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shacks. When he saw the corner of Yonge Street and King Street, which in the last year or two has been converted from a dark, old-country city corner, into a miniature Broadway, with skyscrapers rising twenty stories high, he opened his eyes, and said he allowed it had anything they had in Arizona beat. When he was told that Toronto had half a million people he began to think he had neglected geography. Happily, the meeting-place for the delegates was the Exhibition Park. No city in the Union has anything of this kind which is ahead of Toronto, and the fact that it is the scene of the greatest annual exhibition in the world is a powerful proof of the progressivism of the country.

The ad men took possession of the city. The streets were gay with bunting. Four thousand beribboned and badged Americans, in all sorts and styles of headgear and dress, made it look more cosmopolitan than ever. It was the first convention of any kind or magnitude that came near causing that conservative and diligent city to take a week off from business and go in for a celebration in the name of business. The hotels were alive with queer yells and choruses. At any time you were liable to be startled by the delegation from Chicago telling you—with an absence of harmony, but with lots of gusto:

"They say old Toronto, she a'nt got no style;
She's style, all the while; style all the while."

Or if you happened across the men from Dallas or Fort Worth, with their sombreros, and their cartridge belts, you might have imagined it was shoot-up day in a cowboy town on the prairie. Everybody who could get hold of a badge did so. Several Torontonians declared by the badge on their coats that temporarily, at least, they belonged to Waco or Pittsburgh. The Texans enlivened things generally by serenading the newspaper offices by the gentle and noiseless method of revolver practice. Fred. McJunkin, of Dallas, Texas, drove his Mexican burros round town and acted as though he could have settled the Mexican dispute in five minutes.

The delegates declared that Toronto had given them a royal welcome. A young fellow, about twenty-five years or so, who came from Texas, was delighted with the stretch of water round Toronto. He told the writer that he had never been on any sort of steamship at all till he took the boat trip from Detroit to Sarnia. The convention sessions provided many amusing incidents. The El Paso Club, who were very anxious to secure the Printers' Ink Cup, had a member who sent the delegates into roars of laughter, when he said:

"Though the El Paso Club is only a young club, we do things and do them fast. We have wiped out the fakir and the grafter, and driven out the charlatan with the whip-lash of public condemnation. We started to clean up civic matters, and we did it." Referring to the dinners, he said, "they were the hottest, liveliest and busiest things you ever saw."

"Send down this trophy," he concluded, "where the last story of the subjugation of the plains is being told, where the silver Grande—but roars of laughter drowned the finish.

Edmonton, who were also after the trophy, also provided some amusement; speaking of the city, their star orator declared it to be "decked out like a June bride."

Four days of business and pleasure, of handshaking, of new acquaintances made and old ones renewed; four days of constant surprise, of opportunity for benefitting by the wisdom and experience of their fellows, of interchanging ideas, of setting up ideals—this was what the Ad Club convention meant. But it meant more than that. To the members it meant renewed energy for another year's campaigning against fakes; new hope, new endeavour; new power. And to Toronto and Canada it meant four days of whirlwind advertising, and the making known to all and sundry of the resources and opportunities of the country in no uncertain manner. The Ad men's army invaded Canada, and this should produce great results.

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