

THE BILLBOARD

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CINCINNATI, OCTOBER 1, 1899.

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LIST OF FAIRS.

This list is prepared and arranged monthly to assist exhibitors in getting acquainted with other exhibitors in their line. It is published for the benefit of exhibitors and is not intended to be a directory of exhibitors. It is published for the benefit of exhibitors and is not intended to be a directory of exhibitors.

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255 FIFTH AV. N.Y.

YE $\frac{3}{4}$ I do make Posters, and the finest Posters that can be made; and my prices are lower because I make Posters mainly to get the posting of them, and can afford to make them without profit.



An Eight-sheet Poster, like the above, is about 7 feet wide and 9 $\frac{1}{2}$ feet high: it is a good size for the smaller cities and towns, and many good advertisers use no larger size for the larger cities. 5,000 8-sheet Posters will cost from \$900 to \$1,500, and will go a long way toward covering the principal cities and towns of the United States for 30 days. Posting will cost 40c each in small towns; 50c each in cities like Lexington, Ky.; 70c in cities as large as 70,000 population; 80c in cities from 100,000 up to 300,000; \$1.12 Brooklyn, Chicago, Boston, Philadelphia; \$1.28 in New York city.

Write me for full, definite, up-to-date information regarding quantity needed and cost to post any city or section.

In addition to Posters I also make the finest Oil-cloth and Mangle Signs, in sizes varying from the very smallest to 3x5 feet—and larger if desired; as large as 12x100 feet in one piece, and all printed from original designs, but printed with Paint, not ink.

A Mangle Sign in lots of 250 and up, size 2x25 feet, is a mighty good thing to hang out in front of a drug store or other store that sells your goods; a 1x3 feet sign in lots of 500 and over, is a good size to run under the eaves and on the walls of the stores, or on the trees, houses, picket fences, etc., everywhere. The cost of a 1x3 feet sign in lots of 500 and up is about 4 to 6c for Mangle and 6 $\frac{1}{2}$ to 8c in Oil-cloth, all in gorgeous colors.

The manufacturer who wants to try these signs in a small way, should pack a few in all cases of his goods, and he will find the dealers calling for more.

When you want to adopt them in a large way, I can have them tacked for you in any city or town in America by men who make this work their business and who do it right.

There is a reproduction in black and white of a very handsome one design for an exhibit poster. The original is in five colors, the exhibition being conspicuously illustrated from an advertising standpoint, as well as very pleasing from the purely artistic side.



Sam W. Hoke, Long Distance Bill Poster 255 FIFTH AV. N.Y.