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

Vol. II, No. 4
CINCINNATI, FEBRUARY 1, 1895

DEVOCD TO THE INTERESTS OF ADVERTISERS, POSTER PrintERS,
BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.

WM. M. DONALDSON.

[Image of decorative elements and portraits]
THE LIBBIE SHOW PRINT. PRINTERS AND ENGRAVERS, 6 TO 12 BEACH STREET, BOSTON, MASS.

POSTERS & SHOW BILLS FOR FARES!
Write for New Catalogue. The Donaldson Litho. Co. CINCINNATI, OHIO.

O. P. Fairchild, CITY BILL POSTER, Distributor and General Advertiser. Covington, Mildan, West Covington, Ludlow and Surroundings. 16 East Fifth Street, COVINGTON, KY.


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

For Information on Washington CEDAR SHINGLES

When you write, mention Billboard Advertising.

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**AMERICAN FAIR BULLETIN.**

**TRIUMVIRATE, N. J. The Great Industrial Fair and Allied Exhibitions, Nov. 10th, 11th, 12th, 13th.**

**Junction, Mich. W. I. C. District Fair—Association, M. C. HOLLAND, Texas. A Line in Billboard Advertising will carry your name under the largest advertisers in the country.**

**Grossbeck, Tex. Limestone County Fair.** RENNER, M. D. Long, Agt. Fair Bills and Posters. The DONALDSON LITHO. CO., Cincinnati Billboard Advertising for Fair. Advertising in all, subscribers for it.

**Shedman Bros.' RACE-DRIVE. A GREAT ATTRACTION, Andrew SHEDMAN, Brossburg, N. Y.**

**Billboard Advertising is going to prove a great boon to exhibitors of Fairs. Renew your Contracts for Fair Posters to RENNER PHOTOGRAPHING Co., 20 Sanchez Ave., Chicago, III.**

**The Homeless Boys' Friend**

A monthly paper published for the benefit of the Homeless Boys of Cincinnati 50c. per year. Address THE HOMELESS BOYS' FRIEND, 21 School St., Cincinnati, O.

**ELECTROTYPING!**

**ELECTROTYPING!** Special Attention Given to Pica Work and WOOD WORDS. Work warranted. WINKELMAN & BURBANK.

**SPECIAL OFFER!** 10 to 20 East Street, CINCINNATI, 0.

When you write, mention Billboard Advertising.

**MURRAY & CO.**

**CIRCUS CANVASES.**

For prices and designs. W. E. MURRAY, Agents for eastern and western states.

When you write, mention Billboard Advertising.

**ELECTROTYPING!**

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When you write, mention Billboard Advertising.
FRONTIERSMAN.

William M. Donaldson, president and founder of the widely known lithographic house which bears his name, was born in Chillicothe, O., March 3, 1860, and is consequently now in his eightieth year. The photograph from which our cut was made was taken only a few weeks since, and is a splendid likeness of the original. Mr. Donaldson is entirely a self-made man, born in a father whose name, he was yet a babe and his mother dying when he was eight years of age. He has had such experience in the business of his own family as he had left and lost several fortunes, and is now at the head of the Donaldson Lithographic Co., one of the most enterprising and popular printing offices in existence.

This great concern was founded by Mr. Donaldson in 1858, and has ever since been under his control, and he has successfully and now becomes agencies in New York, Chicago and San Francisco, and branches offices in Australia and England, the latter of which was established by Mr. Donaldson in 1857, and now he is making a special trip to Great Britain for that purpose.

George Leonard, the bill poster of Grand Rapids, Mich., is doing all the advertising for the Powers Opera House and is doing it so well that there is no fear of any change. George is the onetime congressman, after a short time here, and was welcomed by a great many "tomato" people.

The mayor of Boston will not approve of any advertising of bill posters on various advertising signs along the street.

WHY

Why is the attitude of the press always favorable to the billboards? They make citizens and people of influence anything that does this, helps the newspapers and everybody else.

FRONT PRINTERS' INK.

"The trouble with a bill board is it's apt to fall flat inA windy weather.-Jed Scarrow.

And the trouble with the above is that it is utterly flat, so as to not be printed or seen by anyone who should read it. It is perhaps printed and the price per copy is ten cents. The subscription fee for a year to sixty. Many of the American bill posters keep the publication, and it has been a fine job for the company.

