

AN. 1, 1895.



**BILLBOARD
ADVERTISING**

NEW YEAR'S NUMBER

1895



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

Take Some of Your Own Medicine!

Bill Yourself on Your Own Boards.

We have designed a One-Sheet, especially for Bill Posters' use. It is printed in red and black on white paper, containing a large comic face, with the word, "SAY!" in the mouth, followed by the words:

**"IF YOU READ THIS POSTER,
OTHERS WOULD READ YOURS."**

With space for name and business.

25 POSTERS, - \$1 75	150 POSTERS, - \$5.50	300 POSTERS, \$9.00
50 " - - 2.75	200 " - 6.75	500 " 13.00
100 " - - 4.25	250 " - 8 00	1000 " 22.00

These prices are "CASH WITH ORDER" prices and as cheap as good, tasty work can be made anywhere on earth. Try this scheme It works well.

SEND YOUR ORDER AND CHECK TO

HENNEGAN & CO.

SEND FOR SAMPLE

CINCINNATI O.

When you wish, mention without advertising.

A NEW DISCOVERY!

A SCIENTIFIC REMEDY FOR **CATARRH!**

Perfection Catarrh Cure,

RELIEVES INSTANTLY!

CURES RAPIDLY

PRICE, 50 CENTS by mail postpaid. SEND 5 CENT STAMP FOR SAMPLE.

PERFECTION • CATARRH • CURE • COMPANY

P. O. BOX 21, CINCINNATI, OHIO.

When you wish, mention without advertising.

BILLBOARD ADVERTISING

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

Vol. II, No. 3.

CINCINNATI, JANUARY 1, 1895

PRICE IN CENTS
PER YEAR, 50 CENTS.



Yours Sincerely
E. T. Heverin

E. T. HEVERIN,

Vice-President 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 this heading, for our advertising, are for the benefit of the advertiser. Larger rates, see page 10.

BILL POSTERS DIRECTORY.

LIPP, R. T., Brandon & Co., Bill Posters and Engravers, 240 N. 3rd St., Washington, Ind.

A. F. REED is Treas. National Bill Poster at Mount Vernon, Ohio at 100 1/2 Main St. Also Bill Posters and Engravers, 110 N. 2nd St., Washington, Ind.

Western Bill Posting Co., Salt Lake City, Utah. Bill Posters and Bill Writing.

The American Bill Posting and Distributing Co., 103 and 105 and 107 1/2 W. 1st St., Philadelphia, Pa.

Will Crockett, the Bill Poster and Engraver, 104 N. 2nd St., Washington, Ind.

High Tones, City Bill Poster and Engraver, 104 N. 2nd St., Washington, Ind.

John A. Lakin, City Bill Poster, 104 N. 2nd St., Washington, Ind.

Erasmus, Ind. Bill Posters and Engravers, 104 N. 2nd St., Washington, Ind.

The Oklahoma Bill Posting Co., City and State, Oklahoma.

Chicago Bill Posting Agency, Bill Posting and Engraving, 104 N. 2nd St., Washington, Ind.

The Seattle City Bill Posters, 104 N. 2nd St., Washington, Ind.

RARRY W. CURRIE, City Bill Poster, 104 N. 2nd St., Washington, Ind.

The State Bill Posting, Advertising and Engraving, 104 N. 2nd St., Washington, Ind.

California, Kan., & BARRY BERRY, Bill Posters and Engravers, 104 N. 2nd St., Washington, Ind.

Billboard Advertising is a leading authority in the field of Bill Posters.

FOSTER and BILL WRITERS.

I Write Bills and Posters, 104 N. 2nd St., Washington, Ind.

SAUL M. DAVENPORT, Cash Posters, 104 N. 2nd St., Washington, Ind.

A Handy Bill Posters Bill is Worth the Money, 104 N. 2nd St., Washington, Ind.

C. F. Ewing, 248 East, Cincinnati, Ohio.

Posters for Bill Writers, 104 N. 2nd St., Washington, Ind.

ADVERTISING AGENTS.

Sam M. Bennett, 104 N. 2nd St., Washington, Ind.

G. H. Harford, 104 N. 2nd St., Washington, Ind.

CIRCULAR DISTRIBUTORS.

All kinds of Advertising Matter, 104 N. 2nd St., Washington, Ind.

J. E. Lane & Co., Evansville, Ind.

Manufacturers, Advertisers, 104 N. 2nd St., Washington, Ind.

For Information in Washington

CEDAR SHINGLES

REYNOLDS & BULLOCK, Publishers, Wash. D.C.

The Show Printing House of the East.

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.



D. Philip Phillips, General Agent, VALLES WHITEHEAD CO.

TRAVELING REPRESENTATIVE.

For BILLBOARD ADVERTISING

106 S. CLARK ST. CHICAGO

THE VIRGINIA Advertising Agency, 104 N. 2nd St., Washington, Ind.

FREE BUREAU FOR FILES in any line or coverage of a county for poster. Send to A. F. EDSON, P. O. Box 1408, Jeneraville, Wis.



THE ROBINSON WORLD'S FAIR Steam Cooker

FOR PERFECT USE.

Challenges Competitors to Equal It.

Write for details of this... Cooks as evenly as well as fast, and uses less of any kind of fuel than any other boiler.

J. J. NEVILLE & CO., Manufacturers, 25 Richmond Street, CINCINNATI, OHIO.



HUNTER'S LIGHTNING PASTE MIXER

Makes a smoother and better paste than any... Hunter's Lightening Paste Mixer.

SOLE MANUFACTURERS OF PAPER, PAPER, PAPER, POSTERS, GREENS, BANNERS, ETC.

J. H. DAY & CO. CINCINNATI, O. BRANCH OFFICE, 28 N. BROAD ST., NEW YORK.

50,000 Square Feet of Bill Boards.

VALUABLE NEW DEVICES OFFERED. NEW AND ORIGINAL BILL BOARD DESIGN.

Jno. E. Williams, City Bill Poster.

Bill Posting and Distributing, OSKOSH, WIS.

Member of Wisconsin State Paper's Association. There is a bill poster, signed 1893, worth \$1000 more than a handkerchief. Bill Poster - the invention of Jno. Williams.

