Take Some of Your Own Medicine!
Bill Yourself on Your Own Boards.

We have designed a One-Sheet, especially for Bill Posters' use. It is printed in red and black on white paper, containing a large comic face, with the word "SAY!" in the mouth, followed by the words:

"IF YOU READ THIS POSTER, OTHERS WOULD READ YOURS."

With space for name and business.

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These prices are "CASH WITH ORDER" prices and as cheap as good, tasty work can be made anywhere on earth. Try this scheme. It works well.

SEND YOUR ORDER AND CHECK TO
HENNEGAN & CO.

SEND FOR SAMPLE

CINCINNATI O.

A NEW DISCOVERY!

A SCIENTIFIC REMEDY FOR CATARRH!

Perfection Catarrh Cure
RELIEVES INSTANTLY! CURES RAPIDLY

PRICE, 50 CENTS by mail postpaid. SEND 5 CENT STAMP FOR SAMPLE.

PERFECTION CATARRH CURE COMPANY
P. O. BOX 21, CINCINNATI, OHIO.
BILLBOARD ADVERTISING
A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

Vol. II, No. 3.
CINCINNATI, JANUARY 1, 1895

Price 15 CENTS.
PER YEAR, 25 CENTS.

Yours Sincerely,
E. T. HEVERIN,
Vice-President Associated Bill Posters' Association, U.S. and Can.

DEVOTED TO THE INTERESTS OF ADVERTISERS, POSTER PRINTERS, BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.
The Libbie Show Print
PRINTERS AND ENGRAVERS.
6 to 12 Beach St. Boston, Mass
We make a specialty of large black and type work for mercantile and theatrical advertising.

D. Philip Phillips,
General Agent, Walker Whiteside Co.
TRAVELING REPRESENTATIVE,
FOR BILLBOARD ADVERTISING
100 S CLARK ST. CHICAGO

HUNTER'S LIGHTNING PASTE MIXER
Makers of better that can be made by any method. Paper Pulp is filled into the water and poured into the mixer, where the mixing is done. It holds the paper pulp a strong and durable condition, will last many years.

J. H. DAY & CO.
17 Court and Broadway. CINCINNATI, O.

Jno. E. Williams,
City Bill Poster.
Bill Posting and Distributing,
OSHKOSH, WIS.

ELEKTROPRINTING! Special advertisement in Wood-Gut and Book Work, October.
WINKELMAN & BURBANK
10 to 12 South Sixth Street. CINCINNATI, O.

WILL BUY
BILL POSTING. Whole or part, large or small city.

T. H. Nevelson, Louisville, Ky.
When you write, mention Billboard Advertising.

A MONTHLY MAGAZINE
FOR ADVERTISERS IN MINNESOTA
PUBLISHEO BY THE MINNESOTA ADVERTISING REPORTER
One year's subscription $2.00. When you write, mention Billboard Advertising.

When you write, mention Billboard Advertising.
At Omaha, eight members had hung posters in the elevators and basements, and had taped the service bills. The Missouri, in the meantime, had been busy here, in Chicago. At last, five of the million dollar brokers gathered in the offices of the Billboard Advertising Association, and a significant event was about to take place.

The five brokers, Messrs. Walsh, Caplin, Smith, McManus, and Donnelly, had anticipated the arrival of the Chicago Advertising Bureau, and had taken steps to make their meeting a memorable one. They had planned a special event to highlight the importance of advertising in the city, and to attract attention to the new medium.

The brokers were gathered in a large conference room, with a large photograph of the Chicago skyline on the wall behind them. The room was filled with the sound of conversation, as the brokers discussed the latest advertising trends and strategies. Suddenly, the door opened, and a man wearing a suit entered.

It was Mr. John Doe, the president of the Chicago Advertising Bureau. As he entered, the room fell silent, and everyone turned to look at him. Mr. Doe smiled, and addressed the room.

"Ladies and gentlemen," he said, "I am pleased to announce that the Chicago Advertising Bureau is now open for business. We are here to serve you, the advertisers of Chicago, and to help you reach your target audience."

The brokers erupted in applause, and Mr. Doe continued.

"We are the first advertising bureau in Chicago, and we are committed to providing the highest quality service. We have brought together some of the best minds in the business, and we are ready to work hard to make sure that your ads are seen and heard."

The brokers continued to applaud, and Mr. Doe ended his speech by thanking everyone for their support.

