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

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238 Race Street, CINCINNATI, O.

American Advertising & Bill Posting Company

GRAND CENTRAL BUILDING, CINCINNATI, OHIO

The Largest and Best Equipped Advertising and Billposting Company in Existence.

Headquarters: CINCINNATI, OHIO

198 MADISON STREET, CHICAGO, ILL.
THE BAILEY SHOW.

The rumored acquisition by Mr. J. A. Bailey of the interest in the Barnum & Bailey Shows, held by the Barnum Estate, is of peculiar interest and import to the future of Billboard Advertising. What a splendid example this gigantic enterprise is of the efficacy of posters and distributing work. With whips, waves, which are bought with a purse which has to be created from day to day at almost incredible short notice,—with the constant of the new and the strange to the promoters, has in fact been enabled to build up and solidify all the interests of its owners, fortunes as vast as, more or less, large enough to cover any result of the COLUMN PROPORTIONS.

Should the report be true that Mr. Bailey is now sole owner of this great enterprise, it will afford great gratification to the prosperous business that has made Bailey, whose name is indelibly marked and respected by the public and its being handed down in posterity as the Barnum & Bailey Shows, and one of the largest and most successful of the days.

CARE IN LETTER WRITING.

Letter-writing is one of the most absolutely essential to education, for every man must show himself in this style of writing. It is practical, for our letters are signed by us, and our entire thoughts are judged by them. No one is to do what he chooses in life, and occupy a large part of our time and thought. A man’s whole success in life depends on our letters to the present engagement with Brandy & Garwood as advertising agent of the Chicago Post-Dispatch. Remining in the Smoky City, three consecutive season. Since which time he has been on the road ahead of A. Y. Powell, and Springer & Kelty, leaving the service of the latter to enter upon his present engagement with Brady & Garwood, as advertising agent of the Chicago Post-Dispatch. Cincinnati.

"Col." Dawson is a record in the most vivid eyes. He has made more money for other men in all probability, than any other man in his years. He has evolved more splendid schemes and successfully launched more valuable ideas and devices in theatrical advertising than any other advertising agent in the country, with but two or three possible exceptions, to whom ability no one is more ready to testify than the bootlegger Colonel himself.

It would be interesting to know the extent to which the advertising of the Barnum & Bailey Shows are not advertised.

PRINTER’S TALK.
At a meeting of the Brooklyn Publishers’ Association, held October 3, 1895, the following minute was unanimously adopted.

The importance of advertising in programming, catalogues and other temporary publications is increasing in such an extent that it interferes with the legitimate business of newspapers. In self-protection, we, the Brooklyn Publishers’ Association, hereby agree not to advertise our newspapers in other than established publications.

The above article, which appeared in Printer’s Ink, October 17, is somewhat misleading, as mention of posters being made is the resolution in question had the article been headed “Bills Are Seared in Brooklyn,” it would have been much more in keeping with the facts.

WHAT THEY THINK OF US.

We regard it as a much needed medium.—Curran, Bill Post Co., Denver.

It should have been started long ago.—Al. Bryan, Cleveland, O.

Start the new paper in a small and unpretentious manner, and let its growth be natural. Do not force it. You will not need to. There is a field for Cut Rate Advertisers.—Cut Rate Robbins.

I believe it will be a great success.—I. H. Ferguson, Albany, N. Y.

I hope it will fill a long felt want.—E. R. Clayton, Clayton, Mich.

With your magazine a long and prosperous life.—A. C. Covito, Newburyport, New Orleans.

I am very much interested in what it is to be employed to,—Tony King, Kingsport, St. Louis.

I think it is a good thing.—S. P. Truett, Jackson City, Ala.

I heartily wish you success, as it is a new in the right direction—t. L. Green, Long Beach, Tex.

Thank you will cover a field that has long united in a publication.—R. C. Campbell, President of the Associated Bill Posters’ Association.

A Bill Poster’s Monthly.

In Cincinnati, there is to be issued about November 3, a new paper in the interest of bill posters, to be called Billboard Advertising. The new paper will start as a monthly magazine, published by the Billboard Advertising Company and managed by James H. Renshaw. It will contain information of value to every person in the United States connected in any capacity with the bill posting industry, and should prove an excellent and interesting addition to the periodical literature of the time. The offices of Billboard Advertising will be at No. 11 West Eighth street, Cincinnati, Ohio.—Lander Richardson’s Dramatic News.

SOMETHING NEW.

The wise advertiser knows that advertising will prove a powerful instrument, if applied promptly and immediately, that belief by adapting the most novel methods in the art of print in style, design, and execution, and in the selection of lettering—all claims his care; not in the halting way, but the steady way, the methods of such a nature, but with an ever more earnest zeal, which is itself evidence of the correctness and success of his methods.

Fill the city and bill them, but don’t forget the country. Many a country route that has more actual returns on its investment in covering it than any other available means.

CINCINNATI is now being made a newspaper war. The comparatively new morning press has built up a large circulation through the medium of posters and, it is said, has been engaged in covering a billboard advertising. The Tribune engaged a house of three or four warehouses to structure advertising. The other two were engaged to sell twenty thousand boxes of books and newspapers, carrying out their favorite measure.

