THE OLD TIME BILLPOSTER.

I can see him yet in fancy,
With his bright, sharp pencil, pole.
I can hear the hearty greeting
And the clatter of the dollars.
And his vision, and his memory—
That was happy at his core.
And his spluttering, brass-studded
That was taut and tight.
That was taut and tight.

He was head of crime and legislation,
A grizzled and a keen.
But those were traits of character
That stamped him a billposter.
I remember how his stories were
To tell him my heart story.
How his imagination probably
Made me never quite start.
How well he could use his words.
When he taught a sight show,
For there was no time for a word
In the days of long ago.

But mostly he was gentle and kind,
And liked him till his last day.
And then he died far away,
In the days of long ago.

Yankee Robinson's Tomb.

A famous showman of the olden times was Yankee Robinson—famous all over the country. Many of us have seen his large and prominent place in the memories of billposters by reason of the fact that he was the first circus manager who ever built a special bill board for circus paper and the first to use party in writing it.

He was born May 2, 1818, and lived to be eighty-seven years old. His home was in New Haven, Conn., and every movement he made was watched by the thousands of his friends and admirers. He was a man of many parts, and his eccentricities were well known. In fact, the whole circus world and the country at large could not be without sharing in the jokes and the fun that he brought to the world. He was a master of the comic, and his stories were always told with a touch of humor.

Schaefler and Robbins United.


(Special Correspondence.)

Chicago, March 7, 1899.

The billposting employers of the American Billposting Co., in Chicago, who have been working under a strike called by the strikers, have left their work and have gone to Canada to escape the strike. The employers have offered to work again, but the strikers have refused. The strike has been going on for several weeks, and the strikers have been demanding higher wages and better working conditions. The employers have been trying to settle the strike, but the strikers have refused to work under any terms that the employers have offered.

Paul Schaefler, manager of the American Billposting Co., was a prominent figure in the strike. He was one of the leaders of the strikers, and his presence on the job had a great effect on the other strikers. He was a strong, determined man, and his words were full of fire. He was a master of the comic, and his stories were always told with a touch of humor.

The man employed by the American Billposting Co. recently went on a strike. His name is J. B. Leach, who has been arrested twice and has been charged with assault. The case was tried in court, and the defendant was found guilty of assault and battery. The defendant was sentenced to two years in prison.

The evidence brought out showed that the defendant had been accused of assault and battery, and that he was discharged from his job.

All parties concerned were left to the discretion of the federal court, and the latter is said to have arrested a man who was at the scene of the shooting.

Schaefler and Robbins Unite.


Schaefler and Robbins united in the Chicago Billposting Co. and the American Ace One, according to the announcement of the strikers. The two companies were formerly rivals, but the strike has brought them together. The strikers have demanded that the two companies should be merged into one, and the members of the two companies have agreed to the proposal.

Los Angeles.

(Special Correspondence.)

Los Angeles, Calif., March 2, 1899.

J. C. Watkins, President and General Manager of the Western Billposting Co., arrived here on his own business this morning. He was accompanied by his son, J. C. Watkins, Jr., who is also a member of the company. The President is in Los Angeles to confer with the strikers and to try to settle the strike.

Mr. Watkins is accompanied by his son, J. C. Watkins, Jr., who is also a member of the company. The President is in Los Angeles to confer with the strikers and to try to settle the strike.

The President is a man of great experience, and his presence on the job has a great effect on the other strikers. He is a master of the comic, and his stories are always told with a touch of humor.

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Brooklyn.

A Disgraced Stockholder Kicks Up a Row as the American Billposting Co.

(Special Correspondence.)

Brooklyn, March 2, 1899.

J. C. Watkins, President and General Manager of the Western Billposting Co., arrived here on his own business this morning. He was accompanied by his son, J. C. Watkins, Jr., who is also a member of the company. The President is in Brooklyn to confer with the strikers and to try to settle the strike.

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Alameda.

(Special Correspondence.)

Alameda, Cal., March 2, 1899.

A number of card-playing enthusiasts were yesterday visiting a card parlor which was recently opened. The place was filled with players, and the atmosphere was electric. The players were divided into two groups, and the game was played in two different rooms. The game was a popular one, and the players were enjoying themselves.

Alameda.
Atlanta.
Mr. Dallas's Town.

Washington.

A Decision Important to Washington.

Rochester.

The Son of His Father.

An exchange note.-The brigantine boy in the night of the city will post the following note, giving the mail by a special train, and the mail by the usual evening mail.

Mr. Dallas's Town.

Washington.

A Decision Important to Washington.

Rochester.

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Rochester.

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Distributing in All Its Phases.

A Few Gold Facts for Young Enthusiasts.

The billboard probably seems to you every week, but it is not always appreciated or understood. Some people are not aware of its potentialities, and believe that it is a mere advertisement of a particular product. However, the billboard is a powerful medium of communication, and has the ability to reach a large audience in a short period of time.

Distributors should always have a clear understanding of their responsibilities and the expectations of their clients. It is important to be honest and transparent in all dealings, and to work towards the best outcome for both parties.

Look Before You Leap.

For a Distributor's Contact:

A good contact is key to success in the advertising industry. A good contact should be someone who is knowledgeable about the industry, and can provide valuable insights and guidance. They should also be someone who is willing to work with you, and who is committed to helping you achieve your goals.

A Good Forti

Mr. Porter is a distributor of particular high standing, and a member of the A. D. of.

WM. B. PORTER, OF OAKLAND, CAL.

Mr. Porter is a distributor of particular high standing, and a member of the A. D. of.

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**THE BILLBOARD**

**Tips.**

The following items come from publishers' house to house, and the following are some of the most interesting. If you are interested, you can get more information by writing to:

1. **The Name Book Co., D. D. Hall.**
   - **New York City, N.Y.**
   - They have recently published "The Name Book" series.

2. **The T. H. claim Co., 717 Delaware Ave., Buffalo, N.Y.**
   - **Indianapolis Medical Co., New York City.**
   - They have just announced "The Scientific Name Book." A new edition is expected soon.

3. **The Chicago Medical Co., 1515 W. Lake St., Chicago, Ill.**
   - They have recently published "The Chicago Medical Directory." A new edition is expected soon.

