

BILLBOARD

ADVERTISING

A
Magazine
for
Business Men
who
think.



George H. Babb.

September, 1895.

BILLBOARD ADVERTISING

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

VOL. IV, No. 11.

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PRICE 10 CENTS.
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BUSINESS.

BILLBOARD ADVERTISING is a journal for business men who think. There is much in it which will furnish food for thought, much that will be of successful consideration. We have no private interests to desire no pet hobbies to ride and no other no politics in the conduct of a business paper because business interests are superior to all party interests. We do believe that business men should study advertising, not any one branch of it, not with a view of becoming expert in any particular line but simply and solely as business men with a view toward the betterment of business, to the improvement of the commercial interests of the community, for no good business is dependent all progress and development. By business, we mean not some static for profit, but the active work of the world at large, including every calling, profession and industry that tends to better the condition of mankind.

Advertising is the very life and soul of business and as such it is a fitting and important study for business men. We advocate advertising in general and practice, disseminating, word signs and placard bulletins, exhibits at fairs and exhibitions, trade journals and class publications in particular.

The business man, no matter what he sells, knows too much about his business to properly advertise it. He is handicapped with technical details, and is outside of what he manufactures or sells, knows everything about his business and his goods, so that when he writes about the goods he writes as an expert, as a technical man, filled with the abundance of information, which he understands, and which his clerks and those in the same business with him understand. He over-sells, because he understands, and people all he knows about the business. The beginner says very little about the manufacture of anything. The expert wants to know what the thing is good for and what he can buy it for.—*N. C. Fowler.*

ENTERTAINMENT.

They call it **entertainment**. This and amateur on the part of the newspapers and magazines to decrease the price of their publications to the very last cent, the extreme measure to which it is possible to sell and still live. The reader gets their product for nothing, and not only the copy one who gets something for nothing, but they like to appreciate it.

The reader must be honest by common sense, and in this instance it falls upon the advertiser. How long will he stand it? How long will this reckless media continue? Not a great while we venture to predict.

Seven ten years since, a similar crash afflicted showmen. Advertisers which had been charging 20, 25, 35 and 50 cents a column, lured by the seeming success of a bold advertiser, commenced to reduce their prices. One followed another until the cheap prices became epidemic and three quarters of the showmen were down to a ten cent basis. Of course there was wild excitement, shouting things and business attendance, but the profits were nil. It was impossible to even obtain sufficient funds to keep the repairs up and these organizations

Some of the heaviest advised agents see those of present. I don't believe that one poster in a hundred knows how to advertise his own business. Most posters try to impress their partners with the idea that good printing is an essential part of any successful business. At the same time, they cut ads and their own printing over as liberally as possible of how it ought not to be done.

I have before me an ad from a paper published in Leno, Ia. It occupies about eight inches double, and contains no less than six different faces of type. There

must be job right and to contain more than ten different faces of type, or, as the article says, "An advertisement or a piece of printed matter ought not to contain more than two or three different faces. There are occasional exceptions to this rule, but they are few and far between. If you try to accomplish everything you say, you will put everything off to the level and nothing will be accomplished. If you have ten lines in an ad and display all of these, you might as well have displayed none. If you will put out one line and make it last lines as long as any other line you will have something with which to catch attention."—*Charles Austin Davis in Printer's Ink.*

We are much struck that **Display Advertising**, an exceptionally bright and successful publication which was started in St. Louis, has prospered. If it has, it will be a pity, as the little journal bid fair to accomplish most good. Bill posters are advised to have the money power of the right sort, and **Display Advertising** was of that kind.

JAMES H. STAATS.

When posters were scarce here, it was of the best houses and most popular men in Louisville, Ky., where he is better known as "Uncle Jim Staats." His industry arranged some ten years of the best known in the country. His motto has always been to do business as bill posting as well as some other, everything in the way of law, agriculture, professions of all kinds, which and a wonderful amount of all the business data useful can be covered here. His motto is, "I will begin business in the place where he purchased the good will and interests of my children, who had a share in the old American building on Pine street. Through the suggestion of Robert Brown, of the New York Ledger, Mr. Staats had entered the bill posting business in the City of New York, and in the short space of one year was selling one million and one-half copies of bill posters, and he is now doing a business of \$1,000,000 per year, and it may be said that everything he undertakes is financially and automatically done. That's one reason why **Logans** is always in the ink.

In December, 1894, he was elected secretary of the New York State Bill Poster Association, held at Syracuse, which office he still holds, and it may be said that as he never qualified to do that position. He finds, although getting his bill posters all over the city, that it is necessary to have a man in the city with the ink.

The Way They Circulate.

A fairly good idea of the value of newspaper ads can be had from the following article which we will quote from the **Billboard**, which is our old paper, and we will change it as much as possible for reprinting, unless otherwise stated, and we will give the name of the **BILLBOARD**. We are extremely indebted to our readers.

