THE BILLBOARD
JULY NUMBER
98
ONE TONGUE.
ONE PURPOSE.
CIVILIZATION—FREEDOM—PEACE.
The Best Results of all the Year;  
vs.  

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,*^

While good all the year round, is specially valuable in the Summer, when the people are on the streets, when they are in no hurry, when they have time to read the posters—(if time were needed); when they have no inclination to read the papers. All the time is a good time, but right NOW is absolutely the BEST time.

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

Sam. W. Hoke's dealings with the billposters of America are of such a nature as to assure the advertiser of absolutely correct service at all times; he is known as insisting upon full value, prompt renewals, best locations, and every sheet where listed; AND, he is KNOWN as prompt pay.

Sam W. Hoke

Long-Distance Billposter,  
251 Fifth Avenue,  
1 East 28th St., NEW YORK  

Phone 2074-38
POSTERS IN 3800 B.C.

Rulers of the 12th and 13th Dynasties of Egypt have been recently discovered to have had billboards. This is the first time such a discovery has been made. The billboards were found in the ruins of ancient Egyptian cities.

Excerpts from an ancient papyrus:

"In the time of the Pharaohs, billboards were used to advertise events. They were written on papyrus and placed in public places."
BOYS WORK.

Would be a scolding idea to frame the distribu-
tion of ballots, direct, dodge, and other 
the technical methods of distributing. Of 
the ballot, a lot of brains are required, 
also, housewives. It is necessary to 
chances as to who will win the 
vote. We have just come to the 
point where we are making new 
contacts, and it is necessary to 
the campaign.

W. H. Brown, manager for Harry Munroe, 
will have a large share of the ballots, 
and Mr. Brown has been working 
hard for that purpose. He is very 
active, and we are sure he will win 
the election.

W. H. Brown, St. Louis, M. C.
St. Louis, Mo., June 11.

If the distributers can do their work, 
there will be little trouble in handling this ballot-
ating process.

Secretary Bihlmeyer is very busy now 
and has had a lot of trouble with the 
ballots, but he has handled them well. We 
are sure he will be able to do it again.

P. M. Harshbarger, St. Louis, Mo.
St. Louis, Mo., June 11.

The following is a fair sample of the 
letters that we have received from various 
distributers. They are writing in 
response to the letters of the 
St. Louis distributers:

G. C. Brown, St. Louis, Mo.
St. Louis, Mo., June 12.

Dear Sir—We are in receipt of your kind 
letter of June 12th, and have at once 
forwarded your letter to our 
representative in St. Louis. We 
are glad to hear from you, and 
will do all we can to assist 
you.

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THE BILLBOARD

GOSHEN, IND.

(Special Correspondence)

The news is coming over the wire that Mr. Charles Kranz, our popular city bill poster, and Mrs. Blanche Roosevelt, the charming young lady, were married in Elkhart on Easter Sunday by the Presbyterian minister in the city. They have been friends for some time but both friends of the period writing the correspondence and any and all information, the terms of friends of Elkhart and other cities, congratulated them and wished them a long and prosperous journey through life.

BECAME INSANE.

George Miller, the Columbus Billposter, Lona His Mind.

One of the best-known men in Columbus is George Miller, one of the first of Miller Brothers, the old bill poster. For many years he has been doing, and doing, because of his mental condition. He has been committed to the State Hospital and has never left it since then. The details of the case are not in the papers, but it is known that Miller has been in an institutions for many years and has never left it since then. Miller is known to be in control of his mind, and is at liberty until his mind is restored, and his friends hope for the best.

WORCESTER.

(Special Correspondence)

For nearly a year past people have been living in the United States on the theory that certain habits and systems of thinking and working are superior to others. The belief in this theory is now spreading rapidly. The people of Worcester, Mass., are in the thick of the battle, and the city is becoming a center of discussion on this subject.

The meeting was held in the old schoolhouse, and was attended by a large number of people. The discussion was opened by Mr. John T. Smith, who said that the subject of the meeting was the education of the people. He said that he believed that the education of the people was the key to the success of the country.

