

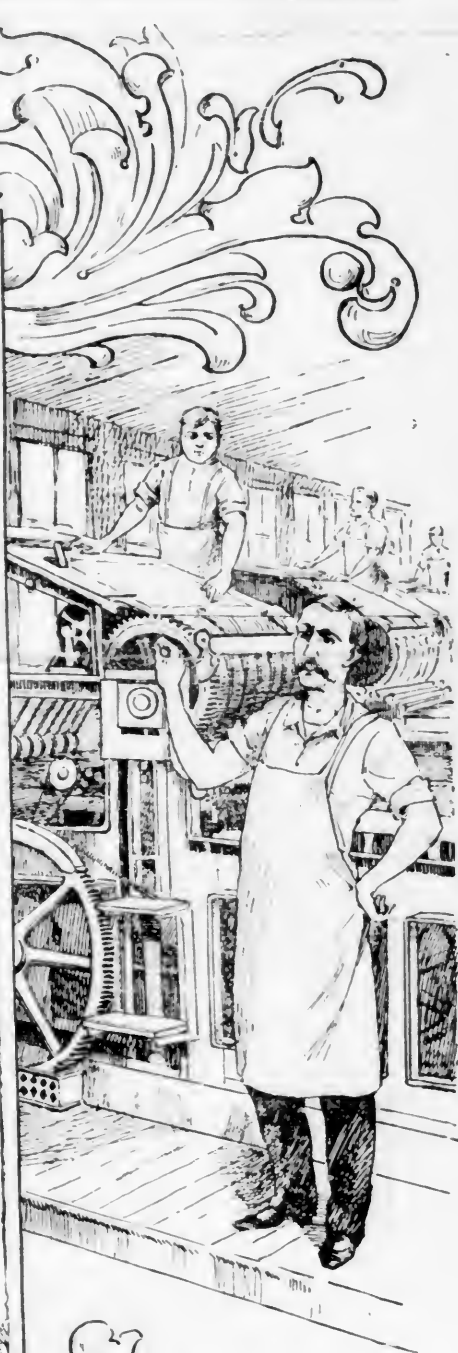
BILLBOARD ADVERTISING

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

Vol. III, No. 7.

CINCINNATI, MAY 1, 1895.

PRICE 10 CENTS.
PER YEAR, \$1.00.



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

Classified Advertisements.

Two line displayed advertisements under this heading, 25c. for one insertion, 60c. for three insertions, 75c. for four insertions, \$1.00 for six insertions. Larger cards, 10c. per agate line.

BILL POSTERS' DIRECTORY.

WANTED, TO BUY!

Bill Posting Plant, not less than 25,000 inhabitants. Address, C. A. HAINOIS, Missoula, Mont.

Blending & French, the Bill Posters and Distributors of Putnam, Conn.

Advertise in the Copper Country! Amos D-Mars, bill poster, Houghton, Mich.

A Freak in Texas! Reliable Bill Poster at Honey Grove. Owns 7500 feet of boards. Can give guaranteed showings. Pop. 300. See BURNETT, the Bill Poster.

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

The Curran Bill Posting and Distributing Co., own and control all bill boards in Denver, Pueblo, Colorado Springs and surrounding towns. Gen'l Office, Denver.

John A. Lakin, City Bill Poster, Cooperstown, N. Y. Reliable.

Evansville, Ind., has population of 75,000. Write GROVES, about posting.

The Oshkosh Bill Posting Co., City Bill Posters and Distributors. Reliable and definite service. Population 30,000. J. E. WILLIAMS, mgr., Oshkosh, Wis.

Chatham Bill Posting Agency, Bill Posting and General Advertising. Agents in all adjoining towns. W. W. SCANE, Mgr., Chatham, Ont.

The Summit City Bill Posters, Souder & Smith, Ft. Wayne, Ind. Managing The Temple Bill Posting & Distributing Co.

The Elgin Bill Posting, Advertising and Distributing Company, Elgin, Ill. All work guaranteed. Population 23,000. Only licensed poster in city. FRED W. JENCKS, Prop'r.

Washington, Ind. has a population of 10,000. Write Horral Bros about posting.

Willmantic, Conn., pop. 14,000. J. H. GRAY, City Bill Poster.

Carlinville, Ills., pop. 4,000. County seat of Macoupin county. A. J. TURNER, City Bill Poster. References: First National Bank, and C. H. C. Anderson, Banker.

Sioux City, Iowa, pop. 40,000. Put Sioux City on your list by all means. E. L. Webster, bill poster, 3,000 ft of boards.

Pana, Ills. Pop. 7,000. LOU ROLLEY, Bill Poster, controls all the 400 boards. 510 ft. of desirable locations.

E. L. WEBSTER, City Bill Poster, Sioux City, Iowa. Personal attention given to all work entrusted to me.

Los Angeles, Cal. Pop. 85,000. City Bill Posting Co., 24 S. Main street. Geo. P. McClain, Pro. F. E. Holslauder, Mgr.

Pasadena, Cal. City Bill Posting Co. H. Coyle, Mgr. Geo. P. McClain, Prop.

Elmwood Opera House, Bill Posting Department. Large facilities for commercial work, boards in four towns having capacity of 70 sheets. Locations excellent for local and railroad showing. Rates reasonable. Work thoroughly, promptly and honestly done. W. H. TROWBRIDGE, South Framingham, Mass.

Milford, Mass. Population 10,000. W. E. Cheney, City Bill Poster, Distributor 84 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city. Baggage and scenery truck express.

Alexandria, Minn. Boards under electric lights. General advertising done in Douglas Co. Send paper—we'll do the rest. References if required. Hart's Advertising service, Alexandria.

Boonville, N. Y. Wm. Comstock, City Bill Poster. Owns and controls all boards.

Marshall, Ills. Victor Janney. Licensed City Bill Poster and Distributor. Nails up signs in adjacent territory and contracts for neighboring towns. A prompt reliable and efficient service.

Fort Scott, Kas. Pop. 14,000. Harry C. Ernieh, City Bill Poster. Lithographer and Programmer. Cards tacked up and samples distributed. PUT FORT SCOTT, KANSAS, ON YOUR LIST.

Belfast, Me. F. E. Cottrell, City Bill Poster. P. O. box 781. Residence 20 High street. Bill Posting and Distributing service.

Troy, N. Y., Dundon & Co., Bill Posters and Distributors, 111 14th St. When you write, mention Billboard Advertising.

THE LIBBIE SHOW PRINT.
PRINTERS AND ENGRAVERS,
6 TO 12 BEACH STREET,
BOSTON, MASS.

When you write, mention Billboard Advertising.

O. P. Fairchild, CITY BILL POSTER,
Distributor and General Advertiser.
Covington, Mildale, West Covington, Ludlow and Surroundings.
16 East Fifth Street, COVINGTON, KY.

When you write, mention Billboard Advertising.

Billboard Advertising for June

Will contain a Complete List of all the Fairs of the United States and Canada, together with the names of the Officers and the Date of the Fair.

THE INTERNATIONAL PROPAGANDA CO.
FERRON, CURTIS & CO., Managers.
GENERAL ADVERTISING CONTRACTORS
United States, Canada, Mexico, Central and South America, and the West Indies.

