

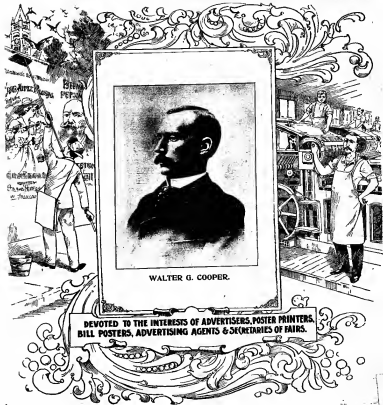
BILLBOARD ADVERTISING

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

Vol. III, No. 9

CINCINNATI, JULY 1, 1895.

PRICE 25 CENTS
PER YEAR, \$3.00



WALTER G. COOPER.

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

Another One.

A NEW ENLIGHTENED IN THE FIELD.
ILLINOIS BILL POSTERS' PRO-
TECTIVE ASSOCIATION.

A new association of the Bill Posters of the State of Illinois, was organized June 21st. It is especially chartered under the laws of Illinois, with the following officers: P. A. Hoffman, president; W. J. Ross, vice-president; C. H. Bussey, secretary; C. W. Maxwell, treasurer; directors: E. Perry, Elmer Eddy, J. W. McCann, J. N. Sawyer, F. W. Jenks, and Leo Raley. A new feature of the Association was a novel one, by the way is a clause in the application for membership the provision of which binds the applicant in the case of one hundred dollars for the faithful performance of all contracts entered into, while a member of the Association. Before any applicant can qualify his application must be endorsed by two persons each on the sum of one hundred dollars and the making of same will know how much credit to the financial soundness of the society.

The initiation fee for the present consists of the newly assumed one of three dollars. It will double to five dollars in twenty-five dollars in the near future. The first convention of the new body will be held at the Briggs House, in Chicago, July 25th, and will be well advertised that the members are not expected to be so much as Friday as an important day has no interest for them. The initiation to the convention is as follows:

Notice to Bill Posters.

CONVENTION:

You are cordially invited to attend our next meeting, which will be held on July 25th, 1913, to A. M., at Briggs' House Chicago.

The object of this Association in calling this meeting is for the promotion, general welfare and mutual protection of the Bill Posters of the State, who have degenerated the past few years, as you know, and ought to be placed on a level with other successful industries. Your loyalty and assistance are earnestly desired. The membership is rapidly increasing and we look for even the largest attendance yet held.

We want to impress upon you the importance of being a member of our Association before it is too late, as all applicants will be acted upon at this meeting. We wish to issue our pamphlet immediately after this meeting, so mail it to all advertisers who do not desire advertising, and we want your name on this list as that you can discuss the benefits that will accrue throughout Association.

Please fill out the enclosed application and mail it to C. H. Bussey, Secretary, Washington, Ill., at once, and send one dollar what we have to say, as we wish in advance to be of service. We shall endeavor to entertain you to the best of our ability by attending the convention of the Thursday.

Very respectfully yours,

F. P. SHAWNEE, President.

Illinois Bill Posters' Protective Association,
200 2nd St. Chicago, Illinois.

There are millions and millions, but they all give way to this poster.

Distributors' Chat.

Many distributors resentfully show how little they care about adopting the keynote. The "business here," will soon be part and parcel of the regular equipment.

No one could derive more benefit from patronizing the distributors, than distributors do. They feel themselves responsible under present conditions only situations which had it possible to copy their own program, are the above and a very few of the larger national companies. Matter put out by these companies is uniformly well done, but they command big salaries and the added expense of hotel bills and railroad fares, which of course is born by the employer through the method of business expense as it would be placed in the hands of regularly established distributors. Business is done, a tremendous amount is done more than they are for hours out of the day that he can devote to his work. Inasmuch as the time devoted to it is largely unproductive, being his working day. Added to this, he labors at a disadvantage in moving a town by reason of his unfamiliarity with its conditions. Thus, some conditions are the expense of a program, altogether by depending on the local manager for their distribution. Sometimes it is put out irregularly, but it is worth the cost of the most part of it ever before the bottom line is only to be taken down the account sheet. This is a state of affairs which BILLBOARD ADVERTISING tries to remedy with the assistance of the distributor. We intend to bring this matter before the attention of every advertiser with such emphasis, force and persistence that they cannot fail to see the wisdom of the change we advocate.

We hope we persuaded in city themselves distributors in the column of this paper and we own cities for that matter unless they can furnish satisfactory evidence, as to their honesty and integrity. We can guarantee you on the importance and establish a record of trustworthiness.

The International Association of Distributors of March America, which started with eighty three charter members, residing in all over the Continent, is a move in the right direction. Anything which tends to improve the distributing service will have the endorsement and support of this paper, especially in such as requires assistance in order to succeed in this line. The above advertisement of the above mentioned body and we recommend it to our readers at large. The address are as follows: H. L. M. Green, president; Leo J. D'Arcangelo, O. E. Fisher, first vice-president; 1909 Walnut Street, Omaha, Neb. D. W. Woodard, second vice-president; 16 N. Bridgefield, Covington, La. D. W. Green, secretary; Frank Haines, W. E. M. Bailey, recording secretary, 315 Madison Street, Tiffin, O. W. H. Steinhilber, corresponding secretary, 315 Madison Street, Cincinnati, O.

The Ford Mfg. Co., Chicago, advises that they will pay \$500 per copy, for distributing and returning your cards, here every month. They require no return and no 100 cent stamp.

Eddy & Kennedy, advertising agents Chicago, advise that they will pay salary and expenses to travel for distributors. Applicants must contain four cents last postage.

The Patent Brewing Company, of Milwaukee, Wis., is patronizing distributors very largely. They put out vast quantities of circulars and booklets.

Brooks & Wainwright, all well addressed to the Lam South Publishing House, Philadelphia, Pa., is being referred by the Post Office Authorities, stamped "Fraudulent."

