

# TRUTH IN ADVERTISING EXPOUNDED FROM PULPIT

## Lay Sermons Preached On Honest Advertising By Prominent Speakers

Lay sermons by ad men attending the convention here were preached yesterday in twelve Toronto churches. Among the speakers were some of the most widely known advertising men on the continent, and all services were attended by large crowds which turned out to hear the laymen.

Altho religious themes were the subjects of most of the addresses, considerable time at each service was occupied in the discussion of truth as the basis of advertising. Success in business, most of the speakers declared, was based upon that principle.

### SAYS HONESTY PAYS IN BUSINESS METHODS

"I believe that denominationalism as such will never redress the world. Christ was not a denominationalist" stated C. B. Hamilton, of Grand Rapids, Mich., while speaking at Broadway Tabernacle last night. During his address, he showed the great improvement in the present day civilization, which he attributed to the efforts of churches.

He showed how religion was influencing business men. "The discovery that honesty pays in business seems as if it was only yesterday. The dishonesty in business is disappearing," he said.

"Paying business must tend to produce a better manhood and in this connection he cited the case of Henry Ford, the automobile manufacturer of Detroit, who has devised a profit-sharing plan for his workmen which makes every man, availing himself of the offer, live a better life.

The aims of the Associated Advertising Clubs of America were dealt with. "The struggle of the A. A. C. A.," he said, "has been going on for years and is forcing greater honesty in business in both the productive and sales departments.

"Soon every newspaper will be just as clean in its advertising columns as it is in its editorial columns," he concluded.

### TRUTH IS THE BASIS OF BUSINESS SUCCESS

Truth as the basis of success in business and happiness in life was the subject of a sermon by Rev. Dr. E. E. Ingram, pastor of the Central Presbyterian Church of Waco, Texas, preaching at the Metropolitan Church last night. Dr. Ingram occupied the pulpit in the absence of S. B. Hankins, of Waco, who was scheduled to speak.

At the beginning of the service Rev. J. W. Alken, pastor of the local church, announced that Rev. W. R. Armstrong, the former pastor, was in the audience. Upon his request Dr. Armstrong occupied the pulpit also.

Taking Matt. VI, 19 for his text, Dr. Ingram declared truth the cause of all happiness. "Honesty," he said, "is not only a standard for the church, but for business as well. A man who finds truth in his daily work will find it in God. The way to find truth is to acknowledge restraint and recognize the necessity of self-mastery. This is the only means of securing happiness, and that is what we must seek."

### ALL CHURCHES SHOULD ADVERTISE IN PAPERS

In an address on the power of publicity given at St. Andrew's Church, Carlton street, W. Morris, of Minneapolis, told of the great success that had attended the publicity "Go To Church" campaign that had been conducted in his city and how easily and with the greatest prospects of success such a campaign could be conducted in Toronto.

He had been told that several hundred thousand of Toronto's half million population were regular church attendants. This should not be the case.

The sum of \$42,000 would cover the cost of a full page advertisement in each of the Toronto papers once a week for a whole year. If \$5000 were added to this cost, other newspapers the sum would be \$50,000. Putting the population at five to a family, it would give Toronto 100,000 families and make the expense involved only fifty cents per family, or less than a cent a week.

### SOCIALISM SUCCESS WHERE CHURCH FAILS

The Rev. Charles Steitz addressed the congregation at Bond Street Congregational Church. His subject was "The call of the new day to the old church." He declared that magazine editors had discussed in conclusive the question whether the church was necessary. He instanced a famous theologian who had declared that the church was out of touch with the working world, and the speaker showed where Christians had failed to touch the people.

He dwelt on the liquor, industrial and other social problems, and showed how socialism had stepped in, and grappled with these problems, while the church stood by and did nothing.

