

BILLBOARD ADVERTISING

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

Vol. II, No. 4

CINCINNATI, FEBRUARY 1, 1895

PRICE 10 CENTS
PER YEAR, \$1.00



WM. M. DONALDSON.

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

Classified Advertisements.

Two lines classified advertisements under this heading. 50¢ per line insertion, 10¢ per line insertion. Larger rates, 50¢ per week line.

"BILL POSTERS" DIRECTORY.

WANTED TO BUY?
Bill Posting. Give me the best bill poster in America. Address: **W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.**

Billposting & Framing, the Bill Posters and Billposters in Chicago, Ill.

Advertising in the Copper Country?
Write to **W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.**

Naval Arms, Washington, Ind.
Bill Posters and Bill Posters.

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

The Cornell Bill Posting and Billposting in the West and North.

High Value, City Bill Posters and Billposting, Baltimore, Md.

John A. Lubin, City Bill Posters, Baltimore, Md.

Evansville, Ind., has population of 100,000.
Write to **W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.**

The Deakins Bill Posting Co., City Bill Posters and Billposting, Chicago, Ill.

W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.

Chatham Bill Posting Agency, Billposting in the South.

W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.

The Memphis City Bill Posters, Memphis, Tenn.

W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.

Harry W. Griffin, City Bill Posters, W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.

The State Bill Posting, Advertising and Billposting in the South.

W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.

Billposting Advertising in a Journal or in a Newspaper.
Write to **W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.**

POSTERS AND BILL WRITERS.

I Write Bills and Posters.
Write to **W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.**

Sam. H. Dwyer, Salt Lake, Chicago, Ill., Evansville, Ind., has population of 100,000.

A Billposting Bill in Warren, Ohio.
Write to **W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.**

C. H. Seeling, Salt Lake, Chicago, Ill., Evansville, Ind., has population of 100,000.

Posters for Bill Posters.
Write to **W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.**

Billposting Advertising in a Journal or in a Newspaper.
Write to **W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.**

ADVERTISING AGENTS.

Sam. H. Dwyer, Salt Lake, Chicago, Ill., Evansville, Ind., has population of 100,000.

G. H. Bradford, Chicago, Ill., Evansville, Ind., has population of 100,000.

CIRCULAR DISTRIBUTERS.

W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.

D. C. Advertising Service, Chicago, Ill., Evansville, Ind., has population of 100,000.

All kinds of Advertising Matter.
Write to **W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.**

J. E. Lane & Co., Evansville, Ind., has population of 100,000.

Billposting Advertising in a Journal or in a Newspaper.
Write to **W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.**

For Information in Billposting.

CEDAR SHINGLES

MONTAGUE & REDDICK, Fairport, Wash.

Write to W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.

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

POSTERS AND SHOW BILLS FOR FAIRS!

Write for New Catalogue. The Donaldson Litho. Co. CINCINNATI, OHIO.

O. P. Fairchild, CITY BILL POSTER, Distributor and General Advertiser, Covington, Miss., West Covington, La., and Fairchild's, 16 East Fifth Street, COVINGTON, KY.

Winterburn SHOW PRINTING CO. 166 Clark, Chicago. (DON'T FORGET THE NUMBER.) Descriptive and Pictorial POSTERS, OF ALL KINDS.

The Largest Advertising Firm in the World. MAIN OFFICE, 28 Johnson St., Brooklyn. BRANCH OFFICES: BARNEY LINK, Gen. Mgr.

American Bill Posting Co. OF Brooklyn and Long Island. TELEPHONE 1573 BROOKLYN.

Contributing ALL THE Boards and Advertising Space in Brooklyn, Williamsburgh, West New York, Greenpoint, Long Island City, Jamaica and Adjacent Towns. 100 Prominent Billboard Fences.

Classified Advertisements

Two lines Classified advertisements under this heading. 50¢ per line insertion, 10¢ per line insertion. Larger rates, 50¢ per week line.

AMERICAN FAIR BULLETIN.

Troy, N. Y., The Great International Fair, Jan. 1st, 1904, New York.

Dallas, Mich., 100th District Fair, Jan. 1st, 1904, Detroit, Mich.

A Line in Billboard Advertising will keep you busy before the large advertisements in the fair grounds.