The meeting was well attended and was well received. The subject of the meeting was discussed in detail, and many points were brought out. The meeting was adjourned at 9 o'clock p. m., and was attended by a large number of people.

CHICAGO.

The following is from the Chicago Tribune:

"Bill posters who are "in" the market received the following news by a fast messenger: It is said that the Commercial Bill Poster in Chicago has been purchased by a firm of business men, and that it is to be sold for $10,000. The report is confirmed by a reliable source. The new owners intend to carry on the business as usual, and to make changes only in the name of the firm.

"BLOOMERS ON THE AD.

"Mailed notices that women who drink water must have it after putting on some clothes. A Los Angeles newspaper says that many women and men who drink water must have it after putting on some clothes. The notices are put up in public places, and are accompanied by a copy of the notice."
Some Advertising Does Not Pay.

BY SAM W. HOKE

"Advertising doesn't pay," says the occasional advertisement. "We put out some posters in Cincinnati, Hamilton and Dayton last year, and sales didn't increase five per cent.

I say Cincinnati, Hamilton and Dayton because they are not the towns named, and because the post man is easy to name as they are other towns.

I inquired very fully into this case, which is the case of all advertising. I found that these people did put last year, for one single month, in three towns, far the poster, and while it was out the worst. It certainly was far from the best poster ever made. The month of the posting was March, and it happened that rain fell continually during the month. In the towns posted, the paper used on the poster was not soaked; and, as soon as it got moist it was practically unreadable, and the poster underneath showing through.

It was, therefore, no fair test.

But the very results immediately obtained results on a single month's bill-posting, or advertising, were always easy to be discounted; and if it were not so, the advertising field would be full to overflowing with posters in every corner and room for all. The very fact that the cheaply produced or short-lived advertising scores the majority of beginners, is one of the advertising dons per the man with a stick.

The people who buy the little flaps, notices, and bill-posters, you ask them once to do something new, to try some new thing, and they jump at the suggestion. Any minor Paukert was a luxury and merry officer, and yet it is possible we would to-day be fighting Spain with wooden ships and gun-powder, had not the great gunners' men brought to us the new invention of the poster. At the very beginning of this art, he was rare and precious, and his names are found in every town before August last, as they claim.

E. C. Armus, representing the Ex-Miles Market Co. of Chicago, was a "bill-board" editor early in March. He had just finished a tour of inspection of Oregon and Idaho, and came to Chicago to supervise the arrival of all A. of A. men in the advertising business. He was early joined by the manager of a number of the largest advertising agencis.

141 South, Ark. is to be reckoned. May the public use a poster in praise and protection in a first-class service in the future.

BRENS

BOILED DOWN.

At the recent convention of the Peaceful Posters Association, a dinner was given which was a very pleasant and successful event in the advertising world.

Mr. L. D. McNeil, the city bill-posting, is presenting a unique advertising scheme.

May the public use a poster in praise and protection in a first-class service in the future.

The Board of Aldermen of Rochester, N. Y., have enacted a law requiring all advertising to be printed in a manner visible from the street.

Mr. Frank L. Stone, the advertising agent of the Portland Post-Telegram, is making a move in the direction of the advertisement of his success, and is working hard to get the bills into the hands of the subscribers. The advertisement is in the following:

The Portland Post-Telegram, a weekly newspaper, is now being published in the city of Portland, Oregon. The management of the newspaper is in the hands of Messrs. J. T. and J. W. Brown, who are the proprietors.

May the public use a poster in praise and protection in a first-class service in the future.
THE BILLBOARD.

A Sign Painter Strikes It Rich.

By R. Fitzgerald, One of Here's Indians at Dawson City, Makes a Big Stake—Interesting Letter to His Former Employer.

We are indebted to Mr. C. C. Hough, of Dawson, Yukon, for a letter letter from the gold fields of Alaska. Mr. Hough is a man of great ability, and has achieved a marked success. His letter contains interesting details of his experiences in the North, and is not in the least minute.

The letter begins:

March 30th, 1908.

Mr. C. C. Hough, New York City.

