

ADMINETTES HEAR ADDRESSES AND GET PRETTY SOUVENIRS

Mrs. Jessie Leonard, Secretary of Boston Women's Publicity Club, Tells of Good Work of Vigilance Committee—Native Charms All the Way From Honolulu.

The no special program was scheduled for the ladies of the advertising convention yesterday the day proved to be one of the most delightful of the week for those who had the good fortune to remain with the body of the gathering at the Exhibition grounds.

As in the morning, so at the afternoon session, one of the speakers was a lady, Mrs. Shorrock, the accredited delegate from her far-away constituency. Mrs. Shorrock, like all the women of the convention who took any public part, was received by the audience standing. Courtesy is undoubtedly one of the outstanding virtues of the men of the advertising world.

Presented British Flags. One of the prettiest scenes of the afternoon was the presentation of flags by the British representative to the president of the Toronto Ad Company, W. C. Rook. There were flags and banners from several advertising companies in England, one of them a great Union Jack; another a standard mounted on a horn, from which a blast was blown by a bugler, and when the entire company of pennants were unfurled and the British delegate stood in the centre, surrounded by the emblems of industry from the men across the sea, it was a picture suggestive in the highest of the advance of the civilized sentiment of peace for the world.

Another picture which was very much enjoyed was the tribute to Edmonton, gained by the number of ladies who girded on their strength and came in such a way to win the trophy for largest numbers and most mileage accomplished in the coming party. A throng of 30 cars was engaged by the Edmonton party, and when one of the members from the prosperous western town ascended the platform and received the prize from the hands of the president, the audience and efforts met their reward.

Gavel for Chairman. One more number on the informal program was the presentation of a gavel to the chairman by Mrs. Hocken, on behalf of the ladies connected with the Toronto Advertising Club. The gavel was a picture of appreciation and delight at the hospitality given, were heard on all sides. "I have been happy to see you and to hear of your success in your work," said Mrs. Allen, wife of John K. Allen, chairman of the committee, and this seemed to voice the opinion of all the visiting ladies to the convention.

BARS LIQUOR ADS WILL BE AD MEN'S TEN COMMANDMENTS

Joliet Daily News Strong for Temperance — To Praise Toronto.

The Joliet Daily News is not what you would call a metropolitan newspaper yet it holds a record for the biggest papers in the land. It has barred liquor ads from its columns for 17 years—since it was founded. No other daily newspaper on the continent can say as much. And H. E. Baldwin, its advertising manager for ever so

N. H. Uker Declares Standards of Practice Are Ideals of Conduct.

EULOGIZES J. K. ALLEN

Committee Sought to Carry Thru Idea as Conceived by Initiator.

In moving the ratification of the Standards of Practice, at the general sessions yesterday N. H. Ukers, New York, said:

"If the prizes should go to those who have initiated nothing should be permitted to hide the fact that the 'Standards of Practice' adopted at Toronto were the lengthened shadow of one man and that the initiative was John K. Allen's.

"It was Mr. Allen who first suggested the idea of 'Standards of Practice' after that epoch-making declaration at Baltimore. All thru the year it was close to his great heart and when the work of preparing the tentative standards was turned over to the national commission, and Chairman Ingersoll entrusted to Mr. Gilliam and myself the task of getting the thing done, we look it on with a full realization of its responsibility and with an eye, 'single to service.'

"We tried to carry the idea thru as Mr. Allen conceived it and its ultimate success became Mr. Allen's best contribution at Toronto.

"These standards represent the most vital development in the advertising field and are the most notable achievement in the cause of better business yet made by the Associated Clubs.

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

"For the first time in the history of advertising we now have codes of advertising ethics by means of which each advertiser can gauge their own conduct and also that of their fellows.

"As Chairman Allen 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, they will nevertheless be advertising men what the Ten Commandments have been to society, a set of ideals towards which to work—the best standards of right action now attainable.

NEW YORK'S REPRESENTATIVES

Prominent ad men from United States metropolis attending convention.

Life Convict Sends Helpful Article to Direct Advertising Section.

UTTERS TIMELY ADVICE

Danger Threatens Thru Direct Letter Which Misrepresents Things.

The liberal character of the Ad Club Convention was well illustrated yesterday morning when an article by Lewis Victor Eytzinger, a life prisoner in the state penitentiary, was read at the departmental session of "Direct Advertising" in the Horticultural building.