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AMERICAN FAIR BILLPOSTER.

TRENCH, H. J., The Great Eastern Bill Poster, 240 N. 3rd St., Washington, Ind.

Wells, Rich, & Co., 104 N. 2nd St., Washington, Ind.

A Line in Billboard Advertising will pay you more than the usual advertising, 104 N. 2nd St., Washington, Ind.

Spokane, Nev., Lincoln & County, 104 N. 2nd St., Washington, Ind.

Billboard Advertising, Dr. Paine, 104 N. 2nd St., Washington, Ind.

Redman, Bros., 104 N. 2nd St., Washington, Ind.

Billboard Advertising is going to prove a great boon to the advertiser, 104 N. 2nd St., Washington, Ind.

The Homeless Boy's Friend, 104 N. 2nd St., Washington, Ind.

WILL BUY BILL POSTING.

WINKELMAN & BURBANK, 104 N. 2nd St., Washington, Ind.

HE RY C. WILMOT, City Bill Poster and DISTRIBUTOR.

WILL BUY BILL POSTING.

E. T. HEVETRIE, Louisville, Ky.

WILL BUY BILL POSTING.

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AN ENTERTAINING LETTER FROM MR. PETER BELLAS.

My dear Mrs. Charles Hill Parsons and the
Australis Bill Posting Society.

CHARLES O. DEW, 31, 316
EIGHT BILLBOARD ADVERTISING.

Dear Bill—I received a copy of your
report to-day, No. 3, Vol. 1, and I want to
congratulate you upon its typography as
well as its interesting matter. Such papers
are printed to do much good. The
language of billposting, like all other
billposting writing, has made marked
progress during the last few years. It
has fallen into better hands and is being
handled much more ably than it was
some years ago, when we first had occasion to
concern in a business way with billposting.
The result of this evolution is
increased confidence of advertisers in
billposting, and consequently increased
business. Years ago large advertisers
hesitated to entrust their valuable adver-
tising to the average billposter, but
now the largest advertisers are using the
best of billboard advertising. Your
reporter, by the publication of billposting
news relating to billboard adver-
tising, and of business news, is doing
the means of simplifying the bill
figures and presenting the good ones of
a very important calling. The highest
and most successful billposting is
undoubtedly done in London, and
I am glad to see that you are endeavoring
to improve the personal as well as the
points of billposting. The most impor-
tant relation between billposting and
the advertiser and billposter, and your
article will do much toward bringing
about this desired result. On page 3,
under column 3, under a clipping from
"The Billposter," of London, England,"
in which claim is made that a Bill
Poster, in Sydney, Australia had posted
his own goods on high that our billpost-
ers were afraid to undertake it. Don't you
before it. We took out sight as bill
billposting as ever handled a brand and
they attracted so much attention that
the expert work, as a whole, since
would have in America. Not only were
the average billposters unacquainted at
the night season in which our billpost-
ers posted signs, twelve, twenty-five,
forty-eight and sixty-four ad
posters but the resident billposters
could post their own signs and "handly"
posters their advertisement for the
"Shady Sydney billposters," who nearly
long years in one day than they
had ever supposed could be done in a
month. Our men who had repeatedly
posted four, six and as many as ten
dozens here, were certainly not afraid
to tackle the highest billposting in the
Antipodes. Permit me to again in-
sist upon you and extending best wishes
for your success. Yours truly,

Peter Bellas.

Ray White is managing O. M. Wil-
son's Books at Princeton, Ind.

H. C. Wilson is making ready with
the boards at Ann Arbor, Mich.

James J. Bond, of Lansing, Mich., is
also managing the boards of this city,
and manages Bond's Open House.

It's best, B. Chapman says. Kindly
note that "New" and "Summer"
have been discarded.

NOW THEN, BRO. GILHANE.

The bill poster in Hamilton, Ontario,
is not in it for a minute.

Fred W. Jackson, manager of the Elgin,
Ill., Bill Posting Co., has in his employ
D. J. Tucker, whose height is five feet,
seven inches, weight six pounds, who
has posted a canopy four feet high in
his tender column. If the billposter from
the Queen's Dominion is looking for a
little eye money, Manager Jackson would
like to see him. He would pay for every
cent of money up to five hundred dollars. Man
and money ready at any time.

ANOTHER RECORD.

James S. Clinton, of Mt. Morris, Ill. V.
recently covered a forty-four foot board
left some eight with eight half sheet
boards added in an addition. The feat was
carefully timed and accomplished in the
presence of respectable witnesses.

THE NEW BILL POSTER.

The six do stick bill poster has kept
up with the times. He is an expert in
the science of advertising. He can
write copy and sell well. He knows
the respective merits and comprehen-
sive value of every medium. He is
not only well up in various things pertaining
to his own calling, but he is well up
in the art of show-up at all. He knows
the quality of paper for work and in
fact, can estimate on paper printing as
intelligently as the printer himself.

He no longer looks for work to come
to him, but he will find his own
if he is working hard and right, advertising
in person by letter, advertising on his
own boards, through his neighbors in ad-
vantage, and in his journal. Ad-
vertisements.

CONGRATULATIONS.

Will kindly remember that hereafter
our Stamp will be sent promptly at 2 P. M.
on the twenty eighth of the month.
This is imperative in order for us to get
on the stands by the first of the month
following.

BOOMING SOON.

Business with the billposters will soon
open up. Workbooks and advertisements
are kind of waiting for better times, and
give evidence of an early onslaught on
the boards with a new making busi-
ness. They will succeed soon.

Every well organized billposting enter-
tainment should keep on hand a good
assortment of various line letters, and
marks. The investment involved in these
useful adjuncts of the craft is
insignificant, and scarcely a day passes
but what they can be started to advan-
tage.

On anything less artistic, more man-
agement will be required than the
so-called "new" style of posters.
Presumably adapted from the crude
efforts of French immigrants. It has
been considered done in the cutting line
of a few laid and simply working ad-
vertisers, mostly journeymen. It is hoped
that this "style" will be the showing. It
is surely a growth and while devoid of
artistic merit.

Tom McMillan, who shows them in
a more typical manner of the craft in
America, now owns the boards in Omaha,
South Omaha and Council Bluffs, Iowa.

