THE BEST WAY.

We live in a rapid age, in an age of Steam and Electricity. We think quickly and act quickly, and the public have many things to see and to do that they have no time to chase up attractions, they have all the hunting to the other side, but the public have only to be entertained in the public.

It is the last, last, last, and only escape of advertising—such as the public will take. But hold! Cleverness is an important consideration in these days of close figuring. But when the best qualities of advertising are the cheapest, when the best will put the most money in your pocket at the least cost, your way is right; there is only one thing to do, and that is to advertise that way.

This is a fundamental axiom, that the man who uses it or ignores it takes hold of a live wire as soon as he embarks in any business venture.

There are many methods of advertising, but there is only one "best way." All other methods are mere adjuncts, auxiliary ones, substitutes to billet-posting in the field.

Now let us see if it is not. Every bill is a stereotyped, always a stereotyped, a picture in bright colors and great letters on the eye and brain of every passer-by, old or young, grave or gay, virtuous or vicious, they watch or scowl by, by day or by-night, everywhere. The whole population is its audience, its circulation is always on the move, the active, lazy, the clean and dirty, and how it differs from the newspapers—it costs the people nothing. Every corner, every wall, every fence, all the same unvarying story of a piece, printed, drawn, understandable. It was only one thing, and keeps on saying it forcibly.

"Master, the lumber is rest period,"—the mother of study is rest period—and the mother of advertising is that same talkative lady "Repetition." "Action, action, action," says Demosthenes, "the essence of eloquence"—and of billet-posting, too.

Does circulation circulate? Yes! We say "yes" do, for a free ride on the street is the circulation of the billboards, and it shows and moves, and never sleeps; for posted bills are never folded and never pocketed. They are always talking and talking loud, for 24 hours a day, and never talking to empty benches. They are up before us in the morning, for they have been out all night, but they are nevertheless, always ready for a hard day's work, bright-faced and smiling.

And, even in their ragged, tattered fragments,uttering in every vacant breeze, like the grizzly garments of the diamond-digger, they are eloquent, a multitudinous and many golden dollars earned.

In advertising the main, the only thing is to reach an audience—the public. All methods have that one point in common, but some are and must be better than the rest. We must then, in charge, many blank shots, and worse still, and more of it at zero target at all.

Bill signs are dead, dead, dead, and all cost less. Save the bill your thousands of them—and be a winner or not.

The English word, "billhanger," is not "hanger," at all, but "hanger," because a posted bill is sure to be seen.

Now look at the circus men of the country, the inventors, developers, perfectionists of display advertising. They never set boards or limits to their conspicuous paper exhibits on the walls. They were once observers of life; they had no other book than human nature and self-interest left no page, blue or jet-black in their human book of knowledge, that experience, filtered through their great brains and plastered every wall in town with gigantic pictures of what they think that poster or those people could do. Right on the heels of the colored stimulant of the billboard comes the whole aggregate of the circus procession moving through the streets.

The very nature Bourne, Bailey, Forepaugh, Dorr, Cole, and the Ringling Bros., etc., are liberal education in the science and art of advertising successful advertising display advertise.!

They knew, and everybody knows, that there is always an asking hanging for diversion in the human heart. The public hungers, and Forepaugh put it in a few pictures to tell them exactly what they were, that longed, was, and how to satisfy it, and, incidentally, to gather in their district a bit of bill posting, the thing.

The names of Forepaugh and Forepaugh are known and admired at all places where the fame of the New York Herald and London Times has never penetrated.

The displayed "ad" on the box-ticket rock into its melon-shaped bicycles or little cars or wagons, and most people proclaim a perpetual story of business, and the Cape Cod whaler, as he pulls about and tosses around it on his home-town machinery, has dropped up 'er anchor, in Massachusetts Bay, an imperishable memory of the business told to all.

This is a literary age, we are cultured people, and yet we don't read half as much as we think we do. We are illiterate historians, the display, lettercutters, strollers, through the columns of the newspaper.