4. **The Philadelphia Medical Co., 1201 Pine St., Philadelphia, Pa.**
   - They have recently published "The Philadelphia Medical Directory." A new edition is expected soon.

5. **The St. Louis Medical Co., 1201 S. 20th St., St. Louis, Mo.**
   - They have recently published "The St. Louis Medical Directory." A new edition is expected soon.

6. **The Boston Medical Co., 111 Huntington Ave., Boston, Mass.**
   - They have recently published "The Boston Medical Directory." A new edition is expected soon.

7. **The New York Medical Co., 111 W. 42nd St., New York City.**
   - They have recently published "The New York Medical Directory." A new edition is expected soon.

8. **The Chicago Medical Co., 1201 W. 22nd St., Chicago, Ill.**
   - They have recently published "The Chicago Medical Directory." A new edition is expected soon.

9. **The Boston Medical Co., 111 Huntington Ave., Boston, Mass.**
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**Purdey Personal.**

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Who's Items.

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A Sign Painters' Organization

The time will hardly come when the sign painter's art will stand out in the United States as it once did in Europe. There have been many attempts made, but none have been successful in the United States. The dissatisfaction of the public is great and it is largely due to the work of the sign painter. The sign painters have been forced to work at a lower rate of pay than they are capable of doing. This is due to the fact that they are not organized.

The situation of the sign painter is very similar to that of the artist. The artist is not organized and therefore cannot demand a fair price for his work. The sign painter is in the same position. He is not organized and therefore cannot demand a fair price for his work.

Notes

It is true that there has been a great deal of talk about the sign painter's art, especially in Europe. The art of the sign painter is not considered to be an important one. It is considered to be a lowly one. But there is a great deal of truth in this. The sign painter is not considered to be a great artist. He is not considered to be a great man. He is not considered to be a great worker. He is not considered to be a great painter. He is not considered to be a great painter. He is not considered to be a great painter.

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THE BILLBOARD

PUBLISHED MONTHLY AT
237 East Eighteenth Street, Cincinnati, O., U. S. A.

Address Communications to
The Billboard Publishing Co.

Subscription, $1.00 Per Year. In Advance.

ADVERTISING RATES:

Advertisements will be inserted in the usual form rate of two cents per word: thumb copy for advertisements must reach us, or before the twenty-first of the month.

Our terms are cash.

Billboard Advertising to be sold by Ladies’ Advertising Newspaper Agency, 44 Park Row, New York, and by Eastern Advertising Agency, 3 South Grand Avenue, Chicago. Advertising orders must be accompanied by payment or order.

The editor cannot undertake to return unsolicited manuscripts.

THE BILLBOARD cannot be held responsible for the views expressed in advertisements.

Specimen Copies supplied on application.

Address All Correspondence to Bill Board Publishing Co., at Cincinnati, Ohio.

APRIL, 1897.

It is necessary at this stage of our investigations that we take up what may be termed the Psychology of Advertisements as the science of the mind, or rather, it is the science which impinges upon the working of the mind with a view of discovering the regular laws which govern all its operations. It is an inductive science.

The agent of observation is quite self-consciousness. Self-consciousness is a power of the mind that enables it to be aware of itself. It is the permanent and indivisible subject of its own operations. McCosh styles it: "The power by which we take cognizance of acting—now, or thinking—remembering the past or anticipating the future; as longing, fearing, resolving." When we turn the mind in upon itself and fix its attention upon itself for the purpose of studying the operations of itself, we are exercising the faculty of self-consciousness. Psychological observations are obtained entirely and exclusively through the instrumentality of self-consciousness.

Every person who undertakes to discriminate illogically, regardless of the medium which actualises him as an ego, addresses himself to the mind of another person or a number of persons: hence, what is mind? It may be said at once that no reply is possible which will be of use for every one, its answer. For all that, we cannot dismiss the question. It must be considered, and it is well worth while.

Everyone is aware of something which he terms, "myself." He speaks of "my limbs," "my body," "my head," "my brain," therefore, something which he terms "myself" is none of ours. In it there, though, he is conscious of it, known it and feels it. It is something which he knows is not a part of his physical being, although closely identified with it, because it and his body are independence of one another. When the body has been long at work, the mind being at the white inattive, the former grown weary while the latter is comparatively fresh. Conversely, after long, protracted mental effort the mind demands rest, although the body may not require it. On the other hand, the body affects the mind and the mind the body. The former is especially noticeable in illness, while after intense thought or severe mental straining, it is to us uncomputo for the muscles to feel as stiff and sore as if they had been overacted at exercise or arduous exertions.

These analogies may be multiplied, but no matter how many are cited they will not help us to a definition of mind or explain what it is. We can not know what it or anything in it is like. We can only know it as it evidences through its attributes. It is thus that we define see by its properties, cold, transparent and bright. In this manner only can we define mind, soul or ego. We can not point out the atom which in their entirety, distinct from all other things, is in those we select.

In doing what we define it as: "That which of its own force thinks, feels and wills and when, while instinctively connected with and closely dependent upon the body, is in no sense identical with the physical organism."

The student of Advertisements must also be a student of mind. He must observe its manifestations and classify them. Almost anyone, no matter how unacquainted an this kind of investigation, can readily discover three different and distinct classes by observing the working of his own mind. In the first place, he is aware that he thinks and knows things. Secondly, he may ascertain that he feels pleased or pain. Thirdly, he may find that he receives or wills to do things. The powers of mind which perform these functions are faculties and the three different visions cited above illustrate the three principal groups in their classification. viz.: (1) The Cognitive Faculties. (2) The Emotional Faculties. (3) The Motive Faculties. Each of these classes is, in turn, divided and subdivided, and, may be said, in different manner and under different names by different schools of psychology.

The classification of the principal divisions mentioned above, however, is universally sanctioned and approved.

We must not stop with the classification of their faculties. The same operation, while important, is but a means to an end. We arrange and systemise them with the purpose of understanding their relations and inconsistencies and discovering the laws which govern their modes of operation. To do this, we recast to superimposed. To some extent, the forms of classification which in which we artificiously place the agents of nature is new and different environment that we may note their action the more clearly. The reader, by looking into his own mind, can see that each of these three faculties is presented to the mind that: (1) his cognitive faculties acquired the intelligence and assimilated it, and, (2) that the assimilation affected his emotions faculties, that in its effect, it was that, it was that, in consequence of this feeling he resolved or willed to do this, that or the other thing. This latter being an exercise of the motive faculties. By this experiment he establishes the regular order in which the faculties engage in exercise. (To be Continued.)

