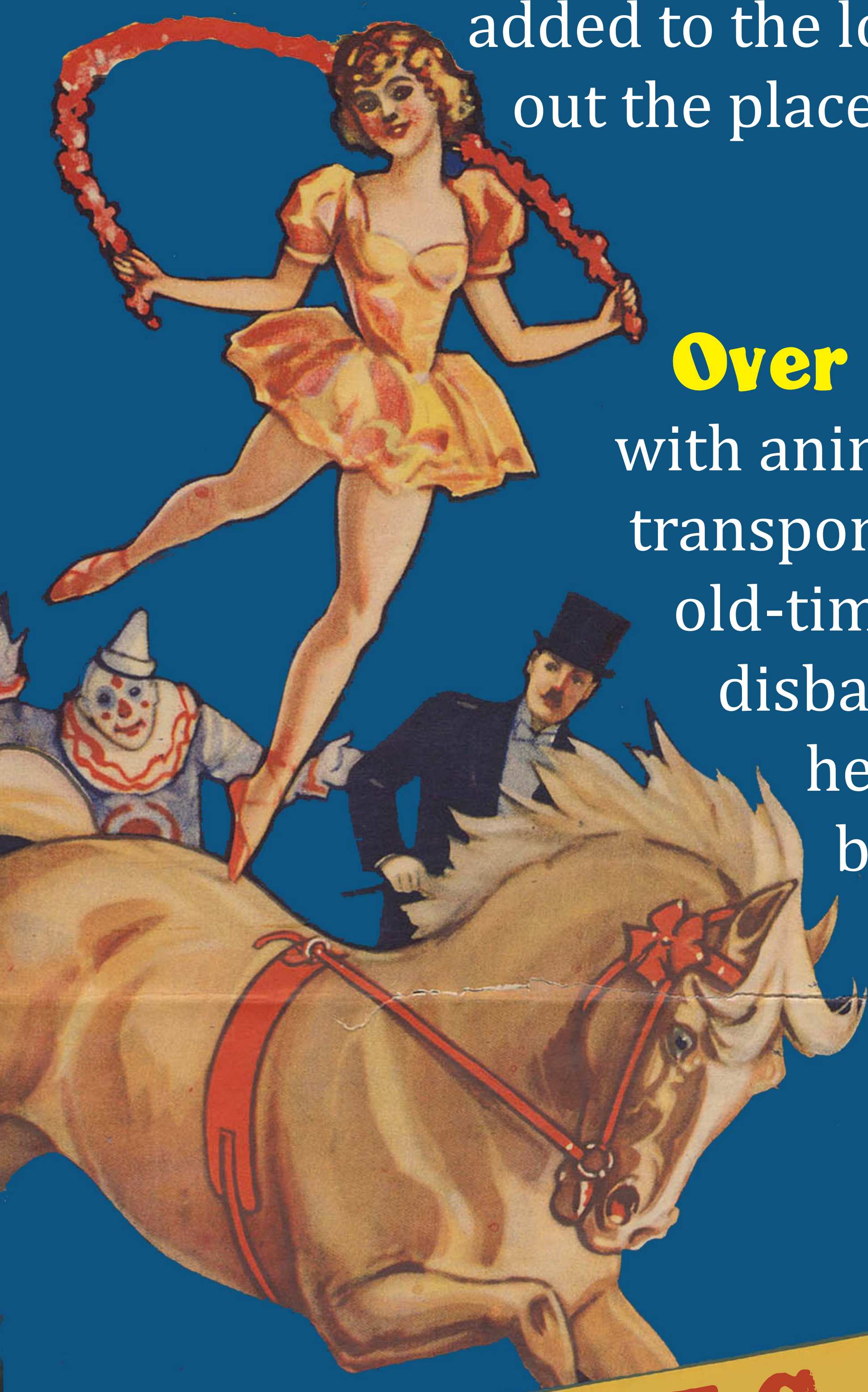




Positively the Most Amusing and Instructive Exhibition that Travels Under Canvas!

Circuses practically invented over-the-Big-Top promotion. Posters were the key. A few weeks before a circus arrived in town, advance men appeared on the scene to spread the word. They plastered thousands of posters on fences and buildings, in store windows and market squares. Most posters were pre-printed by such companies as the Neal Walters Poster Corporation in Arkansas, and shipped to wherever the circus was headed. "Date Tags" would be added to the lower edge of the posters to call out the place, date, and time.



Over the last fifty years, with animal rights activism and rising transportation costs, all but a handful of old-time traveling circuses have disbanded. Yet just as in their heyday, circus posters remain both calling card and memory—the first and last view of the day the circus came to town.

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