

# The Ad Men's World

## WHAT THEY THINK OF THE WORLD

William Woodhead of San Francisco, president of the Associated Advertising Clubs of the World: "An example of journalism and newspaper enterprise highly commended by every delegate attending this convention. We are grateful to The Toronto World for this service so well rendered."



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R. R. Stuman of Chicago, chairman of the Chicago district for the National Vigilance Committee: "As students and critics of broad publicity, we admire anything which is well done. The Toronto World's Convention Special is well done."

EIGHTEEN PAGES—TORONTO WEDNESDAY MORNING JUNE 24 1914—EIGHTEEN PAGES VOL. XXXIV.—NO. 12,278.

## NEW "STANDARDS OF PRACTICE" COMPLETE ON PAGE 2

### LOCAL AD CLUBS CONTINUE USE OF SEALS

Lively Time Expected Today When Resolution Will Be Introduced Prohibiting the Charging of Tolls to Users of the Truth Seals in Their Advertisements.

The announcement in yesterday morning's issue of The World of the reported decision of the executive committee of the Associated Advertising Clubs of the World not to allow the use of the "truth" seal of the International Association of Advertisers was the cause of considerable favorable comment yesterday. Delegates were practically unanimous in the belief that the use of seals of local clubs in the "truth" campaign would be satisfactory for the present.

Although the committee's reported action will avert probably considerable discussion before the convention, a lively time is expected today when a resolution will be introduced prohibiting the charging of tolls to users of the seals. Many delegates are of the opinion that placing a charge upon the guarantee of truth would be a profitable source of revenue for carrying on the work of the "honesty foremost" campaign. Others, however, believe that to place a charge upon the seals would be commercializing the advertising profession—"penalized honesty."

### IOWA CLUB'S DINNER

About fifty people were present at the Iowa dinner at the Walker House, Clifford Du Frey, president of Des Moines Ad. Club, acted as toastmaster. The following speeches were made: "How I like the convention," H. G. Larimer of Iowa. "What we can take back to Iowa from Toronto," H. M. Harwood, secretary Associated Ad Clubs of Iowa. "What Des Moines can learn from Toronto," W. S. Arant, Des Moines. "How I like Toronto," Frank C. Kip, secretary Des Moines Ad. Club. "What Nevada has learned," O. J. Benjamin, Nevada. "The big idea that I'll take back," Life Young, sr., formerly U. S. Senator for Iowa and now publisher of The Capital, Des Moines. "Imperial old Iowa," Joe Mitchell Chapple, editor National Magazine, Boston.

### A VIGILANTE



P. D. WHITAKER of Denver, a member of the National Vigilance Committee.

### MONTREAL'S CONTINGENT



Six live wires from Canada's great seaport.

### WARM FIGHT FOR NEXT CONVENTION

World's Poll Shows Opinion Equally Divided Between Frisco and Chicago.

### FORTY LEADING CITIES

As Toronto is Meeting Place, Local Men Cannot Vote on Question.

One of the hottest contests in the history of the Associated Advertising Clubs is expected this afternoon when the question of selecting next year's place of meeting comes before the convention. A poll of the vote of delegations from forty principal cities, taken specially by The World yesterday, showed the census of opinion equally divided between San Francisco and Chicago. The many arguments given by each faction, it is said, will make the fight between the two contesting cities a bitter one.

- The following poll of the vote of delegations for the location of next year's convention was made yesterday by The World:
- For Chicago: St. Louis, Mo., Kansas City, Mo., Des Moines, Ia., Dayton, Ohio, Little Rock, Ark., Bridgeport, Conn., New York, Lincoln, Neb., Omaha, Neb., Cincinnati, Ohio, Pittsburgh, Pa., Atlanta, Ga., Winnipeg, Man., Kalamazoo, Mich., Montreal, Que., Birmingham, N. Y., Rochester, N. Y., Albany, N. Y., Indianapolis, Ind., Los Angeles, Cal., San Diego, Cal., Portland, Ore., El Paso, Texas, Denver, Col., Dallas, Texas, Waco, Texas.
  - For San Francisco: Fort Worth, Texas, New Orleans, La., Oklahoma City, Okla., Phoenix, Ariz., Port Smith, Ark., Spokane, Wash., Baltimore, Md., Calgary, Alta., Edmonton, Alta., Wheeling, Va., Salt Lake City, Shreveport, La., Chicago, Ill.
- As Toronto is the place of meeting it has no vote.

