## FIFTEEN AD MEN'S DEPARTMENTS ADOPT STANDARDS OF PRACTICE ALL EMPHASIZE NEED OF TRUTH

Efforts Representing Most Vital Development in Advertising Field Will Be Submitted to General Session Tomorrow For Adoption.

Fifteen different departments at the advertising men's convention today adopted standards of practice which will be submitted to the general sessions on Thursday for adoption as a whole. All the department codes came out strong for truth in advertis-ing, ideals of service and for the cor-rection of abuses in all departments of

advertising.

William H. Ukers of New York, chairman of the committee, in an interview said: "These standards represent the most vital development in the advertising field and are the best contributions to the cause of 'better business' yet made by the associated

"They are significant, because thru them all, like a silver thread, runs the idea of reciprocity and co-operation. There is no jarring note. Each department acknowledges that the others have a legitimate place in the advertising field, and that while there may be competition there can also be competition there can also be co

For the first time in the history of advertising we now have codes of advertising ethics by means of which the members of the associated clubs can gauge their own conduct and also that

gauge their own conduct and also that of their fellows.

"As Chairman Allen, who first thought of these 'Standards of Practice,' has expressed it. 'These standards should be what the Ten Commandments have been to the Christian people for centuries.' They are ideals of conduct. While they may never be lived up to in toto perhaps by any single practitioner of advertising men what the Ten Commandments have been to society, a set of ideals tobeen to society, a set of ideals to-wards which to work—the best stan-dards of right action now attainable."

#### ADVERTISING AGENTS

Realizing the increased responsi-bilities of the general advertising agent, due to the enlarged scope and requirements of modern agency service, every agent should use his best efforts to raise the general standards of practice, and should pledge him-

1. To first recognize the fact that advertising, to be efficient, must deserve the full confidence and respect of the public, and, therefore, to decline to give service to any advertiser whose publicity would bring discredit on the printed word.

In his address on "Economics and on the printed word."

4. To avoid unfair competition, resolve to carry into practice the equitable basis of "one-price-for-all," and determine that the minimum charge for service be the full commission allowed to recognized agencies, and that no rebates, discounts or variations of portionately. any kind be made, except those regularly allowed for cash payment, and larly allowed for cash payment, and such except discounts as may be gensuch special discounts as may be generally announced and available to all.

5. To conserve advertising ex-penditures by making investi-gation in advance of all conditions surrounding a contemplat-ed campaign, by counseling delay where preliminary work must first be accomplished, and by using every effort to establish the right relation and co-operation between advertising and

selling forces.

6. To avoid, in the preparation of copy, exaggerated statements and to lidiscountenance any wilful misrepresentation of either merchandise or values.

7. To recommend to all advertising excuse for the high cost of living." As

mediums the maintenance of equable and uniform rates to all advertisers alike and the maintenance of uniform rates, terms and discounts to all recognized agents alike.

8. To require exact information as to the volume of circulation of any

medium used, and specific detail as to the distribution of this circulation. both territorially and as to class of readers. In figuring the value of a medium to regard information as to the method of obtaining this circulation and the care in auditing the care in auditin ulation as an essential consideration

9. To discountenance the issuance of agency house organs soliciting or containing paid advertising from own-

10. To ensure continued progress toward better professional standards, thru the appointment of a standard agency practice committee, to whom all suggestions shall be refer-red during the coming year, and who shall report their recommendations at maintaining approved business ethics. the next annual convention. he next annual convention.