John H. Woodruff, manufacturer of Woodruff's Postal Stamp, will shortly put out an immense quantity of distributing matter. Applicants should address the New York Office, 121 W. 42nd Street.

It is rumored that the World's Dispensary Medical Association with headquarters in New York City, has put the largest advertisement for distributing matter ever put by a house of this kind. Knowledge of distributors should place themselves in communication with them at once.

If distributors would like to communicate with advertising agencies, they would receive a very valuable tip and pointer. Friends who have large accounts for medicine, paraphernalia, booklets, etc., generally know just what articles of machinery they are intended to cover.

Keep in touch with advertisers. Keep an advertisement in our distributor's directory. It will bring you business.

Distributors should write to W. H. Beaulieu, publisher of the Double-Double Guide, Cincinnati, O., and have their names inserted under their respective towns. The expense is merely nominal and the advertisement will provide of much good to the advertiser.

All distributors desiring subscriptions for BILLBOARD ADVERTISING are notified to a remittance of fifty per cent.

Well addressed to the Lam South Publishing House, of Philadelphia, is being referred to the writers stamped "Read Street." This is the house that will refer orders of membership, costing about two cents each, to distributors for \$5 each. We always supposed that it would be only a question of time, until the government cut them off.

The other day one of the highest advertising men in the country and of the man that he believed also to be of the advertising as the magazine did not pay. Not because of any fault in the magazine, but because of the way the advertisement was prepared.

I wonder how some be in sight. I wonder how many of them who advertise in the magazine know whether or not that advertising pays. In many cases, of course, it is not responsible to trace the results. It certainly seems that a great deal of reliable copy is wasted. Perhaps not entirely wasted, but used so carelessly that it is almost impossible to trace the results. It would be long enough to make it really profitable. Mr. Charles Austin Eaton, Printer's Ink.

FRONTISPIECE.

The portrait on our front page this month is that of Mr. Walter C. Cooper, chief of the department of publicity and circulation of the Curtis, Walker and International Magazine of Atlanta, Ga. Mr. Cooper is a newspaper man of wide and varied experience. He has served on the Atlanta Constitution, besides conducting his own paper in Rome, Ga., and is unusually qualified and fitted to advertise a dignified effort like the one in this month's issue of the Curtis, Walker and International Magazine. He is unquestionably possessed of great genius and ability.

A Walk From the Chicago Post. The correspondence "Observer," who thinks Lester's Weekly nondescript and carrying little because of its contents as the bill board's substance in Chicago, is carrying this leading a big lie.

The planting of wells and fountains with vulgar, vulgar and in many cases indecent bill boards and signs has damaged to the City. The City should not let it go, but they will act, and many San Francisco are devoted entirely by the planting of wells and fountains. They desire the effect of many of the best buildings in town. Some time ago an attempt was made to induce the city to prevent the building of many of the houses. It failed. Here the police are not able to abolish the public bill boards. The bill board is not a nuisance, it is a part of the city's life. It is not a nuisance to prevent lawlessness from seeing their thoughts for bill boards. The bill board is a part of the city's life. It is not a nuisance to prevent lawlessness from seeing their thoughts for bill boards. The bill board is a part of the city's life. It is not a nuisance to prevent lawlessness from seeing their thoughts for bill boards.

An advertisement may be handsome in appearance, and yet offend members of a longer business. Be practical first of all. -Bill in Advertising.

MILWAUKEE PAPER, of Madison, Mo., who is still posted at that post is one of the most interesting members of the crew that we know of. He is a sample copy of BILLBOARD ADVERTISING was recently sent to him. He refused to take it. He said he was in the room, as usually and usually set forth by the postmaster bill. "Never ordered by any reader don't want it."

Bill posters are all more or less interested in the fourth reading edition of the Double-Double Guide. This year work has passed through three editions and is now recognized as an authority and standard publication by actors and performers, managers and agents throughout the entire world. This time its scope will be enlarged. It is intended to make it useful as a manual for advertising men, and it is intended to be a property should not that has been properly represented, that its bills will be as thorough as described, its contents will be as complete as possible, its price will be as low as possible, and its circulation will be as large as possible. It will be long enough to make it really profitable. Mr. Charles Austin Eaton, Printer's Ink.

FIRST ANNUAL REPORT OF THE EXECUTIVE COMMITTEE OF THE A. B. P. A.

Believing it to be for the benefit of the members of the Associated Bill Posters' Association of the United States and Canada, it is convenient with the annual report of this Committee being given to the Convention to be held at Detroit, Mich., July 25th, and will, as we all may be fully prepared to thoroughly understand what has been the duty of the Committee, and reasons advanced it is endeavoring to understand and harmonize within the various interests of our Association with that of the display advertising, and thus enable our members to take proper advantage of any plan that may be a benefit to our craft, we have decided that the same be prepared in our official organ, **BILLBOARD ADVERTISING**, at this time.

To the members of the Associated Bill Posters' Association of the United States and Canada.

Your Committee on the Executive Business of that Association, having prepared its First Annual Report, as follows:—Immediately on the adoption of the Philadelphia Convention, July, 1914, your Committee was organized by the selection of Mr. Edward A. Stahleberg as Chairman, and Mr. A. S. Hudson, Secretary.

The object of our Association is in the program of leading into the business of bill posting, and we have endeavored to do the same in conformity with the needs of the day—in order to more successfully cope with other advertising mediums and to receive the confidence and display advantages, and in order to do this it became necessary that the members of this Association be prepared as all others to fully carry out any and all agreements entered into. It is an profitable manner can anyone expect those results to be obtained under an agreed-upon price is paid for the service demanded at the hands of the bill poster. It is therefore manifest to every thinking person that the price charged by the Association for "guaranteed display" is a price of legitimate and protected business cannot be maintained at less than Association rates. Thus, this being so, it becomes the members of our Association to stand fast and insist that nothing but proper and fair deals were accepted by them, which demands recognition of lawful service, or regular Association rates.

