AD ASSOCIATION **NOW WORLD AFFAIR**

Delegates Decide to Change Use of International Stamp Name to "Associated Ad Clubs of World.

VOTE WAS UNANIMOUS

ties of Convention Being Held Across Atlantic.

(Continued From Page 1.)

concrete exposition ever formulated. Four other essays were so close to the winning mark as to be awarded honorable mention. They were by Thornton Purkis, Toronto; R. W. Extracts of Mr. Peck's winning es-New York; C. M. Wessels, Philadel-

Extracts of Mr. Beck's finning essay, which was too long to be given in its entirety, were read by Mr. Roberts, and were followed closely, being greeted by appreciative applause of the various points were demonstrated.

A number of delegates, in five-minute speeches, presented their claims to The Printers' Ink Cup, to be awarded to the most active club in the association.

Good Work in El Paso. R. E. Sherman, representative of the E! Paso Club, brimming over with enthusiasm, made the speech of the afternoon, telling of the wonderful achievements of the six months old

achievements of the six months old Ad Club of that city.

"El Paso," he said, "before the formation of the club, was the Mecca of the greatest fake advertisers traveling between New Orelans and San Francisco. The club," he claimed, "had driven them out of town as quickly as they come in, and those that stayed, stayed in jail."

When Mr. Sherman's time for speaking was up he was greeted with

When Mr. Sherman's time for speaking was up he was greeted with prolonged cheering, and unanimously requested to continue. An extension of time being granted by the chairman, Mr. Sherman called upon the committee, in a brilliant and flowery flow of oratory, to award the cup to the "hottest town on the border line."

At the close of his speech the delegates from El Paso treated the meeting to a succession of triumphant songs and war cries.

songs and war cries.

A letter of greeting from the governor-general was read by President Woodhead, in which his royal highness wished the convention every success in their deliberations.

Splendid Samples of Real Advertising.

TEACHING THE ADMEN

Many Points on How to Do the Right Thing Are Brought

Finishing touches are still in order at the art building and the railroad building on the Exhibition grounds. Workmen are everywhere with nails and hammer and under their deft work the exhibit is assuming definite form. For the most part the display is made up of posters, magazine covers and specimens from different newsmean perhaps little, but to the five thousand advertising men now in session, they mean stories filled with po-

The railways have great sections with placards and posters demonstrat-ing the resources of the land along interstices of the Rockies or by the meandering or rushing rivers of the west. The educational committee exhibit has literature galore pointing out best methods in the field of publicity.

Advertising Among Themselves. In one corner is a section looking like a veritable home-library in which are displayed directories of every conceivable guise, and not far away is the Coca-Cola display, the practical part of which is even now largely patronized by the thirsty delegate. A cold meat demonstration is advertised thru the medium of a tempting layout of the articles advertised, all spread to view on white dainty tables and in spotless environment.

trade is demonstrated in a very homely way by contrasting pairs of blue overalls, the great loose sample repsamples of the things with which they shall adorn themselves as are the fair ser in the advertisements in The Laveteran or the sound of the bell to the dies' Pictorial and Home Companion.

Children play a goodly part in the

Art, too is demonstrated to the high-

TRUTH SEAL NOT TO BE ALLOWED?

Not Favored by the Executive.

SAY CONDITIONS VARY

New Title Forecasts Possibili- But Local Clubs Will Be Allowed to Continue the Campaign.

(Continued From Page 1.)

cessary cash without 'selling the in-signia of truth.'

Their Proposition. Their Proposition.

"This is our proposition and not the advertisers". We are the ones who have shouted lustily for honest advertising, for truth in the printed word. We are the fellows who have been laboring from coast to coast to pass honest advertising laws. We have waged a persistent war against the fakir and now we want to cash in. Do we?

we?

"We have many great men in the association who labor fearlessly and continuously for the cause. Will anyone question their value to the A. A. C.—will anyone question their sincerity? Yet all are working without bope of compensation—simply for the good of the cause and the glory of advertising.

