

BILLBOARD ADVERTISING

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

Vol. 1, No. 1

CINCINNATI, NOVEMBER 1, 1904

PRICE 25 CENTS
PER YEAR, \$2.50.



DEVOTED TO THE INTERESTS OF ADVERTISERS, POSTER PRINTERS,
BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.

the Show Printing House
the East.

No Trouble to Estimate on Any Class
Work, Large or Small.

The Libbie Show Print

PRINTERS AND ENGRAVERS.

6 to 12 Beach St., - - - Boston, Mass.

Make a Specialty of Large Block and Type Work for Mercantile and
Theatrical Advertising.

Classified Advertisements.

For Classified Advertisements, apply to
this office, 100 Broadway, New York, N. Y.,
or to the Libbie Show Printing House, 6 to 12
Beach St., Boston, Mass.

ALL POSTAGE DIRECTORY.

Write to all their names?
Address in 20 MINUTES.

PAID Advertising & Bill Post-
ing, 50 Madison Ave., Chicago, Ill.

H. T. Devoy & Co.,
Professors and Calligraphers, 100 St. St.

Work in Travel. Billboards Bill
to all States. Over 100,000
copies. The most successful advertising
medium. The LIBBIE SHOW PRINTING
HOUSE, 6 to 12 Beach St., Boston, Mass.

Color. One-Third Interest in
Printed Matter, in a year of experi-
ence. Address, 100 St. St., Boston, Mass.

Printed Advertising in a Year
of Experience. Good Things. 100 St. St.,
Boston, Mass.

POSTERS AND BILL WRITERS.

The Bill and Poster
EDITOR, CARROLL, Weymouth, Ky.

H. Sawyer, Oak Grove, Cin-
cinnati, O. Printing, Commercial, Billboards.

Bill Writing Bill in Western States
and all parts of the United States.
O. F. MILLER, Dayton, Ky.

Posting, 148 Ross, Cincinnati,
for Bill and Poster.

Start for Bill Writers
and all parts of the United States.

ADVERTISING AGENTS.

See the work
Franklin's Agency, Cincinnati, O.

Billboards
and all parts of the United States.

Billboards
and all parts of the United States.

CIRCULAR DISTRIBUTORS.

Billboards
and all parts of the United States.

Billboards
and all parts of the United States.

Billboards
and all parts of the United States.

500 Broadway, New York, N. Y.



Chas. H. Meising,

PHOTO
ENGRAVER AND PRINTER.

242 New Street. CINCINNATI, O.

Classified Advertisements

The most complete advertisement
and printing office for any location,
large or small. For more information,
write to the Libbie Show Printing
House, 6 to 12 Beach St., Boston, Mass.

AMERICAN PAID BULLETIN

Frederic W. J. The Great in
Maine Paid 2nd QUARTER, 1898.

John, Mich. John, Mich. District
Association. M. S. GERRARD, Pres.

A Line in Billboard Advertising
will pay your money better than
any other in the country.

Overhead. For. Livingston Co.,
Rochester, N. Y. 1898. J. H. B. B.

Billboard Advertising. For Paid
Adverts in 12, 1898. J. H. B. B.

Spokane. For. Kana-Down
West. 1898. J. H. B. B.

Billboard Advertising in every
part of the country. For more
information, write to the Libbie Show
Printing House, 6 to 12 Beach St.,
Boston, Mass.

The Homeless Boys' Friend
A monthly paper published for the
benefit of the Homeless Boys of
Cape Cod. Address
THE HOMELESS BOYS' FRIEND
148 Broadway Street, Cincinnati, O.

Francis & Valentin
Printers & Engravers

217 Chicago, and Chicago, Ill. Commercial
SAN FRANCISCO, CAL.

Commercial and Show Prints
POSTERS AND COLOR WORK.

Chicago, Ill. Work done.

American Advertising & Bill Posting Company

SUCCESSORS TO THE—
Hendaway & Treppner and Geo. A. Treppner Billposting Companies.
The Largest and Best Equipped Advertising and Billposting Company in Existence.
Care and control under Billboards, Print Letters, Car, and Posters. Use any
other Billposting Company in America. Advertisers invited to investigate care-
fully our facilities. 268 MADISON STREET,
1007 N. CAMPBELL, Fourt. CHICAGO, ILLS.

ILL WRITING.

Regarding the Messengers Preparing a Poster.

It is a very large proportion of the messengers who are in the line, with but few exceptions, have come to their position to make a fortune out of their position for the day. They are not in the line for the sake of the money. This is a mistake, and will lead to the ruin of the advertiser themselves.