Advertisements written and translated into Spanish, French and Portuguese Bill Posting, Distributing, Mural Display, Sign Painting and Stereopticon Advertising a specialty. We control 1000 Programmes of the principal Theatres and Circuses of the two continents.

MANUFACTURERS' AGENTS. American goods introduced into Spanish-speaking countries of Central and South America, on commission.

General Office, 1364 Broadway, New York, U. S. A. WITH BRANCHES AT Havana, Rio Janeiro, El Paso, City of Mexico, Buenos Ayres, San Francisco & Lima.

The Price Advertising Co. LTD.
BILL POSTERS, DISTRIBUTERS, &c.

Own and Control All Bill Boards.



Special
TO
Bill Posters,
Advertising Agents,
Secretaries of Fairs,
Copper Half-Tone Engravings,
PORTRAITS.

2x3.....\$2.50.
2½x3.....\$2.75.
3x4.....\$3.00.

Send Good Photo with Money Order, TO—

THE HELLEBERG PHOTO-ENGRAVING CO.,
CINCINNATI, OHIO.
When you write, mention Billboard Advertising.

Classified Advertisements

Two line displayed advertisements under this heading, 25c. for one insertion, 60c. for three insertions, 75c. for four insertions, \$1.00 for six insertions. Larger cards, 10c. per agate line.

BILL POSTERS' DIRECTORY.

Display Advertising, TO RENT. 1000 sq. ft. bill boards for painted signs, each 100 sq. ft. Located in New England towns and cities. Location of boards guaranteed. C. S. KIERUL, Bill Posting and Painted Sign Board Advertising. 117 Main Street, Ellensburg, Mass.

Lima, Ohio. The World Advertising Service. W. C. HERRICK, Prop'r. owns and controls all Bill Boards in Lima and adjacent towns.

Louisiana, Mo. Population 10,000. C. A. Bragsdale City Bill Poster, Distributor.

Manchester, N. H. Frank P. Colby, City Bill Poster, Distributor and Engraver. Transf'r. Address 30 Manchester St.

Scranton, Pa., and adjacent towns embracing a population of 25,000. REESE & LANE, City Bill Posters.

Hugh Vanece, City Bill Poster and Distributor. References and estimates. Edgingham, Ills.

Hot Springs, Ark. Pop. 12,500. L. A. THOMAS, the only licensed Bill Poster and Advertiser in Hot Springs. Owns and controls all boards and dead walls.

San Antonio, Texas. Pop. 40,000. Texas Advertising Co., City Bill Posters and Distributors. Office, Alamo Plaza, Weekes Bldg., P. O. Box 186. Signs painted and tacked up.

Albuquerque, N. M. Pop. 10,000. The Hudson Adv. & Bill Posting Co., own and control all bill boards. Also do distributing, necking, fence painting, maling.

Victoria, British Col. Pop. 20,000. The Victoria Bill Posting Co. own and control all bill boards, painted signs and bulletins and does distributing. Address ROBERT JAMESON, Manager, P. O. Drawer 28.

POSTER AND BILL WRITERS.

Do you know good ads? When you see them? If you do, you can appreciate my work. Specimens sent on request. Write and tell me what you use and I will quote price for doing it. D. B. Arentshul, 75 Nassau St., New York.

I Write Bills and Posters. ROBE. CARROLL, Dayton, Ky.

A Badly Written Bill is Worse than no bill at all. Try me. Terms reasonable. C. F. McHENRY, Newport, Ky.

Pointers For Bill Writers. BILLBOARD ADVERTISING is full of them. Subscribe now.

ADVERTISING AGENTS.

G. H. Hartford, Car No. 1 Ringling Bros. Shows.

CIRCULAR DISTRIBUTERS.

Ashland, Ohio. Geo. M. Bott, Circulars and samples honestly distributed. Signs tacked up. Best of reference.

All Kinds of Advertising Matter distributed. Reliable, prompt. Reference Population 55,000. Address, W. H. Steinbreiner, 313 Vine, Cincinnati.

J. H. Lane & Co., Evansville, Ind. does distributing. 317½ First Street.

Distributors, Advertise! In BILLBOARD ADVERTISING. We reach all the large advertisers. Sincerely legitimate advertisers only wanted.

Chicago, Ills. J. A. Clough, contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

Nashville, Tennessee. Creators, etc., distributed, cards mailed \$1.50 per 1000 up. James L. Hill, 321 Broad street, Nashville, Tenn.

Poughkeepsie, N. Y. M. F. Sprenger, Distributor, Sampler and Bill Poster. 1 Maple street. Correspondence solicited.

Fresh List of 1895. Men and women in every profession and business. For sale. What do you pay? Geo. M. Bott, Ashland, Ohio.

Michigan. Advertising matter distributed, signs tacked, addresses furnished. E. A. SEPTILL, Alpena, Mich. When you write, mention Billboard Advertising.

The Rochester Bill Posting Co.,

ED. A. STAHLBRODT, Manager.

Bill Pos'ers, Distributers and General Advertisers.

No. 16 and 18 Mill Street, ROCHESTER, N. Y.

THE ERIE BILL POSTING CO.

ED. A. STAHLBRODT, Manager.

Bill Posters, Distributers and General Advertisers,

No. 10 North Park Row. ERIE, PA.

Prudes on the Prowl.

"Prudes on the prow," is a phrase which has "caught on" in reference to the action of the County Council, in the matter of the Empire License. Into the merits of that case we shall not enter, but we as billposters have for a long time past been subject to the criticism of "Prudes on the prow," although we never thought of coming so happy a phrase to describe the criticism from which the bill posting industry has long suffered. If the music hall industry feel aggrieved, what ought the bill posting industry to feel? Under the heading of Wresham in this number, our readers will see that a picture of a ballet girl has been objected to because her skirts were short, as if a ballet girl can have any other than short skirts. From Cork, however, comes the latest and most remarkable exhibition of prudery which we remember. One of the Town Councilors arose in his place in the Council and denounced Messrs. Guy & Co., for corrupting the morals of the young people of Cork by posting indecent bills. There is not a more respectable firm in the business than that of Messrs. Guy & Co. They occupy a deservedly high place amongst the tradesmen of the city, and would not knowingly do the slightest thing which could by any kind of judgement be construed into an act for "corrupting the moral of the young people of the city."

What then was this act of theirs which was having so terrible a result? It was that they had actually posted on their hoarding a picture of a bull. Most of our readers will know the picture sent out by the Bovril Company—a splendid example of what a poster ought to be—we have always thought it. On a hoarding near to a public college, this firm had posted one of these pictures; thus, they had become "corrupters of the morals of the young." It seems to us that an Irishman is nothing if he is not emphatic; he is of such an ardent temperament that moderate views are to him, a stranger, and thus, whichever side he takes on any given question, he is an extremist. This is the only excuse we can think of for such an objection concerning the picture of the Bovril bull. Shakespeare makes Shylock to deprecate that to some people there is offense in a "harmless necessary cat," although no reason for it can be given. So surely for this offense no sound reason can be given.