We are lazy and luxurious epicures, as shown the "bulls" part of the column, usually the display board, and if they should happen to strike our fancy, we then go diving for the pearls, or diving for the walrus tusks of the columns and columns. This is the way we treat even the news columns on the front page. Just think of the little, finely-fitted, small box of an advertisement must on the third gallery last row back. Lord! It would take Stanley Africanus to find it. Is there a picture in the column? That is the bill board. Is it cool? More and more billboards, only they are all working at a disadvantage—soldiered out of the way by everlasting latest news and scandals.

Something must strike our hither eye and yoked toney, and a bill posted in a brain shot. It says only one thing, and means you. It got to have at least a noddling acquaintance with it, and you feel that you ought to have, because everybody else has. Nobody ever felt alone over blustering, glaring, staring posters. On the contrary, they are generally located on the corners in intersections of streets, that they have roomed up many a half hypnotized fellow from the 11 a.m. and prevented him being run over by an approaching trolley.

Bill posters are eye-openers, the title page and table of contents, and opening chapter of the book. The continuation and details of the story may be sought for elsewhere, and that continuation may be absorbing, captivating, inhumanizing, but I don't know what you think will never happen after the end of the story.

Apply the doctrine, of course, or probability to the reading and seeing of the different kinds of advertising. Apply also, your own experience in seeing and reading advertisements spread all over great cities in the most approved fashion on a large billboard. A single glance will paint the picture and tell you all about it, this glance repeated many times in many days, in many places, impresses such a picture on the mind indelibly and such a picture stands above all force, full of meaning, like a story in a telegram.

How many people never read a newspaper? More than you think! They must be stopped, you will say. Say they are! For there are many educated people who read the newspaper every day, perhaps several papers, who rarely read an advertisement. Why? Because they read newspapers in a special way, the way the majority of people read them, looking only for news, looking only for the news you see advertising pages may escape them for a month and particular advertisements for a month or forever, lie on their shelves. Well you know it well.

Take, on the contrary, the attractions that come to our local theatres every week. They hang their billet-posting on Thursday and have it all completed and everything covered by Saturday night. They never think of advertising in the papers besides Sundays. By Saturday evening there is hardly a man, woman or child in the city that has not been "wayed," "knuckled down" and "snapped up" by the triumphant victorious poster.

There is a large population in every city who see little of the Sunday papers and aim at the advertisements, and they do not want to see them. But the striking devotee who lives in an ecstasy of religion, the demure, Quaker maiden, the slash of gory, the rightest moralist of unbending, unyielding principle, as they master, bow, look on, hand, Sunday morning, mutt carrying, burning picture, the latest attractions, even into church.

This is an advertising but it is light-pasting, too, true all and it takes the public by throat like the Standard Oil, or Bell Telephone, and says, "Hold! Attention Sir, hard and old, and not the poster. There are some things that you need not see, but the poster is not the poster. There are some things that you can dodge, avoid, escape, or turn away from, but not the posters. It is unavoidable as death and taxes and, like the atmosphere, it is omnipresent, pervading, universal. —S. H. Robbins.

JOHN H. GRAY.

John H. Gray, Bill Poster, Williamston, N. C. For the past four seasons the Loomer Opera House in that city, has been leased and successfully managed by Mr. J. H. Gray, a gentleman who for six years was advertising agent for "Lee's London Circus and at different times has been with other circus companies and contributes to these columns any ideas that may help in the way of advertising the opera house, and the Lonoom of the Williamston Fair Association.

The Pleasant Boys of Cincinnati, Ohio, are reaching out more and more business. They have just closed a contract for the advertising privileges for the Cincinnati Star, which includes inside and outside fences, their service is thoroughly admirable in every respect.

ELDER, JENKS & RABORG, 'Excelsior' Circus Paste

BILL POSTER'S BRUSHES

Marked Hard Wood handle, best long Russian, finest, and best fitted. For use in practical and practical brush work.

Sizel each.

$1.25 Each

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

ELDER, JENKS & RABORG

Brush Manufacturers.

PHILADELPHIA.
The poster has taken up anew and enlarged scope, and we are now to have the capacity for effectiveness and a breadth of application, as an accessory to newspaper advertising, but hitherto unexpected.

Logicians tell us that so complex and great a play of a new ordinary affair that not often can we unravel all the causes that have produced a single result or follow all the relations of a single cause. It would be interesting, and might be instructive, if someone, say, were to make an analysis of this journal for over six years past. Would it not have been handled by the advertising men? (The figures would be lost forever.)

