

BILLBOARD ADVERTISING

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

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WALTER G. COOPER.

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



Through the courtesy of Mr. R. C. Campbell of the American Bill Posting and Advertising Company, of Chicago, we are enabled to present a cut of the work that of late has surrounded the career of Frank Austin and Papa John Flinn, and the "Mighty" "Mighty" engagement in the windy city. It was indeed a success, being in only five days high and well loaded and nearly full. The paper as displayed on 12th Ave. and a lot of other high, and as being high, making in all 100 days. It is regarded by experts as having been the best example of bill posting ever accomplished. The harmony and success appeared in the display and merchandise.

EATING ON THE STAGE.

How Much Attention of That Are Giving
Them in the End.

When I was young and a boyhood behind the scenes, nearly anything greater in the way of eating and drinking was provided on the stage. The various entertainers who were supposed to quad between red and blue in the musical hall, only put their lips to their goblets, or, rather, professional goblets soaked with the foil, colored like wet soap with crimson paint. If a pot of porter was one of the "properties" in a scene, as it is in the old farces of "The Turpin's Oath," it was merely a pretense vessel with some wood at the top to simulate the froth of the barley and Perkins beneath, and if a strain of lead were wanted the property was only supplied in a decorative show, from the cistern of which fumes of alcohol were evolved to tintate the smoke from a hot jet. The only exception to this dramatic system of entertainment was in the comic opera of "No No, No No," in which a real "bushel bag" of starch, starch and, caper sauce were always placed on the table.

But in late years a great change has taken place in this respect. Some authorities are of opinion that the reform in stage play goes many dates from the time of the performance of Mr. Charles Kean, and his company at Windsor castle in the presence of her majesty and the prince consort, and when in a play by Douglas Jerrold where a dejeuner a la fourchette was represented, the performers thereof were apparently surprised to find on the table salt, aspic, real potatoes, real bread and real cheese. Gradually the model spread every form of the stage and the London theaters. In "The Second Mrs. Tansworth" real eggs and bacon were served at breakfast, while in the supper in the first act was delicious trout and wine, with equally authentic black coffee, made their appearance.

THEY DO quite credit as to when the practice of smoking and cigars and cigarettes began to prevail on the stage. Many law authorities of the last century when they played "Moll Flanders" used to smoke a pipe, but there is no authentic evidence as to whether real tobacco was smoked by Tony Lumpkin and his companions in the tavern scene in "The Beggar's Opera." The first appearance of the genuine weed upon the stage appears to be the late Alfred Wilson and George Vining in "Bill Wilson's Hot Days." Some actors never smoke at all in private life, notably J. J. Todd, and that admirable comedian in scenes where the business of the stage necessitates him to use a pipe takes a few whiffs from a bowl containing dry oysters.

At present it is difficult to find a drama of modern life without some subordinate in it—the elder takes too long in smoking—and that manager would be accounted a very strange individual if he expected his ladies and gentlemen of his company to pretend to drink a clock tea beyond and later. With two exceptions, however—the harmless boiled potato and the few straws smoked by Andrew in "As You Like It"—vegetables have not come down in the theatricals, but the present is a progressive age, and one long it may be that so little soap and a real basin of water will be placed on the hospitable board of our temples of the drama.—A. A. Bels in London Standard.

A Madia Lecture.

Madia.—Yes, I know you and George are very devoted now, but are you sure that after marriage you won't tire of each other?
Daughter.—Well, if we do, we can go into society, and I can join all the charitable associations and women's clubs, and be one job of the social and athletic clubs, and then we'll never see each other, you know.—New York Weekly.

This story is told of a man of thirty called in days long gone by who had a party for a pig. He held that there was one supreme moment in the existence of a pig when it ate the owner, not a single before or after, and he watched over his pig tree with tenderness and devotion. It was a wild year, and the one he had done his best in the porcupine forest, and hoping to enjoy his favorite fruit on the morrow the master wrapped a piece of silver paper round it, leaving it labeled, "The master's pig." What a very foolish thing to do with a few hundred "sashpennies" about! The suspicious dog detected, and the master, looking at his watch for the last time, walked suddenly across the quad. That impaled his dinner on the pig's back, and he was seen on the next empty pocket, the label, "A pig for the master."—Illustrated Words.

Chimes Lullie.

In 1783 the vineyard belonged to M. de Folsard, president of the Orleans parliament, and the republican leaders did a good stroke of business by gutting him and appropriating his property. It was, however, soon gone by the state, and after passing from purchaser to purchaser at an average price of about \$40,000 it was bought some 25 years ago by Baron James de Rothschild for \$100,000 and still remains in his family. About 45,000 a year is spent on its cultivation. There is perhaps no wine that grows more by keeping, and some score or eight years ago a bin of the vintage of 1845 fetched more than 100 francs a bottle at Boulevard Haussmann.—Rockwood's Magazine.

All the references in the World.
Bread Machines.—Keezel, you are charged with committing an assault on the night watchman.
Keezel.—I only threw him jacket behind the bushes.
Night Watchman.—Yes, your watch, but it was inside the jacket, and that makes all the difference.—

Children Born in Snow in the Night.

