

BILLBOARD ADVERTISING

A
Magazine
for
Business Men
who
think.



GEORGE M. LEONARD,
President Michigan Bill Posters Association, and
Vice President Associated Bill Posters' Association.

BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

VOL. III, No. 10.

CINCINNATI, AUGUST 1, 1895.

PRICE 10 CENTS.
PER YEAR, \$1.00.

Distributers' Chat.

Not long since the Columbia Chemical Co., Manufacturing Chemists, at 1402 Fourteenth Street N. W., Washington, D. C., had occasion to cover Cincinnati with distributing matter. They employed the American District Telegraph Co. to do the work, as the employees of the concern are largely minors, many being mere boys, ranging in age from fourteen to sixteen years. The quality of service rendered, can be better imagined than described.

In the interest of circular distributers, Mr. W. H. Steinbrenner of 513 Vine St., Cincinnati, O., wrote the Columbia Chemical Co., describing the service rendered, and demonstrating the error of entrusting work of this nature to boys or concerns employing boys. As was natural the Washington people, promptly investigated, and the investigation disclosed a condition of affairs, which resulted in their quickly registering a thorough and vigorous protest with the American District Telegraph Co., in which the name of Mr. Steinbrenner was disclosed.

One of the employees of the American District Telegraph Co., called on Mr. Steinbrenner, in company with two special policemen and endeavored to "bluff" a retraction from him, but finding that they could not secure it, they endeavored to accuse him of following the boys, and gathering the circulars himself.

This charge which was as silly as it was groundless. Mr. Steinbrenner was able to absolutely refute, as will be seen from the enclosed letter which he received recently.

Office of COLUMBIA CHEMICAL CO.,
1402 Fourteenth Street, N. W.,
Washington, D. C. June 19, 1895

MR. W. H. STEINBRENNER,
513 Vine Street, Cincinnati, O.

DEAR SIR:

We have your letter of the 17th inst., and have read the same very carefully. We note your statement that the Telegraph Co., is trying to "bulldoze" you. So far as we are concerned we are perfectly familiar with the facts, as they exist regarding the distribution of our circulars in Cincinnati. Your statements were amply confirmed by those of others and we know they did defective work for us in your city.

When the time comes for us to distribute further matter in Cincinnati, we would be glad to communicate with you looking to obtaining your services. We return herewith as requested two letters of recommendation and believe us,

Sincerely yours,

COLUMBIA CHEMICAL CO.,
BY W. P. SPRINGER, MGR.

No further comment on the above is necessary. Mr. Steinbrenner has fully substantiated his charges and proved that he was absolutely right.

We cannot refrain from reiterating our statements made in former issues of this paper in regard to the employment of boys. As is well known we have taken a pronounced stand in regard to this evil. No minor can advertise in the columns of this paper, and no one else who cannot produce reference that will fully satisfy us, that his integrity and honesty will fully warrant us in endorsing him and recommending his services to advertisers.

We are now going to assume a position and attitude even more pronounced. Beginning with our September Issue, we

reason that it is not universally recognized, is because advertisers have encountered such gross neglect, dishonesty, and incompetency. The papers that have heretofore endeavored to cover this field have for the most part been mere schemes to further private interests, purely personal organs and as such have accomplished no good, but on the contrary have on occasions heightened the evil conditions existing.

They have solicited and published advertisements from anybody and everybody, holding out alluring inducements

you need not subscribe, if you do not care to, but we do want you to bring to our notice every instance of an advertiser's confidence being abused, that comes under your notice. You do this, and we will do the rest.

F. A. Fitzgerald, 218 and 220 Third St., Milwaukee, Wis., distributes window work, circulars, samples, and tacks up cards and signs in the city, suburbs, and country.

J. A. Clough, who conducts the Model Distributing Service of Chicago, Ills., writes us as follows:

Chicago, Ills., June 25th, 1895.
BILLBOARD ADVERTISING,

I want to say that I am well pleased with my ad in your valuable paper. It has yielded more large orders than all the remainder of the ten papers that I have been advertising in. You can count on me as a steady advertiser and subscriber in the future.

I will send you another advertisement just as soon as I can get a certain cut made. I like the stand you take in regard to boys. Chicago suffers greatly in this respect, but I am fighting against it. I was also greatly pleased with Mr. Curran's letter. To my notion he is right on every point.

Respectfully yours,

J. A. CLOUGH,
617 Austin Ave., Chicago, Ills.

Numerous complaints have reached us during the past month relative to the Ford Manufacturing Co., and Eddy & Kennedy both of Chicago. Both of these concerns advertise for distributers, the former requesting ten cents and the latter four cents for a reply. Some of our correspondents characterized them as "lead beats," others as "skins," and still others as "swindlers." Without entering into the matter at further length for the present we will merely observe that it would be well for distributers to ignore all such advertisements. They may really want distributers and then again they may not. They unquestionably do want stamps. There is another firm advertising in the same manner this month. They style themselves the United States Distributing Bureau and are also located in Chicago.

C. H. Rowan of Milwaukee, is also advertising "how to get a million circulars to distribute, for 10 cents.

From the printers we learn that the following firms have large editions of distributing matter in press, viz:

Bonds Extract Co., 76 Fifth Avenue, N. Y.
Solvodine Mfg. Co., Noblesville, Ind.
Haverhill Pharm. Co., Haverhill, Mass.
Dr. C. I. Thatcher, 1401 Masonic Temple
Chicago, Ills.

F. Hiseox, 853 Broadway, New York City.
Lazarrette Remedy Co., Unadilla, N. Y.
H. H. Warner, St. Paul St., Rochester, N. Y.
P. Harold Hayes M. D., Buffalo, N. Y.
Geo. F. Sargent Co., 514 Broadway, New York City.

Henry Thayer & Co., Cambridgeport, Mass.
Vapo-Cresoline Co., 69 Wall Street, N. Y.

The Donaldson Guide which is now in process of compilation will be a splendid manual for advertisers. Distributers everywhere will do well to have their names inserted under the headings of the various cities in which they reside.

Wood B. Hughes of Milan, Mo., has sent us a list of references regarding his integrity and ability which forever sets at rest any doubts which advertisers may have entertained upon that score. His service is equal to that of any in his state.



L. N. SCOTT.

are going to exclude advertisements of all firms who employ boys, no matter who they are. The only exception we make is when they are worked in gangs, each gang being constantly and continually under the supervision of an experienced man.

Distributing is a good business. As an advertising medium, it is second in importance, only to bill boards and in some instances especially where long and careful argument or description is necessary, it has no superior whatever. The only

to advertisers, and extending misleading promises to clients until the confidence of both, has been severely shaken and sometimes altogether destroyed.

As we said before we have attempted to remedy this state of affairs, and we mean to do it. We are going to expose the frauds, weed out the incompetents, and elevate the business of circular distributing to the rank of an entirely legitimate occupation. We call upon all honorable, all real distributers to aid us in the attempt. You need not advertise,

Billboard Advertising

PUBLISHED MONTHLY BY

127 East Eighth Street, Cincinnati, O., U. S. A.

BY

BILLBOARD ADVERTISING CO.

JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES

Advertisements will be published at the uniform rate of twenty-five cents per agate line, except in the classified columns, where special rates prevail. Our terms are cash.

Billboard Advertising is sold in London at Lane's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Brodano's, 17 Avenue de l'Opera. The Trade supplied by all News Companies.

Remittance should be made by cheque, post-office or express money order, or registered letter.

The Editor cannot undertake to return unsolicited manuscripts.

When it is necessary so give us the instructions and copy for advertisements, great saving in the master of telegraph tolls may be had by recourse to the Donaldson Cipher.

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1905.

THE Fifth Annual Convention of the Associated Bill Posters' Association, of the United States and Canada, was a most pronounced and emphatic success. It is rarely, indeed, that a finer looking body of men has assembled in convention, and no one can point to any organization, whose deliberations in convention assembled, were marked with a greater degree of dignity than that which characterized the proceedings of the bill posters at Detroit. Business-like dispatch, coupled with careful and exhaustive argument, were manifest throughout every session and although the debate at times waxed keen and warm over important issues, at no time did a single member lapse, in point of courtesy or gentlemanly deportment.

The attendance was the largest that has yet been recorded, and the interest manifested by the members bordered upon the enthusiastic. As to the officers elected and the committees appointed, it is conceded on all hands that the selections are admirable; consequently, the affairs of the organization will be ably administered during the ensuing year and as applications for membership are pouring in at a lively rate, the outlook is especially bright and promising.

THE importance of maintaining the Association, and extending its scope and influence cannot be over-estimated. In this connection, we wish to observe that while the growth and financial condition of the league, as evidenced by the reports of the Secretary and Treasurer, was most gratifying, there is still great room for improvement.

The membership roll should include every city in this country and the Dominion, which boasts of ten thousand inhabitants and over, and the remainder of the towns, hamlets and villages should be embraced in the various State Associations, chartered by the International organization. Have them all come in. Never in the history of the craft has commercial patronage been diverted to the boards in such quantities as it has been during the last year. Coincidentally the influence of the Association has only been felt during the last year. The conclusion is obvious. The Association insures indisputable evidence of honest service, and advertisers know it.

They are beginning to drift away from the old-time channels. Those few who have tried the boards, the enterprising and adventurous spirits, pioneers as it were, are a unit in expressing their approbation of the (to them) new medium. Many of them who have heretofore never utilized anything except newspaper and periodical space have been astounded at the returns yielded by the appropriations put into posters. It is placed by some at double, by others treble, and still others at four, five, six times anything they have ever experienced.

MARVELOUS as it may appear to the uninitiated, results of this nature occasion little more than passing notice among those acquainted with the powerful efficacy of the boards. Take the modern circus. There is nothing under the sun less staple than the wares the showman has to offer, and he labors under the additional disadvantage of being compelled to absolutely create his market. Then, too, he has but little time to do it in. The advance agents are seldom over two weeks ahead of the show, but they get there. They do it with posters, and the returns, when the weather permits, are always substantial, sometimes prodigious. Then, too, take theatrical attractions, opera companies, musical organizations, and minstrel troupes. As a rule, they have but three days in which to announce their coming, to create a demand for their wares. Where would they be? How long would they last, if it were not for the promptness, the well-nigh instantaneous action of the bill boards?

If business men who are hesitating would but think, if they would but investigate, inquire of others who have utilized posters, their hesitation would be but short-lived.

MERCHANTS and manufacturers wholesale dealers and retailers business men everywhere, will do well to consider this question carefully and without delay. Read the hand writing on the wall! The tide has turned. The trend of the great bulk of commercial advertising hereafter will be toward the bill boards, toward mural signs and painted bulletins, toward powerful display advertising.

Newspapers and magazines have been overdone. The policy of selling below cost to the subscriber, and saddling the burden thus created upon the advertiser, has been carried to such extreme lengths of late that there is scarcely a cheap priced publication left in which the advertiser can use space with profit. We except, of course, the afternoon paper, which is bought by people when they have time to read, and which enters the home when the inmates are at leisure. Its space will always be valuable, as will that of the magazine which exacts a living price from the subscriber, while extending a fair rate to the advertiser. Class publications and trade papers are also excepted. The rest, all of them, too, will shortly feel the effects of the reaction.

WHAT a pitiful spectacle many of these publications present. Go where you will in almost every community boasting of more than two papers, you will find

the "circulation editor" of each not only solemnly affirming, but making affidavit, swearing before a notary, daily, that the circulation of his particular paper is greater than that of all the rest combined. What a base, ignoble, groveling bid for the advertiser's favor, for the funds that render the publication's existence possible. They reckon not that their tactics stamp four out of five of their number as liars. That they are insulting the advertiser's intelligence and destroying his confidence. No wonder that the rest of the staff look down with contempt upon the business department.

It is fortunate, indeed, that these underlings are not allowed to break into their own columns often. Especially just at this time. They see the prosperity of the bill posters, and feel that the boom has only just set in. Their envy and malice is manifested whenever opportunity affords in covert attacks upon the billboards, as for instance, that which recently originated in Chicago and spread over the west generally.

They inspired legislation hostile to bill posters by every means in their power, they harassed owners who rented locations to display firms and persecuted the employees of the firms controlling the boards. All this was done upon the pretext that the boards are unsightly. They expected intelligent people to believe that a well kept bill board was less inviting to the eye than the garbage heaps, ash piles, the filth and dank noisome pools which it concealed from the public. But the public thought otherwise, as it also does in regard to their circulation claims, and the value they set upon their space.

OLD AND NEW IDEAS.

