

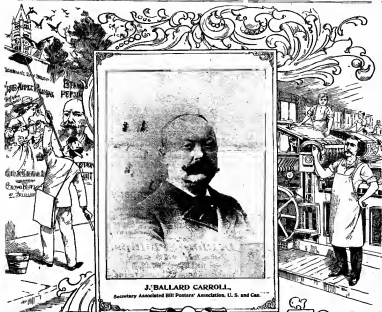
BILLBOARD ADVERTISING

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

Vol. 1, No. 2.

CINCINNATI, DECEMBER 1, 1894.

PRICE 10 CENTS
PER YEAR, \$0 CENTS



J. BALLARD CARROLL,

Secretary Associated Bill Posters' Association, U. S. and Can.

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

Classified Advertisements.

The classified advertisements under the heading "Billboard Advertising" are for those persons who are desirous of advertising in this paper. The price for these advertisements is 10 cents per line per week. Longer notices, 50c per space line.

BILL POSTERS' DIRECTORY.

American Advertising & Bill Posting Co.
110 Broadway, New York, N. Y.

Tracy, R. T., Dundas & Co.
110 Broadway, New York, N. Y.

A Frank in France! Address Bill Posting Co., 110 Broadway, New York, N. Y.

Western Bill Posting Co., Bill Labels and Cards. 341 Centre Street, New York, N. Y.

The Guyton Bill Posting and Advertising Co. 110 Broadway, New York, N. Y.

Send your Ad. in for Our New Year's Number.

Will Wright, The Bill Poster and Advertising Agent. 110 Broadway, New York, N. Y.

Signs, Flags, City Bill Posting and Advertising Co. 110 Broadway, New York, N. Y.

John A. Lakin, City Bill Posting, Advertising Agent. 110 Broadway, New York, N. Y.

Streeting, Inc., the population of Chicago. 110 Broadway, New York, N. Y.

The Madison Bill Posting Co., City and State Bill Posting, Advertising Agent. 110 Broadway, New York, N. Y.

Continental Bill Posting Agency, Bill Posting and Advertising Agent. 110 Broadway, New York, N. Y.

J. S. Campbell, Bill Posting and Advertising Agent. 110 Broadway, New York, N. Y.

Billboard Advertising is a Journal for Bill Posters. 110 Broadway, New York, N. Y.

FOSTER AND BILL WRITERS.

W. W. Bill and Foster, Bill Posters and Advertising Agents. 110 Broadway, New York, N. Y.

Bill, M. Dawson, Bill Poster, Advertising Agent. 110 Broadway, New York, N. Y.

A Daily Writer Bill in Wood and Bill Posters. 110 Broadway, New York, N. Y.

C. H. Beating, 240 East, Cincinnati, Bill Poster and Advertising Agent. 110 Broadway, New York, N. Y.

Posters for Bill Writers. 110 Broadway, New York, N. Y.

ADVERTISING AGENTS.

Sam M. Dawson, Bill Poster, Advertising Agent. 110 Broadway, New York, N. Y.

D. M. Hurdock, Bill Poster, Advertising Agent. 110 Broadway, New York, N. Y.

Do you send work? If so, say so. Bill in Billboard Advertising. 110 Broadway, New York, N. Y.

CIRCULAR DIRECTORIES.

All kinds of Advertising & Bill Posting Co., Bill Posters and Advertising Agents. 110 Broadway, New York, N. Y.

J. S. Lane & Co., Springfield, Ill., Bill Posters and Advertising Agents. 110 Broadway, New York, N. Y.

Bill Posters, Advertising Agents. 110 Broadway, New York, N. Y.

The Indicator in Billposting

CEDAR SHINGLES

NOTICE & NOTICE, Farmers, Wash.

The Show Printing House 110 Broadway, New York, N. Y.

The Libbie Show Print

PRINTERS AND ENGRAVERS.

6 to 12 Beach St. Boston, Mass.

We Make a Specialty of Large Block and Type Work for Mercantile and Theatrical Advertising.

Commercial Printing, 110 Broadway, New York, N. Y.

The DONALDSON Show Printing
Silkography
Fine-Art Posters

INCORPORATED 1885
INCORPORATED 1885

Headquarters
CINCINNATI, O.

AGENCIES:
CHICAGO, ILL.
ST. LOUIS, MO.
ST. PAUL, MINN.
PHILADELPHIA, PA.
NEW YORK, N. Y.
BOSTON, MASS.
SAN FRANCISCO, CALIF.

SEND US TODAY
OUR NEW YEAR'S NUMBER

Classified Advertisements

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AMERICAN FAIR BILLING.

Trouser, W. J., The Great International Fair, Bill Posting, Advertising Agent. 110 Broadway, New York, N. Y.

John S. Campbell, Bill Posting and Advertising Agent. 110 Broadway, New York, N. Y.

A line in Billboard Advertising will give you more business than any other advertisement in the country. 110 Broadway, New York, N. Y.

Goodman, The, Newspaper Company, Bill Posting and Advertising Agent. 110 Broadway, New York, N. Y.

Bill Posting and Advertising Agent. 110 Broadway, New York, N. Y.

Goodman Bros., Bill Posting and Advertising Agent. 110 Broadway, New York, N. Y.

Billboard Advertising is going to give you more business than any other advertisement in the country. 110 Broadway, New York, N. Y.

Newspaper Copy for Bill Posters. 110 Broadway, New York, N. Y.

