Senate Reading Rooms
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The Ad Men's World

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Hundred Years' Peace Celebrated by Ad Men At Monster Gathering

Massey Hall Was the Scene of a Remarkable Demonstration When Mendelssohn Choir Sang and Speakers Told of North America's Great Achievement.

Massey Hall on Sunday afternoon was the scene of a remarkable demonstration significant of one hundred years of peace between the United States and Canada as exemplified by the Associated Advertising Clubs of America in an international gathering. More than one-half of the three thousand people who filled the auditorium were Americans, the delegations from various cities in the United States occupying blocks of seats, with President Woodhead, official head of the organization, and the executive committee, sitting in the centre of the balcony. Preceding the speeches, the 48th Highlanders Band rendered a short program in which the "Star Spangled Banner" evoked tumultuous applause, while the entire audience stood. Toronto's far-famed Mendelssohn Choir was on the platform in its full strength of two hundred voices, with Dr. A. S. Vogt at the conductor's desk. They sang three selections, including Lotti's "Crucifixus," and a setting of Psalm CXXXVII. Lieut.-Governor Sir John Gibson acted as chairman and introduced Sir Edmund Walker and Dr. J. A. Macdonald. The sentiments expressed by both speakers brought forth frequent emphatic demonstrations of approval.

PEACE WILL LAST FOREVER IN AMERICA

"We Should Write in Gold Letters on the Pages of History," Says Sir Edmund Walker, "That War is No Longer Possible and Peace is Established."

"One hundred years of peace," said Sir Edmund Walker, "will mean very little unless we write in large gold letters in the pages of history that war is no longer possible, and that peace has been established as an enduring thing that will last forever. We will celebrate this great achievement of the United States and Canada early next year, but there will be no virtue in the celebration unless we propose to repeat it. The most outstanding feature of the centenary is the lesson which it teaches. It is a lesson which should be taught to the coming generations. We should get at the children in the schools, so that these children when they grow up will be imbued with the idea that there will be no war between the countries, that war is an impossibility, an absurdity.

Canada's Century.

"There surely is a great truth," he said, "in the saying that if the 19th century belonged to the United States the 20th century belongs to Canada. At the Treaty of Ghent the English-speaking people in the whole world were only 27 to 30 millions, and if you take out the Irish and Highland-Scotch, who couldn't speak English, there would only have been around 25 millions. Now there are 150 to 160 million people speaking the English tongue. But more than this, the people included in the British Empire and the United States are about 500 millions. This one hundred years of peace has been a wonderful period. The loss of the United States to Great Britain gave us a friend and created the British Empire. Peace between the greatest empire and the greatest republic in the world has made these two governments leaders of the world in civilization, in industry, in social and moral reform, and leaders, as Kipling says, in conserving the white man's burden."

ONE THING MORE THAT AMERICA MUST DO

"Nations of America," Says Dr. J. A. Macdonald, "Must Bring All Their Peoples to Freedom of Mind, Purpose and Service, and Always Cherish the Sentiment."

Speaking on "North America's Greatest Achievement," Dr. J. A. Macdonald delivered a forceful address. This great achievement, naturally, was the maintenance of peace between the United States and Canada for 100 years. Dr. Macdonald said in part: Oose thing more North America must do. By the peace they have achieved, the nations of America must bring their peoples, all of them, into the larger freedom, the freedom of the mind, the freedom of purpose, the freedom of service. Let us cherish the sentiment, let us cultivate the habit and let us do the works which make for peace. Let us build our international bridges, cast up our international highways, and make them wide and strong and free. By every mile of our unmenaced boundary, by every year of our peaceful century, by the greatest achievement of our nations, let the disproved and barbarous maxim of war nations, "In peace prepare for war," be answered and silenced forever. North America's greatest achievement is free sationalism, and a century of civilized internationalism. North America's greatest mesage to the world, the message of her schools and churches and halls of legislation, the unwavering mesage of this unique international convestion of business publicity is this: In Peace prepare for more Peace.

DIED FROM COLT'S KICK.

ST. CATHARINES, Ont., June 21.—John McIver Robinson, 33, an unmarried Scotchman died today from a kick from a five weeks old colt. He was kicked in the stomach by both its hind feet when he was driving it thru a gate, and he struck it with his hat.

Ad Men! Here's Your Paper!

The Toronto World extends a hearty welcome to every delegate to the Convention of the Associated Advertising Clubs of America.

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The Toronto World office is at the disposal of every delegate, any time during the day or night—"The World never sleeps."

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The Toronto World will issue, every day during the convention, "The Ad Men's World." It is your paper. The four outside pages will be devoted to news and photographs of the convention. Everything will be covered.

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The Toronto World, if filed away, will give you a complete record of the doings of the biggest convention ever held by the Associated Advertising Clubs of America. Keep the four outside pages.

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The Toronto World will be delivered to every delegate during the next four days. If you don't get yours, call at The World Office, downtown, or at the Exhibition grounds, and get one. It is your paper, and you are entitled to it. Moreover, you will need it.

BOOSTING FOR SAN FRANCISCO

Louis A. Colton, president of the San Francisco Ad Club.

EVERYBODY NOW IS A BOOSTER

By the discharging of guns and by street parades delegations from the different cities in the United States to the convention stormed Toronto all day Sunday. As soon as the Texas delegation stepped from their train the Union Station echoed with reports of their guns.

