

BILLBOARD ADVERTISING

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

VOL. III, No. 8.

CINCINNATI, JUNE 1, 1895.

PRICE 10 CENTS.
PER YEAR, \$1.00.

FIFTH ANNUAL CONVENTION

—OF THE—

Associated Bill Posters' Association,

Of the United States and Canada.

—At The—

HOTEL CADILLAC, DETROIT, MICH.

JULY 9, 10, 11 and 12.

PRESIDENT'S OFFICE,
CHICAGO, June 10th, 1895.

To the Members and all Bill Posters, throughout the United States and Canada, Commercial Advertisers, Theatrical Managers, Circus Proprietors and Agents, Greeting:

You are hereby notified and likewise respectfully invited to attend the fifth annual Convention of the Associated Bill Posters' Association, of the United States and Canada, to be held at the Hotel Cadillac, Detroit Michigan, Tuesday, July 9th Wednesday, July 10th, Thursday, July 11th, Friday, July 12th.

It is expected that all members and delegates will report promptly at 12 o'clock noon, Tuesday, July 9th, at the above named hotel.

The following programme has been arranged.

TUESDAY, JULY, 9th, 12 o'clock noon.

The members and delegates will assemble in the committee room, Hotel Cadillac, at which hour the convention will be called to order. After the presentation of credentials of members and delegates and the reading of the minutes of the last convention, an adjournment for dinner will be taken until 2 o'clock.

TUESDAY, 2 o'clock, P. M.

The convention will reconvene sharp at 2 o'clock. Business will be taken up in its regular order, and adjourn about 5:30 p. m. for supper, until 7 o'clock when all committees will meet and attend to all business before them.

WEDNESDAY JULY 10th, 9 A. M.

Business will be taken up in its regular order, until 12 o'clock noon and then adjourn until 2 o'clock to meet our visitors. At 2 o'clock the convention will assemble in open session to meet all the representatives of Commercial Advertisers, Printers, Theatrical Managers, Circus Proprietors, and Agents, who may see fit to accept this invitation to attend for the purpose of discovering in a general way, the medium of outdoor or display advertising, and if possible to get a general idea of how our customers have been treated, and what complaints they may have. At 5:30 p. m., adjourn for supper.

THURSDAY, JULY 11th, 9 A. M.

Business will be taken up in regular order, until noon. Adjourn for dinner until 2 p. m., after which time business will be taken up in regular order until 5:30 p. m., when the convention will adjourn for supper.

FRIDAY, JULY 12th

Through the courtesy of Mess. Walker & Company, Bill Posters, we will be entertained properly. A notice of same will be posted in "Committee Room," when the meeting is called to order.

Trusting that everyone interested directly or indirectly in outdoor display advertising as a medium, may find it to their interest to meet with us. Business of great importance to the association will be presented at this meeting.

Inform the President if you intend being present, before July 1st so that the Hotel Cadillac may be officially notified of how many to expect.

Hotel Cadillac is one of the best hotels in the United States.

Rates as follows.

Inside rooms, 2 to a bed, \$2.50 per day.
Outside rooms, 1 or 2 to a bed, \$3.00 per day.

Rooms with bath, according to location, \$3.50 to \$4.50 per day.

Every bill poster should so arrange his business that he can attend the meeting, and stay the whole time, and if he does so there is no question but what the Association will be benefitted as well every one attending.

Fraternally Yours,

R. C. CAMPBELL, Pres't.
Care American Advertising and Bill Posting Co., 280 Madison St., Chicago.

J. BALLARD CARROLL, Sec'y.
43 Beaver Street, Albany, N. Y.

DURING April, thanks to the enterprise of the Dublin Arts Club, those of the Dublin public interested in such matters have had an opportunity of seeing specimens of one of the newest born and most *fin de siecle* of the arts—the art as we may say, of the hoarding or the blank wall. The exhibition of French Posters which was recently held at the Westminster Aquarium has been on view in Dublin during last month. It is to be hoped that the art of men like Jules Cheret, Grasset, Lautrec, and Boutet de Monville will help to effect a revolution in the decoration—if we may use the word—of our Dublin hoardings. It is sadly needed. Many of the most beautiful perspectives of our city are at present desecrated by the hideous glare of vast spaces covered with abominations in colour. To adapt a famous criticism, our lithographers throw a paint-pot in the face of the public and call it a picture. It would be

best if these grotesques could be removed altogether; but since, we presume, this is an impossibility, it would be well if whatever of art the science of advertising admits of could be introduced into our public placards. For it is not, as some may imagine, a matter of money. In England it is true when of recent years a crusade against public advertisements of the kind we refer to has been in progress certain distinguished academicians have sold certain of their works, and allowed them to be reproduced and posted on every vacant board. But in France, as in most things artistic, they arrange these matters better. M. Jules Cheret, the most distinguished of Parisian *afficheurs*, does not earn in a year, though he is incessantly at work, as much as was paid for the single picture of 'Bubbles!' It is essential that art posters, if they are to be common should be producible at a moderate price. And such as a matter of fact is the case in Paris. The elaborate gaily coloured *affiches* which cover the windows of the boulevard kiosques of the French capital are the work of men who in a very real sense of the word are artists, and yet they are far from expensive. Indeed the economy necessitated by the conditions and aim of the art-poster has had no little influence on the trend of its evolution. For instance, the fact that a separate stone had to be engraved for each colour used for printing his *affiches* obliged M. Cheret to limit the number of his colours. The result is that he rarely uses any but the three primary colours of red blue, and yellow—"the three shrillest trumpet-notes," as he calls them. These limitations, however do not prevent the new art being made a delight of the people—an art which has sprung into existence, not under the patronage of the great, but as an envoy from trade to passers in the street.—*Freeman's Journal, Dublin, Ireland.*



PHILIP B. OLIVER,

The energetic bill poster and distributor of Findlay, Ohio, was born in Whitley, Ind. December 5th, 1847, and went to Findlay, March 2nd, 1883, in the employ of the Opera House. After two years' connection with the same he took the advice of Mr. Walter Fisher, and established a bill posting plant, fully determined to carry the venture to a successful issue. That he has succeeded in his determination, it is hardly necessary for us to say.

With 'Good Work, Honest Work, Good Protection,' as his motto, he has built up a business in Findlay that is little short of marvelous, each year adding new boards, until, look where you will, you can not help but see a bill board. The entire city is well fenced in with over three thousand feet of boards.

"Phil," as he is familiarly called, is very popular with the advance boys and his many friends throughout the country, and they are all very proud of his success in Findlay.

OUR ADVICE

IN THE MATTER OF POSTERS AND DISTRIBUTING WORK

Has contributed largely toward the success of many a Fair. Do YOU want it? It's at your service, together with our best efforts in preparing estimates and ads.

Send us the necessary data and we will prepare your copy; in other words we will write your bills and other advertisements, and do it well. You are thus relieved of much annoyance and detail.

It is often said that we will do more work to get an order than any other printing house.

That's right; and we do it gladly, because we want orders. We want your order.

The Donaldson Litho. Co., Cincinnati, O.

