# THE BILLBOARD JULY NUMBER





# The Best Results of all the Year;

#### 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

White good all the year round, is specially valuable in the Summer, when the people are on the streets, when they are in so hurry, when they have time to read the posters—if time were neededly when they have no inclination to read the posters. All the time is a good time, but right NOW is absolutely the BIST time.

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

Sam. W. Hoke's dealings with the billposters of America are of such a nature as to assure the advertiser of absolutely correct nervice at all times [to its innorm as ininiting upon full value, groungl renewals, best locations, and every short where Barted AND, but its KNOWW has promote two.

#### Sam W. Hoke

Long-Distance Billposter, 251 Fifth Avenue.

1 East 28th St., NEW YORK

hone 2074-38

# THE BILLBOARD

Vot. X., No. 7.

CINCINNATI, JULY 1, 1898 years B. C., which offers a remard for two and drice of couly fearend pageonic by

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POSTERS IN 3800 B. C. Falco of the Dire and Distant Part Recov-ced and Brought to Light-Recort En-plements in Egypt Prove Conclusively That the Peater Was in Use Over 5,720

Theatrical and circus posters have been nearthed at version turns on the roles of Fumpers, but this recent discovery throws We have known that the booksellers have from time summercial exposed a

years before the Christian era. Yerity, the poster is as old as man him self, and will enders as long. Property, of Milwester, in popular You, he's a pireter a pirete bing, "Bill-

exhibiting. So it a show window, a drammer's comple or an exhibit at a fairer expecition, if properly placed and handled, it sever falls to pay. When an advertiser combines exhibiting with distelluring, so Dr. Borkhoot, of Cincinneti, is new doing, by distrib oting complex reinforces the effect with postnes, he obtains

There can be no better absorbing than

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Fran Marson or King Tops, both twenty-three poster, a'll made from the same wore two and possibly three They were in a fair state of prescrution, al

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H. G. WILSHIRE. Manager of The William Posting Co., Los Assprin, Col. special right in the poster of the poster,

by Colonel Howard Vyor in the apper chamber of the ausalter pyramids of the beek shores in the streets of Athens and Rome in the time of the Roman Empire. We know that in the Tomole of Hered the Creet at Jerusalem there were will be sent to the British resocuts. Henry Savage, in "The Hotory of enter pertain exclusive and second portelegraph, in the faction and describes a the Egyptians used to selection the place pryyrus poster beering the date of 146

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ST. LOUIS, POPULATION 750,000.

BILLPOSTING
The Merchants' Ellipsching Co.
BULLETIN SERVICE
W. F. Williamon Bioplay Adv. Co.
FIRST-CAASS CONTMENT
MONEST SERVICE.

210 N. 7th St.

View of Stock Room, VANSYCKLE ADVERTISING CO., Indiscriptin, Int. Long Distance Telephone No. 2075. MONTANA

CHICAGO.

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What's the augment with Ter-St, if any body BLOOMERS ON THE AD.

GOSHEN, IND.

WORCESTER

ROCKY MOUNTAIN

NEW HAMPSHIRE

BILL POSTERS' AMOUNTION.

Names is not of the race. The one who beared deposition is not wanted, and that's

THE CHEO BELL POSTERS' CONVENTION AT SERVEY.

#### THE BILLBOARD

SOME ADVERTISING DOES NOT PAY.

WY SAM W. BUEK.

"Advertising closes," pay, "says the occarional advertises. ""SI put out come
posters in Circlessell, Hamilton and Day.

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Notice is hereby gions that the regular strend convection of The International Association of Development will take place at the Lefand Stone, Chicago, IS., July 19 to 24, Inclusion. All members are directed out expected to be passed: Jos. Rato, Pres. W. E. Strendenschild, Sec. Washington State Fair-

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SAM W. HOKE

Gets the Big Washburn-Crocky
Floor Posting.

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OFFICIAL CALL
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AVEALLACE CAR AND A JUNICILOF W. E. FRANKLINS AGENTS AND BUL POSTERS.

