

THE BILLBOARD

Vol. X, No. 8.

CINCINNATI, AUGUST 1, 1898.

PRICE IN CENTS
FOR YEAR, \$1.00

EXTENT OF POLICE POWER.

The Constitutive and the Common Law Places Limitations Thereon.

Private Property Rights—A Case Before the Justices of the Supreme Court of the State of Ohio.

It is well known that the extent of the police power of a State is a subject of much controversy.

In the Supreme Court of the State of Ohio, the case of *State of Ohio vs. The Cincinnati & Hamilton County Health Board*, is now being argued.

The question in this case was whether the health board had the right to require the owners of property to install a certain kind of sewerage disposal system. The board claimed that this was necessary for the protection of the public health.

The court was divided on this question. Some of the justices held that the board's action was within its power, while others held that it exceeded its authority.

The majority opinion, written by Justice McHugh, held that the board's action was valid. He stated that the police power of a State extends to the regulation of the health of its citizens.

Justice McHugh further stated that the board's requirement was a reasonable one, and that it was necessary for the protection of the public health.

The dissenting opinion, written by Justice McComb, held that the board's action was invalid. He stated that the board's requirement was an unreasonable one, and that it was not necessary for the protection of the public health.

The case is now pending on appeal to the United States Supreme Court. It is expected that the court will render its decision in the near future.

The case is of great importance, as it will determine the extent of the police power of a State. It will also determine the rights of private property owners.

It is a matter of course that the police power of a State extends to the regulation of the health of its citizens. This is a well established principle of law.

It is also a matter of course that the police power of a State does not extend to the regulation of the private property rights of its citizens. This is also a well established principle of law.

The case of *State of Ohio vs. The Cincinnati & Hamilton County Health Board* is a good example of the extent of the police power of a State. It shows that the police power of a State extends to the regulation of the health of its citizens, but it does not extend to the regulation of the private property rights of its citizens.



J. F. O'NEALLA.

Of Jersey City, ex-Deputy President of the Amalgamated Bill Posters' Association, at Buffalo, July 13, 1898.

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How Signboard Advertising Can Be Done Efficiently.

Advertisement is a good idea... how signboard advertising can be done efficiently.

Advertisement is a good idea... how signboard advertising can be done efficiently.

Advertisement is a good idea... how signboard advertising can be done efficiently.

Advertisement is a good idea... how signboard advertising can be done efficiently.

"That's a fine job of show you have in this room."

"You get down to it all right at once. Something to keep your wits about you."

"The first way to study at painting is from the nature of colors."

"Another thing that you may get to think on is the matter of light."

"I have been to study at painting from the nature of colors."

"I have been to study at painting from the nature of colors."

NOTES.

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RED JACKET VERMILION

Outwear all other Vermilion. Just What You Want. Send for Sample. BILLINGS, TAYLOR & CO. Cleveland, Ohio.

An advertiser who is successful should be in control of his own means...

Attention! Sign Painters.

At the request of numerous writers, we have prepared a list of names...

We would suggest that the following list be published in the Billboards...

Names of individuals...

We will publish the names in the Billboards...

Advertisement is a good idea...

Advertisement is a good idea...



A few of the delegates and leaders who attended the Convention of the International Association of Distributors at Chicago, July 18-22.

LIST OF FAIRS.

State fair... 1898... 1898... 1898...

ALABAMA.

ANNISTON—Jaded Lake National... 1898...

ARIZONA.

PHOENIX—Arizona State Fair... 1898...

CALIFORNIA.

LOS ANGELES—Theater Agricultural... 1898...

COLORADO.

DENVER—Denver County... 1898...

CONNECTICUT.

HARTFORD—Agricultural and... 1898...

WILMINGTON—Wilmington Fair... 1898...

DELAWARE.

DOVER—Agricultural Society of State of Delaware... 1898...

FLORIDA.

LAKE CITY—Florida State Fair... 1898...

GEORGIA.

ATLANTA—Fair... 1898...

IDAHO.

BOISE—The Idaho State... 1898...

ILLINOIS.

ALTON—Alton County Agricultural Society... 1898...

CHICAGO—Chicago Valley Fair... 1898...

INDIANAPOLIS—Indiana State Fair... 1898...