Write For Our Catalogue and Samples.

Other People's Brains.

Borrowed, Appropriated, or Stolen Outright, as You Choose.

THERE'S one great trouble with the average summer advertiser. He makes his advertising too heavy. He needs to take off the winter clothing, to make the ad look "cool" and inviting. A clean, open-face type will help to do this, with plenty of white paper, and perhaps a breezy cut or two. Let in more light, and adapt the ad to the changing season. Then try to hit the right class of people with it.—*Profitable Advertising, Boston*

A Thought For Newspaper and Magazine Advertisers.

It is a mistake to handicap newspaper advertising by expecting it to do too much. The newspaper is a splendid place to present an argument as to why people should buy your articles in preference to any other. But *small space costs big money*, and if the paper is any good, there is lots of other interesting matter to hold the attention of the readers. Display advertising gives *big space or little money*.

It is a tremendous help to pithy newspaper argument to have the name of the article greeting the eyes of the people from fence and wall as they travel through a city; to have it salute the reader as an old friend as he steps into the street car.

Last, and best of all, (if it is a proprietary article), the very acme of help is obtained if there is a bulletin-board on the side wall of the retail store where the article is sold. It hits the possible buyer right at a time and place where, if a desire for the article has been created, the opportunity to purchase is immediately at hand.

Does this place display advertising in opposition to the newspaper? No; a thousand times, no! It is the newspaper's best friend; its greatest help.

Every new advertiser that enters the field of publicity, by its very demand for it, increases the cost of space and also makes space less valuable; for the more people that are shouting, "Come and buy of me," the louder the one must shout to be heard above the crowd.

This is why, with the increasing recognition of its importance as a trade factor, advertising is so serious a problem to-day. This is why newspapers can't do it all. This is why display advertising is the friend and co-laborer—not the rival of the newspaper. It makes it easier to get results.

Any proprietary article that seeks publicity to-day ignoring the value of display advertising and sticking to newspapers alone, is as badly handicapped in its advertising methods as is a man in the race of life if he lacks one of his senses. He may get along without it, but it is deuced inconvenient.—*O. J. Gude in Display Advertising, St. Louis.*

POOR advertising is waste. Good advertising is gain. The knowing **HOW**, **WHEN**, and **WHERE** to advertise is necessary to success. Placing such an important matter as your advertising in the hands of an inexperienced person (be he relative, friend, or dependent) is a great mistake. Better pay him to keep his hands off. There are experienced men who make of advertising a life-study.—*The King's Jester.*

WITH the coming of spring there seems to be a lively revival of the sandwich man and "parade" advertising in general. These street processions invariably attract attention, but it is rather doubtful if the interest they create extends much beyond their own unusual appearance.—*Art in Advertising.*

THE long line of boys, clad from head to foot in white duck, each wearing a cook's cap and apron and carrying a gorgeous banner on which is printed the name of a lunch resort, is not so bad. In the shopping districts it ought to be a good thing.—*Art in Advertising.*

The "Say" Poster.

The Boston correspondent of *Art in Advertising* has the following comment to offer in regard to the famous "Say" Poster in the May number of that Magazine:—



"Mr. Donnelly, the well known bill poster, is using a creation of the modern impressionist (?) school of art. I suppose its title should be, 'Say.' It is florid in tone, gruesome in its awful frightfulness but altogether good—for advertising. It is an apt illustration of the association-of-ideas principle, and, once the idea incalculated that this monstrosity is Donnelly's, the association can never be obliterated."—*Art in Advertising*

A TALE is told of Robert Bonner and of his belief in advertising. One day he engaged a whole sheet of a newspaper and repeated a two-line advertisement upon it over and over again. It must have been repeated five thousand times upon the page in the smallest type.

"Why do you waste your money, Robert?" asked a friend. "I noticed that same line so often. Would not half a page have answered your purpose?"

"Half a page would never have caused you to ask the question," replied Mr. Bonner. "At least five people will ask to every line, was the way I figured it."—*New York News.*

Some Suggestion For Printers.

By W. Moseley

PRINTERS in small cities and towns—and the same thing may be said of those in larger cities—are poor advertisers, it they advertise at all. While they have something that is in universal demand, they seldom seem to be able to make an interesting advertisement. One great trouble with printers, although they might not admit it, is their lack of enterprise in supplying and getting up really artistic work. They say "People won't pay for it." Just the opposite. People do not have the opportunity to get it or they would soon see the advantage of using that class of work. Like really good advertising, really fine printing pays, and pays well, both printer and customer.

A reputation for turning out really artistic work is a great thing for a printer in these days of competition. Business

THIS is an ideal poster, according to M. Cheret:

It "should be as simple as possible, and I consider the introduction of one figure and need I hardly say, that of a lady for choice, is indispensable; whenever it is possible, this figure should be life-size. My own posters are never smaller than sixty centimetres (two feet) by eight-six (nearly three feet), and my favorite size is two hundred and fifty by ninety; the figure should, of course, be elegantly and brightly dressed in some striking costume not likely to go out of fashion as long as the poster is to be in use. I always make a point of designing the lettering of the actual advertisements. I do not believe in black and white letters, but have no objection to their being very dark blue, red, or violet; this produces the effect of black without giving a jarring note."—*The Echo, Chicago.*

THE exhibition of posters made by the Cowles Art School attracted considerable attention. There were a number of unique specimens shown, many of them bearing out the ideas of the Beardsley.—*Profitable Advertising.*

SPEAKING of mysterious disappearances, what has become of that proposal to abolish the bill board nuisance in Chicago.—*The Echo.*

DON'T attribute the success of a business enterprise to luck. If you will examine closely, you will generally find some potent advertising force behind the throne.

No business of any kind, provided it is worthy of patronage, but what can be increased by judicious advertising.

To make money you must be willing to spend some—select good advertising mediums and you are pretty sure of good results.

Many good advertisements are spoiled because the writer don't know when to stop. Make your advertisements brief and to the point.—*Brockton Times.*

IT took a good many years for advertisers to learn that it paid better to hire the kind of brains that they didn't have to look after the advertising end of their business, rather than bungle along with it themselves. There are some even now who are struggling away at the business failing to recognize the fact that the very best expert service is the kind that pays best.—*Profitable Advertising.*

SOME merchants sit down and criticise their competitors' methods of doing business, only to see them get rich, and themselves get poorer. It is bad policy for a merchant to say that "such and such methods" would drive his trade away, when it is slipping away for the want of just such progressive ideas. The old foggy methods of years ago won't do for 1895. Get up and at them.—*Progress*

"Full many a gem of purest ray serene
The dark unfathomed caves of ocean bear,
Full many a bargain goes for days unseen,
Because the people do not know it's there."
—*Printers' Ink*

BAD luck is simply a man with his hands in his pocket, and a pipe in his mouth, looking on to see how it will come out. Good luck is a man with pluck to meet difficulties, his sleeves rolled up, working to make it come out all right.—*The John Hancock.*

PERSONALLY, I like an advertisement that tells me in the briefest possible manner what the advertiser has to offer me. I never read, under any circumstances, except in connection with my business, the discursive introductory remarks—curtain-raisers, so to speak—which seem to be popular with some advertisers. When I want to read, for the pleasure of reading, I can usually find something more profitable and entertaining than these "side talks" with my tailor or shoemaker.—*Art in Advertising.*

BILLBOARD ADVERTISING

Official Organ of Associated Bill Posters' Association.