I have just received your letter dated September 1st. I was interested to see that you are still in the sign-painting business, as I was when we were in the same trade. I am glad to hear that you have been successful.

We left Dawson City, Alaska, on September 30th, after spending a few months in the gold rush. We had come to stay here for about a year, as we believed it to be a great mining center. We were successful in our business, and made a good profit. We then decided to go to Dawson City, where we found a great deal of mining going on. We spent the winter there, and made a fortune. We then returned to Dawson City, where we found the mining industry still in full swing. We stayed there for three months, and then returned to New York, where we were successful in our business.

We are now in the sign-painting business, and are doing a good trade.

Yours truly,

C. C. Hough.
Prowling Frudes Again.

Legs of Planes Must Be Covered.

Valdosta, City, has determined it, from the results of the first experiment, the entire party of fifteen men in the future to be lights in the Wetmore "barometer" pinion with a paper.

The bars are now and of course rised in a new public demonstration of a new and successful method of raising betwixt two and a thousand men. The birds have been united as a parson's porter.

Allegedly, the birds, in order to keep up the面上's name, are being advertised as a pick-up for the clerical work.

The Central Ohio Post is the headquarters of the Ohio Post for the time being.

B. W. Jackson Co., Publishers, 145 West Main St.

The Queen City Sign Co., advertisers "Artistic Cycles."
To the Editor—

I am a keen student of the billboards as you are, and am glad to see your letter in the newspaper. I am writing to you in hopes that you may be able to help me with a problem I am facing.

I have been managing a billboard company for a few years now, and I have noticed that the profits have been decreasing over the past few months. I have tried different strategies, but nothing seems to work. I am at a loss as to what to do next.

I would appreciate any advice or suggestions you might have. Thank you for your time.

Sincerely,

[Signature]

[Name]
LOOKS LIKE LOWDEN.

A Tremendous Vote Pollled During June—The Contest Has Now Narrowed Down to a Race Between Monk, Schaefer, Leonard and Lowden—This Is the Last Contest. The Polls Close Saturday, July 9.

The voting contest has been a triumph. Interest has steadily increased from the day it was inaugurated. During June it mounted to such a high pitch that the general enthusiasm of the voting citizens has been reflected in the number of votes cast. Some voters have even been5d to cast more than one vote for a candidate who has received only a few votes.

The vote on Saturday will be the last of the month. The candidates are now in the final stages of their campaigns. Schaefer, Leonard, and Lowden have been the most active in the last few days, while Monk has been trying to catch up with them.

Those who have not cast their votes yet should do so on Saturday. The result will be announced at the polls.

JULY 9, 1906.

Where are all of our anti-British Jingo's? In all America there is not one to be found. They have disappeared like frost beneath a summer sun. The two leading nations of the world are fraternizing like old chums. Is it not strange that this alliance did not occur years ago? The logic of conditions warranted it ten years since. Thinking men have pointed to this fact for a decade, but all their arguments have been set at naught by the frothy vapourings of a few light-weight politicians and prejudiced newspaper habitants.

Then came the war, and with it a hearty British cheer for America's hours in blue— and it was all over. Verily, our ends are shaped by our emotions. The heart accomplishes in a few minutes what the head has struggled for years to bring about.

Among the crafts, the bill posters of America will be the first to take steps to cement the friendship. They will this month send an ambassador to their cousins across the water. He will be the bearer of a message of esteem and good will. He will carry with him greetings from the bill poste- ers of America to their cousins over the sea.

He has not been chosen as yet, but whoever he is to be he will be honored. He will be chosen as the oldest, the best dressed poster of America. He will be the man most fitted to represent American bill posters abroad.

It will be an honor—an honor such as seldom falls to a man twice—and it must indeed be the most popular bill poster in America at the present time. It is July 9, of conventions. The third annual meeting of the Inter- national Association of Distributors is, perhaps the one in which the greatest interest centers. If we may believe the many letters received daily, there is great public interest in the event, and many are already planning a trip to Chicago to see the proceedings. The Association has laid to rest for all time the idea of a great convention and is strictly a business meeting.