Greenback, Tex., Limestone County Fair, Feb. 1st, 1904, Ft. Worth, Tex.

Fair Bill and Posters.

Write to W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.

Billposting Advertising, for Fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.

Billposting Advertising in going to the fairs.



A MONTHLY MAGAZINE THE MONEY MAKER TO SHOW EMPLOYMENT OPPORTUNITIES FOR ALL. PUBLISHED BY THE MONEY MAKER CO. 100 N. 1ST ST. PHILADELPHIA, PA.

Write to W. H. BROWN, 100 N. 1st St., Philadelphia, Pa.

BILLBOARD ADVERTISING

Official Organ of Associated Bill Posters' Association

PUBLISHED EVERY MONTH

BILLBOARD ADVERTISING CO.

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

JAMES H. HENNEGAN, MANAGER

—ADVERTISING RATES—

Desires an agent for NEW advertising in this city or in any other city or in any other territory, call on an advertising agent or write to the publisher at the office of J. H. Hennegan, 11 West Eighth St., Cincinnati, O.

—BUSINESS ADVERTISING—

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

—REAL ESTATE ADVERTISING—

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

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

BILLBOARD ADVERTISING CO.,

No. 11 West Eighth Street, Cincinnati, Ohio.

Many bill posters who are members of the Executive League of American Signmen attended the second annual convention of that body, and conducted the business transacted in the proceedings and resolutions. It is to be hoped that many of the members of the craft will identify themselves with the movement being the next annual meeting. The interests of the signman and the bill poster are to a very large extent identical and anything which influences the business of the signman, will to a greater or less extent influence the interests of the bill poster. We think it is as readily apparent as to the number of executive and exhibitor business. Every town or city that possesses an efficient sign business, is a town which signmen naturally prefer to stay out of, and this applies doubly at the very root of the business of the bill poster of that city.

The Associated Bill Posters' Association, which convened the day following, was well attended, and many of the members gave quite enthusiastic aid to the work accomplished. A detailed account of the proceedings is given in another column. It is to be deplored that a feeling of animosity made its appearance among the signmen, over the fact that they were believed to have attended the A. E. F. A. convention. They seemed to think that having thrown their doors open to the bill posters of England, they participated in their deliberations, and the bill posters were guilty of a direct and flagrant violation of courtesy in pursuing the course they did. A side thought would have exhibited this disposition to have avoided the representation. We bill posters attended the Executive League Convention who were not members of that organization, as members, as fully entitled to attend as any showman there. It would seem that under the circumstances, small grounds

are made without charge or extra on the bill poster's part. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

—REAL ESTATE ADVERTISING—

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Published on contract basis. The advertiser pays for each advertisement as published. The advertiser pays for the space in advance. The advertiser pays for the space in advance.

Keep your hands in good stead. Never allow them to become disemployed. It pays. Shows that "the wall" has an investment in a town, but the financial outlook necessary to maintain them is fast class style is the best kind of an investment that they can ever make. There is an old saying that says "The best way to secure the respect of others is to respect yourself," and by this same token, the best way to secure the respect of others is to get better and yourself. As long as a bill poster makes a living of, what, certainly an eight-hour day follow soon as a matter of course, and a property is never for nothing.

A note containing the first name and office address of the city bill poster should accompany every billboard that is used. This note should also contain the name of the advertiser of the board. The name of the advertiser of the board should be printed in the corner of the board, and the name of the advertiser of the board should be printed in the corner of the board.

All you have wanted about the value of posters may be wrong. If it like to talk it over with you.

JOHN SMITH,
CITY BILL POSTER,
212 5TH ST.

Hennegan's "Ray" picture is another good one, which has added value of a general display to enhance its strength. All of these pieces are to be used as soon as possible. The signman should be good to keep them out of the hands of the signman. The signman should be good to keep them out of the hands of the signman.

Posters Pay Prodigious Profits. Proof Produced Promptly. **JOHN SMITH,** City Bill Poster, 212 5th St.

If you see not a good advertiser, do not run to him. If you see a good advertiser, do not run to him. If you see a good advertiser, do not run to him.

CONSTANT READER.—Every signman should be good to keep them out of the hands of the signman. The signman should be good to keep them out of the hands of the signman.

LOOK OUT.

