

CONFIDENCE
ST FACTOR

Young Exem-
by Timely
ation.

MOVEMENT

mittee to For-
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dopted.

vertising editor of
s, presided at the
of the newspaper
cultural Building.
addresses were
the committee to
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remarked in sup-
port that it was
movement ever un-
ber of newspaper

he said, "is the
developing of a
er business. It is
franchises, build-
ing—and without
one."

story which had
him the absolute
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you print that ad-
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to it that it did
It was a lesson to

only study their
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s of Toledo spoke of
ment and outlined
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is audience to help
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ads is diverted into
s, and the country
benefited instead of

Bulls."

AGENCIES
TRUE AUDITS

Have Commit-
ives to Wide
mpetition.

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showing the quanti-
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mental session on
point was debated
ata should be pub-
ould be reason-
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was not of interest
it was decided to
in an abbreviated
give all the essential
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se of the standard
azine men agreed
influence in behalf
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om advertising in-
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agencies for free
an essential point
the magazine adver-
ted speeches were
the delegates against
city.

elves to open com-
empatic declara-
all, chairman of the

RESEARCH WORK
IN ADVERTISING

Establishment of System of
Fellowships Advocated
by Ad Men.

FAKE ADVERTISEMENTS

General Advertisers by Or-
ganizing Can Eliminate
the Fakers.

Research work in advertising was
advocated at the afternoon session of
the general advertisers held in the
transportation building yesterday. At
the conclusion of a paper written by C.
E. Walter, president of the Associated
Advertising Clubs of Iowa, it was
voted to follow his suggestion and
recommend to the convention that a
system of fellowships for research work
be established.

Following the first paper Charles W.
Hoyt of New York City spoke on
"Fake Pieces in Advertising and Sell-
ing." He laid special stress upon the
valuable effect of direct mail pieces
sent to salesmen. In the discussion it
developed that many advertisers pres-
ent had found the use of one cent
postage more profitable in direct mail
advertising than two cent letters.

A paper by Y. L. Pries of St. Louis,
Mo., was read on "Co-Relating Adver-
tising and Sales," in which the writer
urged that the world of business realize
more keenly the close connection be-
tween these two departments. In the
absence of W. A. Shryer of Detroit,
Harry D. Robbins, chairman of the
vigilance committee, spoke. He made
a strong appeal to the national adver-
tisers to use only such mediums as
stood in the forefront of the battle line
in the fight against fraudulent and
untruthful advertising.

The final paper was read by C. W.
Fitzman of New York City, secretary of
the Association of National Advertising
Managers. His subject was "Fighting
the Confidence-Destroying Competition
of the Fakir." He asserted that the
general advertisers could do more in a
year to abolish the fakir by using their
influence with the publishers than
many other factors in the advertising
world could accomplish in fifty years.

PRINTERS' SECTION
GET GOOD ADVICE

Many Helpful Addresses
Heard on Difficult Sides
of Business.

Departmental business occupied most
of the afternoon session of the print-
ers. They met in the transportation
building were addressed by a number of
prominent advertisers on questions
immediately pertaining to their busi-
ness. The many delegates present took
a keen interest in subjects discussed,
and asked and answered numerous
questions.

Henry L. Porter of Boston, the
chairman of the session, delivered a
short address on "Reducing the Cost of
Selling." This question is as a rule
a very vital one to printers, and a large
number of questions were asked. "Re-
cent Development in Catalog for Mail
Order Houses" was the subject of an
address of T. E. Donnelly of Chicago.
Mr. Donnelly has a large and varied
experience in this particular line and
handled his subject well. "How to Sell
Advertising Material Through an Adver-
tising Agency," by Mansfield P. House
of Montreal. "The Importance to
Advertisers of a Study of Type De-
sign," by Henry L. Bullen of Jersey
City, and "The Vigilance Yard Stick
Applied to Printers" by L. A. Horn-
stein of New York were the subjects
of other addresses.