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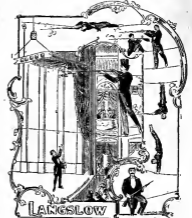
INDIANAPOLIS—Indiana State Fair... 1898...

INDIANAPOLIS—Indiana State Fair... 1898...

INDIANAPOLIS—Indiana State Fair... 1898...

BIG FEATURE FOR FAIRS.

A BIG FEATURE FOR FAIRS. THE STRONGEST AND BEST... 1898...



Langslow's performance is unsurpassed... MONS. LANGSLOW, 24 E. 130 ST., NEW YORK.

BELLVALE—Morris County Fair, Aug. 20 to 22. Sec. J. W. ...

WATERBURY—Seymour County Agricultural Association, Sept. 2 to 4. Sec. J. W. ...

WYOMING—General Agricultural Association, Sept. 2 to 4. Sec. J. W. ...

YORKVILLE—Seymour County Agricultural Association, Sept. 2 to 4. Sec. J. W. ...

ANDOVER—Andover County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

BEACON—Beacon County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

BRIDGEVILLE—Franklin County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

BURTON—Burton County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

CHAMBERSBURG—Chambers County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

CLINTON—Clinton County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

CONOVER—Conover County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

DUNCANVILLE—Duncan County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

EVINGTON—Evington County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

GALETON—Galeton County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

GREENSBORO—Greensboro County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

HARRISBURG—Harris County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

HERKIMER—Herkimer County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

JONESVILLE—Jones County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

LEWISVILLE—Lewis County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

LYNN—Lynn County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

MADISON—Madison County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

MASSACHUSETTS—Massachusetts County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

MILFORD—Milford County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

MORRISTOWN—Morristown County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

MOUNTAIN VIEW—Mountain View County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

MURFREESBORO—Murfreesboro County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

NANTUCKET—Nantucket County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

MARKERS—Markers County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

MAYNARD—Maynard County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

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NEW ALBANY—New Albany County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

NEW BRUNSWICK—New Brunswick County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

NEWCASTLE—Newcastle County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

NEWTON—Newton County Agricultural Association, Oct. 1 to 3. Sec. J. W. ...

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FOR SECOND ANNUAL CARNIVAL. A Twenty and Five Cent... WATERBURY... WATSON...

F. PATUREL & CO. 16 Warren Street, NEW YORK. FABBRICANTI DEI MIG ORI. PALLONI di gomma, a gas e a fisch etc.

Table with 4 columns: Price, Weight, and other details for balloons.



Beppetti, Leonardi, ottomani, San Michele, Palloni, che ai giardini sono usciti a fisch etc.

VERMONT—Union Fair Association, Aug. 16 to 20, N. Fair, Rutland, Vt., 7 P. M., 10 P. M., 11 P. M. Sept. 15 to 17, 1904, N. Fair, 7 P. M., 10 P. M., 11 P. M. Sept. 22 to 24, N. Fair, 7 P. M., 10 P. M., 11 P. M. Sept. 29 to 31, N. Fair, 7 P. M., 10 P. M., 11 P. M. Oct. 6 to 8, N. Fair, 7 P. M., 10 P. M., 11 P. M. Oct. 13 to 15, N. Fair, 7 P. M., 10 P. M., 11 P. M. Oct. 20 to 22, N. Fair, 7 P. M., 10 P. M., 11 P. M. Oct. 27 to 29, N. Fair, 7 P. M., 10 P. M., 11 P. M. Nov. 3 to 5, N. Fair, 7 P. M., 10 P. M., 11 P. M. Nov. 10 to 12, N. Fair, 7 P. M., 10 P. M., 11 P. M. Nov. 17 to 19, N. Fair, 7 P. M., 10 P. M., 11 P. M. Nov. 24 to 26, N. Fair, 7 P. M., 10 P. M., 11 P. M. Dec. 1 to 3, N. Fair, 7 P. M., 10 P. M., 11 P. M. Dec. 8 to 10, N. Fair, 7 P. M., 10 P. M., 11 P. M. Dec. 15 to 17, N. Fair, 7 P. M., 10 P. M., 11 P. M. Dec. 22 to 24, N. Fair, 7 P. M., 10 P. M., 11 P. M. Dec. 29 to 31, N. Fair, 7 P. M., 10 P. M., 11 P. M.