This being true, why not hand down to posterity unsulfied this thing of value that the minds of these men and their that the minds of these men and their associates have created—hand it down as a legacy without charge or compromise.

promise.

"We must not charge for the seal so that a man can say he doesn't use it because we put a price on it—penalized honesty. We must not make good pay for the segregation of the bad, but we must reach out and compel, by sheer weight, the elimination of the bad. The

ENTERTAINMENTS

Shreveport Dixie Club Made Long Trip Much More Enjoyable.

Art Building Filled With was unanimously elected as chairman of the club, and presided over its fes-



The El Paso Ad Club and the man being backed by Texas, California, potless environment.

Superiority of country over city ade is demonstrated in a very home. man of the Southwest.

resenting country sales and the small pair of very tight proportions, giving the city comparison. Cases filled with watch seals and chains attract the men visitors like the proverbial bee to the honey, showing that men are as interested in the samples of the things with which they samples of the things with which they samples of the things with which they are a sample representing country steps and the evidence of intellectual work and its interpretation as displayed in the many different advertising methods and mediums. The whole business has been worked down to a scientific basis and to those in the business every word every letter, the placing and possible to the things with which they are the situations used appears.

make-up of the present-day advertis-ing. Laughing cherubs with chubby advertiser in the display now on view. legs and golden curis make attractive and the progress and development copy for the annals of magazine or poster, and they are taken advantage of to the utmost, as is evident in the display in the art building. The impressionist poster is another favorite, and the man with the free theorite, and the progress and development made in the last few years, which amounts to the colossal, is demonstrated on every side and in such a manner that he who runs may read, if only he travels with his eyes open. As and the man with the face that fol-lows you wherever you go and points business of the congress there is unows you wherever you go and points wih dominant finger to the goods he displays is another factor shown.

TODAY'S PROGRAM

TUESDAY, JUNE 23rd Meeting of Nomination Board

TUESDAY FORENOON Departmental Sessions, 9.30 A.M.

TUESDAY MIDDAY

BAND CONCERT—The Grenadiers Band will play in the Band Stand on the Plaza during the midday intermission.

1.06 p.m.—Start of yacht race for 50 and 60-footers of the Royal Canadian Yacht Club

TUESDAY AFTERNOON

TUESDAY AFTERNOON

Departmental Sessions 2 P.M.

ADVERTISING AGENTS (Horticultural Building):
Chairman—William H. Johns of New York City, vice-president of Ge 2.10 p.m.—Address, "Possible Improvement of Relationship Between Agen by James M. Dunlap of Chicago, Ill., of the Dunlap-Ward Advertising Association of Chicago, Ill., of the Dunlap-Ward Advertising Advertising Agency," by G. Boston, Mass., vice-president of the Loose-Wiles Biscuit Company, 3.10 p.m.—Address, "External Advertising Counsel Taken Internally," by Chicago, Ill., of the Nichols-Fiim Advertising Agency.

2.46 p.m.—Address, "The Newer Standards," by M. P. Gould of New York Company, advertising agents.

4.10 p.m.—Address, "What the Truth Seal Means to the Advertising Agent of Chicago, Ill., president Shuman Advertising Company.

General discussion, led by Henry B. Humphrey of Boston, Mass., of H. B. AGRICULTURAL PUBLICATIONS (Dairy Building):
Chairman, T. W. LeQuatte of Des Moines, Ia., advertising manager ".

2.10 p.m.—Address, "Articles Largely Used by Farmers and Not Advertish by Col. Frank P. Holland, Dallas, Tex.," of Holland's Magazine.

2.40 p.m.—Address, "What Is the Value to the Advertiser of the Sma Chicken Raiser?", by George W. Welsh of Grand Rapids, Mich., ma Belt."

3.10 p.m.—Address, "The Non-Support of Advertisers by Dealers," by S.

While on their way from Chicago in company with the delegation from that city the Shreveport "scribes" organized the Shreveport Dixie Club.

Miss Alice Keele, sister of the way from Chicago in coln, Neb., publisher of The Nebraska Farmer.

3.10 p.m.—Address, "The Non-Support of Advertisers by Dealers," by S. R. McKelvie of coln, Neb., publisher of The Nebraska Farmer.

