Delegates to Ad Clubs' Rally Welcomed by Lieut.-Governor Big Convention Now In Swing

before this convention closes you agree that a new record has made and one that will take some

The advertising clubs of a few years

Strengthening the Weak.

President Woodhead in Opening Address to Advertising Fraternity Refers to Cordial Relations Between U.S. and Canada--Work of Year Reviewed.

Lieutenant-Governor Sir John Gibson welcomed the delegates at the opening session in the morning "To the numerous representatives of the United States we offer a special welcome and we once more lay stress upon the assurance and interest so well expressed yesterday at Massey Hall." he said. "On behalf of myself I assure you welcome by the people of the Dominion of Canada."

He expressed the opinion that the

He expressed the opinion that the He expressed the opinion that the influence of the meeting would be potent and widespread. "Your ideals must be approved by all. The elimination of fraudulent advertising is a thing the thinking people will applaud you for," he send. He felt sure that there will be a great advantage not only to the delegates, but to the business people of the world come from this convention.

The Mayor's Welcome.

Mayor Hocken in his address of welcome reviewed what the city is doing in the progressive line. "We

extensive manufactories and be given in concrete, from or brass.

It is the welfare of the people," he said. "We are spending large sums of money for preventing vice and disease. Last year we had 675 fewer deaths, from communicable disease. deaths from communicable disease than the previous year." Continu-ing he stated the city is trying to do way with the out-of-employment question. "In solving the problems of disease and vice we think we are doing more than we could if we set ourselves to building bridges and ulevards. Bue we are not neglecting ulevards. We will be able to show tinent next year," he said.

He referred to the motto of the city, "Industry, Intelligence, Integrity," and then "expressed the opinion that the motto of the Ad. Clubs cannot but be an incentive to climb to highe

From Woodrow Wilson.
The message from President Woodrow Wilson of the United States, is as follows: "Felicitating the Associas follows: "Felicitating the Associated Advertising Clubs on this occasion which brings into friendly associated a branch of sociation so important a branch of the business interests of the two Eng-lish-speaking communities of this continent, I express the sincere wish that the Toronto convention will result in still more harmonious and cient co-operation in bringing about entire frankness and honesty in business dealings and the elimination

women, the convention was welcomed by Miss Constance R. Houlton, vice-president, of the council. "These conventions which me meeting more frequently promote dignity and in-ternational peace more than all the lay sermons on peace which have been preached to the patient world from the pulpits, she said. "We open our gates to you," concluded the speaker.

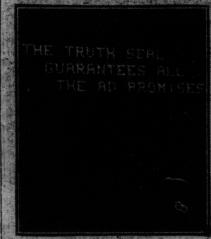
William G. Rook, president of the Toronto Ad. Club, also welcomed the convention and said he was pleased that the two countries had devised a means of settling disputes without the use of arms.

President's Address.

President Wr. Woodhead, during "One hundred years of peace." What a hundred years it has been—the greatest in the history of the world. What an eventful hundred years on this American Continent. Why, dur-ing that comparatively short span this continent has grown from a population of three or four millions to one kundred millions. What tremendous questions these two countries have had to solve, what heated words, what bitter quarrels—bitter as family quarrels are apt to be; and yet while some of these questions were such as would irrevitably have brought any other two nations into control of the second second in the second two nations into open and frequent conflict, they have all been arranged and adjusted without resort to arms. In our hearts wek now and feel that blood is truly thicker than water, and we have a yearning for the old home. the land of our fathers, and he is a enemy of his country and of the human race who would stir up strife be

tween two nations that are one

TRUTH ELECTRIC SIGN



would still have been worth while.
And just think what progress we have made in this direction. Now comes the splendid news that last week in London the British Advertisers' Association was formed, with Sir William Lever, president; Charles F Higham, vice-president; John Hart, secretary, and our friend, Bur-ton, who was with us at Baltimore, treasurer. The total membership of

