

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 OF THE PUBLISHER, 100 N. 1ST ST., CINCINNATI, OHIO.



ED. A. STAHLBRODT.

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

Classified Advertisements.

For space classified advertisements apply to the publishers, 110 West Broadway, New York City. (Telephone 100-1000) Larger notices, 50c per space line.

BILL POSTERS' DIRECTORY.

WANTED TO BUY!
Bill Posters, French, one line above 1000
Washington, D. C. **W. S. MARRIOTT, 1300 14th St.**

Reading & French, the Bill Posters
and **Contractors' Directory.**

Advertising in the Copper Country.
Agents: **DRUMMOND, 1000 W. WASHINGTON, BOSTON.**

A Frank in Toledo.
For sale in Toledo, Ohio. **W. S. MARRIOTT, 1300 14th St.**

Western Bill Posting Co., Salt Lake City, Utah.
1000 W. WASHINGTON, BOSTON.

The Copper Bill Posting and Distributing Co.,
1000 W. WASHINGTON, BOSTON.

High Yonan, City Bill Posters and Contractors' Directory.

John A. Larkin, City Bill Posters, Contractors' Directory.

Erwinville, Ind., has installation of 10,000
White Chlorine, 1000 W. WASHINGTON, BOSTON.

The Outlook Bill Posting Co., City Bill Posters and Contractors' Directory.

Barry W. Caplan, City Bill Posters, Contractors' Directory.

The State Bill Posting, Advertising and Contracting Co.,
1000 W. WASHINGTON, BOSTON.

Billboard Advertising in Cincinnati.
1000 W. WASHINGTON, BOSTON.

Washington, Ind., has a population of 100,000.
1000 W. WASHINGTON, BOSTON.

Wilmington, Conn., has a population of 100,000.
1000 W. WASHINGTON, BOSTON.

Carrollville, Ind., pop. 40,000.
1000 W. WASHINGTON, BOSTON.

A. J. Lybner, City Bill Posters, Contractors' Directory.

Bank City, Iowa, pop. 40,000.
1000 W. WASHINGTON, BOSTON.

Fair, Ill., Pop. 7,000.
1000 W. WASHINGTON, BOSTON.

Posters and Bill Posters.

1 West 11th St. Posters.
1000 W. WASHINGTON, BOSTON.

Sam. B. Devere, City Bill Posters, Contractors' Directory.

A. H. Wiggins Bill in Western Mass.
1000 W. WASHINGTON, BOSTON.

Producers Day Bill Posters.
1000 W. WASHINGTON, BOSTON.

Advertising Agents.

Sam. B. Devere, City Bill Posters, Contractors' Directory.

Circular Distributors.

All kinds of advertising matter published.
1000 W. WASHINGTON, BOSTON.

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

When you wish, mention *Billboard Advertising*.

**POSTERS AND SHOW BILLS
FOR
FAIRS!**

Write for New Catalogue.
The Donaldson Litho. Co.
CINCINNATI, OHIO.

When you wish, mention *Billboard Advertising*.

**O. P. Fairchild, CITY BILL POSTER,
Districter and General Manager.**

Covington, Illinois, West Covington, Ladlow and Crossroads,
10 East Fifth Street,
COVINGTON, KY.

When you wish, mention *Billboard Advertising*.

**OLEAN ADVERTISING CO.
OLEAN, N. Y.
BILL POSTERS AND DISTRIBUTORS
WESTERN NEW YORK AND NORTHERN PENNA.
WE STRIVE TO PLEASE.**

When you wish, mention *Billboard Advertising*.

The Largest Advertising Firm in the World
MAIN OFFICE:
28 Johnson St., Brooklyn
DEPOTS POST OFFICE,
BARNEY LINK, Gen. Man.

George H. Fisher,
Thomas A. Snyder,
Arthur Corcoran,
William F. Fox,
Barney Link.

**American
Bill Posting Co.
OF
Brooklyn and Long Island.**

TELEPHONE 1573 BROOKLYN

Branch Offices: **Controlling ALL THE Boards and Advertising Space in Brooklyn, Williamsburgh, East New York, Greenpoint, Long Island City, Jamaica and adjacent towns.**
Chest. Wood, - - - James, L. I.
Albany Av. and Waverly St. N. Y. C.

