ASSOCIATED ADVERTISING CLUBS OF THE WORLD OPEN TWELFTH ANNUAL CONVENTION

PAGEANT TONIGHT WILL MARK EPOCH IN ADVERTISING

Splendid Spectacle Promises to Spread Fame of Philadelphia

FLOATS WILL TELL STORY

Six Thousand to March in Tonight's Great Pageant

The pageant will start from Girard avenue at 8 o'clock tonight and will proceed down Broad street to Moore street, the clubs counter-marching from that point to the centre of the city.

There will be a grandstand at Broad and Arch streets and another on City Hall Plaza. Admission to each will be by ticket only.

In the pageant will be marching clubs from nearly every important city in the Union. More than 6000 men are expected to march. There will be 150 floats, advertising some of the greatest industries in the United States.

The movements of the pageant will be controlled by a system similar to the train dispatchers' arrangement employed by railroads.

The 16,000 or more delegates to the convention and all of Philadelphia are looking forward with anticipation to the great advertising pageant which will march down Broad street from Girard avenue to Moore street tonight.

The big parade is expected to mark a new epoch in advertising, and it is certain to spread the fame of Philadelphia as an industrial city to every nook and corner of the United States. Advertising clubs from nearly every State in the Union will march in the pageant, and there will be floats rep-resenting many of the greatest industries of the United States. Floats speaking for the great industries of Philadelphia will compose an important part of the parade. In addition there will be floats showing Philadelphia's importance as a historical

For the first time in the history of big street parades, the formation, the marching and the dismissal will be controlled by a system similar to that by which railroad trains are controlled. On the roof of the Hotel Majestic R. C. Mason, of the Bell Telephone Company, will transmit orders to 10 telephone stations along the route. These orders will be given to expert railroad signalmen, who will flash them to the heads of the various pageant divisions. The signalmen, who will flash them to the heads of the various pageant divisions. The control station will receive reports from the branch telephone stations, and at all times will know just where every float and marching club is located.

Five telephone stations will be used to control the formation of the parade of floats and 6000 marchers at points north of Girard avenue, which is the official startof Girard avenue, which is the official starting point of the parade. Three telephone stations in the heart of the city will be used in the control of the parade in motion. A great railroad dispatch board at the control station will record the position of the various clubs in the parade. If a club is not in the place assigned, the signalman will be told to tell the leader of the club of the error.

ORDER OF THE PAGEANT. The pageant will be started from Girard venue on orders from the control station. which will be issued at 8 p. m. It is ex-pected that the pageant will be viewed by more than a half million persons. All of marchers will be in uniform and 29 bands will awaken the echoes of Broad street along the line of march. The order street along the line of march. The of entries of the big pageant follows:

Mounted Police. FIRST DIVISION—HISTORY OF ADVERTIS-

Philadelphia Band (50 pieces).
Float—"Miss Philadelphia."
Old Guard, State Fenchhes.
Float—"Indian Villiage."
Marchers—Bell Ringers and Town Criers.
Float—"Hue Anchor Tawern."
Float—Franklin's Printing House,
Municipal Band (30 pieces).
Float—"Transcontinental Telephone Lines."
he Bell Telephone Company of Pennsylvania.
Poster Advertising Association, New York city.
Float—City Directory Publishers.
Electrical Signs.
FIRST DIVISION "P"—Philadelphysion.

FIRST DIVISION, "B"-PHILADELPHIA FIRSTS, FIRSTS.

City Band (50 pieces).
Float—Public School.
Float—Old Paper Mill.
Float—Insurance.
Float—Franklin Book Shop.
Float—Library.
Float—Library.
Float—Hank of North America.
Model of "Old Ironsides." built by M. W.
Baldwin, the Baldwin Locomotive Works, in
832.

IS32.
Float—International Combustion Locomotive.
The Haldwin Locomotive Works.
EECOND DIVISION, "A"—PHILADELPHIA.
Poor Richard Club Band (50 pieces).
Marchers—Poor Richard Club (100 marchers).
Marchers—Quaker City Advertising Club.
City Band (20 pieces).
Marchers—University of Pennsylvania (50 bitgleich). btudents). Float-Equal Franchise Society of Philadel-

West Philadelphia Band,
West Philadelphia
Beating Accounts,
L. W. Ayer & Son,
Float—"Exhibits of Advertising Accounts,"
L. W. Ayer & Son,
Float—"Official Seat," N. W. Ayer & Son,
Float—"Parmer Plowing," the Farm Journal,
Float—"Can of Ink," Auit & Wiborg Comany, 263 North 12th street
any, 263 North 12th street
Eleat—Victor Talking Machina Company,
Float—Victor Talking Machina Company,
Float—Victor Talking Machina Company,
Float—"A Seashore Resort," Wildwood-by-the
loae. City Band (20 pieces).

