

The Advertiser's World

WHAT THEY THINK OF THE WORLD

Self Brown of Standard Advertising, Chicago, "The World is a world-beater in handling the news of the ad convention. It is a satisfaction to read the kind of reports which The World has been printing this week. It has someone around the shop with a real nose for real news, and I was delighted to read the account of the 'big stuff' which was pulled off on Tuesday."

WHAT THEY THINK OF THE WORLD

R. L. Bissley, secretary Long Beach, Cal., Chamber of Commerce: "The Toronto World's convention special is the finest example of journalistic enterprise I have ever seen on this continent. It is a great piece of work and is attracting widespread attention."

EIGHTEEN PAGES—TORONTO THURSDAY MORNING JUNE 25 1914—EIGHTEEN PAGES

VOL. XXXIV.—NO. 12,279.

LOS ANGELES WON PRINTERS' INK CUP

Club There Did Most Practical Good in Its Constituency.

WILL CLING TO TROPHY

R. E. Sherman of El Paso Presented With Cup for Oratory.

Los Angeles Ad Club was awarded yesterday the cup offered by Printers' Ink to the advertising club which last year made use of its opportunity to do practical good in its own city. Edmonton, Toledo, El Paso and other cities were named as having done good work, but none so thorough as Los Angeles. "We would rather have this trophy," said one Los Angeles man, "than get the convention or the \$1000 prize, and now let me tell you all your eastern cities will have to come to lift it from the Pacific coast." C. R. Stevenson made the presentation.

Credit for Winners. Los Angeles Club has to its credit the passage of an honest advertising ordinance in that city, educational work among newspaper readers and religious work in the schools. Edmonton's Club scored the greatest single advance, for it is responsible for the passage of an honest advertising bill.

Cup for Oratory. R. E. Sherman, El Paso, the man who the delegates conceded can corral more oratory into five minutes than any other delegate, created such admiration on Tuesday that he was yesterday presented with "the cup for oratory." The surprise was so extreme that before he realized it he had once again launched into an exposition of El Paso's divine advantages which terminated with the declaration that "concrete skyscrapers reached to greet the sun from the spot where once stood abode houses."

MONTREAL WANTS 1918 CONVENTION

Invitation Will Be Extended to Delegates at Today's Session.

Montreal wants the big convention in 1918. At the general session this afternoon a formal invitation will be extended to the delegates to return to Canada for their meetings. Everything has been so satisfactory, and the reception given the delegates in Toronto has been so cordial that the Montreal delegation are firmly convinced that every man and woman will be glad to return to Canada for the convention four years hence.

QUALITY APPEALS TO SOIL-TILLERS

They Are Willing to Pay Fancy Prices, Says Shrewd Retailer.

Without doubt one of the most interesting addresses yesterday was that of H. G. Lirim, a retailer in Charlton, a county seat town of 200 population. First he brought out the fact that the farmer was not only a customer for the better and higher class of goods, but that he was a discriminating buyer and paid the price for a better quality of goods. He showed that in securing this business, it was first necessary to anchor in the minds of his local people the fact that the store was one of service. He also brought out the fact that farmers buy the best quality of underwear and hosiery. They will pay \$2.50 and \$4 for a suit of underwear if they are sure they will get their money's worth. He stated strongly that the farm paper can be made a great aid in helping the manufacturer to get a larger and a better trade.

"He's a Peach," Cried Roger Minard, When El Paso Jack, The First Prize, Was Awarded

Huge Cheering Crowd Saw Mexican Burros Given to Their New Owners—Baby Jack So Forgot Himself as To Wink at Miss Mary Mallon.

Two new citizens were added to the rapidly growing population of Toronto yesterday when El Paso Jack and his little brother, Baby Jack, both of El Paso, Texas, were adopted by two of the Queen City's brightest school children. El Paso Jack will be reared from his brother, as he will in future be cared for by Roger W. Minard, of 183 Wright avenue, while Baby Jack will continue to grow under the tender care of Miss Mary Mallon, 19 Troquels avenue.

Now El Paso Jack and Baby Jack were presented yesterday afternoon by the El Paso Ad Club to these children thru The World, who had conducted the competition for the best essay on the City of El Paso. The presentation was made at the east steps of the transportation building at the Exhibition Grounds yesterday afternoon by R. E. Sherman, chairman of the El Paso delegation, and the youthful orator at the south waxed eloquent in praising the two children and the merits of the two burros. The two burros, who have stood the trials and dangers of the Mexican war,

(Continued on Page 7, Column 4.)

