

THE BILLBOARD

JULY NUMBER

98

ONE TONGUE.
ONE PURPOSE.



CIVILIZATION—FREEDOM—PEACE.



The Best Results of all the Year;

vs.

The Worst Results of all the Year.



If you are in doubt about Billposting, try it NOW,
When no other kind of advertising can be made to pay.



BILLPOSTING, ~~~~~~~~~

While good all the year round, is specially valuable in the Summer, when the people are on the streets, when they are in no hurry, when they have time to read the posters—(if time were needed); when they have no inclination to read the papers. All the time is a good time, but right NOW is absolutely the BEST time.

When you are ready to talk Billposting, call for Hoke. Sam. Hoke, Sam. W. Hoke, and refuse all substitutes and imitations.

Sam. W. Hoke's dealings with the billposters of America are of such a nature as to assure the advertiser of absolutely correct service at all times; he is known as insisting upon full value, prompt renewals, best locations, and every sheet where listed; AND, he is KNOWN as prompt pay.

Sam. W. Hoke

Long-Distance Billposter,

251 Fifth Avenue,

1 East 28th St., NEW YORK

Phone 2074-38

THE BILLBOARD

Vol. X, No. 7.

CINCINNATI, JULY 1, 1898.

PRICE 25 CENTS
PER YEAR, \$2.50

POSTERS IN 3800 B. C.

Sales of the Disc and Distant Past Remotest and Thought to Light—Recent Enthusiasm in Egypt Proves Conspicuously That the Poster Was in Use Over 5,500 Years Ago.

Explorers among the ruins of pyramids of Giza have recently discovered among the masonry and among masses of more ancient masonry a roll of papyrus paper. Egyptian signs are from their character and inscriptions that they belong to the period of King Menes or King Sesostris, both of Dynasty VI. There were ten or twelve copies of the poster, all made from the same mould. There were two and possibly three colors used, applied in flatness, and the posters were made of vellum or fine parchment.

They were in a fair state of preservation, although subject of their wrapping by ancient tomb breakers. Four of the posters were intact. The remainder were more or less fragmentary.

The ground color was originally white or yellow, tan and sepia are depicted over it, owing to the black glyptic inscriptions.

Red and gold were used in striping and borders. The red is supposed to be a most important one, almost as important, in fact, as the fragments found by Colonel Howard Vyse in the upper chamber of the another pyramid of Giza.

Like King Menes's remains, they will be sent to the British museum. Henry Swaine, in "The History of Advertising," mentions and describes a Papyrus poster bearing the date of 147

years B. C., which offers a reward for two runaway slaves.

Theatrical and circus posters have been unearthed at various times in the ruins of Pompeii, but this recent discovery throws all these finds in the shade.

We have known that the bookkeepers have from time immemorial enjoyed a

and date of nearly finished payments by poster early, if not quite, four thousand years before the Christian era.

Very, the poster is as old as man himself, and will endure as long.

FRAGMENT, of POMPENIUM, in picture. It is a very a stone king, "Menes's" title is rather that of King.

There can be no better advertising than exhibiting. In it a show window, a drummer's sample or an exhibit in a fair, or exposition, if properly placed and handled, it never fails to pay. When an advertiser combines exhibiting with exhibiting, as Dr. Burkhart does, it is now doing, by distributing samples

from house to house, and then reminding the offer with posters, he obtains peculiarly valuable advertising.

Dr. Burkhart has been compelled to double his capacity for business during the past year, and he has not used a line of newspaper space.

Patience Burkhart in your advertisement is an hourly out of place or business. Consider yourself in a common sense statement of fact; make it plain and simple. Give prices and place, and that's enough.

The man who has studied advertising the longest are the ones who conclude that they know comparatively little about it. This would seem to indicate that advertising, like everything else at present more by a progressive set. Let us hope that it will not prove an even greater lagged.

Go slow in the beginning. Do not attempt too much. Pick out a field that is not too large, and then cover it thoroughly. Never, never spread yourself out too thin. Always be the most in evidence, no matter how you have to crowd your way in order to do it. That is the way to use the billboard.

The billboards are the quickest-acting of all advertising media.

George Leisner makes a good point; if, however, they are not.



