

BILLBOARD ADVERTISING

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

Vol. II, No. 5

CINCINNATI, MARCH 1, 1895.

OFFICE, 101 W. 1ST ST., CINCINNATI, O.



ED. A. STAHLBRODT.

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

New York Office Notes.

What Prominent People and Firms Say About It.

Frederic R. C. Campbell, Chicago, Ill.—I am pleased to see you have got your office open. I can't be quoted too strongly in favor of an office in New York City. We want here a representative there who is in touch with our interests beyond all others, and one who will take the report and confidence of all our patrons. You have my best wishes.

A. Foa, Baran & Co., New York.—This is what the Association has long been in need of. The New York Office now puts every bill before us in the United States in clear, terse words with the advertising public, through its representative here. It is already accomplishing a success. We will do all in our power to aid it. This is something no one can heartily suggest.

C. S. Houghland, New York General Contracting Agent of the Association.—It's a good thing and I will help push it along. I appreciate the necessity of this a desirable one and am pleased with the same.

Edward Dwanley, Boston, Mass.—I beg to acknowledge yours of the 17th. You may be assured of our interest and to do what we are able to make the venture successful.

J. Ballard Carroll, New York, P. O. Delivery.—It's a winner. With the united assistance of all our members the best service ever rendered is sure to follow. It can't fail.

Reed & Lang, Syracuse, N. Y.—We intended to see within changing seasons advise toward the whole idea of your which seems to be being success. You have our best wishes.

J. H. Shaw, Lockport, N. Y.—I wish you abundant success. I am satisfied it will cover your exp., and bring you great success.

Harold Hill Printing Co., Newark, N. J.—With every member of the Association in your back it will make bill printing the coming day. This new advertising campaign the success of our Association. Better advise ours a more bill printing. It has our endorsement.

Amesville Bill Printing Co., Amesville, N. Y.—We will back the advertising to the end. Without it our Association in this is well run by your power, and our view. It will give the confidence of the advertiser, and doing that will fill our books with paper. Good service means plenty of work.

Geo. P. O'Rourke, Jersey City, N. J. Treasurer.—I beg to say to the entire success. Billboard advertising has too long been neglected by other advertising methods, and now that its status will be roughly set before representatives it will surely bring to the display its long and proper.

J. S. Gray of Milwaukee, Wis. is willing to contribute to the entire business of his city, showcasing Lumber Open House.

Leo & Nelson Howell of Workington, Ind., are reaching out after new business.

EDWARD A. STAMBOURK, OF ROCHESTER, N. Y.

Edward A. Stambourk, whose portrait appears upon our first page, was born in Rochester, N. Y., December 15, 1866, and is at present engaged in the public accountancy when at the age of eleven years he entered the employ of the *Evening Express* Printing Company, where he worked last year, going through the various departments of "dead" matter, pressman, job and case compositor. He is now employed with the *Commercial Advertiser*, and maintained about two years. From there he went to Mt. Morris, N. Y., to take charge of the *Enterprise* office, but remained only a short time, returning to Rochester. In the fall of 1894, he started in business for himself at 1816 Street, where he began the new feature of painting and newspaper design. It is his intention to establish a new office, comprising press, ink, type, set, and like following line begins the manufacture of some four pages. The same year he also started a bill-printing concern. In 1895 these enterprises were consolidated and formed into a stock corporation, known as the Rochester Bill Printing Company, of which he is the manager, secretary and treasurer.

Last November he passed through Erie, Pa., he found the Bill boards there as had but a short time ago, and saw his one of the finest plants in raising order, which also includes the manufacture of posters.

Upon the recommendation of the old International Bill Posters' Association, of North America and the general change of policy and action to that of this Association in the American Bill Posters' Association, at a meeting held at Chicago, Ill., July 15, 1895, Edward A. Stambourk was unanimously elected as Vice-President. In July of the Rochester Convention and again in 1895 at the New York Convention, he was re-elected to the same office. In July at the Philadelphia Convention, he has now been elected to give an Executive Committee full charge of the business matters of the Association, and Mr. Stambourk is now in New York City, owing to the very important work bill board advertising had taken, it was found necessary for the Association to hold a Special Convention at Cooper, N. Y., January 31, 1895, and there decided to open a general office in New York City, under the representation of Mr. Edward A. Stambourk, where he is now absent.