Benefit of the New. He said: "Many men bewail the passing of the old handwritten letter, thinking that the art of letter-writing is lost. They cry out that the typewriter and duplicating machine have destroyed the letter of courtesy, urbanity and heartiness. Nonsense! Nothing of the kind! They have elevated standards and given rise to a library. It is true that the speeding up processes in business have cast aside many of the formal non-essentials common in long ago letters, but it is also true that the very highest-grade form letter, written with infinite care and appealing art printed and processed with regard for typographical beauty, is the equal of anything we have seen in the olden times.

When William C. Freeman, New York City, chairman of the newspaper section of the convention, yesterday brought before the news men the proposition that a subscription be taken up to have printed and issued to all newspapers and publishers of United States and Canada a copy of procedure of this department, such enthusiasm was shown that several men, representing large publishing interests, immediately arose and offered to print such an issue gratis. Mr. Freeman pointed out that as an institution the Associated Newspaper Department of the Advertising Clubs of the World should not, and in fact could not, accept such a liberal gift. He suggested that each man present should donate a sum, such that the aggregate would cover the entire cost, and started "the ball rolling," as he put it, by subscribing \$50. Several others at once followed suit. However, so much respect to the standards adopted and the principles about to be evolved was shown that it was under some-what protest that the publishers deserted from their efforts.

"Do Not Ask for Charity." "We publishers advertise our advertising for the good of ourselves," began Mr. William Findlay of The Ottawa Press, who has a wonderful speech, which brought down the house. "The advertiser does not ask for charity. He need not be the object of philanthropy. He is a man who comes to the counter and pays his money, and he usually asks no favors of the advertiser for his best effort. Let advertising prove its value. The first and best way to advertise is to let advertising advertise itself. Give all advertising character and decent surroundings, and the people will trust it. Shackle the good advertising, the clean advertising, the honest advertising with the makeshift advertising, the unclean, the deceptive and fraudulent and the reader will quickly lose faith in the whole thing."

Then followed an instructive resume of the progress of the reorganization of the Canadian Press Association, as stated by Mr. Findlay 75 per cent of the newspapers in Canada signed a charter to devote space for the improvement of newspaper advertising throughout the Dominion.

Eliminating False and Misleading Advertisements. Head the subject of the address which was to have been delivered by J. J. O'Neil, of the Manchester Guardian England. Owing to his unavoidable absence his manuscript was read.

CINCINNATI VISITORS LEFT TRAIL OF PENANTS

Ten thousand Cincinnati pennants were brought to Toronto by the delegation from that city and left here. Distribution was not limited to delegates, but wherever a Cincinnati man went he left a trail of tiny red and blue pennants. Hotel employees, clerks, street car conductors all wore them. More than one policeman had one tucked up his sleeve while he did his best, and when he went home "the kids" got them.

"Cincinnati in 1910" the pennants read. "We surely will show you all a time if we get it," promised Ben Mulford, from "way down there."

WOMEN DELEGATES FROM RICHMOND

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EDITOR AND PUBLISHER

Frank Le Roy Blanchard, editor of The Editor and Publisher, New York.

ASK RECOGNITION FOR HOUSE ORGAN

This Department Intends to Make Strong Showing at Chicago.

IS USEFUL FOR AGENTS

Sixteen Hundred Now Published in Canada and United States.

Altho not officially recognized by the national commission, the house organ department intends to make such a strong showing at the Chicago convention next year that the organizing body will be forced to make recognition of them. Sessions held under their auspices were well attended, and over two hundred names were taken of men specially interested in house organ publication who formed the nucleus of a permanent organization. An organization committee consisting of the chairman, George Walker, of St. Louis, the secretary, W. Johnson, of Mount Clemens, Mich., and five others was appointed as the permanent committee which will seek to give the organization such strength that it will be recognized by the governing body of the Associated Ad Clubs. With 1500 house organs published in the United States and Canada, the leaders of the house organ department are enthusiastic about the formation of a committee which will conserve and uphold the interests of house organ publications.

Far Guide to Agents. That a house organ is not published for the purpose of making money, but that it is intended to represent to the agent and dealer the merits of the particular concern which sends it out, was the declaration of Bruce D. Dryden, of Philadelphia, in his paper on "Trade and Technical Publications and House Organs."

