

ACTIVITIES OF 10,000 AD CONVENTION DELEGATES

AD MEN GREETED AT FIRST SESSION BY CITY AND STATE

Big Convention Opened With Addresses by Mayor and Governor

WELCOME TO VISITORS

President of Association of Advertising Clubs of World in Chair

A tremendous, compelling force for the lifting of American business to higher levels and for the spreading of Philadelphia's fame as a city of ideals and as the world's greatest workshop was loosed this morning at the opening of the 12th annual convention of the Associated Advertising Clubs of the World...

The welcome of the State of Pennsylvania was extended by Governor Martini G. Brumbaugh. He touched upon the historical greatness of Philadelphia and urged that advertising be placed upon a scientific basis, eliminating the sensationalism of language and statement. He characterized Pennsylvania as "the grandest Commonwealth in all the world."

GOVERNOR STIRS ENTHUSIASM

Governor Brumbaugh stirred the convention to an uproarious demonstration of patriotism at the beginning of his address with the mention of the Pennsylvania National Guard.

"This morning 10,000 Pennsylvania boys are encamped on Mt. Gretna hill," he said. "We know not what any hour may bring forth, but this we do know: that we and this Commonwealth are loyal to the Government, and that we await only the nation's call to answer as we have always answered."

The applause and cheering lasted several minutes. At the Governor's mention of John Quincy Adams in the course of his speech the Massachusetts delegation jumped up and waved pennants and applauded.

"In welcoming the Associated Advertising Clubs of the World to Philadelphia, it is fitting to recall that you have met in the most historic city of America, that the great Commonwealth, with its eight millions of people, has made this city the center of its life in making this welcome hearty and sincere."

"If in your counsels you find it prudent and proper to place advertisements in the public press, eliminating the sensationalism in language and in statement, you will do well. Why not set yourself solidly against that form of advertising that is a blot on the landscape and makes a trip to the country a veritable procession by signboards and other devices that attract few and repel many?"

ARE NOT THE MAGAZINES, THE NEWSPAPERS AND OTHER REGULARLY CONSTITUTED CHANNELS OF COMMUNICATION THE LEGITIMATE FIELDS OF PUBLICITY?"

Why not put your influence against the irresponsible and the dishonest and the immoral things, refuse to take their business and have no fellowship save with those that have an honest product to bring to the attention of the public?"

MAYOR SMITH'S WELCOME

In welcoming the delegates to Philadelphia, Mayor Thomas B. Smith told of the plans for making Philadelphia bigger and better by the expenditure of \$15,000,000 for public improvements. He said: "You are most heartily welcome to Philadelphia, the old mother city of this great Republic. As the population of this city has increased from 1,700,000 people, in their name I bid you welcome, and in their name tender the hospitality of this great city of 366,000 homes."

"Philadelphia is a city of 223 years of active and intelligent development standing to its credit, and yet the Philadelphia of 1916 is entering upon the most aggressive period of its history, for during the present working year the city will have an increase of \$15,000,000 in our public debt, assuming obligations which double existing indebtedness, which means that they may develop a series of the finest wharves and docks in America, expend nearly \$60,000,000 for additions to the transportation system of the city, erect the finest municipal hospital in the world and complete a magnificent highway connecting Fairmount Park with City Hall, erecting as an incident thereof a \$4,000,000 art gallery and a \$1,000,000 public library. Measured by municipal actions, therefore, the city is more thoroughly alive today than ever before in its history, while judged by commercial standards we are clearly in the front rank of the world's greatest commercial centers, with a real claim to call ourselves the world's greatest workshop."

"Speaking thus as a Philadelphian, again I bid you a hearty welcome, hoping sincerely that before your visit ends you will realize from our acts as well as our words that we have taken to heart and have translated into the actions of every day life the motto of our city, 'Philadelphia Maneto.' Let Brotherly Love Continue."

PRESIDENT DURBIN FOR PENN

"Gentlemen, you are gathered here to discuss important business questions—every branch and phase and factor of advertising. You are here to help each other. It is to be hoped you will find pleasure and interest and stimulus in every minute of the sessions. It is a business convention. But we have believed that some lighter and gay intervals would not be amiss; therefore, the Poor Richard Club Convention Committee has attempted to provide some entertainment which may prove somewhat diverting in the periods between sessions. I need not dwell upon this, further than to say we shall have a sprinkling of lights and add a bit of color to the Quaker gray which some of you may have associated with this city."

"On behalf of the Poor Richard Club, I thank you for the honor you do us, and sincerely hope that we have left undone nothing that would add to the comfort and pleasure of your visit."

William Woodhead responded to the welcoming of the delegates, in behalf of the Associated Advertising Clubs of the World.

GOV. BRUMBAUGH AND MAYOR SMITH WELCOME AD MEN TO PHILADELPHIA



GOV. M. G. BRUMBAUGH

IN welcoming the Associated Advertising Clubs of the World to Philadelphia, it is fitting to recall that you have met in the most historic city of America, that the great Commonwealth with its eight millions of people joins with her citizens of this city in making this welcome hearty and sincere. We wanted you to come here and we are happy to have you here. It is my privilege to voice the hearty goodwill of our entire population and to give you royal welcome to the finest city and grandest Commonwealth in all the world.