I rejoice that we are with you today in this Queen City of Canada; this capital of the beautiful Province of Ontario; this great commercial distributing centre of an empire. Above all, I rejoice because our friends, our brothers of the Toronto Ad. Club retained and they have reason to re-

I know I have been criticized in some quarters on account of reappointments—that it was an admission that we must go to the cities on the Atlantic seaboard for our men, but as far as I am concerned, geography does not cut any figure; what does count is men—men who can and will do things, and I don't care whether they come from New York City or from Oklahoma. However, now is the chance of the west. None of these men who have so faithfully and efficiently headed these various committees will serve again under any consideration. Let the great west come to the front and give us a truly do. brothers of the Toronto Ad. Club rejoice; and they have reason to rejoice, reason to be proud, because they
have succeeded beyond their own and
our dreams. I know something of
the difficulties they have had to encounter. I visited them soon after I
was elected president, and I visited
them again only a few weeks ago. I
know the splendid work they have accomplished and I know, further, that
before this convention closes you want me to the front and give us a truly western year, to wind up with a western convention in Chicago. We men of the west ought to do it and I know that we can count on the hearty co-operation of our eastern friends who have mainly carried the load during the last few years.

Question of Finance.

Then came the great question of finance. It was apparent that we

The advertising clubs of a few years ago devoted themselves largely to social affairs—vaudeville shows—the entertaining of the prominent citizens passing thru our gates. The conventions were the same thing on a larger scale—more and bigger, not always better, vaudeville; more funny stories; a few selections from the ments."

(Signed) Woodrow Wilson.

On behalf of the local council of women, the convention was welcomed by Miss Constance R. Boulton, vice-president, of the council of the council of the council of the council of the convention was welcomed by Miss Constance R. Boulton, vice-president, of the council of t could be worked out, it was decided to attempt to raise a fund by volun-tary subscriptions thru the members educate and no one was ventures the enough to touch on any of the real protlems and evils of the advertise-ing business—no man so considerate and discourteous as to start someof the various departments represented at Baltimore. Again the difficulty was to find the man to lead the way. And again the spirit of co-operation prevalled and after a nearly all night session with Sam Dodds, he finally agreed to undertake what was to him of the procession of the color of And there at Boston came George coleman. He-had already made his mark in the world as a man of lofty ideals; better than that he had found a way, forced a way to put those ideals to work. He traveled around a disagreeable task. White his ef-forts have not been as successful as he or we would wish, he has succeed-ed in raising about \$7,000, without ideals to work. He traveled around the country strengthening the weak and encouraging the strong with his tremendous irresistible faith, inspiring men, and what is better, bodies of men, with their opportunities, until in almost every city of this country were found a few earnest, enthusiastic men, and some of the proposed reorganization, the new such a plan as will be the means of placing the is contained in the country were found a few earnest, enthusiastic men, and some of the proposed reorganization, the new such a plan as will be the means of placing the is contained in the country which we could not have undertaken or accomplished all the work of this year. We hope that as a result of the proposed reorganization, the new docof this country were found a few earnest, enthusiastic men, and some of them even practised the new doctrine, "Honest, believable advertising." "Truth in Advertising," until today there are clubs in some hundred and twenty-five cities of the United States and Canada and we have a total membership of nearly 11,000.

At Baltimore, this states and Good Progress.

have a total membership of nearly 11,000.

At Baltimore this prologue, our declaration of principles, was completed and read and it proved to be the climax the advertising audience had been waiting for, and with one enthusiastic unmistakable shout they have the play go on bade the play go on,

The Keynote.

The keynote of the Baltimore convention was co-operation, so forcefully expressed in the now family of convention of minimum and still meaning the still mea ous declaration of principles and still more forcefully expressed by the splendid men who composed that committee of committees, and whose abled us to spend more money on the

New York.

In a spirited conference held immediately after adjournment of the con-

ention yesterday afternoon, Mr.