The only objection heard to either Don- nely, Allen or Robinson is that in New York alone. The Association has had enough of New York to last them for just about an even thousand years.

The A. P. Convention at Buffalo will also be well attended. The officers of this organization have marked out a most profligate amount of work for the three days, and if the delegates succeed in getting through with it, they will have to work like beavers.

There must needs be sessions morn- ing, afternoon and night, and even then it is likely that a fourth and even a fifth day will be required in order to complete the programme.

A complete revision of the constitution and by-laws, a long debate on the question of agent's commissions and an eminent dispute over Louisville, Muskeg and Worcester are only a few of the many things that will con- cern the attention of the delegates.

Frictions between the cities and towns may also cause the latter to succeed in organizing and agreeing upon a leader.

There is hard work and plenty of it looming up at Buffalo.

Considerable interest is manifested in the proposed association of Amer- ican sign painters. We have received letters from all over the country re- garding the matter, but they have al- most all been inquiries. We have been unable to reply to the most of them, for the reason that we do not our- selves know how the movement should be inaugurated.

In the first place, however, some practical sign painters must be the bearers. A committee should be ap- pointed under his supervision and a meeting arranged for.

Much of the preliminary work could be disposed of at this meeting, and, be- side, the general scope and plan of organization could be considered.

Who will take the initiative? The work will be arduous, but the reward will be great. Who will lead?
MICHIGAN.

Fair Department

TEXAS.

The Citizens of Dallas Should Offer Special Stakes or Prizes—Some Interesting Statistics.

"What about the special attractions for the fair?" inquired a "Billboard" correspondent of T. C. Oebel, Vice-President and Director of the Texas Department. "Regardless, he said, expressing appreciation of the fair's splendid program, "I am convinced that the fair authorities have done a wonderful job in the arrangement of the agricultural exposition and that an admirable program of scientific and industrial exhibits.

The fair program, which is usually the most attractive feature of all, was developed by the citizens of Dallas, who are highly regarded for their agricultural and horticultural wealth.

The fair will be held from September 21 to October 4, and it is expected to be a most interesting event for those interested in agriculture and horticulture.

The following letter from the Secretary of Agriculture of Iowa.

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JOHN GUILD MURIEL.

In this issue we publish a portrait of John Guild Muriel, the well-known and beloved Fair of Trenton, N. J. There is no more popular fair than this one, and Mr. Muriel, and the great success of the fair, is due to his own personal influence, as an active and efficient promoter.

The fair is celebrated by the citizens of Trenton, N. J., and is attended by a large number of visitors from all parts of the country.

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MINNESOTA.

Locomotive Collision Will Probably Be a

There is a possibility that a head-on collision will occur at some time before a train under the charge of a certain Mr. H. Hopkins and another, all of whom were killed in the crash. The train was stopped by the accident and the two were left on the tracks for an hour or two before they were removed.

KENTUCKY.

Kentucky Fair.

The Louisville and Jefferson County Agricultural Fair was held this week with the usual success. The fair was opened on the 1st of August, and the exhibits were of the usual high standard. The general contest resulted in a large number of awards being given. The fair closed on the 10th of August, and the exhibits were removed.

WAshINGTON.

Wisconsin.

Recessions Will Restore Grounds to the

The State Board of Agriculture came to Wisconsin on the 1st of August to see the condition of the state's agricultural exhibits. The board was pleased with the condition of the exhibits and the way they were arranged. The fair was opened on the 1st of August and closed on the 10th of August.

LOUISIANA.

Louisiana Typewriter

The Shreveport Fair has been greatly improved this year and is to be greatly enjoyed. The exhibits are of the usual high standard and the fair is well attended.

INDIANA.

Indiana Fair.

The Indiana State Fair was held in Indianapolis this week. The exhibits were of the usual high standard and the fair was well attended.

OHIO.

Ohio Fair.

Ohio State Fair.

The Ohio State Fair was held in Columbus this week. The exhibits were of the usual high standard and the fair was well attended.

MAINE.

Maine Fair.

The Maine State Fair was held in Portland this week. The exhibits were of the usual high standard and the fair was well attended.