Answers to Correspondents

S. L. H., McGregor, Iowa.—A proportion of one gallon of gasable of will keep at from

W. M. S., Savannah, Ga.—Not aware of.

David, S. S., Mexico, Mo.—The Billboard will correct the evil.

J. S., Newcastle, Wyo.—The P. & S. Guide will likely prove what you need of.


W. D. H., Poona, Ill.—Here we shall hear from the New York Clipper, which will contain the field admirably.


H. S., St. Louis, Mo.—The New York News or The Dramatic Mirror, both published in New York.

L. E. S., Sacramento, Cal.—Try to get a copy of the BILLBOARD Advertising, say for three months. It will soon tell you in what city, the most showing in that city than any other available means.
The Litho-Test, or hand-printed stand on which the bulk of the publishing output in smaller towns is producing some of the highest quality work today. The production run is now over 100,000 copies and the company is looking for more work. The Litho-Test is a prime example of how small companies can succeed in the highly competitive publishing industry.

Among the Agents

What the Boys Are Doing, and Where They Are Located

1. "Major" Thomas Cash has deserted Boston and is now with the Grand Opera House, Pittsburgh. "Jimmie" is now a regular feature of the Smoky City, but he hasn't made a name in that town for himself. He has a lovely family and is greatly proud of his little folks. He is in the summer with the West End at Ambrose Park, Brooklyn.

2. James Dedman has been transferred by Messrs. Davis & Krouse from "The Hustler" Company to "Down in Dixie." We all know that "Jimmie" earns his salary at times, and while he may not be a diplomat, still he is loyal to the back bone, and his show is well represented at all times.

3. Charlie Perry, son of the older Perry boys and manager of the Loew's, is a regular at the head of that department for the Bijou 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 warm, Charlie seems to be just as serious as ever, and his home is sure to be away "in the push."

4. Ben Green, whose stay in Philadelphia was quite a lengthy one, proves that he is one of the "front line" boys and Manager McCollough of the Quasam Theatre was lucky to engage him. Ben circumspectly for many a summer and believes in putting out paper at all times.

5. Al Reesman is at the Schiller, Chicago, and as Al has been handling paper in Chicago for fifteen years, it goes without saying that he knows the value of a steady newspaper and as many as in the show business. It was not an unknown move that Manager Frye made when he appointed Al chief of the advertising department.

6. Frank Hight, advertising agent at McVicker's Theatre, Chicago, has just completed a new major advertising campaign for the McVicker's Theatre, which has been hailed as one of the best known advertisers in New York. He has a host of friends in the city, the lake, and McVicker's is one of the best advertised houses in America.

7. "Gus" Miller is one of the "steady" boys, who knows a good thing when he sees it, and in consequence the Fifth Avenue Theatre is one of the best billed houses in New York. Since Charles Dair is at the helm, Gus will get a chance to let all the good people know about the magnificence of the attraction that the beautiful society event, Mr. Harry Minnig secured. Gus services when the lease some years ago.

James Weeckle is one of the youngsters in the business, but the Academy of Music, in Pittsburgh, is so well billed that it shows conclusively that "Jimmie" is fast forging to the front. He is a self made man, and deserves lot of credit for his progress.

So "Bill" Clark has retired to his former love, the Bowery. We'll miss him, as we have a great record at the People's Manager, and as Bill is back among his friends, it goes without saying that he will get a great showing for all companies playing the People's.

Cliff Wilson, who has been the advertising agent for the Bijou Theatre, Pittsburgh, for the past ten years, has a host of friends among the traveling managers and is universally well liked. Cliff's specialty at "barricades," and as he was never known to make a promise and break it, he stands well in his native city, as one of the best of the business people. He is quite a politician over to his yard.

Charles Welch, who is at the head of all the advertising done for Hoy's theatres in New York, with headquarters at Hoy's Theatre, formerly the Madison Square Theatre, is one of the best known advertisers in New York City. Charlie has a large acquaintance among the city officials, and is a gentleman of standing worth and whose hand is ever in his pocket to keep his friends. He is considered to be the highest salaried man in his business in America. He is in high favor with Manager Frank McGee, and his work stands out as well his birth and his name. In summer, Mr. Welch has lots of outside work and is deservedly successful.

Barney Link, who was chief of the advertisers last summer for Buffalo Bill, is now managing the American Bill Poster Company, in Brooklyn. Barney has a host of friends who are respected at his success. Brooklyn has doubled the number of boards, but it had last year, and they are full all the time, as the New Yorkers believe in buying Brooklyn Success to Barney Link.

John Reilly is personally looking after the advertising of the Avenue Theatre, Louisville, and in Jack is one of the 'get a move boy" in his house is sure of a good killing. By the way, Jack, I hope you have it burn this season? Good luck to you.

CORRESPOND WITH US.

Items of interest are always acceptable for the column of BILLBOARD ADVERTISING. Address all communications to No. 11 W. 5th Street, Cincinnati, O.
IN GOTHAM.