Houston made this announcement to a

FROM OKLAHOMA

PART OF CALIFORNIA DELEGATION

vertising Men's Con-

from childhood, has at last been found in the newest state of the United report of this committee has been printed in full in Associated Advertising and in various advertising journals. It was referred to a subcommitte of the exclusive committee of the exclusive committee of the exclusive committee consisting of Douglas I. Graves, Wallier Cherry and J. Chamberlain, and ter Cherry and J. Chamberlain, and ter Cherry and J. Chamberlain, and

home say so," declared Mr. Newbern last night. "Breeders who have gone thru some of the visit thru some of the vicissitudes and hardships of a new country, say so," he continued; "boys and girls who are studying the agricultural problems and allied interests, say so; reports reaching our agricultural department of the state say so; government statistics declare it to be the truth; in fact it is generally admitted and the state say so; government statistics declare it to be the truth; in fact it is generally be admitted and the state say so; government statistics declare it to be the truth; in fact it is generally be admitted and the state say so; government statistics declare it to be the truth; in fact it is generally be admitted as the same say in the state of the state of the state of the same say it is generally be admitted as the same say in the say in the same say in the same say in the same say in the same say fact, it is generally admitted every-where that a shower of gold has come down in Oklahoma."

Bountiful Crops.

Taking up the same theme, Mr.

Veazey declared that in that bow and arch are exhibited millions of dollars prize of \$1,000 for the best essay on advertising, to be contributed by members of this association. in the shape of the most bountiful crops in the history of Oklahoma. He BOOKS ON ADVERTISING

PUBLISHED THIS FALL

Herbert S. Houston, chairman of the National Educational committee, announced two big new books for publications and the National Educational committee, announced two big new books for publications and the National Educational committee, announced two big new books for publications and the National Educational committee, announced two big new books for publications and the National Educational committee, announced two big new books for publications and the Instory of Oklahoma. He said the United States Government report that the estimated wheat crop will be more than double that of last year, or a total of something like 40,000,000 bushels, against 17,500,000 bushels, against 27,500,000 bushels, against 27

announced two big new books for publands to harvest the wheat crop alone. lication this fall. They are "Adver-Mr. Beatty also added that what was tising—Selling the Group," by John Lee Mahin of Chicago, and "The New Business," by Harry Tipper, president Chicago, and "The New Business," by Harry Tipper, president Chicago, and "The New Chicago, of the Advertising Men's League of and garden.

Mr. Clark said that the wome the Oklahoma party are just as enthusiastic as the men quoted, and each had something good to say about Oklahoma, the literal interpretation of which means "the land of plenty."

tween two, nations that are one in race, in language and in religion.

Canada is Growing.

This great Dominion of Canada is growing very rapidly. We should be glad that a considerable share of Canadas growth is due to American be glad that a considerable share of Canadas growth is due to American who have crossed the line. The United States need not more thanking should an an an additional the office of the committee of the party had grown and as Mr. Newbern is connected with the one big thing to be accomplished was to reorganize this association along the blocks, Mr. Houston said: In speaking of this fine start on sell, in ghe books, Mr. Houston said: In speaking of this fine start on sell, in ghe books, Mr. Houston said: In speaking of this fine start on sell, in ghe beooks, Mr. Houston said: In speaking of this fine start on sell, in ghe beooks, Mr. Houston said: In speaking of this fine start on sell, in ghe beooks, Mr. Houston said: In speaking of this fine start on sell, in ghe beooks, Mr. Houston said: In speaking of this fine start on sell, in ghe beooks, Mr. Houston said: In speaking of this fine start on sell, in ghe beooks, Mr. Houston said: In speaking of this fine start on sell, in ghe beooks, Mr. Houston said: In speaking of this fine start on sell, in ghe beooks, Mr. Houston said: In speaking of this fine start on sell, in ghe beooks, Mr. Houston said: In speaking of this fine start on sell, in ghe beooks, Mr. Houston said: In speaking of this fine start on sell, in ghe beooks, Mr. Houston said: In speaking of this fine start on sell, in the constitution, and as Mr. Newbern is connected with the Oklahoma State Fair and Exposition, is a prominent member of the Oklahoma will be feculty of the plant and along the original speaker so convention, and as Mr. Newbern is connected with the Oklahoma start fair feel confident that the State for each book. The copyright beother of the Dallas Advertising men's to follow of the Dallas Advertising the oklahoma will be feed to say about Toronto, and as Mr. Newb group of men interested in the educa-tional work. In 20 minutes 490 orders PREDICTS BIG GROWTH