VERY VERY FUNNY.

The Peoria Billposters' Club enjoyed
a banquet in their rooms on Thanksgiving
night. The professional
printed were the members of the "Lion
and the Mouse" company. William
Bertrick responded in a toast, and the
spice breeze (chickens) furnished the
music. The billposters' association
is located in the town, "The Billposters'
Pines," of the "Billposters' Club."
The above story is from the New York
Advertiser. It was a ridiculous
as evidence as has appeared in a long
time, justifying the billposters' ad-
mission to an opportunity to show
was a chance of giving 100 dollars a day
for a day, for instance in the town of
Stoungville 10th St. published the following
advertisement.

The outside square billboards, used
for advertisements in several cities, has
proved of great value to the advertiser.
In fact, the billboards is a relic of our
civilization and it is to many re-
spected an ornament to the city streets
as well as a valuable public service.

When, when nearly every window has
remained unoccupied for a number of
years, and we stop the following sign, an
advertisement from the very same number in
which the article first mentioned here-
with appears.

Chicago, long noted for the spectacle
of its signposting as evidence that will
live in the memory of those who have
heard it. Another very effective billposting
might be the fine height of every billpost-
er's emblem, as it would be the delight
of passing eyes; and perhaps Chicago
will be the first to do so.

Billposters and show posters especially
those of the latter, who patronize the
billposting business of the Advertiser
should remember the enclosed sign posted
under the billboards.

Carver Cooper, for many years general
agent of the Pacific Bill Post Show
Show, is now interested in the boards of
Brooklyn N. Y., and it is said his little
enterprise is, to name his future partner.

On Ray Robinson, of the American
Advertising and Billposting Company,
of Chicago, was mentioned before the
Justice Committee in the late as-
sessment in the Wabey City. His evi-
dence before the committee was that
advertisers are now engaged in building
down as gradually as they can under the
circumstances.

The Chicago Boys, of Cincinnati,
are among the most successful suc-
cessors of the craft in America. Their
boards are numerous, but for all that
their annual dividends are of most
ample and gratifying proportions.

If H. Ryan would like to see Bill-
BOARD ADVERTISING made the organ
of the SOG Association, and especially
of the Ohio State Billposting Association,
Coming from the President of the Gen-
eral Association, this proposition has more
than ordinary weight and significance.

N. C. Campbell, Ill. J. Robinson, Ill.
J. Bellas, Ill. are among the
society of advertising BILLBOARD AD-
VERTISING, which organization is
the organ of the Associated Billposting Asso-
ciation of the East of States and Canada.

Walter Devoe, of Columbus, Ind., be-
sides owning all boards in Columbus
also controls them in Grignon, North
Belle, Maple Grove, East Columbus and
West Columbus.

BUSINESS COMPETITION.

Billboard competition runs pretty high
nowadays in New York. An owner of
some fine property was awakened
by the lowering of his door bell re-
sulting in British.

"What on earth is that?" he exclaimed.
"It's horns on fire!"
"Cousin's dog," said his wife. In
the mountains a servant was entering
from answering the bell.

"These are, there's five green dogs
down stairs on nothing," said the girl.
"The man. Why his three crotchets in
the morning."

"Important business they say, sir."
"What should that be, it would be
worth a man up at this time of night."
"I'd have to go down and see it myself."
The quickly there on some clothing
and went down stairs. Two "crotchets"
awakened him in the hall.

"I beg your pardon, sir, for keeping
you up at this hour, but I want to make
you a proposition for billboards around
the corner of your place on Blank street
while you are rebuilding. Name your
figure including ten thousand tickets
worth one dollar each."

"And I'll," began the other "gent," "my
company would like to make you a prop-
osition for the use of the walls that are
now a disgrace to the city."

"What? What are you talking
about?" The old man was completely
now placed.

"Your place might last about two
hours ago," said the first "gent."
"And is gotten by this time," added
the second "gent."

"I am sorry to hear you are the refusal
for billboards—remember the two thousand
tickets," pulled the first "gent" as the old
man looked for the stairs.—Pittsburg
Express.

J. M. Alexander, manager of the Illinois
National Bill Posting Co., writes us as
follows:

"At last! No business is properly es-
tablished in a country without its official
signs. In BILLBOARD ADVERTISING
a Southern State like California, and
all billposting will result in the use of
the leading advertising business."

W. M. Sisson, proprietor of the Cham-
berlain Bill Posting Agency, is working with
night and main to place his Agency in
the front ranks. His efforts will be
undoubtedly be rewarded by a highly in-
creased business in the spring.

J. E. McCarty, Advertiser, Wis.—
"Every paper is a 'work' for an infant,
and I can say you will be a big, healthy
Advertiser soon. It is just what we billpost-
ers want. Something to keep us in
touch with our own shores. Here's wishing
you all the success in the world."

G. N. Shepard owns the boards at
Vinton, California.

John B. Taylor, of Argon, Cal., reports
business as being very dull in that part
of the country.

W. Walker, of Mt. Pleasant, Iowa, is
strong on the ground for every thing that
tends to increase his business. He has
quite a good percentage.

Joseph Burtin of Cambridge, Mass., is
managing ADVERTISING in a very
juicy, and which is great success.

THOMAS MULVIHILL CITY BILL POSTER

OMAHA, NEB. SOUTH OMAHA, NEB. COUNCIL BLUFFS, IOWA.

GENERAL OFFICE, 1512 HARNEY STREET, OMAHA, NEBRASKA.

THE POWER OF POSTERS.

The power of posters as compared with other advertising mediums, lies chiefly in their repeated attack and persistent repetition. As an illustration, compare newspapers and posters. We will refer to the former as a special case. Everybody knows how a paper is carried the paper is the morning. A hurried reading of the headlines, perusal of one or two bright glimpses through one or two of the most interesting articles and then a dash for the office. In order to have caught his eye at all you must needs have caught his eye in the matter of space of an instant. Proprietors, who if you have been thorough and embraced all of the different papers, you may rest assured is a man sufficiently naive to bill the towns thoroughly before ever, and you have arrested his attention. Most likely he has not seen the advertisement at all, but we will hope that you have made a conventional effort, which could not escape even the least of men.