The Indestructible and Timeless Industry of the Bill Poster.

As it Apparises to the Casual Observer in the Metropolis.

We take it that in the matter of printing industry the bill poster stands alone, with no manworthy to be a second. The bill poster is busy the year round and rejoices in lean years; but he seems to make an especially violent effort about this season. He sleeps a little, we fear, at other times, but now he seems any such display of weakness, and sticks bills through the long night as well as through the hurrying day. It is not likely that he wants to sleep. A building might burn down somewhere, and if he were asleep he would not get the hot and tooting walls up to the poster in time to catch the eyes of the man running to get the 4 a.m. train. If he were at home in bed he could not crowd through the fine lines and post bills on the top story while the firemen were fighting the flames on the floor below. He loves to lie out on the street at night, when, should be discovery a fire, he can bill the front of the building and turn thus bears an alarm.

If the spirit of restless industry which prevails the ranks of the bill posters could be made to penetrate the public mind, the community, who dare say how much it would add to the national wealth? If, for instance, the bill posting zeal could take hold upon the messenger boy, the change which would be wrought in the social and business world is scarcely can "Post No Bills."

It must not be supposed by the work serving that pasting up the gigantic bill which covers fences and sides of houses in the bill poster's only work. There be sure be some work he gets the orders for his goods, but his long, steady, and day-in-and-day-out labor are directed at the humble task. The pile of bricks, the dry goods box, the new building, all attract him, but some of them give him that pure tranquil joy which he feels when a new ash barrel swells into his. He loves to bill and exhibit an eager spirit numbers, newspapers, and any other medium, but they will render valuable aid to the solicitor who does.

A SPECIAL OFFER.

To every person subscribing for \underline{BILLBOARD ADVISING} before December 1st, 1894, we will send, post-paid, a Hand- some Calendar for 1895. To avail yourself of this offer, you must send Money in advance, with a stamped, franked envelope properly filled out to reach us not later than December 1st, 1894.

Many of the bill posters who advertise in \underline{BILLBOARD ADVISING} are not only benefactors, but also the black in which they are located, as well.
MANY FINANCIAL LOSSES.

The season just ended has proved, with a few exceptions in widely distant and isolated localities, the most disastrous that Fairs and Races have experienced in a decade. Last year, it is true, those few brave souls who undertook to back the World's Fair, especially those in territory immediately adjacent to Chicago, experienced a cold and chilling frost of natural 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. From every direction comes report of very light attendance, deficits, and great financial loss. Truly this is a very uncertain world. "What's this?" "The world's all right—is the Democrat?" Well, maybe so, maybe no.

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

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

"A PERTINENT SUGGESTION."

There is nothing that will contribute in a greater degree towards the success of next year's fairs than an early start. New Year's day next ought to see the officers elected and the organisation perfected of every fair that is to be held during the season of 1895. A thousand and one advantages accrue to the society who adopt this course, not the least of which is that it tends to an early decision in the matter of the fair date, and tends greatly toward avoiding the endless annoyance and vexation which usually attend the settlement of this important question. Decide upon your date early and let the leggards worry.

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

F. P. Klopert, the efficient and bustling 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.

Geo. M. Robinson finally acknowledges absolute defeat. He made a splendid effort to place the Elmira Intermediate Fair on a paying basis and displayed marked ability in the methods he employed. Floods and the general depression proved too much for him, however, and the Elmira Fair, as a consequence, at least as far as Mr. Robinson's connection with it is concerned is a thing of the past.

AN OPPORTUNITY—WILL YOU GRASP 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 co-operation 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, asking us for points we which you wish to be enlightened. In return for your subscription, we intend, as 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 subscription. We will, from time to time, introduce illustrations and articles on the "Best way to advertise a fair," "What are the best attractions for fairs, and where to obtain same," "New Displays," etc.

Directors have heretofore experienced great delay and much vexation in obtaining the proper "Special Attraction" for their Fairs, sometimes not knowing until the last week not giving them time to advertise same properly, and when your special attractions are not properly advertised they loose value. We will as a business of time to Fairs and only whom we know to be reliable and of a high order will be permitted to advertise in our paper.

Try a year's subscription, and we will be sure with you, if you are not equally satisfied we will refund your money.

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, 1894, we will send, prepaid, a Handsome Calendar for 1895.
WANTED THE BOARDS

In any good live town of between 25,000 and 50,000 inhabitants provided they can be obtained at a reasonable figure, for each. Add as with full particulars.

E. M. BURK, General Sales Manager, Cincinnati, O.

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 No. 337, Seventh Avenue, New York City.

SAMUEL BOOTH.

A NEW WHOLE SHEET CHRISTMAS © POSTER!
By THE DONALDSON LITHO. CO.

Lithographed in Four Colors, size 9 x 12 inches.
We allow a commission of 20 per cent. to Job Printers and Bill Poster on all orders received through their influence. Sample sent by mail on receipt of 50c. in stamps. Address:

THE DONALDSON LITHO. CO., CINCINNATI, O.