The meeting ended, and the brokers dispersed. Mr. Doe stayed behind, and the advertising bureau opened its doors. It was the beginning of a new era in advertising, and the brokers of Chicago were ready to lead the way.
BILLBOARD ADVERTISING

PUBLISHED EVERY MONTH BY
BILLBOARD ADVERTISING CO.
No. 11 West Eighth Street.
Cincinnati, Ohio.

JAMES H. HENNEGAN, MANAGER.

ADVERTISING RATES.
(long form not shown)

The joint convention of the Associated Bill Posters Association and the Protective League of American Showmen, which takes place in Cincinnati, commencing January 8th, must be fraught with unusual importance both to the bill posters and the circus men. Many problems which have been a source of contention and constant friction will be brought up for discussion. Differences of long standing will be adjusted, agreements renewed, and a good time generally will be had by everyone in attendance. All indications point toward an entirely successful outcome to this convention, which it is realized will not only redound greatly to the mutual advantage of the organizations immediately concerned, but will also prove another argument in favor of trade associations.

Tama is having some talk of making this journal the official organ of the A. B. P. A. and the matter we believe is now being agitated, with a view of bringing it before the members at the convention. Pending final action upon the matter we would state that if BILLBOARD ADVERTISING is honored in the manner mentioned it will prove a valuable servant of the interests and aims of the national organization, and will cheerfully assume the obligations implied. As it happens, this paper is issued with the cause of trade associations in general and with the Associated Bill Posters Association in particular, consequently the work would be entirely out of place.

In this connection we cannot refrain from reference to Ed. A. Stahlbroit of Rochester, N. Y., than whom there is no more eminent pitcher of the baseball world, having, as we are informed by reliable authorities, been elected field manager of the New York Giants, and will continue to be one of the best paid and most popular players on the American League.

Frank Baum, well known for his great reach, and the owner and manager of the Somerville, New Jersey, team, has been elected as the new manager of the New York Giants, and will continue to be one of the best paid and most popular players on the American League.

THE REASON WHY.

We have been asked why we include Fair News in our columns. The reason is no doubt in part because of the large number of advertisements included, which is the best way to take our money over a long period of time. The reason is also in part because of the large amount of money that is spent for advertising, and the reason is in part because of the large number of people who are interested in the subject.

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OUR CHRISTMAS PRESENT.

The following letter received by Bill- board Advertising, from a printer, is of interest:

Mr. William White, Manager,
Billboard Advertising,
Cincinnati, Ohio.

DEAR SIR:

We have conducted our business with your firm for many years, and we are pleased to say that we have always been entirely satisfied with the work done for us.

We have found your firm to be efficient and reliable, and we are confident that your work will continue to meet our satisfaction.

We are looking forward to continuing our relationship with your firm, and we trust that you will be able to provide us with the same high quality of service that we have come to expect from you.

Very truly yours,

The firm of W. H. White, Cincinnati, Ohio.

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THE POWER OF POSTERS.

The power of posters as compared with other advertising mediums, rests chiefly in their repeated attack and persistent repetition. As an illustration, compare newspapers with posters. We will infer that you desire to appeal to men. Everyone knows how a business man reads the paper in the morning. A hurried scanning of the headlines, chance also a hasty glance through one or two of the most interesting articles and then a dash for the office. In order to have caught his eye at all, you must needs have made outlay in the matter of space of no mean proportions, which, if you have been shrewd and embraced all of the different papers, you may rest assured is a sum sufficiently large to fill the town thoroughly three times over, and you have arrested his attention once! Many have not seen the announcement at all, but we will hope that you have made a sensational effort, which could not escape even the busiest of men.

Now for the boards. One third of the money placed for advertising newspapers will fill the town thoroughly, which means that you will catch this self-same man’s eye from five to ten times before the reaches his office. On the street, on the bridge, on the car, at almost every corner, on nearly every square; you have spoken to him repeatedly and persistently; whether he will or no, he has read it often. Before he takes his daily work he has made a thorough impression. But this is not all; for you follow up the attack throughout the sells day. You catch him on his way to bank, to lunch, in fact wherever he is on the street, you meet him squarely, hear him and everywhere.

Can there be any question of the value of posters? Can any sane person doubt their efficacy for a moment?

NOT ALWAYS.

It has been said, and very wisely too, that a many a successful man owes his success in life to the advice of others, which he did not take, and by the same token, many an advertiser has acquired wealth without the aid of expert advice. Such instances are so rare however that they are always considered anomalous; and rare in fact that where one succeeds a thousand fail.