The Homestead Boys' Friend, Bill Posting and Advertising Agent. 110 Broadway, New York, N. Y.

A weekly paper published for the benefit of the Homeless Boys of Cincinnati. 110 Broadway, New York, N. Y.

THE HOMELESS BOYS' FRIEND, Bill Posters and Advertising Agents. 110 Broadway, New York, N. Y.

Francis & Valentine,

Printers & Engravers

212 Clay St., Tel. 210-2102, Cincinnati 10, OHIO.

Commercial and Sheet Printers,

POSTERS AND COLOR WORK.

Designs Furnished. Work Guaranteed.

American Advertising & Bill Posting Company

—SUCCESSORS TO THE—
Broadway and Tracy and Dec. A. Troyer Billposting Companies.

The largest and best equipped Advertising and Billposting Company in America. Over and over more in business, more locations, and more billposting than any other Billposting Company in America. Advertisements listed in every issue of this paper. **110 BROADWAY, NEW YORK, N. Y.**

ROBT. CAMPBELL, Pres't. CHICAGO, ILL.

D. Philip Phillips,
Gen'l Agent, MILLER WHITEHEAD CO.
TRAVELING REPRESENTATIVE,
FOR BILLBOARD ADVERTISING.
Resident 1401st,
100 S CLARK ST. CHICAGO, ILL.

THE ROBINSON WORLD'S FAIR
Steam Cooker
FOR FAMILY USE.
-of Challenges Competition to Equal It. -

It cooks its entire load at one time, uses less than any kind of stove that will boil water. Saves 75 per cent. of fuel, and makes your time-lapse stand equal to a sizeable range.

WARRANTED to cook all kinds of meats, vegetables and anything without smoking, and to boil water for coffee, tea, etc., in any quantity. It is a perfect cooker for all purposes, and is a perfect cooker for all purposes. It is a perfect cooker for all purposes, and is a perfect cooker for all purposes.

AGENTS WANTED.
J. J. NEWELL & CO., MANUFACTURERS, 20 Richmond Street, CINCINNATI, OHIO.

The Monthly Standard

A MONTHLY MAGAZINE
FOR WOMEN
Published by **CHARLES H. NEWELL**, Editor.
SUBSCRIPTION 50 CENTS A YEAR.
Advertising Rates \$1.00 per Line or Space in 10 Days.

The Revolt of the Provinces.

Up in Canada the committee may be busy everything in their own way. Their emergency extends to the theater as well as to the matter of theatrical billboards, but in the light of private citizens to enjoy the most ordinary comforts and liberties on Bowley in Toronto is a matter of a city of about 200,000 inhabitants, there are no Sunday street cars or other accommodations which a community with the slightest regard for its citizens and its efforts would make upon being and would surely insist on having it. On Ontario where such guarantees as to this is in the nature of a matter we suspect these points should be carried out steadily and almost without intervention of W. W. State, manager of the Academy of Music in the city named, is at present awaiting trial in the courts for having got up some posters of one of Sam J. Janney's operettas which the local societies did not like. At the preliminary hearing the other day there was the usual French testimony from clericalism. One of them, the Rev. D. G. Galloway, said, under cross examination that he believed the theater's influence was evil, and he had frequently preached against the theater. He had seen the actor situate at the Toronto Normal School, and saw the theater's influence in public places their influence would be bad and immoral.

What do you think of that?

Why, such a man would be a great asset to any committee of the sort which would be a great asset.

It is extremely doubtful if courts of law can be found in any part of the United States to punish theatrical managers for putting up posters such as any respectable manager would think of placing on the walls. The dramatic men and all the better part of the theatrical profession, would eagerly and dignifiedly assist in the abridgment of any such immorality in the matter of stage posters. But that there is anything wrong or disgusting in any ordinary picture of a woman in lights, is a proposition an attorney could find in any court of law. It is strange, nor can we regard it as anything but a case, hypocritical or flimsy, the people who are looking and taking heed of these things in the name of the University at this time. (Canadian Architect's Dramatic News.)

NEW YEARS NUMBER.

The January number of BILLBOARD ADVERTISING will be a remarkable issue. It will have a lithographic cover, several of sixteen pages, and the edition will be ten thousand copies. It is designed to be used as a leaflet, and will contain complimentary notices to billposters and advertisements throughout England, Ireland, Scotland, South Africa and Australia. It is in a very attractive and interesting form as a yearbook, so we are going to let our new friends in pretentious our advertising columns liberally. In Great Britain and the United States, and British Billposters, whose printing and advertising agents support their trade journal heartily. Their American counterparts should be held these in the same respect and have in the opportunity to disseminate the fact. Send in your subscription. Send in the name, with the preliminary number a living proof to send across the sea. Advertising is it were from the Billposters and other writers of America in the members of the craft in foreign cities.

A GOOD ONE.



G. H. Hatfield, whose factors are picture posters is one of the younger advertising agents of the day but decidedly clever in his chosen avocation. He has lately secured a splendid reputation which only a riper man might envy. At present he is managing the advertising department of the Booths and Square Theatre, at Cincinnati. His presence has been with and varied and exclusive all the lines of both theater and circus work, he having at different times been identified with Sells Bros. Circus, Morrison's Faneu Circus, the Grand Circus, the Barnum's Calf Sale and Eastman Circus and Irwin Saxe Shows, besides putting in an active season each at the St. Charles Theatre, New Orleans, Hudson Theatre, Chicago, and the Grand, Chicago. He works with an unremitting and constant that commands admiration, and holds to his old an experience of such wide range as would be deemed almost incredible to a man of his years.