The Cork Corporation ought to pass a resolution that all boys in public schools should cease to walk in the fields until such time as the farmers had provided clothing for the animals browsing therein. Messrs. Guy & Co., desirous always to remove any cause of offense which their hoardings could possibly contain at once covered up the bull pictures, and cancelled the contract. Perhaps the Bovril Company will see their way to have some new bulls made clothed in trousers and send them to Cork for exhibition, and so avoid offending the

supersensitive prudery of the members of the Cork Corporation. Still, to the credit of the Corporation, it should be stated, that, as a body they declined to take any action in the matter, so we must not speak of the whole body as endorsing the sentiments of the Council or who brought the matter forward, but if the Bovril Company could see their way to meet this gentleman's objections in the way we have mentioned the advertisement would be a very effective one, and cause a great deal of attention from its novelty. It is desirable in these days of purity that Nature should be improved upon and Mr. Watson, R. A., the painter of the picture in question, might be commissioned to try his hand at a puss in boots—no, a bull in—what Mark Twain would designate—"britches"—*The Bill Poster, London, Eng.*

Art in Advertising devotes a page "roasting" street car advertising. It speaks of "the decline in value of street car space" in face of the fact that street car advertising is increasing in popularity and more value given with the perfection of service, which comes as a result of confidence and patronage of advertisers. —*Display Advertising, St. Louis.*

The Greatest Guide.

From time to time during the past ten or a dozen years, attempts have been made by various individuals and firms to issue complete and comprehensive theatrical guides conveying all sorts of useful information concerning the different branches of the amusement calling. Some of these guides have been very good, and some of them of them of trifling value. But there can be no mistaking the quality of the most recent theatrical guide which has just been issued by W. H. Donaldson, of Cincinnati, Ohio. This is, beyond all dispute, the greatest book in its line ever projected. It contains in addition to all other information that has been published in previous books of all descriptions, a complete and useful telegraph code, and, in fact, all kinds of information on all sorts of subjects that can interest managers, actors, agents, show printers, and others in any way connected with theatricals. The telegraph code is a particularly useful compilation. It enables those who use it not alone to save money in the way of tolls, but to convey information by telegraph in a confidential way into which even the operators can not penetrate unless they are owners of Mr. Donaldson's book. Up to this time I have not been a strong advocate of the kinds of theatrical guides in circulation. But this one is so immeasurably superior to all that have gone before it as to command my esteem and hearty endorsement. No person connected with the business end of any amusement scheme ought to be without a "Donaldson Guide." —*Leander Richards Dramatic News.*

DENVER DOTTINGS.

Mr. Knight, agent of Beeman's Pepsin Gum, of Cleveland, Ohio, made us a call this month and renewed another large contract for bill posting in Denver, Pueblo and Colorado Springs. He speaks very highly of the systematic manner in manner in which the Associated Bill Posters are working throughout the country as he is getting better work and more protection for his paper.

H. C. Frese, who has been agent with the Pat Rooney show all this season, closed here and left to join as press agent with the Lemon Brothers' circus.

W. A. Rusco, the Prince of all advance agents, and an agent who does not need any bookings to place his show in the best houses, was here this month representing the only Richards & Pringle's Georgia Minstrels. They played to big business in the Southwest circuit, and also at the Tabor Opera House. Mr. B. E. Richards, manager of Richards & Pringle's Georgia Minstrels called later. He was surprised at the good, successful week, and left here happy, saying he would return in the near future.

We are doing considerable posting this month for Pettijohn's Breakfast Food, Scribner's Magazine, Adams' Pepsin Gum, and the Banquet Hall Cigar, manufactured by M. Foster & Co., New York City.

Mr. Moran, agent of Kohler's Tea, of Baltimore, Md., was with us this month, and contracted for sampling Denver, Pueblo and Colorado Springs. He speaks very highly of the paper BILLBOARD ADVERTISING.

The Advance Car No. 1, of the Syndicate & Paris Hippodrome Circus started out and we commenced billing Denver April 6th. They go from here to Pueblo and Colorado. Charlie Holton, the old

minstrel agent, is in charge of Car No. 1, Ed. Norris, an old St. Louis bill poster, has charge of the paper, with Charles Flora as his assistant. They have taken some of our regular bill posters away, but we have got new men and have broken them in. Mr. Jenkins is in charge of Car No. 2, which was started out after No. 1. No doubt but that this season will be a prosperous one. They open in Denver, May 2d, for three days.

SOMETHING must have happened at *Munsy's*. He has gotten out a rate card which people can understand—*Art in Advertising.*

OUT of ten single-sheet posters hung in a Sixth avenue elevated station last week, nine were the work of engravers, while one, and only one, was printed from a type form constructed by a "poster hand." There is every indication that another year will witness the departure of poster type, and that the poster of the future will be the product of the engraver's art. This is not particularly to be deplored, as the engravers are a better paid class of men, and it takes longer to engrave a bill than to set it up.—*Union Printer, New York.*

MR. C. S. HOUGHTALING, of "Notes Advertising Signs" fame, has compiled a list of bill posters in the United States, which is probably the best list extant. Bill posters are beginning to do a little advertising on their own account, but they ought to advertise a great deal more. Every bill poster in the United States ought to be a subscriber to *Printers' Ink*. With a view to introducing "The Little Schoolmaster," a sample copy of the issue of May 22d will be mailed to each of the thousand or so names in Mr. Houghtaling's list.—*Printers' Ink New York.*

ELDER, JENKS & RABORG,

'Excelsior' Circus Paste

AND
BILL POSTERS' BRUSHES

Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush made.

Will not come apart. Used and recommended by Barnum Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada.

Size 9 inch.
Price \$30.00 per doz.
\$3.25 Each.

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

ELDER, JENKS & RABORG
Brush Manufacturers.

PHILADELPHIA.



127 N. Fifth Street, Cor. Cherry,

BILLBOARD ADVERTISING

Official Organ of Associated Bill Posters' Association.

PUBLISHED EVERY MONTH BY

BILLBOARD ADVERTISING CO.

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

JAMES H. HENNEGAN, MANAGER.

—ADVERTISING RATES.—

25 cents an agate line with the following discounts, viz:
10 per cent. off on advertisements amounting to over 20 lines and less than 80 lines.
20 per cent. off on advertisement amounting to over 80 lines and less than a quarter of a page.

RUNNING ADVERTISEMENTS.

(Repeated or continued insertions)
Rates on one page, one half page, one third page and one quarter page advertisement for two or more insertions quoted upon application. Smaller advertisements 25 cents a line subject to the regular discount on single insertions and the following additional discounts, viz:

10 per cent. off for three insertions.
15 per cent. off for four insertions.
20 per cent. off for six insertions.
25 per cent. off for twelve insertions.

READING NOTICES.—With 20 or 25, 50 cents per line brevier measurement, (which equals about eight words to the line) subject to the same discounts that obtain for single and continued advertisements.

SPACE CONTRACTS.—Special rates on contracts of 1,000 agate lines and upwards may be had on application. Changes in matter

Address all communications, for either the editorial or business departments, to

BILLBOARD ADVERTISING CO.

No. 11 West Eighth Street,

Cincinnati, Ohio.

THE phenomenal amount of commercial advertising which has been diverted from customary channels to the bill boards of late, has set many advertising journals to claiming the credit of having directed the attention of advertisers to the advantages of this particular medium. *Printers' Ink* thinks it is largely due to their influence. *Art in Advertising* believes that it is entitled to the credit, while *Display Advertising* is of the opinion that the mere announcement of their intention of entering the field has brought the present prosperous conditions about.