It was so arranged the resolution introduced at work to break the scale of prices as adopted by the Association set up in the advice of this Committee that President Campbell did not expect recognition to be given to any special convention to attend at New York City, October 13th and 17th, 1914. It was at that time, that those of our members who would, paid considerable time and attention to the subject in hand. A resolution was adopted, after a unanimous approval of President Campbell and Stahleberg, that report a whole day in New York, in urging upon one of the advertising mediums of New York City to adopt the scale of prices as promulgated by this Association, that "The Chairman of the Executive Committee be instructed to have a suitable agreement drawn up, to be signed by the members of the board, in the name of Bill-boarders, and placed to propose terms and that he pre-

sentedly visit, or write our members, in order that they may properly understand the object of the same, and to have designed the same for the faithful performance of contracts as their part, and that the maximum scale be applied. It is desired to deliver full service to the advertiser, at a proportionate and reasonable price." The Chairman of this Committee did precisely as he was directed to do, and in having the agreement and board agreed, fully which work was in little to do in the execution of the same, and the bill posters for each address (the factor of agreement is proved) by the following members:

Van Buren & Co., New York City.
Associated Bill Posting Co., Chicago, Ill.
American Bill Posting Co., Brooklyn, N. Y.
Rife & Henck, Baltimore, Md.
Lloyd Manning, Washington, D. C.
Berens & Lambert, Richmond, Va.
Newark Bill Posting Co., Newark, N. J.
J. P. O'Malley, Jersey City, N. J.
J. H. Williams, Bayonne, N. J.
Eason & Long, Scranton, Pa.
W. J. McMillan & Son, Troy, N. Y.
J. H. Bellard, Camden, Albany, N. Y.
W. J. Williams, Newark, N. Y.
Richardson Bill Posting Co., Rochester, N. Y.
Rife Bill Posting Co., Erie, Pa.
George W. Leonard, Grand Rapids, Mich.
Crescent City Bill Posting Co., Milwaukee, Wis.

W. J. Smith, St. Paul, Minn.
M. E. Swanson, Minneapolis, Minn.
Thos. McWhirter, Oswego, N. Y.
Jas. A. Corvax, Duquesne, Pa.
Kansas City Bill Posting Co., Kansas City, Mo.
J. E. Brooks, Leavenworth, Kan.

All of those having signed the agreement and board, have the same; with the exception of good intentions toward the advertiser as well as for the bill poster. It is only to be regretted that the third plan was not uniformly adopted by every member of the Association. For, had that been the case, all opposition to Association prices would have been removed, and consequently better service been the result to the advertiser in his paper, and trouble from that source had been removed. But it is thus with all large memberships, especially when only a part attended a convention at a time. Every member of the Association did but make it his duty to stand aside as a yearner, so two dissenting conventions would have been our best course.

Do not mistake the fact that because our Association is a division of a union, shy full comprehension which will enable members to prosecute a prominent advertiser to the authorities, that we are demanding more than we are entitled to and are in justice to all concerned. Bill-boarders, as some may think, do not care with that or that Bill posting concerns which has favored under the new manner of doing business for the fact of "open" or "closed" prices, when a prominent advertiser has any improvement in the correct way, resulting legitimate business methods, always keep in mind that such-day brings the advertiser to the bill poster, and of today's date, is order to keep pace with the times—and the best way is a better bill one on occasion—after his business methods with that of the advertiser, is no exception to the rule. We must therefore accept the inevitable, and no

message our system of doing business with business men, that our business methods will draw them closer to us.

The wide awake and vigorous leadership is not coming in a revolution of the advertising of BILLBOARD ADVERTISING over the other advertising mediums. For who will deny the superior results to be gained from a higher, artistic and well located poster upon the billboards, showing you in fact at every turn of the head, after you come from the house and where effects you among their own eyes a good night's rest; for the moment you again venture forth upon the highway, there is that acknowledgment poster showing its legend upon your mind with inflexible effect.

Does the Bill boarder desire to avoid today's objection to paying twelve cents per poster for a non-artist "found and protected service" "open protected knowledge"? We answer, No! Why? Because he is fully aware that he cannot expect such valuable consideration at a lower price. Therefore, it is not so much the price you have to deal with as it is, "will you guarantee the service." They are only disappointed ones now where the bill advertiser prior to not advanced to, jointly by Bill posters throughout the country. Our prices are taken up and demanded by non-Association bill posters as readily as by ourselves. But, we must not only limit upon and receive the Association price, we must also see whatever the contract may demand upon our part, is fully carried out by us.

The only method by which an advertiser can check up his paper after it is posted, is through a "found and protected knowledge." When the advertiser can be satisfied that he can find every sheet of his paper every day of the thirty or thirty days he contracts for, you will find his growing at the three cents per work poster. By paying this price he not only receives full service, but his paper also goes up the better class of protected billboards. It is not because the bill poster wants to limit his customer better on account of receiving a better price, but the law of conservation forces the bill poster to post his order or single work thought upon protected billboards, where otherwise the advertiser price is usually given in advance to all of his work. And finally, it is a hard matter for the

bill poster to find it himself. Now, of what good is such a showing to anyone? All that kind of work is a detriment to our business, and the answer it is dropped the letter for ourselves, and the advertiser guaranteed.

All that kind of work is a detriment to our business, and the answer it is dropped the letter for ourselves, and the advertiser guaranteed. The following Special Convention was called by the President to be held at Cincinnati, O., January 6th and 13th, 1915, at which it was the unanimous opinion that existing members of that Association, that this Association have an office in the City of New York. It was resolved that the Chairman of this Committee upon such an office, and President Campbell made arrangements with Mr. Edward A. Stahleberg to be the representative of the Association.

The New York Office has had a wonderful effect upon the business as well as the maintaining of prices as promulgated by this Association. Although it is not self-supporting its influence for good to the business is greater than any method in view. It will become more useful in the future to both the advertiser and the bill poster. There are many reasons why it should never be the full support of the advantages.

