

"TRUTH IN ADVERTISING" DISPELS DISHONESTY FROM TRADE

ADVERTISING AND SALES CLUB IN LONDON FOSTERS TRUE SPIRIT OF SERVICE

Members Ever Ready To Further City's Progress in Business World With Actions Which Speed Surge of Industrial Prosperity.

BY RUSSELL F. BOYD.

DURING the recent war a spirit of service, service of a kind seldom before demonstrated to the present generation, made its power felt in Canada. During the same period, in 1915 to be exact, there grew up an organization that has since become a force for good in the Dominion. And all because its members were wise enough to adopt this spirit of service and foster it every day and every hour of the day!

That club—the Advertising and Sales Club of London—has done as much as any other organization to put London on the business map of the world.

Among its officers are numbered many of the most successful businessmen of the city.

The club survived the war years and the period of depression which followed, and is now 100 per cent prepared to surge ahead with the tide of prosperity.

To Thomas H. Yull, president of the Federal Advertising Agency, belongs the credit for the idea that crystallized in the form of the aforementioned club. When he conceived it, he took into his confidence Harry B. Muir, publisher of The London Advertiser, and Thomas E. Walsh, then of the advertising department of The London Advertiser and now of the Federal Advertising Agency. They discussed the matter thoroughly and decided to form the club.

With a nucleus of sixteen members, the organization was launched. Today it has an active membership of seventy.

Every member is a booster of the club, London and Canada. Retailers, manufacturers and printers were on the original membership roll. They joined because they believed there was need for a society that would promote the interchange of ideas.

The first meeting was, and all since have been, held in the Tecumseh House. At the initial meeting, Thomas P. Elliott, director of Smallman & Ingram, Limited, was elected president. This post he held for two years. John J. Roder, general sales manager of the McClary Manufacturing Company; W. J. Ashplant of Hubert Ashplant & Sons; John Cotton, and D. George Clark, advertising manager of the McClary Manufacturing Company, in turn succeeded him.

Perhaps the biggest "stunt" the club succeeded in "pulling" was the "made-in-Canada" week. During that week the longest parade ever seen in London was held in the interests of Canadian products. At a cost to the club of \$500, the procession was filmed, the picture later being sent to London, England, where it was first shown, after which production was sent to all parts of English-speaking countries and in this way not only advertised Canadian goods but brought the city of London to the attention of millions of people.

Source of Much Interest.

During this successful week, questionnaires placed in the stores for shoppers to answer were a source of much interest. More than 200 prizes were given for the best answers. The questions dealt with the faults and good points of the stores, and the answers gave the merchants ideas as to the desires of the buying public.

Window dressing contests entered into the program, thirty prizes being awarded to the owners of stores whose windows were considered to be dressed in such a manner whereby "made-in-Canada" goods were displayed to best advantage.

Prizes were also given for the best floats in the parade and for the best costumes at the carnival held in the Armories. Each costume was supposed to represent a well-known brand of goods. Fifty prizes were set aside for this event.

One of the most important events in the program was the mass meeting held in the Masonic Temple. Among the prominent speakers were Professor Rutherford of McGill University; Miss Grace E. Kennedy, Toronto; and B. W. Stewart of Montreal. They delivered to the people of London the message of the week.

Trade journals on both sides of the international boundary have asked for accounts of this great achievement. Advertising clubs of both Canada and United States have not yet stopped talking about the event. Many of them have requested and been furnished with information as to how to "put over" such a "stunt." Only recently Mr. Yull explained the matter thoroughly during an address in Windsor. He has done so in several other cities.

During the "made-in-Canada" week the club received checks, cash and goods from the manufacturers of Canada, so pleased were these men of big business with the event.

Early in the history of the club a woman came to London posing as a nurse and claiming that she was soliciting advertising for a publication being put out by Victoria Hospital nurses. Many merchants were victimized by her. However, the club hearing of her activities, took action and stopped further deceptions. She attempted a similar campaign in Hamilton, but again the Advertising and Sales Club of London exposed her, forcing her this time to leave the country.

Motto of Club.

"Truth in Advertising" is the motto of the club. The members live up to and see, as far as possible, all others in London do. Some local advertisers who over-estimated the facts in some of their advertisements, were interviewed by members of the club and told of the folly of doing such. They were grateful for the advice and since then have adhered more closely to the truth.

When the war was raging, the club took part in all patriotic drives and movements, putting teams in the field in the Red Cross, Victory bond

Believes Advertising Club Benefits London.

