IS WORLD BEATER

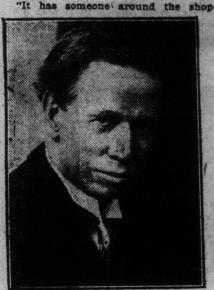
Seth Brown Pleased With Re- Contributed Largely to Great ports of Big Ad Convention.

NOSE FOR REAL NEWS

Chicago Expert Has Kind By Wives of Local Members-Words to Say of Canada's Brightest Paper.

Seth Brown, publisher of Standard Advertising, Chicago, says The World is a world-beater on handling the news being held in Toronto is the most re of the advertising convention.

"If you had been following conventions all your grown-up life as I have, you would realize the satisfaction one experiences in reading the kind of reports which The World has been printing this week," he said.



Seth Brown

He says The World is a world beater in handling the convention.

this morning I was delighted to read the account of the great 'big stuff' which was pulled off on Tuesday.

"I like the whole Toronto press very much. In the regular way of my pilgrimage I have looked into their shop, their managing forces and their pareness."

"Toronto has reason to be proud of its papers, and I am not foolish enough to draw any comparison, because I am the guest of all, but that World 'stuff' is mighty fine, and it's a joy to say so. joy to say so.
"When the convention meets in Chicago in 1915 I hope our papers will do half as well."

MRS. FREDERICK SPOKE TO WOMEN

Mrs. Christina Frederick, who ad-dressed the evening session of the As-sociated Advertising Clubs on Tues-day, spoke last evening at 8 o'clock at the Y.W.C.A. Her subject was "Business Management in the Home." Mrs. Frederick is consulting house-hold editor of The Ladies' Home Journal; author of "The New Housekeep-ing," and conducts the Applecroft Experiment Station at Greenlawn, Long Island, where she makes tests of flousehold devices, methods, foods, etc. She is a very practical home woman, hav-

of the prominent women's clubs in New York, Philadelphia, Cleveland, Chicago and other places, and is also frequently called upon to address women employes of large firms like the National Cash Register Company, etc. She has talked before many important balled upon to company, etc.

MUCH PRAISE DUB VISITING LADIES

Success of Ad Men's Convention.

HIGHLY ENTERTAINED

Theatres, Teas and Boosting.

The visiting lady delegates vote with one accord that the convention markable of its kind that they have ever taken part in.

"We hardly get started on one love cursion when we are whisked back in luxurious motors, only to pre pare for a still more wonderful triff, said one lovely woman from the south

pare for a still more wonderful try, said one lovely woman from the south. She will be such as the first per treated with such friendly courtesy and never have I seen anything so marvelous, so grand, as the Nisgare Falls.

The ladies are cartainly making the best of their time here, and if the men are bending every effort to make this convention of the Associated Act Clubs of the World on ultimate success the wives and sisters are doing their share took. A delightful entertainment, province that in the King Edward as to line as superior or cheeks as collected and the success the king Edward as superior or cheeks as a superior or cheeks as a superior or cheeks a superior or

dies. The refreshments were served from 11 till 12 o'clock, during which time a superior orchestra rendered several delightful selections, and Mrs. Swan sang charmingly and was called for repeated encores. Some of the ladies receiving at the "Boston Tea Party," were Mrs. William Weodhead, Mrs. D. N. Greaves, Mesdames J. R. Allen, George W. Hopkins, J. D. Bates, H. P. Porter, F. R. Estabrook.

The matinee party at the presentation of "Bunty Pulls the Strings," by the Bonstelle Playetz, was thoroly enjoyed, and the souvenir boxes of candy naturally appreciated. At the close of the performance special cars convey-ed the visitors to the City Dairy for tea. During the afternoon, teas and little private expeditions were much in favor, and delegates were recognized at many local points of interest. It was a big day for all the play-houses, each of which played to appreciative audiences. The ferry boats plied to and fro all day, carrying visitors to the island, and Exhibition Park was well patronized, especially in the afternoon, when El Paso Jack and Babk Jack were main features of the day's proogram. The military attook was attended by a large throng, and the only disappointment experienced was the realization that the great convention is altogether too rapidly drawing to a close.

A piea for the adoption of lofty standards of practice by nusiness journals, was made by A. C. Pearson of Toronto, in addressing the representatives of this banch of the presentation of the press at the advertising convention yesterday. In opening his remarks, Mr. Pearson said:

"The average standards of practice of business publications have the same direct effect (on each publication as the convention set to dividual member. There goes with this a police duty, of preventing holdups, and other infractions of trade standards, which are just as demoralizing to publishing reputation of a community.