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For space classified advertisements apply to the publishers, 110 West Broadway, New York City. (Telephone 100-1000) Larger notices, 50c per space line.

AMERICAN FAIR BULLETIN.

Trenton, N. J., The Great International Fair, June 1st to October 1st, 1904.
Ann Arbor, Mich. June 1st to October 1st, 1904.
Boston, Mass. June 1st to October 1st, 1904.

A line in *Billboard Advertising* will give you the latest and best information on the fair.

Greenleaf, Tex. Limestone County Fair and V. S. Fair.
1000 W. WASHINGTON, BOSTON.

Billboard Advertising, The Fair.
1000 W. WASHINGTON, BOSTON.

Shepherd Bros' Knaps-Drama.
1000 W. WASHINGTON, BOSTON.

Billboard Advertising is going to give a grand time in Philadelphia, Pa.

Magazine for Fairs. Write to **WILLIAM F. FOX, 110 WEST BROADWAY, NEW YORK, N. Y.**

The Homies Boys' Friend
1000 W. WASHINGTON, BOSTON.

THE HOMIES BOYS' FRIEND
1000 W. WASHINGTON, BOSTON.

ELECTROTYPING!
1000 W. WASHINGTON, BOSTON.

WINKELMAN & BURBANK.
1000 W. WASHINGTON, BOSTON.

For information on building
CEDAR SHINGLES

MURRAY & CO.
1000 W. WASHINGTON, BOSTON.

CIRCUS CANVASES.
1000 W. WASHINGTON, BOSTON.



A MONTHLY MAGAZINE
FOR PEOPLE
ADVERTISING IN A MONTHLY MAGAZINE
PUBLISHED BY **CHARLES H. STEIN**, 110 WEST BROADWAY, NEW YORK, N. Y.

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. F.oe Kavanagh & Co., New York.—This is what the Association has long been in need of. The New York Office now puts every bill paying concern in the United States in direct touch 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 has ever before.

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 Downey, 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, Albany, N. Y., Secretary.—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.

Walter G. Long, Worcester, Pa.—We intended to see within changing circumstances toward the whole idea of 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 way, 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 paying the coming fall. This new advertising campaign the success of our Association. Better service means a more bill paying. It has our endorsement.

Amos Hill Printing Co., Brooklyn, N. Y.—We will back the advertising to the end. Without it our Association in this is well run by water power, and no water. 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 on the same representation it will surely bring in the reply to the line and prosper.

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 remained 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 sign work. It is his best advertisement. He has a fine stock of colors, comprising, ink, type, etc., and like following line lists the manufacturers of some four pages. The same year he also started a bill-paying collecting office. In 1895 these enterprises were consolidated and formed into a stock corporation, known as the Rochester Bill Paying 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.

Since the organization of the old International Bill Posters' Association, of North America and the general change of policy and aims to that of this Association in the Association Bill Posters' Association, at a meeting held at Chicago, Ill., July 15, 1895, Edward A. Stambourk was unanimously elected as Treasurer. 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 *Monks Compendary No. 14, Knights Templar*; *Stamans Temple, No. 18 of the Mystic Shrine*; is a member of *Stamans Lodge of United Order of Rochester Lodge No. 21, B. P. O. Elks*, and was appointed chairman of the *Committee on the International Convention*. He has several times been elected corresponding secretary and was elected for recently sent by the *Regist* issue 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 business this month for W. T. Stearns Co., St. Louis, Mo. Y.

Mr. George Hewitt, Advertising Agent of "Pace Times" 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 newspapers in the country, and also the Special on these shows. We should like a good fellow.

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

FOUNTERS FOR BILL POSTERS.

We think that if bill posters will work to the advertiser's interest by making always the best show for him when his work comes to the office, and if the character of his work is such, bill posters, notwithstanding their desire that no one on this paper is not, he should send a list of the routes or streets that have been worked with this paper, to the advertiser. If it is stated, show the last year's report should through the advertiser a list and the show when all the stands were posted as the advertiser can check his paper up. It is a well set bill 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 a bill always to be in the office and do it as regularly every month, in all other matters that we are posting for.—*Carson Adams.*

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 bill job is always made, in some cases, unless, but two weeks maximum of delay which is always to be greatly displeasing.