Nasty Cases.

There is a billposter, no other prices an advertiser, and an agent in Toronto, who has had a fine time in exchange plenty cases for the same group and pictures that a year's subscription to BILLBOARD ADVERTISING will bring him.

A BILL POSTER'S CHALLENGE.

There is a billposter in Hamilton, Ontario, whose height is five feet eight inches and weighs 125 pounds, who can do twenty-four sheet stand single sheet in different months. We would like to have from some one who can do these things.

Don't forget our special New Year's Number. It goes all over the world.

Do You Know Where He Is?

John J. Clark of Baltimore, Calisto, left his home to join the Washburn Circus, he says, he afterward went to San Francisco. His headquarters last April, but his family have heard nothing from him since. Any information about him will be thankfully received by his wife and his mother, or either of them in kindred in Baltimore.

An advertisement in our New Year's Number will be read throughout the entire English speaking world.

BILL POSTERS BY SEASONS.

W. J. McAllister, of Troy, Chicago President to Second Mr. Carter.

The New York State Billposters' Association held its fourth annual meeting at the New Orleans Hotel, New York.

Among those present were: George Carter, President, of Syracuse; Vice-President W. J. McAllister of Troy; Secretary James H. Stuart, of Lockport; C. R. Clayton, Morgan Falls, H. L. Eastlick, Albany, H. A. Southford, Rochester; J. H. Baskin, W. J. Wilson, Westerlo; Harry J. Johnson, of Scotch Plains; A. Ferris, Boise, John Ross, Mechanicsville; Stuart Pratt, New York; L. W. Hatten, Ashburn, John Nigler, Union, and Charles Wood, Albany.

The annual election of officers was held and resulted as follows: W. J. McAllister, President; Troy; C. R. Clayton, Vice-President; Morgan Falls; James H. Stuart, Secretary; Lockport; J. H. Baskin, Treasurer; Albany.

Reports were read by the different officers and various other business was transacted.

Plans for the protection of the present interests of the members of the association and also for the increase of their numbers were discussed. The meeting was an interesting one, and all present took an active part. There was quite a spirited contest over the price of the present meeting. It was finally decided to hold it in Syracuse, May 4, 1895. In the evening all the members of the association attended the performance of "The Green Arrow" at the Lyceum Theatre at the invitation of Morgan Falls.

DENVER NOTES.

Mr. Tuck, agent of the American Tobacco Co., in honoring the Old Dominion Cigarette very strongly in Denver as the present one, and he is a friend of all the Associated Billposters.

Mr. Will Wheeler, clerk of "A Pair of Kids" was here last week, and left on his way East.

Mr. Frank Murray, clerk of "Maidie, Jr.," packed the town in all sorts of the theater's greatest situations, and he is for Los Angeles.

Mr. Dean, ahead of "Katie Emmet," who is one of the finest and most successful agents on the road, was here last week. All the theaters in Denver are now open and doing good business.

Mr. Harry Richardson, of Cincinnati, is here on Denver packing up his last bill. He is an old timer billposter, and well known to managers over the country.

The Sells & Eastman Circus, now called the Pulla Hippodrome Syndicate, is wintering in Denver, and will start from this point in the spring. They have the finest variety program they were ever in, as all their stock and everything is under an excellent. Charles Stein, the old, reliable agent, is here for the winter.

The Elk Works party, of Leontine, are having Colorado very strongly. Charles Manning has organized four hundred sheets of paper and fifteen thousand feet of wall and fence signs.

Over fifteen hundred copies of our New Year's Number will be mailed to the members of the craft in foreign countries.

The Ancient and Honorable Calling of

Bill Posting.

The most ancient and noble profession of our age is that of Bill Posting, if not quite in any other. The ability of George King Graham, and make much of ancient Greece. If a study one has been his ancestry to the days of William, the Conqueror, it holds a grand position. The fame of Rome claims authority as a descendant of the Ancient. From, only sixteen hundred years ago.

We, as bill posters, are true our occupation and family back some further than Aristotle, who has his ancestry to the days ago close to the dawn of Creation into the Garden of Eden. The first bill poster of whom we have a record is Adam. He put up a "poster" "big sign" which gave notice of a "big show" and made conspicuous the "living pictures."

Next followed the noble profession and gave notice to his generation, as a kind of the "water bearer," that a "big show" was to be seen.

The husband of the Tower of Babel created a conspicuous "stand" to attract the attention of the public, but as it became an obstacle to public improvement, he had to be removed. It was because a workman got to misapprehending such other, which caused a big war and the job stopped.

The profession of Bill Posting, the public of coming "venia," not always in the way of "attraction" to be seen, but useful information to that generation, in Israel, to be seen, put in some good "show work" which he called down from heaven, and made it hot for the prophets of God. John, the Baptist, in coming up to the public as the "holiest and only" penitentiary advertiser or herald of his day.

The next, also, although of this country, was able to see the work of Bill Posting. They marked the idea of bills with their teachers, making the way through primitive forms so that those who followed might read.

The so-called "modern" as yet, the great poster is only bill posters in a degree. They put up "show work" in common, put all these around it, and will it be big prices.

Hence, we may boldly assert and maintain it strongly, that the much-abused bill poster is entitled to the most noble and honorable calling in existence.