A business man, the well-known article, is a sufficient reason. For years he has been looking for a book which he has been looking for, and he has to be the largest in America.



JAMES H. STAATS.

which did not get back in a legitimate wholesale charge, possibly were themselves out.

The only attraction of that time was an in existence to-day, as the men who steadily maintained their prices.

W. A. FITZGERALD, manager of the Crown City Bill Posters Co., Milwaukee, Wis., is of the opinion that **BILLBOARD ADVERTISING** is rendering valuable service to bill posters and agrees as his best wishes for our schooled course.

see ten display lines in it, and seven lines of reading matter. The ad is surrounded by an old fashioned wire art border, and is about as bad an example of display composition as I ever saw. If the printer had used two kinds of type, they could have made a nice looking ad. To do good printing it is not necessary to have an excessive number of faces of type. Given three or four different styles and the intelligent printer can turn out readable work, which is the job printing line in a newspaper display. Except in unusual instances, an advertiser

Bill Posters' Notes.

The Rocky Mountain Bill Posters' Association embracing Colorado, Idaho, Wyoming, Utah and New Mexico, which was projected by Jas. A. Curran of Denver, has been successfully organized.

The California boys will make application to the Associated Bill Posters Association for a charter at the next annual meeting.

The Michigan Association in the oldest state organization is extending.

Efficiency of renewed interest is expressed among the members of the Missouri Association.

Pennsylvania is doing exceedingly well for a youngster.

Kentucky will probably locate in West Virginia and Tennessee at the next convention, in which event, the name will likely be changed to the Central Bill Posters' Association.

North and South Dakota will organize shortly under the name of The Dakota Bill Posters Association.

The convention of the Illinois Bill Posters Association was the most successful ever held. That prize of leadership, E. C. Campbell ought now to have his attention to Wisconsin.

New Hampshire will eventually be compelled to take in Maine and Vermont. These three states will eventually constitute the North Eastern Association.

By Law, Article 9, Annual Deeds, Section 2. The annual dues for each member of the Association shall be as follows: In the proportion of the respective city by he having with the following schedule:

| For cities having a population of | Yearly | Three years |
|-----------------------------------|--------|-------------|
| Under 20,000 | \$1.00 | \$3.00 |
| From 20,000 to 100,000 | 2.00 | 6.00 |
| " 100,000 to 200,000 | 3.00 | 9.00 |
| " 200,000 to 300,000 | 4.00 | 12.00 |
| " 300,000 to 400,000 | 5.00 | 15.00 |
| " 400,000 to 500,000 | 6.00 | 18.00 |
| Over 500,000 | 7.00 | 21.00 |

Members, Sons of Chatham and Pioneers of Missouri, who have charge of the settlement associations of Canada are invited to divide the Dominion into three separate districts, viz: West Canada, embracing Victoria, Assiniboia, Northwest Territory, Alberta and Manitoba; British Columbia, including Ontario and Quebec; and East Canada; Nova Scotia, New Brunswick, Prince Edward Island and New Foundland.

The question of educational organization in the north is apparently to be left as an ever a successful solution.

Just as we go to press a rumor reaches us that California will take in Arizona, Nevada, Oregon and Washington. The New Association will be styled the Pacific Coast Association.

We have received numerous inquiries from bill posters who wish to join the Association. If they will write to Mr. J. Ballard Carroll, 35 Beaver St., Albany, N. Y., he will give them all the desired information.

ODDS AND ENDS.

What will keep posts from covering? Several inexperienced bill posters in the smaller towns are anxious to learn.

There is great need of a name or term which will designate the employing bill poster as distinguished from newspaper agents. The term bill poster is no longer like the bill. You cannot call E. C. Campbell, J. Ballard Carroll, Geo. M. Leonard or James A. Curran bill posters. They are employers of bill posters, what is desired is a fitting appellation, which will define their calling.

TELEPHONE ADVERTISING encompassing the necessity of group facilities. In this matter has decided to put the matter to a vote of the rank at large. Fill out the following coupon and mail it to BILLBOARD ADVERTISING, Cincinnati, O., so as to reach us by September 25th in order that the vote may be counted and the results announced in the October issue.

Editor of BILLBOARD ADVERTISING.

In my estimate

is the best and most fitting appellation for the employing bill poster.

SIGNED,

We offer the following suggestions, viz:

- 1.—*Billboarder*, which is the French for an employing bill poster.
- 2.—*Billboard Artist*.
- 3.—*Poster Artist*.
- 4.—*Billboarder*.
- 5.—*Billboarder*.
- 6.—*Poster Artist*.

Any of the above would answer the purpose if unreservedly adopted, but is altogether possible that something much more apt will be brought out by the vote.