11. To co-operate heartily with each creators, not copylsts.

6. To be promotive, looking to the

division of advertising in its effort to 6. To be promotive, looking to the establish better standards of practice. needs of the customer, analyzing his W. H. Johns, New York City, Chairman. O. H. Blackman,

## New York City, Champion.

## DIRECTORIES

The publisher of a directory should their product by living up to the spirit dedicate his best efforts to the cause as well as the letter of these standards. of business uplift and social service, and to this end should pledge himself: 1. To consider, first, the interests of

2. To subscribe to and work for service rendered to advertising by the graphic arts may achieve its highest truth, honesty and accuracy in all departments.
8. To avoid confusing duplication of istings, endeavoring to classify every concern under the one heading that best describes it, and to treat addibect of the conditions of employment. Henry D. Porter, Beston; T. E. D. Donnelly, Chicago.

charged for at regular rates. 4. To increase public knowledge of what directories contain; to study public needs and make directories to sup-ply them; to revise and standardize methods and classifications, so that what is wanted may be most easily

W. H. UKERS

Of New York, chairman of the Committee on Standards of Practice.

ertising solely upon the merits of the

7. To avoid misrepresentation by

copies sold.

8. To co-operate with approved or-

Sirloin steak increased 59.5 per cent. Roast beef increased 63.8 per cent.

Cornmeal increased 63.7 per cent.

Pork chops increased \$6 per cent.

Hens increased 58.1 per cent. Fresh milk increased 32.9 per cent.

to pure food, he averred that advertis-

ing mediums and advertising manu-

facturers have done more for the cause

of pure food and the insuring of its

PRINTING, ENGRAVING

The members of the department of

uplift and social service, and to this

end pledge themselves:

1. To give full value for every dol-

2. To charge fair prices, viz., known

3. To subscribe to and work for truth and honesty in business; to

4. To co-operate in establishing and

5. To be original producers and

requirements and devising new and

effective means for promoting and ex-

7. To place emphasis upon quality rather than price; service to the cus-

9. To develop by co-operation with other departments of the Associated

Advertising Clubs an ever-strength-ing bond of union to the end that the

10. To aid in securing just and har-

FARM PUBLICATIONS

Believing that the growth of farm

publications, both in a business way and in their usefulness to the farm

tomer being the first consideration. 8. To merit the support of buyers of

broken promises,

ost plus a reasonable profit.

avoid substitution,

tending his business.

unbusinesslike methods.

quality than any other medium.

In reference to a suspicion that ad-

creative advertising work.

9. To avoid unfair competition

the farm field.

5. To pledge ourselves to work with fellow-publishers in the interests of all advertising and the ultimate success of the advertiser.

6. To accept cash only in payment for advertising and to maintain the same rates and discounts to all.

8. To make editorial merit of our ublications the basis of circulation 9. To supply advertisers and advertising agents with full information re-garding the character and extent of ion statements, subject to proper and

uthentic verification.
10. To avoid unfair competition and onfine our statements regarding other ublications to verified facts. 11. To determine what is the highest and largest function of the field which we serve, and then to strive in every legitimate way to promote that func-

T. W. LeQuatte, Des Moines, Iowa. Frank W. Lovejoy, Racine, Wis.

NOVA SCOTIA HAS ARRIVED. For the first time in the history of the Associated Advertising Clubs of America, the province down by the Atlantic, the most easterly portion of

Canada, is represented at the Toronto

statement or inference regarding circulation, placing the test of reference publicity upon its accessibility to seekers, rather than on the number of During the past few years the general impression was abroad that Nova Scotians were awakening to the posganizations and individuals engaged in Scotians were awakening to the possibilities and the rich undeveloped resources of their province; and considering the enthusiasm displayed by the delegates from Halifax, ad men are now convinced that the seed of progressiveness has borne fruit.

Since Canada has been a confederated Dominion, Nova Scotia has been looked upon by the cutside world as a

looked upon by the outside world as a country laying claim to historic traditions and associations rather than commercial and industrial activities. The people of Nova Scotia, it may be well said, have been wholly to blame Z. To recognize that it is bad practice to unwarrantably disturb the relations between a client and an agent who is faithfully and efficiently serving such client.

Advertising George W. Hopkins, vice-president and general sales and advertising between a client and an agent who is faithfully and efficiently serving such client.

To permit no lowering of maximum service thru accepting any new client whose business is in direct company to a few years ago, when the awaken less cost, when quality is taken into doll sideration.

Advertising George W. Hopkins, vice-president and general sales and advertising to conservative people, seemingly satisfied to allow the things of the world to come their way, exhibiting none too radical an effort to hasten industrial expansion. That condition obtained up to a few years ago, when the awaken ling came.