"This organization will make the greatest limitation will be as high as the vision of our officers, and doing this poporturity for adopting stan

money in this manner. An advertising appropriation should be made to be spent intelligently. It should be made as large as it can be made intelligently,

Concerning the question of whether a fixed sum should be appropriated for advertising, he advocated a percentage system. Some firms, he said, were in favor of the fixed basis. He also said the appropriation should a support of the party included H. S. Those in the party include

FARMERS SHOULD NOT BE FORGOTTEN

Ad Men Ought to Free Themselves From Indifference.

a very practical home woman, hav-g two lovely babies of her own.

A Canadian, H. B Cowan, of Peter-boro, Ont., was a speaker at the ag-mrs. Frederick has addressed most ricultural publications session. His

ant bodies—the Justiciary Committee
of the United States Senate, the Detroit Chamber of Commerce, the Advertising Men's League of New York, use. Ad men could not afford to dis-

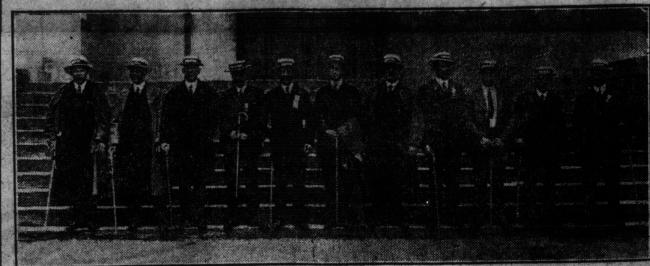
The Business Women's Club of Toronto immediately on learning of Mrc. Frederick's visit here made an engagement for her address last evening.

CAUGHT IN MACHINERY.

Sterno Jamandoff, 8 Wiltshire avenue, was badly injured when caught in some machinery at the Swift Packing.

Knowledge of correct English was some machinery at the Swift Packing plant yesterday afternoon. He was plant yesterday afternoon. He was he said, imperative to the success of conveyed to Grace Hospital.

ELEVEN HUSTLERS FROM BINGHAMTON, N. Y.



ETHICAL CANONS FOR TRADE PAPERS

spent intelligently. It should be made as large as it can be made intelligently, and not one penny of it should be saved," said the speaker.

Convention last night. The ride commenced at the Exhibition grounds at the close of the tatoo, and after a two hours' circle about the city, ended with Business Management of the Home Was Subject of the fixed basis. He also said the appropriation should fluctuate with the growth of the business.

Centage system. Some were in favor of the fixed basis. He also said the appropriation should fluctuate with the growth of the business.

Those in the party included H. S. Anderson, Salt Lake City, Utah; F. H. Lloyd, Spokane, Wash; O. A. Aultman, El Paso, Texas; W. H. Shelton, El Paso, Texas; F. E. and Mrs. Wilkinson, Syracuse, N.Y.; F. L. Aikman, Son, Syracuse, N.Y.; F. L. Aikman, son, Syracuse, N.Y.; F. L. Aikman, Toronto, supreme organizer, and J. W. McFarlane, Toronto, grand secretary. city.

CANADIAN TRADE PLEASES WELCH

Mr. Welch arrived for the convention he impressed everyone with his optimistic views on business in general, and Canadian business especially.



He Makes Grape Juice

The rumor circulated in conventions of the executive committee of the Accordance of "If there are any who doubt this statement they should ook floout a bit and they will find up in investigation that the business outlook is exceptionally bright. Some may say that I am a rank outsider and am net in a position to indeed and am net in a position to judge business condi-tions here, but I would have to pre-test any such assertion, for I have hen making a serious study of Canadian business conditions for three years.

"When the sales of Welch Grapt Judge in Canada haven to sales on Juice in Canada began to assume serious proportions I started a close investigation of Canadian besiness convestigation of Canadian besiness conditions, the same as we keep in touch with business conditions in every state and country where Welch's is sold. We were so impressed with the outlook for business conditions for Canada for a long period of years, that we decided to build a plant in St. Catharines to take care of our rapidly growing business.

of our rapidly growing busi-ness in this country. We have purchased a large tract of land to provide for a substantial growth in our plant to take care of increasing business. The plant will be in opera-tion in time for pressing grapes this fall and will have a capacity of about

2000 tons.
"Our Canadian customers may sure that they will receive from our new plant at St. Catharines the same high quality grape juice they have al-ways received bearing the We'ch label."

NOT KNOWN TO OFFICIALS.

Some ladies are going thru the city selling tickets for the "Willing Circle of the King's Daughters."

The officers of the city union announce that it is not under their aus-pices nor with their approval and will not benefit the order at large in

FIFTEEN DELEGATES FROM SYRACUSE.

PRAISED WORK OF **PUBLICITY MEN**

club showing the best record for activity, which was won by the Los Angeles Ad.

the press during the four days of the convention.