After sleeping a few hours I awoke quietly out of the camp and climbed the snowbank that extends north between the two glaciers. The ground was frozen, making the climbing difficult in the steepest places, but the snow over the top of each spire looked towards the glaciers, and the sky was enchanting. It seemed then a odd thing that any part of so precious a night had been lost in sleep. The snowbank was so full that I definitely saw not only the bay, with its multitude of glittering glaciers, but most of the lower portions of the glaciers, lying pale and sparkling under the large silent mountains. The nearest glacier in particular was so distinct that it seemed to be glowing with light that came from within itself. Not even in dark nights have I ever found any difficulty in seeing large glaciers, but on the mountain top, amid so much snow, in the heart of so clear and frosty a night, everything was hazy, and I seemed to be peering in a vast hollow between two sides of equal brightness. How strange I felt about my wilderness solitude, and how glad I was that my good angel had called me before the glaciers shined so gloriously in morning but been spent.—John Muir in Geology.

Notes of Scientific Progress.

Mr. Hoffman Martin, the chemist, a lecturer of the University of the Marine gas, has discovered an interesting fact in regard to ammonia powder. He finds that where the powder contains 40 per cent or more of nitrochlorine the load developed in each that some of the carbon remains in the solid gun barrel continues with the carbon dioxide of the burning powder, with the result that the inner surface of the barrel is changed to wrought iron. It is powder grows softened and quickly destroyed.

Fluoroglass was discovered in 1880 by Richard of Humberg.

The Rochester Bill Posting Co.,

ED. A. STANBROOK, Manager.

Bill Posters, Distributors and General Advertisers.

No. 46 and 48 MEN STREET, ROCHESTER, N. Y.

New York, Jan 10th, 1902

EDITH BILLBOARD ASSOCIATES,

Dear Sir:

Per request from the president of the Bill Posters' Association to suggest anything that would be helpful in the bill-posting interests of the country, we have this day forwarded a duplicate of the enclosed to the president of the Association with request to bring the same before the convention at Detroit, July 12th, 15th and 16th.

Very truly yours,

THE O. J. GILDE CO.

To Prevent Misunderstandings Between the Bill Posters and Commercial Advertisers.

The best time to straighten out a misunderstanding is before it occurs. More than from any other cause loss of billing has resulted because the Bill Posters and their customers through lack of proper notification being sent out of any change in price of posting or any other matters that affect the advertiser.

While an advertiser sends a bill of posting to a Bill Poster at the same price as he has had the work done before, he naturally expects it to be posted at the old price.

If in the two or three months that may have intervened, the Bill Poster has changed his rate, he will write a letter to the advertiser saying that his price has been advanced and refuse to post the paper unless the higher price is paid. The advertiser naturally balks, threatens to order the paper back, but on account of other engagements that he has made, fails that he must have the paper put up, unconditionally pays the advanced price, but thinks that the Bill Poster has played him a cheap trick, and never forgets it.

The result is a feeling undesirable to the Bill Poster, the crossing of a duplicate to speed the money through other advertising agencies and a tendency to talk against bill posting to other advertisers rather than in the future.

One such dissatisfied advertiser can do more to injure the interests of the trade at large than the favorable opinion of ten other advertisers can overcome.

To avoid these unfortunate situations which have been of very frequent occurrence we would suggest the adoption of the following:

RECOMMENDATIONS.

They apply where any change in price, methods of handling paper or other circumstances of any kind, either as descriptions that affect the advertiser, as official notification of such changes should be notified by the Bill Poster to every advertiser, commissioning agents, and each other parties as are liable to be affected directly or indirectly thereby.

We believe that the adoption of the above plan of this suggestion by all Bill Posters would be very beneficial and do much

service concerning a certain amount of prejudice that is caused and is very detrimental to the bill posting interests.

During the last year the National Association of Bill Posters has made several bills that have been found to be impractical and detrimental to the interests of the bill posters and the advertiser; and they have become dead letters without the reciprocity of the concerted action of the Associations.

In several cases members that have been asked to live up to these rules, have acquiesced to do so after their respective bills have been demonstrated by others, and placed themselves in a very embarrassing position, lost knowledge of dollars worth of business and made the Association a mark of ridicule by advertisers and other business men.

To avoid any repetition of such mistakes, we would suggest that before any bill is sent that affects the commercial advertiser is submitted for the consideration of the Association, the practicability of the same should be submitted to the opinion of three or four business men who are familiar with the temperance of the advertisers and know what they will stand. These opinions to be given to the association to assist their decision.

THE O. J. GILDE CO.

New York, Jan 10th, 1902

BILLBOARD ADVERTISING suggests that notification of change and price as suggested by Mr. O. J. Gilde be submitted to BILLBOARD ADVERTISING, instead of being made known by circulars. The notice of change will be more widely disseminated and be more accurately accomplished. BILLBOARD ADVERTISING is the official organ of the Association.—Why not?

NEW YORK BILL POSTERS.