H. G. WILSHIRE,
Manager of The Walker Printing Co., Los Angeles, Cal.

special right in the matter of the poster, and illustrated advertising posters adorned the book stores in the streets of Athens and Rome at the time of the Roman Empire. We know that in the Temple of Herod the Great at Jerusalem there were posters warning certain foreigners not to enter certain exclusive and sacred precincts, but we never knew until now that the Egyptians used to advertise the place

It is a site to start an exhibition poster that appeared a hundred 182 posters, in it also a site to start a business sign poster an exhibition to a hundred 182 posters? Respectfully submitted to the American Advertising and Printing Co. of Chicago.

W. B. Leisner will accept the British convention as a delegate from the New Jersey State Association. He is one of the members of the National Board, which is a member of the New Jersey Association.

THE BILLBOARD.

Published weekly at
22 West Eighth Street, Cincinnati, O., U. S. A.
Address all communications
For the office or business departments to
THE BILLBOARD PUBLISHING CO.

Subscription, One Year, Five Dollars.
Semi-monthly, Same Price, in Advance.

ADVERTISING RATES.

Advertisements will be published at the rate per line of ten words per space day; copy for advertisements sent must be on or before the twenty-fifth day of the month. One insertion only.

Annual advertising in this journal on a long-term basis, including advertising in the *Exchange of Advertisements*, and all other advertising, should be sent to the *Advertising Department*, 22 West Eighth Street, Cincinnati, O., U. S. A. All other advertising should be sent to the *Advertising Department*, 22 West Eighth Street, Cincinnati, O., U. S. A. All other advertising should be sent to the *Advertising Department*, 22 West Eighth Street, Cincinnati, O., U. S. A. All other advertising should be sent to the *Advertising Department*, 22 West Eighth Street, Cincinnati, O., U. S. A.

Entered as Second-Class Matter at Post Office at Cincinnati, Ohio.

JULY, 1926.

Where are all of our anti-British japs? In all America there is not one to be found. They have disappeared like hear from beneath a summer sun. The two leading nations of the world are fostering this old chime. Is it not strange that this old chime did not occur years ago? The light of common sense has been in your eyes. Thinking men have pointed to the fact for a decade, but all their arguments have been set at naught by the frothy superstitions of a few light weight politicians and pseudo-fight newspaper hacks.

Then came the war, and with it a healthy British cheer for America's boys in blue—and it was all over. Verily, our code was shaped by our emotions. The heart accomplishes in a few minutes what the head has struggled for years to bring about.

Among the crafts, the bill posters of America will be the first to take steps to correct the friendship. They will this month send an ambassador to their enemies across the water. He will be the bearer of a message of reason and good will. He will carry with him greeting from the bill posters of America to their comrades over the sea.

He has not been chosen as yet, but wherever he is he will be honored. He will be chosen as the eldest, the best—the man most fitted to represent American bill posters abroad.

It will be an honor as honor such as seldom falls to a man twice—and it need not be the most popular bill poster in America who secures it.

July is a month of conversion. The third annual meeting of the International Association of Distributors is, perhaps the one in which the greatest interest centers. It will be our belief the many letters received throughout the year is many a bill poster preparing for a trip to Chicago who has never

attended a bill poster convention.

The progress of the International Association of Distributors has been wonderful. During the year just past it has almost tripled in membership, and this in the face of the most astounding requirements.

There have been almost two hundred members elected, but there have been nearly five hundred applicants rejected. As a result, the possession of the organization is of the very highest quality.

They are all men of distinguished standing in their respective communities. They are able, and they are capable. The outcome of the meeting will be watched with the keenest interest.

The A. B. F. Courtenay at Buffalo will also be well attended. The officers of this organization have marked out a most prodigious amount of work for the three days, and if the delegates succeed in getting through with it they will have to work like horses.

There must needs be serious morning, afternoon and night, and even then it is likely that a fourth and even a fifth day will be required in order to complete the programme.

A complete revision of the constitution and by-laws, a long debate on the question of agents' compensation and an excruciating dispute over Lucille, Michigan and Worcester are only a few of the many things that will change the situation of the distributor.

Friction between the cities and towns may also come if the latter succeed in organizing and agreeing upon a leader.

There is hard work and plenty of it looming up at Buffalo.