We might lay claim to the credit ourselves, inasmuch as bill posters had no organ prior to the time we entered the field, and, furthermore, the present activity arrived just about the time our second issue came out. But the fact is, the conditions and causes which gave rise to this large increase in patronage, date back to some three or four years ago, when the A. B. P. A. was first organized, and if credit belongs to any one man more than another, it should be tendered to Mr. Ed A. Stahlbrodt.

OTHERS have contributed their influence, notably R. C. Campbell, C. S. Houghtaling, and O. J. Gude but, as we stated before, Mr. Ed A. Stahlbrodt, and the Associated Bill Posters' Association were the prime factors, because they first made it apparent to general advertisers that honest, efficient, and reliable service on the bill boards was both possible and feasible. If, to this influence we add that excited by the advent of that fantastic and ugly duckling, the Beardsley Poster, no one need look further for the cause and effect.

AFTER ALL, what does it matter? The real point is that the bill boards are en-

joying an era of prosperity such as they have never experienced heretofore. Bill posters are happy, poster printers are prosperous, and advertisers are highly satisfied with the results of the new medium that they have adopted. As soon as business in general recovers from the headache, which was bound to follow an over indulgence in Democratic doctrine, the craft and everybody connected or identified with it in any way, is going to feel the beneficent effects of a big boom.

WE have received numerous complaints from advertisers regarding the services rendered by circular distributors who are agents of a Philadelphia publishing house. It would seem that for the most part they are irresponsible and incompetent boys, who have little idea of the responsibility and duties of their positions. Distributing matter entrusted to them, except here and there in rare cases, is absolutely wasted. This leads us to observe that no advertisement will be received from circular distributors by this paper in the future, unless they are accompanied by references which will enable us to satisfy ourselves that the advertiser is sober, reliable, honest, and over twenty-one years of age. Under no circumstances will we accept or publish advertisements from minors.

WE know that BILLBOARD ADVERTISING is accomplishing great results. On every hand we hear its influence lauded and extolled, and we believe that every bill poster, poster printer, and distributor in the land is keenly interested in extending its scope and usefulness. This can best be done by building up and enlarging its circulation, by patronizing its advertising columns, and by advertising it either by word of mouth or mention on

list and letter heads. Let everyone lend a helping hand. It has helped you and you can well afford to reciprocate.

IN this issue we present a complete stenographic report of the proceedings of The United States of America, *versus* Edward A. Stahlbrodt, the representative of the Associated Bill Posters' Association of the United States of America. The action was brought against Mr. Stahlbrodt at the instigation of the O. J. Gude Co., but just why, does not appear at all clear, as they failed to sustain a single charge, point or argument. There can be no doubt that Mr. Stahlbrodt was fully warranted in sending out the postal cards in question—nay, even compelled to do so under the laws of the Association. In attacking Mr. Stahlbrodt Mr. Gude directly at the A. B. P. A.; furthermore it would seem that his action should have been brought in the civil courts. These were mistakes but they will be condoned by the A. B. P. A., and we hope by Mr. Stahlbrodt also, for Mr. Gude is a hustler, and has done much for Bill Posters at large.

A PRINTER'S PROTEST.

THE LEDGER JOB OFFICE.

SHOW PRINTERS.

Philadelphia, April 5th, 1895.

JAS. H. HENNEGAN, ESQ.:

Dear Sir:—

Your favor of April 5th at hand. In reply, would state, there is a very good reason why the show printers do not take any interest in BILLBOARD ADVERTISING, from the fact that the bill posters want the earth, with a fence around it, and then whitewashed. If the bill posters would make an equitable arrangement with the different printers, giving them a percentage on any work sent them, there would be some inducement for them to try and throw business their way, but in our city they have even raised the price to four cents per sheet for posting and then when we do get a new customer by giving them low figures, bringing them trade, they don't even as much as give us a small cash discount when we guarantee the bill. Until this is done, the show printers will not take any interest in the bill posters.

Truly yours,

THOS. S. DANDO, Mgr.

To Quiet Your Nerves, Smoke Tansill's Punch.

We observe, with considerable satisfaction, that the announcement of the forthcoming appearance of "DISPLAY ADVERTISING" has stirred up some of the papers that heretofore published little concerning any method but Newspaper Advertising. The last few editions of *Printer's Ink* devote considerable space to Display Advertising and Bill Posting—*Display Advertising*.

It Brought Them Around.

Willimantic, Conn., April 25th, 1895.

DEAR EDITOR:—

Regarding the little item I sent to you for publication, warning bill posters to look out for the Iron Tone Chemical Co., of New York as they stuck me for bill posting, I will say, the BILLBOARD is of some use after all. It brought this firm to time and they have settled with me. Respectfully,

J. H. GRAY.

Bill Posters' Rules.

Those which are in force in the office of John Donnelly & Sons, Boston.

The attention of all employees is particularly directed to the following Rules and Regulations, which are to be strictly observed and performed, viz:

The foreman's orders are mine. They are to be obeyed promptly and faithfully.

All employees are requested to inspect every fence and bill board on their routes, and should the same need more attention than he himself can give to it, he is at once to report the matter on his return to this office.

No ladder must be taken out that is defective. It is the duty of the person using a ladder to carefully examine it before it is used.

Employees in charge of horses and wagons to report at once any matter about same that is unserviceable.

It is the duty of every employee to see that all paper or paste is removed from sidewalks, streets and roofs upon the completion of work on fence or wall, before he leaves the location, so as to leave no possible ground for complaint from the property owner or city authorities.

On all occasions employees are to behave with civility to all persons during the time they are employed.

Care must be taken in the posting and other labors, that no person is injured, splashed with paste or inconvenient.

Employees holding keys to this shop are positively forbidden to come here outside of business hours, except for the prosecution of their work.

Employees are requested to report all messages entrusted to their care, for this office, at once and without fail.

All services rendered by employees by their personal endeavors, to better proprietors' interests, viz: Securing acceptable locations for posting, orders for work, etc., will be appreciated and rewarded.

BILL POSTERS.

Printer's Ink for May 22d next, will discuss the questions, "How a Billposter Should Advertise," and "Why a Billposter Should Subscribe for *Printer's Ink*." Sample copies of this issue will be mailed to all billposters whose names are in Hote's List. All others should write at once to *Printer's Ink*, No. 10 Spruce st. New York City, enclosing six cents in stamps for a copy.

PEOPLE on this side of the Atlantic will observe with interest the effect of the current moral reaction in London on Mr. Aubrey Beardsley and the Yellow Book. For some time to come morbid indecencies, whether in art or literature, are likely to be less lucrative in London than they have been for some years past. Mr. Beardsley has planned to come out to America this spring—*Lite*.

THE TEXAS ADVERTISING CO., of San Antonio, Texas, are busy erecting boards in that city, and expect to have over one hundred large stands in May. This city has long needed an enterprising service and advertisers, and will be glad to learn that a change will soon be effected. V. Cantu is President of the new company and Alec Bellis is manager. They will join the A. B. P. A. shortly.

The Fight Is On.

THE O. J. GUDE CO., versus EDWARD A. STAHLBRODT.

Complete report of the proceedings before the United States Commissioners. The following is the stenographer's report.

THE UNITED STATES OF AMERICA,)
vs.)
EDWARD A. STAHLBRODT.)Before
THOMAS ALEXANDER,
U. S. Com'cr.New York, April 19th, 1895
Appearances:WM. L. BALL, Ass't U. S. Attorney,
for the Government.

