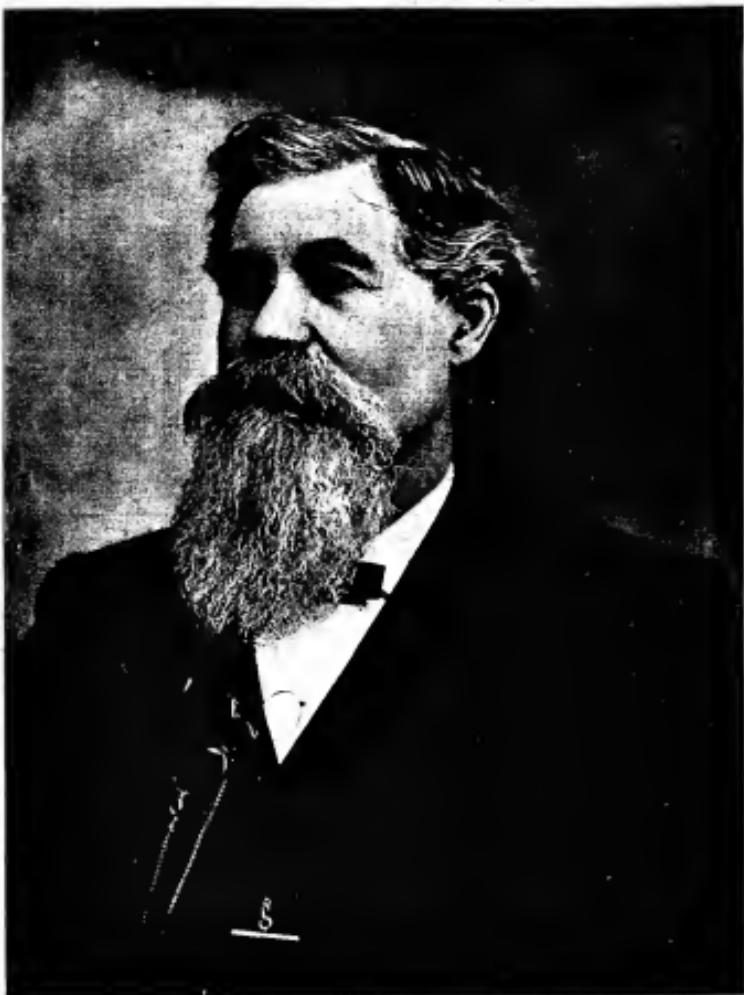


THE BILLBOARD

VOL. XI., No. 3.

CINCINNATI, MARCH 1, 1891.

PRICE, A CENT.
PER NUMBER.



C. H. GANSON,
President Ohio Association of Fair Managers, Union, O.



PLATINUM PAPER. — *Sensit. of 2075.*

N. A. M. N. C.

A New Organization of Newspaper Men.

Windy Boys In the Windy City - The 1st-Half Do Not Stand for Razzmatazz Any-
more! (Mendacious Newspaper Crowd).

Last fall, in Detroit, was organized the National Association of Managers of Newspaper Circulation, with the following officers:

The officers have been active and zealous in their work, and the association now numbers nearly 1,000,000,000,000 members worldwide. The association will hold its first annual convention in Chicago, June 10-12 next.

The members of the organization, by rapid growth, and particularly by surpassing our competitors, will illustrate the rapid results when unopposed management is making its

A decade ago if the term meant anything it stood merely for a man in

charge of a few clerks, and three ladies, with the circulating books, depositors and visitors, were usually referred to as the circulation department.

There is nothing vague about their station today, though, unless it is their figures. They are spectacular. They are sharp, clean and quite swiped. They were large stations. Even then more than all other stations

The advertising manager is no longer "it." The circulation manager has supplanted him and later occupied the highest seat on the throne.

How did she win this present position? He did it with his little efforts. All the members, though, the N. A. M. N. C. can be made a good thing. We leave that to subject to the administration of the department of the correspondence which he represents. We would like members, the more numerous the better, the more the better, all the

by the other when they hold on the
intercourse of their mutual Promotion of
good-fellowship; and 2) The conserva-
tion of immovable and expensive
affairs and properties.

they will solve that problem, even though the association has gathered more itself the accumulated strength and vigor of years, it is liable to emerge from the fracas in a body harassed and soul-damaged condition.

the *conflict*, and *handing* back other *members* of "you," but like *most* they undertake to "correct" a *bias* and "prescribe" that very *assumption* that *resolution* will strike a *ruck*, and split up as *effortless*, *casually* and *unconsciously* as a *log raft* parted by a *boisterous* *tide*.

