

Senate Reading Room
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SENATE P O

THE Ad Men's World

WHAT THEY THINK OF THE WORLD

Richard H. Waldo, chairman of the general publicity committee: "Congratulations. You have done splendid work. Your paper has made a great impression upon the convention. This convention has been given publicity by The World in a way that no other newspaper has done in this or any previous convention."

WHAT THEY THINK OF THE WORLD

Frank Leroy Blanchard, editor of The Editor and Publisher, New York: "I have been engaged in newspaper work for 33 years. In my opinion The World has handled the convention better than any other paper. I believe the entire body of delegates entertain very deep admiration for your work this week."

EIGHTEEN PAGES—TORONTO FRIDAY MORNING JUN E 26 1914—EIGHTEEN PAGES

VOL. XXXIV.—NO. 12,280.

TRUTH CAMPAIGN WAS UPLIFTED IN CANADA

Comment of Delegates Heard on Every Hand Was That Canada Had Been a Potent Factor in Uplifting the Movement for Truth in Advertising.

Truth as the corner-stone of good business and efficient advertising was the final keynote struck yesterday afternoon at the adjournment of the tenth annual convention of the Associated Advertising Clubs of the world. Pledges of fealty to the new administration and singing of the ode to "truth" by the assembled convention were the closing scenes of the first international body of advertising men in the history of the profession.

As the delegates departed for their homes last night each was imbued with the feeling that the Toronto convention was the most successful since the organization was formed. On every hand comment was heard to the effect that Canada had been a potent factor in uplifting the "truth" movement, thru its handling of the convention, to a higher standard than ever before.

The spirit of brotherhood which was rampant thruout the convention was in evidence to the end. The closer cooperation urged by the speakers from foreign countries in extending the scope of the associated clubs in the international stage upon which it has entered was urged by all, and pledges were made by those attending to work thruout the coming year toward the end of perfecting the organization in that field.

TROPHY WON BY EDMONTON CLUB

Western City Had Largest Representation of Ladies — Other Awards Made.

At the afternoon session several handsome prizes were awarded. The Dallas, Texas, trophy and long-distance banner went to Edmonton, Alta., Ad Club, which had brought with them more than 90 ladies in a special thru train of 13 cars. The trophy consists of a large wooden shield with a woman's figure in silver representing Truth, and was made entirely of Texas products by Texas labor.

The Baltimore Truth trophy, consisting of a silver globe with the word "Truth" across it, was awarded to the ad club of Minneapolis, Minn., and the Boston "Message Banner" went to the ad men of New York, who brought the largest and most representative band of delegates to the convention.

RESENTED INSULT TO SISTER.

Five youths, Carroll Taylor, Ronald Beck, William Edington, Howard Dawson and Albert McCausland, were charged in the police court yesterday with fighting on College street at 10.30 last Sunday morning. All pleaded not guilty except McCausland, who told the magistrate that some men had molested his sister as she was walking along the street. He immediately knocked them down, and the other four who were in court had nothing to do with the affair.

"You did the right thing," said Mr. Cohen. "If these men acted rudely to your sister, you had a right to defend her. You are discharged." The magistrate remanded the others until called on, adding as he did so, "Why don't you go to Sunday school and be good boys."

THIS CONVENTION BEST EVER HELD

Much Constructive Work Done, Says New York Editor.

TORONTO PLEASSED ALL

Manner of Entertaining Delegates by City Commended.

One of the leading newspaper men in attendance at the advertising convention, was Frank Leroy Blanchard, editor of The Editor and Publisher of New York City. Mr. Blanchard's publication is the leading trade paper in the newspaper field. Its circulation covers not only the United States and Canada, but extends across the seas and reaches journalists in nearly every country of Europe.

Mr. Blanchard has attended the last four conventions of the advertising men, and his impressions of the present convention are, therefore, interesting. In an interview with The World, Mr. Blanchard said that he considered the Toronto convention the best from every standpoint that had ever been held.