Mr. Stambourk is a member of Menckes Commodity No. 14, Keegan Temple; Successors Temple, No. 15 of the Mystic Order; in addition he has served terms as District Clerk of Rochester Lodge No. 21, B. P. O. Elks, and was appointed chairman of the Executive Committee at the Rochester Convention. He has several times been elected corresponding secretary and was elected for recently term by the Regent laws of his district.

If the advertisement enters the subscription with the publication of a paper at a low price possible, the charge will be made on your practically pay for it if he reads the bill. Practically, however, the kind of man who prints a newspaper or any paper is severely tried by the business the value of an ad is an asset, even if he made it over fifty times.—Printer Job.

DENVER NOTES.

The Curtis Bill Printing and Advertising Company are doing a fine advertising this month for W. T. Stearns Co., Rochester, N. Y.

Mr. George Hewitt, Advertising Agent of "Pace Traveler" was in Denver last week. This was his first visit to this city. He is well known all over the country as an advertising agent having been connected with some of the largest advertising concerns, and also the P. O. Specialist on these shores. We should like a good fellow.

The Cannon Bill Printing and Advertising Company are doing a fine advertising this month for Scribner's Magazine. Good as received from Scribner's a National advertising service.

FOUNDRY FOR BILL POSTERS.

We think that if bill posters will work to the advertiser's interest by making ahead the best show for him when his work comes to the office, and if the character of his work is such, bill sheets, made out there shortly that no one at this paper is not, he should send it to the printer or streets that have been worked with this paper, to the advertiser. If it is a good work, then the printer should forward the advertiser a list and the show when all the stands were posted as the advertiser can check his paper up. It is a good idea and reasonable that the advertiser should check up on posting, distributing or other points, as well as he would check up his newspaper ads. We would like to see the list of names and list of dates as regularly every month, so it will elsewhere that we are posting for.—Curtis Advertisers.

If you have an article of work, a bargain or a good thing of any kind you own it is the public to advertise it properly.

Let your advertisements be timely and reasonable and there will never be any reason behind their value.

Be prompt with your space but never with your copy.

A little good judgment, not, sometimes valuable, but too much common sense of dignity which is always to be greatly deplored.

PRETTY NEAR ALL.

We are happy to advise that no new member among our subscribers nearly all the bill posters of the United States and Canada. The list of those who had not subscribed was carefully gone over during the last month and personal letters sent to each of them. As a result, we are enabled to issue our bill board notices every bill poster in the territory mentioned with the exception of those. Of these latter we are not interested in our efforts. The list of those who had not been assigned a reason would cannot afford to subscribe. Arrangements will probably be perfected through Mr. Hill Stedman or some other well-located intermediary, when by such means we will retrieve the paper regularly from our next issue when we hope to be able to state to our subscribers and advertisers that we reach these all.

The unusual replies of the name of proprietary articles which came from advertising it upon the bill boards months ago. It seems likely in the memory of the most common and when this was accomplished in some months or quarters are again associated with it.

When you see posters up your way lately, kindly send us the plate.

Change your poster often, send only the copy but the color style and general appearance.

The bill boards occupy in a single day what the newspapers are unable to do.

Some people do not like to read advertisements and never look into the advertising pages of their papers and magazines; when you use the bill boards they cannot help themselves, they are bound to see your poster and see it often.

Walker and Co., of Detroit, Mich., have a splendid assortment. This is one of the most efficient and fully equipped services in the country. W. W. Walker is a member of the Associated Bill Posters' Association, the Michigan Bill Posters' Association, and the Postoffice League of American Showmen.

ELDER, JENKS & RABORG,

'Excelsior'
Circus Paste

—AND—
BILL POSTERS' BRUSHES

Made of Hard Wood Block,
with a fine, smooth, and
uniformly finished, this
brush is the best
brush for bill posters.

It is the only one
made in this country
by the
Bill Posters' Association and
the Bill Posters' Association
of the United States.

Size 4 inch.
Price 25 cts per dozen.
\$3.00 Each.

