BILLBOARD
ADVERTISING

A Magazine for Business Men who think.

September, 1895.
BILLY FOSTER'S DIRECTORY.

BILLY FOSTER'S DIRECTORY.

It will Pay Bill Posters
To keep their ads in this column.

AMERICAN FAIR BULLETIN.

FOSTER PRINTERS

ADVERTISING is the Official Organ of the SHOW PRINTERS' ASSOCIATION.

Wanted!!

American Fair Bulletin.

Wanted!

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BILLBOARD ADVERTISING is the official Organ of the Illinois Bill Posters Association.

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

VOL. IV, NO. 11.
CINCINNATI, SEPTEMBER 1, 1895.

BUSINESS.

BILLBOARD ADVERTISING as a journal for business men who think. There is much in it which will furnish food for thought, much that will bear careful consideration. Who has not private interests to foster so petty business to ride and we know so little about the conduct of a business paper because business interests are superior to all other interests.

We do believe that business men should study advertising, not as one branch of it, but with the view of becoming expert in any particular line but simply and solely as business men with a view toward the betterment of business, to the improvement of the commercial interests of the community, for so good business is dependent all progress and development. By business, we mean not mere strikes for profit, but the active work of the world at large, including every calling, profession and industry that tends to better the condition of mankind.

Advertising is the very life and soul of business and as such it is a fitting and important study for business men. We advocate advertising in general and posters, distributing, mural signs and painted bulletins, billboards at fairs and expositions, trade journals and class publications in particular.

The business man, no matter what he sells, knows too much about his business to properly advertise it. He is handicapped with technical points, such as the inside of what he manufactures or sells, knowing everything about his business and his goods, and then when he writes about the goods he writes as an expert, as the technical man, filled with the abundance of information, which he understands, and which his clerks and those in the same business with him understand. He over-writes, because he attempts to tell people all he knows about the business.

He overwrites very little about the manufacture of an article, and the buyer wants to know what the thing is good for and what he can buy it for.—W. C. Fowler.

EMPLOYMENT.

They call it enterprise. This mad endeavor on the part of the newspapers and magazines to decrease the price of their publication to the very last notch, the extreme minuscule at which it is possible to sell and still live. The reader gains their goods at a great cost, and milady every one who gets something for nothing, utterly fails to appreciate it. The burden must be borne by someone, and in this case it falls upon the advertiser. How long will it last? How long will this reckless madness continue? Not a great while we venture to predict.

Some ten years since, a similar craze afflicted showmen. Attractions which had been obtaining 25, 35, and 50 cents admission, limited by the seating capacity of the house, commenced next season of the bold adventurer, commenced to reduce their prices. One followed another until the cheap prices became epidemic and three quarters of the shows came down to a ten-cent book. Of course there was wild excitement, swagging through and immense attendance, but the profits were all. It was impossible to even obtain sufficient funds to keep the repairs up and those organizations which did not get back to a legitimate admission charge, speedily wore themselves out.

The only attractions that this time was in existence to-day, are the men who steadfastly maintained their prices.

F. A. FISCHER, manager of the Great City Bill Poster Co., Ilion, N.Y., is of the opinion that BILLBOARD ADVERTISING is rendering valuable service to bill posters and assures us of his best wishes for our unbounded success.

Mr. C. B. STAATS, one of the foremost advertising men of the present day, does not believe that one printer in a hundred knows how to advertise his own business. Most printers try to impress their patrons with the idea that good printing is an essential part of any successful business. At the same time, their own ads and their own printing serve as horrible examples of how it ought not to be done. I have before me an ad from a paper published in Letts, N.Y. It occupies about eight inches double, and contains no less than six different faces of type. There are ten display lines in it, and seven lines of reading matter. The ad is surrounded by an all-foliated worn out border, and is about as bad as example of display composition as I ever saw. If the printers had used two kinds of type, they could have made a nice looking ad. To do good print is not necessary to have an unlimited number of faces of type. Given three or four different series and the intelligent printer can turn out creditable work, either in the job printing lines or in newspaper display. Except in occasional instances, an advertisement or job ought not to contain more than two different faces of type, or, as the inside, three. An advertisement or a piece of printed matter ought not to contain more than two or three display lines. There are occasional exceptions to this rule, but they are few and far between. If you try to emphasize everything, you have everything nothing, or a dead level, and nothing will be conspicuous. If you have ten lines in an ad and display all of them, you might as well have dispensed with some. If you will pick out one line and make it take times as big as any line you will have something with which to catch attention.—Charles Austin States to Printers Ink.