City Band (20 pieces).
Float—"Reproduction of Bank Building."
Float—"Reproduction of Bank Building."
Union National Bank. 3d and Arch streets.
Float—"An Accurate Model of the School Building." Peirce School.
Float—"Development of Player Planos." Lester Plano Company.
Float—"Life Underwriters" Association and several local life insurance companies. Philadelphia Association of Life Underwriters.
Float—"Washington's Headquarters at Valley Porce." Philadelphia and Reading Hallway.
Float—"Hardware." Simmons Hardware Company.

Pany, Float Pirst Packard, Bullt 17 Tears Ago. Packard Motor Car Company, Float—"Model of First 12-Cylinder Automobile Manufactured in America," Packard Motor Car Float-"Making Silvertown Cord Tires. B. C. Goodrich Rubber Company.
Float-"Delivery Service." Guif Refining Com-"Making Slivertown Cord Tires," B. F. pany. Figure "Service Station," Guif Refining Com-

puny.

City Band (20 pieces).
Float—"30 Pages of 30 Paiges," Bigelow-Wiley Motor Company.

White Teuring Car Ruminated with strings of lights, Diamond Rubber Goods Company.

Marchers—Men dressed as Mr. Squeges, carry-ing university. Diamond Rubber Company.

Float—"Atlantic Rayolight Oil," The Atlantic Retning Company.

Retning Company. Float-"Atlantic Motor Oils." The Atlantic

impany, to "The Atlantic Refining Company," At-

o Casoline.

o Brill Company.

o Casoline.

o Casoline. Company, at-"A Victor Advertisement," Victor Talk-

Machine Company. in b-"Pushion Promenade." Blaunce's Wom-Wear.

y Ennd (20 pieces).

y Ennd (20 pieces).

j Barrih a Fleid, fnc.

servih a Fleid, fnc.

"Style and Economy," L. W. Hirah.

EVERYBODY'S ADVERTISING SOMETHING!



WAITER-PICK ME A NICE DISH OF THAT BREAKFAST FOOD, OUR OWN LITTLE STREET CAR GO AHEAD USE EM MEMBERS OF THE A.A.C.W ! I MOVE WE GET \$ 1000 AN WE HAVE WITH US, THE HONOLULU AD. CLUB. M-MM! WE'LL HAVE TO GET INCH FOR BATHING AROUND THE AIGHT OF THE CABARET SUIT ADS THIS YEAR! (CULTURE) PRETTY SOON THEY WON'T TAKE ANY PANTS! SPACE AT ALL QUICK PANTS MEMBER OF THE CANADIAN A.E. HAYWARD -DELEGATION ADVERTISING OH, SPEAKING OF ADVERTISING - WILL YOU SEE IF THEY SPELLED OUR NAME RIGHT AT THE TOP? - THANKS TROUSERS

:::

Float—"Two Hathrooms and Kitchen," Standard Sanitary Manufacturing Company,
Float—"Bathroom interior and Man Preparing to "Bathroom interior and Man Preparing to Shower Sath of Against the Manufacturing to Shower Sath of Against Company,
Float—Scott Paper Company,
Trilby Band No. 2
Float—"Woodland Scene," W. H. and A. E.
Marserison and Company,
Float—"Good Ship Welcome and Sunshine
Packures, "Loose-Wiles Hecuit Company,
Marchers—Loose-Wiles Hecuit Company (200
marchers—Loose-Wiles Biscuit Company (200 chers).
Toat—Breyer Ice Cream Company.
Toat—"Dairy Scene," Abbotts Alderney

Dairles. Float-P. F. Brown & Company (Gurnae Butloat-"Franklin Carton Sugars," The Frankisar Refining Company. at—"Old Time Samples Idea." Stephen F. nan & Son. & Son.
Animated Box of "Wilburbuds," H.
r & Sons, Inc.
"Huge Care on Plate," children
asty Baking Company,
nd (29 nicces).

nd (29 pieces). Montasue & Co. Philadelphia Oystermen's Association. "Paint Industry." C. Albert Kuehnie. "Large Can and Toy Wagon Cases. thers.

"Paint Applied Under Auctual Condi-e Sherwin-Williams Company.