Write to C. C. Raborg, Bill Posters' Association,
117 N. Fifth Street, Cor. Cherry,
PHILADELPHIA.

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

News From The Fairs.

NOTES, HAPPENINGS, COMMENTS.

FAIR DATES FOR 1898.

The Worcester East Agricultural Society at Lancaster, Mass., September 22 and 23.

Highland Agricultural Society at Mill Brook, Mass., September 4 and 5.

Spencer Agricultural Society of Spencer, Mass., September 19 and 20.

The Housatonic Agricultural Society at Great Barrington, Mass., September 15, 16 and 17.

The Marshfield Agricultural Society at Marshfield, Mass., September 11, 12 and 13.

The Hoosac Valley Agricultural Society at North Adams, Mass., September 17, 18 and 19.

Warfield's Weymouth Agricultural Society at West Weymouth, Mass., September 17 and 18.

The Middle Agricultural Society at Commagton, Mass., September 19 and 20.

South Middlesex Agricultural Society at Framingham, Mass., September 30 and 31.

Highland Agricultural Society at Ellington, Mass., September 24 and 25.

The North Middlesex Agricultural Society at Lowell, Mass., September 13, 14 and 15.

Mass Horticultural Society at Boston, Mass., October 1, 2 and 3.

Manchester Agricultural Society at Manchester, Mass., August 19 and 20.

The Oxford Agricultural Society at Oxford, Mass., September 17 and 18.

Framingham County Agricultural Society at South Framingham, Mass., September 3, 4 and 5.

Hampshire, Franklin and Hampshire, at Northampton, Mass., October 7 and 8.

Hampshire Agricultural Society at Amherst, Mass., September 12 and 13.

Amherst, October 1, 2 and 3.

Barnstable Mass., September 11, 12 and 13.

Northampton at Northfield, Mass., September 10, 11 and 12.

Worcester Valley at Uxbridge, Mass., September 14 and 15.

East at Tyngsboro, Mass., September 14, 15 and 16.

Dorchester Valley at Charlestown, Mass., September 11 and 12.

Framingham at Greenfield, Mass., September 14 and 15.

Hampshire at Springfield, Mass., September 19 and 20.

East at Haverhill, Mass., September 12 and 13.

Eastern Hampshire at Pittsfield, Mass., September 17 and 18.

Amherst and Belchertown at Amherst, Mass., September 24, 25 and 26.

The Weymouth Agricultural Society at South Weymouth, Mass., September 16, 17 and 18.

The Worcester Agricultural Society at Worcester, Mass., September 4, 5 and 6.

The Worcester South Agricultural Society at Southwick, Mass., September 11 and 12.

Tyngsboro Central Agricultural Society at Northfield, Tenn., Sept. 14 to Nov. 20.

Avon District Agricultural Society, Avon, Ill., Sept. 17 to 20.

The Worcester North Agricultural Society at Northwick, Mass., September 17 and 18.

The Worcester Agricultural Society of Boston, Mass., September 16 and 17.

The Worcester Northwest Agricultural Society at Athol, Mass., October 1 and 2.

Northwick Fair, Hamilton County, Ohio, August 13 to 16.

Walden State Fair, Milwaukee, September 14 to 21, inclusive.

Rickland County Fair, Ill., will be held Sept. 10 to 13.

Farm Union Agricultural Board Fair, Tenn., Sept. 15 to 19.

Flower Dale Agricultural Society Fair, Orange, N. Y., Sept. 13 to 16.

St. Louis Fair Association, St. Louis, Mo., Oct. 7 to 11, inclusive.

Eastern Farmers' Council, Interstate Fair, Trenton, N. J., Sept. 7 to Oct. 4.

Elmwood Fair Association, Elmwood, Ill., Aug. 30 to 31.

Montgomery County Fair, Creveton, Pa., Sept. 10 to 12.

Monroe County Fair, Greenport, Pa., Sept. 19 to 21.

Onondaga Fair, Onondaga, Wayne Co., N. Y., Aug. 19 to 23.

Morris Fair, Otis, Ill., August 6 to 9, inclusive.

Tazewell County Fair, Orleans, Ill., Sept. 10 to 13, inclusive.