"The work accomplished by the convention," he continued, "was of a constructive character. As every one of the addresses had been carefully prepared with a view of presenting the latest and best thought on the subjects to which they related, no one could fail to derive from them information that would be of permanent value to him on his return home."

Impressed With Delegates. "I have been very much impressed with the earnestness displayed by the delegates in their desire to contribute to the success of this annual gathering. They gave undivided attention to the several speakers, and showed by their applause and by their attitude that they appreciated their efforts. Never before have the departmental sessions been so well attended. It was quite evident from the beginning that the delegates felt that they were here for a purpose and wanted to do what they could to help along the general cause of advertising. I think I can safely say that at no time in the history of advertising, has the great body of men engaged in the work been so enthusiastic or so desirous of placing advertising on the highest possible plane, as at the present time."

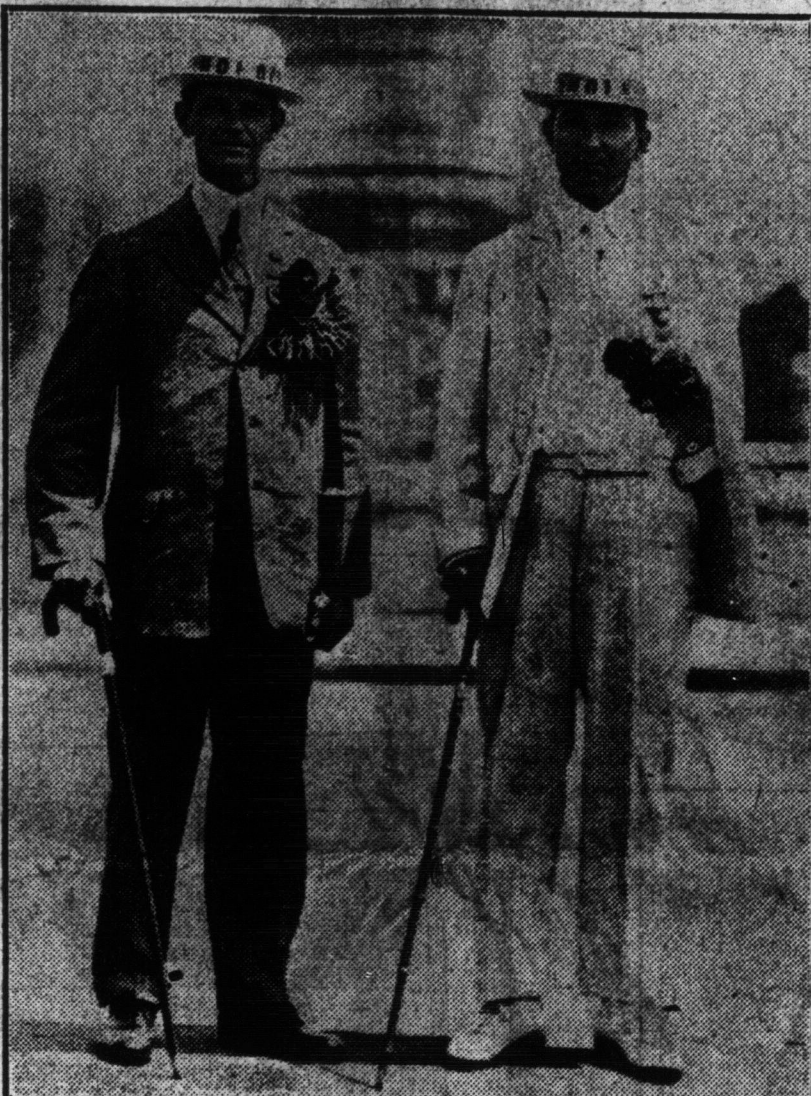
Praises Publicity Section. "I think that a word of praise should be bestowed upon the publicity department that had charge of the preparing of the material for the newspaper men. Richard H. Waldo and Robert Hehl of New York members of the national publicity committee, were indefatigable in their efforts to serve the members of the press. They had the assistance of a large staff of stenographers, who were kept busy from early morning until late at night in reproducing the many papers delivered for the benefit of the newspapers. No layman can understand the enormous amount of work which the press department of a convention like this has to do in securing and reproducing addresses. In addition to this, the newspaper men are supplied with lists of delegates, reports of discussions held in the various division meetings and much other valuable material."