The Reeman Chemical Co., Cleveland, O., is also the lithographer for the Reeman Mill in Minneapolis, Minn., and is again using the bill poster extensively.

Mr. E. T. HEVERIN.

An splendid likeness of whom appeared in our January number, is the tenor member of the Louisville Bill Poster firm, E. T. Heverin & Bros., and Vice President of the A. P. A. Association.

Being a practical man, he has piloted the business for the past sixteen years to success. Mr. Heverin has been-born in West Virginia, and has worked unceasingly to build up the United States and Associations and the A. P. A.

A Poster Show, that is to say, an exhibition of posters, probably the finest ever seen, was held in Washington last week, under the auspices of the Society of Art and Industry.

Correspondents sent some particularly and accurately, and the catalogue with its hundreds illustrations in green, white, which consists of a description of 53 posters that are mainly French in design work, and are selected from the best at the Grosier Club in New York. These latter were obtained through the courtesy of Grosier and are suitable French in design and execution.

DENVER NOTES.

Mr. Kirk, agent of the Carmencita Cigars, was in the city recently, and closed a contract with the Central Bill Poster Co., for a large number of posters that have just finished a contract for painting 75,000 square feet of wall and street signs.

Brown Bros., the owners, are advertising in the western country very heavily.

General Dave Wheeler, one of the costest of all agents and contractors, and the friend of all associated bill posters was last week, as treasurer of Idaho, the Old Home Sandy.

Mr. York, agent of the Old Dominion Cigarettes, just arrived from New York, where he has been on a business trip.
Billboard Advertising

Official Organ of Associated Bill Posters' Association

PUBLISHED EVERY MONTH BY
BILDBOARD ADVERTISING CO., No. II W. EIGHTH ST., CINCINNATI, O.

JAMES H. HENNEGAN, MANAGER

ADVERTISING RATES

To ensure an equal size with the following discounts, this newspaper advertises annuities amounting to 25 per cent. of the full price on advertisements amounting to over 75 cents and less than 75 cents. 50 per cent. on advertisements amounting to over 50 cents and less than 25 cents. 75 per cent. on advertisements amounting to over 25 cents and less than a quarter of a page.

For special advertising, seek your nearest representative.

SPECIAL ADVERTISEMENTS—see page 2.

All matter submitted will be given fair consideration, but only those articles, which are timely, interesting and of value to the advertising trade, will be used.

The publication of an advertisement will not be deemed binding upon the party signing it, until the approval of the Board of Directors of the Associated Bill Posters' Association.

Many bill posters who are members of the Protective League of American Showmen attend the annual and annual association conferences of that body, and manifest the keenest interest in the proceedings and resolutions. It is to be hoped that more of the members of the craft will identify themselves with the movement before the next annual meeting. The interests of the showmen and the bill poster are to be very large and identical. What advertising can do for the business of the showmen, will be of greater or less extent the result of advertising the bill poster. Where no one is placed as a ready apparent in the matter of extensive and enduring licenses. Every town or city shall have its ordinance of this character, in a town where showmen naturally prefer to stay out of, and this matter deepens the business of the bill poster of that city.

True Associated Bill Posters' Associations which convened the day following, was well attended, and many of the members were quite enthusiastic over the work accomplished. A detailed account of the proceedings is given in another column. It is to be hoped that a feeling of comradeship made its appearance among the showmen, over the fact that they were banded together in the matter of advertising. A. R. P. A. convention. They seemed to think that having thrown their doors open to the bill posters and invited them to participate in their deliberations, that the bill posters were guilty of a direct and flagrant violation of courtesy in pursuing the relations of a competitor. A little thought would have caused the aggrieved parties to have avoided the unpleasantness. No bill posters attended the Protective League Convention. We are firm believers in the efficiency of all trade associations, and always ready to lend our aid to any showing means leading to their scope or increase their usefulness.

Look out.

A. B. Means, city bill poster of Washington, Pa., regards BILLBOARD ADVERTISING as a salable of more than usual merit.

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

The Bill Poster's License at Newark, N. J., is renewed.

Can Be Hired!

Advertising Space on This Billboard.

Can Be Hired!

Advertising Space on This Billboard.

If you can't arrange the matter, call or address:

John Smith, City Bill Poster, 219 Smith St.

Posters Pay Prodigious Profits.

Proof Produced Promptly.

Call on or address:

John Smith, City Bill Poster, 219 Smith St.

