

BILLBOARD ADVERTISING

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

Vol. III, No. 7.

CINCINNATI, MAY 1, 1895.

PRICE IN ADVANCE,
PER YEAR, \$1.00.



J. F. O'MEALIA.

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

BILLBOARD ADVERTISING

Official Organ of Associated Bill Posters' Association.

PUBLISHED EVERY MONTH BY

BILLBOARD ADVERTISING CO.

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

JAMES H. HENNEGAN, MANAGER.

—ADVERTISING RATES.—

—CIRCULARS ON THIS TITLE WITH THE FOLLOWING INFORMATION AS TO THE ADVERTISING RATES FOR THE YEAR 1914.—
 CIRCULARS WILL BE SENT ON REQUEST TO ANY ADDRESS IN CARE OF THE PUBLISHERS AT A COST OF 5 CENTS.

Business Advertisements.

Published on one column (space taken).
 Rates for one square inch per day for 10 days, 10 cents; for 15 days, 15 cents; for 30 days, 30 cents; for 60 days, 60 cents; for 90 days, 90 cents; for 120 days, 120 cents; for 180 days, 180 cents; for 270 days, 270 cents; for 360 days, 360 cents.

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BILLBOARD ADVERTISING CO.

No. 11 West Eighth Street,

Cincinnati, Ohio.

The phenomenal amount of commercial advertising which has been developed from customary channels to the bill boards of this city has not merely advertising agencies to obtaining the results of advertising the attention of advertisers to the advantages of this particular medium. *Printer's Job* thinks it is largely due to their influence. *Bill Advertising* is a rising body which it is entitled to the credit, while *Display Advertising* is of the opinion that the more announcement of their latitude in entering the field has brought the present progressive condition.

We might by state to the credit account, however, as bill posters had their origin prior to the time we entered the field, and furthermore, the present activity moved just before the time our second issue came out. But, even so, in the conditions and cases which gave rise to this large increase in postage, date back to some three or four years ago, when the A. B. P. is now first organized, and if credit belongs to any one name since that epoch, it should be awarded to Mr. Ed A. Stahlhut.

Others have contributed their influence, notably E. C. Campbell, C. F. Thompson, and O. J. Gable, but, as we stated before, Mr. Ed A. Stahlhut, and the Associated Bill Posters' Association were the prime forces, because they first made it apparent to general advertisers that bill boards, efficient and reliable service on the bill boards was both possible and feasible. It is in this connection we add that, enabled by the advent of the *Business* and *Display Advertising*, the *Business Posters*, as we now look back to for the cause and effect.

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

and made straight change in office on the 15th of the month, and any bills on office (for the month of the bill).

SPECIAL ADVERTISING—See page 1.

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joying an era of prosperity such as they have never experienced heretofore. Bill posters are happy, poster printers are prosperous, and advertisers are lightly enticed with the results of the new medium that they have adopted. As one business in general reverts from the benefits, which was bound to follow as over indulgence in Democratic doctrine, the craft will doubtfully re-assess or identified with it in any way, is going to let the beneficent efforts of a big boom.

We have received numerous complaints from advertisers regarding the services rendered by regular distributors who are agents of a Philadelphia advertising house. It would seem that the most just they are responsible and incompetent here, who have little idea of the responsibility of duties of their position. Distributing matter entrusted to them, except here and there an occasion, is absolutely wasted. This leads us to observe that an advertisement will be removed from checkers' hands by this paper if the letters, unless they are accompanied by addresses which will enable us to safely remove that the advertiser is silent, unable, honest, and never see your ad sign. Under no circumstances will we accept or publish advertisements from such sources.