To a service the seemingly satisfied to allow the things of the world to come their way, exhibiting none too radical an effort to hasten industrial expansion. That condition obtained up to a few years ago, when the awaken ling came.

Today, regardless of an almost marvelous degree of both parties.

Today, regardless of an almost mar-velous degree of progress within the decade. Nova Scotia boasts a mine of undeveloped wealth.

commonly used by men today was compared with that of ten years ago. Here is a section of Canada that may well lay claim to almost every conceivable branch and feature of development of resources and general inchase price has not increased produstrial activities. The sea, the mine, the forest and the soil are contributing each their quota, but mining and fishing predominate as the basis of wealth.

Nova Scotia fisheries total in value \$10,119,242 per year, equal to 33.81 per cent of the total value of the fisheries of Canada. Nova Scotia fishermen hold sway over a seaccest of 5800 miles. have been made on unadversised goods. following are commodities he spoke of: hold sway over a seacoast of 5600 miles, and in the adjacent waters there are Smoked ham increased 61.5 per cent. Round steak increased 84 per cent. not less then twenty varieties of fish

The industrial ascendancy of Nove Scotia began with the development of the coal mining industry, till in 1913 7.203,912 long tons were mined. One vertising is a factor in the high cost of ndustry alone in the colliery districts ving, Mr. Hopkins stated that "there of Nova Scotia employs over 20,000

From the forest Nova Scotia takes yearly over 400 million feet of lumber. The fruit industry of Nova Scotia anjoys a world-wide fame, particularly that branch centring in and about the Annapolis Valley, "The Land of Evangeline." Even as late as 1880 only 20,000 barrels of apples were exported, while during past few years an average of 1,500,000 barrels have been shipped from Nova Scotia each season. This remarkable increase demonstrates the remarkable increase demonstrates the ated Advertising Clubs of the World

enormous possibilities of this section of Canada as a fruit-raising country.

All eyes are now focused on Halifax, the capital city of the "Province of Perpetual Prosperity," and the Atlantic rateway of Canada Penanthy the gateway of Canada. Recently the federal government announced that \$35,-000.000 would be spent on ocean ter-minal facilities at this fine port. Already tenders have been let for many millions of dollars' worth of this work, and active operations are now under

way. This enormous sum will be expended within the next five years.

W. H. Dennis, manager of The Halifax Herald, The Evening Mail and The Weekly Mail and Homestead, the three leading publications in Nova Scotia is actively engaged distributing litera-ture and setting out the advantages and posibilities of this province among the thousands of delegates to the convention. One particularly snappy folder asks on its cover, "What Do You Know About the Purchasing Power of Eastern Canadians?"

## DIRECT ADVERTISING

Every advertising manager or bus-iness executive in charge of merchan-dising establishments, also every addising establishments, also every advertising councillor in dealing with his clients, should dedicate his best efforts to making truthful direct advertising an efficient aid to business and should

pledge himself:

1. To study carefully his proposi tion and his field to find out what kind of advertising applies. The rea-son for every advertising failure is that the right kind of advertising, and its proper application for the particu-lar product and market were not used. only forms of advertising which are best for any purpose are those which produce the most profit.

2. To bring direct advertising to the attention of concerns who have never realized its possibilities. Many con-cerns do not advertise because they do not know that advertising can be

RETAILERS ADOPT TEN STANDARDS

used to effectively supplement other forms of advertising and to so study the other forms used that the direct advertising may become a component part of the entire publicity plan.

4. To study the special advantages of direct advertising such as individuality, privacy of plan, facility for accompanying with advertisement, samples, postals, return envelopes, inquiry or order blanks, ability to reach special groups or places, personal control of advertising up to the minute the Cause of Business pecial groups or places, personal con-rol of advertising up to the minute f mailing, and other recognized ad-Uplift.

on Tomorrow

of mailing, and other recognized advantages.