ABRAM J. ROSE, for the Defendant.

BENJAMIN R. SHOFF, sworn and examined
as a witness for the Government.By Mr. Ball: Q. Where do you reside?
A. I reside at Jersey City, but I am a Post Office Inspector.Q. With headquarters in the Post Office Building in the City of New York?
A. Yes, sir.Q. Have you a postal card there?
A. I have, sir.Q. Will you please state whether or not you ever had any conversation with the defendant in regard to it, and what it was?
A. I did, I showed him the postal card.Q. When was that?
A. On the 4th of April. I showed him the postal card and he said that the address was written by his orders and that the postal card was mailed by him.Q. Did he state where?
A. Right there.Q. In the city?
A. I asked him where it was mailed. He said, "right here."Q. Where were you when he said that?
A. At 621 Broadway, his office. There is a post office chute in the building and it was mailed there.

The postal card is offered in evidence and marked Exhibit 1.

621 Broadway, New York, N. Y.
March 14th, 1895.

"I am informed that the O. J. Gude Co., this city, has contracted with the 'Adams' 'Tutti Frutti' Chewing Gum Co., of Brooklyn, N. Y., to bill your city with 28 sheet stands and 1 sheet. The stand work calls for a two weeks guaranteed showing at six cents per sheet, and the 1-sheet at three cents per sheet, posted as chance may offer. As I understand, they will try to 'jolly' you for a 'thirty days' display at a two weeks' price. Our estimate was at the regular Association rate of three cents per sheet, per week, for you. Stick to the price, as your city is on the list to be posted."

"This paper is to commence going out the latter part of this month."

"Fraternally yours,

"The Associated Bill Posters' Ass'n.
Ed. A. Stahlbrodt, Representative."Cross-examination by Mr. Rose: Q. How long before this date had you received this postal card?
A. I received this on or about the 2d of April. I noticed by the jacket—the jacket is dated April 1st, 1895, directed to Mr. Ash, referred to me, and I ordinarily receive them on the following day. If I was in town then I presume I received it on that day—the 2nd.Q. You don't think it possible you received it on the 1st day of April, do you?
A. Oh no.Q. It was not intended to play April fool on you, was it?
A. Oh, I did not catch on, Mr. Rose.Q. From whom did you receive it?
A. From either Mr. Ash or the chief clerk in the regular course of business on that day.Q. It came originally from Washington, didn't it?
A. Originally it was sent from the office upstairs to Washington, in order to have the jacket made up according to the proceedings in such cases, and when it was jacketed it came back—these papers came back. It was sent to Washington with that slip.Q. The obscene and defamatory matter which is charged to be an offense against Chapter 1030 of the Act of 1888, has to be sent to Washington to be covered with a jacket before it is acted upon by the inspectors here?
A. That is the general course of proceeding.Q. Do you know who in your office first received this postal before it was sent to Washington?
A. Yes, my impression is that this gentleman—Q. What is the name?
A. His name has escaped my memory—Mr. Duncan and Mr. Gude—well, a gentleman came into the office and had an interview with the chief clerk, and presented this postal card. The chief clerk referred him to me. I examined the postal card, and listened to the statements that were made by Mr. Gude. I requested Mr. Gude to express that in writing, and submit it to the office. He did so.Q. You have that writing in your possession?
A. I have it here. This was delivered to the chief clerk who sent it to Washington with the postal card and that memorandum requesting that it be duly jacketed in order to have it returned to this office for a proper investigation. That is the way it came into my possession.Q. You are sure this man said he deposited this postal card in the mail himself?
A. Yes sir; I am positive of that.Q. In other words the investigation that was begun—
A. Pardon me, just a moment. I made a memorandum in his presence (Reading memorandum) 'I mailed the postal card. The address was written by my direction. I did not think there was anything wrong, and do not now—it is his own language all the way through—'April 4th, 1895.'Q. All of which is entirely true?
A. Of course it is true. I am stating what he said to me.Q. The original investigation—the investigation was begun and continued down to the arrest of this man at the suggestion of Mr. Gude, and on his complaint to the office?
A. On his complaint to the office.

Mr. Ball: That is the case.

Mr. Rose: I move to discharge this defendant. I want to call your Honor's attention to this statute. When I was first retained in this matter I did not have the complaint, and I came here to see what the complaint was and on looking over the complaint I found that this defendant was charged with "unlawfully and willfully and knowingly depositing or causing to be deposited for mailing and delivering, a certain postal card, upon which was then and there printed language of a defamatory character and

obviously intended to reflect injuriously upon the character and conduct of another, to-wit, the O. J. Gude Company, the said postal card at the day and date aforesaid being so deposited in the Post Office in New York addressed to L. M. Crawford, Topeka, Kansas, and the said postal card will be exhibited upon the examination before the United States Commissioner, before whom the defendant may be brought upon the warrant issued upon this complaint." I read the statute very carefully, and I find this is the statute.

"That all matters mailable by law, upon the envelope or outside cover, or wrapper of which, or any postal card upon which any delineations, epithets, terms or language of an indecent, lewd, lascivious, obscene, libelous, scurrilous, and then I got the postal card and carefully went over it, and I could find nothing in it, even by the most vivid exercise of the imagination that was covered by the words I have just read "defamatory,"—I will pass for a moment. "Or threatening character"—there is nothing threatening in this "Or calculated by the term or manner or style of display"—certainly there is nothing on it that shows anything particularly out of the way from an ordinary printed postal card. "And obviously intended to reflect injuriously on the character or conduct of another." And then I took this postal card and compared it with the statute. I will read it to you: I am informed that the O. J. Gude Co., of this city, has contracted with the Adams' "Tutti Frutti", and then I stop. There must be the thing, if your Honor please, that this man is charged with—by its manner of display and obviously intended to reflect injuriously upon the character or conduct of another." I do not know what "tutti-frutti" may mean. It is a name, I am told by my children, of a chewing gum that has cost me many shekels. But there is no other word on the card whose meaning is not known. "Chewing Gum Co., to bill your city with 28 sheet stands and one sheet. The stand work calls for a two weeks' guaranteed showing at six cents per sheet, and the one-sheet at three cents per sheet, posted as chance may offer. As I understand, they will try to "jolly" you for a thirty days' display at a two weeks' price. Our estimate was at the regular Association rate of three cents per sheet, per week. Stick to the price as your city is on the list to be posted. This paper is to commence going out the latter part of this month. Fraternaly yours,"—that cannot be the word that is defamatory—"The Associated Bill Posters' Association, Ed. A. Stahlbrodt, Representative."

Now, what is the meaning of that postal card? The only meaning that can be drawn from it is this—that the Gude Company have taken a contract with the Adams—I dare not say the words next—Chewing Gum Company to bill your city and they will try to get from you a contract to do four weeks' work for a two weeks' price. Now, in the name of Heaven, is there anything wrong about that? Why, Mr. Commissioner the idea that we should be under this statute put in jeopardy of what?—fined not more than \$5,000, or imprisoned at hard labor not more than five years, or both—that idea is so horrible to any or many minds on looking at that paper, that it is instantly rejected. There is nothing in

that card that is in violation of the statute. If there is, then a man cannot use any word in the English language without subjecting himself to the violation of the statute. I say it is plain on the face of this that there can be no crime made out, so long as it relates to the postal card.