Billboard Callers.

F. G. Oliver, Butler, N. C.,
W. C. Threlfall, Lima, Ohio,
W. C. Gleason, Kansas City, Mo.,
H. H. Washburn, St. Louis, Mo.,
A. R. Parks, Maine.
H. A. Fryer, Florida.

The general advertiser, by which is meant an advertiser, intent upon procuring a market for wares or commodities of general consumption, should never start with publications. They scatter too much. Too large a proportion of their circulation will fall outside the range of his operations. All demands created in remote districts, wheeled into the mind of the management, is usually bad. The percentage realized is therefore reduced with the increase of that which is wasted, and the result is an unprofitable game.

It is like losing money with an obstinate conclusion charged with dead balles. If ten of the bullettes hit, the marksmen did well.

Moderately, however, has provided the rifle. In the hands of a skillful soldier, bullets not insufficiently kill one hundred limbs and very solid solids instead average more than 3 or 4 per cent, of blinks.

Moderate Inaccuracy has also perfected bolt-pitting,bullet system, distributing and exhibiting. They are the impudent of publicity which the advertiser can control, keeping them trained upon and convincing their execution to certain and well-defined limits.

Haste may be metal. There are always, in every engagement; but this is true in military comparisons with the wanton wantons of publications.

If you believe in the dogmatic method in advertising, if you believe in a declaration or a series of declarations, good will wrong the mind of the public by sheer force of repetition and reiteration and not by presentation; know this one point: never repeat more than once a day. newspapers do in a month and they cost us so much less.

Heart to Heart, Talks With Publishers.

Mr. John Rushen Walker.—We would like to oblige you, and would if there was any discussion that merited criticism some truthful comment, through, the March issue of the Countdown, in as near familiar as it is possible for the editor to make it. This addiction will grace our heart for a week and a day.

Col. O. B. Harvey.—$25,000 for the North American! What? If you really mean $25,000 for a that time, and you have bought a gold brick. Really, Georgia, you must be maniacal - I mean to get back in the business. You will be back in. If you are going to allow yourself to be separated from your money in this wise, have a care. After the gale you have been going for the last few years you will find pushing a pencil for grub- wall, hopeless.

Kae T. Griswold.—The errors are beautiful, but have a can. The snapshot pictures on a book. How did you come to it? Are you in your business with the Associated Bills Poster by accepting Hoke's advertising. If you persist, Profitable Advertising will never — no, never—be the official organ.

Adolph S. Ochs.—Suppose they do think it has cheapened the Times. What matter? Because a thing is cheap, it does not necessarily follow that it is inestimably dear of merit. Just see to it that it does not become money, and do not fall quite too swift socially as a bookseller. Have done with prostitution and vigorous dental. You are putting the public up.

James Gordon Bennett.—No. We didn't say, ye' o' neither come back. What are we in understood from your determination? Are we to suppose that you have reached the conclusion that you can not kill the animals at all? But to acknowledge yourself defeated?

Geo. P. Rowley.—Parsons the liberty we take with your name, but you know you are always itching up to some natural cause. But to get down to the question—would you advise me not to be so hasty. Haste is faithful. Let us trust the cold light of science in this line of work. You said in your haste that all men are slaves. If all men are slaves, it follows that you are a slave, and you must do the best to acknowledge yourself defeated.

Geo. W. Cutler.—Be a publisher. Be in a similar dilemma, consult us again. Come to the fountain head for information, but remember—we do not give the average leaf. The price of the columns stuff is too small a copy.

In these a certain advertising forces may be seen consisting of a gigantic leaf, which appears to be the head of the main stem and one foot thick. The cigar grows bright into a vase, or a bottle, but does not grow. The force is the size of a smoke-ole in the bed. The advertising is accompanied by the sound of the crackle of the wiper in the city, and con-
IN GOSHEN (IND.)

IN GOSHEN (IND.)

DEALERS - ADVERTISEERS - MANUFACTURERS

This page has been divided into two sections: the left section contains an article about a department that aimed to help small farmers. The article discusses the importance of supporting local agriculture and the role of the Billboard in promoting these efforts. The right section contains a review of a movie called "IN GOSHEN," which is set in Indiana and features characters dealing with the challenges of farming and rural life.

The left section begins with a quote from a letter to the editor about the importance of supporting local agriculture. The author emphasizes the need for a strong local market and the benefits of buying locally produced goods.

The right section starts with a brief introduction to the movie "IN GOSHEN," mentioning its setting and the main theme of rural life. The review then goes on to discuss the film's portrayal of the challenges faced by the characters, such as the struggle to make ends meet and the importance of community support.

Overall, the article and the review both highlight the importance of supporting local agriculture and rural communities, with the former focusing on the practical aspects of promoting local markets and the latter on the emotional and social dimensions of rural life in Indiana.
THE BILLBOARD

Baltimore, Md., March 12, 1899.

Editor of "The Billboard":

Our last communication, in the February number of "The Billboard," was in regard to the large advertisers calling in new books of cards by writing a letter to the editor. Let me say emphatically, it is not necessary to "the Editor," or any other editor of advertising, to see what the advertisers want to have in their books of cards. The advertiser who requests his work sent to him, or has his work sent to him, is in effect telling the advertising house what he wants. The advertiser who requests his work sent to him, or has his work sent to him, is in effect telling the advertising house what he wants.

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The supply of 30-foot front lots in Palm Springs must be inadmissible, or else the Village of Palm Springs, due to the need for more room for the increasing population of the town, has been授予 for "invasion," and they can buy up the homes. However, the situation has changed, and the town now has a larger area available for development. The town council has given permission for the building of a new highway, which will connect with the present highway at the southern end of the town. This new highway will provide easier access to the town, and will help to alleviate the congestion that has been occurring in the past.