5. To strengthen the bond between manufacturer and dealer by encouraging the manufacturer to prepare direct advertising matter for the dealer, so well printed with his name, address and business card as to make him glad to distribute it, providing always the cost of special imprinting is in proportion to the benefits derived.

6. To take advantage of the opportunities to test out letters and literature on a portion of a list before sending them out to the entire list. Wherever it is possible for an advertising makes this possible. Testing out direct advertising more efficient. Direct advertising makes this possible. Testing out direct advertising campaigns in advance does much to remove the element of chance.

7. To consider inquiries as valuable only as they can be turned into sales. An inquiry is a means to an end—not an end in itself. The disposition to

only as they can be turned into sales.

An inquiry is a means to an end—not an end in itself. The disposition to consider cost per inquiry instead of cost per sale has lead many a firm to false analysis.

8. To give the mailing list its proper importance. Many advertisers use poorly prepared mailing lists, which are compiled in a careless, haphazard manner, and never take the trouble to check them up or expand them. Mailing lists should be constantly revised. Poor lists and old lists cost money in two ways: One by missing good prospects and thereby losing sales, and the other by money spent—on useless names.

ers, etc.

10. To champion direct advertising in the right way. General publicity and direct advertising are two servants of business and each has its place and its work to do. No form of advertising should ever attack another form of advertising as such.

Homor J. Buckley, Chicago, Ill.; C. H. Chamberlain, Chicago, Ill.

#### **BUSINESS PAPERS**

The publisher of a business paper should dedicate his best efforts to the cause of business and social service, and to this end should pledge himself:

1. To consider, first the interests of

2. To subscribe to and work for truth and honesty in all departments.
3. To eliminate, in so far as possible, his personal opinions from his news columns, but to be a leader of thought in his editorial columns, and to make

6. To solicit subscriptions and ad

vertising solely upon the merits of the 7. To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements subject to proper and authentic verification. 8. To co-operate with all organiza-tions and individuals engaged in crea-

tive advertising work.

9. To avoid unfair competition.

10. To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that W. H. Ukers, New York, A. C. Pear-son, New York, F. D. Porter, Chicago,

## A. A. Gray, Chicago.

**OUTDOOR ADVERTISERS** 1. Every outdoor advertising plant must continue to refuse all misleading, ndecent and illegitimate advertising. 2. Every outdoor advertising plant should refuse all advertising which savors of personal animosity, as ours is strictly an advertising medium.

3. All advertising contracts should be started on date contracted for. 4. Every client should be furnished promptly upon completion of his display with a list showing all locations, and plant owners should at all times assist clients with check displays.

assist clients with check displays.

5. Every outdoor advertising plant should be maintained in the best condition possible, both from the standpoint of appearance and stability.

6. All locations for outdoor display should be selected where the traffic is such that it insures the best circulation or the article advertised. 7. Care should be exercised by every plant owner in the selection of loca

ions so as not to cause friction eithe with the municipal authorities or the people of the neighborhood. 8. A rule of one-rate-to-all and one high grade class of service to every advertiser must be rigidly maintained.

9. Every effort should be made to constantly raise outdoor advertising

copy to the maximum efficiency policy, ideas and execution. 10. Recognizing the great power of our medium, we should use it for the general good by devoting space to matters of general happiness and welfare. 11. We believe in close association among members of our own branch of advertising, to the end that greater

efficiency be attained thru the inter-change of ideas.

12. We believe in hearty co-opera-12. We believe in hearty co-operation between the outdoor advertising interests and all other legitimate branches of publicity.

13. We believe in the solicitation of the basis of respect for the had secured 24 convictions.

business on the basis of respect for the value of all other good media.

14. We believe in dissuading the would-be advertiser from starting a campaign when in our fudgment his product, his facilities, his available funds, or some other factor makes his successed doubtful. O. J. Gude, New York. E. L. Ruddy, Toronto.

# TOOK OFF HER SHOES

what is wanted may be most easily found, and the directory be made to serve its fullest use as a business and social reference book and director of buyer to seller.