TEXAS

OSAGE—Osage County Fair Association, Sept. 1 to 10, Clark, Texas, 6 P. M., 8 P. M., 10 P. M. Sept. 11 to 20, Clark, Texas, 6 P. M., 8 P. M., 10 P. M. Sept. 21 to 30, Clark, Texas, 6 P. M., 8 P. M., 10 P. M. Oct. 1 to 10, Clark, Texas, 6 P. M., 8 P. M., 10 P. M. Oct. 11 to 20, Clark, Texas, 6 P. M., 8 P. M., 10 P. M. Oct. 21 to 30, Clark, Texas, 6 P. M., 8 P. M., 10 P. M. Nov. 1 to 10, Clark, Texas, 6 P. M., 8 P. M., 10 P. M. Nov. 11 to 20, Clark, Texas, 6 P. M., 8 P. M., 10 P. M. Nov. 21 to 30, Clark, Texas, 6 P. M., 8 P. M., 10 P. M. Dec. 1 to 10, Clark, Texas, 6 P. M., 8 P. M., 10 P. M. Dec. 11 to 20, Clark, Texas, 6 P. M., 8 P. M., 10 P. M. Dec. 21 to 30, Clark, Texas, 6 P. M., 8 P. M., 10 P. M.

KENTUCKY
ALLEGANY—Crawford County Agricultural Association, Sept. 1 to 10, Johnson, Ky., 8 P. M. Sept. 11 to 20, Johnson, Ky., 8 P. M. Sept. 21 to 30, Johnson, Ky., 8 P. M. Oct. 1 to 10, Johnson, Ky., 8 P. M. Oct. 11 to 20, Johnson, Ky., 8 P. M. Oct. 21 to 30, Johnson, Ky., 8 P. M. Nov. 1 to 10, Johnson, Ky., 8 P. M. Nov. 11 to 20, Johnson, Ky., 8 P. M. Nov. 21 to 30, Johnson, Ky., 8 P. M. Dec. 1 to 10, Johnson, Ky., 8 P. M. Dec. 11 to 20, Johnson, Ky., 8 P. M. Dec. 21 to 30, Johnson, Ky., 8 P. M.

MARYLAND—Baltimore Agricultural Society, Sept. 1 to 10, Baltimore, Md., 8 P. M. Sept. 11 to 20, Baltimore, Md., 8 P. M. Sept. 21 to 30, Baltimore, Md., 8 P. M. Oct. 1 to 10, Baltimore, Md., 8 P. M. Oct. 11 to 20, Baltimore, Md., 8 P. M. Oct. 21 to 30, Baltimore, Md., 8 P. M. Nov. 1 to 10, Baltimore, Md., 8 P. M. Nov. 11 to 20, Baltimore, Md., 8 P. M. Nov. 21 to 30, Baltimore, Md., 8 P. M. Dec. 1 to 10, Baltimore, Md., 8 P. M. Dec. 11 to 20, Baltimore, Md., 8 P. M. Dec. 21 to 30, Baltimore, Md., 8 P. M.

MASSACHUSETTS
BRISTOL—Bristol County Agricultural Society, Sept. 1 to 10, Bristol, Mass., 8 P. M. Sept. 11 to 20, Bristol, Mass., 8 P. M. Sept. 21 to 30, Bristol, Mass., 8 P. M. Oct. 1 to 10, Bristol, Mass., 8 P. M. Oct. 11 to 20, Bristol, Mass., 8 P. M. Oct. 21 to 30, Bristol, Mass., 8 P. M. Nov. 1 to 10, Bristol, Mass., 8 P. M. Nov. 11 to 20, Bristol, Mass., 8 P. M. Nov. 21 to 30, Bristol, Mass., 8 P. M. Dec. 1 to 10, Bristol, Mass., 8 P. M. Dec. 11 to 20, Bristol, Mass., 8 P. M. Dec. 21 to 30, Bristol, Mass., 8 P. M.

