BILLBOARD ADVERTISING
Vol. II, No. 5
CINCINNATI, MARCH 1, 1895
Price 10 Cents
Per Year, 60 Cents.
ED. A. STAHLBRODT.
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 STREET, BOSTON, MASS.

POSTERS AND SHOW BILLS FOR FAIRS!


Cincinnati, Ohio.

O. P. Fairchild, CITY BILL POSTER, Distributor and General Advertiser.

Covington, Biddles, West Covington, Island and surrounding.

18 East Fifth Street.

When you write, mention Billboard Advertising.

OLEAN ADVERTISING CO.

OLEAN, N.Y.

BILL POSTERS AND DISTRIBUTERS WESTERN NEW YORK AND NORTHERN PENNA.

When you write, mention Billboard Advertising.

American Bill Posting Co.

OF

Brooklyn and Long Island.

Telephone 1573 Brooklyn.

Branch Offices: Central Advertising Agency, 41 East New York, Groton, Long Island City, Jamaica and Adjacent Towns.

800 Prominent Billboard Fences.

When you write, mention Billboard Advertising.
New York Office Notes.

What Prominent People and Firms Say About It.

President R. C. Conquing, Chicago.

Mr. George Newton, Advance Agent "Pawm Ticket 20" was in Denver last week. That was his first visit to this city. He is well known all over the country as an advertising agent having been connected with some of the largest enterprises in the country, and also Paul's Spectacular out door Shows.  We found him a good fellow.

DENVER NOTES.

The Curran Bill Posting and Advertising Company are doing a lot of posting this month for Schramm's Magazine which we received from Houghtaling's National Advertising Service.

POINTERs FOR BILL PUSTERS.

We think that if bill pusters will work to the advertiser's interest by making always the best show for him when his work comes in the office, and if the char- acter of the work is salons, half sheets, one- sheets or three sheets that as soon as this paper is out, he should send a list of the routes or streets that have been worked with this paper to the advertiser. If it is not done, then the bill puster should furnish the advertiser a list and the done when all the ads were posted, or as the advertiser can check his paper up. It is nothing but fair and reasonable that the advertiser should check up posting, advertising or signing paper posting as well as he would check up his newspaper ads. We make a rule always to furnish him with what he wants and list the routes or streets regularly every month, to all advertisers that are posting for.—Curran Denison.

If you have an article of merit, a bargain so good or a good thing of any kind you owe it to the public to advertise it properly.

Let your advertisements be timely and reasonable and there will never be any hesitation about their value.

Be providal with your space but ever with your copy.

A little short judiciously used, is sometimes valuable, but too much means of dignity which is always to be greatly deplored.

ELDER, JENKS & RABORG,

Excelsior Circus Paste

AND

BILL PUSTERS' BRUSHES

Made of Ham's and wool, hard, tough, and durable, indescribably strong, durable and tunable.

Philadelphia.

Billboard Advertising.

3

ELDER, JENKS & RABORG

Pretty near all.

We are happy to state that we now number among our subscribers nearly all the bill posters of the United States and Canada. The list of those who have not subscribed will be carefully gone over during the next month and personal letters sent to each of them. As a result, we are enabled to count among our subscribers every bill poster that can be mentioned with the exception of sixteen. Of these latter two are not interested in our efforts on behalf of the bill boards. Right we have not assigned a reason, and we cannot afford to subscribe. Arrangements will probably be perfected through Mr. Ed Stahlbrodt or some other kind hearted missionary, where by even these few will receive the paper regularly before our next issue when we hope to be able to state to our subscribers and advertisers that we reach them all.

Change your posters often, not only the copy but the color and style of the advertisement.

The bill boards accomplish in a single day what the newspapers are doing in months.

Some people do not like to read advertisements and never look into the advertising pages of their papers and magazines; when you use the bill boards they cannot help themselves, they are bound to see your poster and see it often.

Walker and Co., of Detroit, Mich., have a splendid clientele. This is one of the most efficient and skilfully conducted services in the city. H W. Walker is a member of the Associated Bill Puster's Association, the Michigan Bill Poster's Association and the Protective League of American Showmen.
There are no visible print or handwritten texts on the page.
Billboard Advertising.