PRETTY NEAR ALL.

We are happy to advise that on our new number 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 number containing every bill poster in the territory mentioned with the exception of those of those latter who 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 authorized 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 posters many efforts. It seems likely in the history of the most common and when this was accomplished in some months or quarters are again associated with it.

When you promote your paper joyfully, tenacity and in the place.

Change your paper often, but 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 twice.

Walker and Co., of Detroit, Mich., have a splendid reputation. 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 State 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 Soft, Elastic Paste,
and a Fine, Sharp, Steel
Point. This kind
of brush is the best
for use in the
bill poster business.

For sale by
Bill Posters' Association
and
Bill Posters' Association
of the United States and
Canada.

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

MADE IN U. S. OF U. S. PARTS OF U. S.

ELDER, JENKS & RABORG
South Broadway
Philadelphia

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

The Rochester Bill Posting Co.,

ED. A. STAHLBRODT, Manager.

Bill Posters, Distributors and General Advertisers.

No. 16 and 18 Mill Street, ROCHESTER, N. Y.

THE ERIE BILL POSTING CO.

ED. A. STAHLBRODT, Manager.

Bill Posters, Distributors and General Advertisers.

No. 26 North Park Row, ERIE, PA.

Among the Agents.

Geo. Cawley is based at Yorkburgh, N. Y. He is reported that George has had a good summer job.

William A. Stone of the Park Theatre, Rochester, is not glad to state but he makes up for it in energy. His work stands out but he is not given to controversy, and he is not after the bill post or all the time.

Joe Hill, of the Opera in Elmira, is certainly giving the best of satisfaction as Manager Harry Kennedy, speaks in the highest terms of his able direction.

Charles Zimmerman, the hard working advertising agent of the Erie and Theater Subscribers is making a strong bid for success this summer. He is said to be at least one leg short, but has the head-end on give those great shooshy.

Geo. Collier of Buffalo, goes with DeWane and Smith's Circus this coming season.

Charles Welch will manage to keep away in the front at Hoy's Theatre, New York. He is one of the few excellent men in the business that probably refuse to allow his business to be second in point. He presides over the door of that cozy house, and one to the his been apt that tries to give him the "rub-in."

Sam H. Dawson, of Hoy's Opera House, Cleveland, has been engaged as special agent for E. W. Washburn's Big Albee Show, and will commence his work about May 1st. Dawson does not propose to let his summer any more if he can help it.

Sam Loomis is keeping up his bill as an advertiser for Hagen's in St. Louis. His efforts never cease to lag, and every week he returns in better bill showing.

O. H. Harford, the energetic advertising agent of the popular Fountain Square Theatre, Cincinnati, is a manager and of Haggitt Brothers' advocacy over the coming season. He has made an excellent record for himself and he will doubtless make a hit in his new position.

Ermy Hughes, of the Haymarket Theatre, Chicago, is putting in some telling bills for his house, and all the agents will be as one of the best men in the country.

William Russell continues to keep the Columbia Theatre, Chicago, well up in line. He is a hard worker, and his business goes the same slowly every week.

E. M. Gilsh & Co., managers of the Bijou Theatre, Pittsburg, are certainly fortunate in promoting an advertising agent like Cliff Wilson, whose work never fails to please, and every agent and manager are best in their opinion of Cliff as a hustler and a gentleman.

PORTRAITS & POSTER PICTURES.

There was a remarkable exhibition at the Union League Club recently. It is really a double exhibition, and should be considered as such, otherwise the entire generous participation of patrons by early American painters and posters by the most advanced exponents of the new business school to without error. It is the exhibition of poster pictures that is novel and extraordinary. This phase of poster art, which is rapidly the industrial action of American artists and artists, had its origin in France. England took it up and now America follows suit. The exhibition at the Union League is one progressive and illustrative in the same sense of the progress that great art achievement in the three centuries. Paper, which is the dominant factor in the work, has its most graceful and delicate expression in the French school. Eventually appropriate being used in the work of the Englishman, the American, as usual as art, takes their cue from the Frenchman. The exhibition completely abounds by Chert, deShane, and applied, by Stevens, Chert, deShane, and suggests, by Owen, Chert, deShane, and in the first place, every one of its members are in a word an advertising in more direct, and every one directly interested in poster advertising. It is not merely, and there is certainly third, any for those who see. They find, the only varying character of its exhibition places it upon a work with any position, as being only so-called general means. For these very obvious reasons, it should be as regarded as purely a class publication or, in any sense, a trade journal.