PUBLISHED EVERY MONTH BY

BILLBOARD ADVERTISING CO.

No 127 E. 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 advertisements 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 $\frac{1}{2}$ or $\frac{3}{4}$ of 50 cents per line breviter 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

are made without charge as often as the advertiser or agent may require. (Copy for all such changes must reach us before the 5th of each month.)

SPECIAL ADVERTISEMENTS.—See page 2.

Smaller advertisements 25 cents an agate
SUBSCRIPTION.

One Year, in advance, \$1 00
Six Months, 50 cts. Single Copies, 10 cts

*Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Brenlano's, 17 Avenue de l'Opera. The Trade supplied by all News Companies.
Remittances should be made by cheque, post office or express money order, or registered letter.
The Editor cannot undertake to return unsolicited manuscript.*

When it is necessary to wire us copy and instructions for advertisements, great saving may be had by recourse to the Donaldson Cipher. We are conversant with the use of the Code.

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

BILLBOARD ADVERTISING CO.

No. 127 East Eighth Street,

Cincinnati, Ohio.

In this issue we publish a list of the fairs of the United States and Canada, together with the dates thereof, the names of the societies under whose auspices they are held, and the names of the officers of each. It is worthy of note that this list is the most complete catalogue of fairs that has ever been published, and furthermore that it has been brought out fully a month earlier than any similar compilations which have preceded it. In our July issue the list will again appear. It will be thoroughly and carefully revised in the meantime, and every effort will be made to render it absolutely accurate and complete. To this end, we solicit the co-operation of the secretaries of the various fairs omitted or incompletely represented in this issue, and invite them cordially to bring to our notice all errors and omissions that appear in this list in order that the July issue may be absolutely correct.

In this connection, we desire to state that the columns of **BILLBOARD ADVERTISING** are at all times open to the officers of Agricultural Societies. Items of news or general interest are solicited, and will always be gratefully accepted and published. It is our aim to make this paper a medium of exchange and communication not only between the officers and managers of fairs, but also their interested allies the vast army of advertisers at large, not a few of whom esteem an exhibit at a fair the most valuable of all advertising mediums.

HENCE, we are fully as much interested in this field as we are in bill posters, poster printers and distributors, and ready at all times to devote an equal amount of space and attention to it. As there is no journal answering the requirements of fairs in this respect, and a

great need of one exists, we trust that our efforts to establish the necessary medium will meet with the necessary endorsement and support.

Now that Oscar Wilde has been relegated to the oblivion he so richly merited, it is to be hoped that those artists who are aping his protege, Aubrey Beardsley, will dispose of this billious, incongruous, and wholly inartistic style, as effectually and thoroughly as English justice has of the man who made its popularity possible. It has accomplished all the good that it is capable of accomplishing and its further use and employment cannot be other than baneful in influence and effect upon posters and poster printing.

The licensing of city bill posters not infrequently gives rise to much amusing comment and newspaper discussion. Several such instances have occurred during the month just passed, and although happening in widely distant localities, are almost identical in tone and conclusions. The consensus of opinion is that the ordinance creating the license is passed at the solicitation of the bill poster for the sole purpose of securing to him a sinecure in the shape of a monopoly of the business in the town in question. There is some slight color of truth in the charge, but barely enough to render it discernable, and compared to the advantages reaped by the city, those that fall to the share of the bill poster are almost infinitesimal.

WHERE no license exists, the veriest tramp who can buy a brush and steal a bucket can style himself a bill poster, and as a consequence the city has its streets littered, citizens suffer in conse-

quence of having their fences pressed into service for boards without their sanction. Their walls are similarly appropriated, and various other acts of vandalism too numerous to mention, are perpetrated by the irresponsible parasite, who is a nuisance, first, last, all the time. On the contrary where a license exists even though it be a comparatively small one, the mere fact that it is paid, argues a certain degree of responsibility and integrity upon the part of the person licensed, and insures a proper regard for ordinances prohibiting littering streets with paper. It secures rentals to citizens owning desirable locations for bulletins and billboards and above all secures to merchants an honest and reliable service.

As to creating a monopoly, it never does. For no matter how high it may be placed, if, by reason of incompetency, obsolete methods, or lack of enterprise, a bill poster makes it possible for a competitor to step in, just so sure competition will arise. No intelligent bill poster ever relied upon protection of this nature and none ever will. The only protection they need, and the only kind they desire is that which arises from their efforts to afford their patrons and their town an honest, efficient and progressive advertising service.

AN APOLOGY.

In our May issue we published a letter from Mr. Thos. S. Dando, manager of the famous Ledger Job Office of Philadelphia. In so doing, we inadvertently committed a grave, and we might say, inexcusable breach of etiquette, inasmuch as the letter was not intended for publication, and we had not secured Mr. Dando's permission to use it.

We gladly make the only reparation possible under the circumstances, by tendering this explanation with our apologies.

If subscribers who fail to receive **BILLBOARD ADVERTISING** regularly, will but look into the matter they will often find that it is borrowed by employees before they arrive in the morning.

Art in Advertising for May was a superb number, splendidly printed, and admirably illustrated.

WHEN you use a plain descriptive poster, above all things, be brief and to the point. With pictorial illustrations or illuminated designs to aid you in attracting the eye and holding the attention, you can sometimes afford to be verbose, but with only cold hard type—never.

THE INDIANA BOYS.

The Indiana State Bill Posters' Association met at Indianapolis, Tuesday, May 21st. The convention which was largely attended, (over 60 members being present) was called to order at the Grand Hotel. Mr. F. M. Groves of Evansville, Ind. was elected president, and was also appointed delegate to represent Indiana at the International Convention of Bill Posters, which will be held at Detroit, Mich., in July.

The complete report was received too late for publication in this issue.

It is not always possible to command immediate prosperity, but ultimate success can certainly and positively be attained by judicious advertising.

QUICK PASTE SLINGING.

Jimmy Lannigan Wins Bill Posting Contest by Slapping Up News Tribune Stand in Nine Minutes.

The News Tribune twenty-four sheet stand, posted by Jim Lannigan of the Duluth Bill Posting Co., was the first one in place yesterday at the bill posting contest on First street, having been unfolded, doped and posted in the remarkably short space of nine minutes flat.

The contest was a good thing and was witnessed by too large a crowd to keep count of, every window of the post office being filled, to say nothing of a band of Chippewa Indians who are attending the United States Court. James Foley was chosen timekeeper and the judges were Frank Shulke and John Sigvaldsen.