Considerable interest is manifested in the proposed association of American sign painters. We have received letters from all over the country regarding the matter, but they have almost all been inquiries. We have been unable to reply to the most of them, for the reason that they do not ourselves know how the movement should be inaugurated.

In the next place, however, some practical steps must be taken. A committee should then be appointed under his supervision and a meeting arranged for.

Much of the preliminary work could be disposed of this meeting, and, besides, the general scope and plan of organization could be outlined.

Who will take the initiative? The work will be arduous, but the reward will be great. Who will lead?

The only objection raised to either Detroit, Ann Arbor or Kalamazoo in the case of New York City. The association has had enough of New York in the last few years for just about six years (thousand years).

LOOKS LIKE LOWDEN.

A Tremendous Vote Picked During June—The Contest Has Now Narrowed Down to a Race Between Meek, Schaefer, Leonard and Lowden—This Is the Last Coupon—The Pals Close Saturday, July 9.

The voting contest has been a triumph over success. Interest has steadily increased from the day it was inaugurated during June. It amounted to such a high degree of enthusiasm that it quite over-shadowed all other features of the paper. Every mail box evidence of the mail, concern and attention of the many friends of the various candidates.

Not a day passed, but what the Associated News Company sent in no order for more copies, and today a day they are sent in two and three orders.

Advertisements and sign posters have caught the fever, and are coming and working for their clients.

Shirley, of St. Paul, Williamson, of St. Louis, and J. Williams, of Chicago, are working hard for Schaefer, and, although they started in late, have boosted him from a tall order into third place.

L. E. Ramsey, of St. Paul, and the Michigan billposter have given Leonard splendid support.

Hunting, backing the Meek, who runs three big billposting plants, two theaters and an traction park, are also conspicuous in not being enough to occupy his mind, but no amuletism behind him except the Illinois japs.

The most few words will be heard from the office of THE BILLBOARD. Our mail will not be entirely open behind the next two comes in.

No voters will be counted and no person will know the standing of any candidate until Saturday afternoon, July 9.

The vote will close at noon on that day. The vote will give be counted, and the man who receives the most votes will be broadly declared the winner.

The strongest opposition will be maintained and the street business maintained. The voters will go on from New York July 30 on the steamship *Arcturion* of the famous Central Line, and will receive a hearty welcome both at Liverpool and Dublin.

HOW THEY STAND.

The vote received by the various candidates up to June 30 were as follows:

W. B. Lowden	100
Geo. M. Leonard	85
F. E. Schaefer	65
Samuel M. Meek	45
L. E. Ramsey	25
Geo. H. Shaw	20
Geo. A. Carter	15
J. Williams	10
Chas. Vogel	10
S. C. Decker	10
Chas. Campbell	10
Albion Williams	10
Geo. P. O'Brien	10
Frank Fitzgerald	10
S. C. Campbell	10
John D. Brown	10
Eric J. Leonard	10
S. J. Jones	10
J. J. Myers	10
W. H. Hamilton	10
Al. Bryan	10
Emmett Linton	10

A. B. Reale	5
W. C. Taylor	5
W. H. Hamilton	5
J. Gaskin	5
C. H. Goodrich	5
Barney Lusk	5
A. W. Stewart	5
Sherry Douglas	5
Miss. Dugan	5
C. F. Williams	5
Paul W. Jackson	5
A. W. Stewart	5
F. C. Dickinson	5
W. P. Jay	5
C. F. Williams	5
H. G. Whiston	5
Geo. H. Smith	5
Sam. Ryan	5
Sam. Ryan	5

REMEMBER—The polls close at noon on Saturday, July 9.

THE BILLBOARD is going to send the most popular bill poster in America to attend the convention of British Bill posters, which is held in Dublin, Ireland, next August. He will be an ambassador appointed by the craft at large.

Pacific Coast billposters and those in remote sections of Canada will please remember that they had best mail their vote the very day they receive this issue of THE BILLBOARD, for the polls close July 9.

HOW TO VOTE.

Write the name of your candidate (using the "X" on the coupon below), and mail it to THE BILLBOARD Publishing Co., Cincinnati, O. Each coupon will be counted as one vote for the bill poster whose name it bears. All July coupons must be voted before noon on July 9. "Votes" do not mean "mailing," leave here in order to mail votes so as to time to reach in the morning of July 9.