W. W.

From our New Year's Number.

We want an advertisement from every Billposter and Show Printer in America. For our New Year's Number. It is now designed to make it a great success. We would like to make it thirty two.

The American State Billposter Association is now incorporated with a charter list of more than four thousand members. Don't forget our special New Year's Number. It goes all over the world. In a very attractive and interesting form as a yearbook, so we are going to let our new friends in pretentious our advertising columns liberally. In Great Britain and the United States, and British Billposters, whose printing and advertising agents support their trade journal heartily. Their American counterparts should be held these in the same respect and have in the opportunity to disseminate the fact. Send in your subscription. Send in the name, with the preliminary number a living proof to send across the sea. Advertising is it were from the Billposters and other writers of America in the members of the craft in foreign cities.

Remember ADVERTISING includes within the best of authors has, however it is no exception. Its advertisement is its own calling and honorable calling in existence. If you want commercial patronage let us help you to get it. Send in your subscription and we will be mailed to the member of the craft to each address for three months. Each six new papers for two.

✦ BOOM ✦ THE ✦
NEW YEAR'S NUMBER
 ✦ OF ✦
Billboard Advertising

Sixteen Pages.

Lithographed Cover.

Edition 10,000.

IT GOES ALL OVER THE WORLD.

Send in Your Advertisements.

Make it a credit to the Craft.

EDITION ENLARGED. RATES REDUCED.

AN ADVERTISEMENT

This one in our Super
New Year's Number, will
be Randomly Displayed
and Inserted for . . .

\$2.00

Two Inch Single Column.

An Advertisement this size, One Inch Triple column,

\$3 00

One Inch Single column Adv.

\$1.00

An Advertisement this size will just cost you

\$2 00

Now this space would make nice Adv.
And All it costs in our Big Edition is

\$4.00

This one would give you a splendid advertisement for

\$5 00

Now would this suit you, it's your for

\$1.00

ONE INCH QUADROPLE COLUMN, \$4.00.

We want an advertisement from every Bill Poster in America for our big New Year's Number. We are going to send nearly two thousand complimentary copies to Bill Posters in Great Britain, South Africa and Australia, besides sending one to EVERY PROMINENT ADVERTISER in America. Every Advertisement will be worth many times its cost to the advertiser.

✦ **SEND + COPY + NOW.** ✦

Address all communications for either the Editorial or Business Department to

BILLBOARD ADVERTISING CO.

Remit in any convenient form.

No. 11 W. EIGHTH ST., CINCINNATI, O.

FIDELITY DOWN SOUTH.

They have had an attack of violent morality in Atlanta. The shrewd spectator to have first broken out, so far as the South is concerned, is Charleston, where, as was forecast, almost the first sign of the movement, class was a note against putting up the paper of Hayti A Black Party. The same posture as it arrived in Atlanta, announced a similar one in Raleigh and in Columbia. Christian Temperance Union, an institution which appears to be perpetually going about seeking something which it would, promptly took a hand in the proceedings initiated by the local masses. The first player, which stayed up the people of the communities mentioned, is denominated by the Atlanta Constitution as follows:

The Atlanta Union for its title, The Queen of Temperance and presents to the view, the image of a woman in light, the picture bears for its background a particular shade of red, while the figure of the woman is made of the most exquisite shade of blue. Standing with her right arm upon her side, the other being at rest, the left of the feet only support the form. The woman's face is smiling but pale, leaning slightly to one side and glances to the right. Her hair is combed in a wavy, wavy step which also is the part of the dress. Her hair is combed in a wavy, wavy step which also is the part of the dress. Her hair is combed in a wavy, wavy step which also is the part of the dress.

At the Atlanta it does not look as though there was as very much in the bill to become successful. Certainly it is regarded by some that Mr. Brown and his partner, Frank McLean, are about the last men connected with theatrical management in this country who would consent to an appeal to the masses in favor of African actresses. They are one of their various enterprises. Their methods of conducting their business are entirely legitimate, and there is nothing to indicate about their shows or the revenues by which they are brought to public notice.

There will however have quite a decided line of an appeal to the masses in the South in Charleston, Atlanta and other Southern cities. In the last mentioned city it is often to be seen with the white faces, the shade of coffee which made a case against Billboard Advertising, but with white or colored actresses. Among the witnesses called in the trial was a prominent colored man, who had done a good deal of the advertising. Here is a part of the communication:

Q. Did that address suggest any new thoughts to your mind?
A. Yes, that my opinion.
Q. The minister scratched his head and said nothing.
A. Yes, I was a woman whose mind was very much impressed from looking at the bill.
Q. What, say there were two men with us who I saw the picture and they both agreed with me that they were indeed not to be surprised.
Q. How long ago you suggested any new thoughts to your mind?
A. Well, there a week or two ago a woman in that city of a color who I thought she would have a good opinion of the bill, she said that it was not what I thought it was. What about the effect of the bill?
A. It is in a measure to be kept away from the masses.
Q. Do you not think the theater?
A. Yes, it has been in the country years.

Among the Agents.

What the Boys Are Doing, and Where They Are Located.

Yves Henry, whose long stay at the Wilkes Theatre, Philadelphia, is so notable, as a hard working advertiser, and of late years to be added in his claim, the work of the Park. It is no easy matter to handle paper for two houses to do any Philadelphia, and the manner in which the two theaters show mentioned are indeed, reflects great credit on your town. His last season of the Wilkes Theatre. His notable work in essence brings him in quite a run.

