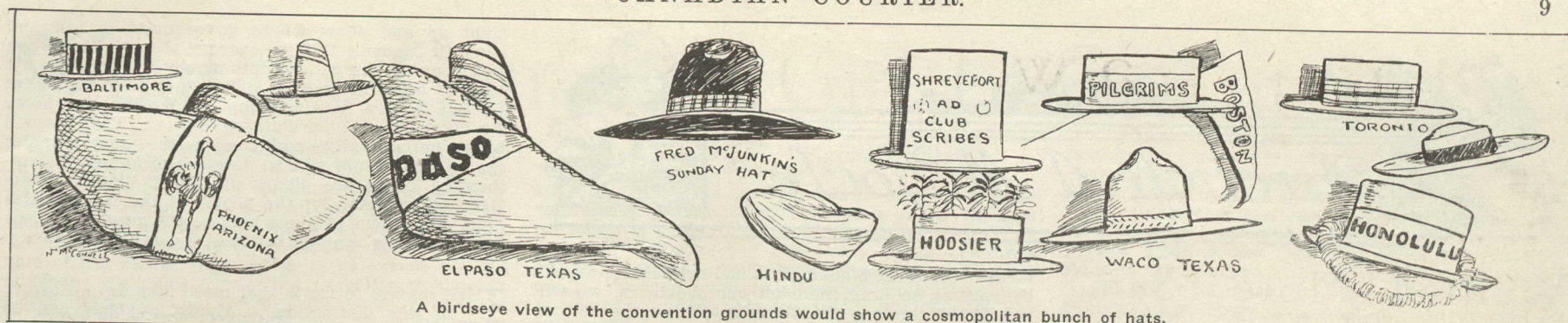




A birdseye view of the convention grounds would show a cosmopolitan bunch of hats.

An Army of Ad-Men

Which Invaded Toronto to Hold There the Annual Convention of the Associated Ad Clubs

By HUGH S. EAYRS

FROM Halifax to Edmonton, on the one side of the line, and from New York to San Diego on the other, came the delegates to the convention of the Associated Advertising Clubs of America. When they went away again, they were to meet next year as the Associated Advertising Clubs of the World.

During the five days they spent in Toronto, these three thousand-odd ad men and their wives attended between them something like one hundred and sixty different sessions or meetings, and heard a like number of addresses, besides an infinite deal of discussion. Thus the main purpose of the meeting would seem to have been attained. The profession of advertising was looked at from every possible point of view. Ideas were exchanged and interchanged.

For instance, the men from Waco, down in Texas, are engaged upon the advertising of some product that is to

motto, the single word, "TRUTH." The creed of the advertising man in America, adopted at the Baltimore Convention last year, starts off: "We believe in Truth, the cornerstone of all honourable and successful business, and we pledge ourselves each to one and one to all to make this the foundation of our dealings, to the end that our mutual relations may become still more harmonious and efficient. We believe in Truth, not only in the printed word, but in every phase of business connected with the creation, publication and dissemination of advertising."

first time the annual convention was held outside the United States. On this occasion the A. A. C. of A. is advertising Canada. No more subtle compliment could have been paid to the British Empire. The American is hard-headed.



Fred McJunkin, the Ad-men's comedian.



British and German delegates.



After the farewell session.

be distributed from coast to coast. They want some idea of conditions in parts of the continent, other than the hundred miles round Waco. They get it by meeting the man from Chicago, the man from Edmonton, the man from New York, the man from Toronto, and the men from every other district on the continent once a year, in convention. One man's difficulty is another man's ease, and vice versa. It is good to have an annual conference. The religious world is better for its assemblies, its May meetings, and its sessions. Why not the business world?