### FALSE ADVERTISING RUINS ITS EFFICIENCY

"The business man is more anxious to clean out advertising than the consumer, as even a little false advertising will pollute and ruin the efficiency of advertising as a whole," said E. S. Hole, of London, Eng., who spoke at the First Unitarian Church, Jarvis street. "Dishonesty is infectious, and must be treated as such, the infected part must be cut away from the uninfected. The day when absolute truth shall be a necessity in every advertisement is close at hand; and then we shall be able to reap the greatest benefits from this the greatest asset known to business."

### OLD PROPHETS WERE GREAT ADVERTISERS

"What the World Expects From the Church" was the subject chosen by Peter Clarke MacFarlane of Collier's Weekly, when addressing the congregation of St. Paul's Anglican Church. He pointed out that Moser, Jacob, Jeremiah and John the Baptist were great advertisers by their action in religion, but the greatest publicity man was Jesus, for no man had ever held a crowd or commanded such attention as HE. Two the heathen bowed down to the wood and stone there was but one Saviour and when they wanted a God there was but one God.

Why did a man go to church? Because there was something there he could not get at home or his club. He wanted to get out of the narrow personalities of life and share in the illuminating influence that was found only in the bosom of God. They could make the church a Westminster Abbey and dedicate it to all the saints or they could make it a great pentecostal temple and they could make Jesus of dead as Buddha, but they could also make him the dominating power and influence for good. "That's what the world wants from the church," he concluded.

### CHRIST AND ST. PAUL WERE PUBLICITY MEN

The congregation of Bloor Street Baptist Church was fortunate in having Andrew N. Fox, advertising manager of the Benjamin Electric Company, Chicago, as their speaker at yesterday morning's service. Mr. Fox, who is one of the very prominent delegates to the Ad. Club Convention, is also a keen worker in all progressive interests. Taking as his text the third chapter of Philippians, verses 12 and 14, Mr. Fox discussed the prime problem which is confronting all the big nations of today—"the problem of proper proportions." With striking and effective illustrations the speaker urged his point that by preaching forth into those things which are history, the primary things of life, the essentials, and ignoring the things of little consequence, then only can the big questions of civilization be solved. Perhaps the most unique thought considered was the fact that Christ and St. Paul were both really advertising men. The Master's command "Go ye into all the world" was plainly an order to spread the gospel and to bring nations by intercourse—and advertising.

### TRUTH IN ADVERTISING MAKES GREAT ADVANCE

Norman Haggood, New York, who is editor of Harper's Weekly, preached in Broadway Tabernacle. His theme was an exposition of the ever-strengthening fusion of religion and business ethics into a scheme of living that calls for complete unselfishness and the feeling of universal brotherhood in the business world. The old-time "smartness" was being superseded by a consideration for the man at the other end of a bargain, as well as one's self.

Last year, in Baltimore, the Associated Ad. Clubs of America took the stand for honest advertising. This year, in Toronto, they were to make an even greater advance. They were to frame regulations for every department of advertising to carry out this purpose.

### BUSINESS MAN IS REGARDED AS TRUSTEE

"Look you, that you may see," was the text chosen by H. N. Casson, the New York advertising man, for his sermon at Metropolitan Methodist Church. He urged the congregation to look for the better things in life, so apparent everywhere. He thought that many people did not appreciate the age in which they were living.

"Advertising men," he said, "are trying to reform the business world, at a great personal money loss. That was the chief reason for the convention, and the advertising men have taken on the new idea of business—the business man is only a trustee, and should deal honestly with the people."

### MODERN ADVERTISING NOW STANDS FOR TRUTH

Father J. E. Copus, of Milwaukee School of Journalism, Marquette University, occupied the pulpit at the 3 o'clock mass yesterday at St. Michael's Cathedral.

He took as his subject the question as to whether the Ad. Club convention had any connection with religion. "The old proverb was, 'Let buyers beware,' he said, 'but now business men are having their consciences aroused and everything is being done to give dealers fair treatment. Advertising now stands for truth, and the business man is beginning to realize the necessity of religion, and we are beginning to see that we are but stewards in the hands of a higher power. The church has a higher hand in business today than ever it had before.'"

## TODAY'S PROGRAM

MONDAY, JUNE 22.