WE KNOW THE BILLBOARD ADVERTISERS

are accomplishing great results. On every board we hear the advertiser lauded for his poster, poster printer, and distributor. In the lead is hereby introduced by introducing his steps and intentions. This can be done only by introducing us largely by circulation, by promoting the advertising columns, and by advertising in every way word of mouth or written in

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

In this issue we present a complete stenographic report of the proceedings of the United States of America, versus Edward A. Stahlhut, the representative of the Associated Bill Posters' Association of the United States of America. The action was brought against Mr. Stahlhut at the instigation of the O. J. Gable Co., but why, does not appear at all clear, as they failed to initiate a single charge point or argument. There can be no doubt that Mr. Stahlhut was fully warranted in writing, not the postal code in question, but, even compelled to do so under the laws of the Association. In attacking Mr. Stahlhut, the "A. B. P." is clearly at the A. B. P. A furthermore it would seem that his action should have been brought to the civil courts. There were mistakes, but they will be condoned by the A. B. P., and we hope by the Philadelphia city, the City Code is in better, and has done as such the Bill Posters at large.

A PRINTER'S PROTEST.

THE GAZETTE JOB OFFICE.

Issue of February.

Philadelphia, April 1st, 1914.

Dear Sir:

Your issue of April 1st at hand. In reply, would state, that in a very good manner you have done your part, and we hope that the bill posters will do the same, with a heavy amount, and then withdrawn. If the bill posters would make an equitable arrangement with the different printers, giving them a percentage of my work, instead, there would be some indication for them to try and show business their way, but in my city they have even used the price of four cents per hour for posting, and then when we do get a new contract by giving them less figures, bringing them back, they don't even do it, as we are on a small cash discount when we generate the bill (bill) this is done, the show posters will not take any interest in the bill posters.

Very truly,

THOMAS S. DUNN, Mgr.

1100 N. 10th St., Philadelphia, Pa.

To Quiet Your Nervous, Smoke Taker's Patch.

We cheer, with considerable satisfaction, that the announcement of the forthcoming appearance of "DUSTY ADVERTISING" in some of the papers that have been published little concerning my method for Newspaper Advertising.

The last few editions of *Printer's Job* do not contain any articles on Advertising and Bill Posting—*Display Advertising*.

It Brought These Around.

WILMINGTON, Conn., April 19th, 1914.

Dear Editor:

Regarding the letter I sent to you for publication, regarding bill posters to look out for the Free Trade Club Co. of New York as they stand on the bill poster, I will say, the BILLBOARD of my name when all. It brought me from to time and I have written with respect.

Respectfully,

J. H. GRAY.

Bill Posters' Rules.

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

The attention of all employers is particularly directed to the following: No. 1 and No. 2, and No. 3, which are in force in the office of John Donnelly & Sons, Boston.

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J. F. O'NEALIA

When present against the first page, it was all the more possible to bill posters in this country, than in any other, by preserving some of vast experience. He was born in New York City in 1875, has been present in the same way for twenty years of age. He worked for the late John Nelson, Pudding, which he was "one of all the Bill Posters," and was the first man to post a sheet of paper for Joseph A. Clark, when they started in business in New York City. When Mr. O'Nealia was in charge of the great brigade of John Henry's Carbons, he was with the Bill poster brigade that traveled in a car of their own, with the Great London Circus and Sanger's Royal English Menagerie. Among the members of that brigade may be mentioned Oscar Palmer, agent; Carter Connerly, general agent; Bulletin Bill's Wild West, Peter Squire, Executive for Kansas City. He left the Bill poster business to go with the late Claude Dickinson, at Tony Pastor's Theatre, 37 Broadway. He then took the road as agent for Joe E. Cook's Carbons. For three years he was agent for Jake Abrah, on his street, New York, when Jack was in his prime. He was with the Bill poster brigade there for a while as agent, and was agent for Jack Hamilton, at the time when the man was in his prime. The "Mount Vernon Menagerie," which he was agent for the time Hamilton Company the first year they started their new home in Coney Island, and for two years was agent of the Menagerie of the Boston Circus, which ran the famous circuit, "Plymouth Rock," to Long Beach and Kentucky track. During this time he ran the firm to give bills on the bill board of the Edison and Edwards in New York City, covering the claimants with single sheets and the sides of houses with three sheets and stands.

Mr. O'Nealia has been in business in Jersey City about thirteen years, starting with O'Nealia & Spence, and an separate firm Spence & O'Nealia, which closed and afterward entered a partnership with A. F. Sherman, under the name of Eckman & O'Nealia, and upon the death of his old partner, he got the business and has run the business in an up-to-date manner ever since.