One of the brightest advertisers in New York city says: "Women know bargain advertising is a bid for business—and that we expect it to pay us in some way of course." In these competitive days very little business is got without bidding for it. Women hunt the bids because the hunting pays. The old idea was that it was not dignified to ask for business. The new idea is that what is worth having is worth asking for, and in order to get it into the minds of the people, posters should be used.

STREET CAR advertising is nothing but bill board advertising in a restricted and modified sense. As such, of course it follows that it is thoroughly good in every respect. It costs more, however, than bill board display.

THE CHRISTMAS NUMBER.

The December number of BILLBOARD ADVERTISING will be the Christmas number of the paper. It will contain numerous sketches, stories and poems, will be splendidly illustrated throughout.

The cover will be lithographed in eight colors and it will be circulated all over the world. We will offer the same three prizes for the best advertisements, under exactly the same conditions that obtain in this number. Advertisers will do well to bear this in mind. There is ample time between now and November 28th, in which to evolve some remarkably good ideas,

QUICK THOUGHTS For Busy Men.

Try posters

Posters for quick returns.

Newspaper space is always inferior to posters.

Magazine space cannot be compared with the bill boards in point of promptness.

Posters pay prodigious profits. Once tried the bill boards, are never discontinued. This tells the whole story.

Some publications reach one class of readers and some another, but the bill boards speak all day long to all the people, that's why they are better than all other mediums.

If your ad is an argument or a description of such length that it cannot be put on a poster, then by all means take the next best medium,—a pamphlet, hand bill or circular. Have it all to yourself.

For extended showing, especially where the article advertised will not readily admit of different styles of display, the best possible medium will be found in mural signs and painted bulletins. They are not only powerful and permanent, but, wonderfully economical as well.

Anyone who can use space in magazines or newspapers can utilize the bill boards. Anyone who has tried both will unhesitatingly tell you that the poster will yield more, better and quicker service than any other avenue of publicity. These are facts.

If you want to impress a trade mark or a particular design upon the memory of the public, it would be folly to use a poster the life of which is thirty days. Mural signs and painted bulletins are what you want. They will last for thirty months without renewal. Their results are wonderful when properly executed and judiciously placed.

If you had bibles to sell, you would not offer them to the patrons of a beer garden, simply because they congregated there on Sunday, and yet in the advertising world we see examples of almost similar foolishness every day. If the article you have, appeals to a certain class, by all means use the publication that circulates among that particular class. If it is a trade you are after, then a trade paper will answer your purpose. But money put into general mediums is almost thrown away.

The trouble with advertising to day, that is to say, the chief source of trouble is that every man, woman and child in the country considers him or herself an expert, a wonder, a Napoleon in embryo. They may have failed at half a dozen other things, but once they turn to advertising, they forget all about former unfortunes and wade in with all the complacency and eagerness of ignorance. What cheerful asses they are; what idiots.

Advertising, a science deeper than the law, as little understood as electricity to be thus lightly undertaken. How true the old adage that "Fools rush in where angels fear to tread."

PRINTERS' GOSSIP.

Printers are poor advertisers. That is to say, most of them are. They seldom get beyond a sign and some indifferent stationery. As for a business card it is notorious that ninety nine printers out of one hundred never have one, and the exception, the one out of the hundred possesses one, the like of which he would be ashamed to turn out for his most undesirable patron. We had speculated long and earnestly upon why this should be so, and only reached a solution last week. He depends for his advertising upon his imprint.

This leads us to a consideration of the advertising value of the imprint. In order to get at the real inwardness of the matter, better take it up in a methodical manner and discuss it dispassionately and thoroughly. In the first place, who sees the imprint? Beyond all doubt it is so overshadowed by the announcement itself, as to be entirely imperceptible to all casual observers, consequently only an insignificant proportion of this class, the few who stumble upon it, accidentally ever see it.

Who else then? Well, if it is very good work, rival dealers may feel prompted to inquire where it was executed and here we have good advertising value, but in order to secure it, remember the work must be especially good, remarkable, attractive, or very bizarre, unique and original. The percentage of advertising here is not very large either.

Anyone else? Oh yes, sometimes if the work is very good, and occasionally when it is very bad, it excites the curiosity of some few rival printers, but the benefit that will accrue to the producer from this sort of advertising is not appreciable.

So there we have the much vaunted value of the imprint. It is good on good work, because its cost is nil. Its not only had on bad work, but absolutely reacts to the detriment of the user.

Messrs Treadwell and Tilden are doing great work for H. C. Miner's Springer Lithographing Company. This well known house is once more on the high road to prosperity.

The Saffin Show Print has passed into the hands of the former employees of Saffin. He is now a full pledged politician, holding office in Brooklyn.

Ed Sprague has dropped out of sight altogether. He gave great promise for a while of being a shining light in the realms of show printing, and would have succeeded in another institution.

The Empire Show Printing Company, is still in the hands of the assignee.

Francis & Valentine are doing a wonderful business on the coast with the stock pretorial printing, made by the Donaldson Lithographing Company.

There are exactly eleven printing houses competing for fair patronage this season, and as each house is sending out big bundles of samples, the aggregate expenditure for this class of advertising, is something enormous. The writer knows of a fair, not a very big one to be sure, but nevertheless a fair of recognized standing among fairs, who last season

billed their meeting with nothing but samples. This they were enabled to do by carefully holding the samples sent them, and writing to each house for a second set, holding out the impression that the initial batch of samples had not been received. There are not many fairs impecunious or mean enough to do this, but there are quite a large number who place a small order and augment it by using all the samples they receive. It would be well for printers to give this matter some thought and attention. Small cuts, (half tones) might be employed in lieu of samples, or if that was not satisfactory, the word sample followed by the number of the bill should be printed across the face in bold letters, which would effectually preclude anyone using it for anything except the use it was intended.

SHOW PRINTERS ASSOCIATION OF AMERICA
Philadelphia, Pa., July 11th, 1895
BILLBOARD ADVERTISING CO.
GENTLEMEN.

I beg to acknowledge receipt of your favor of the 5th inst. On account of having so many things on my mind it is really impossible to write anything on the "Show Printers' Association." However, you can say at this time, that I regret very much to see the lack of interest shown by the Show Printer, when they have so much at stake. Self preservation alone should make them take the greatest amount of interest in the Association. The dues are very nominal and at any time, the information wanted on one single customer would be worth the entire amount of the dues. There are about thirty-six show printers in the United States, of this number we had 20 on our membership role. I am very happy to say that the Association is not dead by a very large majority.

The annual meeting was not held, principally on account of the inability of the very men who do take an interest getting, there on time. I am still satisfied that I can convince the show printers that the Association is of vital importance to them. One of the best features is the ability of the Association to prevent "repeaters." By this term I mean showmen who systematically go from one printer to another each season, run up a bill with no intentions whatever of ever paying same. I could mention, if I wished at least a dozen of these kind of men and the Association forwarded its members, enables them when these parties call for work to insist on the cash thereby securing themselves, and if they do not get the order they are prevented from making a loss by insisting on the cash down.

Truly yours,
THOMAS S. DANDO,
President



MESS. HUEST AND STOUT.

The above cuts portray the features of two enterprising young business men of St. Louis, in the field of advertising. Mr. C. M. Huest and Mr. P. C. Stout, representing the Huest Stout Sign Co., an incorporated stock company, with Mr. Huest as General Manager and Mr. Stout Secretary and Treasurer.

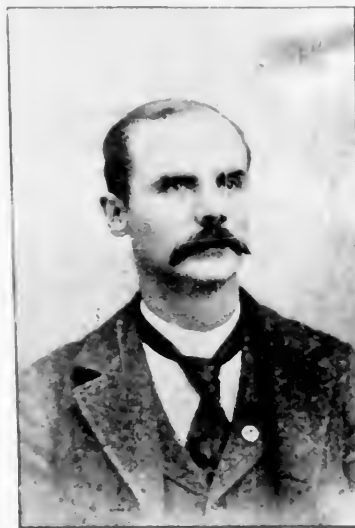
What these gentlemen have accomplished in the space of time they have been in business speaks very highly for them as energetic business men. They are both still young, neither of them having reached the thirty first mile stone on the road of life.

They began operations in the year 1888, their only capital being energy and ambition, and in that time they have built up a large outdoor advertising and bill posting business, the bill posting department not being very old, but the large amount of business they have given them the appearance of having been in it for years. They are also manufacturers of modern embossed metal signs.

They lay their success principally to the fact of attending strictly to their business, and endeavoring to give thorough satisfaction to all who patronize them.

The representatives of the Barnum & Bailey Shows gave them much praise for the fine display they received for their posters at St. Louis.

At the rate these young men are going ahead there is a bright and prosperous future for them in the world of business.



Mr. E. C. BARNES.

We present herewith a splendid portrait of Mr. E. C. Barnes. He was born and brought up in New York City. He is now thirty seven years of age, and began his career in 1877 as Lithographer at Haverly's Theatre, New York, and in 1877-78, Lithographer at Aberly's, New York. 1878-81, Advertising Agent at the Nation, at New York. 1882-83, Advertising Agent for J. M. Hill, New York. 1883-85, Advertising Agent Meech Bros., Buffalo, N. Y. 1885-88, Manager Burlington Bill Posting Co., Burlington, Iowa. 1888-90, Advertising Agent Globe Theatre, Columbus, Ohio. 1890, Advertising Agent Palace Theatre, Allegheny, Pa. On account of ill health he quit there and went south. He soon regained his health, and is now manager of the Southern Bill Posting Co., of Knoxville, Tenn.

We would like to say just here, that Mr. Barnes is one of those jolly good fellows, always in a good humor, who makes scores of friends and no enemies, and whose eyes are always open to business. He is one of the best all-around hustlers we have ever known, never tires and never takes no for an answer, when he goes at a man for business.

Mr. Barnes has an interesting family consisting of a wife and three bright children.

HE LIKES IT.

Meridian, Miss. June 24th, 1895.
BILLBOARD ADVERTISING.

GENTLEMEN: I enclose you herewith post office order in payment for my advertisement. I am greatly pleased with the paper and have become so interested in its progress, that I look forward each month with keenest expectancy to its arrival. It is as neat and clean as a brand new dollar.

Respectfully yours,
I. D. HOFFER,
City Bill Poster

FRONTISPIECE.

Our first page, this month, is adorned with a very striking likeness of Mr. Geo. M. Leonard, the exceptionally able and experienced City Bill Poster, at Grand Rapids, Mich. He has been in the business over thirty years, and has made a most pronounced success of it. The story of his start is interesting. The *Morning Eagle*, of Grand Rapids, speaking of it, has the following to say:

"Thirty-five years ago, a young boy was folding papers and doing up the mail in the *Eagle* office at the meager salary of one dollar per week. He sold papers morning, noon and night to increase his earnings, and he worked many a time until two or three o'clock in the morning and then got up at five to sell papers again.

This he did to help support a widowed mother and two smaller children. One day while engaged in wrapping up the mail, the business manager of the *Eagle* came into the room and asked him if he wanted to make a dollar. The boy eagerly answered, 'Yes.' A man wanted a lot of bills put up advertising a patent Corn Shelter. The boy ran home and got his mother to make him a pail of paste, and he was about to start out to post the bills, when he discovered that he had no brush.

"Nothing daunted, he procured an old shoe brush, and having washed it out, commenced his first job of bill posting. Other contracts were offered, and the old shoe brush was retired and a whisk broom secured. It was sewed in the corn about half way down, and with this rude makeshift, the foundation of his fortunes was laid.

"On the first day of April, 1860, over thirty years ago, the boy found business increasing at so lively a pace that he had to engage an office and he selected one in the *Eagle* building, where he has remained ever since. Lack of space will not permit us to dwell at as great length upon his interesting career as we should like to, but we hope at some future time to give our readers a more extended article.

Mr. Leonard is Vice President of the A. B. P. A., and President of the Michigan Bill Posters' Association.

I was talking about advertising the other day to one of the Merchant Princes of New York whose name is a household world in and about Gotham. He spends a great deal of money in newspaper advertising each year and is frank to say that it pays him, yet he declared he could recall no instance whatever, where he was himself influenced by a newspaper advertisement to buy a penny's worth.

He related however that one advertisement he read did influence him, but he saw it on a fence, not in a newspaper. He has a fine place up the Hudson River somewhere, and while strolling over it one day, his eye fell upon a fence sign. It happened to be the advertisement of a fence-maker, and as the merchant needed some new fencing, he at once sent for the advertiser and placed a good sized order.

