

# The Advertiser's World

Senate Reading Rooms  
15 June 1914

## WHAT THEY THINK OF THE WORLD

Louis A. Colton, president of the San Francisco Ad Club, "The Toronto World's special ad man edition yesterday morning was one of the slickest pieces of journalism I have ever seen. I am I came to Toronto to select the World to make our appeal for the 1915 meeting because it appeared to be the best newspaper in the city. My conclusion was right. The World's work will be a potent factor in helping us to win the fight."

## WHAT THEY THINK OF THE WORLD

E. L. Marshall of the San Francisco Ad Club, formerly a newspaperman, "The Ad Man's World" yesterday was a fine piece of newspaper enterprise, and one which the ad men all appreciate greatly. I am sure it is a credit to Toronto to have a journal such as The World, and the San Francisco delegates to the convention are pleased exceedingly with the paper's assistance in boosting for the 1915 meeting to be held in the Golden Gate City."

EIGHTEEN PAGES—TUESDAY MORNING JUNE 23 1914—EIGHTEEN PAGES.

VOL. XXXIV.—NO. 12,276.

## TO TEST HONESTY ANSWER THESE QUESTIONS

### Four Queries for Ad Writers to Think About Before They Turn Out Their Copy and Join the "Swat the Lie" Campaign Now Booming.

"Swat the lie" was the beneficial exercise recommended by the vigilance committee of the Associated Advertising Clubs of the World in executive session in the administration building on the Exhibition grounds late yesterday afternoon. Chairman Harry D. Robbins of New York presided, and after reports on the past year's work were read, plans were discussed for the work of the national committee for the new year.

An instance of fair play on the part of the committee members in their efforts to have honest forenoon in all advertising transactions presented itself in a resolution passed regarding an announcement by a paper concern, published in Printers Ink, that it would ask the convention to place a ban on manuscript and facsimile typewritten letters. The firm alleged that such letters were sent out as typewritten and were a deception.

Too Small a Matter. After careful consideration of the matter the committee decided to oppose such a resolution on the ground that the matter was too small a one and the case presented the appearance of one interested attempting to work against another. This was the case, it was pointed out, because the paper firm manufactured paper especially for printers and to oppose the facsimile letter firms would be to help the printers.

Another resolution was passed providing that when a dishonest advertiser should be exposed, the name of the agency handling his copy should be named, also to guard against his escaping from any responsibility in the matter.

Seven Questions. A list of questions for the copywriter in the campaign to eliminate untruthful statements was submitted by E. S. Shumann. These, the speaker declared, constituted the final test of honesty on the part of the ad writer. They were:

1. Is the statement true?
2. Is the statement misleading?
3. Is it a matter of gain or loss on the part of the advertiser or the dealer?
4. Would you advise your own family to use the article of which you are writing?

The Best Test. The final question, Mr. Shumann declared, would be the best test of honesty, as many ad men differed in their definitions of what is honest.

Members of the vigilance committee will address the delegates to the convention this afternoon on sixteen subjects.

## DELEGATES ENJOY MOONLIGHT TRIP

### Nearly Two Thousand Had Pleasant Time on Steamer Cayuga.

Good fellowship, good singing and any amount of dancing featured the ad men's moonlight excursion last night on the steamer Cayuga. Weather conditions were ideal, and the 1975 ad men and admenettes aboard enjoyed themselves thoroughly and were much impressed with the moonlight beauty of the lake and bay.

The arrangements of the local Ad Club members were perfect. When the Cayuga docked at 8.30 from her trip across the bay, the large crowd waiting to board her were handled with quickness and despatch, and were aboard and waiting the starting signal in 15 minutes.

The Highlanders' Band in the bow and an orchestra in the stern, supplied the music for both singing and dancing, and were constantly called upon for encores.

The delegates aboard were loud in their praises of the Toronto Ad Club for their excellent program, which was carried out without a hitch.

## SHORTY McJUNKEN



Otherwise known as Fred. He's from Dallas and lets everyone know it.

## SHORTY McJUNKEN, HE EATS 'EM ALIVE

### Wild and Woolly Man Terrorized Peaceful Union Station.

## SEVEN FEET TALL

### With His Hat On—Gives Photos of Himself to the Ladies.

McJunken of the "66" Ranch—have you seen him?

He stands six feet plus tall in high high-heeled Texan top boots and seven feet when he is wearing his Mexican hat. Everybody knows Fred McJunken of Dallas, Texas, jester extraordinary to every convention of the Associated Advertising Clubs in the last five or six years.

Everybody knows him, even the ladies. Five minutes after the Dallas special pulled into the Union Station on Saturday—Whoop-ee! Five shots from a big revolver split the air in quick succession, and scattered the crowd in all directions. That was McJunken. He had won a bet that he was not afraid to fire off one of his guns within an hour after his feet touched Canadian soil.

An hour or so later in a downtown hotel a perfectly genteel and pretty lady with friends waiting in the rotunda was rather taken back when the tallest man she had ever seen in her life stepped up and enquired politely, "Madam, are you married or single?"

The lady blushed and would have none of him, but the tall stranger persisted. "Madam, I have a little souvenir for you. I have two kinds, one for the single one and another for the married one. It makes all the difference in the world. Which are you?"

Something in the big stranger's manner caused the lady to relent. "I'm single," she replied smilingly. "Whereupon the tall man produced a picture from his pocket and presented it to her with a bow. It was a picture of himself."

That was McJunken again. McJunken is a cattle man by profession, but he likes the ad men and goes with them every time they take a jaunt. He takes six or seven suits of clothes with him on every trip and he changes them every hour and a half or so. He is always the life of the party.