Joe McCarty of the Bowden Square Theatre, Boston, keeps all the rest of the advertising agents on the move, and it is surely his success is not far ahead of the one in the matter of billing, he is a leader of the first class, and is on the go all the time. Joe's friends on many of all the boys visiting Boston will be glad to see him.

A NEWSPAPER'S PROTEST.

The bill-board in an American institution. This is in an effort to get the attention of many a speculative play now in the hands of the advertiser. There has been an attempt on the part of certain managers to stop to eliminate the bill-board as an advertising medium. In the course of the bill-board, which is a highly respected body—the bill-board is an unnecessary adjunct. In the case of the bill-board, it is a valuable auxiliary, and in the case of the bill-board, it is a valuable auxiliary, and in the case of the bill-board, it is a valuable auxiliary.

Sam Lorraine is still with Olden Rogers, and is now doing the work for the Regas in St. Louis. He says that he is doing a great deal of the work, and it is said that it was the best kind of theatrical advertisement that had been there in years. Sam has been at the head of the advertising department for Mr. Rogers a number of years, and has a host of friends among the advance agents. His salary will be most excellent.

Charles Stewart, who is in advertising agent of the People's Theatre, Toledo has been at the head of the bill-board in his work in most efficient, and he has been the recipient of a number of orders of merit. He will need to work hard some, as the new season will open the first week of September and will make a strong bill for public show.

John Keenan is still located at the Empire Theatre, Philadelphia, and a visitor to that city can readily see that the new season is well on its way. Mr. Keenan's new season will be most successful, and he will need to work hard some, as the new season will open the first week of September and will make a strong bill for public show.

Thomas Cook is continuing advertising the Grand Opera House, Philadelphia, in a first class manner. He is a hard working advertiser, and he will need to work hard some, as the new season will open the first week of September and will make a strong bill for public show.

George Cummings is still at Palms's Theatre, New York, and of course his work is well known to all. He is a hard working advertiser, and he will need to work hard some, as the new season will open the first week of September and will make a strong bill for public show.

Thomas Eley of the Lyceum Theatre, Philadelphia, is a hard working advertiser, and he will need to work hard some, as the new season will open the first week of September and will make a strong bill for public show.

William Harrison is still at the Boston Theatre, and seems to be married in the town, as he has been many years since he "passed" on the road. He is a first class man, and it is said to be no small feat to have remained so long with Rogers' Theatre.

Tom Campbell has two houses to look after, the Academy, and the St. Charles in New Orleans. He has just in a number years, with Elmer & Robinson, and with Arthur's Theatre, and he has been a great success in his work. He will need to work hard some, as the new season will open the first week of September and will make a strong bill for public show.

Henry's Agents of United Artists to see on the North Texas Circuit. It is said that it was the best kind of theatrical advertisement that had been there in years.

THE FOSTER PLAN.

There are some American agents who seem to have gone into the matter of bill-boards with a certain amount of success. In New York, and I think not the rest of the country as well, they are using a method about which is showing the trade-mark of the bill-board in color, and the words "Foster's American Bill-Board" in black white letters on a blue background. The effect is good.

One of the most notable of these methods is that of the Foster plan. In this plan, the advertiser uses a certain amount of color in his bill-board, and the words "Foster's American Bill-Board" in black white letters on a blue background. The effect is good. It is said that it was the best kind of theatrical advertisement that had been there in years. It is said that it was the best kind of theatrical advertisement that had been there in years. It is said that it was the best kind of theatrical advertisement that had been there in years.

Correspondents are requested to write only on one side of paper.

A DISTORTED REFLECTION.

A crusade against billboards, noted as unprecedented in recent centuries, has broken out in Chicago. As a matter of fact, it is the billboards in this city which are the real issue, and it is in many respects an awareness to the other managers as well as an awareness to the public eye.

The above paragraph from the editorial page of the *New York Economic Mirror*, November 27th is a fair sample of what a few of them do not know about the boards. It is a little more remarkable than usual, seeing as it does denounce a recognized domestic organ, which is supposed to be thoroughly in touch with things theatrical. As a matter of fact, there never was a time when theoretical managers referred to the boards in the large article that they do at present. Never in the history of the business, has the value of poster been so fully recognized and so generally without a condition by the way, which will continue to obtain until a medium as quick, economical and effective is discovered, and that will be none.

It would be interesting to know just what the above pointed out of this so commonly uttered dictum, especially those who have advertisements now running in the columns of the *Mirror*.

PASTE THIS IN YOUR HAT.

Or What Is Better, Get a Double Bill Poster to Paste It.

It is a conceded fact that advertising makes a business. Successful business men all will testify to this fact. But a notice in this column will show you how it proves to mislead and often goes to a big outlay of money and uncollected debts, which is not payment with the right result. You advertise to do the right thing when you know that they want. That's it in a nut shell. The question is "How can I reach the most striking man, the greatest number of people who need my goods or services in my particular line and at the least cost?" Every thinking business man, with all due regard for his lived newspaper man, there is but one answer—has our letters on billboards? Get them up loud! Print them big! Enclose and describe! The merchant must reach them, they are in his line. The professional man seeks them, they are costly, and he can't help himself if he wants. The laborer seeks them, they are a relaxation from his work. The woman reads them, just to see what they say. The children read them, they tell them that. They catch the message, they bring the greatest results for the least money. Bill by all means! Newspaper man is good to work for, but stop and figure how many more people will read your worth of jobless billings than will read your worth of newspaper ads!