ART IN POSTERS.

Perhaps when sufficient true has already spilled their passing days to be printed in the realm of advertising, one of the most noticeable features will be the unique importance given to the art of advertising. No century has seen such an amount of advertising as this past one, and of course this characteristic field will continue to grow as quickly in the future as it has in recent years. A notable factor in this increase is the amount of money spent by advertisers to advertise.

While the coming advertisements remain as common as apple pies and are individuality as the curvature of the earth has been in time, and was once 2-0, every one would currently hope that posterity would answer on a "Yes." But fortunately, this old adage, and unoriginal ideas, are gradually becoming out of date; and the entering enterprising man sees that art, either pictorial or literary, and often both must be linked with the announcement of his wares, if he would attract and please the public.

One of the chances most noticed of the every day sights of the city of London is the extraordinary amount of enterprise in advertising. It would seem, although there was as little conversation as the gigantic poster, the sight transparency, or the dim and board announcements, of a once conventional for the bus or tram. A rule along the principal thoroughfares given a steady panorama of pill and medicinal advertisements, announcements of coves, success essays, books and stationery, theatre, and other kinds of business immaterial. The stranger is naturally confused in finding the right omnibus, when advertising placards on the outside occupy larger and more conspicuous places than the name and route of the vehicle. The traveler on the Underground is in even worse, since the names of the stops are almost subsumed in an ocean of soap and tobacco powder sigans; and these notices are almost always of a most ordinary color—a dismal repugnance of differing commonplace color styles of type and color—and all ludicrous.

The question whether there is not a remedy for this inadequacy is constantly to the observer. Your correspondent believes that we in beginning to show itself having taken its inspirations from another city, smaller in size, but greater in art.—Paris.

As commonplace for its advertising in a way as London, Paris, gives over the matter to quite a different method and spirit. Seldom is it that one's aesthetic sense in offended. Hie Parum bus is quite free from the striking advertisements of the English capital, while street advertising is limited to the circular or octagonal shaped "banners," beautiful spots of color at night, with their hidden insinuational, or to walls or boards, where it is not forbidden. The consummate Defiance of all advertising is said to be "Post no bills!"—irresistible in every way not to Paris, and the frequency of its presence shows with what care the city guards against them.

The name of Jules Cheret has by this time, owing to his general popularity, become a household word in the United States, as it is in Paris almost solely that he sees his work in its proper setting. It is he who instituted the posters in France, and practically launched the school of one idea. To-day his followers are many. His ideas, to those who have already studied his productions, may not be a surprise. Cheret's aim is always to produce a poster at once striking and harmonious, and in brilliant colors, and he bases his success with this great man in his daring in the use of them is well known. The lettering of the poster is most carefully studied by him, in order to preserve the balance of the whole scheme.

This is the only way. Lithography is the chosen process of reproduction. Cheret has, however, made the stone with his own hands—a skillful and delicate process, requiring more skill than the making of the first design.

Cheret has almost invariably a large, central, double figure, usually woman in a striking gown, and in the background a beautiful figure, often the same, often in a different costume. The feature most important of works of this man who has produced so much. His figures roam into the hundreds. His decorations in the line of poster work do not rest alone with this perhaps best known man. There is another artist, rival of Cheret, who produces as posters which are most eagerly sought by the towers and collectors of the original. This is Eugène Grasset, decoration, illustrator, and letterer. Cheret is well known, perhaps, as Cheret, his posters have in them that knowledge of design which is basic to all color work, in the estimation of many, on a higher level than that of his competitors.

With the great public, who give affiches but a passing glance, the work of Grasset must remain probably in the background, compared with the most famous Cheret, so widely popular his more recent decorations of figures and accessories, his generally deeper ideas, rarer his work must be appreciated. He has been at his best in such posters as that of Sarah Bernhardt in "Jno of Eve," that of the "Fetis de Paris," of the "Liberty," and other similar works.

Both men are more or less known in this field, of whom one might name Guillaumet, Steinlen, and Willson. What has been the effect of all this on the satisfaction of British advertising? What will it be on America working through the many schools, and almost resting business men who see these things?