Acting on the unanimous vote of the delegates, it was decided to present each member of the publicity committee with a simple expression of gratitude in a form suitable for framing, for the unusual work that they have done in connection with the convention.

A direct result of the committee's activity is the remarkable display of advertised goods in Toronto shop windows, and the colored signs that mark them. The committee have spared neither time nor effort to forward the common good.

In presenting the report of the exhibits committee, Mr. J. S. Pottsdamer made special mention of the retail display.

"After all," he said, "the ultimate object of almost all advertising is to put sales over the retail counter, and in this available to the convention of the retail display.

ject of almost all advertising is to put sales over the retail counter, and in this exhibit I hope we have carved a path that future committees can use to develop this department, not only by providing an object lesson for retail merchants as to the most effective way of displaying their goods, but also by showing the various forms of copy to use in advertising the goods displayed."

It was recommended that, owing to the tremendous amount of work entailed upon the chairman of the committee, provision should be made for a salaried agent to handle the details.

Vigulance Committee.

An interesting discussion resulted in the presentation of the report of the vigilance committee by Harry D. Robbins of New York.

Newspapers' Influence.

York.

A number of delegates gave their experiences in the cause of clean advertising, and cited cases on which they asked the advice of the other representatives.

Great credit was given to the City of Edmonton, Alta, the first city in Canada to succeed in passing a bill thru the legislature whereby fraudulent advertisers may be punished by law.

In this connection, E. R. Shuman of Chicago stated that the principal duty of the vigilance committee is toward framing federal legislation that will cope with fake and unclean advertisers, and it was urged by a number of the delegates that a concepted movement of the Ad. Clubs be made on Ottawa and Washington for this purpose.

Newspapers' influence,

Newspapers' Influence.

Speaking of the newspapers' influence towards raising the standards of advertisers in the public press. William C. Freeman of The New York Globe stated that, in his opinion, there are more clean newspaper in America than all the other forms of publications combined. "But." he said. "If all the advertising of which there is some doubt were to be suddenly eliminated, most of the newspapers in the United States would cease publication. This must be done gradually, and great strides have already been made toward cutting out the fake clothing store ads., fake special sales, and ere long the newspapers of the country will be able to dictate to the department stores."

The whole feeling of the meeting, and, indeed, of the whole convention, tends toward the teaching that it is suicidal on the part of an advertiser to state anything but the absolute conservative truth about the goods he has to sell. In a few years extravagant praise and superiative statements in advertising copy will be things of the past.

ing in Canada's Winter Seaport. WILL FORM AD CLUB

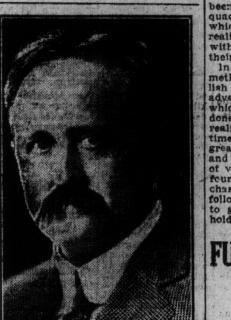
Delegates From East Have Advertising Men Are Not Come Here to Study Advertising Methods.

A distinct breath of bright and reezy optimism follows about in the general advertising an interesting adbrain of five brisk young advertising delegates from the wind-swept shores of the Bay of Fundy. When it comes ject being 'World Publicity as the to talking of brilliant commercial prospects the Canadian west will soon have to take second place to the east, for those who come from St. John, N.B., are convinced that no land has the

armories and a score of smaller enter-

which was won by the Los Angeles Ad. Club. It was suggested by Richard H. Waldo, in presenting the report of the general publicity committee, that in the future prospective speakers would furnish digests of their speakers would furnish additing and condensing them. He pointed out the fact that hundreds of speeches were made, each one containing upwards of a thousand words, and the impossibility of their being properly handled in the press during the four days of the convention.

Acting on the unanimous vote of the difference of St. John will be seaport trade. It is understood that in future Halifax will corral the passenger traffic, and to St. John will come the bulk of the freight trade. St. John is the millinery centre of Eastern Canada and does an enormous lumbering business. It prides itself on cleanly printed and independently edited newspapers.



Committee Chairman Herbert S. Houston, head of the ducational committee.

CHICAGO TO GET BIG CONVENTION

Windy City Beats Out San Francisco for Next Year's Ad Rally.

FOURTEEN MAJORITY

ear Was Expressed That Panama Exposition Might Detract Attention.

Next year's convention of the Associated Ad Clubs of the World will be held in Chicago. This decision was reached at noon yesterday after the nominating committee in a two-hour session canvassed the vote of practically every delegate attending the convention. Two other cities, San Francisco and Minneapolis, were nominated, but the final vote in favor of Chicago stood 37 to 23. The nomination of Chicago will be ratified by the convention today under the Associated Ad Clubs' new constitution.

The fight between Chicago and San

vention today under the Associated Ad Chube' new constitution.