General Session 10.00 A.M.

—Transportation Building—  
William Woodhead, of San Francisco, Cal., President of the Associated Advertising Clubs of America, presiding.

10.00 A.M.  
Calling the convention to order by the president.

10.05 A.M.  
Singing of the national hymns of Great Britain and of the United States by the entire audience, standing, led by the 48th Highlanders Band, which will play the air thru once alone, and then with the audience, which will sing one verse of each national hymn.

God save our gracious King. My country, 'tis of thee  
Sweet land of liberty.  
Of thee I sing.  
Land where my fathers died,  
Land of the Pilgrim's pride,  
From every mountain side  
Let freedom ring.

God save the King. Of these I sing.  
Send him victorious, Happy and glorious,  
Long to reign over us: God save the King.

Invocation (the audience standing):  
By George C. Hubbs, of Detroit, Michigan, assistant general sales manager, Dodge Brothers.

Addresses of welcome:  
On behalf of H.R.H. the Duke of Connaught, by Sir John Gibbon, Lieut.-Governor of Ontario.  
On behalf of the City of Toronto, by His Worship Mayor Hocken.  
On behalf of the ladies of Canada to the visiting ladies of the convention, by Miss Constantine Berrington, of the City of Toronto Ad Club, by William G. Rook, president.

Reports:  
On behalf of the Associated Advertising Clubs of America, by William Woodhead, president, followed immediately by the president's address.

Reports of officers:  
By the secretary, P. S. Flores, of Indianapolis, Indiana.  
By the treasurer, T. W. LaQuette, of Des Moines, Iowa.

Report of the program committee:  
By John K. Allen, chairman, of Boston, Massachusetts, advertising manager The Christian Science Monitor.

New Business:  
Introduction of the report of the provisional national commission with new constitution and bylaws, by W. H. Ingersoll, of New York City, chairman.

### MONDAY MIDDAY

Official photograph:  
Immediately following the adjournment of the morning session all delegates and visitors will gather on the plaza, in front of the band stand, just outside the transportation building, where the official group photograph of the convention will be taken. Prompt attendance at the appointed place will facilitate carrying out the day's program.

Luncheon may be purchased by delegates and visitors at the restaurant in the government building, opposite main entrance, general sessions hall.

Notice to members of the Baltimore conference of committees (provisional national commission) and to chairmen of departments and champions of "standards of practice": A special luncheon will be served on the second floor of the administration building, at 12.30 p.m., William H. Ingersoll, chairman, presiding.

Band concert:  
The 48th Highlanders Band will play in the band stand on the plaza during the midday intermission, and during the midday intermission of each day during the convention.

### MONDAY AFTERNOON

General Session 1.30 P.M.

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

Report of the committee on credentials.

New business: Consideration and adoption of the new constitution.

Awarding "Advertising and Selling's" prize of \$1000 for the best contribution on some phase of advertising and selling.

Address: Reading of the prize essay.

Awarding the Dallas ladies' trophy.

Awarding the Boston mileage banner.

Awarding the Baltimore Truth trophy.

Contest for Printers' Ink cup.

Announcement of members of the nomination board.

The exhibit of advertising methods and material will be open to the visitors to the convention and to the general public in the art building and the railroad building.

Note: The exhibit will be open until 7.00 p.m. each day unless otherwise specified.

Vigilance Conference 5.45 P.M.

—Administration Building (Second Floor)—  
Conference of all members of the national vigilance committee, Harry D. Robbins of New York City, chairman.

### MONDAY EVENING

8.15 P.M.

Moonlight excursion on the steamers "Cayuga" and "Turbina." There will be a band and an orchestra and a program of entertainment on each steamer. There will be a general illumination of all boats in the harbor.