Approves Mr. Waldo's Suggestion. "The suggestion made by Mr. Waldo at the general session on Tuesday, that hereafter the local and the national publicity committees shall work together, meets with my heartiest approval. I believe that another year it will be possible to prepare abstracts of the many papers that are to be read in advance, so that the same can be delivered to the reporters without delay, on the day when they are presented to the convention. The newspapers cannot begin to publish one-tenth of the addresses that are given, owing to the limitations of space; hence, anything that the committee can do to reduce their work will be deeply appreciated."

Handling of Convention. "Toronto has handled this convention in a most admirable manner. There have been fewer complaints than at any other convention, and none that deserved serious consideration. The task of taking care of 5000 people requires an enormous amount of work on the part of the local

(Continued on Page 18, Column 6.)

THEY COME FROM HONOLULU



Charles R. Frazer and T. H. Beadle of Honolulu, who will have traveled more than 10,000 miles on their trip to Toronto and return to attend the convention.

Who is Jack Alconote of San Diego? The Honolulu delegates to the Ad Club Convention want to send Jack a geography, for Jack claims he has traveled the greatest number of miles of any American delegate. "Just add 2100 miles to Jack's mileage," said Charles R. Frazer, one of the Honolulu delegates, "and you'll see where we have him beat. Add another 2100 miles for the return trip, and there we have him beat some more."

WOODHEAD AGAIN HEADS AD MEN

His Re-Election as President Was Unanimously Agreed Upon.

An example of the satisfaction with the success of the Toronto convention of the Associated Advertising Clubs of the World was apparent at the general session yesterday afternoon, when the body unanimously elected William Woodhead president; Walter B. Cherry, vice-president, and E. S. Florea secretary-treasurer. The nomination committee also submitted the names of A. L. Chamberlain, Chicago; F. H. Rowe, Toronto; A. L. Shuman, Fort Worth; B. J. Shay, Baltimore; and John Renfrew, Los Angeles, for re-election as members of the executive committee. They were ratified unanimously.

THANKS TO AD CLUB.

At the Toronto Western Hospital last evening a vote of thanks was passed by the staff and public ward patients to the advertising men's convention for gifts of flowers. Each patient received a beautiful bouquet of roses and carnations.

JAIL FOR HARD DRINKERS.

Keith Gordon was fined \$50 or ninety days in jail yesterday when he was charged in the police court with drunkenness. Charles Irish, whose wife had succeeded in securing a release for him on the day previous, was sent to jail for ninety days for drinking his wife's health too often but not too well.

GETTING BUSINESS THRU TEAM WORK

Louis K. Liggett of Boston Tells How to Do It.

W. A. FERREE'S ADDRESS

Retail Advertising Copy Compared by Speaker From St. Louis.

One of the most interesting features of the last day of the convention was the address in the transportation building yesterday morning of W. Appleton Ferree of Nelson, Sherman & Company of St. Louis, on the subject of retail advertising. Discussing "The Future of the Specialized Store," Mr. Ferree declared a serious problem threatening the advertising world in the fact that the rapid growth of the department store has overshadowed the store dealing in special lines of merchandise. As an example of work being done in St. Louis to put forward again the dealer in specific goods he exhibited samples of newspaper advertising copy for comparison. "Correct preparation of copy," declared Mr. Ferree, "with view of pleasing the reader and probable purchaser should be the essential point."

"Co-operation with the dealer to increase his sales," was the subject of an address by Louis K. Liggett of Boston, president of the United Drug Company, and by giving examples of instances where the efficiency of his advertisements, the speaker showed the value of team work in getting business. Speaking of the "Style of Advertising," Frank A. Black of the advertising department of Filene's of Boston gave answers to seven questions bearing on opinion of experts. Following a discussion of the subject, the meeting was opened to questions from those in the audience.