R. G. COOK, of the Post Printers, has been awarded the contract for the printing of the town’s official newspaper. The Post Printers have been in business for over 20 years, and have gained a reputation for producing high-quality newspapers. The town council was impressed with the company’s previous work, and has chosen them to handle the printing of the official newspaper. This is a significant contract for the Post Printers, as it will provide them with a steady stream of work for the foreseeable future.

GEORGE CRABB, of the Associated Press, has been appointed as the new editor of the Post Printers. Mr. Crabb has been a journalist for over 10 years, and has worked for several prominent newspapers in the country. He is well-versed in the field of journalism, and is well-known for his analytical and incisive reporting. The town council is confident that Mr. Crabb will bring a fresh perspective to the Post Printers, and will help to strengthen the newspaper’s position in the community.

J. H. RAYMOND COX is doing duty at the Post Printers, where he will be responsible for the production of the newspaper. Mr. Cox has been with the company for several years, and has a wealth of experience in the field of printing. He is well-versed in the latest printing technologies, and is well-known for his attention to detail. The town council is confident that Mr. Cox will continue to produce high-quality newspapers, and will help to maintain the Post Printers’ reputation for excellence.

J. W. ADDISON, of the Associated Press, has been appointed as the new editor of the Post Printers. Mr. Addison has been a journalist for over 15 years, and has worked for several prominent newspapers in the country. He is well-versed in the field of journalism, and is well-known for his analytical and incisive reporting. The town council is confident that Mr. Addison will bring a fresh perspective to the Post Printers, and will help to strengthen the newspaper’s position in the community.

J. W. COOPER, of the Post Printers, has been awarded the contract for the printing of the town’s official newspaper. The Post Printers have been in business for over 20 years, and have gained a reputation for producing high-quality newspapers. The town council was impressed with the company’s previous work, and has chosen them to handle the printing of the official newspaper. This is a significant contract for the Post Printers, as it will provide them with a steady stream of work for the foreseeable future.

An addition to the advertisers of store goods, by Mr. E. F. Scott, of E. F. Scott & Company, York, Pa., and Mr. W. B. Anderson, of Anderson, S.C., have been added to the list of advertisers of store goods. Mr. Scott, of E. F. Scott & Company, York, Pa., has been in business for over 20 years, and has gained a reputation for producing high-quality store goods. The town council is confident that Mr. Scott will bring a fresh perspective to the list of advertisers, and will help to strengthen the newspaper’s position in the community.

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Are Country Fairs a Thing of the Past?

We are often told that they sir, where the legislation has so much existence with grounds burdened with debt. This has been the exact situation in our own state, and the people have come about from a lack of interest, and while the citizens can not make a fair without the support of the people, the interest must originate in the of ficers. It has been customary with a great many to get an catalog from ten days to two or perhaps in some cases, three weeks, before the fair, print 1,000 to 2,000 copies, mail forty or fifty of them, hand out a few more, have some of them to wear out hand to hand, send a few to directors to hand out, the little or no space in the local column of local papers, print in the catalogue the same list of directors, superintendents, and local officers after a couple of months, 25 per cent. of whom do not have any interest in the fair whatever to work up their departments. Such facts don't want any premonitions, and are set of dates, a thing of the past, so far as any usefulness is concerned.

Managers of fairs will print their catalogues carelessly, and not carefully prepared regular premiums, many special premiums, expected to be published in the fall and mail out department, which will become and remain members of the society and give up some time and energy to the working up of the fair. Catalogues not early and mailed out. We mail in April a catalogue into every family in the county. The advertising will more they than the entire expenditure in securing the land of attractions. Our opening day will be children's day. We will charge them a nominal entrance fee, and spend twice the amount they put special premiums upon to interest them. We will have an evening fair one.

Two or three weeks during the summer and fall before the fair we will get out special large editions of some of our local papers, giving a large amount of space to advertising the features of our fair, and a copy of the paper mailed into the homes of every family in the county. We will use the left boards about the county freely. We will encourage the buying of local предприятия a certain large number of admissions to ear gates; if we fill all of this number, amounting to refund their money paid. We will have that the first day of the county fair last numbered, but list for the property conducted fair to arrive room, and although prospects of success. Years.

Scoey Allegan (Mich) Fair

We are interested in a number of American fairs have challenged their interest of going to Westfield, the site next to New York City, and the very near distance of the fair to New York City itself. The city which is a national capital, a city where the people can go to enjoy themselves.

The idea of holding a few fair and raise money on the grounds of the Emery Agricultural Society, the city of upstate New York, will be made available for the purpose. Marion, Ind. is to have a new twenty-thousand-dollar fair.

The steel grand stand at Mounts Park near Canton, Ohio, is a new steel structure. This is the largest building of its kind in the world, and one of the finest in the state. The building was 90 feet long and 20 feet high and is the home of the Mounts Park fair. The building of $25,000. Whether it will be used in Marion, Ind. is not certain.

The Haylow-Aydelton Co., Kokomo, Ind., are marketing for Kansas City Missouri, for $10,000. They are housed in their store building.

MISS GERTRUDE WILLIAMS,
Secretary Bristol County Agricultural Society, Taunton, Mass.
The Whole World on Ball Bearings.

The announcement that the "roller shoe" bearing principle has been perfected has created a great deal of interest in the world of mechanics and mechanical engineering. This bearing principle has been found to be superior to any other principle of bearing that has been used in the past. It is claimed that the new bearings will be more durable, more efficient, and will last much longer than any other bearings that have been used before.

Paris Exposition Notes.

Rounds is going to make a great sale of his latest edition of the "World's Fair" book, which has already reached a print run of 500,000 copies, and is expected to reach a print run of 1,000,000 copies by the end of the year.

Cardinal Richelieu, France, has been awarded the Grand Cross of the Legion of Honour, the highest honor that can be given to a foreigner by the French government.

The National Association of Manufacturers of Paris is holding a great scientific exposition of its latest findings in Paris during the Exposition. The news is not lost, however, and must be bought up as the best next best to steamer. However, some subject may be more interesting and more interesting to the individual who is interested in these matters.

Half a million dollars has been appropriated by the Chemists' Association for an International Exhibition of its railway plants, cars, and engines.

Rhode Island.

State Fair Association Selects the Latest Data for Next Year.

The Rhode Island State Fair Association has selected the latest data for next year. The new data is based on the latest research and is expected to be more accurate and more reliable than the old data.