A member of whose matters of individuals of this Association was addressed and so further comment. Others will be left before the Convention for discussion. It is the desire of this Committee that every member of this Association attend the coming Convention at Detroit, Mich., July 25th to 28th. By all getting together, the industry will be an organization of strength.

A number of changes to the constitution and by-laws will be presented for adoption at the meeting of this Committee. The changing of the Executive Committee from three to seven members.

All of which is respectfully submitted.

Signed,
EDWARD A. STAHLBERG,
Ch. Pres.

The same report should also have been signed by J. E. Brooks and probably some others had not had the opportunity. Unfortunately they were made unavailable. The following might have been included in the report for personal and signature. A complete one could be obtained on application by telegraph, but as the hour of going to press was being reached, we have been unable to do so.

ELDER, JENKS & RABORG,

'Excelsior'

Circus Paste

—AND—

BY L. POSTERS' BRUSHES

Models of Wood Wood Head, Metal and Rubber Brushes, and all kinds of billboards, signs, and posters, and all kinds of billboards, signs, and posters, and all kinds of billboards, signs, and posters.

10
ETNA
BUILDING
CORNER
N. 2ND & N. 3RD STS.
PHILADELPHIA

Write to us for
Price List and Catalogue
\$2.25 Each
Extra Extra for Circuses
\$4.00 per doz. 25 Cts per
doz. 100 Cts per doz. of
the "Excelsior"

ELDER, JENKS & RABORG
Brush Manufacturers,
127 N. Fifth Street, Cor. Cherry,
PHILADELPHIA.

Billboard Advertising. A REMARKABLE BILLBOARD.



Through the courtesy of Mr. R. C. Campbell of the American Bill Posting and Advertising Company, of Chicago, we are enabled to present a cut of the work that of itself secured the success of Waback, Aronson and Pappas' Fine Art and the Kings' Entertainment engagements in the windy city. It was indeed a success, being in only five days high and well covered for long. The paper as displayed on 12th Ave. had a lot of extra high, and in every high, making in all 250,000 impressions. It is regarded by experts as having been the best example of bill posting ever accomplished. The harmony and balance appeared in the design and mensuration.

SAVING ON THE STAGE.

How Much Attention of that are living there in the East.

When I was young and a boyhood behind the scenes, nearly anything greater in the way of acting and stunts was provided on the stage. The various entertainers who were supposed to quad breakers of red wine in the national hall only put their lips to their goblets, or, rather, professional politeness reduced with the full, colored light way up with crimson paint. It is a pot of porter was one of the "properties" in a scene, as it is in the old faces of "The Turquoise Gate," it was merely a pewter vessel with some wood at the top to simulate the froth of the Harvey and Perkins beneath, and if a strain of red wine was wanted the property was only supplied in a decorative show, from the corks of which fumes of alcohol were evolved to imitate the smoke from a hot jet. The only exception to this dramatic system of entertainment was in the comic opera of "No No, No No," in which a red head jet of water, champagne, and other scenes were always played on the table.

But in late years a great change has taken place in this respect. Some authorities are of opinion that the reform in stage play goes many dates from the time of the performance of Mr. Charles Kean, and his company at Windsor castle in the presence of her majesty and the prince consort, and when in a play by Douglas Jerrold where a dejeuner a la fourchette was represented, the performers thereof were apparently surprised to find on the table real aspics, real potatoes, real bread and real cheese. Gradually the scene of the London theaters. In "The Second Mrs. Tanqueray" real eggs and bacon were served at breakfast, while in the supper in the first act was delicious trout and wine, with equally authentic black coffee, made their appearance.

THEY DO quite credit as to when the practice of smoking real cigars and cigarettes began to prevail on the stage. Many low comedians of the last century when they played "Moll Flanders" used to smoke a pipe, but there is no absolute evidence as to whether real tobacco was smoked by Tony Lumpkin and his companions in the tavern scene in "The Beggar's Opera." It is certain that on the stage cigar was of the earliest appearance at the greatest used were those smoked by the late Alfred W. Allen and George Vining in "Bill Waring Has Done It." Some actors never smoke at all in private life, notably J. J. Froth, and that admirable comedian in scenes where the business of the stage necessitates him to use a pipe takes a few whiffs from a bowl containing dry oysters.

At present it is difficult to find a drama of modern life without some accessories in it—the cigar takes too long in smoking—and that manager would be accounted a very strange individual if he expected his ladies and gentlemen of his company to pretend to drink a w/otch tea between acts and later. With two exceptions, however—the harmless hot pot and the few straws smoked by Andrew in "As You Like It"—cigarettes have not come down in the twentieth, but the present is a progressive age, and one long it may be that so little smoke and a real business of smoking will be placed on the hospitable board of our temples of the drama.—A. A. Bels in London Standard.

A Madia Lecture.

Madia.—Yes, I know you and George are very devoted now, but are you sure that after marriage you won't live of each other's? Daughter.—Well, if we do, we can go into society, and I can join all the charitable associations and women's clubs, and be one job of the social and athletic clubs, and then we'll never see each other, you know.—New York Weekly.

This story is told of a man of thirty called in days long gone by who had a party for a pig. He held that there was one agreeable moment in the existence of a pig when it ate the owner, not a single before or after, and he watched over his pig tree with tenderness and devotion. It was a wild year, and the one he had done his best in the porcupine forest, and hoping to enjoy his favorite fruit on the morrow the master wrapped a piece of silver paper round it, leaving it labeled, "The master's pig." What a very foolish thing to do with a few hundred "sashpennies" about! The suspicious dog detected, and the master, looking at his watch for the last time, walked suddenly across the quad. That impulsive his dinner on the preceding his previous night, and on the next empty pocket he held, "A pig for the master."—Illustrated Words.

Chimes Lullie.

In 1783 the vineyard belonged to M. de Folsard, president of the Orleans parliament, and the republican leaders did a good stroke of business by gutting him and appropriating his property. It was, however, soon gone by the state, and after passing from purchaser to purchaser at an average price of about \$40,000 it was bought some 25 years ago by Baron James de Rothschild for \$100,000 and still remains in his family. About 45,000 a year is spent on its cultivation. There is perhaps no wine that grows more by keeping, and some score or eight years ago a bin of the vintage of 1846 fetched more than \$100,000 a bottle at Devereux Hill.—Hockmeyer's Magazine.

