

ADWOMEN COUNT NOT A LITTLE IN THIS CONVENTION

Some 3000 of Them Will Be Here to Learn and Work

MRS. STEWART THE GUIDE

Most of Them Are Wives, but Some Are Expert Advertisers

Welcome to Women Visitors of Advertising Convention

"The Poor Richard Club's Auxiliary Committee of Women is organized and ready for the convention. We have tried to anticipate every wish of our women visitors and we are confident you will all be pleased with our program.

"Philadelphia's most celebrated institutions and points of interest will be included in our trips and with true Philadelphia hospitality we will do our best to make your visit one that will be long remembered.

"MAY BELLE STEWART, "Chairman Poor Richard Club Auxiliary Committee of Women."

Pretty women, intellectual-looking women and women of all American types—2000 of them—began coming into Philadelphia today from every part of the country.

"Philadelphia's most celebrated institutions and points of interest will be included in our trips and with true Philadelphia hospitality we will do our best to make your visit one that will be long remembered.

"Monday the first formal gathering scheduled for women is a reception given by the Philadelphia women to all visiting women at the Bellevue-Stratford at 10:30 a. m.

"Tuesday the special entertainment for the women includes trips to various department stores, luncheons, fashion shows, etc.—not a formal hard and fast itinerary, but just visiting around through the stores, as each woman feels inclined. In the afternoon Mrs. Stewart will give a luncheon to the wives of the delegates.

"Wednesday we will be the guests of the Curtis Publishing Company and will see the great building, wherein is printed the Ladies' Home Journal. About the middle of the afternoon we will motor out to Mr. Curtis' country place at Wyncoke, where we will be entertained at tea.

"Thursday we will go to Valley Forge on a special train.

"Friday we will be the guests of the Curtis Publishing Company and will see the great building, wherein is printed the Ladies' Home Journal.

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VANGUARD OF ADMEN ARRIVES IN CITY

Continued from Page One

"Philadelphia is ready for the annual convention of the Associated Advertising Clubs of the World. Your welcome is ready for you. Philadelphia people have learned about you, and they are glad you are here.

"The Poor Richard Club and every commercial and civic organization in the city, which has had an opportunity to help with the arrangements, have left undone nothing that would add to your comfort and pleasure. Our people have entered into the spirit of the occasion in true Philadelphia style.

"Make yourself at home and Philadelphia will do the rest.

"ROWE STEWART, "Chairman Convention Committee."

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WELCOMING THE "AD MEN"



C. C. Green as Benjamin Franklin extended the keys of the city to the convention delegates as fast as they arrived today.

Convention Chairman Extends City's Greetings

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ADVERTISING MEN IN GREAT MEETING TO OPEN SESSIONS

After Sermons in Fifty Churches Delegates Meet at Opera House at 2:30 P. M.

SECRETARY LANE TO TALK

Herbert J. Tilly Will Lead Chorus of 150—Orchestra of 50 to Play

Cordial Howdy From Provost of University

"I have been reminded almost weekly of the approaching meeting of your great body and I am naturally looking forward to it with eagerness and expectancy that you who is ignorant of such things is apt to manifest.

"Of this I am certain—that the University will meet you with open arms. It is very happy thought that you are going to pay us this visit. So far as I can learn, everything is being done on the campus to make the visit pleasant and profitable.

"With good wishes to every one who may read these lines, I am faithfully yours,

"EDGAR F. SMITH, "Provost University of Penna."

"The twelfth annual convention of the Associated Advertising Clubs of the World will open tomorrow afternoon at 2:30 o'clock with a great inspirational meeting in the Metropolitan Opera House, Broad and Poplar streets.

"Delegates can reach the opera house by taking northbound cars on 15th and 16th streets, getting off at Poplar street. The mass-meeting will open with music by the Poor Richard orchestra, composed of 150 voices, Herbert J. Tilly director. There will be an invocation by the Rev. Daniel E. McKinnley. Then there will be singing by the Strawbridge & Clothier chorus of 150 voices, Herbert J. Tilly director. There will be an invocation by the Rev. Daniel E. McKinnley, and the opening address will be by Herbert S. Houston, president of the Associated Advertising Clubs of the World.