NEW YORK NOTES.

Representative Edward A. Stahlbrodt, New York City, is making "Arrowhead" Circuit paper throughout the entire country. The firm is now having an eight sheet poster made of paper to the one sheet used up to the present time, and of which 25,000 sheets was the number printed. The whole of which has been passed during the past few months. That is not very bad killing for a firm who only cater to the female sex.

Mr. Stahlbrodt, the Association's representative, also has the contract to print Currier Bros. Co., Rochester, N. Y., "Blue Label" Kitching, station and novelty sheet stamps, throughout the country. Here is an opportunity where every bill poster who has any pride in his identity, may show his appreciation to the class of manufacturers he desires to advertise on his behalf, by giving this

an excellent showing, and thereby encourage other large firms to adopt bill posting in preference to other methods.

You will always find plenty of work upon the billboards of a city where the paper upon the boards is well rubbed in and freshly cleaned. Bill posters must start the same every morning. These boards presentable to the public, that is followed in all other business enterprises.

The bill poster was now between the leading bill posting establishments and the owners of Chicago, Ill., has been the cause of cancelling a number of posting contracts from the East. No one feels sure whether or not the paper will remain up one day or a week. Posters Campbell will be the largest loser on account thereof. It is to be hoped posters will soon be equally satisfied as Chicago is quite a bill posting center.

Murphy, Tex., August 10, 1898. EDWARD BALLARD ADVERTISING.

Dear Sir—Will you kindly publish a notice by which poster one 10 cents that can be used for commercial purposes here in Memphis, and the contents of the subject in your paper would probably be of value to the public. We have no trouble to keep posts for a few days, but have no receipt that will make sure that we can guarantee. Respectfully yours,

MICHAEL BELL POSTING CO.

We have issued a bill that the addition of a small quality of "bluehead" will preserve paper indefinitely. Also that a small portion of coccolite substitute in each barrel or box of paper, if it has been thoroughly cleaned, will keep it from staining. These bill posters are simply depend on keeping the top of the paper level, that is on the paper being kept in a smooth surface on top. Does any one have anything better? If so we would be glad to publish.

It is said that numerous gallons of molasses, for which there is no market, is usually dumped into the rivers and bays of Louisiana, by the sugar plantations. There is a device waiting for the man who will clarify it by some cheap process. It would make an excellent substitute for soda.

Frank Terrell, of the City Bill Posting Co., was arrested some splendidly large and gross boards in the city last week in Paduch, Ky.

John Staples, of Utica, N. Y., is one of the upstart and enterprising members of the crew.



H. R. LONG.

It is Little one of the firm of Ross & Long will be in New York, just got out, and for a number of years was connected with the latter by the fact that he was the originator of the business in the matter of the firm, who has been advertising agents for the American of Boston. In August of this, owing to some difficulty with the bill poster (St. Louis, Mo.) Mr. Ross & Long had the bill posted for the same until March 1, when he and J. R. Ross, joined hands and bought out the old bill posting plant. Mr. Long has been a successful advertiser for over eleven years, and is now business of the Franklin Crystal State of the advertiser. It is worthwhile to see his "Ketcher" Long show the "best" of paper when the same rings.

ELDER, JENKS & RABORG

'Excelsior'

Circus Paste

—MADE IN—

BU L. POSTERS' BUSINESS

Made of finest Wood Board, best long lasting material, and is guaranteed and reliable brand.

For all bill posters, and for the ready "Excelsior" and "Circus Paste" are the best of their kind.

Size 9 inch.
Price \$50.00 per doz.
25 each

Extra Extra for Circuses
and for the best of their kind.

ELDER, JENKS & RABORG
Sole Manufacturers

127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

DO YOU WANT IT? **COLORADO.** WE CAN GIVE IT TO YOU.

THE
Curran Co.

Main Office,
Denver, Colo.

Branches,
Colorado Springs
and Pueblo.



Controls the

Big 3

Distributing Points for
Bill Posting,
Distributing,
Wall and Fence
Advertising Signs.

Bill Posters!

Best Paste Work Made on Earth.
I HAVE THEM. YOU NEED THEM.

BACK W. PEACOCK,

11 Water Street, INDIANAPOLIS, IND.

How to make money overnight, and for 100.
Cinderella Plan, THE ADVERT. BULL. & Y.

DON'T PASS **OLD BUTLER**
I Distribute

ALL KINDS OF ADVERTISING MATTER.
WRITE FOR TERMS.
C. P. ROBERTS, Selkirk, O.

Newman

Sole up Signs, Distribution Circulars,
Papers, Stamps, etc., throughout San
Diego county. Chicago modern.
Address, 1430 N. HENRY.

Escondido, Cal.

Col. Joe Blakeslee,

CITY BILL POSTER AND DISTRIBUTOR.