The site of Rochester, N. H., was started probably five years ago. At that time we were just in a dollar neck, and the old men have given up. A month or two ago we had a good deal of rain. Under the direction of Captain A. W. Hayes, the old ground will have been one of the most valuable in the country, since the estimated value of 1000 ft. of ground has averaged \$1000 per acre, or \$100,000 per acre.

THEN AND NOW.

Persons in '73 contrasted with those of to-day.

Two highly interesting photographs which we are able to reproduce through the kindness of O. F. Fairchild of
Cincinnati, Ohio.

On this page we print two photographs. One was taken from the rear view, it shows the small, criss-cross which is thought were considered serrated. It will be noted that it is brown paper that is on the board, and it is worthy of note that in 1921 Harrison invented and patented the "Wavy" or "wavy" leather and padding device.

President's way the Maguire theory was very popular, and the paper was printed on the basis of that theory, and had even been made. But it was not until the publication of the "Principles of Economics" that it became a matter of general interest. It has now the power of a commanding position, and it is the most important book of its kind. It has not yet been superseded, and it is still the best book on the subject.



MODERN BILLING - 302 SPEECHES WITHOUT A DUPLICATE.

WATKINSVILLE, GA.—Eliza's Diamonds & Jewelry Co., 100 John St., in business, C. E. Watkins, Pres.

WATKINSVILLE, GA.—G. D. G. Grand Hi-
ghway, Inc., 200 W. Main Street, in
business, G. D. G. Grand, Pres.

WATKINSTOWN, N. H.—The Standard
Bank, 100 Main Street, in business, J. O.
Watkins, Pres.

WEEDON, IN.—The Standard Order of
Fraternities, A.M.E., 22 and 23 Main St., in
business, J. E. L. Gandy, Pres.

WEHLEN, ILL.—The Standard Order of
Fraternities, A.M.E., 22 and 23 Main St., in
business, J. E. L. Gandy, Pres.

WEHLEN, ILL.—The Standard Order of
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business, J. E. L. Gandy, Pres.

AMERICAN BILLPOSTING CO.

*** BROOKLYN, N. Y.
*** PITTSBURG, PA.
*** ALLEGHENY CITY, PA.

THOMAS J. MURPHY, President. WM. P. FAY, Secretary.

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 spe-
cialty.

The Advertising World, Columbus, Ohio.

JOINTED MAGNETIC HAMMERS

Just the thing for Card Tackers.



The hammer is a long
thin bar with a small
magnet at one end. It is
designed to be held vertically
so that the magnet can
be used to hold cards in
place without damage to
the surface of the card.

Patent No. 1,000,000
Date of Issue: June 1, 1911.
Inventor: George E. Updegraff.

Patent No. 1,000,000
Date of Issue: June 1, 1911.
Inventor: George E. Updegraff.

PRICES:
20cts. each. Boxed,
100 to 1,000 pieces.
\$1.00 per dozen.

DAULDON LITHO. CO. Sales Agents,
CINCINNATI.
Check with Accompany Other Standard CD O

YOU WILL FIND IN—

CONWAY, ARK.

A First-Class and Reliable Distributor. His name is

J. F. CLARK.

Please him for particulars. J. A. D. Strader.

BAN 62.

THE OWEN DISTRIBUTING SERVICE,

JNO. B. OWEN, Manager.

46 Shady St., DETROIT, MICH.

Member E. A. D. Trustee's Registered Distributor.

Personal attention given to all work. Correspondence invited.

WANTED—Lithographers and printers of fair advertising paper or large
envelopes wanted send to my address for consideration before
April 1st.

E. J. CONNON,
Smyrna Drydock Co., Apt. 100, MANCHESTER, IOWA.

Bear Advertisers:—The publication of "New Haven, Conn. and
Suburban" contains 150,000 well-to-do people who are able to buy what
you have to sell. We should be most happy to tell you about our
Advertising Department. For any information of J. D. A.

A SPECIAL OFFER

Business
The Office Paper.