M. G. Brumbaugh, Governor of Pennsylvania.



MAYOR THOS. B. SMITH

Officers and members of the Associated Advertising Clubs of the World—As chief magistrate of the city of Philadelphia, home of 1,700,000 people, I bid you welcome and in their name tender the hospitality of our 366,000 homes.

You represent one of the mightiest forces in the development of twentieth century civilization. Your power is increasing each year as the people come into a clearer understanding of the value of that publicity represented by discriminating and intelligent advertising.

May you discover during your visit that we translate into acts our city motto: Philadelphia Maneto—Let Brotherly Love Continue.

Thomas B. Smith, Mayor.

RECEPTIONS, SHOPPING, TEAS; AD WOMEN HAVE HANDS FULL, TOO

Mrs. Rowe Stewart Has Taken the Job of Running Their Entertainment Smoothly and Is Doing It With Many Lieutenants

A week of wonderful entertainment began today for the mothers, wives and sisters of visiting ad men. The entertainment pilot is Mrs. Rowe Stewart, and she has promised to give the women visitors the "time of their lives."

The visiting women were tendered a reception at the Bellevue-Stratford at 10 o'clock this morning by Philadelphia women, after which they went to the University Museum to attend the opening of the general session.

They lunched with their husbands at the University before attending the opening of the afternoon session. Later they were entertained at the University by the ad women from Baltimore. Mrs. Stewart announced at the reception this morning that the visiting women from Baltimore will be the hostesses at the Fitzroy afternoon.

A score of men attended the reception this morning, although it was supposed to be for the women only. It was held in the Junior Room, and was entirely informal. It had been planned to have a receiving line, but this was dispensed with and the women who were to have acted in this capacity made the visitors feel more at home by greeting them informally. They were: Mrs. Park S. Flora, Indianapolis, wife of the secretary-treasurer of the association; Mrs. Frank A. Black, Boston; Mrs. E. H. Rowe, Toronto, Can.; Mrs. Rowe Stewart, Philadelphia, chairman of the committee which is entertaining the visiting women; and Mrs. B. H. Purbin, Mrs. Thomas Martin, Mrs. John C. Martin and Mrs. L. Deak, all of Philadelphia.

Mrs. Stewart and Mrs. Durbin, wife of the president of the Poor Richard Club, were stood up on a table and introduced to all of the visiting women before the reception closed.

Tomorrow the special entertainment for the women include trips to department stores. In the afternoon they will attend a dinner given by the wives of officers of Philadelphia Navy Yard.

Wednesday the women folk will be the guests of the Curtis Publishing Company and will see the great building wherein is printed the Ladies' Home Journal. In the afternoon they will motor out to Mr. Kenner's country place at Wyncoote, where they will be entertained at tea. Thursday the women will go to Valley Forge on a special train. The hostesses on the different days of the convention follow:

MONDAY, JUNE 25. Mrs. Robert H. Durbin, Narberth, Pa., chairman; Mrs. Montgomery H. Wright, Melrose Park, Pa.; Mrs. David D. Christman, Mrs. William W. Cardwell, Mrs. E. S. Taylor, Narberth, Pa.; Mrs. Louis M. Curdy, Mrs. S. Clayton Wick, Langhorne, Pa.; Mrs. Charles Henry Fox, Mrs. Roy E. Clark, Narberth, Pa.; Mrs. Leon S. Dalsimer, Mrs. G. E. Gable, Mrs. Louis M. Silence, Mrs. E. S. Edmundson, Cynwyd, Pa.; Mrs. William H. Trump, Mrs. Howard C. Story, Mrs. W. Arthur Cole.

TUESDAY, JUNE 26. Mrs. Leon Beck, Cynwyd, Pa., chairman; Mrs. John C. Sims, Mrs. P. C. Staples, Ardmore, Pa.; Mrs. E. J. Berlet, Ridley Park, Pa.; Mrs. Thomas R. Block, Jr., Berwyn, Pa.; Mrs. Richard A. Foley, Langhorne, Pa.; Mrs. Rufus H. Sanford, Morton, Pa.; Mrs. Oscar C. Schmidt, Mrs. Robert H. Dippy, Mrs. Alfred Scholes, Mrs. Walter W. Gale, Mrs. Charles E. Harkins, Mrs. Edith V. Richter, Mrs. H. Walter Scott.

WEDNESDAY, JUNE 28. Mrs. John C. Martin, Wyncoote, Pa., chairman; Mrs. W. B. M. Tracy, Mrs. Charles W. Beck, Jr., Wyncoote, Pa.; Mrs. Edwin Moore, Mrs. T. A. Doby, Mrs. Charles E. Harkins, Mrs. J. H. Pickett, Mrs. C. Theodore Ketterer, Mrs. Albert E. Turner, Mrs. Forrest H. Burdian, Mrs. Charles E. Harkins, Mrs. J. Devery, Lumberton, N. J.; Mrs. T. J. Mulvey, Wrennath, N. J.; Mrs. M. Russell Berger, Lansdowne, Pa.; Mrs. A. A. Christian, Elizabeth Wilson and Mrs. J. T. Fenner.