James Lannigan, John Palmer and Harry Bunnell, representing the Duluth Bill Posting Co., Temple Opera House, and a West Superior theatre, were the entries, and the way paste flew was a caution. Jimmy drew the News Tribune stand, the Marshall-Wells stand fell to Palmer, while Bunnell, who, by the way, had first choice, selected the Weisman restaurant stand. The stands were gotten up by the Duluth Company under the direction of Billy Longstreet, and are strictly artistic.

At the signal the men pitched in and were even, sheet for sheet, until the eighth, when Palmer led the others by a trifle. At the twelfth sheet, Lannigan caught up to and beat him out by the wind. Time: Lannigan, 9 minutes; Palmer, 9:10; Bunnell, later.—*Tribune, Duluth, Minn.*

THERE is a hue and a cry of substantial proportions in evidence at Wellsville, O., over the ordinance recently passed by the council of that city, licensing a city bill poster and distributor. Merchants generally including the mayor, deem the provisions much too strict.

NEW DRESS OF POSTERS.

Bill Boards Throughout the City Blossom Out in Spring Attire.

Bill boards all over the city have been receiving a new dress of posters during the past few days, announcing to the public the merits of the cigars made by Straiton & Storm, and of the French tonic, "Vin Mariani," made by Mariani & Co., who have houses at Paris, London, Montreal and New York. The advertising now being done by these two firms in this city is under the supervision of George Hastings, and from the extensive billing of the city, it is evident that he intends that the public shall be fully informed of the merits of the "White Owl" cigar, and of the tonic which is sure to overcome "that tired feeling," as well as other ills.

The work of posting the bills, which is being done by the Breslauer Company, is progressing rapidly, and where two days ago were bare bill boards or tattered posters, there are now thousands of big new paper signs, comprising acres of paper fastened on with barrels of paste—and all to the end that he who runs may read and be informed as to how he can get a good smoke for his money—and further may know what to do, to relieve his weariness, if his running gives him "that tired feeling."—*Tribune, Minneapolis, Minn.*

FROM THE O. J. GUDE CO.

OFFICE OF
THE O. J. GUDE CO.,
NEW YORK, May 24th, 1895
Editor BILLBOARD ADVERTISING,
Cincinnati, Ohio.

Dear Sir:—
Your very fair attitude in publishing both sides of the "Stahlbrodt controversy" leads us to send you a copy of a letter sent to Mr. L. N. Scott, of St. Paul, Minn., relative to a special contract for himself and the adoption of a special discount on long-time bill posting contracts for commercial work.

As it is the province of the press to push the adoption of such measures as it considers will be of material benefit to the public at large and its subscribers in particular, also to oppose the things not approved of, just give the matter fair consideration and if you think it is right, push it along. If you don't agree with it, jump on it real hard.

The amount of inducement mentioned in the letter for three months contracts is twenty per cent., which we think is as little as would carry the necessary weight with advertisers to influence them favorably.

We hope that by opening your columns for the discussion of this and a hundred kindred subjects which are of the greatest importance to bill posting, that your publication will increase its already strong position until every bill poster and every advertiser in the country will find they must have it.

Respectfully yours,
THE O. J. GUDE CO.

Dictated by O. J. Gude.

x x x

OFFICE OF
THE O. J. GUDE CO.
NEW YORK, May 24th 1895.
MR. L. N. SCOTT, St. Paul, Minn.

Dear Sir:—
To-day we have made shipment to you of "Tutti-Frutti" paper for another four weeks display.

It is a pleasure to state that this renewal order has been helped very largely by the good work done by the bill posters throughout the country on the last "Tutti-Frutti" billing, in spite of the endeavor of Mr. Stahlbrodt to "queer" the work.

We tried to make this renewal order for three months, and could have closed it for your own and other cities, if we had been in a position to offer a fair discount for a three months continuous run, (covering the summer months.)

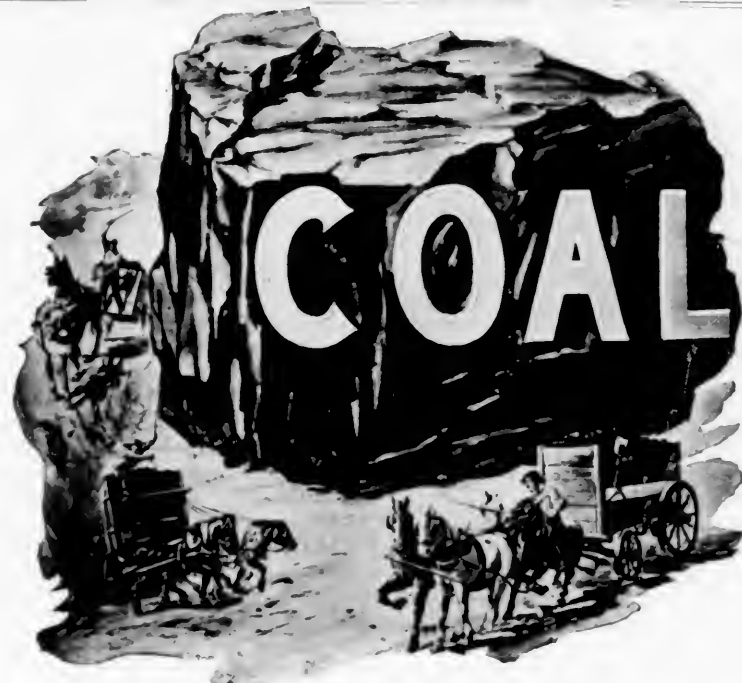
This question of discount on continuous service, we intend to present to the members of the Association at their next convention. It is a subject that the writer has discussed with your president at Chicago who was thoroughly in harmony with our idea, that concessions should be made to advertisers for a continuous billing of three to six months.

It makes the service much easier and simpler for the bill poster.

It gives him assurance for his space covering a substantial period, which is also a sufficient guarantee for him to profitably make any needed extensions of his holdings.

Experience has proved that it increases the volume of bill posting and the income of the bill poster.

It gets the advertiser into the habit of making larger contracts and much heavier appropriations.



A NEW ONE-SHEET POSTER.

By The Donaldson Litho. Co.

It also encourages the habit of keeping paper out during their entire season, instead of making one or two billings two or three months apart, as is the general custom at the present time.

It adds needed stability and character to this method of publicity, besides wonderfully increasing the possibilities of responsiveness to the advertising, and a corresponding satisfaction to the advertiser.

The bill posters of New York and other large cities who have encouraged the same, are unanimous in acknowledging that the long-time contracts that we have placed during the past season for "Franco-American Soups," "Euameline," "Virginia Leaf," "Parsons' Household Ammonia," and others, have done more to induce new advertisers to come into the field than anything that has been done in the bill posting line, and are mainly responsible for the fact that in New York the income from commercial work nearly equals that from theatrical posting.

Why should not the entire Association profit from this experience and take such steps as to follow up the advantage gained?

Is it not time for wide-awake and alert bill posters to rise to the situation and come into line with the newspapers, magazines, horse cars, and all other advertising mediums and commercial houses, who invariably hold out special inducements to customers for "long-time" or "large quantity" contracts?