Mr. Ball: Now, if the court please, there is only one word on this postal card that can possibly come under the meaning of the statute, and it is in these words here: "As I understand, they will try to "jolly" you for a thirty days' display at a two weeks' price." The only point is whether or not this is a statement made upon this postal card which might come within the view of any person that might see it as to whether or not there was dishonestly charged upon the person named in the postal card. Now, you are as capable of judging that as I am or anybody else. If the card itself is a violation of the law, why then it speaks for itself. So far as depositing it in the mail box is concerned, there is no question about that. There are only two elements in these offenses. It does not make any difference what quarrel is behind it. It does not make any difference what there may be on the part of any by way of aggrieved feelings, or anything of that kind. The card itself, and the mailing of it, are the only two elements in the offense. That is all I have to say in regard to it.

Mr. Duncan: I want to ask the liberty of making a few remarks.

The Commissioner: Who are you and whom do you represent?

Mr. Duncan: I represent the O. J. Gude Co.

Mr. Rose: Where is your office?

Mr. Duncan: 120 Broadway.

The Commissioner: With the consent of the parties, you may proceed.

Mr. Duncan: As the District Attorney has pointed out to you, Mr. Commissioner, the only words in this postal which come under the section of the statute pointed out to you, are contained in the sentence, "As I understand, they will try to 'jolly' you for a thirty days' display at a two weeks' price." You will note that in the first part of the postal, the sender informs the recipient of the postal that a certain contract has been made by the Gude Company, with the Adams Company, and that it has been made at a certain price, which, as a matter of fact, is not true. The price is not as stated. It then states, that, as I understand, the Gude Company having made this contract with the Adams Company at a certain price will try to "jolly" you into giving a thirty days' display at a two weeks' price. That means only one thing—that they will get the paper posted at the regulation price for two weeks, and then will "jolly" them into letting the paper stay up for two weeks longer, for a thirty days' display. Besides, the word "jolly," as my friend says, there is no word in this postal that needs interpretation, except "tutti-frutti." If that is so, I think he must admit that the word "jolly," which is a slang expression, indicates fooling, humbugging, inducing or misleading by false pretenses in some way. Now what is charged on that postal is that the O. J. Gude Company will try to get this paper throughout the country, will try to get it up for two weeks at regulation prices, and at the end of that time, will, by false statements

by empty promises, by cajoling or by threats or some sort of business methods get them to keep it up for two weeks longer, so that they can make their profit at the prices stated here. Now, that is intended on the very face of it, to injure the Company. It shows that the sender of the postal was a competitor for this job and didn't get it. It represents that these parties got it at a certain price which is false. It then states that in order to get within that price they have got to use some underhand method. I have stated one of the methods in which that "jollyng" can be done. Another way which would come under the same suggestion is that a contract could be made for four weeks, and at the end of the two weeks could be thrown up, and the "jollyng" would then commence, and in some way they would keep the paper up for the full four weeks but only pay the two weeks' price. Now, however that "jollyng" was to be done—the word "jolly" means to fool, to mislead, to injure in some way, by empty promises, and it is a direct reflection upon the character and the business integrity of this company. This card was sent to Mr. Crawford. Undoubtedly the same card has been sent all over the country to the different places mentioned on this contract—264 or more cities. Now that card having been sent out there for the sole purpose of preventing this Company from carrying out that contract successfully, stating there that they intend, through some underhand, some false, fraudulent methods, to foist this contract upon the bill posters at a price upon which they could make a large profit, is, I must insist, directly within the terms of that law. It is "defamatory" matter. It is casting a slur upon the character and the reputation of this Company, and it is a direct attempt to injure its business standing and integrity. It was to prevent the use of the United States mails for the carrying of such libels and "defamatory" and injurious statements upon a postal card where the public can see them, that this statute was passed. It is carefully worded. It tries to avoid some of these difficulties, and yet it comes distinctly within the meaning of the law. My friend has tried by his humorous suggestion, to cover up the defendant will be imprisoned for five years, but that law covers not only grave offenses, but offenses of all grades down to the simplest. Now this is an offense of great gravity. It comes directly home to a business corporation. It attacks its integrity among a large class of the people with whom it has to deal, and unless this thing is prevented, that law is to a great extent a dead letter. I think, on looking at the postal itself and reading it in the light of these suggestions, it will be seen that there is a "defamatory" statement and attempt to injure the reputation and the character of another.

Mr. Rose: A single word, Mr. Commissioner. If there was anything needed at all to show that this postal card was not within this act, it has been the argument of the attorney for this Gude Company, because this statute says "obviously," and if it take the attorney of the Company so long to show what it obviously means, it certainly cannot be obviously within the meaning of the law, and the idea that the postal meant anything

but what it said is not and cannot be true. There is an Association of bill posters in various cities. They are notified that somebody is taking the contract or trying to get work, at less than the Association price. No fraud, no crime, no imputation of dishonesty—certainly not *obviously*; and a corporation. Gude or otherwise, that cannot stand an imputation on its character of "jollyng" is not worth the paper you can write your name on to my mind; and it is fair to state that every person to whom I have shown that postal card has said that the charge here is so nonsensical that there is nothing to talk about, and the idea that they can furnish the ground for an allegation of a crime of great gravity, under which a man can be sent to prison for five years—because we cannot know now what the result will be; it is for the court to say—the idea that a man can put in jeopardy for a minute for such an offense—for no offense, because you cannot call it an offense under this law.

The Commissioner: What is your understanding of the meaning of the word "jolly"?

Mr. Rose: As used in that connection it means that they are going to try to get a good contract out of you. They are going to try to get you to reduce the price of bill posting.

The Commissioner: Do you understand it will bear the interpretation, to make you good natured, and bring you into a frame of mind that will induce you to sign such a contract? Or does it simply mean to fool?

Mr. Rose: It doesn't mean to fool, at all—not a bit of it and if it did, that is not libelous. Let them go into the Courts that are open to them and sue us for libel if this is "defamatory," and not sneak in here under the cover of the United States Government. If they have got any quarrel with us, let them go into Court, and *not sneak here behind the skirts of the United States Government*, and try to have us punished for an offense which is not a crime.

Mr. Duncan: Is it true that Mr. Crawford is a member of this Association? You said that this card was sent out to members of the Association. (Addressing Mr. Rose.)

Mr. Rose: It says so on the bottom—"fraternally."

Mr. Duncan: As a matter of fact, Mr. Crawford is not a member.

Mr. Rose: Then he is a member of the Gude Association?

Mr. Duncan: Is it also a matter of fact that the prices stated at the head of the card are Association prices?

Mr. Rose: I don't know.

Mr. Duncan: You were stating that this was sent out to Association members.

Mr. Rose: I am making the statement that obviously on that paper there is no crime.

Mr. Ball: I will say this and nothing more. As I said when I was on the floor before, there are two elements of an offense of this nature: the first is that the postal card must come within the meaning of the statute, and the second is that it has been deposited in the mail—

Mr. Rose: There is no question about that.

Mr. Ball: The only question for the consideration of the Court or anybody else is, outside of any quarrel that evidently exists between the parties here, is as to the meaning of the words in the

sentence quoted—whether or not they are intended as an imputation against the honesty or character of any individual. If in the mind of the Court that is stated why then there is an offense committed; no doubt about that; but if it is not stated on the postal card, no offense has been committed. That is all I desire to say in regard to it.