All the references in the World.

Reverend Macintosh—Reverend, you are charged with committing an offense on the night watchman.

Reverend—My theory has just landed the night watchman.

Chimes then to show to the night. After sleeping a few hours I stole quietly out of the camp and climbed the mountain that stands proud between the two glaciers. The ground was frozen, making the climbing difficult in the steepest places, but the snow over the top being sparkling beneath the glaciers' shadows of the sky were enchanting. It seemed then a odd thing that any part of so precious a night had been lost in sleep. The next day was so full that I definitely saw not only the bay, with its multitude of glittering glaciers, but most of the lower portions of the glaciers, lying pale and sparkling under the large silent mountains. The nearest glacier in particular was so distinct that it seemed to be glowing with light that came from within itself. Not even at dusk might have I ever found any difficulty in seeing three glaciers, but on the mountain top, amid so much snow, in the heart of so clear and frosty a night, everything was hazy, and I seemed to be poised in a vast hollow between two sides of equal brightness. How strange I felt about my wilderness solitude, and how glad I was that my good angel had called me before the glaciers' night succumbing so glorious a morning had been spent.—John Muir in Geology.

Notes of Scientific Progress.

Mr. Huxton Martin, the chemist, a brother of the inventor of the Martin gas, has discovered an interesting fact in regard to ammonia powder. He finds that where the powder contains 40 per cent or more of nitro-glycerin the load developed is such that some of the carbon remains in the shell gun barrel combined with the inner surface of the barrel so that the latter surface of the barrel is changed to wrought iron. It is powder grows softened and quickly destroyed.

Fluoroglass was discovered in 1880 by Richard of Hamburg.

The Rochester Bill Posting Co.,

ED. A. STANBROOK, Manager.

Bill Posters, Distributors and General Advertisers.

No. 46 and 48 MEN STREET, ROCHESTER, N. Y.

New York, Jan 10th, 1905

EDITH BILLBOARD ASSOCIATION,

Dear Sir:

Per request from the president of the Bill Posters' Association to suggest anything that would be helpful in the bill-posting interests of the country, we have this day forwarded a duplicate of the enclosed to the president of the Association with request to bring the same before the members at Detroit, July 12th, 12th and 13th.

Very truly yours,

THE O. J. GULB CO.

To Prevent Misunderstandings Between the Bill Posters and Commercial Advertisers.

The best time to straighten out a misunderstanding is before it occurs. More than from any other cause loss of billing has resulted because the Bill Posters and their customers through lack of proper notification being sent out of any change in price of posting or any other matters that affect the advertiser.

While an advertiser sends a bill of posting to a Bill Poster at the same price as he has had the work done before, he naturally expects it to be posted at the old price.

If in the two or three months that may have intervened, the Bill Poster has changed his rate, he will write a letter to the advertiser saying that his price has been advanced and refuse to post the paper unless the higher price is paid. The advertiser naturally balks, threatens to order the paper back, but on account of other engagements that he has made, fails that he must have the paper put up, unconditionally pays the advanced price, but thinks that the Bill Poster has played him a cheap trick, and never orders it.

The result is a feeling undesirable to the Bill Poster, the crossing of a duplicate to speed the money through other advertising agencies and a tendency to talk against bill posting to other advertisers rather than in the future.

One such dissatisfied advertiser can do more to injure the interests of the trade at large than the favorable opinion of ten other advertisers can overcome.

To avoid these unfortunate situations which have been of very frequent occurrence we would suggest the adoption of the following:

RECOMMENDATIONS.

They apply where any change in price, methods of handling paper or other circumstances of any kind, either or descriptions that affect the advertiser, as official notification of such changes should be mailed by the Bill Poster to every advertiser, advertising agents, and each other parties as are liable to be affected directly or indirectly thereby.

We believe that the adoption of the above plan of this suggestion by all Bill Posters would be very beneficial and do much

service concerning a certain amount of prejudice that is now quite and is very detrimental to the bill posting interests.

During the last year the National Association of Bill Posters has made several bills that have been found to be impractical and detrimental to the interests of the bill posters and the advertiser; and they have become dead letters without the friendly co-operation of the associations.

In several cases members that have been asked to live up to these rules, have acquiesced to do so after their respective bills have been demonstrated by others, and placed themselves in a very embarrassing position, lost knowledge of dollars worth of business and made the industry a mark of ridicule by advertisers and other business men.

To avoid any repetition of such mistakes, we would suggest that before any bill is sent that affects the commercial advertiser is submitted for the consideration of the association, the practicability of the same should be submitted to the opinion of three or four business men who are familiar with the temperance of the advertisers and know what they will stand. These opinions to be given to the association to assist their decision.

THE O. J. GULB CO.

New York, Jan 10th, 1905

BILLBOARD ADVERTISING suggests that notification of change and price as suggested by Mr. O. J. Gulb be submitted to BILLBOARD ADVERTISING, instead of being made known by circulars. The notice of change will be more widely disseminated and be more accurately accomplished. BILLBOARD ADVERTISING is the official organ of the Association.—Why not?

NEW YORK BILL POSTERS.

The Second-Annual Convention of the New York State Bill Poster's Association was held at Jamaica, N. Y., May 6-1905. W. J. McMillan, Troy, President; Jas. H. Street, Lockport, Secretary.

The following conditions were introduced and unanimously adopted.

Resolved, That this Association fully appreciate the great benefits agency that all 'National work' should be entrusted through the office of our New York City and that an agent in his representative of this Association.

Resolved, That in and after this date the members of this and New York Bill Posters' Association, with offices in New York City and that an agent in his representative of this Association.

Resolved, That in and after this date the members of this and New York Bill Posters' Association, with offices in New York City and that an agent in his representative of this Association.