Now please don't think this is an endeavor on our part to cut prices. We simply feel that this is an appropriate time to bring up this issue for general discussion and intelligent action on the part of the bill posters, and have sent letters similar to this to Kansas City, Milwaukee, Minneapolis, Denver, Omaha and several other points, also to officers of the National Association, with the request for their consideration and co-operation.

We have been paying from \$10,000 to \$15,000 a month to the bill posters, and think that the trade that we control, in spite of constant endeavor to handicap us and our customers, places us in a posi-

tion to make a personal appeal to the common sense of the individual bill posters and suggest ways and methods by which the business can be increased.

If it hits you as straight common sense to make a concession of about twenty per cent. on a three months contract, kindly notify us and we can without doubt send this and other long time business.

Bill posting is a new department in our business. We have during the past year demonstrated more of its possibilities than all other agents combined. Some bill posters have misunderstood us because we would not agree to methods that we knew would dwarf instead of increase the growth of the business.

For certain specific purposes we believe in bill posting, heart and soul. We also believe just as earnestly in associated effort, when under a wise guidance and a judicial management that seeks the greatest good to the greatest number and always recognizes the equity of every interest with which it comes in contact.

We will aid associated effort on these

lines only, and know that co-operation on a broad basis should enable us to turn half million dollars a year to the bill posters.

Yours for business,
THE O. J. GUDE CO.,
O. J. Gude, Pres

NOTE.—The above letters from the O. J. Gude Co. deal with questions of importance to members of the A. B. P. A. and bill posters generally, hence they are news and we gladly give them space in our columns, which are always open to discussions of a similar nature or import.—Editor.

BLACK CROOK IN BLOOMERS.

The Objectionable Bill Board Paper Changed at Fremont, Neb.

The opera house management yesterday covered all their bill boards with the "Black Crook" show bills. The display of the human form in tights was pretty "loud," and some citizens delved into the city ordinances and resurrected a provision thereof forbidding such displays.

This morning it was found that all the favorites of the row were dressed in bloomers of the latest cut, and some whose dresses were a little shy in the waist, wore green and pink neck ribbon with long ends. The question is this morning: did Manager Usher order the divinities clothed, or did some one else do it to save him the trouble? The bill boards attracted double the attention they did before.—Quincy, Ills. Herald.

G. E. & C. E. RONEY are the city bill posters of Waukegan, Ills. They have established a splendid service.

Printers' Ink prints an article on bill posting by Charles Dickens, from which it appears that even in that day the newspaper relied on the bill boards for their advertising.

THERE have been two meetings of State organizations recently but in neither instance were we favored with an account of the proceedings. If same had been forthcoming, we would gladly have given them space.

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.

Extra Extra for Circuses

\$40.00 per Doz. \$4.00 Each.

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

ELDER, JENKS & RABORG

Brush Manufacturers.

PHILADELPHIA.



127 N. Fifth Street, Cor. Cherry,

The Rochester Bill Posting Co.,

ED. A. STAHLBRODT, Manager.

Bill Posters, 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.

Editor BILLBOARD ADVERTISING:—

Each arrival of BILLBOARD ADVERTISING compels me to knock off everything else until I peruse every line, and after so doing, I invariably say, "It's a daisy." And so it is. Now, I think that every bill poster should read it and become a subscriber at once, it being the official publication of the Associated Bill Posters' Association of the United States and Canada, everything of interest to its members should be found in its columns, thereby lessening the labors of its officers considerably, and knowing all matters to be authentic.

As all our craft are aware, we meet in Detroit, Mich., on Tuesday, Wednesday and Thursday, July 9th, 10th and 11th, and every member, if they never attended a meeting before, should attend this one, as matters of importance will be brought up that will amply repay all for time and money spent. Bill posters generally, whether members or not, should also find time to attend and listen to the discussions on matters that can only be ventilated at such gatherings. All grievances can and will be settled. No matter what the kick may be, come prepared to give vent to your feelings, and shake off that tired feeling."

These annual gatherings serve to make us better acquainted, and places confidence in the respective abilities of each other. Why bill posters can't be united as one solid brotherhood is beyond my comprehension. If united, nothing but success can perch on our banner. I really and positively know bill posters who have had work sent them at the regular Association rates of three cents per sheet per week and have refused to do it, all they wanted being four cents for thirty days. Probably these people didn't know the war was over. If they had attached themselves to our Association and gotten their work through the only channel that members should secure work—our New York office, under the management of E. B. Stahlbrodt—they would have known what was going on and be money in pocket.

Let any bill poster take paper and pencil, and they will find it impossible to do work for less than Association price and do it honestly. Then why do they ask a big price for theatre and circus work, and for commercial less? Were I a manager, I would insist upon the same courtesy shown me.

Dwell upon this brother posters, and you will readily see the importance of coming into our Association before it is too late; the longer you stay out the more money you lose. We don't say that our Association should run your business but the black eye given bill posters has to a great extent been given by you yourself.

May I once more ask of you, as members of our craft, come to our meeting, take a vacation, bring your wife along, get acquainted with the men who are now conducting the bill posting business. see the benefits derived from being a member of an Association. All other branches of business can be united; why

can't we? And we can, with your aid. We have several propositions for membership to be acted upon, and I hope to receive calls for several more application blanks before the meeting.

Three states have organized since our last meeting and ask for admission. So you see with all the obstacles put in our way, we are creeping at a very rapid rate and are in shape to continue on.

One word about our New York office. For years we have been in the hands of the middle man, who has made capital and held big positions at the expense of the bill poster, making his own terms, which we had to leave or accept as he seen fit. He could make any deal he wanted, and never give our interest any consideration. Now all this is changed. We have our New York representative, who devotes his entire time and attention to our interest, and if you will place your confidence in him you will see where the benefits are derived. If we searched the entire country we could find no more competent man for the place than the one our Association selected, Mr. E. A. Stahlbrodt. He is qualified in every respect for the place, and is filling it to the letter. The good work can and will go on. Join us and see for yourself.

I wish more of our members would write to your valuable paper letters like our Brother Breslauer. It does one good to read such interesting articles.

There is piles of paper ready to be put out if the advertisers know that we are united. Therefore return all paper unless it comes from our New York office, and they will see then who and what we are. My agreement and membership I consider the largest and most available assets in my business, and under the leadership of Mr. Stahlbrodt, I have gotten more work and money than all other solicitors put together.

Let that little lamp of reason in your mind burn, and never let it die out, and the near future will develop all I say to be true. Write for any and all information; ready to answer all questions for the benefit of our craft, and when success does crown our hard work and earnest endeavors, no one will throw his hat higher or shout louder than

Yours at all times,

BALLIE CARROLL.

Albany, N. Y., May 30th, 1895.

BUBB BROTHERS have purchased all posting privileges at Williamsport, Pa Mr George H. Bubb, who formerly did the posting in that city, but recently piloted the Bubb Comedy Co, with no small degree of success, has returned once more to his former fields, and promises to make things boom in that vicinity

MR. T. J. MURPHY, Treasurer of the American Bill Posting Co., Brooklyn, N. Y., will sail for Europe before the next issue of this paper. The best wishes of the entire craft goes with him he being one of the oldest bill posters in the United States. Safe return.