The Commissioner: That is all. I dismiss the complaint.

The Other Side.

OFFICE OF THE O. J. GUDE CO.,
93 Hudson Street,

New York, April 26, 1895.

Editor BILLBOARD ADVERTISING,
Cincinnati, Ohio.

Dear Sir:—

Your last issue contained a misstatement to the effect that we were trying to put out the Adams' "Tutti Fruitti" paper at less than regular rates.

Recognizing your desire to do justice to all parties concerned at all times, we have no doubt that you will be glad to rectify this error when you learn that the paper was sent to the various bill posters at prices quoted by them, and for which they have done work for us and others. In no case was any bill poster asked to work for less than these rates.

There were a few cases where the bill posters themselves had made a mistake in price quoted and in one or two cases they had advanced their rates since making the quotation.

These circumstances naturally required some little correspondence to adjust, but we are pleased to state that at the present time, there is no question of price in a single city on the list.

The bill posters of the country seem to appreciate the manner in which this business has been handled to them. Also that Adams & Sons are big advertisers and should spend many thousand dollars every year with them, and if careful attention to this work and satisfactory showing will bring the renewal orders, the bill posters seem to have made up their minds that the appropriation of this firm for bill posting hereafter shall be many times larger than it ever has been before.

It has been a great pleasure for us during the past year to note the improved feeling between the bill posters and advertisers. The trade at large seems to recognize the fact that the interests of both are identical; that unless the advertiser makes money the bill posters won't get a chance to make any—that good work on the part of the bill posters is being appreciated by the advertisers; and that the general situation with the commercial advertisers is constantly improving, and if handled rightly should be productive of very satisfactory results in the near future.

Trusting that this may set you right on the "Tutti Fruitti" matter, we are,
Very truly yours,

THE O. J. GUDE CO.
F. E. FITCH, Sec'y.

NEW YORK April 27, 1895.

MR. M. BRESLAUER,
Minneapolis, Minn.

Dear Sir:—

Replying to your inquiry, we are pleased to state that it is not us this time, and that we have no trouble with the Association whatever.

The postal card, however, that was sent out broadcast by Mr. Stahlbrodt, and which contained false statements regarding the "Tutti Fruitti" contract stirred up a hornet's nest.

Everyone familiar with the business knows that the tendency of that communication was to create a feeling adverse to the Adams Company as well as to ourselves; and also knows that it would influence many bill posters to give the "Tutti Fruitti" paper less consideration than it would naturally get, although the work was sent out at regular prices.

Besides this, the card was sent out in the name of the Association, which made each member liable to suit for damages—although we think that will be avoided.

Under these circumstances you will appreciate that it was necessary to take prompt action in the matter for the protection of our customers and all other advertisers, as well as for the best interests of the trade at large.

When you consider that Mr. Stahlbrodt competed for this business, and was furnished with a list of the cities to be covered, etc., his discourtesy to Adams & Sons was, to put it mildly, very apparent.

You know that the advertisers are very sensitive on these points, and it is not surprising to learn that many of them will refuse to treat further with anyone who adopts such methods.

Although it does put the Association in an awkward position, still we have assured the Adams Company and other large advertisers that the individual members of the Association would not uphold any such foolishness, and we will do all that we can to break down the strong prejudice excited against the trade at large.

The trouble seems to be that the "agitator" agitated too much. And, by the way, who is the best friend of the bill poster—the man who does the agitating or the man who gets the business?

The "Scribner" work is a fair sample. Stahlbrodt sent it out before as a 16 sheet for one week at three cents. We have just sent out a new order, size increased to an eight-sheet, time extended to two weeks and price increased to four cents per sheet per week.

You know what we have done during the past year for the bill posters of the country. The business we have sent out has run up as high as \$10,000 in a month and we mean to keep right on with the good work.

We believe with you, that permanent benefits to the bill posting interests can only come through persistent effort, based on right principles and progressive business methods.

If we can't do it right we won't do it at all, and we are confident that the bill posters will back up the solid work that brings good paying business.

Keep us posted on your current billings. Enclosed find a card to be used for that purpose. Also note the list of customers on the back. Isn't that the best possible testimony as to our ability to get business and to handle it right when we have it?

With best wishes, we are,

Yours for business,

THE O. J. GUDE CO.

DON'T have too much monkey business about your advertisement. A plain statement of facts is all the public has time to read.—*Art in Advertising.*

J. F. O'MEALIA

Whose portrait appears on the first page, is one of the most prominent bill posters in the country, and an energetic and persevering man of vast experience. He was born in New York City in 1857, has been posting bills since he was fourteen years of age. He worked for the late John Mahon, Pauiding, when he was "Boss of all the Bill Posters, and was the first man to post a sheet of paper for Reagan & Clark, when they started in business in New York City. When still a boy, he was placed in charge of the paste brigade of John Murray's Circus, and was with the first paste brigade that traveled in a car of their own, with The Great London Circus and Sanger's Royal British Menagerie. Among the members of that brigade may be mentioned Crete Pulver, agent; Carter Couturier, general agent Buffalo Bill's Wild West; Pete Spier, foreman for Reagan & Clark. He left the bill posting business to go with the late Claude DeHaven, at Tony Pastor's Theatre, 585 Broadway. He then took the road as agent for Jas E. Cooke's Circus. For three years he was agent for Jake Aberle, on 5th street, New York, when Jake was in his prime. He was with Haverly at the 5th Avenue Theatre for a while as agent, and was agent for Jack Hamilton, at the first theatre that was opened in Harlem, "The Mount Morris Theatre." He was agent for the Iron Steamboat Company the first year they started their new boats to Coney Island, and for five years was agent of the Manhattan Steam Navigation Co., which ran the famous steamer, "Plymouth Rock," to Long Branch and Rockaway Beach; during this time he was the first to post bills on the roofs on the lines of the Elevated Railroads in New York City, covering the chimneys with single sheets and the sides of houses with three sheets and stands.

Mr O'Mealia has been in business in Jersey City about thirteen years, starting with O'Mealia & Speare, and on separation from Speare, ran the business alone and afterward formed a partnership with A. P. Rikeman, under the name of Rikeman & O'Mealia, and upon the death of his old partner, bought out his interest and has run the business in an up-to-date manner ever since.

Mr. O'Mealia has lately issued a handy list of the protected bill boards owned and controlled by him in Jersey City, Bayonne, West Hoboken, Union Hill and surrounding towns, which shows that Jersey City has more boards and desirable locations for advertising than any city of its size in the United States.

Mr. O'Mealia is quite a society man as the following will show: Member of Improved Order of Red Men; Past Grand Chief Ranger and Present Deputy Supreme Chief Ranger of New Jersey of Ancient Order of Foresters of America; Past Exalted Ruler of Jersey City Lodge No. 211, B. P. O. Elks and District Deputy of New Jersey, under Grand Exalted Ruler Wm. H. Friday.

He is Treasurer of the Associated Bill Posters' Association of the United States and Canada.

M. P. Sprenger, the king of Poughkeepsie, thinks BILLBOARD ADVERTISING is bright, newsy and up to date.

W. H. Steinbrenner, whose office is at 313 Vine Street, Cincinnati, O., conducts a thoroughly reliable distributing agency. He covers all suburbs in Hamilton Co.