provements I have seen and I predict for this city even a greater growth in the future." Mr. Taylor is secretary of The Praetorians, a large and progressive fraternal insurance order MEXICAN BULL FIGHT

The Mexican buildight, which was originally scheduled for Tuesday night at the Exhibition grounds, will be given Wedensday night instead. The buriesque buildight, just as given by the Mexicans in the interior of Mexico, will be staged on the lawn in front of the Assembly Hall and will precede the Tatoo exercises, at 8 o'clock. The buildight is the national sport of Mexicans, when the Mexicans are not too busy starting revolutions. Across from El Paso in Cludad Juarez, Chih, there is a buildight each Stundey in the historic old building, where hundreds of buils and a number of fighters have been killed. These fights are attended by the Mexicans soldiers, who cheer when a good kill is made, for they know that a clever kill means fresh beef for them that night at supper, as all the cleanly killed buils are taken to the barracks to be made into steaks for the soldiers.

Of The Praetorians, a large and profered freence Tuesday night, along with many other matters.

Resetually of Tuesday night, along with many other matters.

Resetually of the deducational conference Tuesday night, along with many other matters.

Resetually of the Mexicans and never loses an opportunity to attend the big conventions.

R. E. Livingston, advertising man-ager and public policy director of the Consolidated Gas Company of New York of the Mendelssohn Choir on Sunday. "More perfect harmony of Mexicans, when the Mexicans are not too busy starting revolutions. Across from El Paso in Cludad work that I have long wanted, but by feecent interviews in the New York delaying the many other many

ANOTHER HOT WELL.

New York Expert Has Achieved Fame in Handling Big Ad Contracts.

ous Speech for the Baby

"BULLY FOR EL PASO"

the Orator of the

Southern Booster.

DALLAS CHAIRMAN

Fred E. Johnston, chairman or the

delegation from Dallas, Texas,

O. J. Gude, president of the O. J. ude Company, N.Y. was born in New York City, March 20th, 1862.

O. J. Gude Started Novel

Campaign at Outset of

OUTDOOR ADVERTISING

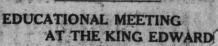
with advertising was with "Fischer's Three Ball Blue." Altho only 17 years

terest in the business before he was 18 years of age.

In this campaign Mr. Gude first displayed his ingenuity for achieving unusual publicity. He painted, for "Fischer's Ball Blue" all the chimney tops along the lines of the "L" railroad, which had just been put in operation. He suggested to Mr. Fischer, who was sending out men to paint grocery ending out men to paint ceres: "Why not paint the phone." A crew was put out, and every himney possible was painted, to the reat astonishment of the people of ew York City. It was the most ef-

vertising department of "Pyle's Pearline." This was simply to get a larger opportunity for advertising, as "Fischer's Ball Blue" had only a local scope. He remained with "Pyle's" for six or

and became the biggest customer of the billposters thruout the country. It is because of the increasing rates de-manded by small paint owners, on account of his large utilization of out-dcor advertising, that he commenced to establish his own plant, in order to secure service for his customers. He was always seeking something better than the local man was willing to give, and when the local paint man or billboard man would not give him the lo-cations desired he simply went out and hired men and built signs, and in many cases turned over these spaces to the local people. But finding it difficult to maintain efficiency he finally started in real earnest in 1899, gradually dis-continuing the agency pusiness, and putting all his energies into developng his own plant.