Now for the boards. One third of the money needed for the newspapers will bill the town thoroughly, which means that you will catch the advertiser's eye five times, in ten times before he reaches his office. On the street, on the bridge, on the cars, at almost every corner, at nearly every station, you have come to him, armed with his advertisement and persistently; whether he will see, he has read it often. Before he takes up his day's work you have made a thorough impression. But this is not all, for you follow up the attack throughout the entire day. You catch him on his way to work, in lunch, in fact wherever he is on the street, you meet him again, here, there and everywhere.

Can there be any question of the value of posters? Can any sane person doubt their efficacy for a moment?

NOT ALWAYS.

It is these latter days, very wisely too, that many a successful man owes his success in life to the advice of others, which he did not take, and by the same token, many an advertiser has acquired wealth without the aid of expert advice. Such however are so rare however that they are always considered phenomenal. So rare in fact that where one succeeds a thousand fail.

If the average retail merchant would make it a rule to invest a certain percentage of his profits annually in judicious advertising, he would be enabled to coast on so business and growth in his business with all the certainty and assurance of which he looks forward to a change of the season.

Advertising in this stereotyped a great medium grows with knowledge and value as the business world is diversified, and as the men know how to use it to the best advantage.—Frieder's Ad.

AN EXTRAORDINARY FEAT.

Charles Hinkle, but soon agent for Felix B. Hinkle's Texas enjoys the distinction of having posted, alone and unaided, his knowledge and seventy eight sheets of paper on country roads. The feat was achieved while he was in the employ of Felix Bink. During the summer of 1911, and the route he set out of Clarksville, Texas, thirty-five miles long and was covered in just sixteen hours and thirty-two minutes. Route was directed and coated by Sam M. Dawson, now with Hinkle's Texas News, Clarksville, O. In this the record, as he it was never broken.

No advertising medium is better than the billboard; none are set so good.

A good play as a popular theme in drawing card, but it is a miracle feat of art and good judgment. So it is with the most desirable priced goods of high quality in a retailer's store.—Frieder's Ad.

A Christmas Present.

Mr. E. C. Donnelly of Donnelly & Sons the well known bill poster of Omaha, was engaged by his employees to purchase a Christmas tree, so presented him with a beautiful Edward duck, valued at \$50.

John A. Lakin, of Compression, R. V. one of the old time bill posters in very enthusiastic over Burlington Avenue. He called John to see his old friend Billy Carroll on the first page of our last issue.

JOHN E. WHELAN'S

Manager of the Oklahoma Bill Posting Co., has located in the city of Oklahoma with new boards. This is the only bill posting company in the city, and employs five bill posters.

Johney Williams is well known for his beautiful abilities, he is called by his friends, "and they are legion." The answer from Ray Rivers. His motto is "anything worth doing is worth doing well."

The Bryan Bill Posting Co., of Cleveland, O., has issued a very handsome letter advertising their business. It is printed in colors on translucent gelatin, the letters being attached by means of staples at the corners.

The John Chapman Bill Posting Co. of Cincinnati, O., has also issued a very handsome letter of their artistic credit. It is printed in colors on translucent gelatin, the letters being attached by means of staples at the corners.

London Richardson's Dramatic News is carrying a most desirable class of circus advertisement. This column is edited by H. A. Corwell, of 1121 Broadway and is to be bringing the Dramatic News into San Francisco with circus bill.

Among Show Printers.

Samuel Booth, continues in favor of old and is rapidly getting back his old customers, besides adding a few list of new ones.

W. J. Wintersbach, President and General Manager of The Wintersbach Show Printing Co., of Chicago, is in Cincinnati under the care of his physician. An affection of the bladder rendered a surgical operation necessary. Dr. J. C. Kay performed the operation December 20th.

The Simple Show Printing Co. continues business at the old stand, being operated by the Buffalo Park Co.

John Kurlitz, of the Courier Co. is here there and everywhere than doing a getting the best show of the circus contracts as usual.

The Morrison Show Printing Co., of Detroit, is doing some very clever work for John Munday's Lyceum Theatre Co.

The new circus work for the season of '12 which is now coming from the press of The Donnelly Litho Co., is of the most high standard of artistic excellence established by this well known office.

John Armit Frutiger, of Fort Smith, Ark., who advocates his establishment as the only show printing house in the South, is respectfully informed herewith "that an address" C. E. & B. B. Bink, of Nashville, and also board of New Orleans, for instance.

The Central Lithographing Co. of New York City, are badly in need of a leading advertiser and some judicious advertising.

George Petersen, under the style of Richardson & Petersen, is doing well in spite of the general depression.

E. C. Heale, of the United States Printing Co., of Cincinnati, O. is a great favorite among the circus men, and enjoys a very beautiful share of their patronage.

The Detroit Fine Press Show Printing Company follows Richardson Advertising as a good thing.

The Protective League of American Showmen and the Associated Bill Posters' Association.

At this writing it would seem that the proposed John Munday bill poster as a result of the deliberate and calculated decision of many operations which is bound to occur.

The Protective League convention will be called in order by President Ephraim Wells promptly at 10 A. M., Tuesday, January 15th. President Campbell will likely have his meeting under way at 11:30 early hour, and an effort will be made to bring the joint conference of at 1 P. M. the same day.

All posters everywhere ought to give the matter of attending the convention great consideration. Even the State Association are vitally interested in the outcome of the deliberations.

The New York Dramatic Mirror says

It has no enemies but friends and lovers.

John London's paper, Master and Dames is doing all that can be expected of a new venture in journalism in New York.

M. B. Reynolds is doing some exceptionally clever work on press agent of the Pottsville Square Theatre, of Cincinnati.

It is reported that the Gilber Lithograph Company has been awarded the contract of the Boston & Bailey work. However the Courier and Morning Chronicle have managed to divide it between them.

Manufacturers and large advertisers generally are almost unanimous in the belief that sign painting along the principal routes of travel is one of the best means of attracting public attention to any commodity of which every person or family may become a possible user. The difficulty has for some time to have been largely that of systematic service by an advertiser could appreciate "stock up" and more credit as judiciously and securely as in his newspaper advertising.—Autumn.