DENVER NEWS.

DENVER, COL., May 28, 1895.

BILLBOARD ADVERTISING.

Cincinnati, Ohio.

Gentlemen:—

I notice that you have a good editorial in your last issue in regard to accepting no ads. from any irresponsible parties for distributing, on account of a number of complaints. We think that you are taking a good stand on that, as surely distributing of samples, pamphlets or dodgers is just as essential as bill posting and they go hand in hand, and you cannot impress too firmly upon the bill posters, or parties who make a specialty of distributing, that the work should be done honestly and conscientiously. There should be a fair price paid for distributing. We figure if a man averages six hundred to eight hundred pieces of advertising matter a day, he is doing a good day's work, and it is a trade in itself. Some people may say, "Well, I can distribute as easy as anybody else." I say it is easy for a man to saw a board when you are looking at him, but let some people take the saw, and very often it is sawed crooked. A distributor who will average one house a minute will make sixty houses an hour, or in ten hours he will put out six hundred pieces of advertising matter.

In distributing, we have to rely upon the honesty of the parties distributing, as there is hardly any way to check this work up. With bill posting you can ride around and show a man almost every sheet of his paper, but to find out if distributing is done properly, you would have to knock at the door of every house. We use a horse and wagon that makes a specialty of distributing, and on top of our wagon is the following sign, in large letters: "Notice how we do distributing; a bill in every house." We also stamp distributing matter with the following copy: "If more than one of these are left at your house, please notify us at once. Telephone 1351 The Curran Distributing Co." This also helps to check the men that are putting out the work, and they will do their work right. And we argue that no distributing can be done for less than two dollars a thousand and from that up, according to the bulk of the matter.

When advertisers offer to pay only a dollar, or a dollar and a quarter for distributing, they are really wasting that much money in the long run, paying on an average of three to four dollars per thousand, because the men double the work to get rid of it when they are not paid a sufficient price to make a profit, and we figure that it costs us one dollar and a half per thousand to distribute pamphlets or circulars.

Yours very truly,

JAMES A. CURRAN.

We notice an article from Mike Breslauer, the bill poster of Minneapolis, where he says he strips the paper down to the bare boards and blanks them.

That is also a good idea, but after he does that, if he will take a lot of his old flour sacks or old canvas, and cover some of the boards with that, post it on as you would paper and then tack it, you would be surprised how long his paper will look neat and nice. We have tried that in this territory and it has given wonderful satisfaction, as the canvas very often lasts as high as four or five months on a place.

JOHN COLEMAN, the bill poster from Leadville, is visiting us this month.

Don't you think that it would be a good idea for bill posters to exchange views, or express their opinions about posting, and also keep each other informed in regard to all business matters that would be for the good of the fraternity?

J. G. REESE, of Reese & Long, Scranton, Pa, while on his return from Philadelphia, where he was in attendance at the Odd Fellows' celebration, was a caller at our New York office, and said: "Since I signed the agreement, I have no trouble in getting the Association prices, and business has improved fifty per cent.

The Collectors.

WILL BRADLEY has issued a new poster exploiting the advent of *The Echo*, a fortnightly magazine, published in Chicago. A special edition for collectors has been issued, copies of which may be had by addressing The Echo Publishing Co., Chicago, Ills, enclosing twenty-five cents.

SCRIBNER'S have issued a special collector's edition of their "Napoleon" poster. The price is \$1.00.

THERE'S MANY a merchant who has been
On bankruptcy's dark brink
Who saved himself in time, by keen,
Wise use of printer's ink.

—Printer's Ink.

SEE the call for the Fifth Annual Convention of the Associated Bill Posters Association, of the United States and Canada, at the Hotel Cadillac, Detroit, Mich, July 9, 10, 11 and 12, in another column.



Fourth of July One Sheet.

Sheridan, Hamilton County Agricultural Association. G. S. Kerschel pres't, N. W. Cowgill, Aug. 12 to 16.

Fairfax, Prairie Valley Fair Association. H. W. Shauk, pres't, E. H. Knickerbocker, sec'y, Aug. 27, 28, 29 and 30.

Victor, Victor District Fair Association. H. M. Coud, pres't, Wash. Hunt, treas. H. White-worth, sec'y, Sept. 17 to 19.

Greenville, Mahlenberg County Fair, P. L. O'Brien, pres't, W. L. Phillips, sec'y, Oct. 9 to 12.

IOWA.

Adel, Dallas County Agricultural Society, R. Bandy, pres't, S. M. Leach, treas. Lee Thorton, sec'y, Oct. 1, 2, 3 and 4.

Burlingame, Osage County Fair Association, G. W. Doty, sec'y, Sept. 4 to 7.

Burlington, Coffey County Fair, W. J. Armstrong, pres't, M. E. Grimes, treas. J. E. Woodford, sec'y, Sept. 9 to 13.

Madisonville, Hopkins County Fair Association, H. H. Holman, pres't, E. L. Hendricks, treas. C. C. Givens, sec'y, Aug. 28 to 31.

MAINE.

Andover, Oxford North Agricultural Society, Sept. 25 and 26.

Alexandria, Campbell County Agricultural Society.

Ashland, Loyd County Fair Association.

Bell Air, Hartford County Agricultural Society, A. M. Furdell, pres't, Jas. W. McNabb, sec'y, Oct. 8 to 11.

MASSACHUSETTS.

Amesbury, Amesbury and Salisbury Agricultural Society, C. W. Woods, pres't, W. H. Dewhurst, treas. A. H. Fielden, sec'y, Sept. 24 to 26.

Amherst, Hampshire County Agricultural Society, J. H. Goolspeed, pres't, J. H. Humphrey, sec'y, Oct. 1 and 2.

Amherst, Hampshire County Agricultural Society, J. H. Goolspeed, pres't, J. H. Humphrey, sec'y, Oct. 1 and 2.

Amherst, Hampshire County Agricultural Society, J. H. Goolspeed, pres't, J. H. Humphrey, sec'y, Oct. 1 and 2.

Barre, Worcester County West Agricultural Society, H. M. Braintree, pres't, Matthew Walker, treas., Chas. H. Follansby, sec'y. Sept. 26 and 27.

MICHIGAN.

Allegan, Allegan Fair Association, Wm Jackson, pres't, T. T. Clapp, sec'y. Sept. 24 to 27.

Reed City, Tri-County Fair Association, A. C. Goodrich, pres't, I. K. Parkhurst, treas., Richd. and Lambert, sec'y. No Fair in 1898.

MINNESOTA.

Albert Lea, Freeborn County Fair Association, G. W. Hopkins, sec'y. Sept. 15 to 21.

MISSOURI.

Beltz, Belmont Fair Association, I. G. Robinson, sec'y. Aug. 31 to 4.

NEW JERSEY.

Elizabeth, New Jersey Agricultural Society, Elsha B. Collins, pres't, P. F. Quinn, sec'y. Sept. 1 to 9.

NEW HAMPSHIRE.