### HERE'S YOUR CHANCE TO SEE BULL FIGHT

El Paso Jack and Baby Jack Will Be Central Actors in Ring.

### FOR ESSAY WINNERS

Far-Famed Burros Offered by Toronto World Will Be Presented Tonight.

A burro presentation and a burlesque bullfight will be staged on the lawn at the exposition grounds with the two burros taking the part of the horses which are used in the bullfights of Mexico. This regulation bull fighting costume will be worn by the El Pasoans in this contest, and the bull will be killed on the grounds if he has to be choked to death by the brave "matadors."

### First Complete Report Of Standards Adopted To Govern All Ad Men Rules and Principles by Which Business and Advertising Are to Be Governed in the Future.

The World offers to its readers today the first publication of the complete "Standards of Practice" adopted at yesterday's departmental sessions of the Associated Advertising Clubs of the World. These are the rules and principles by which business and advertising are to be governed in the future.

### ROGER W. MINARD IS LUCKY BOY WINS FAMOUS "EL PASO JACK"

"Baby Jack," Second Prize, Goes to Mary Mallon — Essays on El Paso Were Clever Efforts — Winners Will Be Given Burros This Afternoon at Exhibition.

First prize, the burro "El Paso Jack," goes to Roger W. Minard, 182 Wright avenue, Toronto. Second prize, "Baby Jack," the little burro goes to Mary Mallon, 19 Lroquois avenue, Centre Island, Toronto. Honorable mention to Jean Reading, 329 Rusholme road, Toronto, and Willie H. Campbell, 170 Howland avenue, Toronto. Each of these last two will call at El Paso Headquarters, Room 305, Prince George Hotel. Burros will be presented to the winners this afternoon at 4:30 o'clock in front of the east steps of the transportation building at the exhibition grounds. Presentation will be made by R. E. Sherman, chairman of the El Paso delegation and known as "The Boy Orator of the South-west," and his speech will be worth anybody's hearing. The public in general is invited, particularly the two winners and all school children. Here is the winner's letter. The essay follows: "Dear Sir: This is my essay on El Paso for a try at El Paso Jack. It comprises of 896 words, counting the title, and not counting the article 'a' or the figures 'I am 14 years old and we take both the Daily and Sunday World. Hoping that I have kept well within regulations, I am yours very sincerely, Roger W. Minard.'"

### TORONTO PRAISE BY VISITING DELEGATES

Every Man and Woman is Pleased Over the Cordiality of the Receptions and Opinions Are Expressed That the Exhibition Grounds Cannot Be Surpassed.

The visiting ad men were loud in their praise of Toronto, which they claim to be the most beautiful city on the continent. The Exhibition Park came in for a considerable amount of praise, many of the visitors expressing the opinion that there is nothing more beautiful in the world than the park. They are unanimous in saying that the Toronto Convention has been more successful, both from a business and pleasure standpoint.

Fred Malunkon, from Dallas, said the park was without the slightest doubt the best on the continent, while Toronto people were among the most courteous he ever had met. Louis A. Colton, San Francisco, said that he had no idea that Toronto was such a beautiful city, and he hoped it would not be long before he again had an opportunity of visiting it. Arthur J. Bruner, San Francisco, could not speak in terms complimentary enough for the Exhibition Park, which he claimed to be the best he had ever visited. Andrew N. Fox of Chicago said that while Chicago had many beautiful parks, he doubted if there was anything to equal the one in which the convention had been held. The waterfront was a great help to it. George E. Wellbaum, El Paso, said that he was greatly struck by the beauty of the city and the exhibition grounds. It was hard to imagine a place which was more suited for a convention such as this. He expressed great regret at being unable to see the Woodbine race track.

### A BIG STORE'S WELCOME TO VISITING AD MEN

The full page announcements of the Robert Simpson Company, with original drawings by C. W. Jefferys, published in The World each day, have been one of the striking features of Toronto's welcome to the delegates to the Advertising Convention. The Simpson Co. is one of the big commercial enterprises that Canadians are justly proud of. They are modern in their ideas and possess the faculty of doing the right thing at the right time.