Northville, Ind., Fair Sept. 3 to 5.

Orange Fair Association, Tiffin, N. H., Sept. 10 to 12.

Alexandria Fair, Alexandria, Tenn., Sept. 19 to 21.

Washington County Fair Association, Mont. Sept. 14 to 15.

John Fair Association, John, Ill., Sept. 19 to 21.

Stanhope Fair Association, Stanhope, Ill., summer term meeting, July 9 to 11.

Franklin, Ill., next meeting July 23 to 27.

Frederick County Fair, Maryland, February 7.

Washington County Fair Maryland, Feb. 15.

Chautauque County Agricultural Society, August 29 to 31. Women, Sept. 11 to 13. Cattle, Sept. 17 to 19. Hauling, Sept. 24 to 26. The meeting was held in Jamestown, N. Y.

St. Johnsbury, Vt., Fair will be held Sept. 10 to 12.

Severly District Fair Association, 19, next meeting, July 24 and 25.

WAIT FOR SAMPLES OF FAIR BILLS

—Issued by—

The Oneida Lumber Co., Oneida, N. Y.

Standard, Attractive, 15-cents each.

The Winchester, Ohio, Fair Board has again reconsidered its dates and now has fixed on Sept. 18 to 22.

A new County Fair Association was organized at Greenough, Ill., a short time ago.

The Coler, an Fair Association has been organized at Greenough, Ind.

Flora, Ill., is currently engaged in preparing a full programme.

Greenough, Pa., has organized a new Fair Association which will make a specialty of exhibiting good milk.

The Hudson, N. Y., Fair will be held in October for the next five years.

Raise meetings were announced for the Green Spring Park at Council Bluffs, Ia. The first meeting will be held in May, 1898.

There is a movement on foot to reorganize the Agricultural Society of Chipmunk County, Wis.

The prospects for a Fair at Holly Bush, are exceedingly bright.

A movement is on foot to organize the Berlin County, Ky. Fair Association.

Hopeless Fair Association, Hopeless, N. Y., is now in operation.

Ligonier County, Tex. Fair Association, was chartered lately.

The Wright County, Wis. Fair Association was recently incorporated.

State Bill Posters' Association, of Illinois.

The Illinois State Bill Posters' Association, has elected:

F. D. Ryan, Washington, A. J. Toran, Coffeyville, L. J. Johnson, Springfield, F. B. Kirk, Greenburg, Lou Kirby, Peas, C. S. Baker, Peoria, L. H. Thomas, Bellefontaine, Frank F. Meyer, Danville, Chas. E. Perry, Bloomington, W. R. Cass, East St. Louis, C. E. Howell, Lincoln, James Bond, Leokadia, W. M. Savage, Alton; Hugh Hall, Littlefield, Richard Wahlen, Frankfort, F. W. Jinks, Eggle, Miller Grove, Rock Island; Frank Anderson, Moline; James E. Arlin, Clinton; Benj. Martin, Orono, C. H. Henderson, Oklawaha, Wm. W. Marks, St. Jacksonville; The Iron F. Clay Hill, Peoria, C. L. Cook, Danville, Peas, Stone City Bill Posters Co., Jersey, American Advertising and Bill Posters Co., Chicago; The People Bill Posters Co., Peoria, B. F. Mink, Rock Island, Mount, Centralia, Fred Kelling, Peas, Lewis Hill, Edward, S. L. Hys, Champaign, Fred Smith, Havana.

Since the Corl Publishing Company of Philadelphia, took up Dr. Parkers', but such advertised driver is shewn to be such in evidence as the case that was used of course.

Frank Fought, "the boy advertiser" of Milwaukee, Chicago, has been shown that a while, and his relations with Mr. Shand the Louisiana manager are most cordial. Mr. Fought's name was special words that say other towns in Chicago, and Frank looks after these and brings all books from the box also.

Chas. Astor Parker has several years connected with the Great Western Bureau, of Minneapolis, and now runs the manager, will on Sept. 7 return to that city, having been engaged as assistant to Messrs. Hays, of the Metropolitan and Elgin Theatres, in New York.