We must be afraid that Display Advertising, an exceptionally brilliant and interesting publication which was started in St. Louis, has suspended. If it has, it will be a pity, as the little journal bid fair to accomplish much good. Bill posters cannot afford to have too many papers of the right sort, and Display Advertising was of that kind.

JAMES H. STAATS.

Whose posters we present herewith, is one of the best known and most popular men in Louis. He is known as "Utah." Ut has admirably arranged store fronts of the best known in the country. Mr. Staats is a veteran in the business of bill posting as well as a director of everything in the news line, magazine, periodicals of all kinds, novels and a wonderful amount of all that has been written on the subject of advertising. His name is so well known here and elsewhere, Ut was born in Utah, and rose to fame in the Ar- cade advertising firm. He knows the business. Through the suggestions of Robert S. Weir, of the New York Ledger, Sr. Staats first entered the bill posting business in 1878. He worked hard, bought a New York Lcd- er, and in the short space of one year, was selling ten copies a week, which subsequently he sold ten copies. He continues the bill posting business to the present, day with success. He has his hands all over the city, in fact over nearly every corner of it, and he may be said that everything he undertakes is thoroughly and systematically done. That's one reason why Lippincott is always on the list.

In November of 1878, he was elected secretary of the New York Advertising Convention, held at Boston, which office he still holds, and we may be said that no one is better qualified to fill that position. Mr. Staats, although getting along well in years, still mines a newspaper, or a chance to talk with the boy.

The Way They Circulate.

A fairly good idea of the value of newspaper space, is, having had the following notice which the city from the famous, Ed., they cited:

"We have made two for sale, and very cheap, if you want paper for wrapping various articles and by means of which one can be supplied at the firm's office. We can accommodate customers at a small rate."

Lawrence Hume, the well-known critic, is a collector of postcards, and his accumulation of the latter is said to be the largest in America.
BILLBOARD ADVERTISING is the Official Organ of the OHIO Bill Posters Association.

Odds and Ends.

What will keep paste from souring? Several inexperienced bill posters in the smaller towns are anxious to learn.

There is great need of a name or term which will designate the employing bill poster as distinguished from the employees. The term bill poster no longer fills the bill. You must call R. C. Campbell, J. Ballard Carroll, Geo. E. Leonard or James A. Curran bill posters. They are employed by bill posters, what is desired is a fitting appellation, which will define their calling.

BILLBOARD ADVERTISING recognizing the necessity of a prompt decision in this matter has decided to put the matter to a vote of the crust at large. Fill out the following coupon and mail it to BILLBOARD ADVERTISING Cincinnati, 0, 00 to reach us by September 28th in order that the votes may be counted and the results announced in the October issue.

BILLBOARD ADVERTISING.

In my estimation, the best and most fitting appellation for the employing bill poster.

SIGNED,

W. N. LONG.

N. W. Long one of the firms of Reese & Long was born in Seneca, June 30, 1863, and for a number of years was connected with his father in the furniture business. He began his theatrical career in the spring of 1883, when he began advertising for the Academy of Music in August of that year, using in some difficulty the bill poster. Mr. Long held his own boards and did the bill posting for his house until March 1, 1892, when he used the Reese partnership and bought out the old bill posting plant. Mr. Long has been a volunteer dresser for over eleven years and is now foreman of the Popular Crystal Mfg. Co. of Scranton. It is wonderful's while to see Mr. Long dress his "head's" of titles when the alarm rings.