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3.10 p.m.—Address, "Changes in Agricultural Developments and How They Affect the Advertisers by Dealers," by Horace C. Klein of St. Paul, Minn, advertising manager The Farmer and Farmer Wife.

4.10 p.m.—Address, "Objectionable Advertising," by J. L. Kingsbury of Indianapolis, Implication of the Modern of

company with the delegation from that city the Shrevpoort "sorthest" of the view Shrevpoort "sorthest" of the view of the view of the view president of the Shrevpoort Ad Club years unamously elected as chairman of the club, and presided over its festivities till near mininght each night each night till they reached Toronto. The members of the club, and presided over and dance in their special car every even till they reached Toronto. The members of the club had a concert and dance in their special car every even till.

A number of the Citicago delegatest were appointed as honorary members. The car of the sorthest was placed between two of the Windy City cars and most of the Citicago ledgatest.

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Were appointed as honorary members. The car of the sorthest was placed between two of the Windy City cars and most of the Citicago ledgatest and treasure. The Price & Lee Co.

The club will te a permanent or the company of the co 2.46 p.m.—Address, "Mail Please in Advertising and Selling," by Charles W. Hoyt of New York City, Advertising and Sales Management.

2.16 p.m.—Address, "O- Relating Advertising and Selling," by V. L. Price of St. Louis, Missouri, charman of the "Advertising and Sales" by V. L. Price of St. Louis, Missouri, charman of the "Advertising and Sales," by V. L. Price of St. Louis, Missouri, charman of the "Advertising and Sales," by V. L. Price of St. Louis, Missouri, charman of the "Advertising and Sales," by V. L. Price of St. Louis, Missouri, charman of the "Advertising Advertising and Sales," by V. L. Price of St. Louis, Missouri, charman of the "Advertising Managers," and the "Advertising Managers," and "Advertising Manage

New York City, manager of advertising department of Collier's.

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New York City, publisher of The Glove.

2.46 p.m.—Address, "The True Functions of a Daily Newspaper," by Elbert H. Baker of Cleveland, Ohlo, president and general manager of The Cleveland Plaindealer, and president of American Newspaper Publishers' Association.

2.56 p.m.—Address, "Improving and Safeguarding Relations Between Advertising Agents and Newspapers; Standardizing Newspaper Fractice," by John M. Imrie of Toronto, Ont., secretary of The Canadian Press Association.

3.16 p.m.—Address, "Gene Pages the Best Policy," by E. L. Clifford of Minneapolis, Minn., advertising manager of The Minneapolis Journal.

4.16 p.m.—Address, "Improving the Physical Appearance of a Newspaper," illustrated by the stereopticon (this address will be delivered in the Black Tent), by Will Bradley of New York City, of Will Bradley's Studios.

OUT-DOOR ADVERTISING (Horticultural Building)—Chairman, O. J. Gude of New York City, of O. J. Gude Company.

2.16 p.m.—Address, "Poster Advertising and Its Relations to Other Media," by E. Allen Frost of Chicago, Ill., official attorney and counsellor for Poster Advertising Association.

3.19 p.m.—Address, "Painted Publicity," by S. C. Dobbs of Atlanta, Ga., vice-president and advertising manager of Coca-Cols Company.

3.40 p.m.—Address, "The Long Haul," by M. P. Gould of New York City, of M. P. Gould Company, advertising agents.

4.10 p.m.—Address, "Living Up to the Truth Seal of the A.A.C. of A.," by P. D. Whitaker of Denver, Col., advertising counsellor.

PRINTING (Dairy Building)—Chairman, Henry P. Porter of Boston, Mass., chairman of committee on apprentices of United Typothetae and Franklin Clubs of America.

2.10 p.m.—Address, "Recent Developments in Catalogs for Mail Order Houses," by T. E. Donnelley of Chicago, Ill., of R. R. Donnelley & Sons Co.