HE'S FROM DALLAS



GEORGE G. TAYLOR.

SPREADS NAME OF
TORONTO ABROAD

Associated Ad Clubs' Con-
vention Bound to Help
This City.

Most of the delegates express the
opinion that the convention of the
Associated Ad Clubs of the World will
do a large amount of good for Toron-
to. One delegate, speaking to The World,
instantiated a case of a large retail to-
bacco concern in the United States
which has a rule never to place ad-
vertisements in their windows of allow-
ing for this case a placard boosting
Toronto to be prominently placed in
the windows of its ninety stores scat-
tered all over the States.

Previous to the time the different
delegations left for Toronto the city
had been written up very fully in the
papers. In a number of cities special
editions were issued, containing many
pictures of Toronto and telling of the
convention.

SHOULD ACCEPT
ONLY HONEST ADS

Advice to Newspapers by C.
L. Brittain of Kansas
City.

Those who attended the meeting in
the transportation building where re-
search advertising will be discussed
were urged by C. L. Brittain of Kansas
City to apply honesty to their adver-
tisements.

Speaking on the kind of newspapers
in which to place the ads, he advised
that it was not the paper with the big-
gest circulation that always brought
results, but the one in which the ads
were read to a greater extent. Con-
tinuing, the speaker said: "Most of
the newspapers live and thrive on both
honest and dishonest advertisements,
and if the honest advertising were
withheld no advertising medium could
live long on dishonest advertising
alone, while on the other hand I do
think if newspapers would accept only
honest advertising it would be better
for the medium, and I am sure it would
be much better for the advertiser.
Many newspapers have proven this to
be true."

MANCHESTER MAN
PRAISES TORONTO

Cleanliness and Prosperity of
City Appeals to English
Visitor.

WILL OPEN WAREHOUSE

Drug Company Will Make Bid
for Share of Canadian
Business.

Among the prominent men whom
the great advertising convention has
been, the medium of bringing to Tor-
onto is Mr. W. H. Vene, of Man-
chester, Eng., one of the most con-
spicuous figures in the business life
of that great manufacturing centre.
Mr. Vene has already formed some
very clear-cut opinions about Canada
and particularly of Toronto, which in
his perspective stands alone in respect
to several natural and acquired assets.
As a traveler of considerable extent
the opinions of Vene are of special
value. He is familiar with Euro-
pe and has good personal knowledge
of the United States and Texas. This
is his second visit to Canada. The
former visit being made eighteen years
ago.

Wonderful Changes
"The changes since are simply mar-
vellous," Mr. Vene told The World
representative as they chatted in his
private suite at the Westminster.
"Toronto," he said, "has a double at-
traction. It is such a clean city and
what strikes one most forcibly is its
home life, which is more conspicuous
than that of any other city I have
seen here."

"Then, too," Mr. Vene continued,
"there's the appearance of the people.
I was at the meeting in reply to
on Sunday and I was more than
struck with their well-dressed, intelli-
gent appearance. The average audi-
ence here is certainly out above that
at the same class of home. There, of
course," he said smilingly, "we have
water-tight compartments, three sec-
tions of them, into which society is di-
vided. It is not the same here."

Higher Wages Beneficial
"Well, you could hardly compare
them," was the response in reply to
an enquiry as to which condition is
preferable. "Take Manchester, for in-
stance. It has been a prosperous,
wealthy cotton centre for generations.
Yet the working-class there have no-
thing of the same appearance as the
same people here. I don't know why it
is unless it may be that wages here
are higher."

"All the cities of Canada are not
like Toronto. Even Montreal has in
some respects an unfinished appear-
ance and the streets are by no means
as clean as yours. In England, we
have an eye for this kind of thing
here are well kept and your lake-
front is a marvelous asset. I have
seen nothing like it anywhere else in
the world."