Thoroughly analyzed, the issues of this journal for over six years past would be found to have been multifarious and intrinsically of the present day poster. It was not in the nature of things that the art of newspaper by newspaper could be carried forward by leaps and bounds, but the veritable influences to spread in all collateral directions. Even the readers of advertisements have been transformed; to the advertisers the composers of them. How, then, could the vegetable, not otherwise ominous, poster, escape the repugnancies of courageous.

Three decades before the path of the poster and those that would use it hastily, wantonly. The advertise, to ‘keep up with the procession’ is apt to set most to posterizing before they have adequately conceived or worked out the details of a proper scheme, so that we may have their plans and designs suitably executed. Competent artists in posters are not yet numerous, and the few we have will find their way for a few or two yell. Meanwhile a largely specialized and widely circulated journal like the printer’s Ink. and materially serve the extension of a generous and systematic hospitality to the new comer. In the present state of our knowledge as to what an advertising poster should be and how it should be handled, to go slowly is a prerequisite to succeeding. But deliberation is not to be confounded with procrastination. In this newly turned field it is still the early bird that will catch the worm, but it is a worthwhile food of a hybrid, and must be of the worm-catchery variety. Handiness is too great a topic to be dealt with at large in so minute an article. Perhaps a good way to treat it seriously is to enumerate the already recognized essentials of an effective poster.

First, then, to date, poster must be co-transcribed with the newspaper advertisement, upon which the burden of the work to be done must fall. For it is the author of the art of war assemblage. infantry and fight their battles with cavalry and artillery, we may think of rounding the face for other means of publicity. Secondly, a poster must be artistic; otherwise it will offend the public taste and repel those it is meant to attract. In this matter we need the best work of a signal, dramatic, pressmen, and paper-maker.

Finally, the poster must be simple: if it cannot make a deuced impression, it must not challenge the beholder in a laborious study of its substance and parts. Fourthly, the conception should be bold. Look at the unforgettable sign of Napoleon, made familiar by the Carlsbad. Only the fame of the artist that drew the horse could have floated such a mass of curves and waves like an American advertiser, yet how effective the picture is, and artistically satisfying, despite oh-the-wash that is so usual. This composition Grenz has a liminally blurred aim, and utilizes the two qualities that make the character of a true poster.

Skillfully, a poster must be provided for guarding the poster against being overlooked in the competition against it of for 117 neighboring. This fraternity should be at once remedied by an attractive and direct and positive action.

Lastly, all questions relating to size, color, and every other detail and accessory should be worked out with a due regard to the facts, and the people among whom the poster is to be placed, and imagined will be most convincingly if anything but in some material respect to its surroundings.

The advertising business is no more then hereafter to touch the subject, but it shows that here we have, in the domain of advertising, as an art of almost infinite variety, extending into a nearly boundless field. And now, what are the Little school masters of the advertising, the commercial respectable and the great advertisers and lastly, the great papal, which actually exists and relishes its advertising nobilities, going to make for say, all within the next two years. . . . P. E. K. in Printers’ Ink.

FROM ENGLAND.

The Billposters’ Directory for 1879 has been published. It contains a comprehensive list of Billposters of the Kingdom of Great Britain, together with a large number of tables, upon the following subjects, newspapers, etc. It is published by W. J. Beales, 60 Cheapside, London, W. C., and the price is twenty-five cents in cloth and twelve cents in paper. Parties in America ordering this book should include five cents extra for postage and挂号, or must do well in order to secure this valuable work. Perhaps a good way to treat it seriously is to enumerate the already recognized essentials of an effective poster.

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PRESSING PASTE.

For preserving paste from spoiling in warm weather, a liberal ad mixture of either blue-stone, cottonseed or coriander sublimates will be efficacious enough to bear the fact that the best method is to simply keep the top of the paste in the reservoir level.

Every time a bucket is filled, the paste remaining in the vat or barrel should be carefully poured over with a paste-mower, and all unnecessary quantity of surface smoothed out leaving it perfectly flat and even. Paste handled in this manner will seldom poor.