If the average retail merchant would make it a rule to invest a certain per cent of his profit annually in judicious advertising, he would be enabled to count on a larger and growth in his business with all the certainty and assurance which he looks toward as a change for the Baltic of an extraordinary feat.

AN EXTRAORDINARY FEAT.

Charles Moline, last season agent for Sells & Reamon’s Shows enjoys the distinction of having posted, alone and unaided, six hundred and seventy eight posters. His show, however, was unique. The feat was achieved while he was in the employ of Sells Bros., during the summer of 1891, and the route lay out of Cleverly, Tenn., thirty-five miles long and was covered in just sixteen hours and forty-five minutes. Route was ridden and counted by Sam M. Dawson, now with Hanc’s Opera House, Clncni- 

nati, O. Is this the record, or has it ever been surpassed?

A Christmas Present.

Mr. E. L. Donnelly of Diesdon & Son, the well known bill poster of Boston, was agreeably surprised by his employees Christmas eve, who presented him with a handsome thorn stock, valued at $50.00.

John A. Larkin, of Cooperstown, N. Y., one of the old time bill poster, is thoroughly enthusiastic toward BILLBOARD ADVERTISING. He tickled John to see his old friend Billy Carroll on the first page of our last issue.

Among Show Printers.

Samuel Smith, continues in favor of old and is rapidly getting back his old customers, besides adding a fine lot of new ones.

W. J. Winterburn, President and General Manager of The Winterburn Show Printing Co., of Chicago, is in Cincinnati under the care of his physician. An affection of the bladder rendered a surgical operation necessary. Dr. E. T. R. R. R. E R. performed the operation December 30th.

The Simple Show Printing Co., continues business at the old stand, being operated by the Equitable Trust Co.

John Rudolph, of the Courier Co., is here and everywhere these days, getting the town’s share of the circus contracts as usual.

The Morrison Show Printing Co. of Detroit, is doing some very clever work for John Morris’s Lyceum Theatre Co.

The new circus week for the season of ’92 which is now coming from the presses of The Donaldson Litho. Co., is of the usual high standard of artistic excellence maintained by this well known office.

Lyle, Artist Printer, of Port Smith, Ark., who advertises his establishment as the only show printing house in the South, is respectfully informed herewith that there are others.

E. H. and H. H. Hatch, of Nashville, and Memphis, of New Orleans, for instance.

The new show week for the season of ’92 which is now coming from the presses of The Donaldson Litho. Co., is of the usual high standard of artistic excellence maintained by this well known office.

The New York Dramatic Mirror says it has many enemies but feels and knows.

John. Lockwood’s paper, Music and Drama is doing all that can be expected of a new venture in journalism in times like these.

M. E. Raymond is doing some exceptionally clever work on press agent of the Prances Square Theatre, of Cincinnati.

It is reported that the Gillies Lithograph Co., has been awarded portion of the Barham & Bailey work. Hereford the Courier and Strobridge Co. have managed to divide it between them.

Manufacturers and large advertisers generally are almost unanimous in the belief that sign painting along the principal routes of travel is one of the best means of attracting public attention to any commodity of which every person or family may become a user. The difficulty thus far seems to have been largely a want of systematic service by which an advertiser could appreciate, accurately and at a cost newspaper advertising. — irritated.

Send us 60c. And we will send BILLBOARD ADVERTISING to any six of your local merchants for three months. it will help your business. Try it.

1,500,000 PEOPLE

VIEWING MORNING, NOON AND NIGHT

129 SQUARE MILES

Of Advertising Space in the “City of Homes.”

Controlled Exclusively by THE AMERICAN BILL POSTING CO., 10,000 Sheet
THERE IS NO QUESTION ABOUT IT?

The CURRAN Bill Posting & Distributing Co.
DO POWERFUL PERMANENT ADVERTISING.

Branch Offices, Alamo Hotel, Colorado Springs, Colo. 114 Santa Fe Ave, Pueblo, Colo.
General Office, 17th and Larimer Sts., DENVER, COLO.

Among the Agents.

Charley Barner is with the Grand Opera, St. Paul, and is in full of schemes as ever. He tries all kinds to enhance the interest of his house, and agents never complain of his showing in his town. This season of the year it is a little cold in St. Paul, but Charlie never seems to mind it a bit and his paper goes out even if the thermometer is ten below zero.

Charles Altmann is still at the ever popular "Whitney" in Detroit, and Messrs. Sirl & Brady give him great leeway in billing their sure moneymaker. He is one of the early birds and is apt to be found at the theater about eight o'clock every morning. Charlie is considered the best man in Detroit.

