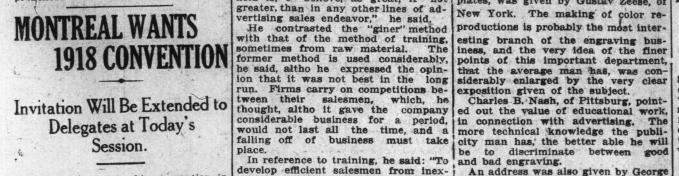


TATE

who the delegates conceded can corrai more oratory into five minutes than any other delegate, created such ad-miration on Tuesday that he was yes-terday 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 D Beac's divine advantages which

again faunched 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." (Harry D. Robbins, chairman of the vigilance committee, was also pre-presented with a cane.



Montreal wants the big convention in 1918. At the general session this after-noon 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.



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

Without doubt one of the most interesting addresses yesterday was that of H. G. Lirl-imer, a retailer in Chariton, a county seat town of 3800 population. First he brought out the fact that the farm-er was not only a customer for the better and higher class of goods, but that he was a discriminating buyer and glad to pay 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 wil ipay \$3, \$3,50 and \$4 for a suit of underwear if they are sure they will get their money's worth.

CHARLES H. MORALT money's worth. He stated strongly that the farm paper can be made a great aid in helping the manufac-turer to get a larger and a better trade. dent of the Kalamazoo Advertising League

Spoke on Important Branch Roger W. Minard, winner of first prize; M. P. Carlock, of El Paso, and of Advertising. big convention yesterday.

In an address on "The Development Addresses of much interest to ad-of Efficient Salesmen from Inexperi-vertising men who use illustrated copy, enced Material," Leonard S. Crone, before the specialty advertising meet-ing in the dairy building yesterday morning, advocated special training for the salesmen. "The percentage of failures in the specialty advertising field is L believe a graving, vesterday training advocated special training for the salesmen. "The percentage of failures in the specialty advertising

of failures in the specialty auvertising field is, I believe, as great, if not greater, than in any other lines of ad-New York. The making of color revertising sales endeavor," he said. He contrasted the "giner" method with that of the method of training, seting branch of the engraving bussometimes from raw material. The iness, and the very idea of the finer former method is used considerably, he said, altho he expressed the opin-ion that it was not best in the long

to Raw Material.

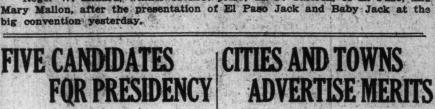
nominating committee yesterday after-noon on candidates for the presidency of the organization. The following names, to be voted upon by the con-vention in general session this morning, were submitted:

In reference to training, he said: "To develop efficient salesmen from inex-perienced material, and to empower even the experienced to achieve great success, there is urgent need of more technical training in the practi-cal application of adcertising spe-cialties, than at present is given the majority of men now essaying the battles of specialty advertising." An add engraving. An address was also given by George deal to the customer on the price question. PHOENIX, ARIZONA TO ALLIVE TOWN A. E. Chamberlan 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

erve 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. **IS A LIVE TOWN** Herbert S. Houston of New York. William H. Lee, Bridgeport, Conn.

Its Ad Club is Spreading Loads of Information in Toronto.

4661



Frank H. Rowe of Toronto is Maps and Photographs Strik-One of Those in the ing Feature at Exhibition distribution distrib Field. Grounds.

The name of William Woodhead of San Francisco, president of the Asso-ciated Advertising Clubs of the World, was not submitted in the report of the 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 cover-ing the city and many miles of the surrounding neetry and many miss of the surround-ing country is a centre of interest. Another elaborate display, including a map on a huge scale, is made by the harbor com-mission. The health department also is featured in booths. Peterboro, Oshawa, London, Hamilton and Whitby are the other places tak ing advantage of the convention to bring before the visiting ad men the attractions pos-sessed by each. Photographs are the favorite form of illustrating the features, industrial or residential, possessed by each of them. Whitby alone, other than Toronto, depends almost

altogether on maps. Hydro Railway.

William H. Lee, Bridgeport, Conn. BROKE INTO HOTEL. When Nightwatchman John Ross was making his rounds at Sprinks' 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 bot-ties of liquor. Hydro Railway. The Hydro-Electric Radial Railway from Teronto northeasteriy into Tork and Ontario counties, with the chieft for a several bot-ties of liquor. Hydro Railway. The Hydro-Electric Radial Railway from Teronto northeasteriy into Tork and Ontario counties, with the chieft for a several bot-ties of liquor. Hydro Railway. The Hydro-Electric Radial Railway from Teronto northeasteriy into Tork and Ontario counties, with the chieft of several bot-ties of liquor. Hydro Railway. The Hydro-Electric Radial Railway from Teronto northeasteriy into Tork and Ontario counties, with the chieft of several bot-ties of liquor. Hydro Railway. The Hydro-Electric Radial Railway from Teronto northeasteriy into Tork and Ontario counties, with the chieft in the several bot-ties of liquor. Hydro Railway. The Hydro-Electric Radial Railway from Teronto northeasteriy into Tork and Ontario counties, with the chieft of several bot-ties at the chieft counter of the several bot-ties attending the convention.

memoration of the century of peace between the United States and Canbetween the United States and Can-ada. The eight bands massed 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 at one side was a great picture of Presi-dent Wilson. "These fireworks have a militant suffragette demonstration beaten hands down," declared a man with a "Hoosier" hat band from down In-dianapolis way. At the close twenty thousand people

A



Jack Alicoate of San Diego Traveled Farther Than Any Delegate.

Jack Alicoate has the distinction of be-ing the delegate to the ad club conven-tion who has travelled the greatest num-ber of miles to be present. Mr. Alicoate is the sole representative from the ad club of San Diego, 'California and accom-panied by his wife, they traveled no leas 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.

for he considers that this has been the most successful convention he ever has attended. Yesterday Mr. Allocate received a wire from the mayor of San Diego, which necessitated his leaving the city imme-diately, for Washington, where he in to make a personal request to President Wil-son to visit San Diego next year to wit-ness the massing of the fleets of the world in San Diego harbor, after passing thru the Panama Canal.



S. Lok