THE BILLBOARD

Vol. IX., No. 4 CINCINNATI, MAY 1, 1897.

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THE RELEGARD

THE BILLBOARD. or Keel English Street, Continues, O. E. S. A.

For the editorial or business disputements by THE PELESCARD PUBLISHESS CO. behopderies, D. or Per Year, In Advance.

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and buy it is professors to all others. and it is fortulates and filling that it to us. The Open City estated the later day expedition. Her Anticultural and Markunical Expension was the first of its kind ever bold, and the one after which all the others, even including the Contenued at Philadelphia, and the Wedd's Fair of Chicago, were naturally Although they are common enough to-day, Cinconnaids affers of the blad is the country. Taken all is all, we are inclined to think that we could haplify have bit soon a better

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MORE LETTER FORMS No. 2.-- Lettres or Secrementors The belowing, used by J. O'Kourn, of Carbon If you have any work in my fine I off pleased to have from you. I will gust-ree good service. I do not not paleared in the expertition of proof to door. If work will not experted your allest you do work will not experted your allest you. In work of it not experted your allest you. In work of it will be to be a service of the proof of the strike of the proof of the pa-teriors of it are the part of the part of the party to the party of the strike of the party of the pa

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No. 18.-- QUODATIONS AND PRICES

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SMITH & BIBES, POSTERS; HEARNE, TEX. COMMERCIAL WORK & SPEDIALTY. We have the limit Stands and are restrictly relial

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POSTER New, thet't our business, we mean for year goods. Correspondence PRINTERS

D. J. Lefebyre 719-721 Sycamore Street, Advertising Co., Reliable Distributors P. O. Bex 483.

CINCINNATI.



is rather too rwift a partime for advertises to inin. # DON'T come to me for that article. # We de not keep to stock. # Never did. # Never will. # # # You want used, intelligent, result, beloning distribution I do good good, intelligent, result bringing distribution



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THE BILLBOARD

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AND STREET OF PERSONS ASSESSED. 19 Cherry St., FINDLAY, D. POPULATION 12,000.

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FORT WAYNE, IND for Grant State Planting Goods and

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Automatic Slot Machines, "Harrist Care, Std Automatic Garrie Sevices 135 Clark Street, CHICAGO, ILL

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OUT-DOOR ADVERTISING

IN ALL ITS BRANCHES. Special over given in P. M. COOLEY, Mer., BINGHANTON, N. Y.

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187 Schuyler Avenue, KANKAKEE, ILL.

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The Asa Richards ———— Cassidy Co.

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MIDDLETOWN Advertising Co.

88 South St., MIDDLETOWN, N. Y., Distributors and General Advertisers.

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THIS IS AN AGE OF SPECIALTIES

We make a specialty of Posters—colored, lithographed posters. They are just the thing with which to advertise your specialty. We can prove that we can give you more profitbearing advertising with posters for a certain stated amount of amoney, this you can obtain for a like amount in any other medium. We not only prove it, but no generates it. If you are obbidies, write as,

THE DONALDSON LITHO. CO.,

To get the best results from posters advertisers should use special posters, that is to may, they should have their posters made to order—have a special design made especially for their own use. But those who want to try

them in a small way, just for a beginning, will find our stock or syndicated posters just the thing.

HERE ARE TWO NEW ONES.



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BILL POSTERS AND AGENTS. Please note that we keep insure for Elegate Designs, Faces, Francis Room, Treating Faces and Best Races; new posters for Ecolor Eases, Opting State, Spring States and Spring Chebring; new posters for Scrain, Abbette Corrients, Escendal Matches and Optings; new posters for

H. K. APPLE, INDIANA SIGN OF SIGN WORK OF ALL KINDS TO ORDER BILL POSTING A SPECIALTY.

12.000 Fast of Private Space at your disposal. Will sent spaces any length of time. Give him a bial. County work taken on analystica INDIANA, PA

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THE MINETEAUX SOAP & CHEMICAL CO., CARRELLING CO.