Send 15 Cents for a Three Month's
Trial Subscription.

Businessmen begin with Office Management,
Business and Industrial Advertising, Merchandise
Manufacturing, Commercial Business,
Business and Industrial Advertising, Merchandise
Manufacturing, Commercial Business.

SUBSCRIPTION \$100 A YEAR.

MAGAZINE PUBLISHING CO.
140 West 45th Street, New York.

COOK,
"THE HUSTLER,"

**BILLPOSTER, DISTRIBUTOR,
AND GENERAL ADVERTISER,**

RANVILLE, IND. Population 5,000
POP "My Home, Woman ready for honest pop."

RANVILLE, IND.—Post office, 100 families.
Population 5,000.

ROBERT H. COULIN, Manufacturer, M.
gas Mfg. Co., New Bedford, MASS.

BOOMING!
JOINTSBURG, PA., AND SURBURG.
Population 50,000.

Higher sales and January running double
time. Employing up to 50,000 hands.

GEORGE E. UPDEGRAFF & CO.
Successors to Union City Manufacturing Co.

We are the largest and most successful
advertising and distributing firm in the
country. Our products are sold through
over 100,000 dealers throughout the
United States and Canada.

George E. Updegraff & Co.,
P.O. Box 112, JOHNSTOWN, PA.

MR. PAUL AND MARYANN REINHOLDSON CO.
Successors to John C. Clegg, Mary Ann Reinholtson
Manufacturing Co., 1000 Franklin Street, Philadelphia, Pa.
Member of their Board of Directors.

80 YEARS' EXPERIENCE

PATENTS

TENNESSEE
DESIGNS
COMPANY, INC.

Answers every question concerning
patents, designs, trademarks, service marks,
copyrights, registered and unregistered
service marks, and other intellectual property.

Scientific American.

A bi-monthly illustrated weekly. Largest
magazine in the world. Over 1,000,000
copies sold monthly. Address: 350 Madison
Ave., New York, N.Y.

W. H. CO., Manufacturers, New York
Branch Office, 607 W. Broadway, New York,
N.Y.

ADVERTISERS!

Be it known that the only reliable
Advertiser is Dayton, Ohio, 11.

J. B. McCONNON

Where ads hit.

241 Main Street, Newark, N.J.

Member E. A. D. Trustee's Registered
Distributors.

Personal attention given to all work. Correspondence invited.

J. S. MARTIN,

140 West 45th Street, New York.

THE

Donaldson Litho. Company

CINCINNATI, OHIO.



A BIG CONCERN.

(From the Kennedy Post)

The Donaldson Litho Co., whose immense factories are located at Newport, Ky., is the largest poster printing establishment in America, and is famous all over the English-speaking world for the superior quality and high artistic excellence of its creations in pictorial posters. Wherever there are billboards, wherever posters are used, you will find Donaldson posters, be it in Great Britain, India or far Australia.

The firm was established in 1898, and has attained its present enormous proportions by easy stages and steady growth.

ALL KINDS OF POSTERS

WE make posters—all kinds of posters. We make fine pictorial posters from lithograph stone, ornamental posters from engraved pine blocks and descriptive posters from wood type. We make posters in colors or monochrome. We print posters in all languages. We sell posters all over the world. We make posters of special design in large editions for manufacturers and national advertisers, and we furnish retailers with syndicated posters in lots to suit. **WHENEVER YOU WANT TO ADVERTISE ANYTHING ANYWHERE, AT ANY TIME, WRITE DONALDSON, CINCINNATI.** Estimates, sketches and a lot of good, sound, wholesome advice free for the asking. Write for our Catalogue.

FAIR MANAGERS

Please note that our line of posters for fairs, street fairs, trade fairs, races, poultry shows, etc., for the season of 1899 will be completed on or about April 15. Samples free. Order them now.

RETAILERS

Are advised that we have just issued new designs in posters for all spring fairs in millinery, hats, clothing, gasoline stoves, ice, straw hats, picnics, etc. If your billposter cannot show you our samples send us the name of your best job printer, and we will send you samples free, postage paid.

BILLPOSTERS—PLEASE NOTE the following new and timely additions to our line of syndicated posters for retailers. If you have not received samples, write for them at once. They sell at eight. You have only to show the samples, quote the prices and—book the order:

Job Sheets.