5. To decline any advertisement which has a tendency to mislead, or which does not conform to business integrity.

6. To solicit subscriptions and ad
The fullest use as a business and the directory be made to mental practices. the wisdom of which the agricultural publishers generally recognize, we set forth the following as an exposition of those practices:

1. To consider the interests of the subscriber first in both editorial and advertising columns.

2. To conduct our editorial columns in which direct advertising can be started at small expense. They confuse advertising with expensive campaigns and hesitate to compete with others already doing general publicity.

2. To conduct our editorial columns with truth, in a fearless, forceful man
3. To determine the different ways in which direct advertising can be started at small expense. They confuse advertising with expensive campaigns and hesitate to compete with others already doing general publicity.

3. To determine the different ways in which direct advertising can be started at small expense. They confuse advertising and hesitate to compete with others already doing general publicity.

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3. To determine the different ways in which direct advertising can be started at small expense. They confuse advertising and hesitate to compete with others already doing general publicity.

3. To determine the different ways in which direct advertising can be started at small expense. They confuse at the while she was being arrested for disorderly conduct on East Queen street last night. Alice Graham, 414 East Queen street last night and the process and the street last night and the process and the competition of those p

## **DISHONESTY IS BANNED**

and Discourtesy of Salespeople Forbidden.

At a meeting of the retail advertisers in the transportation building on Tuesday, June 23, 1914, there were representatives from all sections of the United States, from the Dominion of Canada and from the countries of continental Europe. Mr. Gillam of New York was chairman and F. A. Black of Roston secretary. Boston secretary.

After an inspiring discussion and the careful consideration of each item, the following standards of practice for

retailers were adopted:
Each head of a retail enterprise should dedicate his best efforts to the cause of business uplift, and to this end should pledge himself:

1. To consider, first, the interests of

his customers.
2. To insist on the courteous treatment of every visitor.
3. To permit no misrepresentation.
4. To discountenance careless, slurring or offensive statements on the

part of salespeople.

5. To avoid misrepresentation, or careless indifference to advertising.

6. To see that comparisons valued in 9. To encourage the use of direct advertising as an educational factor within their organization with sales forces and dealers. Many concerns have raised their standards of efficiency thru the use of letters, house organs, bulletins, mailing cards, fold-are etc.

the reader.
8. To resent strenuously—to the point of withdrawal if necessary—the "make up" of his advertising in a newspaper next or near announcements offensive to good taste, or of a de-

basing nature.

9. To demand of each newspaper evidence of the approximate number of its readers (based on copies actually sold); their general location and character and a statement as to how they were secured—by voluntary subscription. by soliciation, by premiums, or

10. To urge on newspapers that the same care should be shown in admitting advertising to their columns that would be shown in admitting news matter to their columns or in express-ing editorial opinion there; that the newspaper should feel itself as responsible for the verity and propriety of advertising and news in the columns as for its editorials—always giving assurance that he will welcome just criticism of his own advertising.

# OFBREVITY IN ADS

Real Advertising Essentially Promulgation of Ideas, Says A. E. Frost.

## PROPER POSTER WORK

Has Dominating Individuality and Public Believe in It.

"Poster advertising and its relation to the other media" was the subject chosen by Allen E. Frost of Chicago, and in a forceful address he pointed out the value of concise advertising. To gain that end they had to study and practice the quickest way of creating attention and their efficiency in that direction depended on their real worth. In declaring that ty per cent. of advertising worthless, he explained that advertising was essentially a promul gation of ideas. Again, natural selec gation of ideas. Again, natural selection was the proper way of advertising and their problem was to tell the merits of the goods in such a way that anyone could characterize them in one word. He concluded by stating that the way was being prepared for mento bring helpful ideas to those struggling with the problem of salesmanship, and that their association offered them a complete analysis of adver-

ed them a complete analysis of advertising whereby they could attain success and financial prosperity. A. de Montluzin also favored the concise method of advertising by stating that proper poster work was to convey to the people the merits of the goods in the least words. Poster advertising had reached its terminal of

M.P. Gould declared that some newspaper advertisements were failures because they were not worked to the extent that they created a demand for the gilance committee spoke on the hon-esty of advertising and asked co-oper-

#### COURT ST. PRISONER IN BELLIGERENT MOOD

Altho William Joy of 271 West Richmond street entered the cells of No. 1 police station last night on a minor charge of drunkenness, he will go to police court today charged with assaulting two of the prisoners, and also with destroying the prison property.