They are for the most part not of the set of men who are in the line, their bills prepared for them as a usual thing by a messenger who is not in the line.

They are especially illustrated by the fact that they are not in the line for the sake of the money, but for the sake of the position. They are not in the line for the sake of the money, but for the sake of the position. They are not in the line for the sake of the money, but for the sake of the position.

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printer will frequently be found to possess ability of no mean order in the direction. In any event it would be well to have in mind occasionally that effect cannot be obtained by ordinary methods of outdoor display. In brief, be sensible if you can, but be brief.

SAM. M. DAWSON.



The above old postcard with Sam. M. Dawson, the business of a man who is known from New York to California, a man who has particular line stands right at the head and front of his company, and enjoys the reputation of being one of the very best of the thoroughly competent advertising agents in the country.

He is a man of great energy and ability, and has been successful in many of his enterprises. He is a man of great energy and ability, and has been successful in many of his enterprises.

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THE BULLY SHOW.

The famous acquisition by Mr. Jas. A. Bulley the interest in the Business & Bulley Show, held by the Kansas State, is of peculiar interest and report to the readers of BILLBOARD ADVERTISING.

What a splendid example this splendid acquisition is of the efficiency of poster and distributing work. With waste, such which there exists amongst other the same step—with a market which has to be created from day to day of almost inconceivable size, and with the constant flow of exhibitors which must pay upon all interested organizations, it has yet been enabled to back up and sustain for its success, fortune to vast, and expenses, that many figures will convey any idea of their colossal proportions.

Should the report prove true that Mr. Bulley is now sole owner of this grand acquisition, it will afford great gratification to the business advertiser, for energy, for which there is no substitute, the genius and marked ability of the late F. T. Sherman, it cannot be denied that the greatest magnificence and well-arranged program of the Bureau & Bulley show is due almost exclusively to the efforts of Mr. Bulley alone.

Mr. Sherman, during the last few years, could not be said to have been a man of great energy and ability, and has been successful in many of his enterprises.

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R. C. CAMPBELL.

The foundation of this, our initial number is a portrait of Mr. R. C. Campbell, President and General Manager of the American Advertising and Bill Posting Company, of Chicago, President of the Associated Bill Posters' Association, (the National Organization), and Treasurer of the Illinois State Bill Posters' Association. He is now being written up by our pen in Art. Campbell thus to state that he is a man of infinite resources, generous ideas, and tactics industry, and is setting his photograph for the first number of this magazine. He is not so modest as he seems, but he is the acknowledged leader, the foremost and most eminent man in the field which we mean to cover.

He has brought advertising on the boards in such suggestive quantities, has handled such stupendous quantities and directed such vast advertising campaigns, that he is not only a man of great energy and ability, and has been successful in many of his enterprises.

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CARE IN LETTER WRITING.

Letter-writing is the one thing about advertising that is not so much understood as it should be. It is a man of great energy and ability, and has been successful in many of his enterprises.

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BILL ROOM COSSIP.

Nippy Notes About the Bill Room and Those Connected With It.

The next Annual Convention of the Bill Posters' Association, of Illinois, will be held at Peoria, April 2nd, 1913. A. C. Campbell, President of the American Advertising and Bill Posting Company, of Chicago, and also President of the Associated Bill Posters' Association, is Treasurer of the Illinois Association.

Henry Sloops, of Chatterbox, is the latest recruit for a big city office. He is said to have his eyes fastened intently on the Chicago board. Chatterbox has evidently concluded to keep out of the Queen City.

The American Advertising and Bill Posting Company, of Chicago, have broken the record in the matter of odd and seasonal contracts. They recently posted twenty four decorated signs and two hundred standard advertising signs, for the Salvation Army, which was followed by one thousand eight-hundred stands, two by first for the W. M. C. A. Truly an innovator in advertising, but there is no reason why they should not lead the boards as promptly effective as their artificial competitors, the show-men.

Chas. Mueller put in the tag end of the close season on the Wilcox on No. 9.

It is said that E. M. Deuts, the well-known general contracting agent with the Ringling Show, would like to buy the boards in some big town. Goodbye! and bring along right as would say it as at least for the winter.

That Bill posting war in St. Louis is likely to be duplicated in Detroit very shortly.

Odd as it may seem, a careful census of the field shows a larger percentage of women regularly engaged in bill posting, coming their own boards and manufacturing their own business, than almost any other business usually deemed a strictly masculine vocation.