"The address of the afternoon will be made by Franklin K. Lane, Secretary of the Interior. It is expected that the great opera house will be packed to the doors with admen representing nearly every State in the Union.

"Pastors of nearly 50 churches in Philadelphia and vicinity will deliver sermons in advertising tomorrow morning. It is expected that hundreds of delegates will attend the sermons in the various places of worship. Sermons having to do with advertising will be preached in the following churches:

"St. John's Roman Catholic Church, 11th street, above Chestnut, special musical program at the 11 o'clock mass, at which the Rev. William J. Lallou will preside at the convention.

"First M. E. Church of Germantown, Main and High streets, by the Rev. Charles W. Burns.

"Third Baptist Church, Wistar and Walnut streets, Germantown, by the Rev. John W. Wallace Green.

"Central Congregational Church, 11th and Green streets, by the Rev. William Van Derveer, Jr.

"The First Christian Church, Berks and Marvine streets, by the Rev. Irving E. Chubbuck.

"Old St. Peter's Episcopal Church, 3d and Pine streets, by the Rev. Edward M. Jefferys.

"Congregation Rodef Shalom, Broad and Market streets, by the Rev. Dr. Henry Berkowitz.

"Fairhill M. E. Church, 5th and Clearfield streets, by the Rev. Frank E. Gruber.

"Central Presbyterian Church, Ridge avenue below Schoolhouse lane, by the Rev. Samuel Wilbert Stecker.

"St. Stephen's Protestant Episcopal Church, 17th above Chestnut street, by the Rev. Carl E. Trummer.

"Lohan Baptist Church, Broad and Hookland streets, by the Rev. Melvin R. Wright.

"Park Congregational Church, 11th and Green streets, by the Rev. Clinton B. Adams.

"Bethlehem Presbyterian Church, Broad and Diamond streets, by the Rev. John R. Taylor.

"Wissahickon Methodist Episcopal Church, Terrace and Harvey streets, by the Rev. M. Gray.

"Memorial Church of St. Paul, 15th and Porter streets, by the Rev. Joseph H. Egan.

"St. Matthew's Lutheran Church, 15th and Mount Vernon streets, by the Rev. Edwin Heydel.

"Eleventh Baptist Church, Diamond above 21st street, by the Rev. George Ellsworth Whitehouse.

"Cockle's Methodist Episcopal Church, 12th street and Lehigh avenue, by the Rev. Edwin Forrest Hann.

"Third Christian Church, Lancaster avenue and Aspen street, by the Rev. T. H. Winter.

"Protestant Episcopal Church of the Holy Trinity, 19th and Walnut streets, by the Rev. Floyd W. Tomlinson.

"Christ Church, Passunk avenue west of Broad street, by the Rev. Herbert O. Frey.

"The Baptist Temple, Broad and Berks streets, by the Rev. Russell H. Conwell.

"Kensington Congregational Church, East Indiana avenue and C street, by the Rev. William Handley.

"Central Street Baptist Church, Chestnut above 46th street, by the Rev. George A. Adams.

"Tabernacle Methodist Episcopal Church, 11th and Oxford streets, by the Rev. C. Wells.

"Messiah Lutheran Church, "The Friendly Club," 16th and Jefferson streets, by the Rev. Daniel W. Wiegand.

"Arch Street Methodist Episcopal Church, Broad and Arch streets, by the Rev. Virgil B. Horner.

"Collingswood (N. J.) Presbyterian Church, William J. Eldridge, 11th street and Lehigh avenue, by the Rev. W. G. Greenway, William T. Ellis at evening service.

"Asphalt Ball" on Broad Street

An "asphalt ball" will be held on Broad street, between Locust and Spruce, Wednesday evening from 8 to 10 o'clock. Music will be furnished by the Messiahs Band. The street will be roped off so that the spectators can do the best of being pushed into "kingdom come" by a refractory motorcar.

Bellevue "Ad" Men's Headquarters

The central headquarters during the convention will be at the Bellevue-Stratford Hotel, where representatives will be in session, except during the hours of the convention. Then the headquarters will be at the University of Pennsylvania.

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