Don. F. Cline, manager of the Pacific Bill Posting Co., recently attended the 45th annual convention of the American Signmen's Association in this city. The action was brought to order to receive in part, the report of the Executive League of American Signmen, which was read by Mr. Cline from the Rocky Mountain Hotel, Co., of St. Louis, Mo., and which he had given notice to collect for the next meeting.

You best is the cheapest. That's why the bill posters of the city should be good to keep them out of the hands of the signman.

A. E. Hennegan, city bill poster of Wash. D.C., recently attended the 45th annual convention of the American Signmen's Association in this city.

The Price Advertising Co., of Toronto, Ont., have received twenty-five advertisements of BILLBOARD ADVERTISING for distribution in Toronto and vicinity.

The Bill Posters' Bureau of Newark, N. J., is in process.

Advertising Pays! And Posters Pay Best of All. If you can't argue the matter, call us at address **JOHN SMITH,** City Bill Poster, 212 5th St.

The free list has been entirely completed. Signs received the paper that month who has not subscribed, will be returned that someone else has subscribed in their name.

The Carter Bill Posting Co. have ordered another lot of our three month subscription.

On all advertising agencies, there is one word of profit.

Posters? Yes! I know something about their advertising value. If you want to talk it over call us or address **JOHN SMITH,** City Bill Poster.

In Boston, wherever, signmen posters which it after the State have had in this list will not be printed in the past or future billboards until the committee on the issue of the board of signmen have approved of the same. This is the result of the recent meeting at the Central Hotel, which has been going on for some time.

The Associated Bill Posters' Association.

OF THE UNITED STATES AND CANADA.

IN SPECIAL CONVENTION

First Day—age of 18th Session.
President, E. C. Campbell, in the Chair.
Present, R. C. Campbell, Chicago; V. J. Ballard Carroll, Secretary, Albany, N. Y.; Ed. A. Stahlbrodt, Chairman Executive Committee, Rochester, N. Y.; C. E. St. John, President General Advertising Agent New York City; Y. J. Murphy, E. York, Brooklyn; C. W. Williams, Buffalo, N. Y.; W. J. Mackintosh, Troy, N. Y.; Geo. H. Leonard, Grand Rapids, Mich.; H. Walker, Detroit, Mich.; F. H. Fitzgerald, Milwaukee, Wis.; Chas. Higgins, Louisville, Ky.; H. H. Tyson, Springfield, O.; Chas. Ryan, Cleveland, O.; John Chapman, O. C. Chelmsford, O.; Geo. J. Farnbrook, Toronto, Can.; and several members of State Associations.

Minutes of the last Special Convention held in New York City, October 18th and 19th, 1914, and for information.

The Secretary read the call for Special Convention now in session.
President Campbell and Ed. A. Stahlbrodt fully explained the benefits to be derived from the agreement and local association, in which interest, Mr. Stahlbrodt visited a number of the larger cities recently to review these endorsements.

A general discussion was indulged in by all present, and local and national endorsement at 5:30 o'clock. Resolutions adopted by the Board.

The further discussion upon the agreement and how to best take up and the same together with the work of the Executive Committee.

The next order of business was the advisability of having a permanent office of this Association, in New York City. The matter received an unanimous approval and after motion, the President appointed the following committee to draft resolution setting forth the most feasible plan for accomplishing the same: V. J. Ballard Carroll, R. York, George H. Leonard, Ed. A. Stahlbrodt and R. C. Campbell.

At 10:30 o'clock the session adjourned to Thursday, 8 A. M. The committee at once going into late session.

MEMBERS PRESENT, SEVERAL NEW.

President Campbell in the Chair.
Mr. Ed. A. Stahlbrodt moved that the Secretary be instructed to set aside a page of the minutes to the memory of our deceased leader, John McQuigg, Brooklyn, O. And that he locate the property of this Association to be returned as wife's widow and funds.

Mr. Joseph Farnbrook asked that the membership of Mr. Joseph Price be transferred to the Price Advertising Company, Young, Ont.

Request granted.

Mr. George H. Leonard moved that the writs issued at the Annual Convention at Philadelphia July 16th, which had to be held for each annual convention at St. Louis, be reconsidered.

Carried.

Mr. W. H. Walker invited the Association to hold its next annual convention at Detroit, Mich., next July 16th, with next 15th, and same location were accepted.