In England to die there must be found some name among the official list of decorative artists whose advertisements show individuality and a student in shying contrast from all the other work which assists to work it.

It is with a feeling of pleasure that one sees, amid a desert of most ordinary posters, such an original one, for instance "The Cigarette" for the "S.T." in the series of "St Paul's Magazine. It is at once a beautiful, a woman holding a light, while a decorative line of paper work show a sort of beauty in the composition of the whole scheme. The eye is attracted at a distance, and the color is most one of the most striking in its effect.

The ability of such bills as this and others of its kind to catch the eye at a great distance and hold it to close examination is the secret of their success. This America must advertise by means of the humblest posters must be admitted, but that there is still a wide field yet unsearched is true. The improvements of the future must be in matters of greater simplicity, fewer and richer colors, the use of less black in the pictures, and a wider knowledge of design. That there has been almost no demand for the sort of work such as Paris has been turning out for a number of years in one great reason why we must have ridden to lend attended charm to one of the features of our America cities namely, our billboards.—The Engineer and Publisher.

A Word to Circus Bill Posters.

The coming season will be one that all of the greatest shows will vie with each other in presenting to the public the latest novelities in the most pleasing manner, and they will need the hearty co-operation of every man in the advance brigade. Now how that this co-operation is no idle admission, for the man who is indolent and steady on bound to obtain a better result. To-day there is hardly an agent of any prominence who did not commence us a bill-poster double if you try you have as much right to succeed as anyone else. It may be some years but it will eventuall come. To drink, to act fresh and in detail, a, acts of imagination is to put something blocks in your own pathway.

The day for the drugged and legged is gone and no owner of a show cares for the drugged and legged. A man who is improving and the men engaged in it ought to feel proud of it. The writer of this article on present, has been in all stages of life, in amusement circles and he knows where he speaks, so boys when the soul is sounds in a few weeks, start prepared to do your level best and your reward will surely come. Let's all pull together for a good long session, and to the employees, to the artists, to Lithographers, and to programmers, let me say there is a future for every one of you, if you give your work and your passion, you will be the winner if you persist.

Pictorial display adds value to poster advertising but is by no means indispensable.

The value of bright colors both in art and for poster advertising but is by no means indispensable.

Retailers should use posters tirelessly as other mediums meet their requirements as effects.

Never use was to illustrate your wares unless the cut cannot appeal upon them. In prepare a graphic remember it's the way you get the art. You can say that a colored picture without delivering any great benefit therefore, unless there is a corresponding ring to your statement.

Manhattan's Prizing Houses of New Orleans, the largest of the show printers to have been merged into a Limited Company with Victor Manhefett as president and A. D. Gareto Treasurer and General Manager.

J. M. Duhoux of Terre Haute, is one of the most enthusiastic members of the craft.
News From The Fairs.

NOTES, HAPPENINGS, COMMENTS.

FAIR DATES FOR 1895.


Highland Agricultural Society at Mid Island, Mass., September 4 and 5.


The Houseovian Agricultural Society at Great Barrington, Mass., September 13 and 27.


Martha’s Vineyard Agricultural Society at West Tisbury, Mass., September 17 and 18.


Hingham Agricultural Society at Hingham, Mass., September 24 and 25.


Mass Horticultural Society at Boston, Mass., October 1, 2 and 3.

Nantucket Agricultural Society at Nantucket, Mass., August 29 and 30.


Plymouth County Agricultural Society at Bridgewater, Mass., September 23 and 24.

Hampshire Agricultural Society at Northampton, Mass., October 1 and 2.

Hampshire Agricultural Society at Amherst, Mass., September 24 and 25.

Athol, October 1, 2 and 3.

Barnstable Mass., September 10, 11 and 12.

Berksire at Pittsfield, Mass., September 10, 11 and 12.


Brattle at Taunton, Mass., September 23, 24 and 25.


Franklin at Greenfield, Mass., September 19 and 20.


Barnes at Hadley, Mass., September 18 and 19.

Eastern Hampden at Palmer, Mass., September 17 and 18.

Essex and Middlesex at Amesbury, Mass., September 23, 24 and 25.