THE ERIE BILL POSTING CO.

ED. A. STANBROOK, Manager.

Bill Posters, Distributors and General Advertisers.

No. 10 North Park Row, ERIE, PA.

the ungrudgingly and substantial reward that is provided by the bill poster, in coming that gentleman's secret by the United States government on a false charge of "obscenity of character."

Whereas, They did their want and used their utmost endeavor to have the said Edward A. Stanbrock held for the United States grand jury, but were found in their own charge upon the good character of one of our members, and therefore, he is

Resolved, That we, the members of the New York State Bill Poster's Association, in conversation assembled this 10th day of May, 1905, do hereby most emphatically denounce and deplore the course that prevented the liberty and combined sensible methods pursued by the said O. J. Gulb Co.

Notice Billboards and newspaper columns are liberally given over to E. A. Stanbrock, Wm. West, E. A. Stanbrock, E. A. Stanbrock, and the small bill is especially happy.—Profitable Advertising.

BILLBOARD ADVERTISING is going to the Convention—that is to say the editor will be there.

Not only Bill posters, but advertisers, printer, printers, glass proprietors and agents are invited, and will be allowed, under certain restrictions, to participate in the deliberation and proceedings. This broadens the scope of the convention and leads to added dignity and force to the conclusions or list.

We notice the billboard at the corner of Tenth and Brown streets has taken on new paint, fastened to the wall and the advertiser who has recently brought upon the scene. Here we give an illustration of this kind in our April issue, showing the work of Demsey, the "Gypsy" has been found, and is now controlled by the Boston Advertising Company. Mr. Demsey probably made the last bid for his board, but we support the owners of the old Tenement House never quite figure him for covering the old sign with Oriental posters shortly before his destruction. It was cut right with the best preparation, but not quite to the fancy of the owners of the building. Big signs, the "The sign at its own approval, and the Bill Poster of London has been made to say about it.—Profitable Advertising.

There are many different people with many different wants. The work advertiser adapts his advertising to the people he wishes to attract.

A one color trade mark or emblem, would be introduced a great benefit by many members of the A. E. F. A.

THE FINEST RENTAL.

What is probably the highest rental in the world for a billboard location is that paid by Van Buren & Co., of New York City, for the corner of 21st and Broadway streets. It is well known and their feet on Broadway, and one hundred and seventy five feet on 21st street, and seven Mason Van Buren & Co. \$1,500.00 per year. It is a triple deck board, and is always covered though the sun is 50 degrees high.

This board by the way, is one of the most profitable arguments obtainable against the establishment of an arbitrary and inflexible scale.

The advocates of a uniform rate as one which will establish one price for both large and small cities and could be absolutely rigid, and inflexible, will do well to bear in mind that the law is equally well framed to a much greater extent than a restriction passed by a convention. Merchants and manufacturers advertised long before their organizations were formed, and for the benefit and to the profit of the advertiser. They have been deprived of the only comparative method at their command, would suffer in comparison with the large cities.

BILLBOARD ADVERTISING hopes that the attitude of the association at large toward the two rival factions will be one of moderation. Stanbrock of Erie does much for bill posters, and by that same token to his O. J. Gulb, whose case is likely to be complicated by previous Campbell and his following. It is without saying that these positions will differ on many important points and it behooves all to see that they differ with becoming courtesy. They will, but that perfect harmony is necessary to stand before the convention opens. The goal of the craft demands it. The members of the association should remember that no matter how the board be closed.

The following printing houses are issuing commercial designs in stock posters:

Little Blue Print, Boston, Mass
W. J. Wagner & Co., Cleveland, O.
Hosken & Whitman, Litho. Co., New York City.

Telegraph Blue Print Co., Cleveland
Overman & Co., Cincinnati, O.
The Dime Litho. Co., Cincinnati
Bill posters holding orders for three goods receive a commission besides getting a margin for their Cleveland. When you write for samples mention BILLBOARD ADVERTISING.

The world was divided Lewis' Leap, on the C. & O. R. E., by placing the H. J. E. Cigar sign in it, both a severe loss to brand advertising. It is a pity that its cause could be adequately punished.

The billboards associations do not increase their range of operations. They read also in just hearing news.

Canadian Duties.

The Assessment Company Printing the List to the United States Lihographic and Descriptive Printing Establishments and Theatrical and Circus Companies that Your Canada Why Your Duties Should be Abolished or Considerably Reduced.

Every theatrical company, circus and ball advertisement that plays in the Canadian cities and towns are registered in the United States. We can readily say that almost all of the printing that represents the various cities in that our Canada is brought in the United States, for the simple reason that the printing could not be secured in Canada, as there are no establishments in Canada that print this class of work, and by advertising, free of duty, assessment display printing into Canada, it would not be a competitive or detrimental to the printing industry of Canada.

Even if Canada had printing houses that did this style of printing, their competition with the United States firms would be such, as it would not be profitable or good business judgment for the proprietor of an assessment station to buy his printing in Canada. He would be responsible for the duties on the tour of the Dominion in one or two months of the season, so he could not afford to pay duty on printing three-fourths of the regular season while playing in the United States.

On an average, the theatrical business done in Canada is about one third less than it is in the same season of the same engagements played in the United States, and the territory for assessments of the States is an extensive that it is not necessary for an attraction to play in Canada. All the Canadian theatres depend upon the United States for the big majority of their dramatic, operatic and circus engagements.

The printing used to illustrate the Company public that the attractions are, costs about one third as much as they do in Canada as it does in the United States, on account of the Canadian import duties on printing.

Therefore it would be justifiable to wish by which to reduce the United States and Canadian import duties on assessment display printing. This would be responded.

The following will explain the Canadian import duties on assessment printing:

We will say that an assessment of lithographic, stone and descriptive printing is assessed Toronto, Canada, about \$1000, and weights about \$1000. The duty of import per lb, amounts to \$10 and the duty of a per cent on the value.

The duties increasing the origin, on \$1000 to \$1000 of printing, \$200, on an average of about one third more a very contingent of display printing that is used in Canada.