Owner of ALL BILL Boards.
Established 48 Years.
Weight 250.

New Haven, Conn.

W. H. BATHGATE ADVERTISING AND
DISTRIBUTING AGENCY.

DISTRIBUTORS,
BILL POSTERS,
ADVERTISERS.

REFERENCES ON APPLICATION.

PORTAGE, WIS.

The Old Buffalo.



JOHN CHAPMAN.

THE
JOHN CHAPMAN CO.

LICENSED CITY AND COUNCILMAN

BILL POSTERS,
DISTRIBUTORS,
ART BULLETIN ADVERTISERS,
PASTE MANUFACTURERS.

17 Longworth St., Telephone 2214.

CINCINNATI, O.

CONTRACTS

SOLICITED FOR

Distributing

All Kinds of Advertising
Matter, by the

International
Association
of
Distributors,
OF NORTH AMERICA.

Reside Members Only. All Rights Reserved.
First Law constant with Good Work.

W. H. STEINBERGER, Secretary,
No. 21 Vine Street, CINCINNATI, O.



Mauberrét's Printing House, Limited

Printing - **Posters** - Work
all sizes - THE CHEAPEST
all styles - PRICE
THE LOWEST

Branches. 526 to 532 Poydras Street,
NEW ORLEANS

Capital City Bill Posting Co.

CONTROL ALL BOARDS AND AVAIL
ABLE PLACES FOR POSTING IN

BOISE CITY, IDAHO

JAMES A. PINNEY, Manager.

Also Manager COLUMBIA THEATRE.

HUIEST-STOUT SIGN CO.

(INCORPORATED)

Advertising Sign Contractors. Licensed City Bill Posters.
213 N. Eighth St. ST. LOUIS.

When you write, mention *Billboard Advertising*.



The Ideal Paste Machine

Manufactured by the
IDEAL PASTE MACHINE CO.

This Paste Machine is to-day the simplest, greatest of machines on the market. Easy to operate, can be run by hand or steam power. Size of machine, 4 feet 4 inches long, 30 inches wide, 3 feet 3 inches high.

Write us for printed matter.

IDEAL PASTE MACHINE CO.

DAYTON, OHIO.

Write To
Montague & McHugh,
Fairhaven, Wash.

For Information Regarding The Station

**WASHINGTON
CEDAR**
WASHINGTON, D. C.

When you write, mention *Billboard Advertising*.

Chas. E. Day's Cross Street,
"Crying Ad. Foreigner,"
THE ELEPHANT TRAINER.

Mailed on receipt of money to: S. H. DAY
WINTERTON, CALIF.

When you write, mention *Billboard Advertising*.

HIGH-CLASS Half-Tone ENGRAVING.

SEND
A good
Photograph
and
Cut a
Good
Cut.

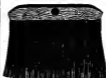


Prices:
1st, \$1.00
2nd, .75
4th, .50

SEND
The
Money
With
The
Order.

Prices:
2x3, \$1.00
2x4, .75
2x6, .50

The Helleberg Photo-Engraving Co., Cincinnati



THE DONALDSON BILL POSTERS' PASTE BRUSH

COPPER BOUND & STEEL COVERED
THE BEST AND MOST DURABLE
ANY OF THEM ALL.

PRICES:
No. 1, with PASTE 10 IN. for \$1.00
" " " " 12 IN. " " 1.25
" " " " 14 IN. " " 1.50

SEND YOUR ORDER TO
The Donaldson Litho. Co.
CINCINNATI, OHIO.

YOUR AUTOGRAPH FREE.

Robert H. Boyers

With a photograph taken on 22 x 28 size card of your handwriting approved and placed on a photograph card. Write name in which box on card and return the card.

ILLUSTRATION AND ADDRESS:
JAMES B. LOWE,
Chief of Advertising,
Pence, Post & Pelt, Washington, D. C.

BUSINESS "SHARPER."

To Any Sheriff or Constable.

DIRECTION:

Send the man that didn't get any 2 dozen trade tickets for business people. Be prepared of cost 50 cents release him. No stamp. Address,

JAMES B. LOWE,
Chief of Advertising,
Pence, Post & Pelt, Washington, D. C.

This is Ramsey of Lexington,

Don't
Overlook
Lexington,
The Queen
Of The
Famous
Blue Grass
Region.



DO YOU POSTS BILLS? NO.
Is that all? He Oves Lexington
Send for Bill Posting Card and Postage
Send for Bill Posting Card and Postage
Send for Bill Posting Card and Postage
Yes, You Buy Him? Cost 2 Good
Distributing
No. 2 Good
No. 2 Good

JAMES B. RAMSEY
Lexington, Ky.



This is
The Point,
Drop in
When You
Are in
Town,
Good
Place to
Loaf.