FIFTY JOURNALS SENT REPORTERS

Newspaper Enterprise Shown in Writing Up Proceedings of Convention.

Of the one hundred and fifty newspaper men who registered at the Ad Club convention, about 50 were in actual correspondence with their papers. As early as 10 o'clock on Monday morning one had a story on file to be sent to a Philadelphia paper which he represented. The telegraph companies were not prepared for such earliness in the field, but by noon several wires were available, and both telephone and telegraph accommodation was at the disposal of the visiting newspaper men. The quarters in the administration building, which were assigned to them, was soon the scene of much activity, and during the convention it was the rendezvous of half a hundred of hustling newspaper men, who kept the wires hot sending stories to their papers, which covered practically the whole of the United States and Canada.

Made Themselves at Home. Messenger boys were at the beck and call of the visiting press men, and every convenience was placed at their disposal. They were a good-natured bunch, and made themselves at home with the Toronto scribes on short notice. While unstinted in their admiration for the way in which some of the local papers were handling the convention, they were unwilling to admit that the newspapers of their own cities were at all below the Toronto standard.

The reporters of the dailies finished their work on Thursday afternoon, and the convention was finished, as far as they were concerned. For others, the work was not ahead of them, for the special writers and magazine men had been merely watching proceedings, and have yet to write the articles which will give the news of the big convention in magazines which will be circulated all over the continent.

SEALS OF TRUTH TO BE USED LOCALLY

Guarantee of Honesty in Advertisements Can Be Used by Individual Clubs, But No Charge Will Be Made for the Use of the Truth Seals.

The report of the sub-committee of the executive of the "truth" seals for use in advertisements as guarantees to honesty was ratified unanimously at the general session of the convention yesterday afternoon. According to the report as adopted at clubs will be allowed to use the seals of local clubs for this purpose. The pattern of the seal, it was said, is immaterial.

The Fort Worth club, the report continued, will be allowed to continue the use of the seal of the international organization as an experiment as has been the case during the past year.

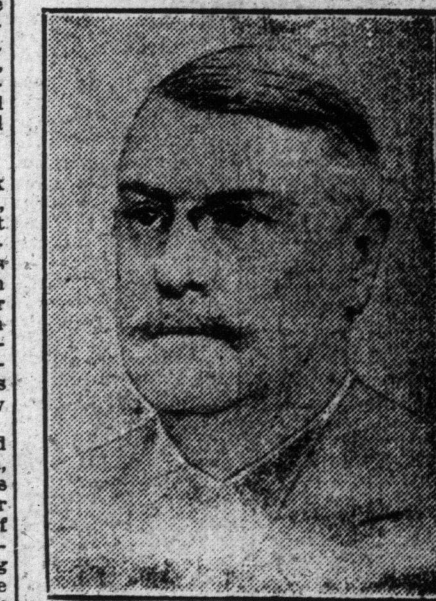
Considerable opposition was expected from the Bridgeport, Conn., and Fort Worth delegations on the clause bearing on the charge of a toll for use of the seal. This was overcome, however, by the decision of the executive committee, to which the matter was reported Saturday. President Woodhead overruled a motion by the Fort Worth club to eliminate the clause under discussion, on the ground that it was out of order as the matter was taken up thoroughly at last week's meeting.

MILITANTS SCOUT IDEA OF MAKING A TRUCE

Canadian Press Despatch. LONDON, June 25.—The militant suffragettes are determined not to relax their campaign. Mrs. Annie Besant, president of the Theosophical Society, author and lecturer on religious subjects, in a recent lecture in London on the suffrage question, made an eloquent appeal to the militants to consent to a truce with the government on condition that the ministers promise to introduce a bill in the next parliament.

Miss Wylie, presiding at a meeting of the Women's Social and Political Union, declared today that the militants would not dream of a truce.

WM. A. MARBLE



One of the best known advertising men in the business.