Here we have a complete reversal of the common belief that newspaper advertising is always the best advertising, and fence signs are the worst. *That is Moss in Printers' Ink.*

ELDER, JENKS & RABORG

'Excelsior'
Circus Paste
—AND—
BILL POSTERS' BRUSHES

Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush made.

Will not come apart.
Used and recommended by Barnum, Forpaugh and the leading Circuses and Bill Posters throughout the United States and Canada.

Size 9 Inch.
Price \$30.00 per doz.
\$3.25 Each

Extra Extra for Circuses
\$40.00 per Doz. \$4.00 Each.

Sent C. O. D. to all parts of the Country.

ELDER, JENKS & RABORG
Brush Manufacturers

127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

The Trade Papers.

TRADE papers and class publications are bought by those who have time to read. To the intelligent advertiser this means a great deal, for, by far the greater number of newspapers are purchased, glanced at only, and thrown away.

ONE of the very best booklets we have received this season is No. 2 of the series issued by *Paper and Press*, of Philadelphia. The first page of the cover and the advertisement of Chas. Eneu Johnson's Luks, are especially attractive.

ADVERTISEMENTS in trade papers are as eagerly read as the other portions of the paper. Then, too, space in mediums of this class is sold at reasonable rates.

BILLBOARD ADVERTISING believes in trade papers and class publications, that is to say, we believe in their efficiency as advertising mediums. This of course is only natural, as we are that sort ourselves, but there are many more potent reasons, of which we will have more to say at some time in the future.

The Starchroom, published by The Starchroom Publishing Co., at 59 and 61 Washington street, Chicago, is an admirable journal devoted to the laundry trade. It is ably edited by Mr. G. H. Bishop and is easily the leading journal of its class.

CHEAP ADVERTISING DEAR.

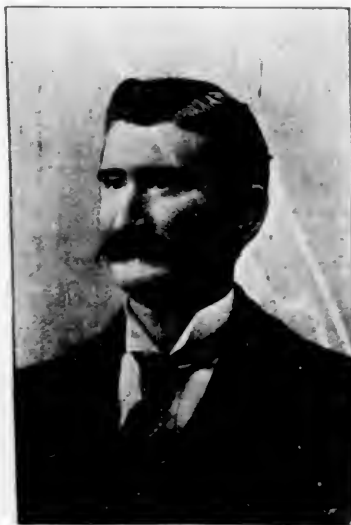
The trouble with a great many advertisers in trade journals is that they expect too much from that source. They expect the advertisement to do more work than their best travelers, whose expenses are as much in one month as the yearly cost of the advertisement. As a rule, no attention is given to the advertisement except perhaps a change of wording once in six months. Imagine the big (?) orders your travelers would receive if they simply handed their card to a customer and said they would sit down and wait for an order. This is how the advertisement in the trade paper is treated. Why not change your advertisement every month? Speak to your customers through it the same as your traveler would talk to them, and you will soon discover that the trade paper is the only medium. The publisher of the best journal in existence can only sell you space and guarantee circulation among your probable buyers. He cannot guarantee that the advertisement will pay you. That rests with yourself. You must use the space to your best advantage, and last, but not least, do not give your travelers all the credit for the year's business. Another mistake advertisers make is that they look too much for cheap advertising. When you are sick do you look around for the cheapest doctor? Or, if you want to engage a lawyer, do you look for the low-priced and most obscure? Certainly not. The best evidence of the value of a paper as an advertising medium is its ability to secure and hold the best class of advertisements.—*McLean Journal*

Trade Journal Advertising.

Those who speak lightly as to the efficacy of trade-journal advertising have evidently not given the subject that consideration which it merits. We believe that the facts will bear us out in the assertion, that more can be accomplished, with a given amount of expenditure, through trade journals than in any other way. By this we mean that let two articles be of equal merit—one of which is adapted to the members of some branch of a trade, and the other for the public in general—and it would take, in all likelihood, three or four times as much money to secure the same reputation for and results from the latter as from the former. What can be accomplished in the shoe and leather trade is being demonstrated right along. We have in mind numerous cases where the most wonderful and satisfactory results were achieved. One house whose business was not satisfactory and which produced an article which is no more of a specialty than plain sole leather, calfskins, or linings decided, after much persuasion, to appropriate \$5,000 for advertising purposes during a recent

year. Arrangements were made with a number of the leading trade journals for a page of space regularly. A man with original ideas carefully prepared the announcements and saw that they were inserted in a way calculated to accomplish the most good. What was the result? Well, it will be almost risky to tell, because some of the Doubting Thomases may smile and shake their heads with incredulity. The plain, unvarnished truth, however, is that the expenditure brought back something like 5,000 per cent of gain, although it was undertaken with considerable forebodings of failure. In another case an article used in connection with footwear was given such a reputation through the trade-press in the space of about four months that every retailer in the country now demands it. There are scores of other illustrations which might be cited, all of which show that the trade-press offers a field which is absolutely unrivaled for the obtaining of results by the expenditure of a comparatively small amount of money. Indeed, it is questionable, whether too good results are not often secured to be advantageous to the publishers of trade journals, because those whose business so speedily develops tremendous proportions are not inapt to get the idea that the gain is attributable to some other reason than advertising. In other words, they get such an exalted opinion of their shrewdness that they consider themselves too important to longer depend upon the publicity to be secured from the trade-press. The natural result in many such cases is that the period of decadence sets in. Then, unless they are shrewd enough to renew their efforts in the direction of advertising, they are very apt to forever afterward decry the value of printers' ink.—*Shoe and Leather Facts, Philadelphia.*

THE man who neglects to read his trade paper can never hope to be thoroughly up in his business. He may know a great deal about what is going on in his own office, but his ignorance of what is transpiring on the outside of it, is magnificent and monumental.—*The Starchroom, Chicago.*



Mr. M. J. DOOLEY.

This is M. J. Dooley, of Atlanta, Ga. He was born in Concord, N. H., October, 1854, and received his education in the public schools of Chicopee, Mass. He removed to Columbia, S. C., going on the first steamer that left the New York harbor after the close of the war. He started the bill posting business in Columbia in 1871, and continued it in that city until 1880. Since that time he has conducted the bill posting business in Atlanta, being the only bill poster in the city. He has 25,000 feet of boards, and is now erecting 10,000 more for the big Exposition this Fall. He has never had a complaint since he started in the business. In addition to his regular vocation, he also has the program privilege in both theatres in Atlanta. He is a member of the A. B. P. A.

Lee Bros., & Co., city bill posters at Santa Rosa Cal., write as follows: "We enclose herewith our advertisement which please run six months. We have been taking your paper for some time, and must say that we are well pleased with it and believe that it is the duty of every bill poster to support and maintain the publication by every means in their power."

July 25th, 1895.

Editor BILLBOARD ADVERTISING,
Cincinnati, O.

DEAR SIR:

It is not because we do not appreciate the good work BILLBOARD ADVERTISING is doing for the craft (but simply the rush of business) that St. Louis has not ere this taken advantage of your kind offer of the use of your columns, and through them extended our thanks to the advertisers for the substantial support and encouragement shown us in our effort to give them a service such as they have not been accustomed to in St. Louis.

Less than one year ago I took the management of the St. Louis Bill Posting Company, and was given carte blanche by Mr. R. J. Gunning, our president, to provide for the advertisers a plant, covering every artery and thoroughfare in the city. A plant that would be a credit to and uphold the name of "Gunning," which guaranteed and carried with it a weight with every advertiser in America and Europe. The results have fully demonstrated that if the fraternity will provide a service that will ensure a first-class display, there will be no lack of patronage, and a few cries of dull times. Our boards have been constantly occupied all summer, and have contracts running with "Adams Pepsin Gum, Enameline, Benedictine, Scouring, Mephisto Cigar, Johann Hoff Malt Extract," and the Local Advertisers are taking up our medium, very little of which was done in that line, heretofore. In the month of May we billed the Barnum-Bailey Show, and the Ringling Brothers' Circus, all the Theatres being open, and large contracts running 75,000 sheets of paper on our boards at one time, and all customers more than satisfied with the display given them, all of which goes to show that if you do business in the right way, you will find no lack of it to do.

Thanking you for allowing us so much space, we remain,

Yours sincerely,

ST. LOUIS BILL POSTING COMPANY,
By CHAS. K. HAGER, Secretary and Manager.

The Ideal Paste Mixer was on exhibition in the paste rooms of Walker & Co., and was generally approved by those who witnessed it in operation. It is manufactured by the Ideal Paste Machine Company, of Davenport, Iowa. M. E. Ochs is general manager of the company, and C. N. Newcomb invented the contrivance.

E. G. Fleisher the bill poster at Tarentum, Pa., says: "I think BILLBOARD ADVERTISING is one of the brightest sheets I have seen. Every bill poster and every business man should have it always on hand. I would not be without it under any circumstances."

BILLBOARD ADVERTISING has received through the courtesy of W. A. Caswell, Sacramento, Cal a copy of Constitution and By-laws of the Pacific Coast's Bill Posters' Association, together with the proceedings of the Seventh Annual Convention of the Association.

L. N. SCOTT.

On page 3 of this issue will be found a remarkably good likeness of Mr. L. N. Scott, who owns and controls the boards at St. Paul, Minn. Mr. Scott manages the Metropolitan Opera House in St. Paul, The Grand at Minneapolis, and The Lyceum Theatre at Duluth, in addition to his advertising business.

He was born at Petersburg, Boone County, Ky. May 10th, 1858, went to school until fifteen years of age, and engaged in the steamboat business in the capacity of clerk on the Ohio, Tennessee and Mississippi Rivers, coming to St. Paul, Minn., in April, 1876, where he entered the employ of the St. Louis and St. Paul Packet Company, as warehouse clerk with Capt. J. H. Reaney, who was agent. He remained in that capacity until the death of Capt. Reaney, when he was promoted to agent of that Company in St. Paul, to succeed him. He afterwards became general agent of the Line, and private secretary to Commodore Wm. F. Davidson, who was President of the Company, and through him he assumed the management of the Old Grand Opera House, of this city, in 1882. At the same time he became proprietor of the bill posting business of this city, which he has retained up to the present time, and through his efforts the business has been placed on a firm basis.

The bill posting is not handled any better in any city in the United States than in St. Paul.



MR. R. J. GUNNING.

The above portrait is that of a man whose name has probably been written more miles in length than any other person. This is Mr. R. J. Gunning, Founder and President of the progressive outdoor advertising concern which bears his name, and also principal stock holder and prime mover in the affairs of the St. Louis Bill Posting Co. Mr. Gunning's personal acquaintance with his particular friends—the great general advertisers—is so extensive that a sketch of him seems superfluous. We therefore content ourselves with presenting his picture, for the benefit of those in the trade who have never had the opportunity of meeting him personally.

B. W. Snudam, city bill poster at New Brunswick, N. J., writes: Enclosed please find \$1.00 for that newsy little paper, BILLBOARD ADVERTISING. Its visits will be ever welcome.

BUFFALO BILL BOARDS.

Editor BILLBOARD ADVERTISING

A great deal has been said about amusement enterprises confining their advertising exclusively to newspapers, and abandoning the bill boards. This order of things has been entirely reversed here this season, all the summer attractions, including Base Ball games, are advertised by posters alone, not a line of paid advertising in the press.

In your July issue mention was made of a gigantic edition of distributing matter being put out by the World's Dispensary Medical Association with headquarters at 263 Main Street, but you neglected to add Buffalo, N. Y. As this is a large concern, presided over by the well-known Dr. R. V. Pierce, and as they are just beginning to appreciate house to house distribution, it might be well for all in this line of work to furnish them with their addresses.

Buffalo boasts of one of the largest poster printing plants in the world, that of the Corrier Company, who like to have their imprint read, "Fire Proof." They have had to add Lithography in order to compete with Cincinnati in Show Work. In fact very few pine boards and chisels are used now in modern pictorials.

Your personally guaranteed service renders your list of distributors valuable to large advertisers, and should contain the name of every wide-awake man handling advertising matter. Generally concerns who put out circulars and samples are at a loss to readily obtain reliable persons to distribute them, and when a list like yours is before them with boys banished and frauds weeded, it is needless to say business follows.

The Quiver Establishment is mailing samples of a unique Puzzle Folio that answers for an advertising folder suitable for any business, and is often used by firms having no special matter of their own to distribute. The price being only \$1.00 per 1000 with the \$2.00 added for distributing makes cheap and effective advertising.

Whitmer & Filbrick our enterprising bill posters, control the business in Buffalo and have branched out into mural work considerably.

MARGIE.
Buffalo, N. Y., July 20th, 1895.