Whole sheet, single. Lithographed in one color. (Price per dozen.) **White Sheet.** (Price per dozen.) **Black Sheet.** (Price per dozen.)

10¢ 12¢ 15¢ 18¢ 20¢ 22¢ 25¢ 28¢ 30¢ 32¢ 35¢ 38¢ 40¢ 42¢ 45¢ 48¢ 50¢ 52¢ 55¢ 58¢ 60¢ 62¢ 65¢ 68¢ 70¢ 72¢ 75¢ 78¢ 80¢ 82¢ 85¢ 88¢ 90¢ 92¢ 95¢ 98¢ 100¢

Send sample gratis for postage free sample.

Job Books.

Described above. Lithographed in a volume. (Price per dozen.)

10¢ 12¢ 15¢ 18¢ 20¢ 22¢ 25¢ 28¢ 30¢ 32¢ 35¢ 38¢ 40¢ 42¢ 45¢ 48¢ 50¢ 52¢ 55¢ 58¢ 60¢ 62¢ 65¢ 68¢ 70¢ 72¢ 75¢ 78¢ 80¢ 82¢ 85¢ 88¢ 90¢ 92¢ 95¢ 98¢ 100¢

Send sample gratis for postage free sample.

Job—Billboards—T. C. Neagley.

Whole sheet. Single. Lithographed in one color. (Price per dozen.) **White Sheet.** (Price per dozen.) **Black Sheet.** (Price per dozen.)

10¢ 12¢ 15¢ 18¢ 20¢ 22¢ 25¢ 28¢ 30¢ 32¢ 35¢ 38¢ 40¢ 42¢ 45¢ 48¢ 50¢ 52¢ 55¢ 58¢ 60¢ 62¢ 65¢ 68¢ 70¢ 72¢ 75¢ 78¢ 80¢ 82¢ 85¢ 88¢ 90¢ 92¢ 95¢ 98¢ 100¢

Send sample gratis for postage free sample.

Job—Caption—T. C. Neagley.

Whole sheet. Lithographed in a border sheet. (Price per dozen.) **White Sheet.** (Price per dozen.) **Black Sheet.** (Price per dozen.)

10¢ 12¢ 15¢ 18¢ 20¢ 22¢ 25¢ 28¢ 30¢ 32¢ 35¢ 38¢ 40¢ 42¢ 45¢ 48¢ 50¢ 52¢ 55¢ 58¢ 60¢ 62¢ 65¢ 68¢ 70¢ 72¢ 75¢ 78¢ 80¢ 82¢ 85¢ 88¢ 90¢ 92¢ 95¢ 98¢ 100¢

Send sample gratis for postage free sample.

Job—Baby Carriages—T. C. Neagley.

Whole sheet. Lithographed in a border sheet. (Price per dozen.) **White Sheet.** (Price per dozen.) **Black Sheet.** (Price per dozen.)

10¢ 12¢ 15¢ 18¢ 20¢ 22¢ 25¢ 28¢ 30¢ 32¢ 35¢ 38¢ 40¢ 42¢ 45¢ 48¢ 50¢ 52¢ 55¢ 58¢ 60¢ 62¢ 65¢ 68¢ 70¢ 72¢ 75¢ 78¢ 80¢ 82¢ 85¢ 88¢ 90¢ 92¢ 95¢ 98¢ 100¢

Send sample gratis for postage free sample.

Job—Stable Windows—T. C. Neagley.

Whole sheet. Lithographed in a border sheet. (Price per dozen.) **White Sheet.** (Price per dozen.) **Black Sheet.** (Price per dozen.)

10¢ 12¢ 15¢ 18¢ 20¢ 22¢ 25¢ 28¢ 30¢ 32¢ 35¢ 38¢ 40¢ 42¢ 45¢ 48¢ 50¢ 52¢ 55¢ 58¢ 60¢ 62¢ 65¢ 68¢ 70¢ 72¢ 75¢ 78¢ 80¢ 82¢ 85¢ 88¢ 90¢ 92¢ 95¢ 98¢ 100¢

Send sample gratis for postage free sample.

Job—Wall Paper—T. C. Neagley.

Whole sheet. Single. (Price per dozen.) **White Sheet.** (Price per dozen.) **Black Sheet.** (Price per dozen.)