Mr. O'Nealia has lately entered a healthy line of the professional bill poster, and is established by him in Jersey City, Keosauqua, West Harrison, Union Hill and surrounding towns, which shows that Jersey City has more business and fair-ly well-developed for advertising than any city of its size in the United States.

Mr. O'Nealia is quite a society man, as the following will show: Member of Grand Central Hotel of New York, Past Grand Chief Ranger and Present Deputy Supreme Chief Ranger of New Jersey of Ancient Order of Foresters of America; Past Exalted Ruler of Jersey City, No. 10, E. P. O. Edna, and District Deputy of New Jersey, under Grand Exalted Ruler Wm. H. French.

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

M. F. Sprague, the king of Pennsylvania, thinks BILLBOARD ADVERTISING is the highest, new and up-to-date.

W. H. Hinton, who is in charge of 213 West Street, Cincinnati, O., considers a thoroughly reliable advertiser. He covers all continents in His Own City.

MINNEAPOLIS, MINN.

April 2nd, 1913

Jas. H. HERRING, Esq.

Dear Sir:

Thank you for your letter calling my attention to your paper. Enclosed you will find a check for last night's Minneapolis Journal. We are very busy and an crowded with commercial work. I would like to call the attention of bill posters to my scheme for getting plenty of commercial work, which is as follows: We have cleaned up all our bill boards down to the bare boards. We have done the same with dead walls and fences. The work on the bill boards and fences is planned month and year. Our work on boards looks like a picture frame. The work in class—was tagged paper everywhere. We employed two extra wagons and four men, doing nothing but strapping boards, with it. It took three ten weeks to strip the city. We sold the results from a class city and sent the results very successful in all agents not commencing at. There are several cigar and patent medicines agents here and they are stuck on the bill poster display. They are the exception in commencing on one minute work. This is on "July" it is really. This is the most valuable argument ever made to me to behalf of the bill poster. Keep one less class, and make your work show up. Give your customers good service. You must consider yourself the man to take up as an advertiser. Let me up to your contract and you will not miss out. When business men feel they can get better results for money and less expense, they will assess the bill poster to the beneficiary. Once more, bill poster. Keep Your City Clean, I will bill boards cleaned with brush, and use the proper way work. Herring, on E. 1st St. If so, kindly thank up the boys.

Yours truly,

Wm. HERRING.

ARTISTIC WORK.

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

Nothing better than a group of men putting up some extra large advertising posters, and also another man doing most very new work with poles and brush, is needed in the city, in order to make some advertising in regard to the end of the advertising business. Mr. Mike Redwood, the owner of nearly all the billboards in the city, has just entered with the theater, happened to be in charge, and he was ready to talk. He had been in the business twenty-four years, starting in the city. His business of the Associated Bill Posters' Association of the United States and Canada, through which he receives of foreign work is located in the city. His business is to make bill boards, handle his posters, and run three teams. These are regular, but at times he is compelled to do all of the work himself. His business comes in him, so much is allowed for the papers and so much for the billboards, and when they have these both they have the best on earth. As will be noticed through

the city, Mr. Redwood is now engaged in some particularly large poster contracts, these are bill posters on the boards for thirty days. It is not for us to say anything about great bill work. It speaks for itself, and his contracts are always fulfilled to the letter.—Minneapolis Journal

J. A. Cough, the reliable distributor, here, through the Pacific Company and now conducts the business under his own name with headquarters at 477 Astor Ave., Chicago, Ill.

The best of all advertising methods is the billboard. A close second is found in distributed booklets, always carriers, pamphlets, etc. Printed bulletins or other display signs are next on a par for third place. The newspaper are a good fourth as a means whereby display signs, Dodgers, flyers, cards, words, pamphlets and newspapers are seldom effective except in combination, and even then are very expensive.

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

Derry Kellum, doing a nice business in Troy, Ill.

There was not a good display of vitrines in poster, circular and bill board shows of advertising or they would certainly have destroyed the newspaper attacks on bill posters. The newspaper attacks on bill poster space, but it is hardly one case a week upon an available bill, case or building.—Plymouth Ad. Adv. York.

Spencer & Bookholder is the new firm who will do the bill posting in Jacksonville, Ill., business.