1,500,000 PEOPLE
VIEWING MORNING, NOON AND NIGHT
ON 129 SQUARE MILES
OF Advertising Space in the "City of Rome."

8,000 Stands
Covered Exclusively by THE AMERICAN BILL POSTING CO. 10,000 Stands
Philadelphia, Pa., U. S. A.

Send us 60c. And we will send BILLBOARD ADVERTISING to any six of your local merchants for three months. It will help your business. Try it.

WE ALSO

Paint Signs,
Own and Control
All Billboards
and Advertising
Privileges.

The CURRAN Bill Posting & Distributing Co.

DO POWERFUL PERMANENT ADVERTISING.

Branch Office, Alamo Hotel, Colorado Springs, Colo. 114 Santa Fe Ave., Pueblo, Colo.
General Office, 17th and Larimer Sts., DENVER, COLO.

FROM NEW YORK CITY.

NEW YORK, Dec. 2nd, 1904.
Mr. J. A. HERRICK,
Manager, BUSINESS ADVERTISING,
My Dear Sir—

Enclosed herewith herewith is enclosed your check for sixty cents, good for one year's subscription, is enclosed, for your journal, best copy of which, under date of Dec. 2nd, was handed me by Mr. Edward Stahlbrock, of Rochester, N. Y., to-day.

We wish you all success in your undertaking, and we are so much glad a journal devoted to the interests which your representatives should not be liberally patronized by the class of people whose interests it is apt to omit completely.

In reference to bill board display advertising in the Metropolitan and suburban districts, it is a constant passage of change, and of course a great many more of these come up daily. If it was not for general business, we might say this is the only one you undertake to promote.

An important item of news which we have to offer to the industry is large in the undertaking on the part of Mr. Edward Stahlbrock, of Rochester, N. Y., Chairman of the Executive Committee of the National Association, in keeping with plans perfected at a special meeting of the Association held in this city at the MacLoughlin Hotel, October 25th and 27th last. A resolution was at that time unanimously adopted, regarding the Chairman of the Executive Committee to prepare an agreement or contract, wherein the parties thereto, consisting of members of the Association, pledged themselves to faithfully perform all contracts for bill posting and distributing submitted to them, and to observe the regular scale of prices as adopted by the Association at the Philadelphia meeting.

This agreement, as accompanied by a book, with very complete information, is the sum of \$1000.00, and with famous quality, or better for each violation, if proved.

Mr. Stahlbrock started out some three or four weeks ago in the Western part of the country, and has succeeded in securing a signed agreement with heads from the Association members in the following named cities: Chicago, Ill.; Amesbury, N.E. Pawing Co.; Kansas City, Mo.; Omaha; Denver, Col.; San A. Carrizo; Oakland, Calif.; Three Mile Falls, Mississippi; Mine, N. Tennessee; St. Paul, Minn.; N. H. Boone; Milwaukee, Wis.; Crown City, Ill.; Peoria Co.; Grand Rapids, Minn.; Gen. M. Lawrence; Syracuse, N. Y.; Gen. Cantara; Troy, N. Y.; W. J. McMillan; R. Fox; Albany, N. Y.; Albany Bill Posting Co.; New York City, S. Y.; A. Van Buren; St. C.; Newark, N. J.; Newark Bill Posting Co.; Rochester, N. Y.; Rochester Bill Posting Co.; Brooklyn, N. Y.; Erie Bill Posting Co.; Jersey City, N. J.; J. P. O'Malley; Indianapolis, Ind.; Rife & Hawk; Washington, D. C.; Erie, Pa.; Richmond, Va.; Martins & Lusk; New Orleans, La.; Essex & Long; Erie, Pa.; Erie Bill Posting Co.

THERE IS NO QUESTION ABOUT IT?

Mr. Stahlbrock extends his name from here to night to spend the holidays with his family, and expects to take the next option on the signing of this agreement and to hold place at an early date as possible. He is giving up some valuable time and is writing personal interests in the welfare of the Association members on the undertaking, and is meeting with unexpected success. There are many of the representatives claim that Mr. Stahlbrock has not been able to reach us yet, and there are a few people whom he has not been able to contact in this contract and bond plan.

It seems strange to us that after this matter is fully explained to us, energetic bill posting firms they do not grasp the situation and so many advance agents that will secure to them through this new management. The same was we were down by a very responsible firm, energetic bill posting firms they do not grasp the laws of the various States throughout the Union were carefully looked over so that the agreement and bond would be all right in case of being issued to the courts.

The great drawback to the interests of all the bill posters in all the larger cities of the Union for all time go to its reflecting how far we are from the best conditions on the part of large advertisers. It simply involves itself into a matter of confidence between the advertiser and the bill poster, as to the amount of printing to be done. And even the advertiser use the advantage of the contract and bond plan, the same will reflect their goods from any doubts as to the responsibility of the parties who are engaged in this combination, and among other advantages that will secure to the bill poster from that point in order to make a contract and bond plan, will be the best protection, so neither law will protect otherwise, will be able to make any headway, either against them. This is only one of the many advantages, as before stated, that could be mentioned in favor of the contract and bond plan.

Any member is good standing to the Association is entitled to the benefits of this new, and so thinking accordingly, undertaking. We hope they will give Mr. Stahlbrock all the assistance he is entitled to in carrying this contract and bond plan to a successful issue.

It is proposed by many who have signed the agreement that the smaller cities cannot afford to make use of the contract and bond plan, and so this we agree. However, we sincerely hope they may be able to do so, and no doubt that all the bill posters in the larger cities of the Union will, when this matter is fully explained to them, come in without any hesitation so doing, which will result in the mutual benefits of both bill board display advertising and bill posting firms.

Trusting you are just as you feel clear to take up this matter in your journal, and with kindest regards, we beg to remain,
Yours Truly,
VAN BUREN & CO.

Among the Agents.

Charles Brown is with the Grand Opera, St. Paul, and is full of schemes as ever. He tries all kinds to enhance the interest of his house, and agrees never complain of their showing in his own. This season of the year it is a little odd in St. Paul, but Charles never seems to mind it a bit, and his paper goes out even if the thermometer is ten below zero.