Elder, Jenks & Raborg

"'Exclesior'"

Circus Paste

ADVERTISING bills. The most permanent and durable brush used.

Millwod Paste.

Made of Hard Wood head; best long horsehair and copper wire. The most permanent and durable brush used.

Size in Inches.

Price $30.00 per doz. $3.25 Each

Extra for Easy Use $40.00 per doz. $4.00 Each

Elder, Jenks & Raborg

Circus Manufacturer

127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.
Distributors Chat.

Office of Brown Chemical Co.

Assessments Journal, May 12, 1925.

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BUFFALO CHIPS.
SIGNED FOR THE CONTRACTING PAINTER AND PRINTER.

When one sees too much ordinary on the usual appendage of his surround, he takes it for granted that this unlucky brother has been hitting too many long pups, or, incidently, by the way, that will serve to illustrate a much needed fact in the construction of all classes of advertising. It shows to the man without brush of painting or hand of printer, yet so closely related to the point of needle and the brush, it could be called one and the same. Any one who has the smallest amount of advertising to do is always working on as close a rate of every piece of palatable or pet that matters is that placed for publicity. Newfangled notions, when hijacked, what a refreshing satisfaction it is to take a pure fresh of some water, or when hungry, what a good meal is to the stomach, in comparison, the public must have just such palatable compounds with them, it is a food in their mind of the same sorts which feed the nerves of a photographer. The advertiser wants to bring the thought of maintaining growing business. A

occupied by unusual hand few stores. A pair of nasty bugs, hanging over the sign which read: "Why Go Elsewhere To Get Cheaper—Come Right To Strene." What class of people that would have had for remains on my age and for study.

one may seek business for his clients. It is for this I write on these points to painter and printer, as one too often is not convinced.

JAMES ROSS LIVING

Shelburne, Wis., August 20, 1895.

DR. B L—In thanks to the postmaster of Bismarck for the following in my last letter: "I regret to tell my friends of Bismarck that I am not in the business of advertising. Just what class of people that would have had for remains on my age and for study.

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JAMES ROSS LIVING

Shelburne, Wis., August 20, 1895.
The Rochester Bill Posting Co.,
D. A. STAHLEBRST, Manager.
Bill Posters, Distributors and General Advertisers.
No. 16 and 18 Mill Street, ROCHESTER, N. Y.

TRADE PAPERS.

BILBOARD ADV to the Official Organ of the Associated Bill Posters' Association.

The Erie Bill Posting Co.,
D. A. STAHLEBRST, Manager.
Bill Posters, Distributors and General Advertisers.
No. 10 Park Row, Erie, PA.

RURAL SIGNS AND PAINTED BULLETINS.

Advertisements under this head are drawn from all parts of the country. One dollar per month is charged for 10 lines. Rates, in all cases, are for display ad not exceeding 4 lines in size.

One Ad for Two Dollars.

I will write one ad for any reader of BILLBOARD ADVERTISING for $1. For $1 I will write an ad and furnish an attractive cut and five color-book prices. I usually charge at least a dollar more for trade paper ads.

I agree to give perfect satisfaction, or the money will be returned. For delivery, I refer you to the editor of this paper. I am not a jingle maker. I simply write something that pays.

Bert M. Moses,
1424 6th Ave., New York, N. Y.

From writing a large number of advertising and the selling of it—

‘Anybody can write it for a small stamp.’
BILLOARD ADVERTISING is the Official Organ of the PENNSYLVANIA Bill Posters' Association.

E. B. Drake and Dick Hunter, of the M. W. Adams Co., have been here the past few days, they have contracted for a lot of boards from us. They left this morning for other towns to make other business calls. Sam Meyer, general manager of Chas. Freborn's Empire Theatre Stock Co., is here boosting the business for his attraction which opens here the 20th.

JAMES H. HENNEGAN, Manager.