The Rochester Bill Posting Co.,

ED. A. STAHLBRODT, Manager

Bill Posters, Distributers and General Advertisers.

No. 16 and 18 Mill Street, ROCHESTER, N. Y.

THE ERIE BILL POSTING CO.

ED. A. STAHLBRODT, Manager.

Bill Posters, Distributers and General Advertisers,

No. 10 North Park Row. ERIE, PA.



Mr. E. C. DONNELLY.

Of the celebrated Boston firm of bill posters, John Donnelly & Sons is an exceptionally brilliant young man, who wins the respect and admiration of all who have the good fortune to meet him. It is due in a great degree, to his well directed efforts that his firm has secured its world wide reputation. Mr. Donnelly is one of the new school of bill posters, which is rapidly placing the business in the front rank of advertising mediums.

The Association is to be congratulated in securing Mr. Donnelly's valuable services as a member of the Executive Committee for the ensuing year.

Championship Medal.

BILLBOARD ADVERTISING offers a valuable gold medal set in a badge, pendant to the bill poster who can hang a twenty-four sheet stand in the quickest time. The contest is open to bill posters and employees of bill posters throughout the United States and Canada. The medal will be awarded December the first next and the result of the competition will be published in the Christmas number. The conditions are as follows, viz: The stand must be hung by one man from single sheets in the presence of three reputable witnesses, one of whom in case the contestant is an employee, must be his employer. Time must be kept by a duly authorized time-keeper, and will commence with the first dip of the brush and end when the last sheet has been rubbed in. There are no other conditions, no entrance fees and no qualifications other than stated herein, but reports must be full and explicit. Time, place and conditions must be fully and accurately stated. The work when finished must have been well done, and the affidavit of the time-keeper must accompany the account of the contest. All reports must be mailed to BILLBOARD ADVERTISING prior to November 20th, 1895.

The Commercial Union observes:

The utility of fence board advertising is illustrated in the following mix-up, caused by repairs in the fence: "Hate your baby with—sparkling lager beer."

Printers' Ink in reproducing the article gives it the headline, "it doesn't happen in newspapers."

The fact is, it happens in newspapers with far greater frequency than any other medium.

KENTUCKY ONCE MORE.

Interest in the Association reviving. The dark and bloody ground will make a good showing by next summer. Messrs. Heverin, Fairchild and Ramsey doing yeoman service in the good cause.

The Kentucky State Association of Bill Posters which has been allowed to languish of late, begins to show signs of new life. Messrs. Ramsey Heverin and Fairchild are injecting new vigor into the body, which will soon result in a convention at which action will be taken, looking to the permanent establishment of the organization. The following names are members of the organization.

- Ramsey & Co., Paris.
- Ramsey & Co., Lexington.
- G. H. Otting & Son, Newport.
- J. W. Keller, Georgetown.
- E. S. Tribble, Henderson.
- J. Boyle Nichols, Danville.
- E. T. Heverin & Bro., Louisville.
- W. K. Cardwell, Harrodsburg.
- O. P. Fairchild, Covington.
- Thos. Heffner, Frankfort.
- P. G. Hall, Mt. Sterling.
- W. H. Cummings, Cyantlianna.
- S. H. Clark, Paducah.
- W. P. Baxter, Richmond.
- R. E. Ross, Ashland.
- Batson, The Bill Poster, Winchester.
- T. S. Baxter, Shelbyville.

THE DONALDSON GUIDE.

The scope of the Donaldson Guide is to be broadened. Hereafter instead of being merely a Guide for circuses and theatrical managers, it will be made a manual for advertisers.

Possessed of this valuable work, an advertiser will be able to obtain at a moments notice the names of the bill posters and their street addresses, the names of distributors and their street addresses, and the names and addresses of printing houses, the names of the newspapers and their managers and editors. It will cover this field thoroughly and will embrace both the United States and Canada. The price of the book will be \$3.00. Advertising rates will be very low.

COMPLETE FAIR DATES.

Next week the DRAMATIC NEWS will publish a complete list of Fair dates for 1895. This list embraces the entire country, and is copyrighted by the exceedingly useful Cincinnati publication known as Billboard Advertising. The DRAMATIC NEWS has made a special arrangement with the paper named for the use of this very valuable list. Managers of combination of every description will benefit their interests by making sure of obtaining an early copy of next week's paper—*Dramatic News*, June 24th, 1895.

Boon the billboards' Advertise in BILLBOARD ADVERTISING. It reaches the advertisers.



Through the kindness of Mr. George Hartford the energetic, hustling manager of Car No. 2 we present herewith, a good picture of the car and crew. They say George is the best man the Ringling Bros. ever had on Car No. 2. His many Cincinnati friends hope he will spend the winter among them.

Just listen to "Hote" in a recent interview. "The dull, dead posters that are hard to read, that the magazines put out, make me tired. It's waste of money. The Century Company sticks up pictures of a Napoleon hit by a club, riding on a horse struck by lightning. Scribners stick up an outline sketch of some second hand Roman which may be aesthetic, but none of them get bold, aggressive readers and illustrations out, like Hires Root Beer."

Our September Number will contain a splendid photograph of the ladies and gentlemen who were guests of Walker & Co., during the late convention.

SECRETARY'S OFFICE OHIO BILL POSTERS ASSOCIATION. BILLBOARD ADVERTISING CO., Cincinnati, O.

GENTLEMEN: I take pleasure in notifying you that at the Annual Meeting of the Ohio Bill Posters Association, held at Columbus, O., April 26th and 27, your paper, BILLBOARD ADVERTISING was adopted as the official organ of this association and was endorsed as a good thing for our craft.

Yours very truly,
CHARLES F. BRYAN,
Sec'y, Ohio Bill Posters Association.

CHICAGO, ILLS., AUG. 20th.

At the meeting of the Illinois Bill Posters' Association, which takes place in Chicago on the 20th next, it is probable that Ed. A. Stahlbrodt, C. S. Houghtaling, O. J. Gude, Geo. M. Leonard, Alex. Harbison, and Pat Shannon will be present to address the convention. It goes without saying that their will be a great gathering.

A POINTER FOR YOU.

Just think how much good BILLBOARD ADVERTISING would do you in the hands of your local merchants, they would read it, because advertising is the great business problem of the day, it will convince them, because it gives facts and practical arguments. Send us One Dollar and we will send the paper three months to any twelve merchants you name.

Detroit, Mich. July 20th, 1895

EDITOR BILLBOARD ADVERTISING,
Dear Sir:

The convention of The A. B. P. A. that lately closed its deliberations in our city was a surprise to many of our citizens, advertisers in particular, who did not expect to see such a body of representative men and our newspapers were justified in comparing it creditably, with the great number of conventions of other Associations, orders, etc., that have been held here in the past few years. This besides being our due is highly complimentary as "the City of the Straits" is fast taking the lead in numbers and importance of such gatherings.

Conventions of this character are undoubtedly the best medium for the advancement of this great calling, the exchange of ideas, the benefit derived from practical business views entertained by members together with friendship made all aid in the highest degree, the cementing in one vast chain the brotherhood of bill posters.

Furthermore in BILLBOARD ADVERTISING the profession have a journal whose columns are always open to the discussion of matters, of weight concerning the business whose value cannot be estimated on paper but eventually will be seen on the right side of our cash books. As your space for August will be necessarily crowded with convention matters and views of others that are far more important than ours, we will close by wishing everybody success connected with the A. B. P. A. of the United States and Canada.

Respectfully yours,
JAMES E. HENRY & SON.

LIKE THE ASSOCIATION METHODS.

DR. KILMER & CO., Standard Remedies, Binghamton, N. Y. July 22, 1895. GEORGE LEONARD, ESQ., GRAND RAPIDS, MICH.

DEAR SIR: Our Manager of this Department, Mr. Redington, has just completed a tour through Ohio, and has contracted with every member on the list of Bill Posters' Association of that State, for the distribution of our advertising matter, commencing on or about September 16th, and to be repeated each three months during the year following.

So well are we pleased with the Manager's report of the manner which the Ohio Association men perform this service, that we have decided to secure the services of every Association Bill Poster in the Union if possible, and accordingly request that you will forward us a complete list of such members in your State, that we may correspond with each.

We enclose stamped addressed envelope for reply.

Yours very truly,
Dr. KILMER & CO.

"WE STICK UP FOR ALL."
SEE IT
SAN DIEGO
Bill Posting Co.
SAN DIEGO, CALIFORNIA.
FRED. F. STUTTZ, Mgr.

Albany City Bill Posting Co.
J. Ballard Carroll, Manager.
35 Beaver Street.
ALBANY, N. Y.

The Convention.

It Was A Grand Success.

Largest Attendance on Record—Over One Hundred and Forty Bill Posters at Detroit—Much Business of Importance was transacted—Great enthusiasm among the Delegates.

The Fifth Annual Convention of the Associated Bill Posters' Association assembled in Convention at the Cadillac Hotel, Detroit, Mich., July 9th, at 10 A. M. The attendance was the largest ever recorded. President Campbell, of Chicago, was in the chair, and J. Ballard Carroll, of Albany, held down the secretary's desk. Vice President E. C. Heverin failed to arrive, he being detained in Louisville by important business which would not admit of his leaving home. Treasurer O'Mealia was also absent, but sent his vouchers for receipts and disbursements by express. Same were accepted by the President in lieu of the customary report.

The members got down to hard work immediately upon assembling. Committees on membership and credentials were appointed, and reported at the afternoon session.

The reports recommending O. J. Gude and W. H. Donaldson for honorary membership, provoked an animated discussion which resulted in their being referred to a special committee. The Convention then went into executive session, and took up the regular order of business. Reports were read by the President and by the Secretary. The report of the Executive Committee, consisting of Messrs. Al Bryan, A. B. Hudson, and Ed. A. Stahlbrodt, was dilated upon to some slight extent by the Chairman, who referred the members to the printed copy in BILLBOARD ADVERTISING.

Mr. Stahlbrodt then spoke of the New York office of the Association, and explained its scope to the members who were not present at the January convention. After dilating upon the importance of maintaining it, he explained the contract with the Association under which he operates it, and the progress he had made since taking up his residence in New York.

The chief interest of the members present centered in the scale of prices, which certain members demanded be revised, and in the right of members to accept work from the firm of The O. J. Gude Co.

The latter difficulty was settled amicably, after speeches by President Campbell and Mr. Gude himself, but the question of prices drew forth extended argument. The larger cities favored the maintenance of the scale as then established, but the smaller towns demanded a reduced, or rather a sliding scale.

Messrs. Castner, Bryan, Fitzgerald, Chapman, Pratt, Donnelly, and others opposing a reduction, and Messrs. Tyner, Leonard, Keyes, and many others supporting it. The President proposed a compromise, or rather the outline of one, which met with favor and was referred to a committee appointed for the purpose of elaborating it. The report of the committee was adopted.

Addresses were made by R. C. Camp-

bell, O. J. Gude, Louis E. Cooke, Geo. M. Dean, C. S. Houghtaling, and E. C. Donnelly.

The pro rata tax of fifty cents per member assessed upon members of State Associations to support the National organization also came in for considerable discussion, Messrs. Stahlbrodt, Castner, and Messrs. Keyes, Groves and Dobbins being the chief speakers, pro and con.

Walker & Co. and the proprietors of the Cadillac were given all the credit of the success of the convention, because of their untiring efforts and comprehensive idea of the entertainment to be furnished.

These were the officers elected: President, R. C. Campbell, of Chicago; Vice President, George M. Leonard, of Grand Rapids; Secretary, J. Ballard Carroll, of Albany, N. Y.; Treasurer, James A. Curran, Denver, Col. The president appointed the following standing committees:

On Appeals—J. Aaron Adams, St. Louis; W. J. McAllister, Troy, N. Y.; Geo. Robinson, Dallas, Tex.

Finance—Alex. Harbison, Indianapolis; J. Garlick, New Orleans; M. Breslau, Minneapolis.

New Business—Frank Fitzgerald, Milwaukee; Sam H. Robinson, Philadelphia; H. H. Tyner, Springfield, O.

Unfinished Business—W. H. Walker, Detroit; John Chapman, Cincinnati; J. F. O'Mealia, Jersey City.

Executive Committee—F. M. Groves, Evansville, Ind.; Al. Bryan, Cleveland; Sam. Pratt, New York; E. C. Donnelly, Boston, and the President and Secretary, and Treasurer, who are ex-officio members of the committee.

The next annual meeting will be held in Cleveland, on the same dates.

On Friday morning, the delegates who remained in the city took a ride to the Flats on the steam yacht, "Pilgrim," by invitation of Walker & Co.