F. B. Kirk, of Galesburg, Illinois, is President of the Illinois State Bill Posters' Association.

J. T. O'Malley, Treasurer of the Associated Bill Posters' Association, was among the first subscribers entered upon the subscription list.

A. G. Ringling, (Gus) who manages the big act No. 1 with the Warfield Grandstand, was unable to finish the season as account of illness. He was replaced by Ralph Peckham, who put in the greater part of the season with Success B. Satisfy.

Dan F. Elms, of Peoria, Ill., is a member of the Protective League of American Showmen, and Secretary of the Illinois State Association.

The Lido-Tut, or hand-painted stand meant it is holding its own, especially in the smaller towns. Great frequency by the production of caricatures merit of its most commendable degree of excellence.

The Little Show First Co., entered an hundred copies of the first issue for distribution. Bill Posters who are contemplating a lack of commercial patronage, might ponder over this line with profit. A copy of *Business Advertising* in the hands of your local advertiser will accomplish more good than you can be had from a week's soliciting Try it.

Deadline paper is now all posted on the string line—their is the upper sheet overlapping the under sheet and shedding much rain after the manner of a shag-bark elm.

John, Illinois is well looked after by S. V. DeLong, who, in addition to finishing a Showman's business is also Vice President of the Bill Posters' Association of Illinois.

Have a year head palmer? Do the merchants of your town remember the boards?

No! Then, why not? Few leading questions that are extremely pertinent. We will take it for granted that you have canvassed the town thoroughly, that you have argued with them, reasoned with them, all to no purpose. You have exhausted every resource. How can it be? Put out a copy of the leading ones to experiment on. Only a few. Send us their names and addresses, with ten cents or stamps for each name, and we will send them *Business Advertising* for three months. They will read it, and mark you, they will heed it. We will make converts of them. We will make these papers of yours. Its worth trying.

THE PROTECTIVE LEAGUE.

The Protective League of American Showmen will hold its Second Annual Convention at Clarkston, O., January 28th next. The Queen City will be full of the boys for a few days. Many city bill posters are members of this order and will be in hand for the festivities.

Absolute Certainty Possible.

While it is unquestionably true that there are many advertisers who do not succeed, it should be remembered, also, that nearly every person who has succeeded in an advertising campaign, following up the idea a little further, we are led to believe that for the most part all successful advertisers are those who begin in a small and cautious manner, carefully choosing their way and developing thoroughly from day to day, the results of previous effort. Advertising conducted upon these lines is as certain in the matter of results as the fact that the day will follow the night.

Among the Agents.

What the Boys Are Doing, and Where They Are Located.

"Mike" Thomas Calk has departed Boston and is now with the Grand Opera House, Pittsburgh. "Tommy" is a great job taker, but his work is distinguished in quality. It is his first season in the Equity City, but he has made a name in that "big" for himself already. He has a lovely family and is justly proud of his little folk. He put in the winter with the Wild West at Ambrose Park, Williams.

James DeLore has been transferred by Mason, Davis & Knapp from "The Showman" Company in "Down to Three." We all know that "Jim" runs his money at all times and while he may not be a diplomat, still he is held to the back bone, and his show is well represented at all times.

Charlie Boynton, one of the older billposters of the country is at the head of that department for the Equity Theatre, Brooklyn. He may be a little bit the senior of some of the boys, but his work is that of a two-year-old, and while the opposition may get a little worn, Charlie comes up as strong as ever and his show is one to be proud of in the park.

Ben Collins, whose stay in Pittsburgh has been quite a lengthy one, gives this as one of the "first line" boys and Manager McClellough, of the Equities Theatre was lucky to engage him. Ben cleared for money a summer and believes in putting out paper at all times.

"Al" Rosenow is at the Schiller, Chicago, and as Al has been handling paper in Chicago for the past thirteen years, it goes without saying that he knows the value of good paper as well as any man in the showbusiness. It was not an accident when Manager Pryor made when he appointed him chief of the advertising department.

Frank Haight, advertising agent at McVicker's Theatre, Chicago, comes of an old school of circus people being a nephew of Andrew Edgier, and believes in special boards, and the number of years he has held his present position is a guarantee of his excellent work. He has a host of friends in the city by the lake, and McVicker's is one of the best advertised houses in America.

"Gus" Miller is one of the "steady boys" who knows a good thing when he sees it, and it consequently the Pink Avenue Theatre is one of the best billboard houses in New York. Since J. Charles Davis is at the helm, Gus will get a chance to let all the good people know about the magnificence of the situations playing that beautiful variety resort. Mr. Harry Simon secured Gus' services when he engaged the best men some years ago.

