

WINDOW SHOW CONTEST LATEST FEATURE ADDED TO BIG 'AD' CONVENTION

1000 Manufacturers of Widely Advertised Products to Offer Prizes for Best Displays Here

WILL SHARE EXPENSE

Advance Guard Will Be Met by Heralds Beating Kettle Drums

Manufacturers of Nation to Aid Merchants of City

More than 1000 manufacturers throughout the country will aid Philadelphia merchants to compete for prizes which will be offered during the "ad" convention for the most attractive window displays of articles which have become famous through national advertising.

The manufacturers will supply merchandise for show purposes and will bear part of the expense for decorations.

The advance guards of the delegations, who will arrive here on June 24 will be met by heralds on horseback, beating kettle drums.

Ten clergymen will preach on "Advertising" on Sunday, June 25, and on Monday departmental conventions will convene. Officials of Poor Richard Club say departmental conventions will furnish an interchange of ideas which will make the effect of the convention nation-wide.

Scores of Philadelphia merchants will compete for prizes which will be awarded during the big "ad" convention for the most attractive window displays of articles that have become famous through national advertising.

The contest will not be limited to downtown merchants; every business man in the city who has window frontage is invited to enter the contest. The contest will begin on the opening day of the convention, which will continue until Saturday, July 1.

More than 1000 manufacturers of articles which are advertised in magazines and newspapers all over the United States will co-operate with Philadelphia merchants in their window displays. The manufacturers will be asked to supply the merchandise for show purposes and to bear part of the expense for the decorations.

It is safe to say that nearly everybody in the United States is now acquainted with the fact that the biggest advertising convention in the history of American advertising is to be held in this city this month. Since October 1, 1915, the convention has been advertised in every section of the United States and Canada. In a \$1,000,000

advertising campaign, the news of the convention has been heralded in newspapers, magazines, circulars and posters. Every person who has been able to read has seen something about the "ad" convention.

The advance guard of the delegations will arrive in Philadelphia on Saturday, June 24. They will be met at the railroad stations by reception committees, heralds on horseback, beating kettledrums and sounding bugles. These heralds will escort the delegations to hotels.

Sunday morning, clergymen of the city will take "Advertising" as the subject for their sermons. In the afternoon Franklin K. Lane, Secretary of the Interior, will address a meeting in the Metropolitan Opera House, Broad and Poplar streets. Bishop Joseph F. Berry, of the Methodist Episcopal Church, will be another speaker, and the Strawbridge & Clothier Chorus will sing.

U. OF P. MEETINGS

Monday at 9:30 o'clock in the morning the departmental conventions will begin at the University of Pennsylvania, meeting in various buildings at the University. These will continue Tuesday and Wednesday mornings and afternoon, and Thursday morning. The electro-platers and engravers will hold a convention of their own. There will be a session devoted to church advertising, where the Rev. Daniel E. Weigle, pastor of the Messiah Lutheran Church, 16th and Jefferson streets, will tell how advertising increased his Sunday audience. Officials of the Poor Richard Club say that these departmental conventions will furnish an interchange of ideas which will make the effect of the convention nation-wide.

Samuel Hopkins Adams, of the New York Tribune, will address one session on "Truth in Advertising." L. B. Palmer, general manager of the American Newspaper Publishers' Association, will talk on "A History of the Press Agent Abuse and the Remedy." W. Laughlin, of Armour & Co., will discuss "Posters," and different phases of advertising will be treated by G. B. Sharpe, of the De Laval Separator Company, and R. S. Boyd, of the Beechnut Packing Company.

In addition to the departmental meetings there will be two mass-meetings for all the delegates held in the Commercial Museum. The first of these, Monday afternoon, will be addressed by Adolph S. Ochs, of the New York Times; Cyrus H. K. Curtis, of the Curtis Publishing Company; R. Goodwin Rhett, president of the National Chamber of Commerce, and N. C. Kingsbury, vice president of the Postal Telegraph Company.

Thursday afternoon the second mass-meeting will sum up the work of the convention. At this session officers will be elected and the place for next year's convention chosen.

On each of the four days there will be band concerts at 9:15 a. m. and at noon on the University campus. An exhibit of advertising will be displayed in Houston Hall throughout the sessions.

Germantown Men Elect

The Central Germantown Business Men's Association held its final meeting of the season last night in Bank Hall, 2809 Germantown avenue. Officers were elected, as follows: President, William J. Nash; vice presidents, George Drummond, Mark Lipschutz and Jacob G. Dotter; secretary, James E. Gleason; financial secretary, George H. Klauder; and treasurer, Otto Schleich.

STEAMSHIPS

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SUMMER RESORTS

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WILDWOOD BY-THE-SEA and Wildwood Crest Splendid surf bathing. Excellent deep sea and still water fishing. Beach crabbing. Fine roads for motoring. Lots of amusements. Concerts daily in new auditorium by portion of the Philadelphia Orchestra under leadership of Walter Pfeiffer. Cottages at reasonable rentals. Hotels moderate rates. Make reservations now. For beautifully illustrated booklet and detailed information, write today to J. WHITESELL, City Clerk, Wildwood, N. J.

ATLANTIC CITY, N. J. THE TRAYMORE... THE LEADING RESORT HOTEL OF THE WORLD Marlborough-Blenheim... NEW HOTEL MERION... WESTMINSTER... HOTEL ARLINGTON... AVALON BY THE SEA... CHELSEA, N. J. GLADSTONE... WILDWOOD, N. J. DECEY... HOTEL WAYNE... Edgeton Inn... ABBEY... CHALFONTE HOTEL...

VIRGINIA Spend Your Vacation 4000 Feet Above the Sea... MOUNTAIN COTTAGE... SWARTSMORE, PA. STRATH HAVEN INN... MOUNT GREENA, PA. Chautauque Inn... BEACH HAVEN, N. J. THE IDEAL MOTOR BUS TO HOTEL BALDWIN... OCEAN CITY, N. J. ST. CHARLES... THE MANHASSET...

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NEARING THE END If there had been no war -if the shortage in dyes, drugs, chemicals and hundreds of other things which it occasioned had not sent prices soaring to the skies; -if there had not been the same serious increase in the price of paper, leather, printing ink (and an actual famine of some sorts of binding materials); -if the publishers of the Britannica had not suddenly been confronted with the problem not only of heavily increased costs, but also of a scarcity in India paper and of binding leathers, so that they had to notify us that our present contract with them could not be renewed, we might have gone on selling the new "Handy Volume" Issue of the Britannica at the present low prices for a long while, as we had intended.

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