The advertising advance of the paper poses advantages of peculiar value to bill posters, poster printers, and general advertisers. In the first place, every one of its members are in a word an advertising in more direct, and every one directly interested in poster advertising. It is not merely, and there is certainly third, any for those who see. They find, the only varying character of its exhibition places it upon a work with any position, as being only so-called general means. For these very obvious reasons, it should be as regarded as purely a class publication or, in any sense, a trade journal.

LEANDER RICHARDSON.

If it be true that one is best judged by his enemies, then indeed Leander Richardson is one of most striking and remarkable personalities of the day.

French, French even a vigorous individual, he has one of and is covering a most beautiful picture of life, a circumstance by the way which seemingly affects him but small concern as he continues to pursue his chosen avocation paying but scant heed to criticism or his detractors.

His public and business eye is fast detecting the DeLancey News, in the exclusive circles of refinement and popularity which it wields and enjoys to the degree before financial disaster first overtook it.

Death of A. Harry Crowell.

After an illness of six days J. Harry Crowell, advertising agent of the Coffee Mill Theatre, died February 27th, 1910, at his apartments at the Hotel St. George. He was twenty-nine years of age. He leaves a wife and three children. The body was returned to the family plot at Rahway, N. Y.

WHY DO THEY?

If the bill boards are not as popular to newspaper space as is form of advertising, why do they prepare first to believe why is it that they sell more papers weekly more to the benefit is preference to all other mediums when in need of advertising?

Publishers' Corner.

The success attend upon our special offer to bill posters has been so pronounced that we have decided to reduce the rate. Hereafter we will not receive these monthly subscriptions for one dollar. All bill posters who have not as yet tested the efficiency of their learned as a advertiser should avail themselves of this great offer without further delay. It constitutes success in the billboards because they value, and create new adherents to this form of advertising wherever it goes.

NEW CIRCULARS:

November, this issue	10,000
December, this issue	4,000
January, 1910	10,000
February, 1910	10,000
March, 1910	10,000

The advertising advance of the paper poses advantages of peculiar value to bill posters, poster printers, and general advertisers. In the first place, every one of its members are in a word an advertising in more direct, and every one directly interested in poster advertising. It is not merely, and there is certainly third, any for those who see. They find, the only varying character of its exhibition places it upon a work with any position, as being only so-called general means. For these very obvious reasons, it should be as regarded as purely a class publication or, in any sense, a trade journal.

If you want more business, here is read the BILLBOARD ADVERTISING. It is the best business you can employ. It is the best business in that of your business and never interfere upon you who do not.

The Journal Free—Present ourselves to the journal only about their own copy for section your *free* by doing a little work among their friends. If you will show this copy to your friends, and send us five subscriptions at twenty 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 conditions, the names of subscribers are struck from the list at the end of the year and for *Renewals* should therefore be sent in promptly so that a member may not be missed or second list. If possible, send with your renewal the subscription of some friend whom you know *readers* the monthly visit of this publication.

Revolution throughout the country leads subscriptions for his publication if you are not concerned here of the Journal, but prefer to have it sent regularly to your address by mail, and your subscription direct to us or send it to it to your circulation, as you prefer.

Special Offer

—PLUS—
\$3.00
We will send you the
Donaldson Guide

AND A
Year's Subscription to
Billboard Advertising.

The Donaldson Guide contains the only complete 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 goes wrong in the matter of telegraph calls 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.

H. E. BURCKEY,
SCENIC ARTIST,

and proprietor of
Helen Burckey and Sons Studio,
Over Broadway, New York City. Inaugurated
in December, 1909. Telephone 1000.
Office in Downtown City, N.Y., Chestnut St.

BUREAU OF THE—
**International
Professional
Register,**
HARRISON LITE. BLDG., CINCINNATI, O.

The earnings of the register will be included in the next edition of the International Professional Register. The next edition will contain the names of all the members of the International Professional Register.

SEND US
\$1.00

For Twelve Three Months' Subscriptions to
Billboard Advertising

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*.



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 FAIRY TALE 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.