Tonight (Tuesday) at 10.15 the na nal educational committee will hold its most important conference Edward Hotel instead of at the transportation building, as announced in

Mr. Houston, chairman of the connittee, said last night: "At this conference the committee will discuss with men interested in the educational work from all the clubs the plans for next year. It is desired that the presidents of all the clubs and the educational committees from all the clubs be in

attendance. One big feature the committee intends to present is the striking lecture by James Schermerhorn, publisher of The Detroit Times, on advertising— The Light that Serves and Saves. Mr. Schermerhorn will present the lecture in person. It is the plan of the committee to have every club present this lecture many times during the coming vear before women's clubs, churches, commercial organizations and wherever a hearing can be secured for it. Among the prominent features in the lecture is a graphic account of Adless Town Right now the committee is undertaking to have this illustrated by a moving picture film. But all of this is to be explained at the educational conference Tuesday night, along with

Washington, June 4, 1914. Felicitating the Associated Advertising Clubs on this occasion which brings into friendly association so important a branch of the business interests of the two English-speaking communities of this continent, I express the sincere wish that the Toronto, convention will result in still more harmonious and efficient co-operation in bringing about entire frankness and honesty in business dealings, and the elimination of false and questionable advertisements.

(Signed) Woodrow Wilson.



Party of Ten Arrive for Ad-R. E. Sherman Makes Vigor-

PROSPERITY REPORTED

Grain Crops of State Estimat- Crowds Cheered Loudly for

on this continent or in fact, in the world.

Important Outcome.

Another important outcome of this new splitt of co-operation and I think the direct result of the work of that famous conference of committees at Baltimore, is the formation of the audit bureau of circulations, composed of advertisers, advertising agents and publishers, organized for the purpose of furnishing accurate data—and information regarding the circulation of newspapers, magazines—agricultural, trade technical, class and other publications. A great opportunity for good is afforded the audit bureau of circulations and it is entitled to the hearty support of the Associated Advertising Clubs of America.

Another matter which has engaged the parnest attention of your officers and committees is that of our emblem, or how it can be used to advantage without danger to its prestige. A committee consisting of Richard Waldow. W. C. D'Arcy, A. G. Newmyer and a committee consisting of Richard Waldow. W. C. D'Arcy, A. G. Newmyer and the plan put into effect by the Fort Worth Club and allowed to continue tentatively by way of experiment until some decision was arrived at. The

ter Cherry and A. J. Chamberlan, and a report of their findings and recommendations will be laid before you during this convention.

You will be gratified to know that the Printers' Ink Cup is to be perpetuated even if it should be won by the same club three years in succession and thus become the permanent property of that club. Mc Romer, president of Printers' Ink and a live and active member of our association.

and active member of our association, has taken care of this contingency by generously offering to replace the cup when yer it passes out of our hands. Another valuable contribution is that of Advertising and Selling, the publishers of which have offered a price of \$1.400 for the best essay of

WAGO, Texas, June 22.—To W. V. Crawford, secretary-treasurer Associated Ad Clubs of Texas, Toronto, Ont.: Another hot well brought in today in centre of Waco. Temperature, 107 degrees. Capacity seven hundred thousand to a million gallons a day.

WACO TIMES-JOURNAL



These Delegates Have Carried Everything Before Them, and the Convention Isn't Half Over Yet.

CHIMNEYS BLUE

ers A

ers of Ale te, Mr. H

ter Dr. G

They were as decreed on time an who had t should hav

All Line

WINNIP ers of the sibilitie ailway con Chicago. ceived by he United ordered on 95 differen all systen

While the Canadian I strike, then of this remadquarte the past a mitted to sided under the Co this co a called is

NADEO