"The Utility of Paints." John Lucas

o., Inc.
oat—Forcelite White Enamel," Thomson
oat—Forcelite Company.
of Finishing Company.
out—John T. Lewis & Son.
ty Band (20 pieces).
oat—Western Union Telegraph Company.
oat—Harrison Brothers & Co.
oat—The Sikes Company.
oat—The Sikes Company.
oat—The Sikes Company.

Flot - "The Heskinsman," William H. Hes Hobrow Brothers' Band (20 piccos). Float—''Arch and Tobacco Field,'' Bobe

thers.

oat—Otto Eiseniohr & Bro.
ioat—S. and S. Water Company.
synk Brothers Band (20 pleces).
ioat—Schmidt Brewing Company.
oat—D. C. Humphrys Company.
ioat—D. C. Humphrys Company.
ioat—D. C. Humphrys Company. SECOND DIVISION, "B."

SECOND DIVISION. "C."

ty Band (20 pieces). oat—City of Reading, of Reading Ad Club. loat—William H. Luden. THIRD DIVISION, "D." Lancaster, Pa. Lancaster Advertisers' Club (100 autos).

SECOND DIVISION,
Pittaburgh, Pa.
la Band (20 pieces). Caledonia Band (20 pieces),
Coronto Ad Club (30 marchers),
Coronto Ad Club (30 marchers),
Coroniulu Ad Club (5 marchers),
Conolulu Ad Club (4 autos),
Conolulu Ad Club,

Float-"Charlot." Advertising Association o

go.
b Members' Band, St. Louis.
at—Advertising Club of St. Louis.
at—Advertising Club of St. Louis.
vertising Club of St. Louis.
vertising Club of St. Louis.
correction Club of St. Louis.
to the Communication Club of St. Louis.
to the Communication Club of St. Louis.

Ploat—Advertising Club of St. Louis.
Advertising Club of 1017.
Advertising Club of 1017.
Advertising Float—A hardware to the six finest Shetland points was an drawn by the six finest Shetland points and America. Anheuser-Busch Brewing Association.
Penn Treaty Fife and Drum Corps, also "Spirit of 76" (Cleveland).
Float—Cleveland Advertising Club.
Cleveland Advertising Club (200 marchers).
Float—"World With a Pen Stuck Through R. Cleveland Advertising Club.
Band—lat Regiment (Cincinnati).
The Advertisers' Club of Cincinnati—150 to 200 marchers.
Float—"Globe With Girl Sitting on Top," Champion Spark Flug Company.
Float—Akron Advartis Club.
Advartisch Club—30 marchers.
Float—Akron Advartis Club.
Gedar Rapids Ad Club—8 marchers.
Float—"Animated Cartoon Advertising Film."
the Federal Development Company.
Float—Dayton Advertising Club (42 marchers).
Dayton Advertising Club (42 marchers).
Joliet Advertising Club (42 marchers).
Farguson Band (New York).
Advertising Club of New York City (300 marchers).
Lesspie of Advertising Women, New York

of Advertising Women, New York y-Marchers, League of Advertising Women, New York y-Marchers, Representatives' Club, New York city-March-Six-Point League, New York city-Marchers. Ploat- The Institute, Alexander Hamilto "Large Package Crackerjack," Ruck-

Brothers & Eckstein, Inc.

Brothers & Eckstein, Inc.

vertisers and Merchants' Association, Bington, N. Y. (four autos).

craft Club. Trenton, N. J. (100 marchers).

sat—Advertising Men's Club of Elizabeth,

lyertising Men's Club of Elizabeth,

N. J. tertiaing Men's Club of Elizabeth, N. J. autos), oat—"The Hail and Harbor City," Adversion of Elizabeth, N. J. g. Men's Club of Elizabeth, N. J. oat—"Rochester Ad Club, Rochester, N. Y. oblester Ad Club Timarchers, N. Y. oblester Ad Club Timarchers, L. O. oblester, Col. (120 bless), Advertising Club of Denver, Col. (120 bless).

archers).
Float—Town Criers' Club, St. Paul, Minn.
Town Criers' Club, St. Paul, Minn.
(two) .-Advertising Club of Los Angeles, Cal. (36 out—Figwer-decorated auto drawn by 30-50 tout—Figwer-decorated auto drawn by 30-50 abers of club, white uniforms, serve as ex; reins, green and yellow, city colors. Angelea Ad Club. Serve and the colors of the co

out-The Advertising Club of Baltimore. the Advertising Club of Baltimore (100 -Emerson Drug Company, Baltimore, d. Fjoat—"Mannen's On Top of the World," snnen Chemical Company, Baltimore, Md. Float—"The Homes of the White Suits," Advising Cub of New Orleans Hapis Products," New Ploats Ad Club. A Club.