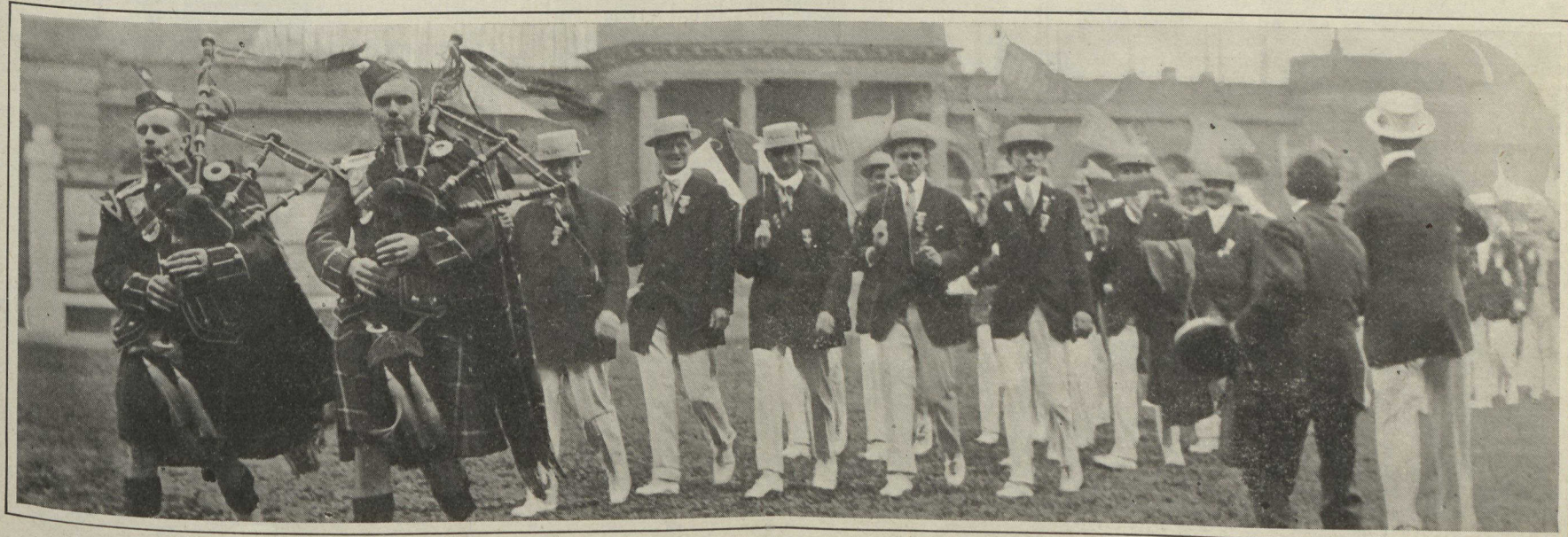
SIGNIFICANT it was that the advertising men began their deliberations on Sunday, and began them in church. In twelve churches in Toronto, a dozen of the best and most expert advertising men in America got up and preached to their fellows and to the people of Toronto. And these lay preachers did not turn the church into a lecture theatre. They did not simply give addresses. They preached their code. In the official programme of the sessions, right at the front is a page headed, "What We Live By," and there follows a list of principles. For two or three years now the A. A. C. of A. has had for its

It was fitting that the advertising men should hold their truth congress this year at Toronto, a British city which enjoys cordial and valuable relations with the United States. It is one hundred years since peace was made between the British Empire and the United States of America. To quote Dr. J. A. Macdonald, in his speech on Sunday, "The greatest achievement which North America can show the world is an international boundary line between two nations across which in one hundred years neither nation ever once moved a hostile army or fired a hostile gun." By their choice of Toronto as their common meeting-place this year, the advertising men, most of whom are Yankees, imply their recognition of the importance of Toronto, of Canada, and of the British Empire as a whole. For the

For years he has been quietly seizing the opportunities to "get in" on Canadian investment. He saw a country to the north of his own which would have a development even greater than that of the United States. He got hold of the fact which Sir Wilfrid Laurier enunciated: that the nineteenth century was America's; but the twentieth century is Canada's. His money has been pouring over our borders, into our farm lands and our cities. There has been a constant invasion of Canada by America, resulting in mutual benefit of no little account. The United States, having spied out Canada and seen that it is good, is prepared to advertise the fact, and it starts out by holding a convention here of men whose sole business is expert advertising. Bringing this congress to Canada in 1914 has internationalized it in North America. It is the outward and visible sign that the ad men of the United States take Canada in on an equal basis. That is what the executive intended to show. But their larger, if unconscious mission has been to advertise Canada as a country supremely worth advertising.

The first result has been to show the ad men themselves.

(Concluded on page 15.)



The Boston Pilgrims, numbering 138, looked swaggar in white pants and dark blue coats, with bright blue streamers.