C. S. Houghtaling, of New York, the man who first threw illuminated "ads" on the clouds, was the ladies' man of the aggregation. When the others were all hard at work grinding out reports and speeches, he looked after the needs of the ladies who never wanted for information or convenience when he was near. On Thursday they got their heads and purses together and presented Mr. Houghtaling with a very fine silver shaving set.

SCALE OF PRICES.

Compiled from stenographic reports of the convention which had been examined and approved by the president and secretary, was as follows; for all cities of over 100,000 population, on all local or commercial work outside of circus posting.

All stand work, consisting of work constituting three-sheets or over, and all three-sheets, at the rate of three (3) cents per sheet per week. This class of posting to be listed, protected and renewed, without additional cost, when paper for that purpose is furnished by the advertiser.

All stand work and three-sheets, listed, protected and renewed, list of locations to be furnished in advance, at four (4) cents per sheet per week.

When locations of boards are selected previous to consummation of contract,

for same class of work as above, five (5) cents per sheet per week.

All work to be posted without listing or renewal and known as "uncovered display" posting not guaranteed longer than one week, at from three (3) to four (4) cents per sheet.

Distributing of pamphlets, circulars, newspapers, cards and all work of that nature, from house to house, at not less than \$1.50 per thousand.

Distributing samples, from house to house, not less than \$3.00 per thousand.

For all cities of over 50,000 and under 100,000 population on stand work, three (3) cents per sheet, for the first week, and two (2) cents per sheet for each additional week's showing.

For one-sheets unprotected and scattered, as chance may offer, three (3) cents per sheet for the entire showing, which shall not be guaranteed for longer than fifteen days.

For all towns of 50,000 population and under, on stand work, three (3) cents per sheet for the first week, two (2) cents per sheet for the second week, and one (1) cent per sheet, for each additional week.

For one-sheets unprotected and scattered as chance may offer, three (3) cents per sheet for the entire showing, which shall not be guaranteed for longer than fifteen days.

For all circus or other show work of that nature, without regard to population.

All work on protected boards, not less than fifteen (15) cents per running foot, or four (4) cents per sheet per week, for one month's showing.

All three-sheets, single sheets and scattering work, not listed, at three (3) cents per sheet per week.

The above scale of prices is not to prevent members from getting higher prices for boards, per foot or per sheet, if in the exigencies of business they may deem it necessary to advance the same.

At a short session of the A. B. P. A. called by President Campbell, on board the steam yacht, "Pilgrim" July 12th, while the members were enjoying a ride on Lake St. Clair as the guests of Walker & Co., of Detroit; the following resolutions offered by Mr. Bryan of Cleveland, Ohio, seconded by Mr. Tyner of Springfield, Ohio, were unanimously adopted.

Whereas, We, the Associated Bill Posters' Association of the United States and Canada in convention assembled, have just learned with the greatest grief of the sad accident which occurred in Atlantic City at the Annual Convention of the Benevolent Protective Order of Elks, whereby many of the members were killed and injured; therefore,

Be it Resolved, That we herewith extend our sincere sympathy and earnest condolence to the families of the wounded and assure the entire order of Elks that we are sorrowful participants in the great grief, that has come to their organization.

Be it further resolved, That the secretary be instructed to forward a copy of these resolutions, to the Exalted Grand Ruler.

ADMIRABLE!

The following resolution offered by Mr. James A. Curran of Denver, Colo., seconded by Louis H. Ramsey of Lexington, Ky., was unanimously adopted.

Whereas, it is the sense of the A. B. P. A., that the posting advertising cures for

private diseases, etc., has a demoralizing influence upon the community, and is not fit and proper matter to be read by the wives and daughters of our fellow citizens.

And whereas, Owing to the increased influence of bill posting and general improvement of our holdings all displays on our hoarls are given a much wider publicity than was possible in past years.

Be it Resolved, That at the expiration of present contracts, no member or national solicitor, be permitted to contract for this class of work, no matter what price be offered.

Snipes and Small Daubs.

Gude got there.
Staats was there.
It's a Gude thing, etc.
B. M. Drake caught on.
"Hote" was omnipresent.
Oliver of Tiffin was there.
The Cadillac is a fine hotel.
No one takes "Hote" seriously.
"Dot" was the saddest blow of yet.
Everybody knew Gude was there.
"Hote" he knows his little book.
Reese of Scranton is a bike fiend.
Clayton's bosom friend.—F. L. Brick.
O. J. Gude set a hot pace for them.
O. J. Gude made many firm friends.
"Hote" originated in Lockport, N. Y.
O. J. Gude stands well with the ladies.
Two Old Cronies.—Clayton and Staats.
Staats has been in the business since '57.
Gude made the speech of the convention.
Louis E. Cooke made a neat little address.
Geo. Leonard possesses great executive ability.
Mrs. Bryan enjoyed her visit to Detroit thoroughly.

L. N. Scott of St. Paul is a man of splendid address.

Hudson of Kautsis City was there. Very much so in fact.

There was lots of sound sense in Stahlbrodt's observations.

Al Bryan and his friend Clayton got along well together.

J. Ballard Carroll and his estimable wife were great favorites.

The shaving mug presented to C. S. Houghtaling was a beauty.

Two very popular men, Geo. M. Leonard and J. Ballard Carroll.

Donnelly puts his points well. He scored heavily on several occasions.

A great many members will attend the Showmen's Convention at Cincinnati.

Al Bryan will look after the members in Cleveland next year, as only Al Bryan can.

The vote between Campbell and Bryan was the closest of which there is any record.

The Theatrical Mechanics Lodge Rooms is located in Walker & Co's Establishment.

A splendid manly speech by R. C. Campbell did much toward promoting harmony.

W. R. Solomon of Jackson, Mich., greeted his old friends and made a host of new ones.

Al Bryan's new plant in Cleveland is one of the finest bill posting plants in the world.

Mr. E. S. Webster represented the St. Louis City Bill Posting and Advertising Company.

John Chapman got there Wednesday Morning, and took an active interest in the proceedings.

Major Tyner of Springfield, was an early arrival and took a deep interest in the proceedings.

Mr. Phil Oliver of Findlay, O., and Mr. Chas. Rodgers of Sidney, O., were representatives from Ohio.

A finer looking body of men never assembled in convention. They reflected credit upon the craft.

Stahlbrodt is all right. His pluck and indomitable energy will not admit of his making a loser.

J. D. Dobbins of Richmond, Ind., was active and interested. They ought to have more like Dobbins.

McAllister of Troy, left Fuller's New York Combination Minstrels in 61 to enter the bill posting business.

Each member present was the recipient of a handsome badge, a present from the Detroit Free Press Job Rooms.

Mr. Thos. Mulvihill and his charming family left Wednesday Evening, much to the regret of their many friends.

Mr. Adams representing the St. Louis Bill Posting Company made a favorable impression on the convention.

Messrs. Tirrell of Lima, Ohio, and Charlie Bryan of Cleveland, Ohio, were among the good looking men from Ohio.

Sam Prall was on the losing side, but went down with colors flying. "Hote" got in out of wet in the nick of time.

C. Van Ostrand of Adrian, Mich., W. H. George of Greenville, Mich., and F. L. Reynolds of Muskegon, Mich., were on hand.

Mr. Walker made many friends and could have had anything in the way of a concession or office that the Association had to bestow.

Mrs. Walker, too, proved an ideal hostess, and endeared herself to all the ladies by many little acts of courtesy and attention.

Mr. Douglas representing the Memphis Bill Posting Company, enjoyed his visit to Detroit and made many friends during his stay.

Mr. F. M. Groves of Evansville, Ind., made many friends, and was heard from quite often on the floor, with sensible suggestions.

J. H. Brooks, Leavenworth, who fifty years ago was sticking bills on the bowery of New York, was as lively as any of the younger members.

Mr. A. B. Hindson of Kansas City, was one of those who advocated the keeping up of the prices. He was listened to very attentively.

Chas. H. Hood the solicitor was on hand and very much in evidence. Mr. Hood's office will be at 240 Madison Street, Chicago, Ills. hereafter.

Some remember it a brilliant triumph, others think of it a bitter disappointment, while in the minds of not a few it exists as one long mad delirium.

Stahlbrodt defeated his own aims, and has lost but little of the influence he possessed. Many still regard him as the strongest man available.

Among the ladies present were, Mesdames R. C. Campbell, J. B. Carroll, G. M. Leonard, Al Bryan, Groves, Mulvihill, Curran, Walker, and Ramsey.

Mr. J. Garlick of New Orleans, has a plant second to none in the South. Mr. Garlick was almost forced into the business, but now he is mighty glad of it.

Mr. Jas. Henry, the veteran bill poster of Detroit and his son Charlie, did much towards entertaining the visiting members and gained many firm friends.

The photograph of the members present which is reproduced in this issue was obtained through the kindness of D. N. Newcomb, of the Ideal Paste Machine Co.

Mr. Belloes of San Antonio, Tex., representing the Texas Advertising Company, was one of the youngest members present. His firm was elected to membership at this meeting.

Filbrick of the firm of Witmeir and Filbrick, Buffalo, N. Y., entered the employ of his present partner at the age of eleven years. He is now thirty years of age.

Messrs. Rile & Honck of Baltimore, were given an ovation on their arrival upon the floor. They made a very good impression upon everyone. They make a splendid business team.

When Geo. Castner expresses an opinion, there may be many among his hearers who do not coincide with the views he advocates, but there are none who can doubt his sincerity.

Mr. Albert M. Wetter, the Circus Man, of Massillon, O., was in Detroit on business, but shook hands with many of his bill poster friends who greatly admire his pluck and perseverance.

The executive committee for the ensuing year consists of Messrs. Groves of Evansville, Ind., Pratt of New York, Donnelly of Boston, and Bryan of Cleveland together with the officers of the Association.

Ramsey & Co., of Lexington, Ky., have bought out Paris, Ky., and in conjunction with Ed. Hite will control the boards in the future. The firm at Paris as well as at Lexington hereafter will be Ramsey & Co.

Walker & Co's. Establishment is admirably arranged. The bill rooms, stables, and wagon shed are all located directly in the rear of the office which is on one of the principal thoroughfares of the city.

Walker & Co. have an institution in their building, which is worthy of imitation in other cities, viz., a retiring room for their employees. It is in reality a club room, the boys themselves style it their "loafing place."

Chas. Vogel, "the bald-headed dutchman" from Steubenville, where he manages the Opera House as well as the bill posting plant, was in it. Charlie is known by everybody in the business. They are going to run him for mayor of his town at the next election.

Samford Robinson of the American Bill Posting Company Philadelphia, Pa., was spending his vacation at Mt. Clemens, and went down every morning with his sweater. Sam had a lot of friends to shake hands with.

Jas. A. Curran of Denver, Col., is organizing a Rocky Mountain Branch of the Association, which will embrace Colorado, Wyoming and Utah. He has ten applications so far. Letters

from various towns in that vicinity show that Mr. Curran's efforts are likely to meet with most unqualified success.

Frank Fitzgerald, of Minneapolis, although a comparatively new man in the business, was one of the bright lights of the convention. Fitz was formerly foreman of the Riverside Show Print, and is thoroughly conversant with the business from start to finish and has an admirable plant and large clientele.

Mr. W. W. Seane of Chatham Ont. who went to the convention on invitation of BILLBOARD ADVERTISING, was elected a member, and was appointed organizer of Canada in conjunction with The Price Advertising Company. Mr. Seane is a member of a prominent law firm but prefers the business of bill posting. He is a young hustler.

SHE'S A BLONDE.



BALLIE CARROLL'S STENOGRAPHER Pursuant to the instructions of the A. B. P. A. Mr. J. Ballard Carroll, secretary of that organization, has engaged a stenographer. She is a blonde petite and winsome. Her name is Maggie.

BILLBOARD ADVERTISING Cincinnati Ohio.

DEAR SIRS:

President Kirch has called the Fifth Annual Meeting of the Illinois State Bill Posters' Association for Tuesday, August 20th, 11 a. m. at the Club Rooms, (Briggs' House,) corner Fifth Avenue and Randolph Street, Chicago, Ills. The meeting will undoubtedly be the most important ever held in the state, for several reasons, and will mark a new era in bill posting and state organizations. The following well-known solicitors from New York, will address the meeting viz:

C. S. Houghtaling, (old Hote,) of J. Gude & Co., J. Gude & Co., and Ed. A. Stahlbrodt. Prominent bill posters who have agreed to be with us are: George M. Leonard, president Michigan State Association, F. M. Groves, president Indiana State Association, H. B. Tyner, president Ohio State Association, Al Bryan, Cleveland, W. H. Walker, Detroit, Pat Shannon, Milwaukee, I. N. Scott, St. Paul, Alex. Harrison, Indianapolis, and many others, and won't you as publisher of our organ attend?