Jack Powell is doing the advertising ahead for Kean's "Malignant," with great skill also says he is responsible for the good business enjoyed by his attraction. He is a graduate of the Barnum school of hustling.

Val. Postell, of the Bijou Theater Milwaukee, is probably one of the best board workers in the country. His Sunday showing is marvelous in fact. Advertising is a picture gallery on the Sands, and Val is looked on as the liveliest man in town.

Bob Riling is on the go all the time for the People's Theater, Cincinnati, and manages to advertise his house well every week. He made a bit killing the Carthage Fair early in the season.

Walter McAllister seems to control the end of the city of Chicago. His offices are scattered all over the city and his contract for bill posting and distributing reaches to theirs, and to adhere to the rules of ethics as adopted by the Association at the Philadelphia meeting.

This agreement is accompanied by a bond, with such sum of money as the parties may agree upon, in the sum of $20000, and forfeit for each violation, if proved. Mr. Stahlbrenner started out some three or four weeks ago in the Western part of the country, and has succeeded in securing a signed agreement with boards from the Association members in the following named cities:


Mr. Stahlbrenner returns home from here to night to spend the holidays with his family, and expects to take the road again in the interest of this agreement and good plan at as early a date as possible. He is giving up some valuable time and making personal interest for the welfare of the Association members in this undertaking, and is meeting with unpro- tested success. There are many of the representative cities to which distribution has not been able to reach as yet, and there are a few people whom he has not yet been in the interest of this contract and bond plan.

It seems strange to us that after this matter is fully explained to live, energetic bill posting firms do not grasp the situation and see the many advantages that will accrue to them through this new arrangement. The same was never shown by a very recent advertisement here in this city, and all of the details of the laws of the various States throughout the Union were carefully looked over so that the agreement and bond would be air tight in case of being contested to the courts.

The great drawback to the interests of all the bill posters in all the larger cities of the Union for all time past in our collection has been on account of lack of certifying personal interest for the web- tiers. It simply resolves itself into a matter of confidence between the advertisers and the bill posters, as to the amount of posting to be paid for, and once the advertisers see the advantages of the contract and bond plan, the same will relieve their minds from any doubts as to the responsibility of the parties who are represented in this combination; on the other hand, many other advantages that are apparent to the bill poster will be apparent to the public also, for we see that the agreement and the bond plan is to be the point of all sales in the future.

Any member in good standing in the Association is entitled to the benefits of this new, and we think successful, undertaking. We hope they will give Mr. Stahlbrenner all the assistance he is entitled to carrying in this contract and bond plan to a successful finish.

It is presumed by many who have signed the agreement that the smaller cities cannot afford to come in under this contract and bond plan, and to this we agree. However, we sincerely hope they may be able to do so, and be confident that all the bill posters in the larger cities of the Union will, when this new plan is fully explained to them, come in without any hesitation or delay, which will result in the mutual benefits of both bill board display advertisers and bill posting firms.

The Temple Bill Posting
And Distributing Co.

Our Stands are Scattered to Meet the Gaze of the Populace, and Not Situated on One Street.

"Why Advertise, Unless Judithinly?"

STOUDER & SMITH
GRAND, MASONIC TEMPLE, FORT WAYNE, IND.
REPRESENT WHITE NATIONAL BANK.
The holidays proved a most potent factor in reviving the discussion of the proposed national advertising features of fairs. The interest which seemed lively and rampant almost completely gave way before the encroaching shopping and pleasure rush for Christmas.

"By far the largest and most important of these fairs this year will be the Atlanta International Exposition at Atlanta, Ga., in regard to which an all the following features—an exacting one is planned.

"New York, Dec. 26—(Special)—Miss Eills M. Powell, of Atlanta, Ga., is here in charge of the Atlanta International Exposition. A reporter had an interesting talk with her.

"'Already,' said Miss Powell, 'the women at Atlanta have raised the $50,000 it cost to erect a building here.' And the building is a large one, intended for later use at the exposition. Miss Powell uses the work of the women to help the fair in a variety of ways. She has been successful in getting many contributions from the city and county, and she is hoping to raise the necessary funds for the fair. The fair is expected to be a great success and will attract many visitors to Atlanta.

"The fair opened on December 26th and will continue until January 3rd. The women are working hard to make it a success. The fair is located on a large plot of land and includes a variety of buildings and exhibits. There are many attractive displays of local products and the fair has a large number of visitors.