a Ad Club.
at— Georgia Minatreis." Atlanta Ad Club.
at— A Boda Fountain in a Pergula."
Cola Company
at— Spirit of Bouth—Fort Sumter," etc.,
seton Ad Club.
Advertisers' Club. Nash-

llic Advertisers' Club (nine autos).
Nashville Ad Club, Nashville, Tenn.
y-pioce band (Bichimond).
Advertising Club of Chamber of Com-Pleat—Nashville Ad Clish, Nashville, Tenn.
Twenty plece band (Bleimand),
Fiont—Advertising Club of Chamber of Commerce, Lexington of Chamber of Commerce,
Advertising Club of the Board of Commerce,
Lexington 57 (20 in autos)

City Hand (20 pleces). Plont Pligrim Publicity Association, Bosto Mass Float-Pilgrim Publicity Association, Boston Mass. Pilgrim Publicity, Boston, Mass. (160-200 Pilgrim marchets.) grim marchets.) Criers of Rhods Island. Proviat "10 Largest Manufacturers of Their in the World" Town Crises of Rhods

H. S. HOUSTON, AD MEN'S LEADER, SENDS MESSAGE TO BUSINESS MEN

Markets will be the keynote word in the great Advertising Convention which opens today at the Commercial Museum and continues at the University of Pennsylvania until Thursday afternoon.

The holding of old markets, the gaining of new ones-always on the basis of our motto—"Truth"—that is the mission of the Associated Advertising Clubs of the World. Now, markets are in human minds. It has been demonstrated by the control of the World. strated that the most direct, efficient and economical way to reach human minds is through the power of advertising. That fact explains our name. But the clubs are concerned with every side and phase of selling and merchandising. We are striving to stabilize and standardize the methods of distribution on truth and efficiency.

To a great industrial city like Philadelphia such a convention as ours is of the largest practical value. Every manufacturer and merchant in Philadelphia gives his time and thought and money—in almost unmeasured amount—to the vital problem of his market. His business life depends upon it. So do the welfare and income of every one of his employes. Here in Philadelphia, at our convention, will be gathered the best merchandising and selling and advertising brains of the continent. In the hundreds of addresses and papers there will be suggestion, information, experience, knowledge of

incalculable value to the business men of the city.

As president of the Associated Clubs I invite the business men of Philadelphia to any and all of the sessions. They will be most welcome and on precisely the same basis as our members. There will not be a session from which an open-minded business man cannot bear away, for his own profit, selling knowledge that may be worth \$1000 to him. We shall bring to Philadelphia the best we have and we shall be happy, indeed, if our visit is a source of profit and service to this great and hospitable city which is doing so much to entertain us. HERBERT S. HOUSTON,

President Associated Advertising Clubs of the World.

KINGSBURY, TELEPHONE EXPERT, TELLS ADMEN OF NATIONAL IDEALS

Continued from Page One

ama-Pacific Exposition for San Francisco after all other methods of persuasion had been tried and a rival city had virtually grasped the coveted honor.

"National advertising has secured hun dreds of manufacturing plants for cities which have made known in this way their advantages as manufacturing centres.

"National advertising has improved meth ent ways. It has taught many firms to know more about their own business in order that it might be intelligently adver-

A NATION'S "HOUSE ORGAN."

"National governments are buying space to advertise for recruits for their armies and for loans with which to carry on war. Hlue books, red books, gray books, green books we have heard much about in the last two years, and, as another has said, they are the 'house organs of Europe.'

"It is high time that the people of the world came to a realization of the tremendous scope of the advertising business of today. No longer is advertising to be con-sidered as a superficial gloss upon business It rather has to do with the very fundas co-operation in this age-yes-but in order to share in the benefits of co-operation every business man must co-operate. must join this great university. He must adopt your method for the diffusion of knowledge. He must embrace your idealtruth."

Mr. Kingsbury declared that every article produced for the consumption of the human race should be advertised.