The announcement that neither the United Dry Goods Company nor the Associated Merchants' Company would be affected by the collapse of the Clavin Corporation had no stimulating effect on the stock. Moreover, such issues as May's department stores, Woolworth, American Woolen and other corporations doing a strictly commercial business, were sympathetically affected.

Putting sales force into the copy is the secret which must be solved by the house organ editor who would be successful, asserted George F. Wilson of Milwaukee in his paper on "Trade and Technical Publications and House Organs."

Mr. Frederick has installed in her own efficiency kitchen at her home on Greenlawn, Long Island, the very latest and most scientific household equipment. She believes, and practices the idea, however, that it is not simply equipment that makes household work easy, but scientific ways of planning work, correct routine, processes, proper working heights to avoid unnecessary stooping, etc.

Following her talk before the Business Women's Club and the Housewives League combined meeting, Mrs. Christine Frederick was requested to install one of her famous efficiency kitchens at the woman's exhibition during the Canadian National Exhibition.

Mrs. Frederick's efficiency kitchen was the biggest attraction at the recent efficiency exposition held at the Grand Central Palace, New York, and thousands of visitors from all over the world heard her lecture daily on "The new housekeeping" and better and easier methods of doing housework.

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EDUCATION HELPS ALL ADVERTISERS

Propagandist Work Effective in Promoting Displays for Business.

SQUARE PRICES URGED

Wide Range Offered for Adequate Publicity in Pictorial Art.

The final meeting of the department of engraving developed an unusual amount of interest. Mr. E. N. Nason, advertising manager of the Standard Sanitary Mfg. Co. of Pittsburg, an authority of highest rank, complimented the meeting and those in charge of it.

Mr. Nason, a member of the National Education Committee, spoke on "How Education Work Surveys Advertising," and in a few minutes conveyed much information of practical value both to the advertisers and engravers.

Mr. Nason called for a better understanding of engraving on the part of advertisers, and a closer co-operation between the advertiser and the engraver.

George Bridgen, in speaking on a "square deal" on the price question, said: "A square deal, in this connection, means a square deal to the advertiser and a square deal to the engraver. What could be more square than a price based upon actual cost of production? Modern business does not permit guess work. Efficiency means what we want, and receiving it, willing to pay for it, no matter what the commodity in question may be, a better understanding of our work will bring with it a better appreciation of the value."

W. Gage, of the Gage Printing Co., Battle Creek, Mich., in speaking on "The Finished Plate," gave several practical suggestions for the care of them, and touched on the relatively small cost of the finished plate, compared with the cost of the spaces in which the plate was inserted.

L. B. Folsom, of Folsom & Sunnergreen, Boston, in speaking to the paper entitled "The Elements of Time and Cost, and Their Bearing on the Results," said: "The relation of the buyer and manufacturer is so close that their interests cannot be separated without injury to both. If the demands of the buyer are such that they cannot be reasonably met by the manufacturer, both interests must necessarily suffer."

J. W. Rawthorne, of Publicity Engraving Co., Pittsburg, in his paper entitled "The Sketch and the Drawing," stated that: "Commercial art had gone hand in hand with the growth of means of production, hence its development had taken place logically and consistently in the engraving houses. Pictorial illustration offers a wide range for the advertiser, and is one of the chief means of publicity."

Guastave Zeaco, of the Zeaco Wilkinson Co., read a paper entitled: "The Illustrated Feature of Publicity Literature, with Particular Reference to Process Color Printing, its Origin and Development."

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Advertisement for 'The Brighter Side of the Crusade' featuring a motion picture about advertising ethics. Text includes: 'The Brighter Side of the Crusade' was the subject of a motion picture shown at the black tent beside the transportation building yesterday morning. The picture showed the benefit to business that can be derived by keeping the stores in a clean and bright condition. There was a very small attendance at the theatre as it was sweltering hot inside. Other speeches delivered were: 'The Uses of Motion Pictures in Advertising and Selling,' by Arthur Smallwood, of New York, and 'How High-Grade Papers Are Manufactured,' by C. W. Dearden, of Minneapolis, Minn.

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Large advertisement for 'The Toronto World' featuring a picture of a woman and text: 'THE TORONTO WORLD Commencing Monday, July 6'. The text describes the newspaper's focus on housekeeping and efficiency, mentioning Mrs. Christine Frederick's expertise.