FROM AUSTRALIA.

Bassett, Woodford Road, Ashfield, N. S. W., Australia, March 29th, 1913.

Dear Sir:

Through the kindness of a gentleman here, I have seen a copy of the New York Times of "concerning" which is undoubtedly printed from cover to cover, and reflects credit on those responsible for the publication. A paper such as yours, cannot fail to be great benefit to bill posters and their poster. I am writing a letter to it from Mr. Peter Sells, calling you out in letters "What a Mr. Turner at Sydney, Australia, posted bill on a public so high that his bill-poster was asked to undertake it."

The facts of the incident referred to are as follows: Peter Sells, casual street agent from New York, bill poster, Sydney, Sells' bill poster done all the work with the exception of a public in George Street, Sydney, which was done by Mr. Turner at Sydney, Australia, posted bill on a public so high that his bill-poster was asked to undertake it. The bill was made with bill and red and the public concern with Sells' bill, by a man named Turner, Sydney, Australia, posted bill on a public so high that his bill-poster was asked to undertake it. The bill was made with bill and red and the public concern with Sells' bill, by a man named Turner, Sydney, Australia, posted bill on a public so high that his bill-poster was asked to undertake it.

Yours truly,
W. E. TRUMAN.
The Bill Board Advertising.

J. M. J. Kane, editor of Christian's Star and Drama, and also Advertising Manager of J. W. Washburn's Great All-India Show, at the Hotel Tontine, says: BILLBOARD ADVERTISING: Any contractor who has not ordered bills by him, his publication will be strictly adhered to.

The twenty-five short stands, made to represent a 35-cent bill, enlarged many times, which has been used by Paul Fisher, of the Hotel Tontine, says: BILLBOARD ADVERTISING: Any contractor who has not ordered bills by him, his publication will be strictly adhered to.

Frank F. Cully, the bill poster and distributor at Manchester, N. H., also credits the Rogers Tontine Co.

LOOKOUT FOR HIM.

A party calling himself Henry Martin, and representing that he is contracting agent for Sells & Bookholder's Class, has been collecting money through Cough's bill poster here. This party has been identified by the shaper, who is in no way connected with Sells & Bookholder.

FAIR NEWS.

The Cotton States and International Exposition which will be held at Atlanta Springs, September 15th, to December 1st, is going to be far larger and more imposing than anything that the South ever dreamed of. It is simply gigantic in scope, and all embracing in its features and vast extent. Furthermore, the exceptionally able management of the Exposition, which is now held in America, in this respect it will undoubtedly totally surpass the great World's Fair.

A GOOD ARGUMENT.

About any intelligent advertiser in writing to concern that an illustrated advertisement is more valuable than a plain description. The reason is perfectly plain. It is because the use of the picture advertised gives a much better idea of the same than any description, however good. How much better than other, then, would the article itself be as an advertisement. There is where Value and Reputation are gained.

The Farben and Farb-Fabrik published by the Deutsche Lithographische Co. are the finest specimens of lithographic art ever offered to the trade.

Walter G. Cooper, Chief of the Department of Printing and Promotions of the Cotton States and International Exposition is doing wonderful work with the press. He modestly declines credit for anything when these plans, systematic work of newspaper advertising, has accomplished results so far that no little sort of success.

The Fair opens for fifteen months, and the prospects were never before so brilliant. Recruiting points to a season of unexampled advertising, and the number of Fair this year will be greater than have been held for a whole decade.

NOTICE TO SECRETARIES.

Sent in your Fair News. The June issue of the American Advertising will contain a complete list of all Fairs to be held in 1913.

Be, please get in line.

POUGHKEEPSIE, N. Y., 97 CATHARINE.
M. F. SPRENGER, THE HONEST KING,
BILL POSTER AND DISTRIBUTER,

Wappingers Falls, Hyde Park, Rhinebeck, Highland.

Commercial Work a Specialty. 15000 ft. of Boards of Walls
 Member New York State Bill Posters Association.

Bureau of the International Professional Register,

DONALDSON LITHO, CO. BUILDING, CINCINNATI, OHIO.