James Warden, is one of the youngsters in the business, but the Archway of Shows, in Pittsburgh, is so well liked that it shows business—by that "Tommy" is not lagging to the front. He is a self made man, and deserves lots of credit for his progress.

"Ed" Green, who used to bill the Windsor in Chicago no more, is now in evidence at the "Tornado," and is being that company as if it were his own. The excellent business done "notifies" as to the excellent quality of his work.

"Red" Clark has returned to his former job, the Beauty. "Red" has made a great record at the Progress for Manager Meyer, and as Bill is back among the boys, it goes without saying that he will get a great showing of all companies playing the Progress.

ONE Wilson, who has been the advertising agent for the Alton Theatre, Pittsburgh, for the past few years, has a host of friends in the city. He is a good man and his show is certainly well liked. Cliff's specialty is "horrifics," and as he has never known to make a promise and break it, his stands will be in evidence among the best of the business people. He is quite a perfection over in his park.

Chas. White, who is at the head of all the advertising done for Ray's attractions in New York, with headquarters at Ray's Theatre, formerly the Madison Square Theatre is one of the best known people in the city. Mr. White has a large organization among the city officials, and is a gentleman as well as a politician to boot. He is supposed to be the highest salaried man in his business in America. He is in high favor with Manager Frank McKee, and as his work stands out as well his berth as a well known man in the business. Mr. White has lots of outside work and is decidedly successful.

Berry Lisk, who was chief of the advertising staff summer for Buffalo Bill, is now managing the American Bill Posting Company, in Brooklyn. Berry has a host of friends who are as good as his name. Berry has decided the number of boards, it had not two, and they are full all the time, as the five Yankee believe in Billings Brooklyn. Success to Berry Lisk.

John Bailey is personally looking after the advertising of the Avenue Theatre, Louisville, and as Jack is one of the "gut a move boys" his home is one of a good thing. By the way, Jack, I know you are it to be in this season. Good luck to you.

CORRESPOND WITH US.

Items of interest are always acceptable by the editor of BILLBOARD ADVERTISING. Address all communications to Mr. W. B. Kirk Street, Champaign, O.



MAKY FINANCIAL LOSSES.

The season just ended has proved with a few exceptions to widely distant and isolated locations, the most disastrous that Fairs and Races have experienced in a decade. Last year, it is true, those few brave souls who ventured to back the World's Fair, especially those in territory immediately adjacent to Chicago, experienced a cold and chilling frost of most pronounced severity and depressing effect, but a great many fairs in the extreme East, South and West did well. This year, however, bad business was general. Even our divisions come reports of very light attendance, deficits and great financial loss. Truly this is a very anomalous world. "What's the matter with the world?" "What's the matter with the world?" "What's the matter with the world?" "Well, maybe so, maybe so."

'A PERTINENT OBSERVATION.

There is nothing that will contribute in a greater degree towards the success of next year's fair than an early start. Next Year's day next ought to be the effort directed and the organization perfected of every fair that is to be held during the season of 1914. A thousand and one advantages accrue to the sections who adopt this course, and the loss of which is that it leads to an early decision in the matter of the fair date, and leads greatly toward avoiding the serious emergency and worries which usually attend the settlement of this important question. Decide upon your date early and let the legions wait.

Clyde T. Fox is the Secretary of the Berks County Fair, resident at Reading, Pa.

F. P. Kipner, the efficient and leading Secretary of the Fair at Jefferson, Wis. which is held under the auspices of the Jefferson County and Rock River Valley Agricultural Society, reports very good business, considering the season. There is some talk of making the track at this point a full mile.

Gen. M. Robinson heartily acknowledges absolute defeat. He made a splendid effort to place the Illinois Interstate Fair on a paying basis and displayed marked ability in the methods he employed. Plans and the general program also seemed to reach for him, however, and the Illinois Fair, as a consequence, at least as far as M. Robinson's connection with it is concerned is a thing of the past.

AN OPPORTUNITY—WILL YOU GRAB IT?

We intend to make BILLBOARD ADVERTISING especially valuable to Secretaries of Fairs, and all who are interested in Fairs and Races. To accomplish this we desire to have the cooperation of every Fair Secretary in the country; we want you to subscribe and advertise, when possible, and correspond with us, giving us such information as you may have, writing us by postcard or which you wish to be acknowledged. In return for your subscription, we intend, so far as it is in our power to do so, to make our paper of such value to you that you would not be without it for five times the amount of the January time. We will, from time to time, reproduce illustrations and articles on the "Best way to advertise a fair." "What are the best attractions for fairs, and where to obtain the same." "New Displays," etc.