THE BILLBOARD GREAT SCHOOL RED JACKET For Country Road Ad KLONDYKE. A Sign Painter Strikes It Rich. in R. Pittgradd, One of Hear's Indians of Danson City, Makes a Big Salar-Indoneting Letter to VERY ATTRACTIVE. Unded Steen Fing Painted by the Ottown Ridgesting Georgean.

# VERMILION

Light or Deep. . . . BILLINGS, TAYLOR & CO.

Cleveland, Oblo-Southern Elberts would be comparatively as-A Growing St. Louis Eastern

FOR ANY PURPOSE.

Our one-sheet Uncle Sam Poster is the beil poster extant to advertise a Fair or a Celebration, or in fact anything that needs publicity. We can print and ship same day we receive order. Prices: 100, \$4.95; 200, \$6.75; 500, \$13.00. Our new Flag Border used with our Stock Letter makes a great stand. Sample 75c.

Patriotic Dodgers, in colors, 6 kinds. 1,000, \$2,50; 2,000, \$4.00. We can furnish you with everything necessary to advertise any kind of gathering

Cincinnati, Ohio.

WAR LOAN.

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Poster Printers

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#### BILL POSTERS

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### NEU-ROT-ICO MEDICINE CO.,

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FROM ENGLAND.

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#### THE BILLBOARD

#### THE BILLBOARD. or East Eighth Street, Claricons, O., C. S. A.

Address all communications For the editorial or instants departments to THE RELEMAND PERSONNEL OR. Subscription, Sam Per Veer, In Advance.

references will be published at the uni-rale of ten seein per again line; copy for theorems must reach to on as before the publish of the month. Our terms or make the Bills of the means.

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Of company to had been one or Second-Class Matter of Paul Office

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Then came the war, and with it a bearing Rotton observator America's here in blue-and it was all over. Verity, our ends are shaped by our emotions. The heart accomplishes in a few minutes what the head has upon a trader. struggled for yours to being about. . looming up at Bullele.

Among the crafts, the hill posters of to centest the friendship. They will this month want on ambuscular to their couries across the water, He will be the beater of a message of eatorn and read will. He will come with him greeting from the bill postore of America to their constan over the sea

He has not been chosen as yet, has whoever he is he will be becomed. His will be chosen as the object, the bestpractical sign palater asset take the lean bill pesture abound. It will be no boose-on boson such as soldies falls to a man twice—and be must tadeed be the most popular bill

. July is a month of conventions. The third assess westler of the International Association of Distributors in periups the one in which the greatest interest centers. If we may bullete the many letters received almost daily. there is many a bill peeter proparing for a trip to Chicago who has percer effected a MV southern contraction The progress of the International Association of Distributors has been "codectst. Durker the year jest pro" R has almost traited in surelemble. end this in the face of the west ebacting regulerments.

dred members elected, but there have bern marrie fire handred anotherate eninted, As a result, the necessari of the organisation is of the very highest standing in their respective evenues. Her. They see able, and they see expaids. The culcums of the moving

will be watched with the however in-... The A. R. P. Copression of Bullide will she be well attended. The of-Scots of this aggraphetics bette markof set a most residence assume of work for the three days, and If the

debendes succeed in artifact through bearers. Then must needs be nowless more ing, affections and pight, and even A complete revision of the months

question of agents eventelesis and sa ecrimostrus directe ever Leuba few of the many things that will on Prictice between the cities and tower may also come if the latter is the effect of Text Processes second in experience and agreeing

in the proposed association of Amer less size painters. We have received quelling the matter, but they have all ment all been incubies. We have been madde to reply to the Most of them. for the season that we do not our be inaugurated.