The first resort of an enterprising newspaper is the billboards. If their space is all that is needed for it, why do they not use it themselves.

In no one will deny that newspaper advertising judiciously conducted, pays but the fact remains that an equal amount of money and ingenuity expended in posters will bring double and even treble results which accrue from the former method.
The Rochester Bill Posting Co.,
ED. A. STAHLEICHT, Manager.
Bill Posters, Distributors and General Advertisers.
No. 16 and 18 Mill Street, ROCHESTER, N. Y.

THE ERIE BILL POSTING CO.
ED. A. STAHLEICHT, MANAGER.
Bill Posters, Distributors, and General Advertisers,
No. 10 North Park Row, ERIE, PA.

A. Wild Statement.
A little advertising agency's paper called Printers Ink, which sets itself up as authority in such matters, recently published an article on posters, in which the matter of advertising novelty, stereotyped viewpoints, etc., is clearly articulated. Their posters printing in America as it is in a certain state of development. This too, in spite of the fact that American achievements in this direction have excited the wonder and admiration of the whole world. The billboards in England, France, Germany and Australia are fairly at variance with commercial posters executed in the United States, as that Great Britain and Australia theatrical companies are continually buying for the resident manager's favor with the legend, "American Printing used by this company," prominently displayed in their advertisements against their competitors. The same article deplores the fact that we have no designers in this line in America worthy of the name, which are able to "execute the work of the manager's favor with the legend, "American Printing used by this company," prominently displayed in their advertisements against their competitors.

Charles A. Harnois, Middletown, Mont.-I congratulate you, and our Association upon your receiving the position of representative of the Associated Bill Posters' Association, of the United States and Canada, and for the earnest efforts in the furtherance of the promotion of bill posting, and trust that the members will ever follow the task you have so well blessed them with and will continue to do so.

The firm of Seabury & Johnson, New York City, manufacturers of Benson's Porous Posters, was the first firm to contract with the Bill Posters' Association directly through the New York Office. Their contract with Mr. Stahlbrodt covered the distribution of four hundred and fifty thousand pieces of distributing matter for New York City, and over seven hundred and fifty thousand pieces divided among thirty of the cities of the country, making a total of over one million pieces of matter. Mr. Stahlbrodt has kept a large force of men busy distributing New York City for the past three weeks upon this job, hiring six men and superintending the job personally. The firm's agents have made favorable reports from all the cities where this work was done, and Seabury & Johnson feel well repaid for having had the best posters to distribute their pamphlets, instead of doing it themselves as they have been done to do previously. It is this kind of work by the bill posters that creates confidence among the advertisers, and whatever followed will bring large returns. We should Seabury & Johnson with hereafter pin their faith to the bill poster.

A. van Buren & Co., the bill posters of New York City, have been extensively written up in the April number of Art & Advertising. A number of fine reproductions of their billboards are also exhibited. Billboard display advertising is the cost of the whole business.

Mr. L. N. Scott, St. Paul, Minn., was a visitor to New York during the week of March 13.

Mr. Robert Gunning, St. Louis, Mo., has been sojournin in New York for several weeks. His opinion of the New York work was that it would remain reproducing on marble.

Edward & McFadden Co., "Johann Hoff's Melt Extract," New York City, have posted a number of the larger cities through the New York Office, and feel well satisfied with the service rendered. Lined in showing is the true method of billboard display advertising.

D. Hinch & Co., "Mephisto Cigars," have billed the larger cities of the Pacific Coast and several eastern cities through the New York Office. And the reform work goes merrily on.

The enthusiasm with which the members of the Association take hold of all the work coming through the New York Office, and the faithful service rendered on all that class of work is beginning to tell. If this same spirit continues, there is no doubt but what all connected in the enterprise will have some cause for regret in the latest move in maintaining our National Headquarters at New York City.

The firm of O. J. Gode Co., is making a "foolish" attempt to coerce bill posters in various cities to accept Adams' Tutt-Fruttli Clearing Company posting at less than the regular Association scale. We are informed that they meet with but slight success, as the bill posters all over the country have to realize that they cannot guarantee, list, and protect paper for longer than one week, at less than three cents per three.