There is no use in talking, it will be a great place to do good missionary work, for the cause of good bill posting, and every bill poster who from any cause is compelled to miss this meeting will miss one of the greatest hand-shaking events that will ever take place. Will you be with us?

Yours truly, R. C. CAMPBELL, PRESIDENT ASSOCIATED BILL POSTERS' ASSOCIATION OF THE UNITED STATES AND CANADA WE WILL FIGHT

CALL For the Illinois State Bill Posters' Fifth Annual Meeting. Tuesday, AUG. 20th, 11 A. M. Sharp.

All members, (and in fact every bill poster) in the state of Illinois, is hereby notified and cordially invited to attend the Fifth Annual Meeting of the Illinois State Bill Posters' Association, to be held at the Club Rooms, (Briggs' Houses,) 5th Avenue and Randolph Street, Chicago, Tuesday, August 20th, morning, Afternoon and evening sessions will be held. Meeting will be called to order at 11 a. m. sharp. Business of importance to every bill poster will be transacted at this meeting. Election of officers, etc, and a general talk from prominent advertisers on the subjects beneficial to the craft.

Let every member who is not now a member, come or send in his application state initiation fee one years dues and per capita tax in the National Association a total of \$3.25

Altogether it will undoubtedly be the biggest meeting ever held and everyone intending to attend or join, should write R. C. Campbell, in care of American Advertising and Bill Posting Co., 280 Madison Street.

By order of F. B. KIRCH, PRESIDENT DAN. F. CLINE, Secretary.



We do Printing, and the People who appreciate the best class of work at the most Reasonable Prices patronize us. Can we estimate for you? No orders too large; None too small. Our Specialty is Poster Work For out-door Advertising. The Libbie Show Print, Printers and Engravers, 6 to 12 Beach St., Boston, Mass.



PUBLISHERS' CORNER.

We have only a limited amount of space at our command this month, and we really ought not to use that, but we want to mention our continued prosperity. Our subscription list during the month just passed has increased over twelve hundred. The Associated Bill Posters' Association alone subscribed for one thousand copies per month for one year, which they are going to circulate among all the larger advertisers of the country. They believe that BILLBOARD ADVERTISING is doing yeoman service in the cause of bill posting and adopted this means to extend its support, and at the same time widen its influence.

We direct attention to the large amount of advertising which has been bestowed upon us this month, and also to the improvements in the make-up and general appearance of the paper.

Bill posters who desire to emulate the example of the Associated Bill Posters' Association, and educate the merchants of their respective cities upto a proper appreciation of the advertising value of the bill boards can obtain special terms by addressing this office.

Everybody Vote!

What is the best advertisement in the columns of this issue of BILLBOARD ADVERTISING?

We want an expression of opinion from everyone of our readers. Fill out the coupon printed below, and mail it to the Voting Contest Editor, Billboard Advertising, Cincinnati, O., before August 28th next, in order that the votes may be counted, the prizes awarded and the results announced in our September number. The prizes are as follows:

- 1st To the firm whose ad. receives the largest number of votes, we will present \$25.00 in cash. We will also return the price of the advertisement, and run the same one year free of charge.
- 2nd To the firm whose ad. receives the second largest number of votes, we will present \$10.00 in cash and return the price of the advertisement, and run the same free of charge for six months.
- 3rd To the firm whose ad. receives the third largest number of votes, we will present \$5.00, return them the price of the advertisement, and run the same free of charge for three months.

Our object in instituting this contest is to excite interest in our advertising columns, and to incite in our advertisers a disposition to give more time, care and consideration to the preparation of their advertisements.

Please cut out this coupon, fill it out and mail it as above. No votes will be counted, save those which are written upon coupons, as we do not wish anyone to vote except the readers of our paper

Voting Contest Editor,
BILLBOARD ADVERTISING.
 The Best Advertisement in the August issue of BILLBOARD ADVERTISING is that of _____

RETURNS ARE QUICK.

One Reason in Particular why Advertising on the Boards is Better than in the Newspapers.

(BY BERT M. MOSES.)

The advertisement on the bill boards is seen and read when people are out of doors, and a person has to go out of doors to do most of his or her buying.

It often appears in the neighborhood of the places where the advertised article is for sale; The effect of such advertising, therefore, would seem to be immediate. The impression made on the reader has no time to wear away. If the advertisement tells in an effective manner about something the reader needs or wants, the chances are that a purchase will be made at once.

In this one respect then, bill board advertising appears to be better than newspaper advertising. An ad. in the newspaper is generally read at home, to be effective, it must be so striking as to make an impression that will last over night or until the next shopping expedition,—and such ads are mighty hard to prepare.

I am a great believer in newspaper advertising myself, and I'm coming to have a high regard for the bill board, too. There used to be a time

mouth or pen, the inanimate poster is itself mute but powerful evidence against the flood of criticism directed against it. Although silent, it eloquently sings its own praise.

Bill board advertising is no longer "cheap and nasty." Almost fabulous prices are paid to get this high art. It is not uncommon to see high-class posters bearing the name of artists away up on the ladder of fame.

As far as attractiveness goes, it would seem the bill board had nearly reached the limit. But I believe that in the effort to be attractive, effectiveness has been neglected. Too much attention has been concentrated on art; too little has been devoted to literature. To get the very highest results, the best artists, and the best writers should pool their efforts. The mission of the artist is to get the public's eye, that of the writer is to tempt people to go down in their pockets and start their cash on its mission of buying.

Billboards are generally too crowded. The space is large—why cover every inch of it with great big type and pictures? Why not learn a lesson from the newspaper ad, that is so inviting, because a little blank space all around it makes it so?

Owners of billboards don't advertise themselves as well as they might. Most of them are satisfied to simply give their names and addresses

The Sun published in Philadelphia, says: "Distributors are fined \$50 or jailed at Newark, N. J., for working without paying a special tax of \$50. The Constitution of the United States prohibits the collection of such special taxes, but the Constitution of the United States seems to have no standing in Newark. Distributors everywhere should read Justice Bradley's decision on this point. You can have a copy for a dime. Address, Law Department, City SUN, Randolph Building, Philadelphia, Pa."

The quotation is published in the form of an advertisement, and may be only intended to sell their "Bradley Decision Pamphlet." Nevertheless it would seem that inasmuch as the *Sun* is the official organ of the National Distributors Association, its course in this matter is indiscreet to say the least. In the first place, "Justice Bradley's decision says nothing whatever about distributors, and the tax imposed at Newark, N. J. or any other point for the matter of that, is in no sense at variance with the Constitution of the United States.

Ordinances such as these are common throughout this county and Canada, and experienced distributors are not disposed to regard them as either illegal or oppressive. It may be that here and there, some crank who is a distributor one week, an agent the next and any old thing the week after, will be found crying out against an ordinance of this nature.

By "distributors," we mean the "real thing," men who make a business of distributing are inclined to regard a license as beneficent and protective. They will not readily array themselves against law and order at the advice implied in *The Sun*.

BARNUM SAID:

"If you have ten dollars to spend, spend one for the article and the other nine for advertising it." The old man knew a thing or two when it came to advertising. He died worth five millions of dollars, and made it all by extensive advertising.—*The Boomer, Lexington, Ky.*

The August Issue of *Profitable Advertising* will contain a special article on "The High-Art." Poster by Mr. Chas. K. Bolton, librarian of the Brookline Public Library and an enthusiastic collector of posters. We presume that the term "High-Art." in this instance signifies the non-sensical Beardsley style, but it goes without saying that the article will prove of great interest to bill posters and poster printers. Sample copies of the August issue of *Profitable Advertising* can be had by sending 11 cents in stamps to C. F. David, 45 Milk Street, Boston, Mass.

Walter G. Cooper writes entertainingly in *Printer's Ink* upon "How the Atlanta Exposition is being advertised." He expects to use posters quite extensively, just prior to the opening of the exposition.

Besides the one thousand subscriptions received from the A. B. P. A., one hundred have been sent us by Ramsey & Co., of Lexington, Ky., and fifteen by the Southern Bill Posting Company. The single subscriptions for July amounted to one hundred and twelve. Only two subscriptions expire this month, consequently we are enabled to record an increase in circulation for the month amounting to one thousand two hundred and twenty-five.



THE ASSOCIATED BILL POSTERS' ASSOCIATION CONVENTION, HOTEL CADILLAC, DETROIT, MICH., JULY 10, 1895.

when I thought poster advertising was "cheap and nasty." I formed this opinion through reading the newspapers. The editors said continually that no kind of publicity was profitable, creditable or judicious, except newspaper advertising. What the editors say goes to make up public opinion, and so it became to be generally understood that the bill board was a good thing to avoid.

The newspaper disapproval of the bill board proceeded both from selfishness and partial truth. The publishers coveted the money that went to the printer and bill posters—that was selfishness—and it was partial truth to say bill board advertising was "cheap and nasty," because some of it was and is to-day. The same thing can be said of some newspaper advertising.

The publishers had every advantage. Their columns were powerful weapons. The votaries of the poster had no effective way of "sassing back."

After a time came the era when real artists were employed to make the bill boards attractive and through the process of evolution we have to-day marvelous and highly artistic combinations of colors on the public walls. Without word o

at the top of the boards. It often happens that they have space not in use. Why not utilize it in telling the advertising public what good results are sure to come through a judicious use of their bill boards? There are many good points to be brought out. Newspapers find it wise to constantly advertise their circulations, and praise newspaper advertising. Bill board owners and poster printers depend too much on solicitors. The boards will advertise themselves if the right kind of posters are stuck on them.

The editor of *BILLBOARD ADVERTISING* has a great field for missionary work. I wish him every success. I congratulate him on what has already been accomplished.

TO THE MEMBERS OF THE PENNSYLVANIA STATE ASSOCIATION AND ANY AND ALL BILL POSTERS IN PENNSYLVANIA.

The Second Annual Meeting of the Pennsylvania State Bill Posters Association will be held on Thursday, August 22nd, at 3:00 p. m. at Hotel Terrace, Scranton, Pa. It is to be hoped that all members will be present and that all bill posters in Pennsylvania will consider this a personal invitation.

By order of
JNO. D. MISHLER, President.
J. C. REESE, Secretary.

Tim. Acton Burrows Company of Winnipeg Manitoba, have closed a contract with the Canadian Pacific Railway Company, under which they will, for a term of years, control all the advertising privileges on the Company's whole system, from St. John, New Brunswick to Vancouver, British Columbia, including all lines operated by the Company which comprise over 7,000 miles, embracing over 1,100 stations. The contract includes the exclusive right to display advertisements in the stations and ticket agencies and on the telegraph poles, fences and premises of the Company, and it is understood that in addition to displaying advertisements in the stations a good deal of Mural Advertising will be gone in for. The Acton Burrows Company also has the privileges in regard to the advertising matter on all the C. P. R. Company's Trains.

C. F. Libbie Jr., manager of the Libbie Show Print, of Boston, Mass., is one of the show printers who recognizes the possibilities of *BILLBOARD ADVERTISING*, and extends solid and substantial support to the undertaking.

James A. Curran made rather an extended stay in the East. He did not return home until July 27th.

**A CHARACTERISTIC LETTER
From Brother Staats.**

Lockport, N. Y. July 7th, 1895
BILLBOARD ADVERTISING,
Cincinnati, Ohio.
MY VERY DEAR SISTERS:

Enclosed we hand you \$5.00 of the "filthy," sometimes called "soap," "rhino," etc., The enclosed \$5.00 we had "over" on our return from the National Convention, and as we desire to lay it out in a good cause, a worthy object, we pass it over to *BILLBOARD ADVERTISING*. Whatever you do with it, don't fool it away for bread. As to page, why, we are not particular, use your own judgement.

Truly yours,
JAMES H. STAATS

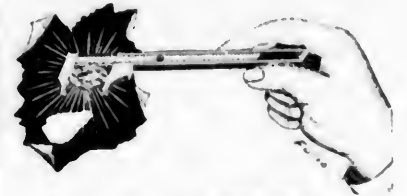
John Osseforth, the boss bill poster with O. P. Fairchild of Covington, Ky., has been in the employ of Mr. Fairchild for the past eighteen years. He was born in Cincinnati, Ohio, and raised in Covington, Ky. Mr. Osseforth is still a young man being only 36 years of age. He has a brother who has a record of ten years continuous service in the employ of the same firm.