In the first place, however, some had. A competitive should then be sopointed under his repertition and a meeting arranged for. Nech of the entirelessor work could be disposed at the meeting, and, besides. The emeral scane and size of erganization could be extillant. Who will take the initiative? The will be great. Who will lead?

wife, Arm or Estimate in the super to New York City. The number in the last energic of New York to had then for tool about

LOOKS LIKE LOWDEN. A Temendous Vote Polled D June-The Contest Has N arrowed Down to a Race Between Monk, Schaefer, Leonard and Lowden—This Is the Last Consen—The Polls Cine Sates-

day, July 9. The webur contest has been a triuma Interest los steadly inbuting June it monated to such a high theirest of other leature of the paper. Every well born criticate of the and of the various controlants

more copies, and amore a day they seed on Advertises and rigg printers bern cought the fever, and see voting and working for their bloods Sheet of St. Peel, Williams of St. Lorn, and L. E. Williams, of Chinese are working hard for Schader, end, all him from a tell ewier into third place.
L. H. Rassey, W. C. Torrill and the rchigan hillporana beve given Leonard spicabil support. Harring, burden lie Mesh, who rese three big billportag plants, two thesters

and my traction marks and then compleas of act being cough to occupy nept the Dissois been. They exte for him conty month title one man. But he try and they vote for him early and of D. have sufferd to the support of whele-could listly London, and the way they are pulling for him is a custom The sect two weeks will be buy oper

mail will got be entirely opened below The rolls will close at most on then date. The votes will then be created, and De man who receives the most votes will The stricted imperiodity will be man-July 30 on the countries Assume of the femon Count loss and he will make

BOW THEY STAND. The votes received by the various over W. B. Lewign Gen. N. Leward F. F. Scharler

RENCHURZ-The with slove at reco. Salerdes, Jaly 6 Two Banksough in going to send the most popular bill poster in America to at-Angust. He will be an ambamador su-Pacific Court belignesers and those in remote sections of Canada will please pr-

of Two Bulgarans, for the solis close July to HOW TO YOUR. Write the name of your condition (nothing che) on the coupes below, and

and it to Ten Statement Publishing Co., Circlestell, O., Each comes will be counted as one vote for the hill posts: whose some it been. All July pren ment he voted before seen on July a \*\*\*\*\*\*\*\*\*\*

JULY COGPON THE TOTAL

Names - The final walk observe men Sainrier, July 9. Under our arrangement with the Air ion News Company, Tax Ballacanto In

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JOHN GUILD MUIRHEID

NORTH CAROLINA.

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BILL POSTERS

The Williams
Typewriter

to a machine of the highest standard.

Visible withing, simple and case to home

child can operate it. Address

EDWIN A. HARDIN CO.

No. 58 Walter Street, CHECKRATIL &

The continuous of version will be the best of the best

The result entering of the American Americans of Service wit Republicans with the head of the Co. The service and the service

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# UST OF FAIRS.

ALABAMA.

BIG FEATURE FOR FAIRS. A SIFUR EXPERT ON THE HIGH AND LOTTY WHEE.



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# SEE

Bill

Posting, Distributing,

Tacking.

Sampling,

and Publicity.

Contractors

for the Universe.



"That m

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MON

THE MONK INTRODUCTION CO.,

Main Office,

PEORIA, ILLS.

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

s successful, well done, remunerative advertising."

ALPARAMANA ALA

## r you to

hers, of Detroit, Mich., makers of Fontella Ggars, 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.

Coreal Food Co., makers Capid Brand Halled Corn, for whom we distributed and posted the ent Dr. Shoop, Racine, Wis.

Dr. Miles Co., Elkhart, Ind.

br. L'Amer, Singhampton, N. Y.

Dr. Burkhart, Gincinnesi Obio. Lirrett & Myers, St. Leeis, Mo.

Dr. Green, Boston, Mass. Aug. Beck & Co., Chicago

And 100 Others. THE HUSTIES



**ABOUT** TODAY Manney County Day Assessment Aug. E. L.

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CHILDREN CORRESP Pair, Aug. 1
COLUMNUS - Numbers County August
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and County Approximes Security Styr. If and III

MARYLAND.

Appendix by a friend

A Special Attraction For Fairs. An Act Without a Rivel.
An Artist Without a Peer. THE MYSTERIOUS





Seran post ; C. F. Engelberg.

16	THE I
PATTERN THAN DOWN IN IN IT. AND ADMINISTRATION OF THE ADMINISTRATI	Fig. LOUIS - CARD Pair, San J to A. Rose. And S. Rose. Mr. E. Louisvand, Conc.; San Str. Conc.
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