Send photo, which will be returned. Halftone, some size instead if you prefer. Everyone wants a portrait for ans on stationery and other minted matter. We make his offer just to introduce our paper to new readers. THE ADVERTISIES Wells is an eight page, five colours, morethly paper, illustrated, original, deveted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

and engrave your portrait, style herewith, and furnish

plate ready for any printer to print from, all for \$1.25.

TAND OFFICE

THE ADVENTISING WORLD, Columbus, Ohio. JOHN T. WILLIAMS, BILL POSTER.

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Water for Pales

POPULATION 12,000. HARRY P. BOWMAN

CITY BILL POSTER, JEANETTE, PR. J. H. HAYNES & SONS' DISTRIBUTING AGENCY

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L. A. DANIELS. City Bill Poster and Distributer. SANTA CRUZ, CAL. POPULATION 8,000. Hender International Bild Propers Associated States and Canada Toronto, Oss., City Bill Fosting Co.

Owns and controls all billiouris in the city.

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Own and Control All Stillmards and D. of Walts in the Oily. Special Attention Gives to Commontal Wirk.

Let Bu 283. DELPHOS. O. STILLWATER, MINE Distributor and Hill Ports 8 000 Harres and Addresses

JOHN H. ROWELL. vent House Street Chicar MES V. C. SEWARD. Bill Poster, Stillwater, Min LOUISIANA

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BLADES, the Advertiser. LICENSED CITY BILL POSTER AND DISTRIBUTON.

BIGHE PAINTED ON WALLS AND PENCES. The Babbitt Entry and Record System. DESCRIPTION OF SHAPE OF PROPERTY.

The Rebbitt Ticket Account Book PRACTICAL DE SIMPLE DE INCEMOUS FAIR MANAGERS

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Emphased 1985. OI MANY M. ADVERTISING AGEN 2776 Garnet St., PHILAGELPHIA. PA.

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When placing any advertising in Philadelphia, or within a return of Otense soller. reald be pleased to hear from you. We make a specialty of distributing sirvature and samples, tacking and all blads of our door advertising Estimates Cheerfully Persisted.

WHEN PERSON NO. Pop. 5,000 II you are not printed advertising non-BIGG BROS.

The Adv. Moselly Co., 22, 34 & 36 E, 26 St.

The Bill Posters' REAL Friend.

I am now placing posters for the George W. Childs Cigar in almost every state and territory, from the Atlantic Ocean to the Pacific.

territory, from the Atlantic Ocean to the Pacific.

The posters range in size from a quarter-sheet snipe to a 24-sheet stand; there are twalve different aims and kinds, and I designed and printed all of it, and it all bears my in-print. I have spent \$1.00,000 for these people, and I expect to spend three times that amount the print of the property of the property

during the coming twelve mostles for them.

During the past year numerous hill posters had this paper on their boards without a

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I am now placing posters for the Admiral Gigarette Company throughout seven states;
I the nosters were desired and lithorranhod by me, and bear my immrist; not bill nosters con-

sider this a good thing.

I am new posting and distributing in ten states for Saver Topic; the posters were

lithographed by me and lear my impriot.

I am now placing posters for the Dunlop Detschable Tire, throughout the Union, as

far west as Denver. The posters were lithographed by me and bear my imprint.

Hawes Hats, 3-sheets and 16-sheets, bearing my imprint, occupy the hillboards in
coo cities and towns: some of this is blaced and badd for hy the local arent, some by me.

Gold Boad Cigar is a new advertiser; I am new placing their paper on the billboards in several states. The first idea this advertiser ever had of using the hillboards he got from me meanly two years ago. His paper will be well handled, and he will be a hig spender with the bill posters.

The above are among those which I am now placing with the bill posters.

The Advertisers' REAL Friend.

My facilities for placing YOUR hill posting are of a superior nature. I am known to every hill poster in the Union as the promptest pay in the knuiness, and I get the best of treatment on this account.

They all know that I do not countenance any cycless work—that the occasional man

among them who proves disknosat with one of my clients, loses the future work of all my clients.

Come and see my. We can benefit each other

Sam W.Hoke

Long Distance Bill Poster,

Telephone connection. 107 West 28th St., NEW YORK.