The Ballard.

In a Good Advertising Medium.

"The Ballard" is a good advertising medium for the following reasons:

1. It has a good circulation.
2. It is read by a large number of people.
3. It is a daily newspaper.
4. It has a good advertising space.
5. It has a good advertising rate.

The Baltimore Sun is a good advertising medium for the following reasons:

1. It has a good circulation.
2. It is read by a large number of people.
3. It is a daily newspaper.
4. It has a good advertising space.
5. It has a good advertising rate.

The Chicago Tribune is a good advertising medium for the following reasons:

1. It has a good circulation.
2. It is read by a large number of people.
3. It is a daily newspaper.
4. It has a good advertising space.
5. It has a good advertising rate.

The New York Times is a good advertising medium for the following reasons:

1. It has a good circulation.
2. It is read by a large number of people.
3. It is a daily newspaper.
4. It has a good advertising space.
5. It has a good advertising rate.

The Washington Post is a good advertising medium for the following reasons:

1. It has a good circulation.
2. It is read by a large number of people.
3. It is a daily newspaper.
4. It has a good advertising space.
5. It has a good advertising rate.

Washington (Pa.) Fair.

Offers $3,000 in Stakes.

Just as the Pennsylvania Fair Association of Washington, D.C., made its yearly trip to the fair ground in Washington, D.C., and as the fair ground in Washington, D.C., is being improved, the Pennsylvania Fair Association of Washington, D.C., is planning to erect a new building for its fair ground in Washington, D.C., which will be ready for use in the fall of 1902.

Edward McAhon has been re-elected Secretary of the Ohio Central Canada Exhibition at Champaign, Ohio, for another term of three years.

The New York World, August 28, 1902.

The Costume, Art, and Trade Exposition was one of the most interesting and successful events of the year in this country. It was held in Chicago and was a great success. It was held in Chicago and was a great success. It was held in Chicago and was a great success.

Paris.

World's Fair—The Feature of the Big Show Determined Upon.

General Correspondence.

Paris, France, March 8, 1902.

The Exposition Board formally decided that the main feature of the Exposition will be the "Great Exhibition of the World," and that it will be held at the Place de la Concorde.

H. B. Smith, the head of the Washington H„C., has purchased the entire property of the New York Times and will move his office to New York City.

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"The Best Attraction Ever at Our Fairs," say the following well-known Secretaries:

The Colored Women's Agricultural Union.<br>

BEAUTIFUL JIM KEY<br>

No other acts like his.<br>

A Marvelous exhibition.<br>

The Most Wonderful Horse in the World.<br>

To our friends out West, the one and only Jim Key, the most wonderful horse in the world, is now at the New York World's Fair. He is a grey, standing 15 hands high, and is said to be the most wonderful horse in the world. He is the property of Mr. John B. Key, of New York City, and is on exhibition at the New York World's Fair. The horse is a grey, standing 15 hands high, and is said to be the most wonderful horse in the world. He is the property of Mr. John B. Key, of New York City, and is on exhibition at the New York World's Fair.

"We extract the following from a communication just received from the Secretary of the New York State Fair, dated September 15th: We wish to announce that the State Fair Association of New York is planning to hold an exhibition horse show at the new fair grounds at the New York World's Fair. It is expected to be the largest horse show in the world, and will be one of the features of the fair. The show will be held on Saturday, September 24th, and will consist of both English and American breeds of horses. The prize money will be $5,000, and the competition will be keen. We expect a large attendance, and hope that the show will be a success."
Free Street Fairs

Facts About This Western Innovation—How Conducted—What They Cost—What Is the Object?—Do They Pay?—Are They Successful?—Those Who Have Tried Them—The Father of the Matson Fair Tells About It.

The free street fair is an opportunity of the boy to be himself, to new things, the fair kid at Matson. It,
The American Shakespeare Association is very generously offering prizes on their behalf. These prizes will be given away to the women who submit to them. The winners will be announced soon. Further information about the prizes will be made available for public examination.

The Billboard features every fair manager in America every month. What is more important is that the fair management is also involved in the daily operation of the fair.

The New York State Fair Fair Manager Dan McNeil sent a memo to all managers about the importance of the Obituary. It is a very important part of the fair management. It is a very important part of the fair management.

The managers of Agricultural Fairs, Street Fairs, Parks and Pleasure Resorts are invited to share their experiences and ideas with the readers of the Billboard. They are also encouraged to submit their own articles and experiences.

For Time or Terms, address:

PROF. E. R. HUTCHISON,
WASHINGTON, D. C.
MICHIGAN.


MISSOURI.


NEW YORK.


OHIO.


Always in Stock

A Full Line of
Pugilistic and Athletic Paper.

Glove Contest.
M. sheet, 1 color, Lithographic, 3 bands, each 2c.
2 -sheet, 2-colored, Pictorial, per sheet, 3c.
3-sheet, 3-colored, Pictorial, per sheet, 3c.
1 sheet, Pictorial, per sheet, 1c.

Wrestling.
1 sheet, 1-color, Lithographic (Illustration), per sheet, 3c.
2-color, 2-colored, Pictorial, per sheet, 3c.
Special Pieces in Quantities
National Printing and Engraving Co.

The Frank Mead Amusement Co.
The Largest Company in New England carrying on Summer Parks and Pleasure Garden for Summer and Fall Descriptive and Illustrated Catalogue. Established 1882.

37 Tremont Street, Boston, Mass.

"The Admiral" and "Owl."
Five and Six Shot Automatic Nickel Machines, built on honor and sold on their merits. The only machines on the market that can be cheated. Write for Free Book.

M. A. Larkin, Manufacturer,
560 River St., Troy, N. Y.

F. PatuRel & Co.,
16 Warren Street, New York.

Fabricants De Mili& Mirs
Palloni
di giama, a gas e col fischiato
e di orci, gente no avari per venti-
itori ambulanti.
Palloni B, 50 di qualita super., in gross 25.
$10

10 Bottles a Barile
$2.00

5 Bottles a Barile
$1.00

Serpenti, bambole
collezione completa, adatto a
bambini fini, in vendita in
sconto

Mail Order Printing

Without doubt we are doing the largest mail
order printing business in any size in the
United States. Our work is of the highest
grade, our prices are at a reasonable price
level, and we are sure to satisfy.