Directors have heretofore experienced great delay and such confusion in obtaining the program "Special Attractions" for their Fairs, sometimes not accepting them until the last week and giving them time to advertise their own program, and even their special attractions are not intelligibly advertised therefore we will

The Hamilton County Fair, which was held at Columbus, Ohio, was the most successful ever held in the history of the Society. Thirty thousand people were in attendance on



There has been a marked improvement in the last few years in the quality of the fair grounds. Some of the designs issued last year were real works of art. This year will see many more of a high order.

The Davette (Illa) Fair, in addition to the general depression which affected all fairs, had the additional drawback of a very wet week. The weather was stormy with, and the wonder is that the showings made, through hot sun, was not worse than it really turned out. The Davette Fair and Trotting Association, under whose auspices the Fair is held, is, we believe, since 1870. They have been one of the best mile tracks in Northern Illinois, and no doubt will continue next year. To employ experience like mine



The Salzburg Photo-Gallery Co., are giving some wonderful results in the way of half hours and live sale. Their latest production in color plates are truly marvellous.

The Yachest Combination of Shows and Riders gave their exhibitors at a great number of Fairs this season. They were successful great receipts wherever they appeared.

Read the "Special Notice."

The Stockton (Illino) Fair is one of the few that come through with a balance on the right side of the ledger.

Arthur M. Pitts of San Francisco, the leading Secretary of the Pacific Coast Bill Posters' Association, is in New York closing contracts to cover the entire Pacific coast.

W. E. Russell, of Honey Grove, Tex., is one of the live bill posters of Texas who takes great interest in his calling.

business of the fair and may whom we know to be reliable out of a high order will be permitted to advertise in our paper the fairs at hand.

SPECIAL OFFER

Every one sending us a year's subscription by December 1st, will receive free, a

Handsome Calendar!

SPECIAL NOTICE To every person subscribing for BILLBOARD ADVERTISING, before December 1st, 1913, we will send, prepaid, a Handsome Calendar for 1914.

THE AULT & WIBORG CO.

MANUFACTURERS.
THE BEST
PRINTING INKS
 FOR
POSTERS.



ALL COLORS AND GRADES.

BRANCHES: 66 Dearborn St., New York. Cincinnati, O.
 176 Sherman St., Chicago.

WANTED THE BOARDS

In any good business of between signs and game advertisements, provided they can be obtained at a reasonable price, for cash. Address with full particulars.

E. M. BURK, Cor. Central Water, Covington, Ky.

I PRINT POSTERS,



Not the ordinary Posters you will note, for I understand my business thoroughly. Some people say I charge a good price. All agree that I do good work. Everybody knows that good work is always cheaper than poor. You can find me at 332 Seventh Avenue, New York City.

SAMUEL BOOTH.

A NEW WHOLE SHEET

CHRISTMAS POSTER!

By THE DONALDSON LITHO. CO.



Lithographed in Four Colors, size 30x40 inches.

We show a specimen of 20 per cent. to Job Printers and All Posters on all orders received through their influence. Sample sent by mail on receipt of 5c. in stamps. Address

THE DONALDSON LITHO. CO., CINCINNATI, O.

The Largest and Best Complete Poster House South
MAUBERRET'S PRINTING HOUSE

526 TO 528 POYDRAS STREET. NEW ORLEANS.
 NEAR CAMP STREET.

OUR SPECIALTIES:

Posters and Stands of All Sizes,
 ENGRAVED, or PRINTED from TYPE.
 In as many Colors as Desired.

GOOD WORK · LOW PRICES · QUICK DELIVERY

.. Designers and Engravers ..

Posters for Newspapers



Cartoons for Dodgers.

The Henneberg Photo-Engraving Co.

245 SYCKMORE STREET.

SEND FOR SAMPLES. CINCINNATI, O.

Winterburn SHOW PRINTING CO.
 166 Clark, Chicago.

(DON'T FORGET THE NUMBER.)
Descriptive and Pictorial Posters,
 OF ALL KINDS.

HENNEGAN & CO. Poster Printers
 CINCINNATI, OHIO.

POSTERS OUR SPECIALTY.

FIRE COLOR PRINTING.

STATIONERY, PHOTO-ENGRAVING.

CORRESPONDENCE SOLICITED.