Praises Hospitality
Of the hospitality of Toronto, this
visitor from England, who by the way
is a Scotchman, a native of Glas-
gow, Kirkcubrightshire is most
enthusiastic. "It is extraordinary,"
he said, "people here are just bulling
over with it. I was standing looking
in at a shop window the other even-
ing, and a man came up and offered
to show me about the city. I told him
I did not like to take up his time, but
he said he would simply be delighted
because he was just wishing to do
something to help."

It is the intention of Mr. Vene to
establish a branch of his already ex-
tensive business in Canada. The Vene
Drug Co. Limited, of Manchester, En-
gland, will have two representatives in
Toronto and the warehouses which it
is expected will be built by (the) in-
stalling of the year will shortly be re-
placed by permanent and extensive
manufacturing headquarters. Mr.
Vene has already prospecting in Mon-
treal and Quebec with a view of ex-
panding his business.

Sir William Lever, who has three
factories in Toronto, and whose won-
derful exploits in the mercantile field
are of world-wide note, is president of
the "Columb" Club. Mr. Vene, who is
chairman. The president of an Eng-
lish club corresponds to the honorary
president here, the chairman being the
acting official head.

Contracts for New Business
For the new business contracts are
being made. One of the greatest dif-
ficulties in connection with Canada
business is the working out of the prob-
lem of distribution.

"Every country has its own way of
doing business," Mr. Vene said. "The
distribution of goods is so easy. Why, you may go
across the country from end to end in
a night almost. Here, in Canada, it is
so great that it is altogether a dif-
ferent proposition, and one to be seri-
ously studied by any man," was the in-
stinctive word of the able, responsible
representative of British enterprise
who carries about with him the hall-
marks of a large acquaintance with
man and things.

DALLAS MAYOR SENDS
GREETINGS TO CANADA

The following telegram explains
itself: Dallas, Texas, June 24.
Fred McJunkin, Ad Men's Convention,
Toronto:
Uncle Sam sends greetings to the
Dominion of Canada, thru the great
states of Texas and the United States,
state, Dallas, the city of the hour. So
you boys don't forget to do honor to
that great world-beater (the great
Texas State Fair). Good luck, ad men,
you all. Pat O'Keefe,
Mayor of Dallas.

VISITORS DELIGHTED
WITH EXHIBITION PARK

The Canadian National Exhibition
grounds have proved a delight for the
visiting ad men. "I have visited nearly
every fair on the continent, and I think
this one has the best grounds," said
Dr. L. Schwartz, president of the
Shreveport Ad Club, yesterday. "Dallas
probably comes next," he said.
William Haughton of Dallas was
favorably impressed with the grounds,
and while he did not admit that they
were ahead of those of his home town,
he said they were better than any
others.

F. A. DILLINGHAM.



F. A. DILLINGHAM.

SHUMAN RUNNING
FOR EXECUTIVE

Fort Worth Delegates Are
Boosting Star-Telegram
Advertising Manager.

Fort Worth, Texas, delegates will
offer A. L. Shuman, advertising man-
ager of The Star-Telegram, for a place
on the executive committee at this
year's convention. Many other Texans
will support him, too, as well as dele-
gates from outside states and Canada.
Shuman has been prominent in
Ad Club conventions for six years
and in Ad Club work at home for
many years. He was a pioneer in
this line of work in Texas and will
address one section of the convention
here today. He is a member of the
national executive committee.

The Fort Worth crowd, too, is
working hard on its "truth" emblem
plan. This plan has been in vogue in
Fort Worth for a year and has
worked successfully. Members of the
Ad Club are permitted to use the
truth emblem on their ads as a guar-
antee to the buyer. The vigilance
committee, of course, exercise super-
vision over all such ads and such
advertisers.

The Fort Worth party, which came
1,100 miles in a special train to the
convention, will break up here Thurs-
day and Friday.

There are also small statues re-
presenting famous trade marks.