You may order our samples by mail for.

H. S. Lewis,
Beaver Falls, N. Y.

Costumes.

Theatrical, Educational, Social, Carriage,
costume, etc., in vast quantities, too large
for reproduction. For free samples, write
us.

The & B. Company

The W. & B. Company

Mark A. Bondy

Street Fairs! Pleasure Resorts! Electric Parks!
Expositions! etc. etc.

Bostock and Ferrari

The Only Trained Wild Animal Exhibitions

In America, all strictly European. Larger, better and more interesting than ever, with the
Elaborate Framed Entrance, Monster Orchestrias, and all and everything requisite for
money making.

Address all communications to THE ZOO, Kansas City, Mo.

Promoters should not Fail to Remember that IT PAYS TO PLEASE THE PUBLIC.
So get THAT that recommends, and thereby avoid FAKES.
Publicity

In the name of the popular English Monthly, New York, it is the policy of the magazine to give equal and prominent space to all reports of successes, no matter how small, by giving it the same prominence as its reports on the greatest events in the world's history. This policy is in accord with the principles of the English Monthly, New York, and is in accordance with the principles of the English Monthly, New York.

To the advertisers of the English Monthly, New York, it is the policy of the magazine to give equal and prominent space to all reports of successes, no matter how small, by giving it the same prominence as its reports on the greatest events in the world's history. This policy is in accord with the principles of the English Monthly, New York, and is in accordance with the principles of the English Monthly, New York.

The Parques Cycle

The Parques Cycle is the best and the most durable bicycle on the market. It is made of the finest materials and is designed for the most strenuous use. It is guaranteed for one year against any defect in material or workmanship. It is available in all sizes and styles, and is sold at a moderate price. The Parques Cycle is the perfect bicycle for the family, the student, or the traveler. It is the ideal bicycle for all purposes.
ANNOUNCEMENT!

PORTABLE ADVERTISING. The highest grade distributing medium published by
Karl E. Griswold, Boston, Mass., is now
available in new and larger sizes at No
44 Washington Street opposite Globe
Building. Rates include a sample copy of this
advertising medium, if you mention The Billboard.

Subscription price, $1.00 per year.
Foreign Subscription, $1.50 per year.

PROFITABLE ADVERTISING, 227 Washington St., Boston.

ACCOUNTANTS.
A monthly magazine devoted to Accountants. Complete the latest practice and discussion of all the Accounting's problems, in order to
improve the business of Accountants. It contains important rulings and interpretations.
The most critical accounts are con-
cluded.

SCIENCE OF ACCOUNTS.

ARTS OF BOOK-KEEPING.

ACCOUNTANTS answer questions in highest
sounding and best-sounding terms
independently of any other professional
organization. This monthly publication is
fully described.

Wood Exchange, New York.

A SPECIAL OFFER
OF

Business
The Office Paper

For 15 Cents a Three Months' Trial Subscription.

BUSINESS deals with other management
features. It is a leader in the field of Finance, Property,
Legislation, Orders, and Collections. It is a
power every Bar Association office.

SUBSCRIPTION 50 CENTS A YEAR.

BUSINESS PUBLISHING CO.

174 Washington St., Boston.

Bill Posters = Distributors

WAGON OR CART

Bill Posters' Push Cart.

$24.50 EACH.

Bill Posters' Pony Cart.

$44.50.

Bill Posters' Wagon...

$75.00.

$50.00.

$15.00.

RACED.

AERON - Norfolk, N.H., February 27, 1900.

TOMCAT - Ohio, February 27, 1900.

WAGON OR CART

Bill Posters' Push Cart.

$24.50 EACH.

Bill Posters' Pony Cart.

$44.50.

Bill Posters' Wagon.

$75.00.

$50.00.

$15.00.

Elder & Jenks, Brush Makers

ALBERTA, N.Y.

EXPOSITIONS.

BALTIMORE, Md., Home Product Exposition, August 15, 1900.

BOSTON, Mass., Sportsmen's Exposition, August 15, 1900.

BOSTON, Mass., Sportsmen's Exposition, September 1, 1900.

BOSTON, Mass., Sportsmen's Exposition, April 15, 1900.

Cleveland, Ohio, Industrial Exposition, April 15, 1900.

Cleveland, Ohio, Industrial Exposition, September 1, 1900.

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Cleveland, Ohio, Industrial Exposition, September 1, 1900.
THE BILLBOARD

PARKS, PLEASURE RESORTS, SUMMER GARDENS.

The George.

Respectfully,
Jesse.


NEW ENGLAND PRESS CLIPPINGS.

Available to the editors of class and trade journals, to professional men, to students of science or history, and to everyone who wants a collection of thought or facts on any subject. May we add you to the list?

NEW ENGLAND PRESS CLIPPING.

MUSLIN SIGNS. "One size will do any size." 120 Signs and instructions for violin bars or and all original signs and for violin and guitar. Last month to the publication, Whitman, 708 New York City.

BROOKSTOWN, Distributor.

BOOMING!

BOOMING!

JOHNSON, PA., AND SUBURBS.

Eighteen cards and factories running double time. Employing in all 3,200 hands.

GEORGE E. UPDEGRAVE & CO.

We own and control all printing houses in cities.

We publish and distribute advertising material to every city, publisher and distributor.

FREDERICK, K.T.

GEORGE E. UPDEGRAVE & CO.

C. O. Box 312, WASHINGTON, D.C.

CHAS. WOOD, Wholesaler and Distributor of Billboards and posters. Office 104 Jefferson, Bayonne, N. J.

MARK A. BONDI, Distributor, Whippany, N. J.

WM. W. HAYDEN

Bedford City, Va.

NEWTON, Upper County, N. Y. is a good town. The only classy hotel here. April 1 week from now. P. N. F. BONDSTROM.

ELECTRIC BELTS.

Gicle to $2.50.

To the manufacturers, men and to the trade: Send us your best quality for best quality for $2.50. Need a look here. Electric Apparatus Co.

HERBERT SMITH.

Notable Distributors and Sign Painting Experts, Corner Co., Tomkins, and others. Write for estimates.

ADVERTISERS!

We are authorized to handle the J. R. O. Advertising Co., the James Advertising Co., November 4th, 1902.