Joy was first placed in a cell with a number of other drunks and immediately began to clean up. Two of his fellow-prisoners he beat severely. Following this he was placed in a solitary cell. from which he was ejected for breaking 42 panes of glass in the high windows. Joy's actions were finally brought to an end when he was put in a solitary iron cell. Altho William Joy of 271 West Richput in a solitary iron cell

## **RELIGIOUS PRESS ADOPT STANDARDS**

Dedicate Their Best Efforts to Truth in Printed Words is General Advertisers Readily First on the List.

#### DISTURBING ELEMENT

Misrepresentation of Goods Religion Creates Unrest Regarding Low Standards of Living.

The department of religious press, Walter J. McIndoe, chairman, adopted the following standard of practice

uct their affairs with a scru duct their affairs with a scrupulous desire to measure up to the standards which religion prescribes.

3. We believe that the religious paper should be faithful to its conviction and not allow business expediency to swerve it from its purpose.

4. We believe that religious publications should be kept up-to-date, editorially and typographically, and sold on their merits.

5. We believe in eliminating personal opinions in the news columns; in being a leader of thought in the editorial columns; that criticism should be constructive.

be constructive.

6. We believe that unreliable or questionable advertising has no place in religious publications.

7. We believe advertisers and advertising agents should be furnished with a verifiable statement of circulation.

with a verifiable statement of circulation,

8. We believe in discouraging the "Me, too," form of advertising solicitation; every publication should stand on its own merits.

9. We believe in lending a hand with all other organizations and individuals engaged in the movement of business integrity.

10. We believe in service—service to God, service to mankind—and that the religious publication is under obligation to encourage all movements for a better mutual understanding among men.

men.

Disturbing Element.

The champion for the department, Charles Stelzle of New York, in advocating the standards, emphasized the fact that religion is the most disturbing element in human society, because it creates an unrest regarding low standards of living. The religious newspaper, if it is true to the ideals of religion, will create a desire for higher standards in education, in the home, in amusements, in social relationships. These result in a demand for books, and furniture, travel and clothing, and practically every other commodity which enriches life.

Mr. Stelzle pointed out that the story of foreign missions was a concrete illustration of the demands for material comforts created by the infinence of religion, and particularly of the religious press.



RS. CHRISTINE FREDERICK Greenlawn, Long Island, author The New Housekeeping, who sy yesterday.

# **ENGRAVERS WILL UNVEIL MYSTERY**

Advertisers Will Receive the Benefit of Their Technical Knowledge.

success because people believed in it and because it had dominated individuality and was never found in bad at the deliberations of the Photo En-

It was pointed out by E. W. Hor of Chicago that the photo engraving industry was responsible for the great improvements in the manufacture tent that they created a demand for the commodity. The value of newspaper advertisment was that it offered an element of novelty and newness, and they made the painted sign more successful. P. D. Whittaker of the vicessful. P. D. Whittaker of the hone of the sunday supplement and the popular illustrated magazines. A "Standard of Practice" was adopted by the delegates, setting forth the attitude of the craft toward the ad-

vertising public. vertising public.

The photo engravers have pledged themselves to truth in advertising and fair dealing in business.

The vell of mystery surrounding the engraving process is to be lifted and advertisant will receive the header of the state of the stat advertisers will receive the benefit of the engraver's technical knowledge.

An educational campaign is to be carried on to equip advertisers with the necessary knowledge that they

may purchase and use engravings in-telligently and profitably.

The delegates committed themselves to the policy of selling their product at figures based upon the cost of production, eliminating the uncertainties now surrounding the selling price of

when fruit leaves a stain on the teeth this may be removed at once by rubbing a little sait on the teeth.

A clothesline may be cleaned by wrapping it around a washboard and thoroly scrubbing it in soapsuds.