There is but one thing better than posters, and that is better because it lasts longer, and of course costs more, that is Advertising signs! Pinned signs!

Advertise my mind, but do it right. It will reach your business.

Do it wrong and it will break your business.

Years of a prominent cover.

By Frank, your best friend.

How W. Thompson, one of the most useful bill posters on the coast, and a long time with John Williams of Portland, is now with the Seattle City Bill Posting Co.

POSTERS FOR RETAILERS.

The most common and terse of all "billboards for retailers" is found upon the doors of public buildings and business houses. Just two words, one of which is "push" and the other "pull". Did it occur to you that you are automatic there? If you wish to pass through the portals of success, you must either "push" or "pull".

It is always best and easiest to push. If you pull you have to step and step out of the way of the door, while if you push you can keep right on a going.

There are many ways to push a business, especially a social business, and there never was any one yet who pushed hard enough, but who achieved some fair measure of success.

Strongly enough however, the strong one pushes off all in the one last moment. We have reference to grapes. How few retailers realize the value of this method. And yet there is nothing so simple, so reliable, and so sure, nothing that will add anywhere near the result as an advertisement. Try it! Just once!

If you have no poster poster in your city your local bill poster is likely an agent for some of your own posters, or reference to an advertising company will put you in communication with some responsible firm. Obtain your estimates and then try five hundred one each poster. Be careful with your copy; keep it short, sharp and crisp. A good rule is use idea and one article to one poster. This fits the city thoroughly, and get things out early the country side. Our word is that you will surely find that it pays but you will do it again as soon as you get the opportunity.

ON ADVERTISING NOW.

We have never limited that general business, and by that we mean the general activity in trade, would improve with any very great rapidity after the election. The so-called legislators of the Dominion is occupied on the contrary for a time at least. It is just as well perhaps, also the American business world had about gone to the dogs, that this should be so, for evidently only half a chance to recover our former circumstances is remaining. The advertising which the business situation compels at the present moment, which it did not comprehend before the election, is that that all persons engaged in business, transportation and trade now have a bank of operations upon which to proceed. They know what is coming and hence have time to calculate plans. Consequently they are able to proceed in some cases rapidly in some only slowly. The bankers must necessarily be customer for a time perhaps for a considerable time. A good bank of account now has gone without their eyes, or at least without some part of them. They cannot buy as generally. They must buy something, and they will, and so gradually in all directions all branches of commerce, business will pick up.

In the face, then, to begin to alter the signs, not lavishly, perhaps, but steadily. The merchant is after the dollar and dollar of the month. The people will begin to have these indispensable commodities from this time forward out, while some necessity or custom, they will spend them rather slowly, still they will spend them, and the merchant who secures himself best, who puts in the columns of good advertising now,

does his daily business of store work, who by some another ingenious method of promoting his business, begins to do it now will reap the greatest gain. The process is beginning to move, and the person who does not begin it is not going to do well in the general distribution of prices at the end of the month—Christmas 1914.

A WYMAN bought a worthless coffee pot from a peddler. In the evening the peddler it to his husband, a hardware dealer, who told her to keep the same thing in his store for half the price she paid. "Well," said she, "why don't you advertise? Nobody ever knows what you have for sale."—*Fun*.

IT'S the number of ideas, rather than the number of words in an advertisement which makes it effective. The best ads contain but one—*Review Home Journal*.

A GOOD advertisement is read by buyers but a poor advertisement is read by nobody but the proof reader—*The King's Journal*.

ONE TO AN ADVERTISEMENT.

Since there's a man who does not feel a pleasant duty to his work.
When he's cold, dry, clear and dry,
His advertisement never pay?
Remember there's a time in this broad land
To find an idea, or get a good.
That will get you to that last name
By the use of advertising done?
Who does not know this pleasing scene,
For to find the pleasing scene—
That never of mind that doth contain
The know of him who doth contain
His business desire, and advertise
Between the truly good and man?
(1) Advertisement! (2) Range (3) Range
Keep on the track, for me, in me.
Speak business to the distant land;
Full price readers of the style.
The man of means, and the man of
The man to please to spend their gold.
(4) Advertisement! (5) Open door
To wealth and love forever more!
Keep on the track, on track and down,
In paper going to the home.
Do well of word, or man, or help—
And make the man who don't see you
—*Fun*.

Geo. S. Beck,
A Profitable Advertising

A SUGGESTION.

The following idea is submitted by BILLBOARD ADVERTISING for a one-sheet poster to advertise Billboard Ads. Properly executed and judiciously used it would prove most effective.

A Dainty Breakfast.



S'
ROLLED OATS.
DELICIOUS.
APPETIZING.
NOURISHING

It might be stated either in colors or monochrome. In fact, would both almost as well as a rich Vandy brown or it would be four or five pictures.

HOW IT LOOKED

AND
HOW IT SHOULD HAVE LOOKED.

Take the following one-sheet poster, which, indeed, is far above the average commercial poster in point of composition, arrangement and display, and compare it:

Smith Hardware & Iron Co.

Manufacturers and Retailers

STOVES, FURNACES AND HEATERS

Tiles, Copper & Sheet Iron Ware,

PAINTS, OILS, GLASS, NAILS, BEASERS, ETC.,

BURNERS, PUMPS, FARM MACHINERY

of every description

Everything at St. Louis Prices.

