilson, J. E. Williams, C. E. Rorer, W. J. Horn, H. Reed, C. A. Woodcock and P. F. Schaefer.

The resolution fee was reduced to \$1.00, and an active campaign decided upon for the purpose of increasing the membership. It was also an eight-page advertisement for one year on orders inserted in *THE BILLBOARD*.

The following prices were adopted: One year, \$1.00; per sheet, 4 cents; 100 sheets, 40 cents; 200 sheets, 75 cents; 300 sheets, 1.00; 400 sheets, 1.25; 500 sheets, 1.50; 600 sheets, 1.75; 700 sheets, 2.00; 800 sheets, 2.25; 900 sheets, 2.50; 1000 sheets, 2.75; 1100 sheets, 3.00; 1200 sheets, 3.25; 1300 sheets, 3.50; 1400 sheets, 3.75; 1500 sheets, 4.00; 1600 sheets, 4.25; 1700 sheets, 4.50; 1800 sheets, 4.75; 1900 sheets, 5.00; 2000 sheets, 5.25; 2100 sheets, 5.50; 2200 sheets, 5.75; 2300 sheets, 6.00; 2400 sheets, 6.25; 2500 sheets, 6.50; 2600 sheets, 6.75; 2700 sheets, 7.00; 2800 sheets, 7.25; 2900 sheets, 7.50; 3000 sheets, 7.75; 3100 sheets, 8.00; 3200 sheets, 8.25; 3300 sheets, 8.50; 3400 sheets, 8.75; 3500 sheets, 9.00; 3600 sheets, 9.25; 3700 sheets, 9.50; 3800 sheets, 9.75; 3900 sheets, 10.00; 4000 sheets, 10.25; 4100 sheets, 10.50; 4200 sheets, 10.75; 4300 sheets, 11.00; 4400 sheets, 11.25; 4500 sheets, 11.50; 4600 sheets, 11.75; 4700 sheets, 12.00; 4800 sheets, 12.25; 4900 sheets, 12.50; 5000 sheets, 12.75; 5100 sheets, 13.00; 5200 sheets, 13.25; 5300 sheets, 13.50; 5400 sheets, 13.75; 5500 sheets, 14.00; 5600 sheets, 14.25; 5700 sheets, 14.50; 5800 sheets, 14.75; 5900 sheets, 15.00; 6000 sheets, 15.25; 6100 sheets, 15.50; 6200 sheets, 15.75; 6300 sheets, 16.00; 6400 sheets, 16.25; 6500 sheets, 16.50; 6600 sheets, 16.75; 6700 sheets, 17.00; 6800 sheets, 17.25; 6900 sheets, 17.50; 7000 sheets, 17.75; 7100 sheets, 18.00; 7200 sheets, 18.25; 7300 sheets, 18.50; 7400 sheets, 18.75; 7500 sheets, 19.00; 7600 sheets, 19.25; 7700 sheets, 19.50; 7800 sheets, 19.75; 7900 sheets, 20.00; 8000 sheets, 20.25; 8100 sheets, 20.50; 8200 sheets, 20.75; 8300 sheets, 21.00; 8400 sheets, 21.25; 8500 sheets, 21.50; 8600 sheets, 21.75; 8700 sheets, 22.00; 8800 sheets, 22.25; 8900 sheets, 22.50; 9000 sheets, 22.75; 9100 sheets, 23.00; 9200 sheets, 23.25; 9300 sheets, 23.50; 9400 sheets, 23.75; 9500 sheets, 24.00; 9600 sheets, 24.25; 9700 sheets, 24.50; 9800 sheets, 24.75; 9900 sheets, 25.00; 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ENTIRE ESTIMATE  
AND LIST OF LOCATIONS  
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ALL PROMINENT  
LOCATIONS  
FACING BROADWAY  
AND HIGH BOARDS  
Along 3rd 6th & 8th Ave.  
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WILL LEASED AND CONTROLLED BY MUNSON.

4 MURRAY ST. NEAR BROADWAY  
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BILL POSTERS AND DISTRIBUTORS  
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Publication City Record. Total weight reduced.

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JAS. DONALDSON,  
Manager City and County Record.  
Bill posted, 50c per 100 on. Overhead dis-  
tributed. Signs wanted.

**LIMA and YAK WANT, O.** HAVE a steady  
bill population of 100,000. Will  
publish paper of 100,000. Bill  
posting on road by W. D. VINNELL & CO.,  
Lima, O. Bill posted, 50c per 100 on.