JULY COUPON will be used for the purpose of electing a bill poster to attend the meeting of the British Bill Posters' Association, which will be held in Dublin, Ireland, next August.

Send to the office of THE BILLBOARD, Cincinnati, O.

and be should be an ambassador to the meeting of the British Bill Posters' Association, which will be held in Dublin, Ireland, next August.

NOTICE—The final polls close at noon Saturday, July 9.

Under our arrangement with the Associated News Company, THE BILLBOARD is supposed to be on sale at all newsstands. Patrons unable to secure it will please notify us, giving place and date.

The members of the International Association of Distributors are to vote only for Lowden. Here it has become known that the bill posters of the United States are sending their votes to the bill poster of their own country. It is not their intention of sending their votes to the bill poster of their own country. It is not their intention of sending their votes to the bill poster of their own country.

The page will be put off at Dublin.

Billboard, Office of Boston, sends to the bill poster of their own country. It is not their intention of sending their votes to the bill poster of their own country. It is not their intention of sending their votes to the bill poster of their own country.

A NEW ORGANIZATION of the Bill Poster of the United States is being organized. It is not their intention of sending their votes to the bill poster of their own country. It is not their intention of sending their votes to the bill poster of their own country.

The Executive Committee Bill Poster of the United States is being organized. It is not their intention of sending their votes to the bill poster of their own country. It is not their intention of sending their votes to the bill poster of their own country.

LIST OF FAIRS, 1898

Title in enclosed covered each... (Copyrighted) All registered

ALABAMA

ANNISTON-Caled Lake Purchase Alabama Fair Association, Inc., Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

ARKANSAS

FAIR BUFFALO-Arkansas State Fair, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

CALIFORNIA

LOS ANGELES-Orange Agricultural Association, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

CONNECTICUT

STAMFORD-Connecticut State Agricultural Society, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

IDAHO

BOISE-The Idaho State-Northern Fair Association, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

ILLINOIS

ALTON-Maryland County Agricultural Society, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

INDIANA

INDIANAPOLIS-Indiana State Agricultural Society, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

KANSAS

TOPEKA-Kansas State Agricultural Society, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

LOUISIANA

MONROE-Louisiana State Agricultural Society, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

MAINE

BANGOR-Maine State Agricultural Society, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

MARYLAND

BALTIMORE-Maryland State Agricultural Society, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

MASSACHUSETTS

BOSTON-Massachusetts State Agricultural Society, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

MICHIGAN

LANSING-Michigan State Agricultural Society, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

MINNESOTA

MINNEAPOLIS-Minnesota State Agricultural Society, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

MISSISSIPPI

JACKSON-Mississippi State Agricultural Society, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

MISSOURI

ST. LOUIS-Missouri State Agricultural Society, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

NEBRASKA

OMAHA-Nebraska State Agricultural Society, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

NEVADA

RENO-Nevada State Agricultural Society, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

DELAWARE

DOVER-Agricultural Society of State of Delaware, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

FLORIDA

LAKELAND-Citrus Valley Fair Association, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

GEORGIA

ATLANTA-Georgia State Agricultural Society, Oct. 10 to 15, 1898. Secs., W. W. Arvon, secy., H. E. Buchanan, pres.

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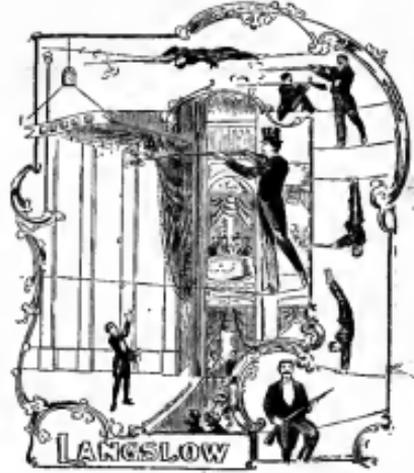
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BIG FEATURE FOR FAIRS.

A GREAT EXPERT ON THE FRONT AND LOFTY WIRE. The diagram will show clearly and in detail the operation of the apparatus. It is a complete and perfect system, and is the only one of its kind.