SPECIAL TRAINING FOR THE SALESMEN

Percentage of Failures in Specialty Advertising is Due to Raw Material.

In an address on "The Development of Efficient Salesmen from Inexperienced Material," Leonard S. Cronk, before the specialty advertising meeting in the dairy building yesterday morning, advocated special training for the salesmen. "The percentage of failures in the specialty advertising field is, I believe, as great, if not greater, than in any other lines of advertising sales endeavor," he said. He contrasted the "ginner" method with that of the method of training, sometimes from raw material. The former method is used considerably, he said, although he expressed the opinion that it was not best in the long run. Firms carry on competitions between their salesmen, which, he thought, although it gave the company considerable business for a period, would not last all the time, and a falling off of business must take place.

In reference to training, he said: "To develop efficient salesmen from inexperienced material, and to empower even the experienced to achieve great success, there is urgent need of more technical training in the practical application of advertising specialties, than at present is given the majority of men now assuming the battles of specialty advertising."



CHARLES H. MORALT, President of the Kalamazoo Advertising League.

SPLENDID TALK ON ENGRAVING

Gustav Zeeze of New York Spoke on Important Branch of Advertising.

Addresses of much interest to advertising men who use illustrated copy, were delivered at the session of the department of engraving, yesterday morning.

A clear, if technical description of the making and use of color process plates, was given by Gustav Zeeze, of New York. The making of color reproductions is probably the most interesting branch of the engraving business, and the very idea of the finer points of this important department, that the average man has, was considerably enlarged by the very clear exposition given of the subject.

An address was also given by George Bridgen of Toronto, on giving a square deal to the customer on the price question.

PHOENIX, ARIZONA IS A LIVE TOWN

Its Ad Club is Spreading Loads of Information in Toronto.

Phoenix, Arizona, has a live Ad club. This is shown by the fact that this faraway club of seventeen members has three men in house attendance at all meetings of the big convention. Southern Arizona have been left with many Toronto people, in the form of ostrich eggs, significant of the fact that Arizona boasts of having a majority of all ostriches in captivity other than South Africa. They have there fourteen ostrich farms, with seven thousand specimens, one farm alone having four thousand. This country is one of native places for alfalfa, on which ostriches thrive. It was surprising to many to know that Phoenix has a population of 25,000. Last year building permits exceeded \$1,500,000.

Phoenix is surrounded by one-quarter million acres of irrigated lands watered by the \$12,000,000 famous Roosevelt dam. The Phoenix men are A. G. Dulmage, business manager of The Arizona Gazette; Chas. A. Stauffer, business manager of The Arizona Republican, both papers published in Phoenix, and M. R. Murray, a former Toronto boy.

WINNERS IN THE BURRO COMPETITION



Roger W. Minard, winner of first prize; M. P. Cartock, of El Paso, and Mary Mallon, after the presentation of El Paso Jack and Baby Jack at the big convention yesterday.

FIVE CANDIDATES FOR PRESIDENCY

Frank H. Rowe of Toronto is One of Those in the Field.

The name of William Woodhead of San Francisco, president of the Associated Advertising Clubs of the World, was not submitted in the report of the nominating committee yesterday afternoon on candidates for the presidency of the organization. The following names, to be voted upon by the convention in general session this morning, were submitted: A. E. Chamberlain of Chicago, Ill.; Frank H. Rowe of Toronto, Ont.; A. L. Shuman of Fort Worth, Texas; John Renfrew of Los Angeles, Cal.; Edward J. Shay of Baltimore, Md. The following were nominated to serve on the executive committee: E. T. Meredith of Des Moines, Ia.; W. C. D'Arcy of St. Louis, Mo.; Theodore R. Gerlap of Chicago, Ill.; Herbert S. Houston of New York; William H. Lee, Bridgeport, Conn.

BROKE INTO HOTEL

When Nightwatchman John Ross was making his rounds at Sprinkles Hotel about 11 o'clock last night he found that the cellar door leading from the barroom was open. He called in P. C. Kerr (219), who placed Albert Herbert, no home, under arrest, charged with the theft of several bottles of liquor.

CITIES AND TOWNS ADVERTISE MERITS

Maps and Photographs Striking Feature at Exhibition Grounds.