Subscription, 50c Per Year, 1st Advance.

BILLOARD ADVERTISING CO.

PUBLISHED WEEKLY AT

21, East High Street, Cleveland, 0., U. S. A.

Attention Advertisers:

The best way to create local patronage for the boards, is to solicit your trade intelligently. A great aid will be found in samples of the stock commercial posters, which are now issued in this style. They afford a means of opening up a talk, and in fact are the best kind of a call to excite interest. There is nothing more popular that properly planned and executed, would make a customer of every retailer in the town or city. It is simply country routes. We plead our self-publishing meetings.*

Our country trade is our best trade. It makes less trouble and pays the best profit. The out-of-town customer usually comes to a city with a well filled purse and long shopping list, clearly defined ideas of what she wants and a readiness, to buy as soon as satisfied. She wants us there, seeks as samples, pays cash, delivers and gets her orders. We believe she has changed her mind and asks us to make a change because of a mere whim. She thinks twice before the buy, and keeps what she gets. The case being the one, a retail merchant can afford to pay more to secure $1,000 worth to be traded from the country, than he would be expected to bring in $4,000 worth of city business. Hence country advertising becomes a matter of great moment.

Let us go to the heart of the country and America that cannot boast of a half dozen country routes. One good man can bill them all every week. If you really want local patronage, try this as a help to your soliciting.

OMAHA LETTER

Business has been very good with us. F. M. Howe and Dick Hunter, of the M. W. Adams Co., have been here the past few days, they have contracted for a lot of boards from us. They left this morning for other towns to make other business calls.

J. R. Lewit, the entertaining city bill poster, of Zanesville, Ohio, has this in say of BILLBOARD ADVERTISING: "It's a great paper, and is worth much more than you ask for it."
A GOOD SUGGESTION.

NEW YORK, AUGUST 15, 1929.

EDITOR BILLBOARD ADVERTISING,

CLAYTON, OHIO.

Dear Sir:

Every indication points to a large increase in the amount of commercial posting that will go over the country this fall.

As September and October are invariably busy months for all bill posters, for both theatrical and commercial work, it would seem to me an inopportune time to call the attention of the various bill posters throughout the country, to the amount of this business and the latitude of the terms of their business. These posters accommodate the amount of this business.

September and October are usually the two months when large sums are permitted to be billed out naturally select the time as the beginning of the season, both for their terms on the retail dealers and the consumer.

December, during the Christmas season, the amount of bill posting is not influenced by increased business. Indeed, it is usually the season when the retail trade comes on us when it is entirely premature.

We regret to state that it has been temporarily suspended that many advertisers, who, had they received a good display for their product in September, would have continued the booking for another month. But with the understanding circumstances have been discovered doing work.

September, December and January are the months when large sums are permitted to be billed out naturally, select the time as the beginning of the season, both for their terms on the retail dealers and the consumer.

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BILLODAD ADVERTISING is the Official Organ of the Indiana Bill Posters' Association.

LIST OF FAIRS
+ + 1895. + +

REVISED AND CORRECTED.

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This department will hereafter be made a regular feature of our column, and will be broadened in scope as to include all local and national Fairs, Celebrations, Fasces, etc., of any importance. Where new Shows, Parish Shows, County Shows, and all Industrial Exhibitions whatever, are held, will be occupied in some one of the society under whose auspices the exhibition takes place, published free of charge in comparable.
The rate for bold face type will be made known on application.

ALABAMA.

ARIZONA.

ARKANSAS.
Batesville, Mississippi River Fair Association, W. J. Carpenter, pres., F. W. Benedict, secy.

CALIFORNIA.

CONNECTICUT.

COLORADO.

CONNECTICUT.


DAYTON.

INDIANA.

INDIANOLA.

IOWA.

JERSEY CITY.

KENTUCKY.

LOUISIANA.

MASSACHUSETTS.

MICHIGAN.

MINNEAPOLIS.

MINNESOTA.