Langslow's performance is undoubtedly the marvel of the century, and will be seen to be appreciated. For time and record, address: MONS. LANGSLOW, 24 E. 10th St., N.Y.C.

SEE



ISAAC N. MONK.

"That m

We re

Bill
Posting,
Distributing,
Tacking,
Sampling,
and Publicity.
Contractors
for the Universe.

MON

THE MONK INTRODUCTION CO.,

Main Office,

PEORIA, ILLS.

"You are losing money if you don't write him."

is successful, well done, remunerative advertising."

er you to _____

sons Brothers, of Detroit, Mich., makers of Fontella Cigars, for whom we posted the State of Illinois.

I. Piser & Co., makers of Uncle Jerry Pancake Flour, for whom we posted Illinois and the West.

Cereal Food Co., makers Capid Brand Hulled Corn, for whom we distributed and posted the entire United States.

Dr. Shoop, Racine, Wis.

Dr. Miles Co., Elkhart, Ind.

Dr. Kilmer, Southampton, N. Y.

Dr. Burkhart, Cincinnati, Ohio.

Liggett & Myers, St. Louis, Mo.

Dr. Green, Boston, Mass.

Aug. Beck & Co., Chicago.

A. Leidersdorf & Co., Milwaukee, Wis.

And 100 Others.

THE HUSTLER. ■ ■



TRADE MARK.

ABOUT

IT TODAY

THE
INTERNATIONAL
ASSOCIATION
OF
DISTRIBUTORS

Will hold its 3rd Annual Convention in the big banquet hall of the LELAND HOTEL at

CHICAGO,
JULY 19-22, '98.

The attendance promises to be very large. Much interest is manifested by all the large advertisers, many of whom will send representatives. A cordial invitation is extended to all distributors, whether members of the I. A. of D. or not.

The Leland Hotel makes a very low special rate to all delegates and members.

President Reid will call the Convention to order at 10:00 A. M., sharp, on Tuesday, the 19th, and all delegates are requested to govern themselves accordingly.

Respectfully submitted,

W. H. STEINBRENNER, Sec'y.

JOHN T. WILLIAMS N. W. B. P. and Adv. Co.

MEMBER OF THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

346 MORRISON ST., PORTLAND, ORE.

POP. 90,000.

SECRETARY AND MANAGER.

H. F. TODD, ASSISTANT MANAGER.

Wilmington Bill Posting and Distributing Co.,

WILMINGTON, DEL.
POPULATION OF CITY, 75,000.

JOSEPH M. HAYLIE, PROPRIETOR.
EDD. W. JACKSON, JR.

OFFICE: GRAND OPERA HOUSE.

TAMBOULA, PA. Pop. 4,000. Will furnish postcards and other "Grip" and "Litho" work.

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BILLBOARD PLANT FOR SALE OR LEASE.

Good Paying Business. Five Boards. All built of bluing. City of Jax. Other business property for lease. Good property attention. For further particulars address: See 4th Col., Column, 2d.

Do You want to really succeed in the bill posting and advertising business? If so, you must get the "Public Opinion" which has the support and confidence of the masses, because it reaches the hearts of a doubtful class. Does it not?

PUBLIC OPINION

The nature of the articles mentioned in "Public Opinion" is such that they are of great value to the advertiser. The "Public Opinion" is published weekly, and is a most valuable and profitable medium for the advertiser. It is published in the city of Jax, and is a most valuable and profitable medium for the advertiser. It is published in the city of Jax, and is a most valuable and profitable medium for the advertiser.

We Want Distributors.

Send for our proposition to furnish you a specially designed letter head, half tone cuts or any kind of engraved work. No expenditure of cash. Any distributor can earn good pay in this way. Send for the proposition and judge for yourself. Portraits a specialty.

The Advertising World, Columbus, Ohio. Population 1,500.

WATERLOO, WISCONSIN.

E. E. LESCHINGER, Bill Poster and Distributor.

Special Attention Given to Furnishing Grounds, License, and Everything Needed for Circuses, at Lowest Prices.

WATERLOO OPERA HOUSE.

THE LEADING SHOW PRINTERS (LITHOGRAPHERS OR BLACK) IN THE UNITED STATES USE

AULT & WIBORG CO'S POSTER INKS

Are You One Of Them? "AULT & WIBORG CO" CHICAGO, ILL. ST. LOUIS.