Bristol, Bristol Agricultural Society, John I. Phillips, pres't, Fred H. Ackerman, sec'y. Sept. 3 to 5.

NEW MEXICO.

Albuquerque, Territorial Fair Association, W. M. Weaver, pres't, A. A. Keen, treas., Andrew Smith, sec'y. Sept. 17 to 20.

NEW YORK.

Albany, New York State Fair held at Syracuse 1898.

Schoharie, Schoharie County Agricultural Society, Daniel W. Jenkin, pres't, Chas. J. Ayer, treas., H. F. Kingsley, sec'y. Sept. 1 to 10.

NORTH CAROLINA.

Edenton, Edenton Agricultural Society, Dr. W. R. Caphart, pres't, John C. Bond, sec'y. Oct. 22 to 25.

NEBRASKA.

Albion, Boone County Agricultural Society, W. A. Boynter, pres't, S. S. Hadley, treas., D. G. Barns, sec'y. Sept. 11 to 13.

OHIO.

Ada, Ada Tri-County Fair, S. W. Phillips, pres't, Agnew Welsh, sec'y. Aug. 27 to 30.

Oskosh, Oskosh Fair Association, John Laubs, pres't, Geo. Hilton, treas. C. R. Angell, sec'y, June 25 to 18
 Portage, Columbia County Agricultural Society, Geo. Bain, pres't, J. M. Bushnell, treas. Kennedy Scott, sec'y, Address Rio, Wisconsin, Sept. 10 to 13
 Richland Centre, Richland County Agricultural Society, Geo. Fogo, pres't, L. M. Hart, treas. J. M. Innell, sec'y, Sept. 24 to 27
 Seneca, Crawford County Agricultural Society, Hugh Porter, pres't, Chas. Mitchell, treas. Thos. Taylor, sec'y, Sept. 23 to 27
 Seymour, Seymour Fair Association, F. R. Dittmer, pres't, Jas. Dean, treas. L. H. Tubbs, sec'y, Sept. 24 to 26
 Virgona, Vernon County Agricultural Society, D. Wise, pres't, W. W. Powell, treas. F. W. Alexander, sec'y, Sept. 17 to 20
 Waukesha, Waukesha County Agricultural Society, E. W. Clavin, pres't, F. R. Fuller, treas. W. H. Smith, sec'y, Sept. 10 to 13
 Wausau, Marathon County Agricultural Society, Robt. Blisch, pres't, John Kiefer, treas. E. B. Thayer, sec'y, Sept. 12 to 14
 West Bend, West Bend Agricultural Society, S. F. Mayer, pres't, Geo. W. Jones, treas. Joseph Ott, sec'y
 West Superior, Douglas County Agricultural Society, Jas. Bishop, sec'y, Sept. 2 to 6
 Weyauwega, Waupaca County Agricultural Association, A. L. Hutchinson, sec'y, Sept. 24 to 27

OKLAHOMA TERRITORY.

El Reno Fair Association, Oct. 15 to 18
 Oklahoma State Fair Association, Roy Teal, sec'y, Oct. 8 to 11

ONTARIO, CANADA.

Campbellford, Seymour Agricultural Society, F. Bonnycastle, pres't, John Clark, sec'y, Last Thursday and Friday in September
 Collingwood, Great Northern Exhibition, H. Forman, pres't, W. L. Frame, treas. J. W. Archer, sec'y, Sept. 24 to 27
 Dresden, Camden Agricultural Society, Walker H. Clapp, pres't, S. B. Carscadden, treas. John Chapple, sec'y, Oct. 9 and 10
 Kingston, Midland Central Fair Association, John P. Oram, sec'y, Sept. 2 to 7
 Ottawa, Central Canada Exhibition, Wm Hutchinson, pres't, T. C. Bate, treas. E. McMahon sec'y, Sept. 20 to 28
 Owen Sound, Owen Sound Fair Association, J. H. McCullough, pres't, A. G. MacKay, sec'y, Sept. 17 to 19
 Prescott, South Grenville Agricultural Society, Jas. Cosgrove, pres't, T. R. Melville, sec'y, Sept. 24 to 26
 Simcoe, Norfolk Union Fair Association, D. B. Palmerton, pres't, J. Thos. Murphy, sec'y, Oct. 15 to 17
 Stratford, Stratford Fair Association, Nelson Monteith, pres't, John Brown, sec'y, Sept. 20 and 27
 Wingham, Northwestern Fair Association, Chas. Henderson, pres't, John Anderson, sec'y, address, Belgrave, Ont., Sept. 24 to 26

QUEBEC.

Sherbrooke, Canada Great Eastern Exhibition, Hon. John McIntosh, pres't, H. R. Fraser, sec'y, Sept. 2 to 7

DISTRIBUTERS.

DISTRIBUTERS would do well to place themselves in communication with Walter G. Cooper, Chief of the Department of Publicity and Promotion of the Cotton States and International Exposition Co., of Atlanta. This institution is even now putting out vast quantities of distributing work and will fairly inundate the country before September next.

It is said that the O. J. Gude Co., of 13 and 15 W. Broadway, New York City, will shortly add the distribution of pamphlets to their other lines of efforts.

THE Swift Specific Co., of Atlanta, Ga., will shortly put out over one million pamphlets.

AN ADVERTISEMENT in our Distributors' Directory is worth many times its cost every month. No boys need apply. Only responsible persons who have attained their majority and can furnish satisfactory references are eligible.

HOOD'S SARSAPARILLA Co., of Lowell, Mass., are still issuing vast quantities of newspapers and pamphlets.

TO BE a genuine collector in the aesthetic sense, one must be something between a highwayman and a beggar.—*The Echo.*

ORIGIN OF POSTERS.

Boston Transcript.

That playbills were introduced in England at an early period of existence of legitimate drama is beyond a doubt, for they are made mention of by Archbishop Grindall, so long ago as 1563. In Northbrook's "Treatise Against Dicing, Daunting, Vaine Playes," printed in 1579, the author gives us to understand that those who were addicted to such things used to "set up their billies upon postes (and hence the name 'posters' for the large street bills was presumably derived) certain dayes before, to admonish people to make resort into their theatres, that they may be thereby better furnished, and the people prepared to fill their purse with their treasure." The earliest copy of a playbill known to exist is given in "The Adventures of Five Hours," printed in 1663: "The prologue inters with a playbill in his hand, and reads: This day, being the 15th of December, shall be acted as a new play, never played before, called 'The Adventures of Five Hours.'"

The posters simply gave notice to the public, who would otherwise have been left in ignorance of the play to be performed; but when the regular playbill containing the names of the characters and those who were to perform them, first found its way into the hands of the audience, it is impossible to state with anything approaching to accuracy. A copy of the earliest that was known to exist was unearthed by the late John Payne Collier, but unfortunately Mr. Collier's connection with a spurious Shakespeare folio makes doubtful the authenticity of any of his discoveries. The playbill reads:

By His Majesty's Company of Comedians, at the
 New
 THEATRE IN DRURY LANE.
 This day, being Thursday, April 8th, 1665,
 Will be Acted
 A Comedy Called:
 THE HUMOROUS LIEUTENANT.
 The King, Mr Wintersel
 Demetrius, Mr Hart
 Leontius, Mayor Mohun
 Lieutenant, Mr. Clun
 Celice, Mrs. Marshall
 The play will be given at three o'clock exactly.
 Boxes, 48 Pitt, 28 6d; Middle Gallery, 18 6d;
 Upper Gallery, 1s.