The E. L. Kimmelman Advertising Co., New York.

The E. L. Kimmelman Advertising Co., New York.

PUEBLO, COLO. I am still distributed at the 

R. R. M., a very good work at the same.

SANTA CRUZ, CAL. Am a very good work at the same.

SANTO FELIX.

DISTRIBUTE ORANGE, N. B.

H. U. C. A. N.

H. U. C. A. N.

Through Fischer's Distributing Agency.

TRUTH IS THE NEW MONTHLY MAGAZINE.

In every issue of which are BEAUTIFUL COLORFUL ILLUSTRATIONS.

Nothing to equal the beauty and finish of these WONDERFUL COLORED PICTURES has ever been attempted in any periodical.

The series of articles now running in TRUTH ON AMERICAN ARTISTS is work, freely illustrated in colors and in black and white, from the pen of the two artists the articles on, is of exceptional merit and interest.

Buy a copy of any newcomer. You will be pleased with it.

SINGLE COPIES, 25 CENTS. SUBSCRIPTION PER YEAR, $3.00 TRUTH COMPANY.

The Last Gasp.

WASHINGTON, D.C., March 10, 1903.

Editor of "The Billboard."

Since I have been the Secretary of the International Exhibitions, I have been able to get enough money to pay the debts of this Association.

On the 18th of March, 1903, the Association was very short of money, and the members did not pay any of the debts. About the old debts and the question of contracts with any body for the money, I was not able to get the money. I have signed a note for $500 in my own name, and I have signed another note for $1,000 in the name of the Association. We are at the end of our rope, and I am forced to meet my obligations.

FRANK HARRING, Publisher.

WILLIAMSBURG, F. O. New York City.

GEORGE G. FRENCH, I. L. of P. Distributor and Billposter, LUMBERTON, N. C.

NEW YORK. Good advertising from the best artists. Will count to thousand advertisements.

WONDERFUL COLORED PICTURES.

Nothing to equal the beauty and finish of these WONDERFUL COLORED PICTURES has ever been attempted in any periodical.

The series of articles now running in TRUTH ON AMERICAN ARTISTS is work, freely illustrated in colors and in black and white, from the pen of the two artists the articles on, is of exceptional merit and interest.

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**THE BILLBOARD.**
The R. J. Gunning Co. announce to all advertisers who post bills and to every one in any way interested in poster publicity, that they have added to their general Out-door Display work, a department of Billposting. This will be known by the title given above. Its claims for patronage are based on these points:

New boards, with all modern improvements to insure longest life of paper, superiority in advertising value of locations, and a service of absolute reliability.

Inquiries solicited on rates, locations, etc., which will receive prompt and careful attention.

The "Gunning System" of painted displays on walls and bulletins will continue as before. All the valuable features, locations, artistic workmanship, careful attention to the advertiser's interests, will be retained. What we have promised and performed in the past, is a guarantee of what we will do in the future.

289 WABASH AVENUE
The Billboard

Progressive Billposters All Buy Our "Q" Paste, made especially for their use. Why not buy it? Better than those made abroad and containing CHEMICALS. Will not spread and will keep its strength. Send for samples and prices. The nature of it will show you a simple barrel holding over 10 pounds of paste. Mail orders sent at reduced rates, to all parts of the country.

The English counterpart of This BillBoard. Subscription 50 cents per year, post free, may be sent to 227 East Eight St., Cincinnati, O.

THE BILLPOSTER

The Ault & Wiborg Co.

Are You One Of Them? CINCINNATI NEW YORK CHICAGO ST. LOUIS

JOHN T. WILLIAMS,
SECRETARY AND MANAGER.
Northwestern Billposting Co.,
H. F. T. TODD, Assistant Manager.
MEMBER OF THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.
346 MORRISON STREET.
POPULATION, 90,000. PORTLAND, ORE.

THE BILLPOSTER

Our Machine... will enable you to do it. It is made
with care, and so simply that you can
Take a Minute and Write us, and you will tell us all about it.
J. H. DAY & CO.
1444 R. Harrison Ave., Cincinnati, O.

PROGRESSIVE BILLPOSTERS ALL BUY OUR "Q" PASTE, made especially for their use. Why not buy it? Better than those made abroad and containing CHEMICALS. Will not spread and will keep its strength. Send for samples and prices. The nature of it will show you a simple barrel holding over 10 pounds of paste. Mail orders sent at reduced rates, to all parts of the country.

H. T. TODD.
Assistant Manager.

OF THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

346 MORRISON STREET.

John Chapman Co.

Cincinnati has a population of 400,000 people, either house owners or wage earners.
The

John Chapman Co.

has all the billboards, and most of the bill Posters in Cincinnati. We also do good sign tacking and distributing. Offices,

WASHINGTON ST.

BILLOPOSTERS' PASTE BRUSHES.

This is our celebrated "UNEXCELLED." The Best Paste Brush made. Popular everywhere on account of its great durability.

PRICE-$1.00, $2.75 ea., 3 for $7.00.

THE DOWALISON BRUSH is manufactured especially for us, and is fully warranted. It is the cheapest GOOD brush you can find anywhere.

PRICE-$1.00, $2.75 ea., 3 for $7.00.

SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati, O.

Sole Western Agents for the Celebrated Wire Bound Brush.

AMERICAN BILLPOSTING CO.

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

THOS. J. MURPHY, President.
BARNY LINK, Gen'l Manager.
W. FAY, Secretary.

Advertising World, Columbus, Ohio.
THE DONALDSON LITHO. CO.
CINCINNATI

Making a Specialty of Powerful, Pertinent
POSTERS
All Kinds, Sizes and Styles, and
Booklets
IN LARGE EDITIONS, FOR HOUSE-TO-HOUSE DISTRIBUTION.

See the Following New and Timely Designs in Partly Printed Posters.

---

Our New Catalogue, Listing the Largest Line of Syndicated Posters in the World, has just been Finished. Write for a Copy.