Work contracted through the New York Agency of the Association is not accepted at less than the regular three cents per sheet, per week rates. Bill Posters will advance their own interests by uncorrupting work to pass through their own official headquarters in New York City. It is already a conceded success, and is doing, good, missionary work, looking forward to proper testing in the smaller cities.

Distributing matter is often shamefully used by managers of opera houses, hotels, and small towns. In fact it is no different in this respect, that many companies find it necessary to carry their own programmers at great expense in order that their programmes, heralds, and cocceans, may be properly put out.
The bill posters of New Hampshire have organized with Frank P. Colby of Manchester, President, J. F. Hartman, Secretary. This is the first state in New England to organize an association.

If you bill a town thoroughly your advertisement confronts the buyer where he goes and what ever way he turns. Put it in the newspaper and see it once if at all.

Five hundred effective one sheet posters each measuring twenty-eight by forty-two inches in size and can be procured and posted at the rate of five cents per sheet, making a total of twenty-five dollars.

Contrast the showing and the results obtained with that obtained for a similar expenditure in any other form of medium. There will be no doubt in the results except in booklets judiciously and carefully distributed from house to house.

Oiling & Son, of Newport, Ky., have given a legal guarantee that they will keep hustling and let nothing go waste.

The Prize Advertising Company, of Toronto, Ontario, controls the best advertising service in the Dominion. They own and control all billboards in Toronto.

Dr. Emanuel Andre's Diamond

Dr. Emanuel Andre's new success, shocking hands with his originalism and hiding his friend good buy. He is off shortly for an extended trip through Mexico with a couple of his numerous medicinals shows. Eighty square yards of rich blue work to herald his coming. It is to be hoped that their salaries will be forth coming in coin instead of wobbling promises, and which is no sine one so legal tender with the doctor, as the fact that the built girls of the Bowd-Roo. The Rialto House and Symphony Co. of last season can testify to it is inferred that the doctors must have cared all the cripples in the States with his mysterious compounds, and if compelled to practice longer in this field, would have to operate on the green yards. His tour of Mexico will continue over two years, and may be extended into South America.

The American public has so liberally contributed in the last ten years towards the Doctor's speaking diamonds and English tailor made suits, will certainly miss him, and we congratulate the Mexicans who are going to be treated to some of the Doctor's original speeches and glowing details of the cures he has performed.

Among the features of the Doctor's shows is the female band, which has been sized out with elegant costumes and all ver plicated instruments. This is the usual scene where girls have been packed into traveling for glory, but this time they will have all kinds of diamonds (9) The Doctor is exceedingly fond of both the girls and diamonds, and it is hard for him to part with either.

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A F E W O F O U R M A N Y N E W S T Y L E S O F
Fair Bills, Racing Posters, Balloon Lithographs
Secretaries of Fairs and Bill Posters can obtain a Complete Set of Samples FREE OF CHARGE Address the
Donaldson LITHO. CO.
Cincinnati

WRITE FOR SAMPLES

DONALDSON LITHOGRAPHING CINCINNATI O. CINCINNATI

WRITE FOR CATALOGUE
The great success of the

“SAY” POSTER

Has induced 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.

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.

10 inch............Price, each, $3.75
9 ".......................... 3.50
8 ".......................... 2.85
6 ".......................... 2.00

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.

When you write, mention Billboard Advertising.

FAIRS

The Queen City at last boasts of a solid and permanent exchange, and a reliable dramatic, musical and variety agency.

BOOKS ARTISTS IN ALL LINES.

FURNISHES TALENT FOR ALL CLASSES OF ENTERTAINMENT

REPRESENTS THE LEADING AMERICAN DRAMATISTS.

PLAYS AND PARTS TYPE WRITTEN TO ORDER.

UNITED STATES THEATRICAL ENTERTAINMENT.


They start well--

Most Bill Posters do.

Getting the best of Stands, hiring good talent, putting plenty of money into the enterprise.

With brains and a place to fill they should make a success of the business.

There are many who do all this, and then waste it all by not advertising in the right papers; those which circulate among the people whom they need and who need them.

How do they end?

Often they fail to succeed for want of that publicity which advertising in

BILLBOARD ADVERTISING

Would give them.