"This should be done," he said, "be-cause in almost every instance of production in the present age there is a surplus in production over what the producer can possibly consume. Philadelphia cannot utilize all her steel products; Pennproduces; the farmer cannot possibly require all the products of his acres. We all are specialists; none of us is self-suffi-clent. We must know much about what the other man produces, because we con-aume his products and we are entitled to protection in the diffusion of knowledge which results in education through adver-tising. Very few of us produce anything which we consume. Everything must be bought. We have not the time nor the knowledge to examine what we buy. Any one could defraud you and me with false statements. The old legal doctrine of caveat emptor should no longer apply. The uyer cannot beware, because he has neither the time nor the technical knowl-edge to examine the things he purchases. We must be protected in the statements in advertisements or we shall continually be defrauded.

"Not only is it true that every article of-fered for the consumption of the human race must be advertised, but every great ause in which we are interested demands ne treatment. The intricate, modern that same treatment. The intricate, modern methods of production, transportation and communication and communication have arought men closer together in mutual increasts than ever before in the history of the aorid, with the result that that which afects one class of men or one nation or one scality of the world also affects every other class of men, every other nation, every other ocality, and this makes necessary an accunplets knowledge of great causes and great events, no matter how far they may seem to be separated from our imme-diate environment."

THE NEED OF TRUTH. Mr. Kingsbury said that the endeavor of the Associated Advertising Clubs in the direction of truth was bearing a magnifi-

cent fruit. He said : cent fruit, He said:
"Truth is essential, as the National Vigi-ance Committee has informed us many times, and the seasor we arrive at truth times, and the centur we arrive at truth in all our advertising the more valuable will that advertising the more valuable will that advertising of the American City Band (10 pleces).

Limbs 50 Tears Ago and Section Pland (10 pleces).

Limbs 50 Tears Ago and Section Pland (10 pleces).

Limbs 50 Tears Ago and Section Pland (10 pleces).

Limbs 50 Tears Ago and Section Pland (10 pleces).

Limbs 50 Tears Ago and Section Pland (10 pleces).

Limbs 50 Tears Ago and Section Pland (10 pleces).

Limbs 50 Tears Ago and Telegraph Company would be known for lust exactly what he is a section of the producer and the century we arrive at truth in all our advertising the more valuable will that advertising of the American Telephone and Te

such bad company that no one would be-lieve us, and our advertising would be absolutely valueiess. But, on the other hand, suppose that every other national advertiser was telling nothing but the exact, unvarnished, eternal truth. Then what a plorious company would use he in and giorious company would we be in, and what tremendous weight and value there would be in every statement of our copy!

"Indeed, I will go so far as to say that ational advertising or any other kind future just in proportion to the extent that it is honest and true, and it is a great satisfaction to know that you men who have the most to do with this great business have set yourselves to the task of accomplishing this great end.

"You have led Congress in this direction, and the result is the law recently enacted having for its purpose the prevention of fraudulent advertising in the District of Columbia. It is a great step in advance, a national recognition of the correctness of your attitude. What is good for the Dis-trict of Columbia is, of course, good for the country at large, and let us hope that all the States, as some of them have already done, will soon enact legislation along this

Then there is an immense responsibility upon all who are connected with advertis-ing. He who buys the advertising as well as he who sells it should consider himself as a member of a great faculty, as a real leader and instructor of the people. If the textbooks studied in this great university are calculated to mislead the students, if romises are made which cannot be fulilled, if courses are offered and pursued which unfit the student for the practical hings of life, the entire institution will be rought into discredit and disfavor and the usiness of educating through advertising

"In a general way, perhans, we can consider that the schools and colleges and uni-versities are educating the young and that the education derived through advertising is lirected more especially to those who are ider. This classification, of course, is far rom exact, but as a broad generalization it s correct, and when we some to compare the cost of the two systems of education one for our youth and one for our adults we may note some rather striking things. "For instance, magazine advertising in

the United States costs almost exactly as much as private elementary schools, and all the public high schools of this great country do not cost as much by \$10,000,000 as that classification of advertising best de-scribed as farm and mail-order advertising. The billboard advertising of this country in all the normal schools of the United There is nearly as much spent each year in the United States on theatre advertising as is spent on schools for the feeble-minded, although I draw no other omparison between the two. The reform bout one-third of the amount spent on electric signs. And when we come to foot up the entire bill for educating the youth in the United States we find, according to the report of the Commissioner of Edu-cation for the year ending June 30, 1914, that it costs \$748.736.664. I am not going to pretend to say how much was spent dur-ing that year in the United States for educating the grown-ups by means of adver-tising, but I think you will agree with me that it costs quite as much to teach the old idea how to shoot as it did to teach the young idea how to shoot."