INTERESTING EXHIBIT.
To visualize the force of adver-
tising in magazines of national circula-
tion an exhibit of magazines, of famous
ads in magazines, and of methods that
have become standards thru their
success has been prepared. Models of
houses, office buildings, etc., are set
up, and attached to them are proofs
of ads that tender to the needs of
each.

There are also small statues re-
presenting famous trade marks.

DISREPUTABLE AD
HAS HAD ITS DAY

No Modern Advertiser Can Af-
ford to Stand for Them,
Says S. C. Dobbs.

ESTABLISHED IDEAS

Advertising Teaches People
How Much Better They
Can Live.

Under the chairmanship of O. J.
Guida, the members of the poster dele-
gation were treated to some very ex-
cellent addresses in the gas building in
relation to the various advertising
methods that were in vogue at the
present time.

The address in which the greatest
impression was made was made by S. C.
Dobbs of Atlanta, who told them the
closer they got up to the goods that
were being sold the more effective they
became. They had discovered no new
laws or theories in advertising, but they
had discovered a greater use for the
established ideas. He had no patience
with those who said that advertising
was the direct cause of the high cost
of living because they were teaching
the people how much better they could
live and not how cheap. Great adver-
tising represented a standard of value
for the reason that no firm of any
consequence could afford to spend
money on a worthless commodity. It
would go "broke" in no time. In plac-
ing an advertisement to the public they
must make the most effective appeal.

He was glad to say that the day of
disreputable advertising was past—the
day when their beautiful landscapes
were disfigured with indecent and
despicable posters, because no adver-
tiser could afford to be other than
decent. Among the younger men he
had noticed a tendency to use a kind
of circus advertising, but he attached
no importance to that, for the reason
that they were enthusiastic, but he
advised them to use advertising with
intelligence and not with prejudice
and they would prosper.

"Don't go out with the idea that you
are the only medium in the world,"
said Mr. Dobbs, "but as one who has a
cure for a certain ill. And when you
go into the manager's office of a firm
you must do so with the impulse to
render a service to him." he concluded.

Shortsighted manufacturers and
sellers are losing their hold on coun-
try trade thru their own carelessness.
This was what Horace C. Klein of St.
Paul, Minn., told delegates at the agri-
cultural publication session. They
went on making muleskin trousers and
bandana handkerchiefs just like in the
good old days and then they wonder-
ed what had become of the former
trade. They didn't know that farmers
weren't wearing such clothing. They
were out of touch. The farmer of the
middle west was an all-round business
man now. The auto contributed to
this revolution. Mr. Klein is adver-
tising manager of "The Farmer" and
"The Farmer's Wife."

FRANK L. MARSH



FRANK L. MARSH.

LOSING THEIR HOLD
ON COUNTRY TRADE

Horace Klein Issues Warning
Regarding Shortsighted
Manufacturers.

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HOW THEY BOOMED
NASHVILLE CITY

Robert L. Burch Tells of Good
Work of Industrial
Bureau.

GOT MANY INDUSTRIES

Bring in Factories and People
Will Soon Follow, Says
Expert.