10¢ 12¢ 15¢ 18¢ 20¢ 22¢ 25¢ 28¢ 30¢ 32¢ 35¢ 38¢ 40¢ 42¢ 45¢ 48¢ 50¢ 52¢ 55¢ 58¢ 60¢ 62¢ 65¢ 68¢ 70¢ 72¢ 75¢ 78¢ 80¢ 82¢ 85¢ 88¢ 90¢ 92¢ 95¢ 98¢ 100¢

Send sample gratis for postage free sample.

Job—Quilted Sheets.

Whole sheet. Single. Lithographed in a border sheet. (Price per dozen.) **White Sheet.** (Price per dozen.) **Black Sheet.** (Price per dozen.)

10¢ 12¢ 15¢ 18¢ 20¢ 22¢ 25¢ 28¢ 30¢ 32¢ 35¢ 38¢ 40¢ 42¢ 45¢ 48¢ 50¢ 52¢ 55¢ 58¢ 60¢ 62¢ 65¢ 68¢ 70¢ 72¢ 75¢ 78¢ 80¢ 82¢ 85¢ 88¢ 90¢ 92¢ 95¢ 98¢ 100¢

Send sample gratis for postage free sample.

Job—Rock Bass—T. C. Neagley.

Whole sheet. Single. Lithographed in a border sheet. (Price per dozen.)

10¢ 12¢ 15¢ 18¢ 20¢ 22¢ 25¢ 28¢ 30¢ 32¢ 35¢ 38¢ 40¢ 42¢ 45¢ 48¢ 50¢ 52¢ 55¢ 58¢ 60¢ 62¢ 65¢ 68¢ 70¢ 72¢ 75¢ 78¢ 80¢ 82¢ 85¢ 88¢ 90¢ 92¢ 95¢ 98¢ 100¢

Send sample gratis for postage free sample.

REMEMBER THE NAME & ADDRESS THE DONALDSON LITHO. CO., CINCINNATI

The Fourth Annual Convention



OF THE

International Association of Distributors



Will be held in the Banquet Room of the Hotel Emery, at

CINCINNATI, OHIO.

ON TUESDAY, WEDNESDAY AND THURSDAY,

JULY 18 TO 20

THE OFFICERS.

Extend a cordial invitation to advertisers, advertising agents, and solicitors to attend the convention, participate in the proceedings, meet the members and become acquainted.

Independent or unattached distributors will also be welcomed. No one will be pressed to join against their inclinations. Just come to the meeting. Find out what the association has done for others. Learn how it will help you, and then do as you please. If you will do this, you will find out why advertisers prefer to give their work to men who are members of the I. A. D. D.



NOTICE TO MEMBERS—The regular semi-annual dues are payable APRIL FIRST. Members are requested to pay without requiring the secretary to notify each by mail.

REMEMBER, PAY YOUR DUES APRIL FIRST.

W. H. STEINBRENNER, Sec'y.

JOS. REID, Pres.

D. P. FAIRCHILD, Treas.



TELEPHONE 1317.

127 E. EIGHTH ST.

Cincinnati.

FAIR

SECRETARIES AND MANAGERS

Wait for our SAMPLES of

NEW POSTERS

HANDBILLS, DODGERS, and
ADVERTISING NOVELTIES.

We have everything necessary to thoroughly advertise a Fair. All new designs, catchy and up-to-date. The best and cheapest line ever produced for this purpose. Entirely different from the stereotyped designs of the past. Original, unique, artistic, and low in price.

We solicit your correspondence.

Wait and See Our Line and We Will Get Your Order

Billposters . . .



When you want a Poster printed send it to
us. We will do it right, and send it
promptly.

Try one of our Stock Letter Stands.

Electrotypes of this cut sent, prepaid, to any address for One dollar.

HENNEGAN & CO. 127 East 8th Street, **CINCINNATI, O.**



**FREE TOUR CONTRACT FOR DISTRIBUTING, KRAFLING, SIGN TRADING, WITH
EDW. B. BRIDGER'S ADV. CO., LICENSED ADVERTISERS.**
MEMBER I. A. OF D.—ATLANTA, COLUMBUS AND ADJACENT TOWNS. GENERAL OFFICE, ATLANTA, GA.

Bill Posting and Circus Paste Brush.