314 Broadway. East 27th Street

Then compare it with what it should have been. Can there be any question as to the relative advertising value of it?

STOVES.

SMITH Hardware and Iron Co.

314 Broadway

News From The Fairs.

NOTES, HAPPENINGS, COMMENTS.

The editor is in receipt of many letters from Secretaries who demand the less number of BILLBOARD ADVERTISING. They contain such favorable comment, and manifest being interested in the advertising. Unfortunately however, we are unable to print them, as for the most part, they fail to mention such a course as giving us the necessary permission. This is the more to be regretted, when such a course is very highly regarded and cordially intended for publication. Some have expressly requested us not to publish, but on every half a dozen allow us to publish some of these communications. For this reason, we must request all correspondents to explicitly state in all future letters whether they wish to be published whole or in part. Names not mentioned will not be published, but no attention will be paid to anonymous communications.

The general tenor of the correspondence above mentioned is to the effect that a recognized organ and a established medium of communication has long been needed by the agricultural interests in America. As a rule they point that BILLBOARD ADVERTISING will prove a great boon to agriculture, and will greatly increase both American and foreign trade in benefit from agriculture. Some are very antagonistic correspondents prophesying the most ruinous prosperity for the present, and promising impending calamities and conflicts upon the whole.

For all of which we desire to extend our thanks and acknowledgments, as the same line requiring the response that every possible effort will be made to make BILLBOARD ADVERTISING efficient and satisfactory in the particular field.

What is the experience however is the fact that we have been urged to agree the necessity of a national organization or union of the secretaries of all Fairs in the United States and Canada. It is argued that such a body would tend greatly toward elevating many agencies and nearer unity to which excellent opportunities are now seized, and more facilities made available from a social point of view. We are moved by this sentiment of the matter and yet by the belief that the suggestion is opportune and valuable only inasmuch as the fact that the feeling is widespread. We bring to receipt of quite different letters from widely distant parts of the country identically similar in tone.

The comments upon opinion seems to be that a convention should be called to take place in some city as easily accessible as possible, and so as early a date as practicable. Without dwelling further upon the subject of this writing, we will merely state that our columns are open to all who desire to discuss the matter therein. The editor is willing of great consideration and the movement will undoubtedly speedily assume definite form. We have already sent out notices to many persons prominent in the Fair-Office, and many others, and our opinion as to the feasibility and practicability of the scheme, and their reasons will appear in our next edition. This is the first of our special section in America to participate in

the discussion, professing to handle the correspondence judiciously and respectfully as matter how voluminous.

Let us not imagine that the movement is unpracticable, for such is not the case. For many a successful man may act upon promising, but nevertheless an advisory satisfactory extreme as far from being impossible. When the Practical League of America there were the national organization of showmen was first broached it was scouted as visionary, and generally denigrated as a dream of Utopian idealogy. We thought to-day its possibilities for good, yet an era seemed inclined to believe it was more like-thing, but it did not to-day this fair to be one of the strongest practical affairs ever organized.

*** It is to be suggested that all Secretaries of the Secretaries and

The national organization of Circus Managers, known as the Professional League of American Showmen, will assemble at Carlstadt, N. J., January 15th next for their Second Annual Conventions. This Association, which is purely advisory in character, is the direct out-growth of the many shows which have been hoisted upon all various organizations in general and circus people in particular.

These evils had grown as pronounced as to unduly increase the failure of last shows where the leagues was formed, and it has already been the means of actually checking the growth of antagonistic influences. Although but little over a year old it possesses a very strong membership which is growing larger from day to day, as the ones and objections of the Association become better understood. Ultimately it will be able to accomplish much good, although of course an immediate remedy of a striking nature need be looked for.

Large bodies move slowly but they also move unobtrusively.

From next year's Fair in our New Year's Number.



Book Exhibit at Butler County Fair, Staunton, Glou.

General Managers of Fairs organized for the promotion of the common interests of agricultural business and Fair Association. All that I can say is, that the idea has my emphatic endorsement. Such an organization would be of immense benefit to all concerned, and I sincerely hope that you will lead the movement your support.

Respectfully yours,
Gen. BULLOWAY,
To the Editor of BILLBOARD ADVERTISING.

Dear Sir—What the Fairs need more than anything else is a national association. Why do you not propose a convention of all the secretaries, managers, and men of all interested parties? The time and place to be determined by the commission of a majority of those who signify a wish to attend.

Yours truly,
W. M. AYER.

RECOMMENDATION:
Circulation—allow me to suggest that you attempt circulation in the name of a national organization of local Fair Associations. Advise a union as large of this nature and you will be serving the best interest of the agriculture of America. Very truly yours,
A. F. R. KLEIN.

London: Richardson & Dainesville News. By the most artistic and tasteful of all the great Christmas publications is the Christmas Number of London: Richardson & Dainesville News. Separately printed, it runs as a special issue of The Review, Charles T. Dwyer, City, M. Govey, Box. Chas. Hoy, Westchester, J. Charles Herby, George Walling, Chas. M. Day, Ed. W. Deane, George Joyce, Professor Harry Keller, John Irving Dillion, Mrs. Eugene Sanford, Fay Tompkins, Misses Mary Jane Corrover, and K. O'Flynn. Every article is contained in exceptionally well-written and happy diction.