The fight between Chicago and San Francisco for the 1915 convention has been a warm one since the convention opened here. Both delegations worked hard to secure the vote for their respective cities, and the nominating committee's contest, as predicted by The World yesterday morning, was one of the closest in the history of the organization.

one of the closest in the history of the organisation.

The argument which practically won the meeting for Chicago was that the Panama-Pacific Exhibition. which is to be held in San Francisco next year, would take away to a great extent the attention of ad men from convention if it were held in the Golden Gate city. Chicago, on the other hand, it was pointed out, was in a position to care for the convention probably better than any other city. The desire on the part of the committeemen to get the best possible benefit from the meeting, it is said, led to the selection of Chicago.

FOR ANOTHER TROPHY

Charles H. Moralt, president of the Kalamazoo, Mich., club, announced that the vigilance committee of that organization will present a cup to the vigilance committee that shows the best record for work during the ensuring year. The cup will be presented at the next conference at Chicago, in 1915.

The vigilance committee of that organization will present a cup to the vigilance committee of the best record for work during the ensuring year. The cup will be presented at the next conference at Chicago, in 1915.

The vigilance committee of the Kalamazoo club have been especially active in the cause of truthful and clean advertising, having succeeded in cleaning up a large number of cases of improper publicity without the neccessity of invoking the law,

AS ENGLISHMEN FROM ST. JOHN, N.B. SEE PUBLICITY

Claim That Business is Rush- Charles Frederick Higham of London Explained What They Do.

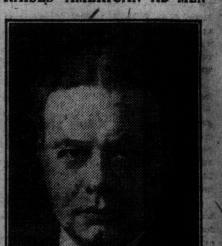
NOT PRONE TO CHANGE

Switched as is Done in America.

At the session of the department of dress was read by Charles Frederick Higham of London, England, the sub-

Englishman Sees It."
According to Mr. Higham, the advertising of the future will be entirely educative. It will govern public opinion, because it will put the salient eature of every cause and movement into their simplest possible form, so that "he who runs may read" and un-

derstand.
"The day is not far distant when the architect, the sound physician, the legitimate stockbroker will find it pays PRAISES AMERICAN AD MEN



CHARLES F. HIGHAM. British publicity expert, attending big convention.

might require his services.

The advertising field has hitherto been left to the charlatan and the quack, and ere long the organizations which control these professions will realize that it is not playing the game with the public to let the faker get their trade."

In speaking of English business methods, Mr. Higham said: "The Eng-lish business man does not change his advertising man with the ropidity with which I have noted that it has seen done on this side of the water. He realizes that it takes a man a long time to absorb the traditions of the great business houses of his country and to be able to express their point of view in print, and when they have found such a man they are loth to chase him for someone else. So it follows that the it takes a man longer to get accounts in Great Britain, he holds them a great deal longer.

FURTHER PRAISE FOR EXHIBITION

Visitors Never Saw Anything to Equal the Toronto Grounds.

BEST ON CONTINENT

Permanent Roads and Buildings Struck the Ad Men Most.

"It is time cities in the United States awake and built a permanent municipal fair ground of such beauty as you have in Toronto," said C. W. Patman, secretary of the national advertising members of New York, Mr. Patman could not find words sufficient in bestowing praise on the Exhibition Park. He felt sure that it was only the fact that it was practically compulsory to change every year which prevented Toronto from becoming the permanent meeting place of the convention.

permanent meeting place of the convention.

Henry Westfall, president of the Lincoln, Nebraska Ad Club, was also greatly struck with the beauty of the park, which he said was the finest he had eyer visited, and he has visited "some."

Paul Goss, Nebraska, said that the park was, without the slightest doubt, the very best permanent park on the continent. It was unique on account of the large buildings, the beautifully laid out gardens and the splendid water front. Mr. Goss was also greatly struck by the wonderful development of the city generally. Cyril Nast, New York, when asked what he thought of the National Exhibition Park, said "It is wonderful, It has all the advantages and none of the disadvantagts of a permanent park."

The splendid breeze fro mthe lake was perhaps the chief attraction to H. T. Bowle of El Paso. "We will, of course, have better than this shortly, but at resent wit must hand it to Toronto.

R. E. Sherman, El Paso, said the park was beyond everything he had imagined The beauty of the flower gardens was in themselves an attraction, but what struck him most of all was the usefulness of the place and the fact that it was permanent.

AD MEN TO FIGHT FOR ANOTHER TROPHY

proper publicity without the neccessity of invoking the law.

Report

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Merical ly accept the cone Snider w appointed with the tween the trical wo Fred H ternation ognition tion agai overtime for lost any caus and aft

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Patro receivin placed straight men are instead covering been dr prentice a minin nine-ho employmen, w Eight lowed day ari and par The signed Fred B expecte be adop don hy CAUG

> Cenadia FRIE June 24 recover Constar missing ina sud red ove The s saherm only a Many