Charles Allman is with the ever popular "Whitely" in Detroit, and Messrs. Hale & Brady give him great success in holding their own monopolies. He is one of the early birds and is apt to be found at the Opera about eight o'clock every morning. Charlie is considered the best man in Detroit.

Jack Powell is doing the advertising ahead of "Darken Enoch" and Manager Elio says he is responsible for the good business he is getting. He is a graduate of the Barren school of advertising.

Ed. Beahm, of the Egan Theater, Milwaukee, is probably one of the best head workers in the country, and his heady showing is marvellous in fact, Milwaukee is a picture gallery on the Sabbath, and Ed is looked on as the Elio man in town.

Ed. King is to go on all the time for the People's Theater, Cincinnati, and manages to advertise his houses well every week. He made a hit during the Carthage Fair only in the season.

Walter K. L. seems to control the end of the city of Chicago in which the Alhambra is located. Walter is most popular and gets his paper out in five copies. He has been located in Chicago for a number of years and his knowledge of that city is most thorough. His special work is showing in night advertising.

Wm. F. Fugitt has been of the Chicago Opera House for some years, is recognized as a leading light in the advertising business in the city by the bill. His steady success manages of the first class is a small his position is well secured now. Manager Rosenbaum values his services very highly.

Ed. King, of Power's Opera House Grand Rapids, is a most energetic advertiser, and seems to about get the town for his house.

One Irish, who was at McVicker's for years and later at the Auditorium, Chicago, is now business manager of the "Chicago" George W. Jones was an advertiser, and is doing his present position with credit to himself.

Henry Hopper has been of the Grand Opera House, Cincinnati, long enough to finally establish himself as a most industrious advertiser, and of late has added to his duties the Walnut Street Theater. His work is first-class, and he has a good force of distributors at his back. He is held in high esteem by Messrs. Weiler & Kaufman.

Charles Seymour, of the Egan Theater Chicago, has more special favors than any other man in that city, and his showing is remarkable. To play at his house means to be held in high place.

Chas. Zimmerman about "even" the town of Indianapolis, as far as billing is concerned, and the Empire is away "in it" at all times. Charlie has a host of friends in the business and while his billing is remarkable, to play at his house means to be held in high place. He is quickly overcome all obstacles and backed up by Manager James Fenwick, he was not in short order. "Zimm" is sought at every step.

Tom Brecken, this season is at the Lyceum in Cleveland, and his personal work is so depended on. He is one of the greatest names in the West of the house in America, and he gets his business for all it is worth. He is a brother of Manager Charles Fenwick and also of John Fenwick, the bookman and talented comedian.

That admirable journal, *Advertiser*, and goes better every week. We had power on hand to do without *Advertiser*, but although a few advance agents headway advertising, it is constantly fast to show them every favor and assistance.

Norbert & Smith are placing *Every Week* Over Company through the readable class.

Mr. E. T. Everett, of Louisville, Ky., wants to buy the bill boards, whole or part, in a large or small city.

The Temple Bill Posting and Distributing Co.

Posting and Controlling All the Privileges Located in FORT WAYNE, INDIANA.

Our stands are scattered in most the best of the Populous, and Not Situated in One Street.

"Why Advertise, Unless Judiciously?"

Any favors thankfully received. Prices on Application.

STOUDER & SMITH, OFT. NATIONAL BANK, FORT WAYNE, IND.

Representing WESTERN NATIONAL BANK.

American Advertising & Bill Posting Co.

—INCORPORATED IN ILL.—
 Broadway & Tresser Bldg. 909. A. Tresser Bill Posting Company.
 The Largest, Highest and Best Equipped Advertising and Bill Posting Co. in Existence.
 Own and control some 25,000 billboards, Five Locations, Car Line Displays and all other Billposting Co. in America.
 All advertisers accord to investigate carefully our facilities.
R. C. CAMPBELL, **CH. BURR ROBINS,** **THE MADISON STREET, CHICAGO, ILLS.**
 Pres. and Manager. Gen'l. and Treas.

News From The Fairs.

NOTES, HAPPENINGS, COMMENTS.

The holidays proved a most potent factor in revealing the dynamism of the proposed national convention of operators of fairs. The interest which aroused lively and constant almost completely gave way before the engrossing shopping and preparation for Christmas.

By far the largest and most important of the fairs this year will be the 14th International Exposition at Atlanta, Ga. in regard to which we will be following in an exchange.

New York, Dec. 24.—Special—Miss Ella M. Powell, of a Grand, U. S. is back in the lap of the Atlanta Exposition Exposition. A reporter had an interesting talk with her:

"Already," said Miss Powell, "the women of Atlanta have raised the flag and not them to attend the Women's Building, the plans of which were designed by Miss Ella Powell of Pittsburg."

"You see," she continued, "for the women of the South it is a tremendous undertaking, and it is the first time they have had a representative building, such as this will be. All Atlanta has been busy over this work, and for the past three months the women have been giving suggestions to raise the \$10,000 necessary to construct a Woman's Department."

Every one of the bills has been raised by the Woman, and it is not money here they take from the fund offered by the Government. They mean to show that the Southern Women could do by unpaid effort, and the result is the first representative building, some \$10,000 in the South will be represented by the women of the South, and many of the other States will also send a representative. Miss Powell's Grand is the most representative of the South.

"It has been reported," continued this pretty Southern woman, "that all Northern women about our work, and to ask their help, or to wish them to send a representative exhibition to every department of work. We desire particularly the artistic work of women, such as painting in silk, embroidery, reticework, architectural designs, window and window-advertising in silk."

In reply to my question, "What special plans had been suggested for the Women's Building?" Miss Powell said: "We will have a general exhibition under 'The Southern' branch of the fair. The women will be asked to make a great number of articles. Another feature is the women's exhibition, which will be interesting and will take charge of all the collection for the History of ethnographic photographs of the women and other papers of America, accompanied by 24 of their companies."

"How do you find the Southern women looking to this job? Are they really interested?"

"Yes indeed," came the answer very quickly. "They are determined to prove that they are not behind the times. It is certainly a step higher for the Southern woman who has now taken a most active part in woman's progress, especially in the artistic and educational departments."