Mr. C. W. Williams moved that Mr. Joseph McQuigg be inducted as a member to be inducted in the Association.

Carried.

Mr. Stahlbrodt, Chairman of the Executive Committee, reported that the States of Michigan and Pennsylvania have been duly organized, and that the Secretary be instructed to issue State Charters in the same.

Carried.
Mr. Bill Chapman moved that we adopt that framed at the last meeting—BILLS AND AGREEMENTS—as our official journal. And that the minutes of this Association be tendered to Mr. Joe H. Beaumont Manager, for the adequate treatment of all subjects in the next issue of the New York Standard, 1915.

Carried.
Mr. T. J. Murphy moved that the Secretary be instructed to notify all members in arrears, that within all likelihood for speedy dues to the Association is required on or before March 1st, 1915, they shall be stricken from the roll.

Carried.
Mr. J. Ballard Carroll, Chairman of the Committee on New York Office, reported fully.

Having carefully studied your wishes relating to the opening of an office in the city of New York, and concluding with your scientific committee would respectfully present the following profitable and profitable for your approval.

Whereas, as the members of this Association, the Bill Posters' Association of the United States and Canada, in Special Convention assembled, appreciating the importance of equipping and maintaining an office and official headquarters of this Association, for the purpose of securing full back advertising, and to more fully enable us to systematically organize the same, and to more fully extend the scope of a better and healthier service to the person of bill board advertising. Therefore be it

Resolved that the Chairman of the Executive Committee, Ed. A. Stahlbrodt, be, and the same is, hereby authorized to procure suitable office for the purpose above set forth, or for any other benefit to this Association, in any city of New York, in such Thompson's fitting up and maintaining the same to be borne by and at the expense of the members of Association. And be it further Resolved, that the President of this Association, be, and the same is, hereby instructed to enter into a contract with the above Ed. A. Stahlbrodt to take charge of the same.

Be it also Resolved, that the members of this Association be assessed 200 cents something to population at their respective cities to create a fund for the purchase and use in maintenance of the above office in New York City, not to exceed the total sum of seventy five hundred dollars (\$750), for the term of one year from this date.

Resolved, that in case any members neglecting to pay their proportionate share toward the above office, be stricken, for this reason, by February 1st, 1915, from all money accumulated and not above the amount necessary to defray the expenses of the same shall be divided pro rata among those having been responsible for the establishing of the above fund.

And be it further Resolved that from and after February 1st, 1915, members of this Association, and Bill Posters' Association, holding Charters from that, the Associated Bill Posters' Association, of the United States and Canada, shall not post

work of a national character for any person, firm, or corporation, without first having authorized New York representatives. Mr. Stahlbrodt, the amount and class of the work to be posted, for said firm or corporation, and the amount of share and credit of the said work to be posted, and receiving instructions that said firm be in good standing with the members of this Association, writing an agreement with any traveling agent representing a firm not in good standing with this Association, and arrangements to contract is revocable upon notification to the effect from our New York representatives.

And further be it Resolved that on and after February 1st, 1915, each member of this Association shall pay only one commission or discount on any National work he may receive and that the same shall be paid to our New York representative, in the sum of ten per cent on all work received of a National character.

All of which is respectfully submitted.
J. BALLARD CARROLL, Sec'y.
B. LYON, Geo. H. LEONARD, CHAS. C. CAMPBELL.

Upon motion the Chairman of the Executive Committee was instructed to send a list of the members of this Association and State Associations to the appropriate and general office of advertising and instructing them to see our members in preference to opposition bill posters.

The thanks of the Association through President Campbell, was expressed to Mr. Ed. A. Stahlbrodt for his generous interest in behalf of our Association in the above work, and to more fully extend the scope of a better and healthier service to the person of bill board advertising.

Adjourned until 8 o'clock.
J. BALLARD CARROLL, Secretary.

The members of the A. E. P. A. who attended the convention at the Henry Hotel, we had in their presence and appreciation of those lost, L. F. BEAT and with reasons for a more general present and all seemed glad to see us and not so late.

Contracted with the treatment accorded them by the graying movement of the conventional Board of Philadelphia on a similar occasion, the result that Mr. Hart is entitled to credit more and Ed. A. Stahlbrodt is glad to take the fact.