D. GEORGE CLARK, advertising manager of the McClary Manufacturing Company, and president of the Advertising and Sales Club of London, describes the club as a "place for one to go and get ideas and reports of what other large advertisers are doing."

The members, Mr. Clark asserts, are not sellers but men who can trace results to advertising, and who can and will tell of their mistakes in marketing their product so that the other fellow may profit by them. The members obtain unbiased opinions at the meetings.

A club of this kind, he states, helps to eliminate petty jealousies among businessmen.

"Our firm is particularly favorable to clubs or meetings of this kind," Mr. Clark remarks. "Hardly a week passes but one or more of the executive staff attends some meeting of manufacturers or sellers."

The Advertising Club, he is firmly convinced, is a benefit to the city and the merchants in general, as well as to the members.

Mr. Clark believes that it is the duty of every businessman to belong to the club, or to send one of his staff to get the advice and suggestions, which are valuable aids to the merchant.

Trade prospects this year, Mr. Clark is of the opinion, are based on crop prospects. The condition of the



D. GEORGE CLARK

crops will be reflected on trade throughout the year, he declared.

"We are planning not for a boom year but for a better year. 'Advertised goods will come into their own more this year than any other,' added Mr. Clark.

The McClary Company has spent \$2,000,000 in advertising in the past twenty years, and expects to reap much benefit from this cumulative advertising this year.

Champions Service Without Fear or Favor.

"TIPS" are often valuable. It was a "tip" from a friend who had passed the half-century mark in life that induced Harry B. Muir, publisher of The London Advertiser, to enter the newspaper business.

"I started in the advertising business when I was trying to determine what work would give me the greatest amount of satisfaction in its performance. A kindly gentleman suggested advertising as the greatest path on earth to success provided a



HARRY B. MUIR.

man was willing to work 18 hours a day and never admit he was through. This friend offered to guide my steps if I was willing to take the road, and I have never regretted my choice.

"Initial training in newspaper advertising consisted in selling, not white space, but ideas and suggestions prompted by a keen desire to expand profitably, on a sound basis, the business of the merchant, manufacturer or professional man. That policy is as good common sense today as it was fourteen years ago."

"Success attended my efforts, primarily, I believe, because I liked the work and the people I was associated with. The more I came intimately into contact with all phases of newspaper work, the more pleasure I found in the business."

"The success of The Advertiser, evidenced daily by an ever-increasing number of readers and advertisers, is due to the earnest efforts of a loyal, harmonious staff devoted to the work of publishing a good newspaper upon which the people of London and district can depend — a newspaper without fear or favor, determined to champion what seems in the best interests of a majority of the people in the district it serves."

Mr. Muir believes that the immediate future holds much in store for Canada.

"We are on the threshold of a great era of prosperity in Canada," he declares.

"London and Western Ontario have demonstrated the solidarity of their position during a trying period in the past year, as evidenced by the continued good business reports from our merchants in every line of business."

The Advertising and Sales Club of London, Mr. Muir states, purposes not only to educate its members in all things pertaining to the construction of better advertising, but to function as well as a publicity organization for the community.

Organizations working for the good of the community should feel free to project their messages through the Advertising and Sales Club, he declares.

Every resident of London, Mr. Muir concludes, should be a booster of London.

If travelers who come to do business here boost the city to outsiders, it is surely the duty of Londoners to do their share, he points out.

The Pendulum Of An Advertising Agency Is Service

Service keeps the works of this organization ever on the go.

To serve advertisers faithfully, and to serve them so well that the fruits of our service will ripen into good sound dollars in their coffers, is the aim of this agency.

It is our business to make advertising a paying proposition, and that is the end to which we strive.

Federal Advertising Agency
Limited.

Per

[Signature]

306-308 DOMINION SAVINGS BUILDING,
London, Canada.

STUNTS BASED ON TRUTH WIN PUBLIC FAVOR

London Advertiser Fashion Pageant Proves Value of Novelties to Merchants.

THOUSANDS LAUD MERIT

Honest Publicity Paves Way to Success, Despite All Handicaps.

In the days of King Arthur, when each day brought its crop of unusual feats, doughty knights received a goodly living by introducing novelties. The wise men known as court magicians had to plan new things every day to hold the royal favor. If they grew stale they were quickly placed in the discard.

And so today in the business world, the man who introduces the novelties—"stunts" as they are called nowadays—reaps the biggest harvest. But let him once grow stale, and, like the magician, he is nosed out of the race by a more enterprising fellow.