The exposition at Longdon, Ky. proved a great success. We city the following items as evidence.

Lexington, Ky., Dec. 24.—Special—This is the city in day of the Lexington Manufacturers' Exposition. The grand display made by the manufacturers, merchants, and exhibitors in organizing. The schools of both the city and county have a very notable display.

The Exhibition has a beautiful display of the talent exhibited by the little ones, while the different city schools have their separate exhibits. During the week those that will be given up most of the time to entertainments by the children of the different schools, there being an occasional lecture or musical or dramatic entertainment by foreign talent.

The different secret societies have been given days when members of these societies from all over the country will be invited here. On Labor Day the different nations will hold a general celebration in the main building, as the representatives. The Masons, Oddfellows, Knights of Pythias and Essexes will all have their day and large crowds are expected later every day during the remainder of the exposition.

Applies for a charter.

An application for a charter was filed last week by the Tennessee Fair Association, Pa. The stockholders are as follows: Wm. M. Gentry, J. H. Gentry, J. C. Gentry, C. Gentry, Jacob Cooper, Fredrick and W. H. McEneaney, James M. Baker, E. J. Smith, Wm. M. Gentry, Wm. C. Green, J. C. Green, W. H. Harrison and George A. McWilliams, of Tennessee.

Goshen, Mich., to meet will hold a mid-winter fair.

The Middle County, Ind. Agricultural Society has announced to hold a fair, in the fall next year's financial season. The Board of Directors were elected and will be prepared to act on organization.

The 6th annual fair of the Oklahoma, Wis. Fair Association will be held September 5, 10, 11, 12 and 13, next.

The following officers were elected to serve this year: John Lusk, President; Chas. Galt, Secy, pres. pro tem.; George H. Hahn, Treasurer; John Lusk, J. H. Hagan, Dr. Berwick, C. S. Schaeffer, Thomas Spalding and C. E. Angell are the executive committee.

Reports are coming in from all parts of the country showing it, in most cases there is a decided increase in the part of the stockholders to hold a fair this year, in the only five instances it is noted that the feeling is against trying it again.

DENVER NOTES.

E. G. Cook, the greatest racketeer on the road in here, head of a "Blackbird Ticket."

Harry Hill, agent of Charles DeWitt in here. He plays at the Broadway, work Nevada.

C. M. Gorman & Son, of Boston, Mass. are printing and distributing G. O. S. Whiskey heavy in Denver and Colorado Springs.

Taswell Peach Cigars are taxed more than ever and are doing heavy posting throughout all the towns in Colorado.

Mass. Devereux Bros., Mass./Devereux, of Water Street, here, has just organized a business with The Curtis Bill Posting Co. for next year, bill posting, to the amount of \$2000, to be used in the principal cities of Colorado.

Chas. Helms, one of the owners of the Dryden State, has organized a bill doing, and has brought to life once more Revolver's July Postcard, and is now playing to good business in the west.

Mr. Wm. York, of the Old Dominion Cigarettes, who has been leaving Denver to go to Chicago, has decided to spend the Christmas with his family.

Mr. Harry Robinson, of Cincinnati, west home to spend Christmas in Cincinnati.

The Curtis Bill Posting and Distributing Co. are doing more bill doing advertising for local merchants than ever before. The merchants appreciate the fact that The Curtis Co. know their business and that it pays to patronize them.

The Michigan State Bill Posters Association will hold their 11th annual meeting at Muskegon, Thursday, February 9th. A special invitation is extended all bill posters. Arrangements have been made at the Occidental Hotel for all who may attend.

Those exceedingly smart sighted and thoughtful merchants who do not attempt to gain from the extended exposure sought without with profit to themselves upon the shortness of a highly successful merchant now attend. "You" said, to be the best bill doing advertiser either side, but never can find his exposure as an attempting to do without it."

G. H. Otting & Son
BILL POSTERS & DISTRIBUTERS

In Newark, Bellevue, Dayton and Ft. Thomas, Ky.

GRAND JUNCTION, COLO.
Bill Posting, Distributing
 and General Advertising.

Chicago office at address of headquarters of Mass County furnished.

EDWIN A. HASKELL

H. H. TYNER
 LICENSED
CITY BILL POSTER,
 Owns and controls all billboards in Grand with Special privilege given to Commercial Advertisers.

SPRINGFIELD, OHIO.
 Was put up by J. H. Hill and Advertiser.



BARNEY LINK.

Barney Link was here in the State of Wisconsin, December 3, 1881. His first experience in the show business was in city with the famous, in addition, remaining with him four seasons. In May, 1883, he went to London, England, and joined the British Bill Show, remaining next December, 1883, when he returned to Richmond, Va. Shortly after he was engaged as Advertising Agent for the Grand Street Museum, N. Y. In the fall of 1883, he was promoted to the position of Manager, which he held until the spring of 1885, when he again joined British Bill as Assistant Advertising Agent. He traveled with the show on an extended tour through France, Germany, Austria, Spain, Italy, Belgium, Scotland, and England. Two days after the return of the Company to America he joined the Henry W. Williams Show Co., and remained with them two seasons.

Last summer he was engaged as Assistant Advertising Agent for the British Bill W. W. Williams Show, but resigned in July to take charge of the new firm, "The American Billposting Company, of Brooklyn, N. Y.," which he had organized a short time previous. In August of the oldest firm is Brooklyn (T. J. Murphy & Co.), associated with the American, forming a stock company with Mr. Link as General Manager.

Since August, 1885, under his management the American has extended its territory as Greenough, absorbing the firm of Gardner & Conroy in Long Island City, absorbing Murphy & Green in Flushing, absorbing McKinley Bros. and in Jamaica, absorbing Chas. Wood. In all the above named shows the American has exclusive control, owing to billboards. They have acquired and now hold, the exclusive billposting privileges in every town and city on Long Island. The brilliant success of this great enterprise is attributable largely to Mr. Link's exceptional ability.

He is a rising star in the billposting business, and as a young, ambitious, and enterprising man, he will soon occupy a prominent place in the business world.

F. F. SCARF & CO., Prop'rs & Managers.

Telephone 6827.