MISSOURI.
St. Louis, St. Louis Agricultural Society, Geo. W. F. Stock, pres., H. H. Pott, secy.

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BILBOARD ADVERTISING is the Official Organ of the NEW HAMPSHIRE Bill Posters' Association.

TENNESSEE

Brentwood, Brentwood Fair Association, N. W. Calhoun, pres't, T. C. Gordon, sec'y, Oct. 12 1933.

Nolensville, Rutherford county Fair Association, J. M. Teague, pres't, W. H. Wright, Jr., sec'y, Aug. 12 1933.

Trenton, Rutherford county Fair Association, R. L. Wright, pres't, R. S. Teague, Jr., sec'y, Oct. 12 1933.

Brooksville, Brooksville Fair Association, T. A. Brown, pres't, M. E. Brown, Jr., sec'y, Sept. 12 1933.


Texas


Corsicana, Navarro county Fair Association, J. E. Hulsey, pres't, R. C. Hulsey, Jr., sec'y, Sept. 12 1933.

Subscribers for Billboard Advertising.

One Dollar a Year.

Dallas, Texas State Fair Association, T. E. Adams, pres't, C. A. Hall, Jr., sec'y, July 1 1933.

Freeport, Livestock Exchange of Texas, W. J. H. Gowan, pres't, O. E. M. M. Gowan, sec'y, Aug. 1 1933.

Lawton, Stephens county Fair Association, J. H. Smith, pres't, C. G. Smith, sec'y, Sept. 1 1933.

San Antonio, Bexar county Fair Association, J. H. Smiley, pres't, F. H. Smiley, Jr., sec'y, Sept. 1 1933.

Vermont

Barre, Montpelier, John Bliss, pres't, C. L. Bliss, sec'y, Aug. 2 1933.

Fairlee, Western Vermont Agricultural Association, C. K. B. Bliss, pres't, C. K. B. Bliss, Jr., sec'y, Aug. 2 1933.

Montpelier, Bennington, J. H. Keene, pres't, F. L. Keene, Jr., sec'y, July 2 1933.

Manchester, South Burlington Fair Association, C. W. F. Wood, pres't, J. E. Wood, sec'y, July 2 1933.

Rockingham, Middlebury, J. H. Keene, pres't, F. L. Keene, Jr., sec'y, Aug. 2 1933.

Waterbury, Rutland county Fair Association, J. H. Keene, Jr., pres't, F. L. Keene, Jr., sec'y, Aug. 2 1933.

Virginia

Richmond, Page Mahaffey, pres't, L. J. Mahaffey, Jr., sec'y, July 2 1933.

Richmond, Virginia State Fair Association, W. P. W. Person, pres't, W. P. W. Person, Jr., sec'y, Aug. 2 1933.

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WASHINGTON

Bellingham, Whatcom county Fair Association, R. A. Richardson, pres't, L. A. Richardson, sec'y, Sept. 12 1933.

Seattle, King county Fair Association, A. A. Atwood, pres't, W. E. Atwood, Jr., sec'y, Sept. 12 1933.

Spokane, Spokane county Fair Association, A. A. Atwood, pres't, W. E. Atwood, Jr., sec'y, Sept. 12 1933.

Longview, Cowlitz county Fair Association, A. A. Atwood, pres't, W. E. Atwood, Jr., sec'y, Sept. 12 1933.

PORTLAND

The "Say" Poster.

Nearly 200,000 sold in six months
Proves that life a good thing

Have You

Used it? It's not sent for a sample.
See what it looks like. Send a deposit.
Prices, terms, etc. on application.

Hennegan & Co.,
Cincinnati, O.

The border surrounding the above advertisement is photograph reproduction of a one-sheet poster belonging to Hennegans & Co. Descriptive material printed therein obtained at increased rates for advertising purposes.

Cincinnati Engraving Co.
PINE BLOCK ENGRAVING FOR ALL PURPOSES.

Special Prices to Dealers and Mill Workers.
Correspondence Solicited.