### HONEST ADVERTISING GREAT FORCE FOR GOOD

"The thousands of men who are gathered in Toronto for the Ad. Convention are engaged in a warfare for truth," said Robert Adamson, fire commissioner of New York City, who occupied the pulpit of Parkdale Baptist church yesterday. "They are engaged in a campaign to stamp out misleading advertising, a practice which degrades business, and to bring in the principle of honest advertising, a practice which elevates business and establishes a standard of honor thruout the business world. They strive to teach business men that it is as dishonest for men to sign their names to a misleading advertisement as it is for them to sign their names to a forged note." It is estimated that on this continent seven hundred million to one billion dollars are spent annually in advertising, and what a tremendous force for evil this can be if it is spent without regard to truth and honesty, and what a real force for good this can be if spent rightly."

Mr. Adamson then spoke of the great progress which has been made in moral lines in the past ten years. The improvement in the government of New York City in that time had been immense and this had been effected to a great extent by publicity.

### PUT UP BARS AGAINST OBJECTIONABLE ADS

"Many of the publishers of newspapers, magazines and other periodicals have voluntarily put up the bars against all objectionable advertising," declared Frank Le Roy Blanchard, editor of The Editor and Publisher, New York, in his sermon at Sherbourne Street Methodist Church.

"They have taken the position," he went on, "that it is their duty to protect their readers against all attempts made by unscrupulous men to rob them of their money. This attitude, it seems to me, is directly in line with the scriptural injunction 'Do unto others as ye would that men should do to you.'"

The entire structure of business is founded upon confidence. Without it, there would be no such thing as financial credit, no insurance or trust companies, no banks, in fact, no business organizations of any kind.

"So you see how important it is that those who engage in the promotion of business by advertising should do everything they can to establish a kindly feeling between themselves and their customers. The only way that they can win the confidence and goodwill of the public is by square dealing. This means avoiding exaggeration and telling the truth about the articles they have to sell."

## Truth in Advertising Making Great Headway Thruout All the World

### TRUTH AND HONESTY CREATE OPPORTUNITY

Altho it is not customary to hold service in a Jewish synagogue on Sunday, the president, rabbi and managers of Holy Blossom Synagogue, on Bond street, departed from their usual routine and held a service yesterday morning at 11 o. m. for the benefit of the members of the Jewish faith who are attending the Ad. Club convention in this city. In introducing Mr. Herbert Wyle, business manager of The Baltimore News, who delivered a lay address, Rabbi Jacobs announced that Mr. Wyle was a prominent member of the Jewish community in Baltimore, who had been strongly recommended to him as a lay speaker.

"Opportunity rests entirely with a man himself," stated Mr. Wyle, in the course of his remarks. "Truth and honesty of character, coupled with perseverance, will create an opportunity every moment, and the man worth while is the one who cultivates these traits, and pays strict attention to them in his church and business life.

"Business and church life travel hand in hand, when a man leads a proper life," continued the speaker, "and truth plays a large part in the general harmony."

Mr. Wyle explained the object of the Associated Ad. Clubs in promoting truth in all business dealings, more particularly in advertising.

A large number of the members of the Baltimore delegation of other denominations were present to hear Mr. Wyle, and there were also a number of prominent members of the Toronto Club.

### FATHER COPUS IS HERE WITH AD MEN

Dean of School of Journalism at Marquette University is Noted Writer.

### AN OLD SURREY BOY

Has Been Newspaper Man for Sixteen Years and is Still in Game.

Inasmuch as he is the only clerical representative among the delegates to the convention of the Ad. Club Association, Rev. Father J. E. Copus, S. J., is somewhat of a unique figure in the great gathering of men and women from many parts of the continent.

As dean of the school of journalism, of which advertising is a department, in connection with the Marquette University, Father Copus is an outstanding figure from the fact that this is the first Catholic institution of this kind in the United States, and also thru the publication of his books, of which perhaps the best known is the "Son of Siro," placed by some in the same class as the world-famed Ben Hur.

When asked by a World correspondent how it came that he was engaged in the work of the school, Father Copus smilingly replied, he could not get away from the lure of the call of the newspaper and journalistic world. "I was a newspaper man for sixteen years," he said, "and I know all branches of the work. Then, too, I had an idea that I could lessen the influence of 'yellow journalism,' and I believe that there is no doubt but that its influence is being lessened. I do not say that this is due to me, but I think it is so. Of course," he continued, "you have no such thing here, but even on the other side, it has not the hold it once had."