By admitting display printing into Canada free of duty, some and better equipped assessment newspapers from the United States would be introduced into the Dominion of Canada, which would increase the business of the Canadian lithographic, stone, and descriptive printing, and better financial results to the proprietors and managers of theatres and balls, and cir-

culate more money into the channels that directly or indirectly have to do with assessment's enterprise of all descriptions, thus giving the Canadian the same great opportunity of using larger and finer materials than heretofore.

It is worthy the moving suggestion to bring the above into the proper position for discussion and legislation in the Congress of the United States and the Legislative body of the Dominion of Canada.

A committee, with authority, is to be appointed, representing several large printing establishments of the United States, and similar agencies in the Dominion, to be printed in letter form, with subscription sheet for signatures to be mailed to the individual addresses of both branches of the United States Congress, and to the Legislatures of the Dominion of Canada, each of every newspaper in Canada for publication.

To the Managers in the profession have said in Canada, printing houses of the United States, retailers, hotels, transient companies, and bill posters of Canada. Wm. B. Eaton.

GEO. W. JACKSON, of Washington, D.C., is probably the oldest bill poster in the United States now actively engaged in the business of bill posting and advertising since 1850.

JOHN CHAPMAN, founder of the John Chapman Co., of Cincinnati, O., probably also dates Mr. Jackson, but he is no longer actively engaged in the business.

FRANK ANTHONY, Chairman of the Associated Bill Posters Association, Detroit, Mich., July 3, 1911, it is said so.

"I told you you would be using much of your old copy," said the physician. "Indeed?" queried the sufferer, "indeed as it is in fact it is. I shouldn't send you a bill as you are not a poster!" - "Cleveland Tribune."

COUNTRY POSTING.

A correspondent, writing in the columns of Power's few weeks ago, on the "Organization of Advertising" discussed the relative value of Post Cards, Letters and Newspapers as a means of publicity. The writer is a gentleman whose opinions are of value, inasmuch as he has made advertising a specialty for many years past, and says that he thinks he must have written or less than 120 pamphlets for various kinds of advertising. The opinion is what he is in opinion speaking generally, in that newspapers are the cheapest medium for advertising, pamphlets cost, and then come post cards, and lastly, letters.

It is not a question of scope, but of what is expedient, he says but are based on some little experience. Now it cannot be expected that we should be side with the opinion, as it is in the opinion of one with some authority. We would rather, therefore, as to his opinion about posters, and cannot but feel that his experience with regard to them has only been a very limited one, and that what he has said about posters it must be confirmed that the preliminary "outlay on a poster worth posting is a poster worth posting. It is in London hereings get I think the most effective will have to take the use of a poster. In the country he may

probably use one or two "assessments" "assessing, and a good poster of success. The comparison: I read posters for the streets, and one thing-by-rival posters, I mean, as necessarily those of rival posters, but my judge that, by its own cost, they leads to definite attention, a bill that is "assessing" has consequently a good chance. Indeed, while the cost of well spent is not great, and may be so small as to be almost negligible, the expense of posting is much greater, and is in "assessing" is in London so far as all the large centers are concerned. A bill less than five centimes has no better chance of catching attention there than in London. The cost of the necessarily attractive bill issued from the provincial districts will, by work, commercial firms are fully able in the need of effective posters, the cost of well spent is in many of the large towns equal to what it is in London, and in some of them that are so unimportant as to be almost negligible. In fact, in fact, we very little below the London rate. If there are as he says, any need of posters where the cost of well spent is not great, the poster will be used by quickly secured by some other, and will do good but be completely wasted. The day of well spent is quite past, never to be seen. It is only when a bill-posting firm is able to offer it its clients that pretensions to which they are satisfied that results can be at any way satisfactory. Hence that in itself and labor that it cheap cannot be expected to produce anything but unsatisfactory results. It is indeed money wasted to make use of it.

What do the statistics of our great postal authorities tell us? They tell us that they would sell Mr. Russell that he is altogether in error with regard to many of the statistics he makes. The statistics of rival "posters" is an item in the country as it is in London so far as all the large centers are concerned. A bill less than five centimes has no better chance of catching attention there than in London. The cost of the necessarily attractive bill issued from the provincial districts will, by work, commercial firms are fully able in the need of effective posters, the cost of well spent is in many of the large towns equal to what it is in London, and in some of them that are so unimportant as to be almost negligible. In fact, in fact, we very little below the London rate. If there are as he says, any need of posters where the cost of well spent is not great, the poster will be used by quickly secured by some other, and will do good but be completely wasted. The day of well spent is quite past, never to be seen. It is only when a bill-posting firm is able to offer it its clients that pretensions to which they are satisfied that results can be at any way satisfactory. Hence that in itself and labor that it cheap cannot be expected to produce anything but unsatisfactory results. It is indeed money wasted to make use of it.

We cannot believe that the notice has had much opportunity in posting the country, or he would not commit himself to such public notice in his own name as the amount of the notice which he states are so wide from the mark, what confidence on them be that his conclusions are any better worth attention?

It is not a question of quality, as in similar cases, but there are numerous firms who have for very many years continued to use the poster as a means of advertising, who use it well, and seem likely to go on using it for ever. There are also many cases where firms that many years have taken up the poster, and finding it has not up their sales, consequently continue to use it, and to use it as profusely as would the pamphlet or the newspaper. Would these firms do this if results did not justify it? We think, judicious advertising is good in whatever direction it may be taken up, and impudently advertising is wasteful no matter in what direction it is placed. All advertising, whether by newspaper, or country, or organized, and when that is done, there is scarcely any branch of business in which it will not be found that the use of a poster will bring in more orders as proportion to the outlay than any other possible means of advertising. - The Bill Poster, London, England.

PRINTERS' GOSSIP.

This column, which appeared in the last issue in its new form, was heartily received on all hands. We welcome suggestions and correspondence with a view to its improvement.