The Toronto is not the only city making a showing at the Ad Men's Convention. It has the largest and most varied exhibits gathered together across the west end of the government building. An immense map covering the city and many miles of the surrounding country is a centre of interest. Another elaborate display, including a map on a huge scale, is made by the harbor commission. The health department also is featured in booths. Peterboro, Oshawa, London, Hamilton and Whitby are the other places taking advantage of the convention to bring before the visiting ad men the attractions possessed by each. Photographs are the favorite form of illustrating the features, industrial or residential, possessed by each of them. With by alone, other than Toronto, depends almost altogether on maps. The Hydro-Electric Radial Railway from Toronto northwesterly into Tuck and Ontario counties, with the chief terminal at Whitby, and the car ferry from Whitby to Oshawa, N.Y., and the measuring of the distance between Buffalo and Toronto, are clearly shown by maps. Literature in the form of more or less elaborate booklets, folders and leaflets is freely distributed. The representatives in charge of these cities exhibit state that they already are meeting with gratifying responses in thus presenting the claims of their respective communities to the attention of industrial concerns having delegates attending the convention.

THOUSANDS HEARD THE BANDS PLAY

Big Tattoo Was Something Entirely New for the Delegates.

DISPLAY OF FIREWORKS

Twenty Thousand People at the Exhibition for the Entertainment.

Twenty thousand people, twelve bands, several hundred militiamen and cadets, gymnasts, fencers, dancers, much national music and a wealth of fireworks. This is the recipe that last night made one of the finest military tattooes Toronto ever has turned out—and she has turned out some fine ones. Not for a moment did the performance drag.

American guests were responsible for most of the enthusiasm. They went to be pleased and did not disappoint themselves or anyone else. They applauded their own national songs to the last echo, and thru the roar soared the shrill rebel yell and the sky rocket screech from the San Francisco delegation.

A feature was the display in commemoration of the century of peace between the United States and Canada. The eight bands, named and flanked by two Highland companies played national airs of both countries. Then toward the close the two crossed flags were traced in fireworks, and on one side was a great picture of President Wilson.

"These fireworks have a militant suffrage demonstration beaten hands down," declared a man with a "Hoosier" hat band from down in Indianapolis way. At the close twenty thousand people stood while "The Star Spangled Banner" and "God Save the King" with their identical music, thundered from almost one thousand instruments and drums.

CAME LONG WAY FOR CONVENTION

Jack Alicoate of San Diego Traveled Farther Than Any Delegate.

Jack Alicoate has the distinction of being the delegate to the ad club convention who has travelled the greatest number of miles to be present. Mr. Alicoate is the sole representative from the ad club of San Diego, California, and accompanied by his wife, they traveled no less than 4,400 miles, which journey took them 16 days to complete, with an expense of \$600. His time, however, has not been wasted, according to his own statement, for he considers that this has been the most successful convention he ever has attended. Yesterday Mr. Alicoate received a wire from the mayor of San Diego, which necessitated his leaving the city immediately for Washington, where he will make a personal request to President Wilson to visit San Diego next year to witness the making of the fleets of the world in San Diego harbor, after passing thru the Panama Canal.

SPORTING EXTRA!

The motorcycle race which the Ad Club convention staged last night on the Exhibition track were contested keenly, and one record went by the boards. The five-mile amateur single-cylinder event was a bumper, and a new record of 1:14-4 was set up. Hedley won the race, but there was a protest lodged afterwards, that Hedley had ridden in third place, skidded on a Blue Streak tire, which was not less so they claim, in this particular event. It is up to the C.M.A. to settle the question. The ten-mile race brought out a large field, but Morrison and Hedley soon left them behind. These two jockeyed up and down the stretches like two flies. Morrison eventually won with a terrific sprint in the final lap. An accident occurred in this race, which Hedley did not prove as serious as was at first reported. Fred Kyles, who was riding in third place, skidded on the east corner and hit the fence. He was carried to the other side of the track without anybody hitting him, however, and there his wounds were patched up. He received a bad

gash in the side of the head, and a sprained wrist, but was sufficiently recovered afterwards to walk to the ambulance. RESULTS. Five-mile amateur single stock—Hedley 1, Miles 2, Morrison 3. Time 1:14-4. This was a great race, with Hedley gradually going away from the field. They maintained their respective positions practically through the future. Hedley's tires were pre-vented after the race, and if Hedley is disqualified Shuttlesworth will get third money.

Ten-mile amateur single stock—Morrison 1, Hedley 2, Shuttlesworth 3. Time 3:11-4. Hedley and Morrison kept taking the lead on alternate laps throughout the whole race, and the two men kept jockeying all the way to the finish. Hedley went to the front on the last lap, but Morrison came into stretch full gas and passed him 79 yards. Miles, who was in third position, skidded into the fence in the second to the last lap, and was injured, giving Shuttlesworth the place position.