If you are not a good subject, and do not care to hire one, try BILLBOARD ADVERTISING. Twelve months' subscriptions for a dollar.

CONSTANT READERS—Either in correct. Bill signers poster and poster signers bill, while bill poster signifies an expert in the art of advertising.

Mr. Cline, Manager of the Pocina Bill Poster Co., recently purchased 64 x 45 worth of audiobooks in a wholesale drug house in that city. The sign was brought in order to recover in part, the same and less, $25.00, for bill posters, as Mr. Cline from The Rocky Mountain Medicine Co. of St. Louis Mo., and which he had then unable to collect by the usual methods.

The best is the cheapest. That's why the bill boards afford the cheapest service of all advertising mediums.

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All you have guessed about the value of posters may be written.

I'd like to talk over with you:

John Smith, City Bill Poster, 219 Smith St.

No. II West Eighth Street, Cincinnati, Ohio.

Exist upon which to sustain the charges of discount.

The following item clipped from a Brooklyn, N. Y. paper, promises more than ordinary interest:

An ordinance requiring bill posters to pay a license fee of $5.00 was vetoed by the Mayor of the city. The Mayor said the sum was too large, and would create a monopoly. The Common Council sustained the veto.

It is difficult to conceive how the horrid of the character, in a town which showmen naturally prefer to stay out of, and this matter deepens the business of the bill poster of that city.

We have been honored with the appointment of Official Organ to the Associated Bill Posters' Association. A resolution to that effect having been introduced at the recent convention by Mr. Horace Chapman and carried unanimously.

To acknowledge the compliment connotes the appointment, we will only state that we shall always endeavor to prove worthy of the confidence reposed in us, and will lose no opportunity to improve the interests and aims of the A. R. P. A.

In this connection too, we figure to sue our column are open to the officers and members of all state organizations. We are firm believers in the efficiency of all trade associations, and always ready to lend our aid to any showing means leading to their scope or increase their usefulness.

In Boston, hereafter, theatre posters which I display the female form clad in tights will not be permitted to be posted on Boston billboards until the committee of the board of aldermen have approved the same. This is the result of the recent crusade against the theatrical posters, which has been going on for some time.
The Associated Bill Posters' Association.

OF THE UNITED STATES AND CANADA.

IN SPECIAL CONVENTION
FIRST DAY—10 o'clock 8 a.m.


Minutes of the last Special Convention held at New York City, October 15th and 16th, 1894, read for information.

The Secretary read the call for Special Convention as follows: Presiding, Campbell; and Mr. Stahlbrodt fully explained the benefit to be derived from the agreement and bond scheme, in which latter, Mr. Stahlbrodt visited a number of the larger cities recently to receive their endorsement.

A general proposition was indited in in all present, and closed until adjournment at 3 o'clock Reesence taken until 8 o'clock.

The further discussion upon the agreement and bond was taken up and the same together with the work of the Executive Committee, ratified.

The next order of business was the advisability of locating a permanent office of this Association, in New York city. The matter received unanimous acclaim and upon motion, the President appointed the following committee to draft resolutions setting forth the most feasible plan for accomplishing the same: viz., J. Ballard Carroll, E. B. Lynch, George M. Leonard, Ed. A. Stahlbrodt and R. C. Campbell.

At 10 o'clock the session adjourned to Tuesday, 8 A. M. The committee at same going into session.

MORNING SESSION, SECOND DAY.

President Campbell in the chair.

Mr. Ed. A. Stahlbrodt moved that the Secretary be instructed to set aside a page of the minutes in the memory of our deceased brother, John McGugan, Ironde, O. And that he tenders the sympathy of the Association to our deceased member's wife and family.

Mr. Joseph Farnsworth asked that the memorial of Mr. Joseph Price be transmitted to the Price Advertising Company, Toronto, Ont.

Respectfully presented.

Mr. George M. Leonard moved that the same be placed in the minutes of the Annual Convention at Philadelphia, July last, relating to holding this convention at St. Louis, be reconsidered.

Carried.

Mr. W. J. Walker invited the Association to hold its next annual convention at Detroit, Mich., next July 6th, 10th and 11th, and upon motion was accepted.

Mr. C. M. Donnell reported that Messrs. John McGugan, of Ironde, O., died of a stroke of apoplexy, and his election to succeed his late husband, as member of this Association at the annual convention at the Hotel Chatham, New York, was accepted.