WHAT has become of the proposition to do away with posters recently agitated by the New York Dramatic Mirror?

THE FAD FOR POSTERS.

A New Mania in Collecting Which We Owe to the Parisians.

The poster mania is a comparatively new disease—an excellent disease, by the way, for it furnishes material for some rich and curious collections and one which has brought into being a whole branch of commerce and industry far from unimportant.

The successive stages of this commerce in posters are interesting to note. When the first works of this kind appeared upon the walls, the novelty lovers began their campaign. How could these mural frescos be secured? To peel them off the wall one's self at night seemed the simplest plan, but it was also the most dangerous. It involved the risk of being caught in the act, taken to the police station and soundly fined, to say nothing of the risk of "peeling" them badly and getting off the wall only a thing of tatters. It became necessary then to secure the complicity of an all powerful personage—the bill poster. How many great collectors, honorable and honored men, rich and well placed in life, have bowed down before his majesty, the bill poster! The paster of posters, realizing a sum which varied with the importance or the vogue of the matter in hand, came to deserve the name of the unpaster of posters. That was the primitive period, the stone age of poster collectors. The bronze age began when one or two print sellers in the neighborhood of the quai arranged with the bill posters for a few copies which they sold to their customers.

The print sellers, driven by the growing flood of demand finally decided that it was worth while to arrange with the proprietors of the posters themselves that a part of each printing should be reserved for amateurs; and so the commerce in posters became a real profession.—*Scribner's Magazine.*

MR. J. BALLARD CARROLL has removed his City Bill Posting Company's establishment to more commodious quarters, at No 35 Beaver Street.—*Albany N. Y. Argus*

A POSTER Exhibition was recently held in Detroit, Mich., under the auspices of The Art Club of Detroit

PRINTERS' GOSSIP.

EVERY poster printer in the United States and Canada should subscribe for BILLBOARD ADVERTISING.

BEGINNING with this number, BILLBOARD ADVERTISING will conduct, under the above heading a column of spicy news and comment, of interest to poster printers.

SAMUEL BOOTH, whose father established the first poster printing establishment in this country, is now with the Empire Show Printing Co., of Chicago. He is one of the most popular men in the business.

THE Walter L. Main Shows' paper has excited more admiration and talk than that of any other show on the road. The chief charms of the paper lies in novel lines upon which it is projected. The idea originated with W. E. Franklin and was admirably executed by the Donaldsons.

THE third annual meeting of the Show Printers' Association, will be held at the Fifth Avenue Hotel, New York City, on Monday, June 3rd, at 12 o'clock. Mr. Thos. S. Dando, of the Philadelphia Ledger Job Office, has given much time to this Association, and it is to be hoped that he will meet with the support his efforts deserve. A full attendance is desired.

W. J. WINTERBURN, whose connection with the rising young tragedian Walker Whiteside led to his retirement from the Winterburn Show Print. Co., is reported to be about to start another show printing establishment in Chicago. Jim, as he is familiarly and affectionately known among showmen, always makes a success of show printing, but not always of show business. His former connection with Chas. Erin Verner, cost him his position with the Enquirer Job Office in Cincinnati.

THERE is great need of a better feeling, a more intimate relationship between printers, bill posters and distributors. BILLBOARD ADVERTISING hopes to be the means of bringing about this state of affairs. Whether we shall be successful or not remains to be seen. In either event we are going to make the attempt and we desire the printers to second our efforts. Help us by precept and example. Support us by subscribing and patronizing our advertising columns. Could we depend on you to this extent, we would have no doubt of the final outcome.

WE invite poster printers in general to send us samples of their odd, unique or novel one sheet posters, and photographs of anything especially fine in three sheets and stands. We will reproduce them in miniature in our columns, with credit and comment without charge. Do not confine yourself to pictorial work. We are fully as anxious to exhibit descriptive posters, as we are the illustrated article. We also direct attention to our Poster Printer's Directory in the advertising columns. We desire every poster printer and every job room in the United States and Canada to be represented therein. There is no charge when the name and address is set in nonpareil. When displayed in bold face type, a merely nominal charge of twenty-five cents a line is made.



An English Hoarding covered with American Paper.

Reproduced from a photograph sent us by MR. ARTHUR DEFREY, General Contracting Agent of The World's Greatest Shows, of England.

POUGHKEEPSIE, N. Y., 97 CATHARINE.
M. F. SPRENGER, THE HONEST KING,
BILL POSTER AND DISTRIBUTER,
 Wappingers Falls, Hyde Park, Rhinebeck, Highland.
 Commercial Work a Specialty. 15000 ft. of Boards & Walls
 Member New York State Bill Posters Association.

Bureau of the International Professional Register,
 DONALDSON LITHO. CO. BUILDING, CINCINNATI, OHIO.

The Catalogue of the Register will be published in the next edition of the DONALDSON GUIDE, and will contain the name and standing of every Artist, Agent and Manager throughout the entire English speaking world.

TORONTO, CANADA. Population. Over 200,000.
 Street Car Lines, 80 miles.
 Passengers Carried Last Year. 20,000,000.

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

Own and Control All Bill Boards.

Leander Richardsons Dramatic News.
 DONALDSON LITHO. CO. BUILDING.
 Subscription Rates, \$4.00 per year.
 Advertising Rates, 25c. per agate line.
CINCINNATI, OHIO.

A LITTLE ADVERTISING

... Is a dangerous thing. Advertise well or use not advertising.
 ... Short trials disappoint the user, but continuous advertising
 ... proves a business bringer. ... Allow me to construct your
 ... advertising matter and it will pay you well. Specimens sent.
 ... Correspondence solicited. Plans and methods suggested.

DAVID B. ARCHIBALD, 73 Nassau St., NEW YORK.

HENNEGAN & CO.

Poster and Commercial Printers,
 CINCINNATI, OHIO.

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,
 Distributer and General Advertiser.
 Covington, Mildale, West Covington, Ludlow and Surroundings.
 16 East Fifth Street, COVINGTON, KY.

When you write, mention *Billboard Advertising*.

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



Special
 TO
 Bill Posters,
 Advertising Agents,
 Secretaries of Fairs,

Copper Half-Tone Engravings,
PORTRAITS.

2x3 \$2.50.
 2½x3½ \$2.75.
 3x4 \$3.00.

Send Good Photo with Money Order,
 —TO—

THE HELLEBERG PHOTO-GRAVING CO.,
 CINCINNATI, OHIO.

When you write, mention *Billboard Advertising*.

DISTRIBUTING ?

OH YES!
 AND BILL POSTING.

REESE & LONG,

We Reach 225,000 Population. SCRANTON, PA.

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