'National advertising cannot be done at a unless the publications used have national circulation, according to Mr. Kings-

And in order to support such circula-

high. "It takes time to be known all over a country as large as the United States; it takes persistence, determination, tra-mendous force behind an advertising cam-

"The corporation which I have the honor represent, and which spends large sums of money each year in national advertising, does not do so with the direct object of inducing people to subscribe for telephone service. Our president, Mr. Vail, has said to me over and over again, 'You must keep out of your advertising anything in the nature of an invitation to purchase telephone service; get away from the commercial idea.' Well, that is a pretty hard thing to do, but we have conscientiously tried to

sults were expected in too short a time, and

instances have been cited where a campaign

product which is nationally important, and

when you have secured this accumulation of

force it is remarkable how long the benefits

In reference to the advertising campaign f the Bell Telephone Company, Mr. Kings-

bury said:

"We advertise in a national way because we serve a nation-wide public and we want that public to know all about our business. We have intricate problems; we want the people to understand them. We have lofty purposes, and we are entitled to have them chown. We have high ideals as to civic service, and you can readily understand that a corporation doing business in some 70,000 places in the United States needs some measure of sympathy from the public t is trying to serve, with its tremendous difficulties. We believe in some great funda-mental principles as applicable to our business, such as the necessity for one policy as regards the general use and protection of every telephone in the United States. We believe in one system, because we can-We believe in one system, because we can-not conceive of a nation-wide service being performed by numbers of unrelated com-panies. We believe in universal service, because the ultimate benefits incident to telephone service obviously cannot be given or received in a restricted territory.

"Perhaps the one great test that can be applied to our national advertising consider whether or not it has made problems, purposes, ideals, difficulties, prinples and policies known throughout the and to the extent it has made them known, our national advertising has been a suc of money without that result our national advertising has not accomplished the pur-

"As an advertising man I am pleased to tell you that in our opinion our campaign these particulars has been a success, and there are many evidences which go to confirm our belief in this direction.

"But I must confes to you that I am up In spite of our endeavors to follow out Mr. Vail's instructions, the rec-ord shows that we have not been successful, and I tremble when I realize that he is sure to learn that somewhere or other the mmercial idea must have crept into some our advertising without our really know-We have often stated that we could not key our advertisements or directly note esults in the way of increases of business. but a study of the figures shows a very gratifying result when viewed from the dvetrising man's standpoint.

WHAT THE CAMPAIGN DID. "Our national advertising campaign began in June, 1908. We will assume that the advertising has affected only the number of Bell telephones, as shown in the annua ports of the American Telephone and Telegraph Company. The stations of our con-necting companies, private line stations, ctc., have been omitted in making up these figures. For the five years of 1904 to 1908, inclusive, we gained 1,690,078 subscribers, and this gain was 1.72 telephones for each 100 of the total population of the United States. That was before our advertising States. ampaign began

campaign began.

"Now let us take the period from 1998 to 1915, inclusive, omitting, as you will note, the years 1914 and 1915 in order to avoid the effect of abnormal conditions due to the European war. During these five years, while our advertising campaign was in progress, we gained 2,199,864 stations, and that gain was 1,35 telephones per 199 of the total population of the country, so that during the period covered by our national advertising the gain in telephones was 25 of vertising the gain in telephones was .25 of one per cent, greater than during the period when we were not advertising. If you will apply this .25 of one per cent, to the total apply this 25 of one per cent, to the total population of this country you will notice it represents a large number of telephones. And this gain was made in spite of the fact that the possibilities for new business were considerably less in the latter period than in the former period.

"Suppose we consider a moment a comparison between the gains in Beil telephones during the five-year period contents."

phones during the five-year period contem-poraneous with our national advertising and the gain in telephones in the more important systems in Europe having Gos ment ownership during the same period. Let us take the years 1809 to 1813, inclusive. During that five-year period France gained 133,947 telephones, or 34 of a telephone per 100 of the population of the gained 183,947 telephones, or 34 of a telephone per 100 of the population of the country. Switzerland in the same period gained 27,507 telephones, or 61 of a telephone per 100 of the total population of the country. The German Empire gained 568,781 telephones, or 75 of a telephone per 100 of total population of the country, while, as we have seen, in the United States the gain in Bell telephones alone was 2.199,964 telephones, or 1.95 telephones per 100 of population of the country. In other words, eliminating the effect of differences in population, the gain in Bell telephones in the United States was over 24 times the gain in the German Empire."

cause of the lack of persistence; because re- AD MEN'S CHIEF EXTOLS RECORD OF ACHIEVEMENTS