819 Barr St., Cincinnati, O.
DO YOU WANT IT? COLORADO. WE CAN GIVE IT TO YOU.

THE CurranCo.
Main Office,
Denver, Colo.
Branches,
Colorado Springs
and Pueblo.

Controls the
Big 3
Distributing Points for
Bill Posting,
Distributing,
Wall and Fence
Advertising Signs.

Bill Posters!
Best Paste Brush Handle on Earth.
I HAVE THEM. YOU NEED THEM.
MACK W. PEACHIE,
16 Water Street, INDIANAPOLIS, IND.

How to make money evenings, and for more.
Circular Free, Tin Abatol, Buffalo, N.Y.

DON'T PASS OLD BUTLER
I Distribute
ALL KINDS OF ADVERTISING MATTER.
WRITE FOR TERMS.
C. P. ROBERTS, Selkirk, O.

Newman
Nails up Signs, Distributes Circulars,
Papers, Samples, etc., throughout San
Diego county. Charges moderate.
Address: AARON O. NEWMAN,
Escondido, Cal.

Col. Joe Blakeslee,
GITY BILL POSTER AND DISTRIBUTOR.
New Haven, Conn.

W. H. BATHGATE
ADVERTISING AND DISTRIBUTING AGENCY.
DISTRIBUTORS,
BILl POSTERS,
ADVERTISERS.
REFERENCES ON APPLICATION.
PORTAGE, WIS.

CONTRACTS
SOLICITED FOR
Distributing
All Kinds of Advertising
Matter, by the
International
Association
of Distributors,
OF NORTH AMERICA.
Reliable Members Only. Advertisements Furnished.
Prices Low consistent with Good Work.
W. H. STEINBRENNER, Solicitor,
No. 13 Vine Street, CINCINNATI, O.

The Old Reliable.

John Chapman Co.
LICENSED CITY AND SUBURBAN
BILL POSTERS,
DISTRIBUTORS,
ABT BULLETIN ADVERTISERS,
PASTE MANUFACTURERS.
13 Longworth St., Telephone 2214.
CINCINNATI, O.

Mauherret's Printing House, Limited
Printing Posters
in M.L. its
all sizes
all styles.
Brunches... 526 to 532 Poydras Street.
... Engraving...
NEW ORLEANS
Capital City Bill Posting Co.

BOISE CITY, IDAHO
JAMES A. PINNEY, Manager.

Also Manager COLUMBIA THEATRE.

BILLBOARD ADVERTISING HAS THE LARGEST CIRCULATION AMONG THE MANUFACTURERS.

The Ideal Paste Machine
Manufactured by the IDEAL PASTE MACHINE CO.

This PASTE MACHINE is today the simplest, cheapest, best mechanism on the market. It can be operated by hand or steam power. When machine is ready it can be run by hand or steam power. Size of machine, 4 feet 4 inches long, 23 inches wide; 5 feet 5 inches high. Write us for printed matter.

IDEAL PASTE MACHINE CO.
DAVENPORT, IOWA.

THE DONALDSON BILL POSTERS' PASTE BRUSH COPPER BOUND & STEEL RIVETED THE BEST AND MOST DURABLE OF THEM ALL.

PRICES:

$1.00 3 each.
$1.50 10 each.

SEND YOUR ORDER TO
The Donaldson Litho. Co.
CINCINNATI, OHIO.

BUSINESS "SHARPER."
To Any Sheriff or Constable,
GREETING: Arrest the man that didn't get my 2 dozen trade schemes for business people.

On payment of cost ($50) cash released him.
No stamps. Address: JAMES A. LONG, Writer of Advertising.

This is Ramsey of Lexington.

HE POSTS BILLS? NO.
Is the boss, he owns LEXINGTON the house. He sees that all your bills are posted right. He sees that they are all collected in time.

Yes, you pay him 7 cents for 30 days Post Office.

The Queen of the Famous Blue Grass Region.

When you write, mention Billboard Advertising.