West Warwick Agricultural Society at West Warwick, Mass., September 13 and 14.

Tennessee Centennial Exposition, at Nashville, Tenn., Sept. 1 to Nov. 30.


The Worcester Agricultural Society at Barre, Mass., September 24 and 27.


The Westport Agricultural Society at Westport, Mass., September 24 and 27.

The Wakefield Agricultural Society at Wakefield, Mass., September 24 and 27.


Wisconsin State Fair, Milwaukee, Sept. 16 to 21, inclusive.

Richmond County Fair, Ill., will be held Sept. 12 to 20.

Punxsutawney Agricultural Board Fair, 111., Aug. 27 to 29.

Jefferson County Agricultural Fair, Vicksburg, Miss., Sept. 2 to 4.

St. Louis Fair Association, St. Louis, Mo., Oct. 6 to 12, inclusive.

Eastern Farmers’ Carnival, Inter-State Fair, Trenton, N. J., Sept. 30 to Oct. 4.

Barnesville Fair Association, Barnesville, Ohio, Aug. 25 to 29.

Montgomery County Fair, Crawfordsville, Ind., Sept. 5 to 13.

Mercer County Fair, Stoneboro, Pa., Sept. 11 to 14.

Columbus Fair, Columbus, Ohio, Aug. 25 to 29.

Ohio State Fair, Columbus, Ohio, Aug. 25 to 29.

Turku Fair, Turku, Sept. 12 to 20.

Pittsburgh Fair, Pittsburgh, Pa., Sept. 12 to 20.

Florida State Fair, Tallahassee, Fla., Oct. 6 to 12.

Grand Forks Fair Association, Itah., Sept. 10 to 12.

Alexandria Fair, Alexandria, Tenn., Sept. 15 to 21.

Washington County Fair Association, Middletown, Ohio, Sept. 14 to 17.

Judson Fair Association, Joliet, Ill., Sept. 11 to 14.

Mendota Fair Association, Mendota, Ill., summer new meeting, July 9 to 12.

Freepost, Ill., race meeting July 23 to 27.

Frederick County Fair, Maryland, Feb. 26.

Washington County Fair, Middletown, Ohio, Sept. 26 to 27.

Chautauqua County Agricultural Society arranged dates as follows: Jamestown, Sept. 2 to 2. Warren, Sept. 2 to 2. Corry, Sept. 17 to 20. Bradford, Sept. 20 to 24. The meeting was held in Jamestown, N. Y.

St. Johnsbury, Vt., Fair will be held Sept. 10 to 12.

Waverly Driving Park Association, 1st race meeting, July 3 and 4.

FAIR BILLS

 Issued by —

The Athens Litho Co., Cincinnati, O.

Beautiful, Attractive, Up-to-date.

The Winchester, Ohio, Fair Board has again reconsidered its dates and now has fixed on Sept. 18 to 20.

A new County Fair Association was organized at Greensburg, Ill., a short time ago.

The Colvin Fair Association has been organized at Greensburg, Ind., and is earnestly engaged in perfecting a fair organization.

The Winchester, Ohio, Fair will be held at Columbus for the next year.

The meeting is scheduled for Sept. 18 to 20.

There is a movement in foot to reorganize the Agricultural Society of Chippewa County, Wis.

The prospects for a Fair at Holly, Mich., are exceedingly good.

A movement is on foot to organize the Bellaire County, Ky. Fair Association.

The Wright County, Mo. Fair Association was chartered lately.

State Bill Posters’ Association of Illinois.

The Illinois State Bill Posters’ Association: 


Since the Curtis Publishing Company of Philadelphia, took over Dr. Parchman’s, that such advertised division is almost as much in evidence as the man who was cured of cancer.

Frank Haight, the 'boy advertiser,' of McVicker’s, Chicago, has been here quite a while, and his relations with Mr. Sharp are business-like and cordial.

McVicker’s own more special stand on any other house in Chicago, and Frank looks after them and keeps all knapsack from the box office.