Numerous full-page portraits of celebrated players are contained in this volume and above the text, besides very smaller pictures reproduced by the finest process of engraving. To help justify the contention that this is the volume of time, labor and money expended upon it and reflects the greatest credit upon Mr. Richardson and Mr. McCloy, they will find good ground for their boasts, it is the most complete of the largest paper contained and unqualified.

CAN THIS BE TRUED?

The following is from The Bill Poster, a journal published in London, Eng. We would like to have from some one of the "showmen" best looking man.

In another column we give the impression of an English but points of Bill Posters in the United States, and we here also have favored with the right of a large audience of our fair showmen by Mr. W. Turner, who was formerly in business at Bill Post, but who, some years ago, went out to Australia. Writing from Sydney, Mr. Turner says the men with which he is connected employ 100,000 men, and he had 100 men and carts. They earn more as never as a man, but they sell only 100,000,000 worth of his, so, with a half holiday on holidays, he then goes on to say that they actually get a large amount of money for their services. He writes that he has been in the States for some time, and that he has seen many of the American Bill Posters, but that he has not seen a single Bill Poster. The few Mr. Turner was acquainted with had only one or two copies to the cities, and they did their own work. One of the gals named W. H. Turner, who is a very good one, and one of the best in the business they sell very well, and they say they could not see them up a large building. Mr. Turner was asked to print and publish the names of the men and quickly toward the gals, the others looking as an opportunity. When Bill's Company is looking for a new one of their twenty-eight bill posters, and those they took with them to Sydney were the best of which he felt justly proud.

TRIP DONALDSON'S GUIDE.

Now that the New York Clipper has recently published The Donaldson Office, it will be a shame to let the industry of this well known system will be so general use among theatrical managers and showmen. All hypotheses should be put aside, and the industry should be put into the hands of the showmen, so well as that of their manager. It is worthy of note too that this valuable book contains the most accurate list of bill posters of the United States, and Canada ever published.

Remember our splendid New Year's Number.

BUY THE BEST
Bill Posters' 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, \$5.75	10 Inch.....	Price per dozen, \$60.00
8 "	" " " 5.25	8 "	" " " 56.00
6 "	" " " 4.50	6 "	" " " 52.00

SEND CHECK WITH ORDER.

The DONALDSON LITHO CO.
CINCINNATI, OHIO.

I PRINT POSTERS,



Not ordinary Posters you will note, for I understand my business thoroughly. Some people say I charge a good price, I agree that I do good work. Everybody knows that good work is always cheaper than poor; You can find me at 332 Seventh Avenue, New York City.

SAMUEL BOOTH,

Winterburn SHOW PRINTING CO.
166 Clark, Chicago.

(DON'T FORGET THE NUMBER.)

Descriptive and Pictorial POSTERS,
OF ALL KINDS.



No. 11. ELLIPTIC SPRING ROAD WAGON, (Patent).

\$30.00, Spot Cash!

The Chester F. Korn Co., 10 W. Court, Cincinnati, O.
Wholesale Manufacturers of Fine and Modern Vehicles.

HERNEGAN & CO., Poster Printers,
CINCINNATI, OHIO.

POSTERS OUR SPECIALTY.

FINE COLOR PRINTING.

STATIONERY & PHOTO-ENGRAVING.

Write for Samples of Bill Posters' Letter Heads, in Colors.



Special

TO
Bill Posters,
Advertising Agents,
Secretaries of Fairs,
Copper Half-Tone Engraving,

PORTRAITS.

2x8.....	\$1.00
2x10.....	\$1.75
2x4.....	\$0.60

Send Good Photo with Heavy Order,

TO

THE HELLBERG PHOTO-ENGRAVING CO.,
CINCINNATI, O.

Near Orange Midwinter Fair.

New Orleans Midwinter Fair Association, 674.

Will Open Posters with Children's Day.

SATURDAY, DEC. 22, 1894.

Admission 25c. Children 10c. Free for the

children under 10.

The International Fair Association will purchase a limited number of copies of the new, beautiful, illustrated and colored Bill Posters, which will be given to the children of the fair. The fair is given by the fair association and the children will be given a copy of the new Bill Posters, which will be given to the children of the fair. The fair is given by the fair association and the children will be given a copy of the new Bill Posters, which will be given to the children of the fair.

SEND YOUR CHILDREN'S DAY

and Running Through MAJOR GRAY STADIUM

1/2 Corner With Grand National Exposition.

University of Illinois in Union to Engage Students.

Address: 2500 Franklin, Chicago, Mississippi

and 10th Street, New York, New York.

READ THE LIST OF ATTRACTIONS.

Boards of Girls, Girls' Indian,

Boys' Indian, Girls' Indian,

Boys' Indian, Girls' Indian,

Boys' Indian, Girls' Indian,

Boys' Indian, Girls' Indian,

Boys' Indian, Girls' Indian,

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Boys' Indian, Girls' Indian,

Boys' Indian, Girls' Indian,

Boys' Indian, Girls' Indian,

Boys' Indian, Girls' Indian,

Boys' Indian, Girls' Indian,

Boys' Indian, Girls' Indian,

Special Offer

\$3.00

We will send you the

Donaldson Guide

AND A

Year's Subscription to

Billboard Advertising.

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 calls may be had. The regular price of the Donaldson Guide is at \$3.00, hence, we afford you an opportunity to practically get your subscription free of charge.

Now is the time to Subscribe.