**The Illinois Advertising Agency.**  
A SPECIAL PROGRAM

**CLINTON, NEWYORK COUNTY, NEWYORK.**  
Specializing advertising matter in every line  
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Magazines. Through personal service and  
efficiency of all lines. That will emphasize adver-  
tising results at lowest rates. Bill posted  
throughout the entire county of Clinton.

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Office, Room 2424, 210 Broadway N. Y.  
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Bill posted every publication printed on the  
Pacific coast from Chicago to Mexico.

**W. F. LANCASTER**  
CINCINNATI POSTER AND DISTRIBUTOR.

**NEW CASTLE, DEL.**  
Established in 1870. Complete bill  
posting and bill posting bills throughout  
the city and county.

**\$1.00 ADMITS YOU TO MEMBERSHIP \$1.00**  
... IN THE ...

## International Bill Posting Association of the United States and Canada.

The largest, most progressive and up-to-date Association in this country.  
Founded strictly on principles of Equity to All. With the Secretary for president.

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## YOUR PORTRAIT.



We will send The Advertising World (price 25c.) and express  
your portrait, with haircuts, and Swedish plus ready for sale  
printer to print from, all for \$1.00. Send photo, which  
will be returned. Unlabeled, name also labeled if you prefer.  
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, four-color  
monthly, illustrated, original, devoted to up-to-date methods of  
advertising. When you read it you will understand why it has  
such a large circulation. Address:

THE ADVERTISING WORLD, CHICAGO, ILL.

## The Bill Poster

The English counterpart of The  
Billboard. Subscriptions do create  
your name, post free, may be sent to  
227 East 84th St., Cleveland, O.

**The H. B. Wilber Co., BILL POSTERS AND  
DISTRIBUTORS, PINEBLO, MISSOURI.**

Population 2,500. Signs Posted and Posted on  
Chicagos, Republic, etc. Bill posted and distributed  
in every part of the city of Pineblow, Missouri.  
Bill posted, 50c per 100 on. Overhead dis-  
tributed. Signs wanted.

**L. A. DANIELS,**  
City Bill Poster and Distributor,  
SANTA CRUZ, CAL.  
POPULATION 2,000.  
Member International Bill Posting Association,  
of United States and Canada.

**C. F. Bangasser & Co.**  
CITY BILL POSTER AND  
DISTRIBUTOR, MO.

Have Ticket and Signs Posted. One of the  
best in our line. Bill posted, 50c per 100 on.  
WOMINVILLE, OREGON.

in offering the services of the  
**United Press  
News Bureau**

We have been in the news business for over  
25 years and we have established a reputation  
and built the several national news bureaus  
now operated by the United Press News  
Bureau, the Press Control Co., the United Press  
Control Bureau, and the U. S. National Press  
Control Bureau.

We are now accepting a space of eight large  
ads. in a variety of national news of great  
value and we have the best thoroughly  
equipped every branch of the United States and  
Canada.

and we are endeavoring to secure that we will  
bring you the best. In a price as low as  
the lowest.

Advertisers will save as much as 50% on  
news, without charge, provided that it helps  
us make a charge from the ad.

We will not charge  
responsibility.  
**United Press News Bureau,  
154 VAN BUREN ST.,  
CHICAGO.**





# Known as "Prompt Pay"

## From the Atlantic to the Pacific.

I could fill a large sized book with letters like the following that I have received from the other towns, cities and villages, during the past few months and years:—

**Orange, N. J., Dec. 14, 1914**  
Dear Sir—Received your check for billing, due January 1, 1915, and wish to thank you for your prompt and speedy service in making same payable.  
**Frank H. Turner**

**New Providence, N. J., Dec. 15, 1914**  
Dear Sir—Yours of the 11th is received, and we thank you for making us promptly.  
**Geo. S. Harvey**

**Kenilworth, N. J., Dec. 15, 1914**  
Dear Sir—Your check of \$100.00, including arrears for four months' billing, received and for the second month's delivery to Kenilworth, which begins to-day.  
**Andrew B. P. Co.**

**Queens, N. Y., Dec. 15, 1914**  
Dear Sir—Yours of the 12th is at hand, with which for the third month's billing, due to December 1st. Thanking you for your service.  
**M. E. Mahalik**

**New Albany, Ind., Dec. 15, 1914**  
Dear Sir—We have this day received your check in settlement of my account to the date. Arrangements are making for you as always.  
**Wm. Albany B. P. Co.**

**Trenton, N. J., Dec. 15, 1914**  
Dear Sir—Received yours of the 11th with check drawn to full value of \$100.00 of December 1st. Many thanks, and Merry Christmas.  
**C. Harry Graham, Mgr.**