Robert L. Burch, a distinguished
magazine editor of Nashville, who is
a delegate to the widely attended con-
vention of the Associated Advertising
Clubs of America, talked to The World
most entertainingly about the munici-
pal advertising which Nashville is
doing. Mr. Burch, while representing
the Nashville Advertising Club at the
convention, is also the chairman of
the executive committee of the Nash-
ville Industrial Bureau, whose thoroly
unique plan of advertising the city of
Nashville, he outlined as follows:
"The Nashville Industrial Bureau,"
he said, "was organized with a fund of
\$100,000, for a period of three years to
advertise the city of Nashville and in-
crease its population by means of new
factories and conventions."
"Bring in the factories," he said, "and
the people will logically follow. So
many cities make the mistake of
bringing the people instead of the in-
dustries and the result is that the city
is deserted with the unemployed."
"The Industrial Bureau," he contin-
ued, "has advertised in twenty-two
mediums of general circulation, in
trade journals and technical periodicals,
in farm papers, newspapers, be-
sides bill-boards, moving pictures,
buttons, pins and watch fobs. It has
also had special write-ups and articles
in many periodicals of many classes."
"How It Worked Out."
"But before a single advertisement
was placed by the bureau, a complete
set of municipal literature including
twenty-three different pieces, was
carefully and accurately compiled, so
that we would be prepared to tell pros-
pective citizens what sort of a city
Nashville is and in what sort of a
country it is located."
"Yes," Mr. Burch stated, "during
the past two and one half years the
bureau has secured for Nashville 18
new industries and 223 conventions, in
consequence of this widespread, judi-
cious and long continued publicity, the
correspondence of the bureau is very
heavy and its headquarters is thronged
with visitors."

OAKVILLE CARRIES BYLAW.

OAKVILLE, June 23.—The bylaw to
expand Glasgow's preserving plant from
taxes and water rates for ten years was
passed by a majority of 187. This is the
third new factory to establish in Oak-
ville within a short time.

NASHVILLE
The Fastest Growing City of
the Garden Spot of
Earth, the South,
CORDIALLY INVITES
The Associated Advertising
Clubs of America
TO MEET WITH THEM IN 1916.
NASHVILLE ADVERTISING CLUB
King Edward Hotel.

NOVA SCOTIA
The Province of Perpetual
Prosperity
FREEDOM from unhealthy booms and immunity from depressing reactions have marked the course of the
Maritime Provinces' commercial history for years past.
There are underlying causes for this that nothing but actual calamity can affect.
First of all the country's natural resources, excellent soil and fine climate combine to make great pros-
perity possible.
The population is especially suited to the conditions—thrifty, energetic, industrious and economical.
While other parts of Canada have suffered from hard times, the Maritime Provinces have not been appreci-
ably affected.
Now while other provinces are awaiting the return of good times, Nova Scotia and its sister provinces by
the sea are enjoying a continuation of uninterrupted prosperity.
In addition to the mines and fisheries the great amount of money being spent by the Dominion Govern-
ment in port development in Halifax is giving an added impetus to all lines of business.
Without going into details, the aggregate value of the manufactures, minerals, agriculture, fishing and
shipping of Nova Scotia is over \$150,000,000, and this for a population of less than half a million.
Turning to the educational side, there is no other province in Canada where the educational standard of
the population is so high as in the province by the sea, where there is so large a proportion of public schools,
colleges, technical schools and universities as in Nova Scotia.
It follows naturally and logically that newspapers are read and appreciated here as they are in few other
places, and it is evident that the character and quality of the newspapers and periodicals shall be of a very high
standard.
The two leading daily papers in circulation and influence are The Halifax Herald, published each morning,
with a sworn detailed net-paid circulation statement of 8,100 copies, and The Evening Mail, published each
evening, with an average detailed sworn net-paid circulation of 13,400 copies.
While these papers have a political complexion they have mercilessly exposed wrong doing by both politi-
cal parties, placing the interests of the community first in every case.
One of the most successful home and farm papers in Canada is The Weekly Mail and Homestead, with a
circulation of 13,000 copies—and rapidly increasing.
With the foregoing facts before them advertisers everywhere who know the value of this most desirable
field naturally select the media which give them the most profitable returns for the money invested in adver-
tising.
The Halifax Herald, The Evening Mail and The Weekly Mail and Homestead are read regularly in one
out of every three families in Nova Scotia.
Members of the A. A. A.—Circulation Books open to all advertisers.
The Halifax Herald, The Evening Mail and The Weekly Mail and Homestead
W. H. Dennis, Business Manager of these three publications, is at the Walker House and will gladly give
information regarding Nova Scotia and its possibilities to those interested.