Mr. Stahlbrodt, Chairman of the Executive Committee, reported that the State of Montana and its management have been duly organized, and that the Secretary be instructed to issue State Charter to the same.

Carried.

Mr. Ralph Chapman moved that we adopt a copy of the bill poster—BILLBOARD ADVERTISEMENTS—our official journal as published by the thanks of the Associated Bill Posters' Association to be tendered to Mr. J. H. Heineman Manager, for the elaborate treatment of the subject of objects in the elegant issue of the New York number, 1895.

Carried.

Mr. T. J. Murphy moved that the Secretary be instructed to notify all members in arra, that unless all indebtedness for year 1895 due to this Association is liquidated on or before March 10th, 1895, they shall be stricken from the roll.

Carried.

Mr. J. Ballard Carroll, Chairman of the Committee on New York Office, reported as follows:

Having carefully studied your wishes relating to the opening of an office in New York City, the Association, after consultation with you, this committee would respectfully present the following propositions and resolutions for your approval.

Whereas, the State Associations, with their State Proprietors and General Agents of Circuses and requesting them to use our membership in preference to office billing.

The thanks of the Association through Mr. W. J. Murphy, was expressed to Mr. Ed. A. Stahlbrodt for his munificent action in behalf of our Institution in the matter of securing the journal.

This report on behalf of the agreement and bond issue.

Adopted sine die.

J. BALLARD CARROLL, Secretary.

The members of the State of A. F. A. who attended the convention at the Empire Hotel, are held in their praise and appreciation of many host, L. F. Bream and with reason the monument of patriotism and good fellow does not exist.

Contrasted with the treatment accorded the Secretary by the management of our Journal of Billboard Advertising is an obvious and interesting subject, the monument of patriotism and good fellow does not exist.

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A FOSSILIZED ART CRITIC.

Speaking at the meeting of the members recently on the subject of poster design, Mr. Grange, the art critic, exhibited a copy of the famous "July Chocolatier" of 1725, and remarked that the fact of its having been used time and again as an advertisement took all the pleasure out of it for him. Surely Mr. Grange should have remembered that a recent exhibition held at Paris has shown that modern poster advertising is present engaged in the production of charming posters full of feeling and strength. The show ran for two months in interest, and yet all the pictures were part of advertisements. —N. J. Ewing, Sun.

O. P. Fairchild, the veteran bill poster, of Covington, wa as hugh as a school boy during the convention, meeting many of his old friends.

Mr. Sanford H. Robinson sends the following:

A的好事情 for Newspaper and Magazine Advertisers.

It is a mistake to hang newspaper advertising by expecting it to do too much. The work is a splendid place to present an argument as to why people should buy your article in preference to someone else’s. But small space costs big money, and, if the paper is any good, there is little other interesting matter to hold the attention of the reader.

Display advertising gives big space for little money.

It is a tremendous help to any newspaper advertising branch to have the name of the article greeting the eyes of people from fence and wall as they travel through the city; to raise the value of old friend as he steps to the horse car.

Last and best of all (if it is a proprietary article), the very name of help is obtained if there is a bulletin board on the side wall of the retail store where the article is sold. It is the possible bayer right at the point of sale, and if, as a result of seeking the newspaper, it is to be purchased at the shore, the newspaper wins four out of five.

However, every new advertiser that enters the field of publicity, by his very demand for it, increases the cost of space and also makes space less valuable, for the more people that are showing, "Come and buy of me," the harder the one must learn to be heard above the other traders.

In this way you make more money by advertising in a serious problem today. Thus why does not the newspaper make it easier to get results.

Any proprietory article that seeks publicity to-day, ignores the value of Display Advertising and sticks to newspapers alone, simply because competing methods as in the race of life if he lacks one of these legs. He may get along without it but it is "educed" unnecessary.

Scarcely any theater advertisements in the New York papers contain any information in regard to the prices charged for admissions, and several have nothing to indicate when the performances commence or where the theaters are located. —Prenser Reb.

Peter Stolls has several new ideas in paper for next season. All of Stolls' papers will be the best for the season of '95. It will be equally divided between the Donaldson and the Striebel Cigarette being billed heavy.
PICTURES IN ADVERTISING.

John J. Bennett, in his article "Pictorial," says it cannot be questioned that pictures are the most direct and universal appeal to the human mind. Now the only question is whether this appeal is being used to its utmost or not. Hence, illustrated advertising.