He will certainly secure a hearty welcome from a host of friends.

NEW YORK OFFICE.

Associated Bill Posters' Association

of 1888

UNITED STATES AND CANADA,

349-310 CABLE BUILDING,

BROADWAY, COR. BRUNNEN STREET,

ED. A. HADFIELD, Representative.

LIST OF MEMBERS

OF THE

ASSOCIATED BILL POSTERS'

ASSOCIATION,

Of the United States and Canada.

ALBANY. Albany Club Bill Posters Co., Albany, N. Y.

American Bill Posters Co., Albany, N. Y.

American Bill Posters Co., Philadelphia, Pa.

American Bill Posters Co., Brooklyn, N. Y.

Amherst, N. Y., Amherst, N. Y.

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Detroit,

Michigan.

WALKER & COMPANY,
BILL POSTERS, GENERAL ADVERTISERS.
OFFICE, 48 ROWLAND STREET.

PUT
DETROIT
ON YOUR LIST.

Detroit,
Michigan.

The great success of the

"SAY" POSTER

Has lead us to get up another, which is even better. It is the

"YES!"

Poster, being a one-sheet, with figures on either side, reading in centre, can also be used as TWO HALF SHEETS.

APPROPRIATE FOR ANY BUSINESS.

Write for circular and sample.

HENNEGAN & CO.

Poster and Commercial Printers,
CINCINNATI, OHIO.

Barlow Bros. Minstrels.

Greater, Grander Than Ever.

DOUBLE · ITS · FORMER · SIZE.

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

BUY THE BEST



**Bill
Poster's
Brush.**

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

10 inch.....	Price, each, \$5.75	10 inch.....	Price per dozen, \$69.00
8 ".....	" " 3.50	8 ".....	" " 38.00
6 ".....	" " 2.50	6 ".....	" " 22.00

SEND CHECK WITH ORDER

The DONALDSON LITHO CO.
CINCINNATI, OHIO.

PUT
DETROIT
ON YOUR LIST.

EVANSVILLE, IND.
Population **75,000**

Finest Bill Posting Plant
in the South-West.

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

F.M. GROVES,
BILL POSTER.

When you write, mention *Billboard Advertising*.



When you write, mention *Billboard Advertising*.

Special

TO
Bill Posters,

Advertising Agents,
Secretaries of Fairs,

Copper Half-Tone Engravings,
PORTRAITS.

2x3..... \$2.50

3x4..... \$3.75

5x7..... \$5.00

Send Good Photo with Neatly Glean,

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

Ideal Advertising Package

CONTAINS 120 THREE INCH LETTERS AND FIGURES,
AND 250 ONE INCH LETTERS AND FIGURES.

Printed in bright Red Ink on White Paper. Makes great Display Card.

The Ideal Advertising Package is designed especially for retail merchants for making "Special Sale," "Bargain" and all kinds of Announcements, in their show windows, in a cheap and effective manner. One package will make from 20 to 25 signs. Any boy can make them. Send 50c. for a trial. PRICE 80c. EACH. SENT POSTPAID TO ANY ADDRESS.

—PUT UP BY—

HENNEGAN & CO., Cincinnati, O.

When you write, mention *Billboard Advertising*.

FAIRS

Supplied with
First-Class

NOVELTIES

AND

ATTRACTIONS

Cincinnati-Amusement-Agency,

"The Queen City at last boasts of a solid and permanent exchange, and a reliable dramatic, musical and variety agency."

BOOKS ADVERTISED IN ALL LEAF.

FURNISHING TALENT FOR ALL CLASSES OF ENTERTAINMENT.

REPRESENTS THE LEADING AMERICAN DRAMATISTS.

PLAYS AND FAIR'S TYPE WRITTEN TO ORDER.

EXPERIENCED THEATRICAL AND OPERA MENAGER.

Wm. R. O'MALLEY, Mgr., Donaldson Litho. Co. Bldg., Cincinnati.

CORNER WESTERN OFFICES.

Leander Richardsons Dramatic News

DONALDSON LITHO. CO. BLDG.

Subscription Price, \$4.00 per year.
Advertising Price, \$1.00 per square inch.

CINCINNATI, OHIO.