THE CHICAGO BILL POSTING CO.

ESTABLISHED 1878

395 & 397 W. Harrison St. CHICAGO, ILL.

UNEQUALED FACILITIES FOR

Distributing, Hanging, Tacking and General Outdoor Advertising.

ALL CONTRACTS RECEIVE PROMPT ATTENTION.

BUY THE BEST



Bill Poster's Brush.

Copper bound and steel riveted. Manufactured expressly for the Donaldson Lithographing Co., and guaranteed the most durable brush on the market.

10 inch.....	Price, each, \$6.75	10 inch.....	Price per dozen, \$60.00
8 "	" " 2.25	8 "	" " " " 22.50
6 "	" " 1.50	6 "	" " " " 15.00

SEND CHECK WITH ORDER

The DONALDSON LITHO CO.

CINCINNATI, OHIO.

Chatham Bill Posting Agency.

BILL POSTING AND GENERAL ADVERTISING.

POPULATION 10,000

Address All Communications to
W. W. SCARF, Manager, Chatham, Ill., United States.

Winterburn SHOW PRINTING CO.

166 Clark, Chicago.

DESCRIPTIVE AND PICTORIAL POSTERS,
OF ALL KINDS.

MICHIGAN STATE BILL POSTERS' Association

Will hold their 18th Annual Meeting at MUSKOGEE.

TUESDAY, FEBRUARY 5th, 1896. A Special Invitation

Extended to all Bill Posters. Arrangements have been

made at the Occidental Hotel for all who may attend.

THOMAS REYES, Sec'y, Toledo. GEO. W. LEONARD, Pres., Grand Rapids

BILL POSTING. • The J. J. Baird Bill Posting Co.
LITHOGRAPHING • C. A. CARY, Manager.
DISTRIBUTING •
COUNTRY WORK • 1014 1/2 BROADWAY, LANSING, MICH.

C. F. SHAY City and Opera House Bill Poster & Distributer

NEW BRUNSWICK, N. J.

BILL BOARDS LOCATED IN THE BEST PARTS OF THE CITY

Greatest Facilities for These Sheets, One Sheet and Signs.

Cards, Pamphlets, Circulars, Dogtags, Carefully Distributed.



Special

TO
Bill Posters,
Advertising Agents,
Secretaries of Fairs,

Copper Half-Tone Engravings,
PORTRAITS.

2x3.....\$2.50.

2x4.....\$3.75.

2x6.....\$5.00.

Send Good Photo with Money Order.

TO
THE HELLBERG PHOTO-COLORING CO.,
CINCINNATI, O.

Akron City Bill Posting Co., Akron, O.

4000 Feet of Boards, All Best Locations.

200 Best One Sheet Boards.

WANTED All the work you can get, at three cents a sheet. (Excludes both ends of the city a distance

BILL POSTERS

—TRY MY NEW—

Bill Posting BRUSH,

MADE OF BEST MATERIAL.

10 inch brush.....\$1.00

With 4 inch handle.....\$1.50

And 2 inch handle.....\$1.00

Send P. O. or Express Order to

GEO. M. LEONARD,

BILL POSTER.

Grand Rapids, Mich.

POPULATION 10,000.

JOSEPH BARRATT,

Bill Poster and Circulator.

103 —SANTHAGE, BIDDING—

ALL WORK WILL COME.

BILLPOSTERS

On the line of the

BIG FOUR R. R.

NOTICE.

SEALED PROPOSALS

For one sheet, two week showing,

to bill New Orleans Central in all

towns and cities on the line of and ad-

jacent to the Big Four R. R., will be

received by E. O. MCCORMICK,

Traffic Manager, Big Four R. R.,

Cleveland, O., up to noon, January

15th, 1895. Please apply by mail

only, stating lowest price and number

of sheets required to bill your

town thoroughly.

COMMENTS: 1 1 1

To the Bill Poster and Advertiser

of the World, from

L. W. SMITH & SON,

ASHTABULA, O. U. S. A.

Gen. Bill Posters & Distributors.

A Good Deal.

BACK AGAIN IN KALAMAZOO!

After 12 Years on the Road as

Bill Poster and Agent.

J. E. McCAHRY, Bill Poster & Distributor

KALAMAZOO, MICHIGAN.

COMMERCIAL MEN A SPECIALTY.

FRED KERTH,

ESTABLISHED 1866.

CITY BILL POSTER,

Chest. 27 EAST SADDLE,

Opp. Mitchell Hotel, LUTZ, MONT.

Special Offer

—FOR—

\$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 Places of

America that has ever been pub-

lished. It also contains the complete

code of the Donaldson Cipher, by the

use of which great saving in the cost

of telegraph bills may be had. The

regular price of the Donaldson Guide

alone is \$5.00. Hence, we afford you

an opportunity to practically get your

subscription free of charge.

Now is the time to Subscribe.

CAPITAL STOCK \$40,000.00

SURPLUS \$100,000.00

The Donaldson Lithographing Co.

 HIGH-CLASS
LITHOGRAPHED POSTERS

Headquarters and

Main Office,

CINCINNATI, O. U. S. A.

BRANCH OFFICES.

LONDON, ENGLAND.

MELBOURNE, AUSTRALIA.

AGENCIES.

NEW YORK. CHICAGO. SAN FRANCISCO



THE DRAMATIC NEWS CHRISTMAS NUMBER,

← IS NOW ON SALE IN →

Every City in the United States.

It Contains Many Interesting Stories, Beautifully Illustrated.

And a Very Large Number of Prominent Ladies and Gentlemen of the Stage.

PRICE, 50 CENTS.

If you fail to find it on sale at any News Stand, Your order will be promptly filled by sending direct to

THE DRAMATIC NEWS,

107 West 28th Street,

NEW YORK.

When you wish, insert address

THE JOHN CHAPMAN CO.

ART BULLETIN
ADVERTISERS

No 19 LONGWORTH ST.
CINCINNATI O.



JOHN CHAPMAN
FOUNDER



JOHN S. CHAPMAN
TREASURER



JOHN CHAPMAN JR.
PRESIDENT



Geo. A. CHAPMAN
SECY.

BILL POSTERS

AND
DISTRIBUTORS.