The present generation, accustomed as it is to rapid changes in all things, even in the mode of living, is not satisfied with routine. "Old stuff" is the remark heard when something is attempted a second time. Surprises are the food and drink for the people of the present-day world, and if they are not provided all interest is lost.

Must Win Public.

In advertising, "stunts," legitimate and well-seasoned with truth, are what is most sought, for advertising is the modern town-crier, and it must first engage the attention of the public before it can give its message.

"What is really a 'stunt'?" the person unfamiliar, perhaps, with the technical phrases employed in the advertising field asks, and hence the following example is of pertinent interest.

The London Advertiser, aided by the merchants of London, sought to tell the people that they could buy just as good clothes at just as reasonable prices right in London as they could in distant cities. Mere word messages might make the public

stop, look and listen, but the object sought was to make the people remember. The fruit of all the planning was the most elaborate fashion revue ever staged in London.

Models Well Trained.

Local merchants each contributed thousands of dollars in clothes, footwear, jewelry, millinery and furniture. Twelve of the most beautiful girls of the city and a number of young men were engaged as models, and trained to wear the various

pieces of finery as the creators intended.

Thousands of Londoners attended the pageant during the week, and were amazed to learn that such wonderful creations as those worn by the models were made in London, and in addition, four of the leading merchants devoted their windows to advertise the show.

The show was not of the usual stilted promenade variety, but each participant was coached as to his

part in the affair, which represented a reception in the home of one of the elite.

The message was delivered to the public, and it remained. In addition, the spring season was opened a few weeks before its usual time, and the merchants of the city who participated reaped benefits.

Everything was presented as represented, truthfulness being one of the points on which The London Advertiser and the merchants of London pride themselves.

The Aim of the Huron & Erie

—to provide security

for the hard-earned savings of every man, woman and child who enters our door.

—to aid

every patron in the carrying out of his financial undertakings, as much as it is within our power and as much as he desires our aid.

—to promote

among our employees a feeling of loyalty and good fellowship that will create a willing desire to be faithful co-workers and polite, considerate servants of those who favor us with their patronage.

—to transact business

faithfully and fairly; to mingle the rules of courtesy with the laws of business—that is our aim.

3 1/2 %
and
4 %
on deposits.
5 1/2 %
on Debenture
\$100 or more.

The Huron & Erie
MORTGAGE CORPORATION

Four Branches in London.

Richmond Street Opposite Postoffice.

Market Square.

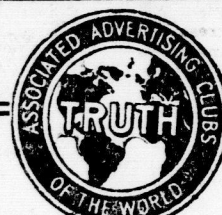
Dundas Street Opposite Rectory Street.

Corner Elmwood Avenue and Wortley Road.

T. G. Meredith, K. C.,
President.

Hume Cronyn,
General Manager.

D. McEachern, Secretary. G. L. Spry, Advertising Manager.
Members The Advertising and Sales Club of London.



Truthful Bicycle Advertising



GEO. A. WENIGE.

Is an outstanding figure in bicycle development. He is the only man who has gained the confidence of his fellow dealers to the point of holding the dual position of president of Canadian Bicycle Dealer's Association and vice-president of the National Bicycle Dealer's Association of the United States.

WHAT IS ONE of the reasons for our wonderful success in this business in a few years. We have grown from a "hole in the wall on Clarence street" to the largest Exclusive Bicycle merchants in Canada, and when we talk to you through these columns we do so just as honestly as we would if we were talking to you personally.

Truthfulness Is Bound To Win

We know this—by following that principle we have won. When we advertise our Bicycles as made in Canada, we do so honestly because we know that to be a fact, and when we tell you that there is no better Bicycle made anywhere at any price, and few as good, we do so honestly, because we know the Bicycle business from A to Z, and if there was a better Bicycle built we would have it, as it is our sole aim to give you the best value for your money at all times.

We Have Sold Thousands of Red Bird Bicycles in London

during our short time in business, more than all other makes combined. We have sold two, three, four, five, six, and in one case seven in one family, and we are proud of such sales. We appreciate that kind of confidence placed in us.

We count it as an asset, and all the dollars in the world would not induce us to betray that confidence.

This confidence was created by honest merchandising.

The "Red Bird" Name Plate

is your guarantee of quality and Canadian workmanship.

GEORGE A. WENIGE behind a sale is your guarantee of honest salesmanship and fair dealing.

Bicycle and Motor Sales Co.

425 WELLINGTON STREET.
PHONE 3182.