**Deacon, N. J., Dec. 15, 1914**  
Dear Sir—Yours received with check for \$100.00 in full of the 1st.  
**Thomas W. Berry**

**New Orleans, La., Dec. 15, 1914**  
Dear Sir—Yours with check for the third month's billing were received with the usual promptness to-day. Much time will save to have, and I would say you like you all the attention of each of your other customers in the fact that the whole world comes here on the same footing. I will reserve whatever space you wish.  
**J. Goodin**

**Riverton, N. J., Dec. 15, 1914**  
Dear Sir—Thanks for check for advertisement in the fall of 1914.  
**George Cadden**

This is a matter that interests you. The agent who is universally known as Prompt Pay is universally certain of the best treatment at the hands of the bill posters.

All of them know, when they get an order from you, that their money is safe, there is no question about it, providing their work is correct. And they know equally well that if their work is not correct they get nothing.

I am in constant communication with nearly all the bill posters of the United States; I am reading their work frequently. I am, to a certain extent, a wholesale buyer, with many of them I have paper on their books all the time.

I am placing bill posting now for a quarter of large concern, most of them the largest in their line. Some of these people have placed their work with me for years.

One of these, whose posting I attend to exclusively, is making today's net annual profit of twenty times their gross capital invested at the time I began placing their advertising.

My arrangements for buying and inspecting rates are as perfect as moral can devise. Checking can be done once a month or once a week, on the occasion buyers' eyes can be extended to as well in Minneapolis as in New York City, in San Francisco as in Boston.

My inspectors' reports are guaranteed by a corporation worth Five Million Dollars.

## Sam W. Hoke

LONG DISTANCE  
BILL POSTING,

107 West 28th Street,  
NEW YORK CITY.

Telephone Connection.

**New York, Dec. 11, 1914**  
Dear Sir—Yours received, with check for \$100.00 in settlement of account to December 1st. Your promptness made sure the closing of last year's books, and is highly appreciated.  
**Pat Lawrence**      **Mary Stanton**

**LaGrange, N. H., Dec. 11, 1914**  
Dear Sir—Your prompt realization for the second month's posting is highly appreciated.  
**G. S. Grant**  
City Bill Poster.

**Los Angeles, Cal., Dec. 10, 1914**  
Dear Sir—Thanks for your prompt bill delivery, arriving here in the 10th hour, just as in the case of BILLBOARD is given.  
We have sufficient paper for the third month's billing; but you would better send some more over for future use.  
**G. G. Whitford**

**Charlottesville, Va., Dec. 10, 1914**  
Friend Hoke—Received bill for the first posting.  
Being an outdoor man.      **Chas. H.**

**Portsmouth, Va., Dec. 10, 1914**  
Dear Sir—Yours of the 12th received, with check in full of the 1st.  
**Thanks**      **A. C. Began**

**St. Louis, Mo., Dec. 9, 1914**  
Dear Sir—Thanks for posting account on to December 1st, 1914, to hand. Many thanks for same.  
**H. Lewis Hill Printing Co.**

**Asheville, N. C., Dec. 9, 1914**  
Dear Sir—Your check for posting account on to December 1st, 1914, to hand. Please accept my thanks for your promptness.  
**J. H. Williams**

**New Providence, N. J., Dec. 8, 1914**  
Dear Sir—Thanks for your check for month of October 1st to November 1st.  
**Edna D. Brown**

**Chattanooga, Tenn., Dec. 8, 1914**  
My Dear Hoke—All this month something had worried printing connections, and I have got disconcerted with this. The first month is nearly two years old; I have not had a check since Sam W. Hoke. And the reason is, that I have had some of your paper during the last month. Whenever I hear an order from you, I find as if I had the money already deposited in the bank.  
**E. K. Began**

**Warren, Ohio, Dec. 31, 1914**  
Dear Sir—Yours of the 11th is at hand, enclosing check in payment of my bill to the 1st, for which you are obliged to me, and same has been placed in your hands.  
**The Central Mill Printing and Bindery Co.**

**Clayton, W. Va., Dec. 31, 1914**  
Dear Sir—Thanks for the check received in settlement of account to the 1st. Many thanks.  
**Arthur B. F. Co.**

**McFayette, Pa., Dec. 31, 1914**  
Dear Sir—Thanks for your order of the 11th, and also for the prompt way in which you have always responded to the post.  
**Lockhart Mill Printing Co.**

**Indianapolis, Ind., Dec. 31, 1914**  
Dear Sir—Yours of the 11th is at hand, with check for the first month's posting to the 1st. All right. Please accept our thanks.  
**The Central Mill Printing Co.**

THE \_\_\_\_\_

THIRD ANNUAL CONVENTION

... OF THE ...