## BIG CONVENTION IS OPENED WITH ENTHUSIASM

### Ad Clubs' Delegates Grouped With Badges of Characterizing Colors Make Splendid Showing—Officially Welcomed by Mayor Hocken and Lieut.-Governor Sir John Gibson.

Magnificence of numbers and an atmosphere of supreme exhilaration were leading notes in the opening of the business sessions of the Tenth Annual Convention of the Associated Advertising Clubs of America, which convened in the Transportation Building of the Exhibition grounds yesterday morning.

The rendezvous chosen could not have been improved upon and the day was ideal for the running about and somewhat laborious work generally that the starting of a big convention involves. The delegates began to arrive early, but it was after 10 a.m. the hour scheduled for opening, that the proceedings began, the delay being permitted in order to get all together at the start.

Contingents distinct in color. Meantime the green lawns began to take on life and color, as the contingents from different states and localities grouped themselves, all carrying distinctive notes in the shape of yellow, blue, red, or striped bands about their hats, different colored pennants or in some cases a complete uniform. The Pilgrims from Boston wore white trousers and white boots, dark blue coats and white sailor hats with blue bands. From Texas came a picturesque company carrying amongst them a big yellow flag with the pithy motto "The truth is with a soul, Waco, the land of Texas." Nearly all had already

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## SONGS AND MUSIC ON THE TURBINA

### Greetings Were Exchanged by Wireless Between Two Large Steamers.

That there is a strong feeling of friendship between the American Ad Clubs was exemplified last night by a wireless message from the Shreveport Ad Club on board the Turbina, to George Walker of the St. Louis Ad Club on board the Cayuga during the moonlight excursion given to the delegates to the Ad Club convention. The message read: "George Walker, St. Louis Ad Club: Greetings from Shreveport Ad Club."

The message was delivered on board the Cayuga, but no answer was sent. Nearly 300 delegates were carried by the Turbina. The delegates were entertained by songs and music. A pamphlet with the choruses of a number of the popular songs was distributed, and the music for it was supplied by the Royal Grenadiers Band, and a portion of the 48th Highlanders Band. Alex. Murray, a member of the latter band, gave an exhibition of several Scotch dances, and was helped by a lady delegate from Pittsburgh.

## MILK TEN CENTS PER SANDWICHES THE SAME

While the arrangements made by the Toronto Ad Club for the accommodation of the delegates to the convention of the Associated Ad Clubs of the world, have been the subject of much favorable comment for the visitors and their friends, the restaurant at the Exhibition grounds which is selling milk at 10c per glass and a ladies' size cup of tea for the same price is nothing to be proud of. One hundred years of peace is no excuse for charging double prices.

## TORONTO DID IT!

Toronto gave to the Associated Advertising Clubs yesterday a new name—The Associated Advertising Clubs of the World.

The great annual gathering is no longer to be known as the Associated Advertising Clubs of America. Toronto changed it. Toronto enthusiasm gave the world's greatest gathering of advertising men its right name.

## Delegates Decide That Ad Clubs' Association Must Be World Affair

### International Organization by Unanimous Vote Decides to Change Its Name to "The Associated Ad Clubs of the World"

At the afternoon session the uncompleted discussion of the amendment to the new constitution to change the name of the organization from "The Association of Ad Clubs of America" to "The International Ad Clubs" was resumed. There having been some delay in the decision of the subject during the lunch interval, Mr. Dunlop, president of the Chicago Club, who moved the first amendment, asked to be allowed to add a second, which was that the name be changed to "The Associated Ad Clubs of the World."

The proposal was greeted with prolonged cheering, and after being seconded by Mr. Shuman, also of Chicago, it was put to a vote. When the chairman, President Woodhead, rose and asked for the will of the meeting, the combined voices of the great assembly rose in one prolonged "aye" that testified to the progressive impulse animating the members of the convention. A universal organization embracing all countries in the civilized world was the key note

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## PECK OF CHICAGO WON THOUSAND DOLLARS

### Advertising Manager of Universal Portland Cement Company Wrote the Best Essay on an Advertising Subject and Carried Off the Big Cash Prize as a Result.

J. P. Peck, advertising manager of the Universal Portland Cement Company, Chicago, was awarded the prize of \$1,000 offered by Advertising and Selling Magazine, New York, for the best essay on an advertising subject. Yesterday afternoon at the general session he was called to the platform and given his prize. J. George Frederick, editor of the magazine, presented the cheque. These four were given honorable mention: R. W. Ashcroft, Montreal; Thurston Perkins, Toronto; Marshall Olds, New York; C. M. Wessels, Philadelphia.

"Forfeiting a Winning Sales Campaign for Cement" was Mr. Peck's subject. He dealt with a \$175,000 advertising campaign in newspapers, magazines and trade papers, and submitted charts and other illustrations. He emphasized the need for educational advertising to establish a universal appreciation of cement in fire-proofing and advised a \$150,000 newspaper and magazine campaign for this purpose. Mr. Peck is a graduate of the University of Illinois and is prominent in advertising and publicity organizations of the United States.

## WOMEN ENJOYING BIG CONVENTION

The ladies had their inning at the Ad convention yesterday. Hardly a delegation was not accompanied to Toronto by members of the fair sex. During the morning and afternoon sessions many daughters and wives of ad men from all parts of the United States and Canada thronged the grounds and buildings. On every side they evinced great interest in the proceedings, and both sessions were attended by many women.

The dark-eyed daughters of the south are in the majority at the convention. There are, however, many other women attending from Los Angeles, Cal., to Boston, Mass., who were present yesterday in large numbers. Many women accompanied the El Paso, Dallas, Fort Worth, Waco and New Orleans delegations. Among those from the Lone Star State are the following:

## FROM BALTIMORE



W. W. Cloud, President of the Baltimore Ad Club.

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