A FORMALIZED ADVERTISING.
Speaking at the meeting of 1915 in early on the subject of poster, Mr. Clapp, the art critic, exhibited a copy of the famous "Belly Crocodile" of 1912, and remarked that the fact of its having been issued first and again as an advertisement took all the pleasure out of it. He also said that Mr. Clapp's story after he remembered that a recent exhibition in New York has shown that many more bill companies produce as at present engaged in the production of advertising posters. All of which and through the fact that the same has been done in success, and yet all the pleasure was part of advertisement.—W. J. KILPATRICK.

O. P. Pillsbury, the victrola bill poster, of Co. Inglen, was kept as a school by doing the commission, meeting many of his old friends.

Mr. Stafford H. Robinson reads the following clipping:

A Thought for Newspaper and Magazine Advertisers.

It is a mistake to handicap newspaper advertising by requiring that the newspaper is a stipulated place to present an argument as to why people should buy your article in preference to somebody else's. Because if your newspaper is a stipulated place to present an argument as to why people should buy your article in preference to somebody else's, it is a mistake to handicap newspaper advertising by requiring that the newspaper is a stipulated place to present an argument as to why people should buy your article in preference to somebody else's.

Last week most of all of it is a proprietary article, the very same of bill obtained there is a bulletin board on the side wall of the retail store where the article is sold. It has the possible benefit of advertising, but it has the disadvantage of advertising. If it is not used, it is not used to purchase as immediately as usual.

What is the purpose of advertising in opposition to the newspaper? No, a thousand times, no! In the newspaper, the very same of bill obtained there is a bulletin board on the side wall of the retail store where the article is sold. It has the possible benefit of advertising, but it has the disadvantage of advertising. If it is not used, it is not used to purchase as immediately as usual.

What is the purpose of advertising in opposition to the newspaper? No, a thousand times, no! In the newspaper, the very same of bill obtained there is a bulletin board on the side wall of the retail store where the article is sold. It has the possible benefit of advertising, but it has the disadvantage of advertising. If it is not used, it is not used to purchase as immediately as usual.

What is the purpose of advertising in opposition to the newspaper? No, a thousand times, no! In the newspaper, the very same of bill obtained there is a bulletin board on the side wall of the retail store where the article is sold. It has the possible benefit of advertising, but it has the disadvantage of advertising. If it is not used, it is not used to purchase as immediately as usual.

What is the purpose of advertising in opposition to the newspaper? No, a thousand times, no! In the newspaper, the very same of bill obtained there is a bulletin board on the side wall of the retail store where the article is sold. It has the possible benefit of advertising, but it has the disadvantage of advertising. If it is not used, it is not used to purchase as immediately as usual.

What is the purpose of advertising in opposition to the newspaper? No, a thousand times, no! In the newspaper, the very same of bill obtained there is a bulletin board on the side wall of the retail store where the article is sold. It has the possible benefit of advertising, but it has the disadvantage of advertising. If it is not used, it is not used to purchase as immediately as usual.

What is the purpose of advertising in opposition to the newspaper? No, a thousand times, no! In the newspaper, the very same of bill obtained there is a bulletin board on the side wall of the retail store where the article is sold. It has the possible benefit of advertising, but it has the disadvantage of advertising. If it is not used, it is not used to purchase as immediately as usual.

What is the purpose of advertising in opposition to the newspaper? No, a thousand times, no! In the newspaper, the very same of bill obtained there is a bulletin board on the side wall of the retail store where the article is sold. It has the possible benefit of advertising, but it has the disadvantage of advertising. If it is not used, it is not used to purchase as immediately as usual.

What is the purpose of advertising in opposition to the newspaper? No, a thousand times, no! In the newspaper, the very same of bill obtained there is a bulletin board on the side wall of the retail store where the article is sold. It has the possible benefit of advertising, but it has the disadvantage of advertising. If it is not used, it is not used to purchase as immediately as usual.

What is the purpose of advertising in opposition to the newspaper? No, a thousand times, no! In the newspaper, the very same of bill obtained there is a bulletin board on the side wall of the retail store where the article is sold. It has the possible benefit of advertising, but it has the disadvantage of advertising. If it is not used, it is not used to purchase as immediately as usual.

PICTURES IN ADVERTISING.