### FIRST PRIZE

EL PASO, TEXAS: ITS RESOURCES AND FUTURE. Few cities have ever experienced such rapid growth as has El Paso, from an obscure town of 15,000 in 1896 to a prosperous, progressive city of 70,000 in 1914, covering nine square miles of land, and still rapidly growing. Besides growing in numbers, it steadily grows in buildings. In 1913 the sum spent for building was \$3,000,000, while in 1914 the money being spent on general progression comes to \$4,000,000. Already there are nearly 3000 buildings, less than fifty of which are wooden. Consequently, the city has a small, but a comparatively young city, it has already eleven banking firms, whose total resources are over \$15,000,000. Quite recently was built the finest hotel in the southwest, which cost \$1,000,000, and now being built is an enlargement to the military headquarters at Fort Bliss, costing \$500,000. At El Paso is situated the largest box-making and wood-finishing factory in the world, the second largest custom smelter, and the largest reinforced concrete office building ever built. Since 1905 four churches and two public schools have been built. The membership of the El Paso Ad. Club is 100.

## SPORTING EXTRA!!

### RESULTS OF REGATTA

Working Four, Rowing-1. Argos (Hunter), 2. Dons (Carter), 3. Dons (Martin). Time, 4:28.5. The Dons' best crew were fouled early in the race by an Argos crew, but the race was not stopped for some unaccountable reason. The double blue crew won by half a length eventually with the Argos crew taking the next three positions. Double Blade, singles-1. McGregor, T. C. C. 2. Ireland, I. A. A. 3. Newport, Balmby Beach. Time, 4:28.5. McGregor lead from the start with Ireland leading the Argos crew came out of the field with a desperate sprint and got in the limit at the finish. Double Blade, Fours-1. T.C.C.C. 2. Parkdale, 3. Parkdale. Time, 4:28.5. This race was a ding-dong effort all the way and the Parkdale men were forcing the Red Rings to extend themselves to the limit at the finish. Eight, Car, Rowing-1. Argos, Hunter, 2. Dons, Peterkin. Time 4:12. Six crews started and all of them were well up at the finish. The Argos crew, the Canadian bridge stroke, stood the final gate better, also the Dons nearly caught them. War Canoe Race-1. T.C.C.C. 2. Canadian champions, looked good enough to win without an argument fifty yards from home, but the Balmby Beach youngsters uncovered a phenomenal sprint and beat the veterans out. Single Blade-1. Birney, Dons, 2. Watson, Argos. Birney opened up a big gap between him and his rival in the early stages and didn't have to try at the finish. Single Blade, Fours-1. T.C.C.C. 2. Parkdale, 3. Parkdale. Time, 4:28.5. This race was a ding-dong effort all the way and the Parkdale men were forcing the Red Rings to extend themselves to the limit at the finish. Eight, Car, Rowing-1. Argos, Hunter, 2. Dons, Peterkin. Time 4:12. Six crews started and all of them were well up at the finish. The Argos crew, the Canadian bridge stroke, stood the final gate better, also the Dons nearly caught them. War Canoe Race-1. T.C.C.C. 2.

### CONVENTION REGATTA A GREAT SUCCESS RECRUITS FROM BALMY BEACH CLUB DEFEAT CANADIAN CHAMPIONS

The Associated Ad Clubs' Convention Regatta, which was held in front of the seawall at Exhibition Park yesterday afternoon, was a great success. All of the events were well attended, and in the working boat four, they made a great start, as out of eight starters they placed crews in second, third and fourth positions. In the east end club is in the field again this year with some grand material and will stand watching. The yacht races were postponed owing to the light weather. The Sun Fish, the Flying boat, and the Heloise thrilled the crowd while Reg. Blomfield, the world's champion, trick canoeist, displayed his prowess. The Red Ring crew took a comfortable lead and held on until within fifty yards of the finish, when they let loose a whirlwind sprint. Parkdale looked very strong up to that stage, but tided on and tided on until within fifty yards of the finish, when they let loose a whirlwind sprint. Parkdale looked very strong up to that stage, but tided on and tided on until within fifty yards of the finish, when they let loose a whirlwind sprint.