W. J. WINTERKORN was a caller June 26th. He talked on that his arrangements are well under way, and that his new office will be in running order by September 1st. The capital stock will be \$100,000, of which \$20,000 has already been subscribed.

The annual meeting of the New York Printers' Association, which was called for June 26th, did not take place. There has been a noticeable lack of interest among the members for some time past, but Mr. DeLoe, ably seconded by Mr. Edmund Clifford, has tried valiantly to hold the organization together in the face of a most discouraging outlook. Their efforts have at last been recognized and will likely be accorded the support they deserve, as one of the most important business has been determined to maintain the organization at any cost. Mr. DeLoe will be continued at the head of the movement as before.

JUST why the Silver Printers' Association was called in to meet and discuss the past of existence is not understood, especially just at this time, when the firms in this line of business are passing through an ordeal the like of which has never been known. The reason, if there be any in it is the apathy of a few members of the calling, whose attitude, lack of interest, and indifference, has not only precluded all possibility of their union in support of a movement which has for its object the improvement of the trade in general. However much their own immediate prosperity is a competitor, even though the means which secure it benefit those few fold as much as the industry, and Mr. DeLoe will consequently be enabled to give the staff the much-needed reform and accompanying protection.

PREVIOUS known, especially poster printing companies, find a new advertising medium in BILLBOARD ADVERTISING.

Billboard advertising, poster printing, and printers who make a specialty of distributing notices, are all invited to attend the convention of the Associated Bill Posters' Association at Detroit, July 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12. It is to be hoped that as many as possible will attend themselves of the invitation, as a new intimate relationship and intercourse between the members of the two callings is greatly to be desired.

THE Little Show Print, of Boston, Mass., continues to be very busy.

PRINTERS will do well to be on hand in order that BILLBOARD ADVERTISING reaches every prominent advertiser in the country. As advertisements changed monthly will prove a very profitable assistance.

BILLBOARD ADVERTISING for August will contain a complete review of the progress of the industry, as well as the A. B. P. A. As the first part will be entirely expanded, it behooves parties interested therein to subscribe now.

POUGHKEEPSIE, N. Y., 97 CATHARINE.

M. F. SPRENGER, THE HONEST KING,
BILL POSTER AND DISTRIBUTOR,
 Wappingers Falls, Hyde Park, Rhinebeck, Highland.
 Commercial Work a Specialty. 16000 R. of Boards & Walls
 Number 31st York State Bill Posters Association.

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

The following are the agencies authorized to sell and distribute the DUNN & DUNN
 LITHO. CO. Bill Posters and Signs in the various States of the U. S. A. Agents are the Bill Posters
 and Signs Association, Inc., 100 Broadway, New York, N. Y.



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

The Price Advertising Co.

BILL POSTERS, DISTRIBUTORS, &c.

Own and Control All Bill Boards.



General Offices: Leander Richardsons Dramatic News.
 DORALISON LITHO. CO. BUILDING,
 CINCINNATI, OHIO.

Subscription Rates, \$4.00 per year.
 Advertising Rates, 10c. per square inch.

CINCINNATI, OHIO.

A LITTLE ADVERTISING

- ... Is a dangerous thing. Advertise well or you eat advertising.
- ... Short trials disappointed the one, but confidence advertising grows a business breaker. ... Allow me to demonstrate 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 PRINTERS
 CINCINNATI, OHIO.

Send for samples of "Ray," "Yan," and "Oh, My" Posters.

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

O. P. Fairchild, CITY BILL POSTER,
 Distributor and General Advertiser.

Covington, Midvale, West Covington, Ludlow and Ferrisburg.
 16 East Fifth Street, COVINGTON, KY.

THE INTERNATIONAL PROPAGANDA CO.
 FERRON, CURTIS & CO., Managers.

GENERAL ADVERTISING CONTRACTORS

United States, Canada, Mexico, Central and South America, and the West Indies.

Advertisement contracts and contracts for all branches of Foreign and Porto Rico Bill Posting, Distributing, Show Displays, Bill Posting, and Advertising, and all other work of the business nature of the business. Also a complete list of all the bill posters and distributors of the United States and Canada. Also a complete list of all the bill posters and distributors of the United States and Canada. General Office, 1364 Broadway, New York, U. S. A.

WITH BRANCHES AT
 Havana, Rio Janeiro, El Paso, City of Mexico, Santos, Buenos Ayres, San Francisco & Lima



Special

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

2x3 \$2.50.
 2x4 1/2 \$3.75.
 2x6 \$5.00.
 Send Good Photo with Money Order,
 ——— TO ———

THE HELLBERG PHOTO-CUTTING CO.,
 CINCINNATI, OHIO.

1348 1/2 W. 13th Street, Cincinnati, Ohio.

DISTRIBUTING?
 OH YES!
 AND BILL POSTING.

REESE & LONG.
 220-222 Population, SCRANTON, PA.

When you will, mention Billboard Advertising.

Designs For Moral Reform and
 Pious and Political.
 See Style, See Size, See Method,
H. E. BURCKEY,
 Doralison Litho. Bldg., Cincinnati

The Homeless Boy's Friend

A monthly Paper published for the benefit of the Homeless Boys of Cincinnati 10c. per year. Address
 THE HOMELESS BOY'S FRIEND,
 164 Spenceman Street, Cincinnati.

When you will, mention Billboard Advertising.

ELECTROTYPING!
 Special Attention Given to
 FINE WOOD-CUT and INK WORK
 ——— WITH MATERIALS ———
WINKELMAN & BURBANK,
 114 N. 10th Street, CINCINNATI, O.

When you will, mention Billboard Advertising.

For Information on Making
CEDAR SHINGLES

ADDRESS
WORME & KIDSON, Auburn, Vt.

When you will, mention Billboard Advertising.

Chas. H. Day's Circus Story,
 "Young Ad. Foregather"

THE ELKHAUNT TRAINER,
 1000 N. 10th Street, CINCINNATI, O.
 P. O. Box 60, NEW HAVEN, CONN.

When you will, mention Billboard Advertising.