A Special Attraction For Fair.
An Act Without a Rival.
An Act Without a Peer.
THE MYSTERIOUS GLOBE.
The sensation created by this act is wonderful. The method is bold, mystified, explained and bewitched. In fact, the performance was fully explained in the act by the artist when Mrs. Vetter's lights lit up the act and globe and is received with moving cheers. This "Globe" is the only act of its kind in performing this act. It is especially adapted for Fairs and One-Act Shows. A limited number of engagements in Fairs will be made. Address:
ELLEN VETTER,
334 E. 13th Street, NEW YORK.



New York City.

The Ideal Bill Posting Plant of America

HARRY MUNSON

Over more and better billboards in better locations than all other Metropolitan plants combined.

The **Biggest**
AND
Best

Munson's Boards are located on the main thoroughfares, drives, boulevards, cycle paths, and on Times.
Billboards built of Galvanized Iron — an entirely unique and best in the pattern placed on glass boards.
Locations at all Prominent Places, at all Prominent L. Streets, on the lines of every Railroad entering New York
and on Broadway.
Harry Munson's New Offices are the largest, finest and best located Bill Posting Offices in the World
Munson does it all. He designs, prints, posts and checks.
Whether in Metropolitan or Provincial service you want, see Munson and it first.

Harry Munson, New York.

4 MURRAY ST.

Telephone 4-6391 Corporation

Branch at No. 147 E. 26th St.
Telephone 4 Marlin.

Sole Member International Association
of Distributors.

Controlling everything except the
burrage at Brooklyn.

To Large Advertisers and
Display Sign Contractors.

B. C. HUMPHRYS & CO.
1227 MARKET ST.
PHILADELPHIA, PA.

We have erected billboards, signs, and
everything imaginable in our line since 1880, and
located across the broadest possible ground.

CAN WE BE OF ANY SERVICE TO YOU?
BILL POSTERS—We make the best Post
ers in the business, without any other
trouble—read full and reading matter and
we will receive fine. We use the best
materials.

WILLIAMSPORT, PA.

Population 38,000.

For names and further particulars write to:

S. M. BOND, Manager.

Member of I. A. of D.

B. F. LANCASTER,

CITY BILL POSTER AND INSTRUTOR.

NEW CASTLE, DEL.

Established 1870. Contracts taken for
posting on all thoroughfares in Delaware.
Rushy and reliable.

ITHACA, MICH. P. O. 2506.

JAS. DONALDSON,

Member I. A. of D.

Will post and manage bill on churches dis-
tributed, signs on bill on
Government.

Names and Addresses

We furnish names and addresses for
mailing and advertising and receive
bills and orders brought together. Please
expound on all subjects. We can post
your locations.

Southern Press Clipping Bureau

ATLANTA, GA.

CINCINNATI

Is a good town—a mighty good town. It pays to
advertise in Cincinnati. It has paid others, and it
will pay you.

I distribute Cincinnati and her suburbs in Ohio.
I do the work as it should be done. My service is
thorough, careful and painstaking.

I am a member of the I. A. of D. I employ men
only—no boys. I have references of the very high-
est order, from over fifty clients, whom I now service.

If you want to distribute Cincinnati, write me
about it. Address,

W. H. STEINBRENNER,

519 Main Street, Cincinnati, O.

I am prepared to place contracts with distributors all over the United
States and Canada.

**THE MANHATTAN
PRESS-CLIPPING BUREAU.**

ARTHWICK BUILDING, MANHATTAN, NEW YORK.

NEW YORK. Telephone 4-0383.

San. 206 Ave. and 14th St., New York.

Will supply you with all personal addresses

and everything that is required from the papers

and magazines published here. Also, we will

supply you with all the information you need

regarding advertising in any District (except those

where the bill is in a District).

TERMS—See clipping. Bill, see clipping.

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ACCOUNTANTS.

A capable accountant desired in London. I

possess the highest degree and diploma of

the Accountant's Institute, London. My

work is of the highest order and I am

able to do all the work of an accountant.

My references are of the highest order.

Write me at once. Address,

Mr. J. H. STEINBRENNER,

519 Main Street, Cincinnati, O.

Member of I. A. of D.

Member of I. A. of D.

Member of I. A. of D.

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LIMA, OHIO. Has a highly re-
sponsible position of Bill, see clipping.