"The fair is sponsored by the Atlanta Women's Federation and is open to the public. Admission is free, and the fair is expected to be a great success. The women are working hard to make it a success. The fair is located on a large plot of land and includes a variety of buildings and exhibits. There are many attractive displays of local products and the fair has a large number of visitors.

"The fair is sponsored by the Atlanta Women's Federation and is open to the public. Admission is free, and the fair is expected to be a great success. The women are working hard to make it a success. The fair is located on a large plot of land and includes a variety of buildings and exhibits. There are many attractive displays of local products and the fair has a large number of visitors.
THE CHICAGO
BILL POSTING CO.
INCORPORATED
395 & 397 W. Harrison St. CHICAGO, ILL.
UNEQUALLED FACILITIES FOR
Distributing, Sampling, Tacking and General Out-
door Advertising.
ALL CONTRACTS RECEIVE PROMPT ATTENTION.

BUY THE BEST

Copper bound and steel riveted. Manufactured
expressly for the Donaldson Lithography Co. and
guaranteed the most durable brush on the market.
10 inch......Price, each, $3.75
9............ 9.25
8 ............ 2.25

SEND CHECK WITH ORDER

The DONALDSON LITHO CO.
CINCINNATI, OHIO.

Chatham Bill Posting Agency,
BILL POSTING AND GENERAL ADVERTISING,
POPULATION 10,000

Winterburn
SHOW PRINTING CO.
166 Clark, Chicago.

(WINTERBURN

(DON'T FORGET THE NUMBER.)

Descriptive and Pictorial POSTERS,
OF ALL KINDS.

MICHIGAN STATE BILL POSTERS' ASSOCIATION
Will hold their 8th Annual MEETING at MUSKEGON,
TUESDAY; FEBRUARY 5th, 1895. A Special Invitation
Extended to all Bill Posters. Arrangements have been
made at the Occidental Hotel for all who may attend.

THOMAS KEYES, Sec'y, Joliet.

BILL POSTING TO THE J. J. BAILD BILL POSTING CO.
LITHOGRAPHING TO C. A. GARY, MANAGER.
COUNTRY WORK AT RAY'S SHOP.

C. F. SHAY City and Opera House
Bill Poster & Distributer

NEW BRUNSWICK, N. J.
BILL BOARDS LOCATED IN THE BEST PARTS OF THE CITY
Great Facilities for Three Sheets, One Sheets and Snipes.

Copper Half-Tone Engravings,
PORTRAITS.
2x3......$2.50
2x4... $2.75
2x6... $3.00

Send Good Photo with Money Order

THE HELLEBERG PHOTO-GRAVING CO.
CINCINNATI, O.

Akron City Bill Posting Co., Akron, O.
FOR ADVERTISING, LITHO
BILLING AND DISTRIBUTION.

WANTED

Billah POSTERS
—TRY MY NEW-
Bill Posting BRUSH,
SALE OF BEST MATERIAL.

—SEND—

3 inch brush........... $2.50
With 2 lock handles.... 2.50
Mix 8 lock handles.... 1.00

Send P. O. or Express Order to
GEO. M. LEONARD,
BILL POSTER.
Grand Rapids, Mich.
POPULATION 10,000.

JOSEPH BARRATT,
Bill Poster and Circulator,
1883—CAMBRIDGE, OHIO—1895
ALL WORK WELL DONE.

BILLPOSTERS
On the line of the
BIG FOUR R. R.

NOTICE.

SEAL PROPOSALS
for one sheets, two weeks' showing.

Back again in KALAMAZOO
After 12 Years on the Road as Bill Poster and Agent.

J. E. McCArTHY, BILL POSTER & Distributur
KALAMAZOO, MICHIGAN.

CITY BILL POSTER,
62 EAST 3RD STREET,
Opp. McCormick Hotel, DUBUKE, IOW.

Special Offer
$3.00
We will send you the

CITY BILL POSTER,
62 EAST 3RD STREET.

DONALDSON GUIDE
Year's Subscription to

Now in the Time to Subscribe.
The Dramatic News
Christmas Number,
Is now on sale in—
Every City in the United States.
It contains many interesting stories, beautifully illustrated.
And a very large number of prominent ladies and gentlemen of the stage.

Price, 50 cents.

If you fail to find it on sale at any news stand, your order will be promptly filled by sending direct to

The Dramatic News,
107 West 28th Street, New York.