John P. Lane, in the Spectator.

cannot be questioned—we are all kind of pictures. This is one of the joys of life that clings to us whether we like it or not. It is a universal human weakness. Now the wily advertiser is always on the lookout for universal human weaknesses and ready to make the most of them. Hence, illustrated advertisements. But there are two kinds of pictures, and while the one serves the advertiser's purpose admirably, the other is sheer waste—or worse.

There are two kinds which may be followed with advantage in the use of illustrated advertising—both very different. The first is this: The illustrations should possess intrinsic interest, beauty, sentiment or beauty, something that interest appeals to the eye. And the second one, which is even more important than the first, is this: The pictures should be germane to the article advertised; if possible if desirable, suggest the thing advertised or if not positively suggesting it, there should at least be some association of ideas. It may be put down as a maxim that the best picture for an advertisement is the one that costs the least, some passing word.

To illustrate: For the best way to show what sort of a picture is a fit and what it is unfit, let us take a few of the well-known. Take, for instance, the picture which has been used in the street news columns of late, or at least some lines—by the *Melba's Food* magazine. It is simply a handsome illustration of a particularly attractive, wholesome and winsome little girl, with red dappled cheeks, bright blue eyes, and a sweet environment. Beautifully looked at this picture, especially young ladies, and they will say to themselves, "How lovely! I'll get some of that!" and then, with the magazine at home; and even the dearest household will look at it and admit that children are attractive when painted on celluloid. Now there's only one word on the whole advertisement; that is "*Melba's*," and it doesn't take a very smart man to get the word and the child together and get the whole story. Even if one has never heard of "*Melba's Food*," he'll know the wherefore "*Melba's*," and if he is unacquainted with the child, he'll be sure to find it. I freely predict in the magazine's 18th partial ad, of its fifty (exclusive of this subject). It is an old story of the A. C. Baker Mfg. Co. of Chicago. They are two little rats, destined to the sales of their first lot, standing in line at the store. They, looking at this picture as cold water, they, too, immediately become interested in these young people, and wonder where the ones in the last column; but when you see how contented they are, with their hands on the great green stuff, you become interested in the store, and that, of course, is the whole object of the advertisement. The picture not only attracts your attention, but it attracts it to the one place where the advertiser wants it.

Now for the second maxim. There are some splendid good pictures in the *Spectator's* great part in the picture of a pretty little girl. Now, this girl may have some local connection with this chewing gum. For instance, I believe, from California, a store which, if I remember right, sends the girl's own official recognition, but in the average mind the association is meaningless. In fact, there is nothing about the boy that is so

beneficial; he cannot be pleasing except most, there is no interest of beauty in the picture and if the text were taken away, you could not supply the picture from the picture he certainly would guess a year before he would hit on chewing gum.

I remember another illustration. Some manufacturers of plates favored the greater part of their ads to the picture of four or five dogs. This was an attractive advertisement, because they were big handsome dogs and the work was artistically done. A handsome dog always appeals to every well ordered man, but the advertisement looked the great mistake—there was absolutely no association, which as you read follows, between the dogs and the plates. As you are gazing at the advertisement, herding—mind that's the way the general public takes in the advertising—would naturally suppose that this was a house or doghouse or that it had something to do with plates for extra presents, could hardly be conjectured.

An illustrated advertisement will be attractive and appropriate if it should catch the attention and then direct it to the place where you want the article advertised. To get the reader's attention and then turn it off is the wrong direction—to attract it is the best result. In so far as your getting it is concerned, your picture must not only catch the eye it must catch it for you. When you go looking you will find a likely subject hooked to it; but only where there's a hook made in it.

Among the Agents.

In our last issue there appeared an article which said that Geo. Link was connected with the former issue. Mr. Link says, and also stated that he has no connection with an advertising agent. One A. B. Bennett, of Chicago, takes as opposite to the article and said: "When and where Geo. Link got his reputation as an advertiser?" For the benefit of Mr. Bennett, we would state that Geo. Link was an advertising agent of reputation when Bennett was a writer in a restaurant in Chicago, and that while in which that he created the standard as to which being connected with the *Spectator's* Theatre at the present time, he was there during the time Mr. Temple was the manager, and he was also the advertising agent of the advertisement when Mr. Bennett had his "difficulty" with Mr. Donald Hanfman. The writer of this article has known both parties for the past fourteen years, and never before heard anyone question the ability of Geo. Link. If Mr. Bennett denies, we will publish his name on the ground that he left the Chicago Opera House. It is not the intention of the editors of *BILLBOARD* to advertise to some extent, but rather to give plain things of an ill-bested name, but when a person goes so far as to write a railing letter containing a case of standing as an advertiser, we deem it a part of our duty to set our readers before the facts in the conspicuously when we are taken to task about it.