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20-sheet Stand, in 48 from our two-sheet upright (20x16 in.) Can be printed in full, but will print in any color desired in lot of 25 or more.

*Our New Date Book
is now
Ready—*



HENNEGAN & CO.

Pictorial Posters

—AND DODGERS

A great number of designs suitable to advertise any business, especially good for druggists, shoe dealers, clothiers, etc.

We have just issued a new "Victorian Cycle Show," one sheet, and you would be the first one in your town to use it. We also have two new striking good heads (male and female) that are bound to make a big hit. Send for samples.

We have all kinds of Pictorial designs, including five parkette designs.

STANDS.

We make the best stock letter stands in America. Send one dollar and working matter (which need be local) and we will send you a stand, express prepaid, or send for free descriptive circular.

IF YOU WANT TO ADVERTISE YOUR BUSINESS, send to us.

719 & 721 — Sycamore Street, CINCINNATI, O.



*Send for Catalogue
and
Price List.*



20-sheet Stand, made from our half-sheet letter, (20x16 in.) Can be furnished in either flat or open. Looks like a Sports.

Growing Stronger
Every Day_____



AT Chicago, last month, we had the largest meeting in the history of the organization. Advertisers travelled hundreds of miles to meet the members of the organization and participate in the proceedings. The eyes of the advertising world are upon us.

The _____
International
Association
of Distributors_____

Is a power in the land. _____

Every honest distributor should unite with the I. A. of D. There are a few good franchises left for good men.

Send 2 cents for a copy of the Constitution and By-Laws and list of membership.

JOS. REID,

President,

KANSAS CITY, MO.

W. H. STEINBRENNER,

Secretary,

CINCINNATI, O.



Bill Posters' Paste Brushes.

The most practical brush made. Copper wire and polished coconut. Improved Light Weight Block.

- GRAY RUSSIAN BRISTLES.**
1-pair to CP, 4-pair, \$1.00 per doz, \$1.50 each.
1-pair to R, 4-pair, \$2.00 per doz, \$3.00 each.
1-pair to S, 4-pair, \$2.50 per doz, \$3.75 each.
- BLACK CHINA BRISTLES.**
No. 1, Royal, 4-pair, \$1.00 per doz, \$1.50 each.
No. 2, Royal, 4-pair, \$1.25 per doz, \$1.87 each.
No. 3, Royal, 4-pair, \$1.50 per doz, \$2.25 each.
4-pair to CP, 4-pair, \$1.00 per doz.

ELDER & JENKS, Brush Makers,
127 North 5th St., Philadelphia, Pa., U. S. A.

NEWPORT KY. the most modern and complete...
E. B. Dilling & Son
208 N. 3rd St., Newport, Ky.

SAY FRIENDS!
If people will read my advertisement in this paper, they will surely send orders which could be good business to them. Advertising is profitable for everybody. Make your advertisement. Complete for Country...
Gentryville, Iowa.

A SPECIAL OFFER

Business

FOUR MONTHS FOR 25 CENTS.

SCRIPTIONS BLOC A YEAR.
14 Jones Park, New York.

HARKNESS & PORTER

New Books. Latestest the Best.
STOCKTON, CAL.

SWING & Y. Also Sales, Public, Water, Law, Mining, Pharmacy.
F. E. MORRIS. Real Estate and Broker.

Wilmington Bill Posting and Distributing Co.

WILMINGTON, DEL.

JESSE K. BAYLIS, PROPRIETOR
GEO. W. JACKSON,

OFFICE: GRAND OPERA HOUSE!

YAMAGUCHI, PA. The most...
YAMAGUCHI, PA. The most...
YAMAGUCHI, PA. The most...



THE above chair...
J. H. DAY & CO.

JUST SUPPOSE

That there was a machine that would make you from three to five dollars a day. Would you buy it?

AS A MATTER OF FACT

There is such a machine. It makes more profit from less than that you use now. It makes better pace always than you think.

Take a Minute and a Pen-and-write us and we will tell you all about it.

J. H. DAY & CO. 144 E. HARRISON AV. CINCINNATI, O.

G. P. FAIRCHILD & CO.

BILL POSTERS AND DISTRIBUTORS
24 Court Firm Street,
COVINGTON, KY.