There are two kinds of pictures, one the one seen by a picture in an advertisement, because the other is the advertisement itself. There's been a great deal of attention paid to the latter, but there's also been a great deal of attention paid to the former.

Pictorial advertising is admirably adapted to the purpose of amplifying an advertisement. It is obvious that such an advertisement would be more interesting than one without pictures, and that it would be more effective in reaching the public.

Mr. Bennett quotes a case where a picture of a beautiful young girl was sent to a subscriber of his paper, and he says, "If you will take the trouble to send such pictures I am sure you will find them a great help in selling your paper." And so it is with advertising.

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News From The Fairs.

NOTES, HAPPENINGS, COMMENTS.

PREMIUMS.

By R. A. KATT.

The first and most important step in the successful management of a fair is a good and liberal premium list, and one that is adapted to the locality in which the fair is held. A careful perusal of many of the premium lists of American fairs leads me to believe, that immediate and thorough revision is an absolute necessity.

One of the main points to be taken into consideration, in the distribution of the premium list, is the tendency to create, in the hands of the exhibitors, a false sense of value. The horse market of to-day clearly shows that fine drivers and end horses are the most profitable horses to breed. Among the leaders of this class, I would mention the Hackney, the French and the German Coaches, and the Cleveland Bays. Notwithstanding these facts, many of the judges either entirely ignore these classes, or offer premiums so insignificant that the number of those animals do not think it worth while to breed them.

And again I find, that it is the practice of some of the fairs to make little or no distinction in the awards, under various classes, of those really bred and the common bred animal, and the common bred animal with the pure bred animal and the common breeds. Thus I believe to be an error.

It might be necessary to do this years ago, to induce a display, but now pure bred animals are in abundance, and their increase should be encouraged by liberal premiums.

In fact I have erroneous thought, that in certain localities, the premiums on common breeds should be entirely eliminated. I am of the opinion that the benefit to be derived by encouraging the raising of the same is the same. The cattle department also deserves particular attention. We cannot stand by in the front rank of dairy producing states, and it is the duty of agricultural societies to pay particular attention to this department. The cow that produces the most end the richest milk is the most valuable, and too much cannot be said in favor of the interest of this class of animals.

An increase of fifty per cent in premiums offered will tend to promote the breeding of cattle by the farmers of the state of Wisconsin, and this increase in the benefit to the entire community. In the case of a sheep department, likewise, a liberal increase should be made, and the same care in preparing the premiums, to the best and most profitable breeds, should be extended. I would also recommend the abolishing of the so-called premium, in all the departments. This premium, at the best is a fraud, and unjust, and always creates a great deal of dissatisfaction. The premiums on all exhibits should be increased, I would urge societies that have not already made the rule, to require all entries known to the class to be given by the exhibitor, so that in the same year that it is placed upon exhibition.

In the several years I have attended a general decrease in the interest taken by the people in agricultural fairs. A great deal of this, I believe, is due to the fact that the premiums offered in the stock and agricultural departments have not been large enough. We are dependent upon them for a great part of our retributions, and our best efforts in that direction cannot be overdone.

I am well aware that a great many fair managers claim that they cannot afford to increase premiums, that they now have all they want, and that is what they did expect. But in the end, they not only increase the prices of the premiums, but in the same year that it is perfectly proper, and in as essential feature, to have a display of farm machinery, and an agricultural fair, I do insist, upon a display. Many of you will do agree with me, that since these manufacturers of these machines and engines, harvesters and binders have increased among themselves, from all over the country, and the different classes of the agricultural department, and I believe, that the fair should be able to afford a display.

In the examination of ten premium lists of last year, the highest premiums have been raised to the amount of nearly $100 for the best displays, of farming implements. Now, while I do not contend for this to be perfectly proper, and in as essential feature, to have a display of farm machinery and an agricultural fair, I do insist, upon a display.

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The society that creates and maintains a building for their use, and furnishes from 5,000 to 10,000 people daily during the fair to examine and inspect these goods, does more for them, as far as I see it, than if we were to offer a $50 premium and offer that premium, they are not worth enough to the fair, and under such circumstances, I would abolish the cash premium and offer the same premiums that are offered elsewhere. The manufacturers of these goods can afford and will exhibit them without the cash premiums. Likewise can the merchants with their various displays, also the manufacturers of pianos, organs, sewing machines, etc.