THE STATE FAIR.

(From Our Regular Correspondent.)

THE LARGEST BILLPOSTER IN ST. LOUIS.

C. T. Williams, 519 Walnut Street, St. Louis, is the largest billposter in St. Louis. He has been in business for 20 years and has a large number of customers. He is known for his skill in putting up billboards and his work is of the highest standard.

THE BILLPOSTER.

Billposters are in demand and C. T. Williams is the largest in St. Louis. He has a large number of customers and his work is of the highest standard.

The New York State Fair is held in Syracuse, N.Y., this year. The fair is well attended and the exhibits are of the usual high standard.

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SEE
Bill Posting,
Distributing,
Tacking,
Sampling,
and Publicity.
Contractors for the Universe.

THE MONK INTRODUCTION CO.,

Main Office,

PEORIA, ILLS.

"You are losing money if you don't write him."
as successful, well done, remunerative advertising."

...
THE BILLBOARD.

NEWBERN—Annual Exhibition of Shot Car,".il Fair, System and Industrial Art, Apr. 29 to May Mor., 1917, at Newber

NORTH DAKOTA.


Ohio.


NEWARK.—Annual Exhibition of Shot Car,".il Fair, System and Industrial Art, Apr. 29 to May Mor., 1917, at Newber


ATA-Fair, System and Industrial Art, Apr. 29 to May Mor., 1917, at Newber


COLUMBUS.—Columbus Agricultural Society, Sept. 17, at Columbus. D. C. Farnam, pres.; J. E. Frenn, secy.


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Oklahoma

Guthrie—The Oklahoma State Fair Association, Oct. 17 to 20.

Kingfisher—Lawrence County Agricultural Society, Oct. 4.

Lawton—Lawrence County Agricultural Society, Oct. 4-6. T. F. Crow, gen. secy.; W. H. Green, prov. secy.


Norman—Oklahoma County Agricultural Society, Oct. 6-8. D. P. Oats, gen. secy.; W. H. Green, prov. secy.


PENNSYLVANIA

Allegheny-Allegheny Fair, Sept. 17 to 19.


Dayton—Dayton Agricultural and Mechanical Society, Oct. 16 to 18.


INDIANA

Indianapolis—Indiana State Agricultural Society, Oct. 16 to 18. H. C. Grady, gen. secy.; C. W. H. Williams, prov. secy.

INDIANA COUNTY—Indiana County Agricultural Association, Oct. 16 to 18.

KENTUCKY


LOUISIANA


MEXICO

Mexicali—Mexicali Fair Association, Oct. 4-6. T. A. Beardsley, gen. secy.


D.C. HUMPHRYS—manufacturer of

flags and celebration goods

1227 Market Street, Philadelphia, Pa.

Telephone 58-24A

Special Bargains in Flags.

——Manufacturer of

flags and celebration goods

1227 Market Street, Philadelphia, Pa.

Telephone 58-24A

When you want Omaha, Neb., distributed, employ the most reliable distributors. We are registered with the Postmaster and Peddler's Lists.

BE PATRIOTIC!

SPECIAL BARGAINS IN FLAGS.

When you want Omaha, Neb., distributed, employ the most reliable distributors. We are registered with the Postmaster and Peddler's Lists.

When you want Omaha, Neb., distributed, employ the most reliable distributors. We are registered with the Postmaster and Peddler's Lists.

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The Billboard

Races.

ALEXANDRIA, VA.-International Trotting Match Association, July 15 to 17.
ANNANDALE, N. J.-State Trotting Association, July 11 to 12.
MILWAUKEE, WIS.--Convention of United Telephone, Aug. 21 to 23.


OMAHA, NEB.--Licensed Poster and Distributors. Oct. 5.

OMAHA, NEB.--Ladies and United Leagues. Oct. 5.


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President Reid will call the Convention to order at 10:00 A.M., sharp, on Tuesday, the 19th, and all delegates are requested to govern themselves accordingly.

Respectfully submitted,

W. H. STEINBRENNER, Sec'y.
**John T. Williams**

Member of the International Association of Distributors.

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