Chicago Wants Convention Next Year and Delegates Are Giving Good Reasons

Exhibition Would Detract from Convention, They Say, San Francisco Hotels Would Be Crowded, and Anyway Chicago Has \$25,000 to Spend.

The tenth annual convention of the Associated Ad Clubs of America at ago next year to commemorate the first meeting of American ad men re nine years ago was urged on the convention yesterday by a large body coosters for Chicago under the leadership of A. A. Chamberlain of the eago Ad Club, and also a member of the executive committee of the

Many arguments in favor of the convention at Chicago were given yesterday by each of the 100 delegates here. Speaking of the reasons why the meeting next year should be held in Chicago, S. G. Clough, chairman of the Chicago delegation, said:

"The principal reason why the Chicago ad men and those of the United States central portion wish the convention in Chicago next year is because of the central location of the city. More than 70 per cent, of the members of the national association are within 12 hours' train ride of Chicago. This would be a great saving in railroad fares, a feature of this year's convention which has been the subject of considerable agitation among clubs which have been forced to travel long distances.

Would Divert Attention.

Would Divert Attention.

"It has been argued that San Francisco would be the best place for next year's convention, because of the fair, which would attract many persons to that point. I am of the opinion that the fair only would detract from the attendance to the convention. More than 700 conventions are scheduled to be held during the time the ad men would meet at the fair and better mould be suit as the attention of many persons typical to hotels would be full, as well as the attention of many persons turned to

"On the contrary Chicago hotels would be able to care for every delegate, and the ad men could accomplish far more business away from the fair than at it. There will be much business to be transacted at next year's convention and it cannot be done favorably if the time and attention of delegates is occupied with the fair. We of Chicago want to go to the fair and are in favor of it as a patriotic enterprise, but we also wish to gain the greatest amount of good from the convention. This cannot be done if it is held in San Francisco.

Put Aside \$25,000.

"Another reason why we of Chicago wish to have the convention in the Windy City next year is because it will be the tenth anniversary of the first meeting of the Associated Advertising Clubs of America, which was held there nine years ago. The Chicago Chamber of Commerce has put aside \$25,000 to care for the convention if we get it, and the press and commercial institutions of the city stand by us. If we get the convention I am sure it will be a more profitable one than if held at Frisco."

ESSAY CONTESTANT DINED BY HIS FRIENDS

last night at the Mossop Hotel, and the Shea of Three Rivers, P. W. Day, E. G. ion in the contest, Parker, A. J. Price, Robt. Ryan of Three Rivers, J. Jephcott, W. W. Southam, W. Robson, J. Thompson and F. E. Robson.

◆

apprentices, United Typothetae and Frankin Clubs of America.

3.40 p.m.—Address, "The Importance to Advertisers of a Study of Type Design," by Henry L. Builen of Jersey City, New Jersey, manager of Efficiency Department, American Type Founers Co.

4.10 p.m.—Address, "The Vigilance Yard Stick Applied to Printing," by L. A. Hornstein of New York City, publisity manager, Mergenthaler Linotype Co.

RELIGIOUS PRESS (Applied Arts Building)—Chairman, W. J. McIndoe of New York City of The Continent:

2.10 p.m.—Address, "Advertisers Who Ought to Use the Religious Press and How to Reach Them," by J. W. Clinger of Boston, Mass., advertising manager of The Christian Endeavor World.

2.40 p.m.—Address, "The Relation of Religion to Business Prosperity." by Nolan R. Best of Chicago, Illinois, of The Continent.

8.10 p.m.—Thirty-minute open forum. Subject for discussion, "Co-operative Advertising of the Religious Press."

3.40 p.m.—Address, "Standard of Advertising Copy in Religious Publications," by R. C. Lowry of Philadelphia, Penn., manager of The Religious Press Association.

4.10 p.m.—Address, "Keeping the Faker Out," by Robert Armstrong of Los Angeles, Cal., general manager, Guy M. Rush Co.