Tom Fleming, of the Walter Street Theatre, Philadelphia, says his town is lively now, and that it requires little or no to go on the top of the time to keep up with the program. It is supposed that Tom is called on the back half, so he is ready for a made at all times.

Billy Bennett is evidently doing great work for the Grand Opera House New York, as that place of entertainment is doing a fine business. Billy is popular with the advance agents, and is in one of the kind that is given to "piling" people.

"Rocky" Moon has given "Right Balls" a good showing when they played the Academy of Music, Jersey City. "Rocky" is all O. K. and has a moon on him all the time. He knows Jersey City backwards.

W. J. Wrenn is Highway Kentucky's right hand man in the way of selling the Lyceum Theatre, Washington, D. C. and he has now taken another big way of success a few months ago, but that runs so easy, that in his showing in A. O. the time.

Tommy Cook, of the Grand, Pittsburgh is giving them a little rest for the time, and up to his country he was a member after. Now that is a combination of two or three houses to get on good a showing as he does, and, if all reports are true, a good deal of dirty work is being done. But, Tommy, stick to them. Applauders, experiment and horses are bound to win.

Charles Flannery paid to popular with Manager McQuinn, of all the Grand Opera House, Brooklyn, so he has been there several seasons. He don't judge in such extravagant talk, but he holds every show at his hat as a kid come out of his time. When a company plays that day, it is a certain fact that they get a run for their money.

Harry Knorr, of the five Theatre, Buffalo, sometimes to represent his house in A. O. K. as the kid in the crowd, and he goes about his work in a pleasant manner that wins him many friends.

J. K. Simmons, of the London Theatre, New York, is carrying a wide swath among the Bowery hills, and his house seems to be partly well represented at all times. Considerable opposition exists in his district, but he holds his own very well.

Ed. Johns, of Berlin's Theatre, Cincinnati, is one of the greatest, but most effective advertising agents in the country. He is slow in his fourth sense at that popular playhouse.

Gen. Focks has resigned an advertising agent of the Grand Opera House, New York. His old resident has taken charge, and George is looking about for a summer agent.

Harry Link was in town last week and his whippers were a thing of joy. Harry is leading business in the City of Brooklyn.



"BUFF" CLARK.

The great object of this sketch, of whom a faithful likeness appears above, has had such a varied course in his long experience in the advertising and theatrical business, that we scarcely know where to begin and where to end.

His first venture into the theatrical business was with *Tom's Palace's* Bowery house, which he worked at the Greenwich Avenue Theatre, New York City. We next find him at the Bowery Garden, 113 Bowery, (now run down) where he worked for three years. It was there known as the *Reedy Theatre*. He then looked up at Jack Allen's *Eighth Avenue Theatre*, then to Allen's Bowery and to Allen's Bowery and to Allen's Eighth Avenue Theatre; from there to the *Alhambra*, (with street and 4th avenue). In 1884, he next moved from to Allen's *Eighth Avenue Theatre*, from there to *Nick's* in 1885; due to *People*, which he remained until 1887. He then took *Five* on the road, and later, "Mr. Focks, of Texas." After coming back from the road he took charge of the *Star Theatre*, Brooklyn, and when the season closed, went to *Travest* Garden, Ninth St. for summer season. Again joined R. C. Miller's forces, taking charge of the advertising of both houses, *Maury's* Bowery and *People*.

"Buff" was never idle. Every summer saw him with a happy family of four boys and a girl, who are all proud of their popular name. Mr. Clark was before marriage, *Edwy* Rowland, a trained and pretty violinist, and her father is one of the happiest in New York.

1,500,000.00 PEOPLE
Viewing Morning, Noon and Night,

OR
R 129 SQUARE MILES

OF Advertising Space in the "City of Reprints."