Chas. L. Parker for several years connected with the Grand Opera House, of Minneapolis, and at one time its manager, will on Sept. 1 return to that city, having been engaged as assistant to Manager, Mayes, of the Metropolitan and Bijou Theatres, as press agent. He will certainly receive a hearty welcome from a host of friends.
Among the Agents.

Geo. Cummings is hard at work looking after the billing of Palmer’s Theater, New York. It is whispers that George has landed a good new job.

William A. Shaw of the Park Theater, Brooklyn, is not a giant in stature but he makes up for it in energy. His work stands out and he is not given to extravagance, and he has lost the bill post at all the time.

Joe Hill, the Bijou in Brooklyn, is certainly giving the best of satisfaction, as Manager Harry Kennedy, speaks in the highest terms of his able lieutenant.

Charlie Zimmerman, the hard working advertising agent of the Empire Theater, Indianapolis, is making a strong bid for a circus with this winter. He is sure to land at least one big show; he has the board and can give them a great show.

Geo. Colier of Boston goes with Schiller and Smith’s Circus the coming season.

Charlie Welch still manages to keep away to the feature of Hall’s Theater, New York. He is one of the few modern men in the business that positively refuses to allow his features to be portrayed in print. He pretends over the door that cozy home, and woe to the tin horn that tried to give him the "tick."-

Sam M. Dawson, of Herch’s Opera House, Cincinnati, has been engaged as special agent for L. W. Washburn’s Big Allied Shows, and will commence his work about May. Samuel does not propose to loaf in summer any more if he can help it.

Saw Lownstein is keeping up his tick as an advertiser for Bogan’s in St. Louis. His efforts never seem to lag, and every week he seems to better his showing.

G. M. Hartfield, the energetic advertising agent of the popular Fountain Square Theatre, Cincinnati, is to manage out of Rughert's advance cars the coming season. He has made an enviable record for himself, and he will no doubt make a hit in his new position.

Kerry Meagher, of the Haymarket Theatre, Chicago, is putting in some telling ticks for his house, and all the agents say he is one of the best men in the game.

William Russell continues to keep the Columbus Theatre, Chicago, well up in line. He is a hard worker, and his men cover the town nicely every week.

R. M. Gitsh & Co., managers of the Bijou Theatre, Pittsburgh, are certainly fortunate in possessing an advertising agent like Cliff Wilson, whose work never fails to please, and every agent and manager are glad in the presence of Cliff as a master and a gentleman.

Publishers’ Corner.

The success attendant upon our special offer to bill posters has been so pronounced that we have decided to reduce the rate. Thereafter we will sell twelve months’ subscriptions for one dollar. Those bill posters who have not yet tried the efficiency of a personal or as a solicitor should test themselves of this great offer without further delay. It stimulates interest in the billboards, demonstrates their value, and creates new adherents to this form of advertising wherever it goes.

Our Circulation:

November 30, 1894, issue, 20,000 copies.
December, 1894, 25,000 copies.
January, 1895, 20,000 copies.
February, 1895, 15,000 copies.
March, 1895, 10,000 copies.

The advertising column of this paper presents advantages of peculiar value to bill posters, poster printers, and general advertisers. In the first place, every one of the subscribers are invited to advertise in the latter, in some manner, and many are directly interested in poster advertising. Secondly, it is read carefully, and then as carefully filed away for future reference. Thirdly, the widely varying character of its subscribers places it upon a par with any publication, containing only to so-called ‘general readers.’ For these very obvious reasons, it should not be regarded as purely a class publication nor, to any extent, a trade journal.

If you make more business, bear in mind that BILLBOARD ADVERTISING IS THE FUTURE. You have the best subscribers not to possess to loaf in summer any more if you can help it.

For the Journal Free—Present subscribers to this journal may obtain their own copy for another year free by doing a little work among their friends. If you will show this copy to your friends, and send us five subscriptions at ninety cents each, we will send you the Journal a year as payment for your trouble.

Remit Promptly—Many subscriptions expire with this issue, and under the present arrangement, the names of subscribers are stricken from the list at the end of the term paid. Renewals should therefore be sent in promptly so that a subscriber may not be missed through the uncerviced list. If possible, send with your renewal the subscription of some friend whom you know would enjoy the monthly visits of this publication.