The International Bill Posting Ass'n Of the United States and Canada.

Will hold its regular annual convention at the Leland Hotel, CHICAGO, JULY 10th-22nd.

For further information apply to any of the following officers:

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24 East Fifth Street, COVINGTON, KY.

NOTICE—When looking for a letter to advertising copy, do not fail to check with the advertiser, as the advertiser is the one who should be consulted for the correct name and address. It is the advertiser's duty to see that the copy is correct and that the letter is sent to the correct address. It is the advertiser's duty to see that the copy is correct and that the letter is sent to the correct address.

A SPECIAL OFFER

Business The Other Paper

FOUR MONTHS FOR 25 CENTS.

RENEWED will send you any address for the next month for 25 cents. For further information, send for a copy of the paper to the publisher, D. P. Fairchild & Co., 24 East Fifth Street, Covington, Ky.

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E. M. FRITZ BILL POSTING AND DISTRIBUTING

OSKALOOSA, IOWA.

POPULATION, 10,000. E. M. Fritz, Bill Poster and Distributor.

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Ad Sense

Drop a nickel and get a copy of the "Ad Sense" which is a most valuable and profitable medium for the advertiser. It is published in the city of Jax, and is a most valuable and profitable medium for the advertiser.

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THE DONALDSON LITHO. CO.,

CINCINNATI, OHIO.

We make Posters. We make good, business-bringing, result-producing Posters. Our Posters are strong, assertive, apt and striking. Our Posters stand out on the most crowded billboards. They are dominant and convincing. And, mark you, they cost no more than ordinary paper.

Excursion Posters.

The scope, variety and extent of our line of graduated posters can be judged in part by our list of Excursion Posters. We have them for everything. If it's a Railroad Excursion, we have six different designs. We have them suitable for Trolley Excursions and for River Steamers. In these latter we have the Eastern style of Steamer and the Western Steamboat. If the Excursion is under the auspices of the I. O. O. F., B. P. O. E., K. P., K. G. J., etc., we have posters suitable therefore. If it is to a Grove or a Fishing Bench, we can fit it out at two hours' notice. When you want to advertise an Excursion, write us about it.

Posters for Fairs.

We have more "stock" or "syndicated" posters for Agricultural and Industrial Fairs than all other houses combined. Our designs range over everything—Racing Races, Trotting Races, Hierarchy Races, Athletic Contests, Hippodrome Races, Balloon Ascensions, Acrobatic Performances (of all kinds), Poetry Shows, Bench Shows—in fact anything and everything that a Fair can possibly feature or advertise.

Write for our Catalogues.
Samples free.

Patriotic Posters.

We have the largest and most complete line of Patriotic and War Posters on the market. They are having an immense run at present, and will prove popular for months to come. Write us for samples.

They are very attractive and suitable for any purpose.

Agents and Streetmen.

We have the best line of quick action in our pictures of WAR HEROES. They are illustrated, beautifully colored in bright colors, and measure 30 inches wide by 30 inches high. The list embraces Derry, Sampson, Selkay, Lee, Johnson and McCaskey. We also have Old Glory, The Star Spangled Banner, Double American Flag and Capt. and America, same size and style as the war heroes. The price is \$25 per set. You can have them mounted if you so desire. In an order for less than one set will be accepted, and cash must accompany the order. **NO SAMPLES FREE.** Send 50 cents for a complete set or four cents each for single copies, which includes postage. *If you can sell anything you can sell these. We only have to show them and sell the price.*

Whenever you want Posters write us about it. Don't delay; write today.

THE DONALDSON LITHO. CO.,

CINCINNATI, O.

We print and we post. We will do it all for you.
We will design, print, apposition, distribute,
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The only Broadway service.

The only 4th Avenue L. road service. All at stations.

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The Ideal Bill Posting

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HARRY MUNSON

Owens More and Better Billboards in Better Locations than
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Munson's Boards are located on the main thoroughfares, drives, boulevards, cycle paths and car lines

Billboards built of Galvanized Iron—no unsightly cracks or breaks in the posters placed on these boards.

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Whether it's Metropolitan or Provincial service you want, see Munson about it first.

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