The Second-Annual Convention of the New York State Bill Poster's Association was held at Jamaica, N. Y., May 6-1901. W. J. McMillan, Troy, President; Jas. H. Street, Lockport, Secretary.

The following conditions were introduced and unanimously adopted.

Resolved, That this Association fully appreciate the great benefits accruing through the efforts of Mr. Edward A. Stanbrook, representative of the National Bill Poster's Association, with offices at New York City and that an official bill representative of this Association.

Resolved, That in and after this date the members of this and New York Bill Posters Association do hereby agree that all "National work" must be contracted through the office of our New York Agency, Edward A. Stanbrook, representative of the National Bill Poster of Long Island City, and that all work of that nature only through and New York Agency.

Whereas, Our secretary has been officially informed by a reading of newspaper report on the honor of the man of the O. J. Gilde Co., agent, Edward A. Stanbrook, a brother bill poster, and of

THE ERIE BILL POSTING CO.

ED. A. STANBROOK, Manager.

Bill Posters, Distributors and General Advertisers.

No. 10 North Park Row, ERIE, PA.

the ungratefully and unbecomingly manner that proceed by the former reference to in coming that gentleman's secret by the United States government on a false charge of "delinquency of character."

Whereas, They did their worst and used their utmost endeavors to have the said Edward A. Stanbrook held for the United States grand jury, but were foiled in their evil design upon the good character of one of our members, and therefore, be it

Resolved, That we, the members of the New York State Bill Poster's Association, in conversation assembled this 14th day of May, 1902, do hereby most emphatically denounce and disapprove the course that prevented the liberty and combined unbecomingly methods pursued by the said O. J. Gilde Co.

Respectfully billboards and newspaper columns are liberally given over to E. A. Gilde, W. H. West, Shaw and Fongling, Southern Cities, and the small bill is accordingly happy.—Profitable Advertising.

BILLBOARD ADVERTISING is going to the Convention—that is to say the editor will be there.

Not only Bill posters, but advertisers, printer, printers, glass proprietors and agents are invited, and will be allowed, under certain restrictions, to participate in the deliberation and proceedings. This broadens the scope of the convention and leads to added dignity and force to the conclusions or list.

We notice the billboard at the corner of Tenth and Brown streets has taken on new paint, fastened to the wall and the advertiser who has recently bought space on the same. Here we give an illustration of this kind in our April issue, showing the work of Demsey, the "Gypsy" has changed hands, and is now controlled by the Boston Advertising Company. Mr. Demsey probably made the last bid for the board, but we support the owners of the old Tenement House never quite forgive him for covering the old sign with Oriental poster sheets before its destruction. It was cut right with the best prejudice, but not quite to the fancy of the owners of the building. Big signs, tho' the same at it were spread about, tho' the Bill Poster of Long Island City should be any about it.—Profitable Advertising.

There are many different people with many different wants. The work advertiser adapts his advertising to the people he wishes to attract.

A one color trade mark or emblem, would be substituted a great gain by many members of the A. E. F. A.

THE SHORTEST RENTAL.

What is probably the highest rental on the world for a billboard location is that paid by Van Buren & Co., of New York City, for the corner of 21st and Broadway streets. It is well known and their feet on Broadway, and one hundred and seventy five feet on 21st street, and seven Mason Van Buren & Co. \$1,500.00 per year. It is a triple deck board, and is always covered though the sun is 50 days per week.

This board by the way, is one of the most profitable arguments obtainable against the establishment of an arbitrary and inflexible scale.

The advocates of a uniform rate as one which will establish one price for both large and small cities and could be as absolutely rigid, and inflexible, will do well to bear in mind that the law is equally well framed to a much greater factor than a restriction passed by a convention. Merchants and manufacturers advertised long before their organizations were formed, and for the benefit and to the profit of the advertiser. Thus he may bill poster in the smaller towns or cities, being deprived of the only comparative method at their command, would suffer in comparison with the large cities.

BILLBOARD ADVERTISING hopes that the attitude of the association at large toward the two rival factions will be one of moderation. Stanbrook is of one view toward bill posters and by that same takes to his O. J. Gilde, whose case is likely to be complicated by previous Campbell and his following. It is without saying that these positions will differ on many important points and it behooves all to see that they differ with becoming courtesy. Highly, and that perfect harmony be maintained should before the convention opens. The goal of the craft demands it. The members of the bill poster industry that we salute thus the bench be closed.

The following printing houses are issuing commercial designs in stock posters:

Little Blue Print, Boston, Mass
W. J. Wagon & Co., Cleveland, O.
Hosken & Willard, Libby Co., New York City.

Telegraph Blue Print Co., Cleveland
Overman & Co., Cincinnati, O.
The Denton Libby Co., Cincinnati
Bill posters selling orders for three goods receive a commission besides getting a margin for their Cleveland. Who you write for samples consult BILLBOARD ADVERTISING.

The world was divided Lewis' Leap, on the C. & O. R. E., by placing the H. J. E. Cigar sign in it, both a severe loss to brand advertising. It is a pity that its cause could be adequately punished.

The billboards associations do not increase their range among advertisers. Their real value is just bearing news.