**INTERNATIONAL  
ASSOCIATION  
OF DISTRIBUTORS**

WILL BE HELD

**JULY 19 TO 22**

... AT ...

**CHICAGO, ILLS.**

A Cordial Invitation to be Present is Extended to all Advertisers  
and Advertising Agents.

**JOS. REID,**

PRESIDENT.

KANSAS CITY, MO.

**W. H. STEINBRENNER,**

SECRETARY.

CINCINNATI, OHIO.

"The Advertising That Never Fails."

64,000 LINAL FT. IN SAN FRANCISCO

64,000 FT. IN OAKLAND AND ALAMEDA Co.

# SIEBE GREEN

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

**THE FINEST LOCATIONS. GUARANTEED SERVICE.**

*The Only Authorized Contractors for The  
ASSOCIATED BILL POSTERS ASS'N of THE STATE of CALIFORNIA.*

Information Gladly Given.

Main Office, 11th & MARKET STS., **SAN FRANCISCO, CAL.**

MEMBERS INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

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

Members of the International Association of Distributors.

**Jelsted Magnetic Hammers**

Just the thing for Card Tackers



The Jelsted is a true magnet which will retain steel pins or fasten magnetic paper. This feature makes it the most useful device on the market which holds the card on the sign, enables you to get your work up high—safely above the reach of mischievous kids.

Directions: Push the magnet on the card, and it will hold it in place. To remove it, simply pull it off. It is a handy magnet. A magnetic hammer is good condition. I have used the same and had it up for me from above for getting up signs that I have ever used. Jelsted.

Patented by Jelsted, Inc., Chicago, Ill.

W. D. Saunders, Apt.

SAVES CLIPPING

"SAVES WORK"

Enables you to give your

boards fast and permanent

results.

PRICE:

10 in. handle, 2 articles, \$1.00

12 in. handle, 2 articles, \$1.25

**DONALDSON LITHO CO. Sole Agents,  
CINCINNATI.**

©1919 THE ADVERTISING BOARD, 1000 WEST O. S. B.

**Bill Posters' Paste Brushes.**

This brush is manufactured especially for us, and is fully warranted. It is the absolute GOOD Brush you can find anywhere.

**PRICES.**

6 inch, \$2.25 each.  
9 inch, 2.75 each  
12 inch, 3.00 each



This is our celebrated

**"UNEXCELLED"**

The Best Paste Brush made. Popular everywhere on account of its great durability.

**PRICES.**

6 inch, \$2.25 each.  
9 inch, 2.75 each.  
12 inch, 3.25 each.

SEND YOUR ORDERS TO

**The Donaldson Litho. Co., Cincinnati.**

**Jelsted Paste Brush Handles**

Made Especially For

**Traveling  
Advertising  
Agents.**

Will fit inside of a bill  
trunk. Great convenience.

**HANDY, DURABLE,  
STRONG, RIGID.**

PRICE:

7 feet, 2 sections, - \$1.25

10 1/2 feet, 3 sections, - \$1.75

**Donaldson Litho. Co.  
CINCINNATI.**

Remit with order. None sent C. O. D.

OUR SPECIAL DESIGN LETTERS MAKE THE



# BEST STANDS ...IN AMERICA



Bill Posters who have not tried one of our Special Letter Stands, are making a big mistake. They are losing business every day. If you have not seen one of them, you can not realize how strong, how graceful and how much like a specially engraved stand they are. Bill Posters, Theatrical Agents, Circus Managers, who have used them, are enthusiastic in their praise. Mr. George H. Hartford, the hustling advertising agent of the Fountain Square and Walnut Street Theatres, and lately with Ringling Brothers' Circus, recently said: "I would sooner have a stand made up from your special letters than any lithograph stand on the road. It looms 'up big—it's massive, and that's what you want for a stand. Every manager that sees a stand like it."

We have had a series of new up-to-date letters designed, and can make a stand of one line (two sheet upright), two lines (one sheet upright), or three lines (half sheet) or any combination thereof, making a stand any size from 12-sheet up to 500-sheets. The less words, the better the stand. Send \$1.00 and copy for sample stand, or we will send you a half-tone illustration of several.

Prices: In lots of ten, 3 cents per sheet; twenty-five, 2 1/2 cents per sheet; fifty, 2 cents per sheet.



## HENNEGAN & CO.

### ... Poster Printers ...

719-721 Sycamore St. CINCINNATI, O.