The Extra Black Brush is the best and strongest of ALL Paste Black China Brushes imported by us for the express, and especially prepared under a formula known only to ourselves.
We guarantee that our CHINA BRISTLES are more elastic and wear longer AND DO BETTER WORK than any other brush made. They are copper wire, and are heavy metal edges, and are great power and highly recommended by the express and other leaders in their field and highly recommended by Mr. R. C. Campbell, Chicago. Send the price and get a sample.

No. 10, 40	5 ft. long, ex. heavy	5 ft. per dozen	\$1.00 each.
No. 10, 40	5 ft. long, heavy	5 ft. per dozen	\$1.00 each.
No. 10, 40	5 ft. long, ex. heavy	5 ft. per dozen	\$1.00 each.
No. 10, 40	5 ft. long, ex. heavy	5 ft. per dozen	\$1.00 each.

RENNOUX, KLEINER & CO., Sale Distributors, Baltimore, Md.

ANNOUNCEMENT!

PROFITABLE ADVERTISING,
the high-class advertising journal published by Kate E. Grinwald, Boston, Mass., is now located in new and larger offices at No. 227 Washington street, opposite Globe Building.

10 cents brings a sample copy of this up-to-date, illustrated magazine if you mention The Billboard.

Subscription price, \$1.00 per year. Foreign Subscriptions, \$1.50 per year. Mails,

PROFITABLE ADVERTISING,
No. 227 Washington Street, Boston, Mass.
Charlotte, N. C. Standard illustrated and
printed monthly. \$1.00 per year. Mails,
John E. Kline, Charlotte, N. C.

For Coupons
Book and *A
Ticket*
WHITE C. F. ANSELL,
HOB-HOB SERVE SL
TICKETS
ENTRANCE.

PUEBLO, COLO. 100 ft. diameter
pool with 100 ft. diving
board. JEROME MITCHELL.

The E.L. Kline Co. Standard illustrations and general
advertising services. We publish the
Advertising Service in Boston, and also
have the Line, San Jose, Calif., Portland, Ore.,
and Seattle, Wash., and the
Plant and Office, Los Angeles, California.

In offering the services of the

United Press News Bureau

We hope to announce that we have succeeded in
securing the services of the largest press clipping
service in the country, the Associated Press Clipping
Service, and the U. S. News Bureau from
Chicago, Illinois.

We are occupying a space of eight large
offices in a centrally located tower of prefabricated
brick, and have an exchange line that thoroughly
covers every section of the United States and
Canada. We are so anxious to securing that we are
offering a special rate to all who will subscribe
to our service, equal to the cost of a telephone line
for two years. We will never charge for less
than one year's service, and if we get
an order we charge from the start.

We offer your complete
satisfaction.

United Press News Bureau,
154 VAN BUREN ST.,
CHICAGO.

Bill Posters—Distributors

THREE DIVISIONS

WAGON OR CART

The most popular and best selling vehicle
of all time. It is a light, strong, well
constructed vehicle, and is easily handled.

BILL POSTERS' PUSH CART.



WAGON OR CART \$24.00 EACH.

BILL POSTERS' PONY CART.



WAGON OR CART \$24.00 EACH.

BILL POSTERS' WAGONS.



WAGON OR CART \$24.00 EACH.

JOHN H. MICHAEL.

Member of the International Association of Distributors.

325, 327, 329 West 8th St., NEW YORK CITY.

To all bill posters in America.

John H. Michael

Member of the International Association of Distributors.

325, 327, 329 West 8th St., NEW YORK CITY.

To all bill posters in America.

Publicity

In the name of the popular English Monthly Magazine which
we publish and distribute before its readers
are fully aware, we present a few samples of
what our advertisers are doing in all parts of the world. Advertisements
consist of full-page illustrations,
including scenes, advertisements,
signs, window displays and all
other forms of advertising attention.

Subscriptions: One pound, Great
Britain, £1.00; Canada, India,
Australia and New Zealand, 50c.

SO GENTLY, SOFTLY.

MORISON'S ADVERTISING AGENCY

HULL, ENGLAND.

G. P. REYNOLDS, City Bookseller,
Wincanton, Somerset.
Over half a million books sold
in the last year. Population, 3,500.

Bill Posters' Paste Brushes.

The most practical brush made. Copper wire and protected bristles.
Improved Light Weight Block.

VERY STRONG, WEAR SAFETY SCREENS.