American Advertising and Bill Posting Co.

OWN and control more Bill Boards and give better and quicker service than any other Bill Posting company in AMERICA, bar none. Advertisers intending advertising in Chicago would do well to look our plant over before placing appropriation.

SUCCESSORS TO
BROADWAY & TREYSER
 AND : :
GEORGE A. TREYSER
BILL POSTING COMPANIES.
 280 Madison St., CHICAGO, ILLS.

R. C. CAMPBELL, Pres't. BURR ROBBINS, Treas.



PASTE?

Well yes! We show you how to make em with paste and from ocean to ocean we want a legend to read

POST AND PROSPER.

So that every business concern will want to Put up or shut up Are you with us? Come and spar kle with our bright gems

SUBSCRIPTION \$1.00 PER YEAR.
 ADVERTISING 25c. Per Agate Line.
BILLBOARD ADVERTISING.
 127 E. Eighth St. CINCINNATI, O.



G. H. OTTING. Established 1870. I. F. OTTING

G. H. Otting & Son, (LICENSED)

- **BILL POSTERS**
- **DISTRIBUTERS**

Own and Control All Bill Boards in Newport, Bellevue, Dayton & Ft. Thomas.

GOOD WORK GUARANTEED
 608 York St. NEWPORT, KY.
 ALL ORDERS PROMPTLY ATTENDED TO

SYDNEY B. BALL. CHAS. S. JOHNSON.
BALL & JOHNSON,
Bill Posters and Distributors
Office, 109 Fitzpatrick,
KEY WEST FLA.

Population. 25,000
 Prices made known on application.
 Reference: Hamlin's Wizard Oil Co., Chicago
 When you write, mention *Billboard Advertising*

TOLEDO, OHIO.

Established 1868. Population 110,000

THE OLD RELIABLE

City Bill Poster GEO. W. BILLS

DISTRIBUTING AND GENERAL ADVERTISING

All Work Done Prompt and Reliable. Estimates Furnished Upon Application.

Office, 308 Summit St.

TOLEDO, OHIO.

When you write, mention *Billboard Advertising*.

Electrotyping

We employ only expert workmen, in conjunction with the latest improved machinery, thus enabling us to turn out the best work for least money. Correspondence invited.

W. A. WINKELMAN & CO.

16, 18 & 20 E. Ninth St. Cincinnati, O.

When you write, mention *Billboard Advertising*.

J. N. Wheeler,

Bill Poster AND Distributer

OFFICE, GRAND OPERA HOUSE.

Wilmington, Del.

WORK PROMPTLY EXECUTED.

When you write, mention *Billboard Advertising*.

CHAS. A. PACE,

Circulars, Samples and all advertising matter

Faithfully Distributed.

Fall River, Mass.

When you write, mention *Billboard Advertising*.

James R. Long.

A specialist in preparing an ad to go in the paper, on a circular, program, or the fence. Send full particulars and a dollar for sample.

1308 B Street, S. W., Washington, D. C.

E. T. HEVERIN C. T. HEVERIN


E. T. Heverin & Bro.

City Bill Posters and General Advertisers
 Contractors for the Southern States.
 LOUISVILLE, KY.

Population, 10,000. Established 1885. Suburban Towns, 3,000

The Hudson ADVERTISING AND BILL POSTING CO. ALBUQUERQUE, NEW MEXICO.

COUPON

INDIAN 

This Coupon and two cent stamp entitles you to a sample copy of "THE INDIAN," thrilling BUFFALO BILL Wild Western Story. Gorgeous colored Lithographed Cover, interesting Indian intelligence, magnificently illustrated. 20 large pages. Address, THE INDIAN, New Haven, Conn.

C. R. Rowland Augusta, Ga.

The old reliable City Bill Poster Good Boards. Good honest work in Bill Posting. Distributing and Card Tacking. Write me now

O. P. Fairchild,

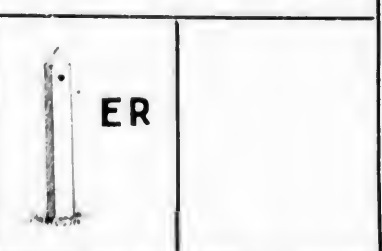
GO TO LAGOON. Coney Island AND The ZOO

COVINGTON, KY.
 LUDLOW, KY.
 MILDALE, KY.
 WEST COVINGTON, KY.

Office, 16 East Fifth Street.



The Old Reliable



ROSEDALE, KY.
 CENTRAL COVINGTON,
 BROMLEY, KY.
 And the Surrounding Country.

COVINGTON, KENTUCKY.

This is Ramsey of Lexington.

Don't
Overlook
Lexington,
The Queen
Of The
Famous
Blue Grass
Region of Ky.



HE POSTS BILLS? NO.
IS THE BOSS. HE OWNS LEXINGTON THE BOARDS
SEES THAT ALL YOUR BILLS ARE POSTED RIGHT.
SEES THAT THEY ARE NOT COVERED TIL TIME IS UP.
Yes. You Pay Him 7 Cents for 30 Days or NO POST.
Distributing! I should say so. Got 2 Good
Men. Don't Do Anything Else.

137 - E - Main -

Old Kaintuck.

L.H. Ramsey & Co.



This Is
The Joint.
Drop in
When You
Are in
Town,
Good
Place to
Loaf.

Cotton States Exposition,

Opens September 18th.

Make your contracts
for Posting Now.

M. J. Dooley,

BILL POSTER.

ATLANTA, GA.



THE DONALDSON
BILL POSTERS'
PASTE BRUSH

COPPER BOUND & STEEL RIVETED.
THE BEST AND MOST DUR-
ABLE OF THEM ALL.
PRICES

10 in.	each \$3.75	10 in.	doz \$40.00
9 "	" 3.25	9 "	" 36.00
8 "	" 2.85	8 "	" 32.00

SEND YOUR ORDER TO
The Donaldson Litho. Co.
CINCINNATI, OHIO.

TORONTO, CANADA, Population over 200,000.

Street Car Lines.

Over 80 miles.

Passengers carried Last Year,

20 000 000.

The Price Advertising Co. Ltd.

BILL POSTERS, DISTRIBUTERS, &c.

Own and Control All Bill Boards.

Texas Advertising Co.

SAN ANTONIO, TEX.

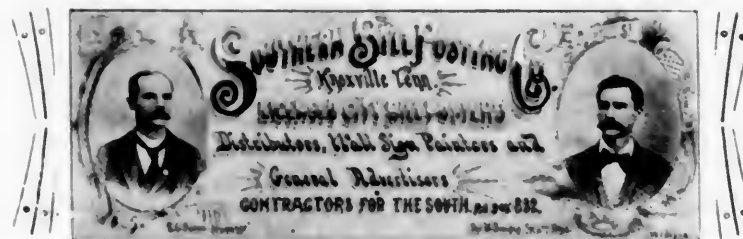
60,000 POPULATION.

BILL POSTING.

Samples and Circulars Distributed.

Signs Painted and Tacked.

P. O. Box, 686.



H. B. SMITH,

City Bill Poster and Distributer

WASHINGTON C. H., OHIO.

Population 7,000.

Own all Boards.

Brains For Cash.

Labor included at Association Rates. Address.

E. J. KEMPF. Bill Poster and Distributer. Sheboygan. Wis

P. J. Culhane,

THE "RECORD" WRECKER.
4x6 (Single Sheets)
EIGHT MINUTES

Hamilton, Ont.

My Work.
My
Reference.

1853 @ Place for Every Bill, and Every Bill in its Place. 1895

GEO. W. JACKSON,

BILL POSTER AND DISTRIBUTER.
WILMINGTON, DEL.

Winterburn

SHOW PRINTING CO.

We can please you
Send for Estimates

166 CLARK STREET,
CHICAGO, ILLS.

Bill Poster,
Distributer, Geo. M. Leonard
Advertising
Signs. . . .

ESTABLISHED 1860.

GRAND RAPIDS, MICH.
POPULATION. . . . 100,000.

When you get ready to
In Colorado about your business,
keep in mind that

THE CURRAN CO.

GENERAL OFFICE, DENVER, COLO.

(The up-to-date Outdoor
Advertisers) can post,
distribute and paint
your ad.

Established 1868
Dayton, O.

WOLF BROS.
General Bill Posters and Distributers.

Best facilities in Ohio for
Commercial Posting during
all seasons of the year.
Stand Work, 4c. per week
for 30 days show.

**I Invite You
To Read This.**

I am a writer and illustrator of advertising. I take a great deal of pride in whatever I do. I am not satisfied to merely please a customer. I endeavor to doubly please him, and to do work so well, that it will be a credit to me. My services will be found of special value to advertisers who use circulars and posters. This is my first advertisement in this paper. I desire to find out how good a medium it is. I want to get all the answers I can. If you are interested in good advertising, I would thank you to write to me for more facts and figures. Please don't wait till tomorrow. Write now before you forget.

BERT M. MOSES.
P. O. Box 283, Brooklyn, N. Y.

When you write, mention *Billboard Advertising*.

**You furnish the paper
We furnish the paste.**

JAS. H. STAATS, Lockport, N. Y.

When you write, mention *Billboard Advertising*.



If You

Have any work to
put out in . . .

STEUBENVILLE, OHIO.

don't forget the **ONLY BILL
POSTING SHOP** in the city.

CHAS. J. VOGEL,

Manager City Opera House.

Once a billposter, now a manager, still a billposter

DO YOU KNOW HIM?

I will tell you. I was discovered on the coast of Ireland by Desfy Gaylord, and for many years traveled as bill poster and distributor with "Poga" O'Brien, A. A. Grady, Burr Robbins and Windy Van Houton. I was shipwrecked on the Kalamazoo River a few years ago, and as my manager, D. B. Hodges, did not send passes, and the walking not being of the best, I decided to remain in Kalamazoo, and tell my many friends "How it happened."

Truly Yours,
J. E. McCARTHY,
THE BILL POSTER.

Huiest-Stout Sign Co.

(INCORPORATED.)

Advertising Sign Contractors. | **Licensed City Bill Posters.**

213 N. Eighth St., ST. LOUIS.

Our ad costs 3,000 local Post of Bill and Bulletin Boards in St. Louis and Suburbs.
When you write, mention *Billboard Advertising*

**FABULOUS
FORTUNES**

In proprietary articles have all been made

THROUGH

The aid of

**BILLBOARD
ADVERTISING**

The Victoria Bill Posting Co.. Bill Posters and Distributers.
ROBT. JAMIESON, Mgr., VICTORIA, B. C.

When you write, mention *Billboard Advertising*.

H. H. JENNINGS & SON,
THE ONLY
City Bill Posters and Distributers
IN BRIDGEPORT, CONN.
We Control and bill 25 towns. Largest owners of Walls and Bill Boards in the East

George Elston,
Licensed CITY BILL POSTER

Owner of all Boards and Privileges. . . . Established 1880
Distributing a Specialty. . . .
ANACONDA, Deer Lodge County, Montana.

MT. VERNON, O. Population 6027.
L. N. HEADINGTON,
City Bill Poster & Distributer.
(LICENSED)

Distributing service City and Suburbs.
The highest possible per cent in the proper way
NOTE.—Total abstinence, trustworthy, ability

HERE IS A LIVE TOWN!
Kenosha, Wisconsin.
Population 9,000.

JAKE J. DISCH,
CITY BILL POSTER AND DISTRIBUTER.
9 Years Experience in this City.

THE INDIAN,
Magnificent lithographed cover in colors
Great Buffalo Bill Story, "A BAD INDIAN,
OR BLOODY WATER", a Border Romance,
interesting Indian miscellany, remit two
two-cent stamps for sample copy, address
KICKAPOO INDIAN MEDICINE CO., New
Haven, Conn.

When you write, mention *Billboard Advertising*

BOOM

YOUR BUSINESS.

J. F. O'MEALIA,

Boss Boomer.

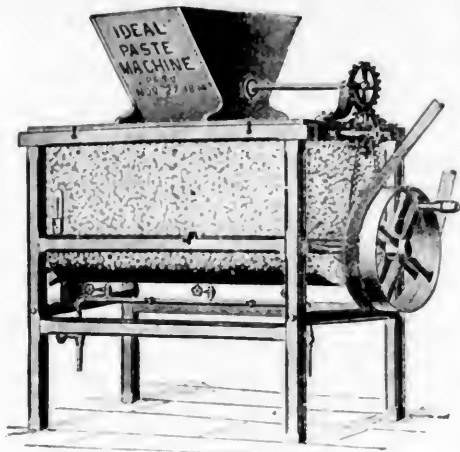
JERSEY CITY, N. J.