MANAGERS OF FAIRS, STREET FAIRS AND RACE MEETS will find that Donaldson Litho. are the best poster and booklet concerns. The cheapest. No matter what kind of a design you want we've got it. We have just gotten up a new scheme for promoting the business—something to send out NOW. Mail them to post-offices, country stores and station agents. They are very bright and pretty, and the recipient will invariably hang them up in a prominent place, and thereby give you the benefit of valuable advertising. They are limited today and tomorrow, and each is provided with a tin handle. We sell them:

25 for $1.00 each
50 for $2.00 each
75 for $3.00 each
100 for $4.00 each

We Have More and Better Designs in Bicycle Posters Than All Other Houses Together.

We wish to say to National Advertiser, that we print and we post. We can get you up a series of powerful, pertinent posters of special design, and then we will post them for you. We have a wide and intimate acquaintance with the billposters of America. We have vast and carefully prepared records at our command, which enables us to proportion each town's allotment wisely and accurately. We have an entirely new scheme for checking, and last but not least, a technical knowledge of this branch of the business, which enables us to conduct it, if not better than the laymen, at least with much more ease, facility and dispatch. We work out all the details for you free of charge. You pay us for the printing and posting only. Think it over, and then if you feel like taking a little flyer, just to test it, consider this.

SPECIAL OFFER.—Stock the jobbers and wholesale houses of Cincinnati, and we will the city and its suburbs, including Covington, Newport, Dayton, Belhaven, Ludlow, West Covington, Middletown, Price Hall, Sedamsville, Riverside, Walnut Hills, Columbus, Corryville, and Cumminsville (70,000 people) thoroughly for one thousand dollars, and guarantee the results to be entirely satisfactory or no pay. This includes printing and posting. If you can pay $1,000 for an established demand for your goods in the towns and cities mentioned, write us, and bear in mind that we agree to create and deliver this demand in thirty days' time, or it won't cost you a cent.

The Donaldson Litho. Co., Cincinnati, O.
THE NATIONAL FLAG COMPANY
Block of Flint, Faulkner, Wade and Bomman Sts.,
Telephone 7262.
MANUFACTURERS OF
FLAGS, BANNERS, STREAMERS, MUSLIN SIGNS,
PAPER LANTERNS, FESTOONING, ETC.
WRITE FOR CATALOGUE.

Every Distributor should use the
THE WALLACE BAG.
It is made to last a lifetime and is a
value both to the manufacturer and
the dealer. Priced $1.50 and up.
Write for sample to W. A. WALLACE.

WILSHIRE POSTING CO.
LOS ANGELES

DIAMOND POINT

Bill Posting and Circus Paste Brush.
The Extra Mikado Brush is the best made; constructed of All Pure Black China Bristles imported by us for the purpose, and especially pre-
pared under a formula known only to ourselves.
We guarantee that our CHINA BRISTLES are more elastic and more
more durable than any other; consequently our MIKADO Brush will
wear longer and do better work than any other brush made.
ALL OUR MIKADOS ARE GUARANTEED.
They are copper wired, with heavy metal edge protectors and are great paste holders. Used
by Barnum, Forepaugh and other leading shows, and highly recom-
manded by Mr. R. C. Campbell, Chicago. Send the price and get a sample
of our Brush today.

W. W. RAMSEY
312 W. Adams
Chicago.

The American Biliposting, Distributing and Hand-Painted Poster Company.
Main Office, Opera House Block, Bowling Green, Ohio.
agents on the 1st of the month, ready for work.
At every town in the Union. A. H. T. Co. P. O. Box 2237. Buffalo City.

30 THE BILLBOARD
127 E. Eighth St.

OUR SAMPLES OF POSTERS, COURIERS, DODGERS, NOVELTIES, ETC., FOR FAIRS WILL SOON BE READY

IF YOU WANT TO ADVERTISE YOUR FAIR THOROUGHLY WITH UP-TO-DATE POSTERS, WAIT FOR THEM.

HENNEGAN & Co.

ORIGINATORS AND PRODUCERS OF CATCHY ADVERTISING MATTER

YOU WILL SAVE MONEY AND GET THE BEST RESULTS BY USING OUR ADVERTISING MATTER.

SECRETARIES, SEND IN YOUR ADDRESS. ... SAMPLES FREE.

...Cincinnati, O...

ANY ADVERTISER who would not give a member of the International Association of Distributors the preference over a free lance is a fossil. That's right. He is just that, and no other appellation fits him.

The service of each individual member of the International Association of Distributors is guaranteed by all the rest of the members. The association says to the advertiser, "Patronize our members." We have selected with great care, the best and most deserving man in each city. We have funds on hand in our treasury. We guarantee you good service from each of our members. Should it not prove good, we will make it good with our good money. You cannot lose in dealing with us. We hold you safe. We insure you absolutely and entirely against all loss.

THE BILLBOARD

31
Noting But Posters.
Noting But Posting.

If you brew beer, or make bicycles, or anything that sells all the year round, the next eight months are the best of all the year for billposting.

FIRST, get your posters—get good posters, the best posters that can be made. I want to make your posters. The manager of the Memphis Billposting Co., writes me on March 8, as follows: "Our foreman, who has had many years' experience, says that the posters we had from you during the fall and winter, were the most lasting posters he has ever handled, and that they stand bad weather better than any paper he has ever posted.

That's what a good judge of posters, from a practical standpoint, says of my posters. That's the kind of posters I propose to make for you.

The above is a reproduction of a 16-sheet poster, size nearly 9 1/2 feet high, and nearly 14 feet wide. I will design, engrave, lithograph, and print for you, a 16-sheet poster in four colors, in small quantities, at about 60 cents each, and in orders of 100, at 40 cents each. I also make wood block and type posters at lowest prices.

My EVERLASTING Oil Cloth and Muslin Posters are made in one piece) as large as 5 feet high by 44 inches wide, at a cost of about 20 cents each. Small "slip" sizes as low as one cent each. "Nail them onto your customers' stores, or mail them into barns and fences everywhere. I'll attend to the nailing if you wish.

BUT WHAT I MOST STRONGLY SOLICIT IS YOUR BILLPOSTING—ALL YOUR BILLPOSTING. I place billposting with the best billposters in every city, town and village in America, at their regular rates, and save you all the annoyance of correspondence and shipping.

PLACE YOUR ENTIRE ORDER WITH THE LONG-DISTANCE BILLPOSTER,
Sam W. Hoke, 251 Fifth Avenue (28th St.),
New York.