RETAIL ADVERTISING (Transportation Building)—Chairman, Manley M. Gillam of New York City:

3.10 p.m.—Address "Tring Co. Window Display with National Adventicing" by C. J. Pot. 10 p.m.—Address "Tring Co. Window Display with National Adventicing" by C. J. Pot. 10 p.m.—Address "Tring Co. Window Display with National Adventicing" by C. J. Pot. 10 p.m.—Address "Tring Co. Window Display with National Adventicing" by C. J. Pot. 10 p.m.—Address "Tring Co. Window Display with National Adventicing" by C. J. Pot. 10 p.m.—Address "Tring Co. Window Display with National Adventicing" by C. J. P. J. D. P. Address "Tring Co. Window Display with National Adventicing" by C. J. P. J. D. P. Address "Tring Co. Window Display with National Adventicing" by C. J. P. J. D. P. Address "Tring Co. Window Display with National Adventicing" by C. J. P. J. D. P. A

general manager, Guy M. Rush Co.

RETAIL ADVERTISING (Transportation Building)—Chairman, Manley M. Gillam of New York City:

2.10 p.m.—Address, "Tying Up Window Display with National Advertising," by C. J. Potter of St. Louis, Missouri, of The Drygoodsman; illustrated by stereopticon.

S.40 p.m.—Address, "Honesty the Most Important Factor in Retail Advertising," by C. L. Brittain of Kansas City, Missouri, assistant general manager, sales manager and assistant general manager, sales manager and assistant merchandise man of "Kleins"; president Kansas City Advertising Club.

S.10 p.m.—Address, "Co-relation of a Mail Order Campaign with a Retail Department," by C. Bard of Minneapolis, Minn., vice-president of the Plymouth Fur Co.

2.40 p.m.—Address, "The Problems of the Small Retail Dealers," by Harvey R. Young of Columbus, Ohio, advertising manager of The Columbus Dispatch.

4.10 p.m.—Address, "Truthful and Untruthful Advertising as Applied to Business Building," by A. J. Harding of Newark, N.J.

SPECIALTY ADVERTISING (Dairy Building)—Chairman, Charles Q. Petersen of Chicago, Ill., of the Advertising Novelty Co.; president National Association of Advertising Specialty Manufacturers Can Co-operate with the Advertising Co.

2.10 p.m.—Address, "Specialty Manufacturers Recommend the Use of Specialties by Other Mediums; How Can the Specialty Manufacturer Advertise His Business Besides Using Goods of His Own Manufacturer?" by J. M. Hopkins of New York City, general manager, Printers' Ink.

2.10 p.m.—Address, "What Can a Specialty Manufacturer Do to Help the Work of His Manufacturing Co.

3.40 p.m.—Address, "What Can a Specialty Manufacturer Do to Help the Work of His Manufacturing Co.

3.40 p.m.—Address, "A Merchandising Library: The First Item in a Specialty Manufacturer Advertis Advertis

TUESDAY EVENING—CONSUMERS' NIGHT General Session 8 P.M.

(Transportation Building)—William Woodhead of San Francisco, Cal. president of the Associated Advertising Clubs of America, presiding:

8.00 p.m.—Address, "The Average Woman Consumer—The Jury to Whom Is Directed Two-Thirds of the Work of the Advertising Man," by Christine Frederick of New York City, author "The New Housekeeping"; consulting household editor, and member Housewives' League.

8.20 p.m.—Address, "What Publicity Can Do For Transportation," by Gerrit Fort of Omeha, Neb., passenger traffic manager Union Pacific Railroad Co.

9.00 p.m.—Address, "Economics and Advertising—Considered from the Standpoint of the Consumer," by George W. Hopkins of Boston, Mass., vice-president and general sales and advertising manager Loose-Wiles Biscuit Co.

9.20 p.m.—Address, "The Philosophy of Buying," by Charles Coolidge Parlin of Boston, Mass., manager of the Commercial Research Division of The Curtiss Publishing Co.

EDUCATIONAL CONFERENCE

10.16 p.m.—An Educational Conference will be held in the King Edward Hotel, between the National Committee and the Educational Committee of each club, Herbert S. Houston of New York City, chairman of National Education Committee, presiding. Address, "Educating the Public," by James Schermerhern of Detrait Mich., of The