MINNEAPOLIS, MINN.

April 22d, 1895

JAS. H. HENNEGAN, ESQ.

Dear Sir:—

Thanks for your letter calling my attention to your paper. Enclosed you will find clipping from last night's Minneapolis Journal. We are very busy and are crowded with commercial work. I would like to call the attention of bill posters to my scheme for getting plenty of commercial work, which is as follows: We have cleaned all of our bill boards down to the bare boards. We have done the same with dead walls and fences. The work on the bill boards and daubs is placed smooth and even. Our work on boards looks like a picture frame. The town is clean—no ragged paper anywhere. We employed two extra wagons and four men, doing nothing but stripping boards, walls, etc. It took them two weeks to clean the city. We find the results from a clean city and neat looking work very beneficial to us. All agents are commenting us. There are several cigar and patent medicine agents here and they are stuck on the bill posters' display. Even the newspapers are commenting on our artistic work. This is no "jolly"—it is reality. This is the most sensible argument ever made to you in behalf of the bill posters. Keep your town clean, and make your work show up. Give your customers good service. You must consider yourself the same as any other business man or manufacturer. Live up to your contract and you will meet with success. When business men find they can get honest service for money expended, you can rest assured the bill poster is the beneficiary. Once more, bill posters: Keep Your City Clean, (all bill boards trimmed with blank) and use a system in placing your work. Hennegan, am I right? If so, kindly touch up the boys

Yours truly,

MIKE BRESLAUER.

X X X

ARTISTIC WORK.

Some Excellent Bill Posting That is Being Done in This City.

Noticing yesterday a gang of men putting up some extra large advertising posters, and also another man doing some very nice work with paint and brush, it seemed to be the proper caper to make some inquiries in regard to this end of the advertising business. Mr Mike Breslauer, the owner of nearly all the bulletin boards in the city, in connection with the theatres) happened to be in charge, and he was ready to talk. He had been in the business twenty-four years, sixteen in this city, and is a member of the Associated Bill Posters' Association of the United States and Canada, through which large amounts of foreign work is secured. He has now in his employ twelve men, besides his painters, and uses three teams. These are regulars, but at times he is compelled to largely increase the force. Mr. Breslauer thoroughly believes in newspapers as an advertising medium, and especially when connected with his own. He says that nearly all of the Eastern business that comes to him, so much is allowed for the papers and so much for the bulletins, and when they have them both they have the best on earth. As will be noticed through

the city, Mr Breslauer is now engaged on some particularly large Eastern contracts, these bill remaining on the boards for thirty days. It is needless for us to say anything about genial Mike's work. It speaks for itself, and his contracts are always fulfilled to the letter.—*Minneapolis Journal*

J. A. Clough, the reliable distributor, has bought out The Tuxedo Company and now conducts the business under his own name with headquarters at 647 Austin Ave., Chicago, Ills

The best of all advertising media is the billboards. A close second is found in distributed booklets, almanacs, couriers, pamphlets, etc. Painted bulletins and mural display signs are about on a par for third place. The newspapers are a good fourth and scientific window display fifth. Dodgers, flyers, charts, novels, perambulators and transparencies are seldom efficacious except in rare instances and even then are very expensive.

Try posters in the country. You will be able to detect the results beyond all doubt or peradventure.

Jerry Kellum, is doing a nice business at Barry, Ills.

There must be a good deal of virtue in poster, circular and bill board forms of advertising or they would scarcely have survived the newspaper attacks on them. There is an awful lot of unsold newspaper space, but it is rarely one sees a blank space on an available wall, fence or boarding.—*Printer's Ink, New York.*

Spencer & Dockstader is the new firm who will do the bill posting at Janesville, Wis., hereafter.

FROM AUSTRALIA.

Rosemont, Woodlands Road, Ashfield, N. S. W., Australia, March 4th, 1895.

Dear Sir: Through the kindness of a gentleman here, I have seen a copy of the New Year Number of "Billboard Advertising," which is admirably printed from cover to cover, and reflects credit on those responsible for the publication. A paper such as yours, cannot fail to be great benefit to bill posters and their patrons.

I notice a letter in it from Mr. Peter Sells, asking you not to believe "that a Mr. Turner at Sidney, Australia, posted bills on a gable so high that his bill posters were afraid to undertake it"

The facts of the incident referred to are as follows: Sells Bros. rented certain space from Isaac Roff, bill poster, Sidney Sells Bros.' bill posters done all the work with the exception of a gable in George street, which they refused to do (although our firm offered to raise ladders or hang a stage from the roof whichever would suit them best) some of the men stating that their long-handled brushes were not suited to the work. Eventually, arrangements were made with Isaac Roff and the gable covered with Sells Bros.' bill by a man named Turner, employed by Roff; the brush he used being one of Sells Bros.' long handled ones, borrowed for the occasion. Hoping that you will give this a space in your excellent journal, and wish you success, I am,

Yours truly,

W. R. TURNER.

To Editor Billboard Advertising.

J. M. J. Kane, editor of *Cincinnati Music and Drama*, and also Advertising Manager of L. W. Washburn's Great Allied Shows, is the Sole Traveling Agent for BILLBOARD ADVERTISING. Any contracts made and entered into by him for this publication will be strictly adhered to.

The twenty four sheet stand, made to represent a \$5.00 bill, enlarged many times, which has been used by Paul Dresser in advertising "The Green Goods Man," has been suppressed by the Secret Service officials and the entire stock on hand at the printer's has been seized and confiscated.

Frank P. Colby, the bill poster and distributor at Manchester, N. H., also controls the Baggage Transfer Co.

LOOKOUT FOR HIM.

A party calling himself Henry Martin, and representing that he is contracting agent for Sells & Rentfrow's Circus, has been collecting money through Colorado. Several bill posters have been victimized by the sharper, who is in no way connected with Sells & Rentfrow.

FAIR NEWS.

The Cotton States and International Exposition which will be held at Atlanta opening September 18th, and closing December 31st, is going to be a far larger and more imposing undertaking than the North even dreams of. It is simply gigantic in scope, and all-embracing in its features and varied attractions. Furthermore the exceptionally able manner in which it is conducted bids fair to make it the most successful Exposition ever held in America. In this respect it will undoubtedly totally eclipse the great World's Fair.

A GOOD ARGUMENT.

Almost any intelligent advertiser is willing to concede that an illustrated advertisement is more valuable than a plain descriptive. The reason is perfectly plain. It is because the cut of the article advertised gives a much better idea of its uses' construction, appearance, etc. How much better than either, then, would the article itself be as an advertisement. There is where Fairs and Expositions come in

The Posters and Fair Bills published by the Donaldson Lithographing Co. are the finest specimens of lithographic art ever offered to the trade.

Walter G. Cooper, Chief of the Department of Publicity and Promotion of the Cotton States and International Exposition is doing wonderful work with the press. He modestly disclaims credit for anything other than plain, systematic work, but the fact remains that he has accomplished results so far that are little short of marvelous.

The Fair season for 1895 is now getting on, and the prospects were never before so brilliant. Everything points to a season of unsurpassed prosperity, and the number of Fairs this year will be greater than have been held for a whole decade.

NOTICE TO SECRETARIES.

Send in your Fair dates. The June issue of BILLBOARD ADVERTISING will contain a complete list of all Fair to be held in 1895.

So, please get in line.

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