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I would therefore recommend that all professionals be precluded from entering certain departments, and that such societies offer a special premium for the best general display by professionals, for the boys and girl departments, I would recommend a $10 premium for all three premiums offered, even if the total premiums be set at $15. I would reduce the first and second premium, but not to make the third premium equal. I made this change two years ago, and we found that it pleased the little folks very much, and that our entries in these departments were more than doubled last year. The amount of premiums in these two departments is not of much importance to the number. Every premium, received, is of as much value, and encourages the exhibitors, and they are the ones upon which, will do the greatest good if future fair. I have given you the opinions regarding classes and departments upon which premiums should be awarded, I would like you to point out instances whereby some of us, at least, might economize.

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I would therefore recommend that all professionals be precluded from entering certain departments, and that such societies offer a special premium for the best general display by professionals, for the boys and girl departments, I would recommend a $10 premium for all three premiums offered, even if the total premiums be set at $15. I would reduce the first and second premium, but not to make the third premium equal. I made this change two years ago, and we found that it pleased the little folks very much, and that our entries in these departments were more than doubled last year. The amount of premiums in these two departments is not of much importance to the number. Every premium, received, is of as much value, and encourages the exhibitors, and they are the ones upon which, will do the greatest good if future fair. I have given you the opinions regarding classes and departments upon which premiums should be awarded, I would like you to point out instances whereby some of us, at least, might economize.

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Publishers’ Corner.

This issue of Billboard Advertising consists of 10,000 copies. While nominally only showing a gain of 1,000 subscribers over the January issue it is in reality over 2,500 increase, for the reason that of the 10,000 copies on the New Year’s edition, 1,000 copies went into the foreign mails, as against some 50 copies of this month’s number.

The success attending upon our special offer to bill posters has been so pronounced, that we have decided to reduce the rate. Hereafter we will sell twelve three months’ subscriptions for our dollars. Those bill posters who have not yet tried the efficiency of their journal as a solicitor should avail themselves of this great offer without further delay. It stimulates interest in the billboards, demonstrates their value, and creates new advertisers to this form of advertising wherever it goes.

Our Circulation:

November, 1894, Issue, 1,750 copies.
December, 1894, 2,250.
January, 1895, 3,000.
February, 1895, 4,000.

The advertising columns of this paper possess advantages of peculiar value to bill posters, poster painters, and general advertisers. In the first place, every one of its subscribers are interested in advertising in some manner, and many are directly interested in poster advertising. Secondly, it is read carefully, and then so carefully filed away for future reference. Thirdly, the widely varying character of its subscribers places it upon a par with any publication catering only to so called “general readers.” For these very obvious reasons, it should not be regarded as purely a class publication nor, in any sense, a trade journal.

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

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

Renew Promptly—Many subscriptions expire with this issue, and under the present management, the names of subscribers are stricken from the list at the end of the term paid for. Renewals should therefore be sent in promptly so that a number may not be missed or be canceled late. If possible, send your renewal the subscription of some friend whom you know would enjoy the monthly visitors of this publication.

Newspapers throughout the country take subscriptions for this publication. If you are an occasional buyer of the journal, but prefer to have it mailed regularly to your address by mail, send your subscription direct to us or hand it to it to your newsdealer, as you prefer.

EVANSVILLE, IND.
Population 75,000
Finest Bill Posting Plant in the South-West.
More Boards and the Best Located of any City in the Country. We know the value of advertising and always strive for results. In making up your list, don’t forget Evansville.

F.M. GROVES,
BILL POSTER.

Special Offer

$3.00
We will send you the
Donaldson Guide
AND A
Year’s Subscription to Billboard Advertising.

The Donaldson Guide contains the only accurate and complete list of the Bill Posters and Show Printers of America that has ever been published. It also contains the complete code of the Donaldson Cipher, by the use of which great saving in the matter of telegraph calls may be had. The regular price of the Donaldson Guide alone is $5.00, hence, we afford you an opportunity to practically get your subscription free of charge.

Now is the time to Subscribe.

SAWMIE BOOTH
Removed to 136 Fourth Avenue,
New York City.

SEND US
$1.00
For Twelve Three Months’ Subscriptions to Billboard Advertising.

Did You See the SAY Poster?
JUST THE THING!

The DONALDSON LITHO CO.
CINCINNATI, OHIO.