Controlled Exclusively by THE

8,000 American Bill Posting Co. 10,000
1st Street, Philadelphia, Pa., U. S. A. 1-1st Street

Publishers' Corner.

The issue of **FRONTIERS ADVERTISING** consists of 10,000 copies. While normally only showing a gain of 500 subscribers over the January issue it is in reality over 1,000 copies, for the reason that of the 10,000 copies in the New Year's edition, 9,500 copies went into the foreign mails, or against some 40 copies of this month's edition.

The success attendant upon our special offer to bill posters has been so pronounced, that we have decided to refer the same. Therefore we will again issue these valuable subscriptions for one dollar. Those bill posters who have not as yet used the efficiency of their journal as a vehicle should send their orders at this great offer without further delay. It stands to reason in the billboards, demonstrates their value, and creates new adherents to this form of advertising wherever it goes.

OUR CIRCULATION!

November, 1919, issue, 1,439 copies.
December, 1919, " 4,500
January, 1920, " 4,500
February, 1920, " 4,500

The advertising returns of this paper prove advantages of possible value to bill posters, power plant and general advertisers. In the first place, every one of its subscribers are in need of advertising in some manner, and they are directly interested in public advertising. Secondly, it is read carefully, and there is carefully read every letter received. Thirdly, the widely varying character of its subscribers places it upon a par with any publication catering only to so-called "general readers." For these very obvious reasons, it should not be regarded as merely a class publication, nor, in any sense, a trade journal.

If you want more business, bear in mind that **FRONTIERS ADVERTISING** is the best medium you can employ. It appeals to all people in need of your services and never intrudes upon those who do not.

This Journal Free—Present subscribers to this journal may obtain their own copy for another year free by doing a little work among their friends. If you will show this copy to your friends, and send in five subscriptions at thirty cents each, we will send you the journal a year at payment for your trouble.

Renew Promptly—Many subscriptions expire with this issue, and under the present management, the names of subscribers are stricken from the list at the end of the same paid for. Renewals should therefore be sent in promptly so that a number may not be missed as it would have. If possible, send with your renewed the subscriptions of some friend whom you have tried enjoy the monthly visit of the publication.

Newsletters throughout the country take subscriptions for this publication. If you are an occasional buyer of the journal, but prefer to have it sent us as a regular to your address by mail, your subscription direct to us or paid in to it by your associates, or you prefer.

EVANSVILLE, IND.

Population 75,000

Finest Bill Posting Plant in the South-West.

More Boards and the Best Located of any City in the Country. We know the value of advertising and always strive for results. In making up your list, don't forget Evansville.

F. M. GROVES,

BILL POSTER.

When you write, mention *Billboard Advertising*.



When you write, mention *Billboard Advertising*.

MONTANA! The King of Advertising States. Don't overlook this Great Empire. See never less live-long. Advertisers, advertise where you will be benefited. The Montana State Bill Posters Association is now organized with reliable members. Correspondence for the State. Address, G. A. SAEBOS, Secretary, Missoula, Montana.

When you write, mention *Billboard Advertising*.

BUY THE BEST



Bill Poster's Brush.

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

10 inch.....	Price, each, \$5.75	10 inch.....	Price per dozen, \$60.00
8 ".....	" " 3.25	8 ".....	" " 36.00
6 ".....	" " 2.00	6 ".....	" " 22.00

SEND CHECK WITH ORDER.

The DONALDSON LITHO CO.
CINCINNATI, OHIO.

When you write, mention *Billboard Advertising*.

Special Offer

\$3.00

We will send you the
Donaldson Guide

AND A
Year's Subscription to
Billboard Advertising.

The Donaldson Guide contains the only accurate and complete list of the Bill Posters and Sign Posters of America that has ever been published. It also contains the complete code of the Donaldson Cycler, by the use of which great saving in the number of telegraph calls may be had. The regular price of the Donaldson Guide alone is \$2.00. However, we offered you an opportunity to practically get your subscription free at charge.

Now is the time to Subscribe.

SAMUEL BOOTH

Removed to
136 Fourth Avenue,
New York City.

When you write, mention *Billboard Advertising*.

SEND US

\$1.00

For
Twelve Months'
Subscriptions to
Billboard Advertising

Did You See the SAY
Poster?
JUST THE THING!

HENNEGAN & Co
Quick
PRINTING
CINCINNATI, OHIO.