By A. E. Hayward

which might have been tremendously suc-How the great financial interests of the cessful ended in failure because it was country have awakened to the force and stopped just a little bit too soon. There is value of advertising was described by Hera tremendous cumulative force in perbert S. Houston, president of the Associated sistent reiteration and presentation of a

Advert. Ang Clubs of the World, in his annual address this morning at the opening sitting of the clubs' convention in Con-Museum

With words that thrilled and inspired the great assemblage of advertising experts, manufacturers, mer chants and bankers, he told of the neverceasing battle of the Associated Advertising Clubs of the World for honesty in advertising and a fair deal for the consumer. He told how the Associated Advertising Clubs of the World are co-operating with the Federal Trade Commission and other agencies in an effort to reduce the number

of business failures in the United States.
"As we begin our 12th convention today, he said, "in this historic university, we are in the presence of the eager, inquiring spirit of its founder. Benjamin Franklin. If he were here in the body, who can doubt that he would face us with many searching ques

"He would want to know the things we have undertaken to do with the printer's types he so dearly loved in weaving them into advertisements with which to find mar-kets and so to widen the boundaries of the world's commerce and civilization

"And why not face the questions squarely frankly this morning, just as we should have to face them if we stood before the first great American philosopher and ad-vertiser and met his quizzical eyes looking

us through and through? Who are we and what do we stand for and, above all, what are we doing that is worth doing to serve our day in the world? "But before meeting the test of those head-on questions let me as president of the Associated Advertising Clubs of the World say to you, Mr. Provost Smith, and through you to the trustees of the University of Pennsylvania, that your association with the Poor Richard Club in inviting us to vention was a great honor bestowed on

American business. And it seems fitting that here and now I should announce that we shall issue as a permanent and quickening memorial of this great convention a to bear the title, 'Benjamin Franklin, ter.' The author, John Clyde Oswald, Printer.' ditor of The American Printer and a mem ber of the Executive Committee of the As-sociated Advertising Clubs, is a recognized authority on both Franklin and printing. "At last, by steady and sure growth, whave achieved an organization that has bot flexibility and unity, which recognized the value of the clubs, distributed geographically, and the value of the departmentals organized nationally on the basis of common nterest. Together, the clubs and the de partmentals constitute the Associated Advertising Clubs of the World, strong, united, ourageous in the resolve to go forward in the spirit of service, under their emblem the all-conquering word TRUTH.

But Franklin would instantly inquire what we are doing that is worth doing. Poor Richard was always careful to see his Almanack was not a prospectus of promises, but a compendium of facts. And even when he sailed a kite to the clouds it was not to indulge in idle sport, but to see how much electricity would follow

down the silken cord into a glass jar.
"Well, what are we doing? Merely to catalogue our activities would put too great a tax on your patience. But I must at least tell you of the outstanding things in the year since the Chicago convention. "But with the clubs effectively organized

and adequately financed what are we doing that is worth doing? We are making a head-on drive into the very centre of a problem that is basic in the whole ques ion of markets, the efficiency of the re-ailer, the last man in the chain of distribution between manufacturer and con-sumer. You will hear at this convention that our Committee on Retail Business Systems has worked out five systems, one for grocers, one for boot and shoe dealers, one for jewelers, one for druggists and one for hardware dealers, and that all of these systems are practically ready to go forth, under the guidance of the clubs, and do their upbuilding and beneficent work in the

"And it is with the deepest feeling of pride, in which you will share, that I point to the fact that the men who have done and are doing this great and constructive task, and doing it without a dollar's compensation, are men of our own organization and that the men who will install these systems ong retailers are men in our clubs broughout the country.

'Now these particular activities have been sow these particular activities have been directed toward retailers, toward the consuming public, toward Legislatures—in a word, from within toward the world without. But at the same time there has gone forward a wide range of work, especially educational work, inside the organization. For we stand for the belief that in order to build up several reservables. build up general merchandising efficiency with retailers, in order to spread the knowl-edge of advertising with the public, in order to give the greatest power of advertising as a servant of commerce, we must ourselves be trained.

be trained.

"No, not marely for the oncoming generations, but as well for the generations now living and working, so that, please Ged, it may build wisely in its own brief day for the long future days.

"It was our educational work, Mr. Provost Smith told me some months ago, that was primarily responsible for the decision of the University of Pennsylvania to invite us to its halls for this convention."