AN OPPORTUNITY.
SOLD BY...
THE ARENA
\$100. Six Months, \$400.

THE YEAH that will revolutionize...
The Arena...
The Arena...
The Arena...

SIX MONTHS FOR ONE DOLLAR.
The Arena...
The Arena...
The Arena...

THE ARENA COMPANY, Boston, Mass.

E. M. FRITZ

BILL POSTING AND DISTRIBUTING
OSKALOOSA, IOWA.

AGENT...
The Arena...
The Arena...

United Press News Bureau

is offering the services of the...
The United Press...
The United Press...

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

Do You

want to reach almost...
The Public Opinion...
The Public Opinion...

PUBLIC OPINION

The editor of the Public Opinion...
The Public Opinion...
The Public Opinion...

MEMPHIS, TENN.
VAN BUREN A. CO.,
Bill Posting and Distributors.

ROBERT & LINN LUCE.

SENDERS OF NEWSPAPERS AND DEALERS
IN NEWSPAPER INFORMATION
FROM THE EAST OR
THE

Press Clipping Bureau

41 Chambers St., New York.
65 Broadway St., Boston.
Concessions: 2109 Broadway, Chicago.
Belmont Bldg., Detroit.
(Address the nearest office.)

ALLEN'S PRESS CLIPPING BUREAU
I send in all kinds of...
ALLEN'S PRESS CLIPPING BUREAU
I send in all kinds of...
ALLEN'S PRESS CLIPPING BUREAU
I send in all kinds of...

A DEAD CINCH.

Sol.—J. J. Williams, Mayor, Memphis.

HENRY J. DODWELL, No. 195 Main St., Memphis, Tenn.

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.

THE ONLY ESTABLISHMENT ON EARTH devoted
EXCLUSIVELY to Long Distance Bill Posting.



YOU can do your bill posting without my help, and you can do your book-keeping without the assistance of your book-keeper. But you can't do either as well as the proper parties can do it for you.

I attend to bill posting and poster printing exclusively if you prefer other methods of advertising, there are others who can serve you better; but if you want bill posting, this is headquarters.



All good things have limitations, so be sure to ask for Hoke, Sam Hoke, Sam W. Hoke, and refuse all her substitutes.

Sam W. Hoke

Long Distance Bill Poster,

251 Fifth Avenue,
1 East 28th Street,

Phone 2074-38.

NEW YORK.

THE DONALDSON LITHO. CO.,



CINCINNATI, OHIO.

If it is a proprietary remedy you have in mind, it will pay you to write us about it first.

Allow us to show you how you can get more and better publicity from the billboards than by recourse to other methods.

We can give you advice that is worth having.

If you want to post, by all means, write us about it first.

Billposters, Attention. The Fall trade will soon open up now, and all its decisions point to the fact that business is going to boom. Now is the time to get after your local merchants. Submit them every week. Show the needs now that spring up here and lower orders. Bear in mind that out of every five firms that make a trial of the board, one will prove a steady patron. Our posters for Fall trade are now ready. Send for samples. Show them to your more progressive dealers. It will pay you.

Fair Managers. If you have not placed your order for posters yet, send it to us. We ship promptly. We can ship your order, no matter how big it may be, the very day we receive it. You can get more for your money from us than any other printing office on earth. We have the best posters and more varied designs than all other houses combined. Samples free.

WHEN you use Donaldson Paper, you buy and pay for honest paper.

The paper will not fade under the effects of sun or rain. Neither will the inks.

Both are as near being permanently non-fading as human ingenuity can make them.

And it costs little if any more than cheap and inferior makes.

POSTERS FOR RETAILERS—Any kind for any business under the sun.

CHRISTMAS POSTERS. We will have better designs and a greater variety of them this season than any other printing office in America. Some are finished now. All will be completed before September 1. We will send samples of the six-shoots free. The larger posters (from three-sheets to 15-sheets) we will sell from half-tone illustrations. Do not place your order until you have written to about it.

NOTICE—We will not be responsible for errors in consulting unless copy for same is typewritten.

DISTRIBUTORS—We sell the best Magnetic Tack Hammer in the world. Two section handle, \$2.00 each. Three section handle, \$3.00.

The Donaldson Litho. Co.

CINCINNATI, O.