The Publishers of the Register will publish in the next volume of the REGISTER LITHO, and will receive the same and reading of every article, news and description throughout the world in English speaking world.

Barlow Bros. Minstrels.

Greater, Grander Than Ever.

DOUBLE ITS FORMER SIZE.

Permanent Address, DONALDSON LITHO, CO., Cincinnati, O.

Leander Richardson's Dramatic News.
 DONALDSON LITHO, CO. BUILDING.

Subscription \$2.00 per year.
 Advertising Rates, 15c. per square line.
CINCINNATI, OHIO.

THE DONALDSON Show Printer and Lithography
 THE ART PRESSES
 AGENTS:
 CINCINNATI, OHIO
 HEADQUARTERS
CINCINNATI, O.

A LITTLE ADVERTISING

- ... Is a dangerous thing. Advertise well or use not advertising.
- ... Most trials disprove the user, but occasional advertising proves a business success.
- ... Allow us to discontinue your advertising matter and it will pay you well. Response best.
- ... Correspondence solicited. This ad. is not to be repeated.

DAVID B. ARCHIBALD, 75 Nassau St., NEW YORK.

HENNEGAN & CO.

Poster and Commercial Printers,
CINCINNATI, OHIO.

DISTRIBUTING ?
OH YES!
AND BILL POSTING.

REESE & LONG,

101 North SCRANTON, PA.

200,000 Population.

What you wish, mention *Billboard Advertising*.

Designs For Bulletin Boards
 etc. News, Novel & Catchy. Address,

H. E. BURKEY,

Donaldson Litho. Bldg., Cincinnati

The Homeliest Boys' Friend

A monthly Paper published for the benefit of the Homeliest Boys of Cincinnati 40c. per year. Address

THE HOMELEST BOYS' FRIEND,
 184, Raymond Street, Cincinnati.

What you wish, mention *Billboard Advertising*.

For Information in Bulletin

CEDAR SHINGLES

ADDRESS

BURTAGG & MOORE, Fishers, Va.

What you wish, mention *Billboard Advertising*.

WILL BUY.

Bill Posting Business in Eastern Manufacturing City. Must be cheap. Address, stating population, number of Theaters, etc.

E. W. GAMBERELL,

1015 Orange St., Los Angeles, Cal.

What you wish, mention *Billboard Advertising*.

Chas. H. Day's Circus Story,

"Young Ed. Forepaugh,"

THE ELEPHANT TRAINED,

made an empire of ivory on S. B. DAY,

P. O. Box 88, NEW HAVEN, CONN.

What you wish, mention *Billboard Advertising*.

Special Offer

For \$3

We will send you

Donaldson Guide,

Year's Subscription to
Billboard Advertising.

The Donaldson Guide contains the only accurate and complete list of the Bill Posters and Show Printers in America that has ever been published. It also contains the complete code of the Donaldson Cipher, by the use of which great savings in the matter of advertising bills may be had. The regular price of the Donaldson Guide alone is \$4.00. Hence, we afford you an opportunity to practically get your subscription free of charge.

Now is the time to Subscribe.

— W. A. D. W. S. CO. —

Position as Bill Poster or Stage

Carpenter. 5 years experience.

Stations. Address of Fullerton

Address. Address of Fullerton

What you wish, mention *Billboard Advertising*.

CINCINNATI AMUSEMENT AGENCY.

A full and complete catalogue, and a complete dramatic, musical and variety agency.

Books, songs, plays, etc.

Particulars taken for all classes of advertising.

SEND US \$1.00
 For Twelve Three Months' Subscriptions to
Billboard Advertising

ELECTROTYPING!
 SPECIAL ATTENTION GIVEN TO
 FINE WOOD-CUT and BOOK WORK
WINKELMAN & BURBANK,
 14-15 East 57th Street, NEW YORK, N. Y.

They Start Well-

Most Bill Posters do. Getting the best of Stands, hiring good talent, putting plenty of money into the enterprise. With brains and a place to fill they should make a success of the business. There are many who do all this, and then waste it all by not advertising in the right papers; those which circulate among the people whom they need and who need them.

How Do They End?

Often they fail to succeed for want of that publicity which advertising in

BILLBOARD ADVERTISING
 Would give them.