GRAY ALUMINUM PASTE BLOCK.
Salem City, white, 5 ft. per dozen, 50c each.
Salem City, white, 5 ft. per dozen, 50c each.
Extra Extra, white, for screens use, 5 ft. per dozen, \$1.00 each.

BLACK CHINA BRISTLES.

5 ft. 5 ft. white, 5 ft. per dozen, 50c each.
5 ft. 5 ft. white, 5 ft. per dozen, 50c each.
5 ft. 5 ft. white, 5 ft. per dozen, 50c each.
5 ft. 5 ft. white, 5 ft. per dozen, 50c each.
5 ft. 5 ft. white, 5 ft. per dozen, 50c each.

ELDER & JENKS. Brush Makers,

127 North 8th St., Philadelphia, Pa., U. S. A.

SOMETHING NEW UNDER THE SUN

THE

Lima Brush

eeeeeee FOR BILLPOSTERS eeeeeee

MANUFACTURED BY

W. C. TIRRILL & CO., LIMA, OHIO.

PATENT PENDING

ALUMINUM HEAD



OTAKA BRISTLES

The above cut shows No. 9. Nine inches wide. Price \$5.00 each.

THE LIMA BIRD

SPECIAL OFFER ON ONE HUNDRED BRUSHES TO INTRODUCE THEM.

TO ANY BILLPOSTER who will send us \$1.75 we will send one of the above brushes by express, all charges fully prepaid. We will allow him to use it thirty days. At the end of this time, if it is not fully satisfied, in fact, if he can be persuaded to part with the brush, we will give him his money back.

How much for a *breakfast*? How do you think we are living, or do you believe we have the direct benefit in Argentina? Remember this trip is for the first unchartered breakfasts. We want to get the break fasts the hands of Hollywood people. Considering the expense charged (which are *expensive*), we have little money on every hand. We will sell but one break fast only to one person at the special cost. Assume twelve thousand breakfasters and the results will be *disastrous*.

I WANT TO MAKE YOUR POSTERS

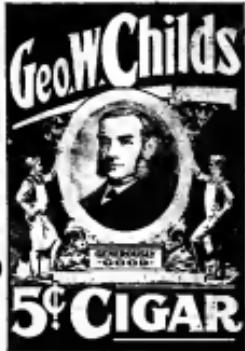
That is the burden of my song to-day.

I can give you humorous posters or
 ••• sedate posters, plain posters or
 ••• beautiful posters, one-color •••
 ••• posters, two-color posters, •••
 ••• three-color posters, four •••
 ••• color posters.

I have the best poster artists in the world
 ••• and can suit your taste.

And my Low Prices will make your Eyes Bulge

This Geo. W. Childs 8-sheet poster is lithographed in four colors, and is about 9½ feet high and 7 feet wide. I will make for you, 1,000 8-sheet posters in four colors, from an original sketch, for four cents per sheet, and no pay unless the sketch and execution in every detail is satisfactory to you. I will post 1,000 8-sheets in New York, Chicago and St. Louis for two weeks, for \$304, or \$704 for the printing and posting, and if you will promise not to tell, I'll knock off the odd four dollars. Figure out ALL other methods of advertising there three principal cities, and you will find that this amount of money will last about 24 hours.



EVERLASTING OIL-CLOTH POSTERS. INDESTRUCTIBLE MUSLIN POSTERS.

For tacking on to barns, trees, stores, etc. Just the thing for use in smaller cities and towns for general advertising; just the thing for tacking onto the sides of stores where your goods are for sale in big or little cities.

Tell all the people about the merits of your goods on the big billboards around town; tell them on the side of each store that the goods are for sale in that identical place—a passerby at the time they are about to buy SOMETHING similar to your goods.

I print these posters in lots of 500 to 4,000,000, in all sizes, as large as 42x90 inches.

The following sizes are recommended: 12x18 inches, 12x48 inches, 24x36 inches, 24x96 inches; 36x30 inches, 36x48 inches, 36x96 inches.

The largest size will run about 200 words, and the smaller sizes down so low as for one or two hundred five-line stanzas.

One can be tacked up for you at from 2¢ to 50¢ each—and you needn't worry over the details, but leave it all to me.

Tell me what size or sizes you want, what quantities you can use, where you want them placed, and I'll tell you what it will cost you.

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