Several delegations visited The World office last night dressed in regalia which "spoke" the place of their residence. A large number of Cincinnatti ladies and gentlemen marched into The World editorial rooms, circled the editors desk and sang songs of their native city. Each member carried a large white umbrella with Cincinnatti stamped on it in large black letters. The Shreveport delegation also visited The World office and talked of their famous oil wells and cotton industry.

TORONTO OWNED BY DELEGATES

The spirit of "boost" and good-fellowship is abroad in Toronto. With the advent of the various ad club delegates from all part of the continent, the lobbies of the downtown hotels have presented sights never before witnessed in Toronto.

Visitors from all points of the compass clasped hands, slapped one another's backs and joined in loudly singing ingenious songs extoling the virtues of their particular state or city.

Much excitement was caused by the triumphal entrance into the King Edward of the boys from Texas, headed by the El Paso Ad Club's prize burros, El Paso Jack and baby Jack. The two Jacks behaved themselves with dignity and decorum and submitted to the caresses and petting of the ladies like perfect gentlemen. Little Jack displayed the utmost good temper even while being carried about the rotunda in the arms of a stalwart Texan, and intreduced to the delegates from the other states.

Bedecked with badges and wearing wonderful and awful head gear the visitors formed over-flow meetings on the street corners and exchanged mementos and souvenirs.

Even the dignity of the law was forced to unbend, and a noble guardian of the peace, decorated with a huge grass sombrero, bore witness to the fact that the police are only human after all.

SEAL FOR TRUTH IS SPREADING TO ALL ADS

Convention Will Be Asked to Ratify Proposal to Levy Toll on "Truth Seal Ads"—Bridgeport and Minneapolis Clubs Active in Propaganda for Honest Ads.

One of the most vital questions for decision by the Convention of the Associated Advertising Clubs of America which opens today is the policy which the delegates are to adopt with regard to the use of the "Truth" seal as a guarantee of honesty in advertisements.

The point at issue is as to whether or not the convention will ratify a proposal now partially endorsed by the executive committee to levy a toll on users of the seal, that is to ask advertisers who conform with the requirements of the seal to pay a fee.

The matter was tentatively discussed at Saturday's executive meeting to which the Phelan bros., C. A. and J. E. of The Bridgeport Herald, Bridgeport, Conn., were invited. The Phelans and the Publicity Club of Bridgeport oppose the levying of a fee and favor making the truth seal an absolutely free proposition, open to all and without charge.

Advertisers Come In.

By their plan, the advertiser signs an agreement or pledge not to use or permit the use of any fraudulent or misleading statement in any advertisement, and guarantees the truth of all statements made. Working on this basis, they have in their own town lined up 70 per cent. of the advertisers since March, when the scheme was started.

The Minneapolic Advertising Forum, Mac Martin, president, which also takes an active interest in the reform of advertising methods, has adopted a different plan. They have established a "Bureau of Fair Competition," in charge of a salaried secretary, to which any person is entitled to apply and have the bona fides of any desired advertisement investigated in the same manner as a credit rating agency would do it. This "vigilance work," as it is called, has been instrumental in lining up 65 per cent. of the Minneapolis advertisers, who co-operate in the movement.

The Fort Worth Club has also been carrying on the truth propaganda, and it is likely that they will have suggestions to submit when the matter comes up for discussion.

DELEGATES HERE FOR OPENING SESSION

When President Woodhead Calls the Convention to Order This Morning, Five Thousand of the Livest Wires in the World Will Be on Hand for Business.

The influx of ad men into Toronto which began Saturday continued thru out yesterday. Almost every inbound train which arrived at Union Station during the day bore delegates to the big convention of the Associated Advertising Clubs of America, which convenes this morning in the Transportation building on the exhibition grounds. At a late hour last night an announcement made at the local ad club's headquarters, 104 Yonge street, estimated the total number of delegates in the city at more than 3,000. Many more are expected to arrive early today.

Hotels in all parts of the city were crowded to their capacities at midnight. The work of the reception committee of local ad men was commented upon favorably by many of the visiting ad men last night. The fact that many delegates were accompanied by their wives and daughters caused some difficulty in the securing of accommodations. Most of the difficulties were overcome, however, as the reception and hotel committees had arranged with many private homes to care for families, while smaller hotels and the Y. M. C. A. cared for the delegates themselves.

Sunday's Arrivals.

The first arrivals yesterday morning were the Boston and New York delegates, who were met at the Union Station by local ad men at 7 o'clock At 7.40 the Kalamazoo, Mich., delegation arrived and at 8 o'clock four more large bodies reached the station. These were from Chicago, Elgin, Ill., Denver and Omaha, Neb. The Binghamton, N. Y., delegates arrived at 10.50. These were followed at 12.30 by the Minneapolis men. Many members of delegations from other cities poured into the city in small groups during the morning. Some of these had missed train connections and were stragglers from delegations which arrived Saturday.

Many From Texas.

The largest delegation which arrived yesterday afternoon were from Dalas and Fort Worth, Texas. These with the El Paso and Waco ad men who arrived Saturday make Texas the best state at the convention. The westerners in general attracted considerable attention as they walked about the city yesterday, be- of their dress and cowboy hats. El Paso Jack and his baby brother, which the El Paso Ad Club is giving away, thru The World for the best essay on their city was the object of attention thruout the day.

Delegates from practically every city of importance in Canada and the United States, arrived in large numbers during the remainder of the afternoon and last night. Many others are expected to reach the city early today, among these being the Montreal delegation which will arrive at 7 o'clock this morning.