## TAKE PLEDGE TO BE FAIR WITH PUBLIC

Agree to Nine Standards of Practice.

## MODEST ADVERTISING

To Claim No More, or Little Less Than Can Be Delivered.

Clear, frank, outspoken and sincere were the pledges made by the "General Advertisers", in their morning session held in the transportation building.

The "Standards of Practice" were introduced by Harry Tipper, president of the Advertising Men's League of New York. The nine sections were adopted singly after careful and thoro discussion.

"To be fair with the public" was the

"To be fair with the public" was the keynote of the pledges.
Following are the "Standards of Practice" adopted:
"Realizing our obligation and responsibility to the public, to the seller of advertising service, the advertising agent and our own organization, we, as general advertisers, pledge ourselves as follows:

follows:

"I. To consider the interest of the public foremost, and particularly that portion thereof which we serve.

"2. To claim no more, but if anything a little less, in our advertising than we can deliver.

"3. To refrain from statements in our advertising which thru actual misrepresentation, thru ambiguity, or thru incompleteness are likely to be misleading to the public or unjust to competitors.

tempti stroyed bridge o'clock ing to the pol-with h his life All a and lift Beinbr an int

house current Mrs.

most of her are scorche ried to condition fr

Whe tor last the occurrence to the country her ho

Ganadia HAM

"4. To use every possible means, ronly in our own individual advertish but by association and co-operation, increase the public's confidence in a

"5. To refrain from attacking competitors in our advertising.
"6. To refrain from imposing upo the seller of advertising service unjus inreasonable, and unnecessarily irk-"7. To furnish to publishers, when requested, technical information which will help them keep reading pages and advertising columns free from mis-

deceptive or coercive methods in se-curing free advertising and to do every-thing possible to aid the publisher to keep his columns free and indepen-

"9. To require standards for our-selves equal to those we set for others." O. C. Harn, advertising manager of the National Lead Co., chairman."

GAVE GOOD ADDRESS Editorial Policy Should Be Independent of Advertising Influence.

> The elevation of all standards was the plea made by Barrett Andrews of New York to the magazine men in their departmental session yesterday afternoon. From the advertising end this meant more careful supervision of the advertising matter submitted. It meant making good the motto "Truth." Absolute independence of the editorial policy from advertising independence. meant making good the motto "Truth." Absolute independence of the editorial policy from advertising influence was emphasized by Mr. Andrews. In order to keep the standard at its highest, the influence of the advertiser had to be separated from the literary side of the magazine. That might be at times expedient from the standpoint of the advertising man, but it was not in the best interests of the magazine, it received general condemnation.
>
> "Masquerading and take friends."

> ceived general condemnation.
>
> "Masquerading and false friends," said R. Malone of New York, "are easily detected in this modern day, by an intelligent public, growing more and more keen as to their rights and interests. This is a progressive era, and people were insisting upon closer connection with their affairs whether governmental or business. For the sake of efficiency and economy "direct" had become an important word in their vocabulary, and especially has this become so in advertising.

# **CONSUMERS WANT VALUE FOR MONEY**

"How Advertising Looks to the Consumer" was the title of an address given by Mrs. Christine Frederick ives by Mrs. Christine Frederick lykisterday evening.

"I believe emphatically that advertising does not make the consumer extravagant," said Mrs. Frederick. "I, the consumer, am the trout; you advertisers are the fishermen, and you all know that the more plentiful the bait and the more numerous the dishermen.

know that the more plentiful the bait and the more numerous the fishermen, the more suspicious and fastidious become the trout.

"The important effect of advertising on the consumer has been to help to establish standards. Pure food champions and pure food laws have told us what to avoid to keep out of an early grave, but honest manufacturers, thru advertising, have told us what pure food is and where we can get it.

#### Toronto Lodge, Ontario No.1 THE DLKS Greetings To Our Visiting Brothren AD CLUB ASSOCIATION

CONVENTION

(Signed) F. L. AIKMAN. J. W. McFARLANE,

Cobra
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