"GOT TO GO TO MEXICO." SAYS TEXAS AD MAN

Beat 'Em, Even if It Does Tab Some Time," Cries Fred McJunkin

Photograph on Pictorial Page, Fred McJunkin, his big frame, by primmed sombrero and ranch-tained towering above every delegate in a brought down his fist on the table we force that seemed as if it would the wood.

"We have got to go into Mexico. W has tried to do the right thing," mad a man from Dallas, Tex., with his Sou drawl. "But we need to put in Mr what we call red schoolhouses on the his "There are so many ignorant pe you know what they thinky

asked.
"They think that Mexico could a United States if it weren't for Texas war won't hurt Texas any at all. We sto put a lot of men in and we'll best the even if it does take some time." That's right," said "Bill" Mix. ase of the sunburned Texas delegation be El Paso. "They think down is Mex that Americans are cowards. They that Theese gringoes, theese peeps grant fight."

can't fight."

"Bill" Mix then made a crowd of a tentive delegates from New York real and laughter when he said:

"I am unalterably opposed to American troops crossing the border. They at take it with them.

"The worst trouble we'll have down the will be with the peon. He has been and ing a rifle for four years and his awn feat and he will be a hard job to break him in to a his own living." "You're right, Bill," said Fred Molnes and then he went out to have his pic snapped with a girl that reached but as

foot below his broad shor lester Love. But McJunkin wasn't through down to Texas," he said to the pr little girl, "and I'll get you a real

owboy. Cowboys are different from san cheeted youths. Hester blushed, while laugh of Fred McJunkin reached from Believue across the street to the Riz

vention Hall, Commercial N. Y. BAND WILL LEAD CINCINNATI AD MEN

69th Regiment Musicians Gotham Will Take Place of Rejected Kendle Organization

The Cincinnati delegation to the admic convention, which has refused to accept service of Kendle's Band, which was a honorably discharged several days an Colonel Charles C. Allen, commander of a st Regiment, will have a military after all to lead it in the pageant togal.

Bayne's 69th Regiment Band, of & York city, will supply the music for a Cincinnati advertising exports. This has composed of 35 pieces, is filling an easy ment at Woodside Park, and today known that the composer of the compose H. Crowhurst, representing the park w agement, offered the services of the

onight's pageant.

Charles Culbertson, leader of the days ion, accepted the offer gratefully.

"This is just in line with the general proof hospitality we have found on all sign this city," he told Mr. Crowburst. Mr. Crowhurst said that Woodside

would have to struggle along tonight en-ut the band.
"No doubt some of our patrons will is disappointed." he said, "but when I know the reason for the absence of m I am sure they will be satisfied that have done the right thing.

William Bayne, leader of the bank all organization. The band is associated with not enlisted men, as were the merbers and voted unanimously that they would not accept the services of Kendle's Band and until this morning it was doubt whether they would have any hand at all The members said, however, that the would rather march without music t

have it supplied by the Kendle Bank, Ad Men's Chronicle

What is a man without his bagg This is the question which is pure Charles Lehman, Jr., who came here the advance guard of the Los Angels

men.

He arrived here in good shape after a long trip across the country. Then he scheerly to the Hotel Adelphia and what for his baggage. He is still waiting. It appears that after waiting about he hours Mr. Lehman decided to tauto trip to New York. He left send his baggage there when it arri reaching New York he met



to forward the baggage to Monticella it arrived. On the way to Montelle car had a blowout, so Mr. Lehman ret to New York. On reaching there he that the baggage had been sent in that the baggage had been sent in georello and instructed a baggage agest to ship the luggage to the Adelpha.

Lehman received a wire yesterday the baggage would arrive any missis went to Broad Street Station and ashis check over with an air of cubic the baggage man waded through a proof trunks and valless several times to he handed the check back to Lehndlegust. "Nothin' like that around and

The ad man went back to his hold jected. Then he made a quick too is habordasher's and several other plan-order to keep in shape pending its a culty.

In order to get the matter of his he took Mr. and Mrs. John Carr. d. Angeles, out for an auto ride. Upa return he received word that his base had been found in Norfolk.

WILSON HERE THURSDAY President Will Speak to Ad Met

less Something Unexpected Happens in National Affabi It is probable that President Wilson will address the ad men degreat patriotic raily in this city next.

great patriodic ratiy in day.

Herbert S. Houston, vice presser.

Doubleday, Page & Co. and presided.

Associated Advertising Clubs of its announced that he had been in the communication with the Whita lises that he had been assured that Fe Wilson was arranging to advertising men on Thursday. It is that nothing but alarming dove the Meximo situation will incoher the President coming to Principle.