WE LETTER

DISTRIBUTERS, SEND STAMP
FOR CONTRACT.

. . . Signs, furnish men to distribute all kinds of matter, samples, etc., in every County
. . . in the United States. Write for terms. Special prices on large lots. None but
. . . reliable men employed who can give reference. Address,

United Manufacturers and Publishers Advertising Co., Cohoes, N. Y., Special Advertisers
When you write, mention *Billboard Advertising*.



The Ideal Paste Machine

Manufactured by the
IDEAL PASTE MACHINE CO.
517-529 W. Fifth Street, DAVENPORT, IOWA.

- This Paste Machine is to day the simplest piece of mechanism on the market. Easy to operate, can be run by hand or steam power. Size of machine, 4 feet 4 inches long, 23 inches wide, 5 feet 5 inches high.
- Write us for printed matter.
- **IDEAL PASTE MACHINE CO.**

**Fall River,
MASS.**

Fall River Bill Posting & Sign Advertising Co.
H. E. MANCHESTER, Sole Prop'r.
Owns and controls all Bill Boards, Sign Boards and Dead Walls
— IN THE CITY —

Cincinnati Engraving Co.

PINE BLOCK ENGRAVINGS POSTERS.

Special Prices to Printers and Bill Posters.
Correspondence Solicited

819 Barr St., Cincinnati, O.

GEORGE H. BUBB

IS THE CITY
Bill Poster and Distributer.
And General Out-Door Advertising
Agent for

WILLIAMSPORT, PA.

owns and controls all posting privileges in
Williamsport, Newberry & South Williamsport

Nashville, Tenn.

John Bentley & Co.

LICENSED
City Bill Posters,

Lithographers, Distributers,
RAILROAD & COMMERCIAL ADVERTISERS
Office, New Masonic Theatre,
We Control All the Bill Boards and
and Dead Walls in the City.

J. M. Harkness,

**Bill Poster
AND
Distributer**

62 E. Main St., NORWALK, O.

When you write, mention *Billboard Advertising.*

HIGH-CLASS Half-Tone ENGRAVING.

SEND

A good
Photograph
and
Get a
Good
Cut.

PRICES

2x3, \$2.50
2 1/2 x 3 1/2, 2.65
2 1/2 x 4 1/2, 2.75



PRICES

3x4, \$3.00
3 1/2 x 4 1/2, 3.25
4x5, 3.50

SEND

The
Money
With
The
Order.

The Helleberg Photo-Engraving Co. Cincinnati

When you write, mention *Billboard Advertising.*

MURAL SIGNS AND PAINTED BULLETINS.

Advertisements under this head are inserted free of set up charges. One dollar per annum in bold face type, and twenty-five cents per line for display ad, not exceeding six lines in size.

- ALBANY, N. Y.
J. Ballard Carroll, 54 Beaver street.
- BOSTON, MASS.
J. Donnelly & Sons.
Boston Advertising Co., 5 Bronthead st.
- BROOKLYN, N. Y.
The New York and Brooklyn Adv. Sign Co.,
DeKalb and Hudson aves.
Thos. A. Skidmore, 640 Halsey st.
- CINCINNATI, O.
The John Chapman Sons Co., 19 Longworth st.
Bilt's Advertising Service, 312 Coleman st.
Th. Morton, 333 west Fifth st.
Hummel & Curran, 642 Main st.
- CHICAGO, ILL.
R. J. Gunning, Wabash ave., cor. VanBuren st.
Bour & Company, 59 Dearborn st.
F. M. Lewis & Co., Temple Court
Thos. Cissack, Blue Island ave. and Throop st.
- CLEVELAND, O.
Bryan & Co., 19 Court Place.
- DENVER, COLO.
The Curran Bill Posting and Advertising Co.
DETROIT, MICH.
Walker & Co., 43 Rowland st.
KALAMAZOO, MICH.—J. E. McArthur & Co.
LEXINGTON, KY.
L. H. Ramsey & Co., 137 east Main st.
- LOUISVILLE, KY.—Hewitt Bros.
- NEWARK, N. J.—Newark Bill Posting Co.
NEW YORK, N. Y.
O. J. Gude & Co., 113 & 115 west Broadway
C. S. Houghtaling, No. 3 Park Place
Standard Display Adv. Co., 6th ave. and 13th st.
L. E. LaTour, 1718 Broadway
Frank J. Meyer, 116 Chambers street
New York Adv. Sign Co., 16 and 18 Park Place,
Excelsior Adv. Sign Co., World Building,
Display Advertising Co., 187 6th avenue
Samuel W. Hoke, 87 Nassau st.
H. R. Robinson, Advertising Agent,
J. B. Coakey, 95 Bowery
Albert E. Gans, 291 Broadway.
Art Sign Co., 141 Bowery
Chas. Jas. Wells & Co., Bowery and Houston st.
Frank T. Jones, 49 west Broadway,
Unexcelled Advertising Co., 45 Vesey street
Colyers System Advertising Service, 113 and
115 west Broadway
- OMAHA, NEB.
Thos. Mulvihill, 1512 Harney st.
- OSHKOSH, WIS.—John E. Williams
- PHILADELPHIA, PA.
American Advertising Sign Co., 1336 Race st.
Wm. Johnson,
PRAIRIE CITY, IOWA.—W. S. Parker
- SAN FRANCISCO, CAL.
S. I. Stone, 506 Commercial st.
- SCRANTON, PA.—Reese & Long Adv. Co.
- ST. LOUIS, MO.
W. F. Williamson, 113-115 N. 6th street
Hulst & Stout Adv. Sign Co.
R. J. Gunning,
TORONTO, CAN.—Price Advertising Co.

READING BILL POSTING COMPANY.

READING, PA. Population 75,000.

**POSTING AND DISTRIBUTING
GUARANTEED.**

Established 1886. JOHN MISHLER, Pres't

W. P. BAXTER

Licensed City BILL POSTER
Richmond, Ky.

Secretary Kentucky Bill Posters Association

EDWIN A. HASKELL,

BILL POSTING,
DISTRIBUTING
AND GENERAL ADVERTISING.

Circulars mailed or addresses in
Mesa County furnished **Grand Junction, Colo.**

"IT PAYS TO ADVERTISE."

W. MELCHER, City Bill Poster.

Bill Posting, Distributing, and Sign Tacking.

All kinds of advertising satisfactorily done. Try me.
Control all Bill Boards. References Furnished.

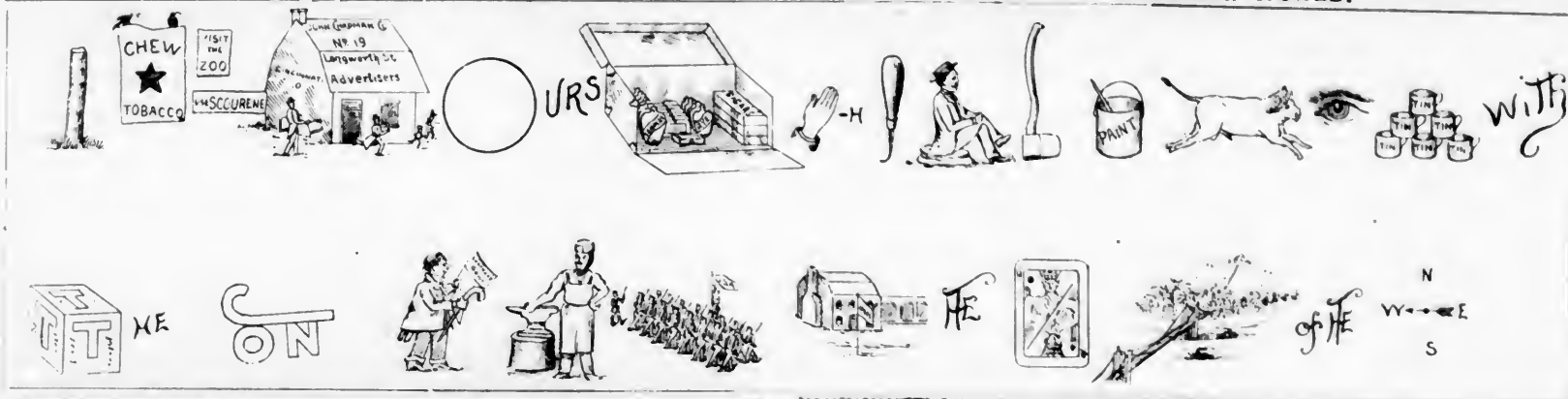
MT. PLEASANT, IOWA.

Lima, Ohio.
Population.
20,000.

In making up your list, don't forget
W. G. FERRILL,
(Vice Pres. Ohio Bill Posters' Ass'n)
City Bill Poster and Distributer
Owns 3,000 Running Feet of Boards.



BILLBOARD ADVERTISING IS READ ALL OVER THE ENGLISH SPEAKING WORLD.



THE RIGHT END TICKET CO.
INCORPORATED.

MUSKEGON, MICH.

91 - You are sure to get the RIGHT END.

PARQUET.
Sec. C.
Row 1
12

Pat. Nov. 24, '91. Retain this part.

Tickets for Opera Houses, Fairs, etc.
Make known your wants and ask for Samples and Prices.
RIGHT END TICKET CO., Muskegon, Mich.

W. J. McAllister & Son,

We Post and Distribute in the following Towns:

Troy.	66,587
West Troy.	15,970
Green Island.	5,904
Lansingburgh.	12,327

100,788

TROY

N. Y.

V. A. Hett, City Bill Poster, and Distributer, **Portsmouth, N. H.**
Owns and controls all Bill Boards in Portsmouth and Vicinity

Bill Posters Look Here!

You can increase your local patronage. You can interest the merchants of your town in the advantages of poster advertising, if you can give them modern posters. We have engaged the services of one of the best EXPERT AD WRITERS in America. We will prepare copy. We will furnish you with clear, logical and convincing advertisements, admirably displayed, in the shape of one sheet posters, suitable for grocers, dry goods merchants, druggists, hardware dealers, jewelers, in fact, retailers of all kinds. Here are the prices:

25 One Sheets, \$1.50	150 One Sheets, \$4.00
50 " 2.00	175 " 4.50
75 " 2.50	200 " 5.00
100 " 3.00	250 " 5.50

AND WE PREPAY THE EXPRESSAGE, that is to say we furnish the posters to you at the above prices delivered in your office. As these prices are about one half what a country office would charge for them, and inasmuch as our facilities for turning out an exceptionally fine grade of work, are unsurpassed, it will pay you to look into the matter. It will pay you to solicit for us. Once started, no merchant will discontinue the service, for our posters pay, they bring immediate and satisfactory returns to the user.

Hennegan & Co., Cincinnati.

THE FIN-DE-SIECLE BILL POSTER

Is more than a mere bill poster. That is, he is more than the term ordinarily implies, for he is agent for some show printing house, and sells their goods in his town and adjacent territory. In this manner he not only secures more paper for his boards, but a good fat commission from the printer besides.

WE WANT BILL POSTERS

In every city, town and village to handle our posters on commission. Write us for samples and we will tell you all about it. We handle

- Fair Posters,
- Bicycle Posters,
- Racing Posters,
- Excursion Posters,
- Balloon Posters,
- Poultry Show Posters,
- Dog Show Posters,
- Flower Show Posters,
- Holiday Posters,
- Commercial Posters,

In fact posters of every nature and every description, especially posters for amateur entertainments, such as CONCERTS, DRAMATIC, MUSICAL and MINSTREL entertainments, etc. If a bill poster handles our goods he can almost double his business. Address,

THE DONALDSON LITHO. CO.
CINCINNATI, OHIO

It Brings Results.

We can give a thirty days showing on work at any time.

OUR STRONG POINTS: Careful Work, Prominence, Lengthy Showing.

The Noon BILL POSTING CO. Marble Head, Mass.

Advertisers look happier after doing business with us.

Manchester, N. H. FRANK P. COLBY,
CITY BILL POSTER.

Distributer and Baggage Transfer. Owns and controls all Bill Boards in the vicinity

R. F. WRIGHT, Lebanon, N. H.
BILL POSTER AND DISTRIBUTER
Population, 4,600. Distributing \$2 per 1000.

Mauberret's Printing House, Limited

Printing Posters in ALL its Work THE FINEST. Prices THE LOWEST.

all sizes.. all styles.

Branches. 526 to 532 Poydras Street, NEW ORLEANS.

Engraving

When you write, mention *Billboard Advertising*.