Father Copus is very optimistic about the future of the press. It has advanced considerably even since the time that as reporter and in other positions, he did work in the active field of giving news to the world. The Bohemianism, which was an acknowledged factor of those days, is almost dead. Things now are carried on along ethical lines with every department on a scientific basis and every man specializing.

St. Michael's Cathedral on Sunday Father Copus preached to the ad representatives and others, and in the course of his sermon, said: "As far as I have studied, religio-economic conditions, it appears to me there is no greater exemplification of the arousing of the business conscience—no finer, more clean-cut illustration—than that of modern professional advertising, brilliant representatives of which from every province in this wonderful Dominion, as well as from countries of Europe, are your guests today."

Always Print the Truth.

Further tribute was given when the reverend speaker asked: "Who have the Associated Advertisers' Clubs of the continent done to better the conditions of the press? Perhaps not totally, but very largely thru the influence of this organization, the papers of the day will not print anything but the truth in their advertising columns. Thru their concerted action, magazines, with the exception of a negligible number, have been toned up, and have become sane and sound and healthy not only in the advertising matter they print, but in their reading columns as well, and this often at a financial loss."

The publishers of the day realize that they are the guardians in a large degree of the morals of their readers. In spite of what is said to the contrary, I believe that the 'yellow' newspaper has seen its day, and is now on the decline.

"I do not say that advertising men have accomplished all this, but I claim for them a large share in the good results thru the work of their vigilance committees everywhere, and I claim that thru their influence laws have been passed in many states for the punishment of false advertisers."

City Has Gone Ahead.

In coming to Toronto Father Copus comes to an old-time friend to which he has made many visits. The Queen City, he says, has gone ahead wonderfully. One can scarcely credit the things he sees in going about the streets.

For some years in Milwaukee, Father Copus is a native of Surrey, England, and did most of his newspaper work in Ontario on the border. He worked on the old Detroit Times, The Essex Centre Chronicle, and edited The Windsor Review. He made his philosophy in St. Louis, his theological course in Woodstock, Maryland, and had the happiness of receiving "orders" from the hand of Cardinal Gibbons.

### CONVENTION PRESIDENT



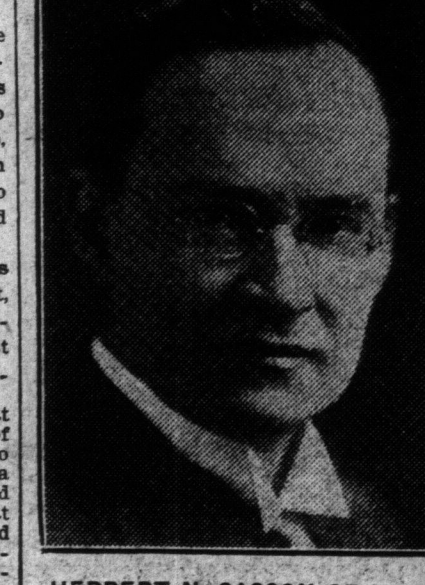
William Woodhead, of San Francisco, president of the Associated Advertising Clubs of America.

### BUSINESS IS FACTOR IN PRESERVING PEACE

"Advertising as a factor in modern life," was the theme of Joseph H. Appel's address in Jarvis Street Baptist Church yesterday morning. Back of advertising there was business, which was the actuating force of the advertising. Behind both of these there was life. Advertising was only a means to an end. The purpose of commercial life was defined as being one with life itself. Since God chose to create man with material needs, he thereby made necessary the introduction of business as a factor in human affairs.

It was the aim of business, the speaker declared, to strive against war, against useless warfare, and it was a strife for international peace. Business was the only solution to this problem, because it dealt with man in the mass, and it was in this relation that the problem would be solved.

### PROMINENT DELEGATE



HERBERT N. CASSON OF NEW YORK.