Newspapers throughout the country take subscriptions for this publication. If you are an occasional buyer of the Journal, but prefer to have it sent regularly to your address by mail, send your subscription direct to us and hand it to your newsdealer, as you prefer.

Special Offer.

We will send you the Donaldson Guide and a Year’s Subscription to Billboard Advertising for $3.00.

The Donaldson Guide contains the only accurate and complete list of the Bill Posters and Show Printers of America that has ever been published. It also contains the complete code of the Donaldson Cipher, by the use of which great saving in the matter of telegraph tolls may be had. The regular price of the Donaldson Guide alone is $1.00, hence, we offer you an opportunity to practically get your subscription free of charge.

Now is the time to Subscribe.

H. E. BURCKEY, SCENIC ARTIST.
AND CONSTRUCTORS OF Modern Mechanical and Sound Effects.
Over twenty years’ experience. Designs and Elevations carefully prepared.
Office in Donaldson Lith. Bldg., Cincinnati, O.
Detroit, Michigan.
WALKER & COMPANY,
BILL POSTERS, GENERAL ADVERTISERS.
OFFICE, 49 ROWLAND STREET.

Detroit, Michigan.

The great success of the "SAY" POSTER
Has led us to get up another, which is even better. It is the "YES!"

Poster, being a one-sheet, with figures on either side, reading in centre, can also be used as TWO HALF SHEETS.
APPROPRIATE FOR ANY BUSINESS.
Write for circular and sample
HENNEGAN & CO.
Poster and Commercial Printers,
CINCINNATI, OHIO.

Barlow Bros. Minstrels.
Greater, Grander Than Ever.
DOUBLE ITS FORMER SIZE.
Permanent Address, DONALDSON LITHO CO., Cincinnati, O.

BUY THE BEST
Bill Poster's Brush.
Copper bound and steel riveted. Manufactured expressly for the Donaldson Lithographing Co., and guaranteed the most durable brush on the market.

<table>
<thead>
<tr>
<th>Size</th>
<th>Price, each</th>
<th>Price per dozen</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 inch</td>
<td>$3.75</td>
<td>$40.00</td>
</tr>
<tr>
<td>9</td>
<td>$3.25</td>
<td>$36.00</td>
</tr>
<tr>
<td>8</td>
<td>$2.85</td>
<td>$28.00</td>
</tr>
</tbody>
</table>

SEND CHECK WITH ORDER.
The DONALDSON LITHO CO.
CINCINNATI OHIO.

EVANSVILLE, IND.
Population 75,000
Finest Bill Posting Plant
In the South-West.

More Boards and the Best Located of any City in the Country.
We know the value of advertising and always strive for results.
In making up your list, don't forget Evansville.

F.M. GROVES,
BILL POSTER.

Special
TO
Bill Posters,
Advertising Agents,
Secretaries of Fairs,
Copper Half-Tone Engravings,
PORTRAITS.

Send Good Photo With Ready Order.
TO
THE HEBBERG PHOTO-ENGRAVING CO.
CINCINNATI, OHIO.

Ideal Advertising Package
CONTAINS 120 THREE INCH LETTERS AND FIGURES,
AND 350 ONE INCH LETTERS AND FIGURES.
Printed in bright Red Ink on White Paper.
Makes a great Display Card.
The Ideal Advertising Package is designed especially for retail merchants for making "Special Sale", "Bargains" and all kinds of Announcements, in their show windows in a cheap and effective manner. One package will make from 20 to 25 signs. Any boy can make them. Send 50c. for a trial.
PRICE 50c. EACH. SENT POSTPAID TO ANY ADDRESS.

HENNEGAN & CO., Cincinnati, O.

Cincinnati-Amusement-Agency,
F.A.S.
Books Arriving in All Lines.

Represent the Leading American Dramatists.

PLAYS AND PARTS TO BE WRITTEN TO ORDER.

WM. H. O'MALLEY, Mgr. DONALDSON LITHO CO. BLDG., Cincinnati.

Leander Richardsons Dramatic News
DONALDSON LITHO CO. BLDG.,
CINCINNATI, OHIO.