THURSDAY, JUNE 29. Mrs. Thomas Martindale, chairman; Mrs. Anthony Geuting, Mrs. E. C. Duggan, Mrs. Joseph George, Mrs. J. A. Lutz, Mrs. Frederick G. Jones, Mrs. G. Goldstein, Mrs. D. P. McPherson, Laurel Springs, N. J.; Mrs. Elliott Brewer, Mrs. W. E. Lloyd, Mrs. C. Bloomingdale, Jr., Mrs. W. A. Cole, Narberth, Pa.; Mrs. Charles A. Harkins, Morton, Pa.; Mrs. Sidney H. Weller, Mrs. H. H. Van Cise, Mrs. Ernest Bond.

FRIDAY, JUNE 30. Mrs. Thomas Martindale, chairman; Mrs. Anthony Geuting, Mrs. E. C. Duggan, Mrs. Joseph George, Mrs. J. A. Lutz, Mrs. Frederick G. Jones, Mrs. G. Goldstein, Mrs. D. P. McPherson, Laurel Springs, N. J.; Mrs. Elliott Brewer, Mrs. W. E. Lloyd, Mrs. C. Bloomingdale, Jr., Mrs. W. A. Cole, Narberth, Pa.; Mrs. Charles A. Harkins, Morton, Pa.; Mrs. Sidney H. Weller, Mrs. H. H. Van Cise, Mrs. Ernest Bond.

EXPERTS TO ADDRESS TOMORROW'S SESSION

Various Lines of Business Will Be Represented Among the Speakers

The general session of the convention will be continued tomorrow in the University Museum auditorium, and important departmental sessions will open in various buildings of the University.

Provost Edgar E. Smith of the University of Pennsylvania, will preside at the general session. The session will open at 9 o'clock with music by the Fisk Jubilee Singers and the Poor Richard Band. There will be an invocation by Bishop Thomas J. Garland.

The first address of the morning will be one by Frank Stockdale, secretary and lecturer of the National Educational Committee of the Associated Advertising Clubs of the World. This will be followed by an address on "The Foundation of Better Business," by Llewellyn E. Pratt, chairman of the National Educational Committee of the Associated Advertising Clubs of the World.

Widely known experts in various lines of business will address the convention in the following departmental sessions: Advertising agents, advertising specialty manufacturers, agricultural publishers, business press, direct mail advertisers, directory publishers, employing lithographers, financial advertisers, graphic arts, magazine publishers, poster advertising, religious press, retail advertisers, club secretaries, church advertising, community advertising, business organ editors, teachers of advertising.

ADDRESSES BY NOTED MEN

Speakers "Who Have Accomplished Things" on Ad Program

Herbert S. Houston, president of the Associated Advertising Clubs, announced today the appointment of the following committees: Credentials—S. De Witt Clough, president of the Chicago club, chairman; John Renard, W. Va., and F. S. Flores, Indianapolis, secretary of the association. Resolutions—George P. Gallop, Boston, chairman; William Gannon Rose, Cleveland; Fred Johnston, Dallas, Tex.; Harold Janak, Los Angeles; and Theodore R. Derlack, Joliet, Ill. The papers that will be read and the speakers that will be given during the sessions will be of a higher standard this year than at previous conventions of the advertising men, said E. T. Meredith, chairman of the Program Committee. In making his report at the morning session, he said: "In making up the program for this convention we have sought to have men address us who have accomplished things. We have tried to secure speakers who can speak with authority and have tried to keep from the program speakers who have simply untried theories to explain."

SEVERAL CITIES EAGER FOR 1917 CONVENTION

St. Louis and Cincinnati Neck-and-Neck in Race—Denver May Be Dark Horse

St. Louis and Cincinnati are running neck and neck in the race for the convention next year, with Denver looming up as the possible dark horse in the race.

Both camps are showing more "pep" than the roomier cities of the past. Cincinnati already having spent more than \$6000 in advance to press its claims. Its band last night paraded Chestnut and Broad streets to the wonder of Philadelphians who know that Cincinnati was prepared to welcome the Poor Richards next year.

Managers of both the contesting ad clubs have already started the contesting, but St. Louis won a victory last night, when a combination was effected between their ad club and the New Orleans delegation, so that St. Louis, 1917, and New Orleans, 1918, would be the ticket accepted.

Denver is not making as much noise as the others, but gained converts today through distributing leaflets announcing their advance in the contest. Denver is a pretty girl. Frank McGrann, of New York, was given one of the pamphlets, along with an appealing look, and announced his intention to do some work for Denver, first, last and always.

Los Angeles will start its campaign to night for 1920. Its "boomers" will give away raincoats and other products of the coast State to the delegates and their wives.

TOM DALY TELLS AD MEN FUNNY STORY ON PRICES

Evening Ledger Columnist Gives Poor Richards a Laugh on Rate-Cutting Subject

An important subject to be discussed by the Ad Men's Convention is rate-cutting among newspapers of a certain class. A group of men in the lobby of the Bellevue-Stratford were discussing this matter this morning, and Tom Daly, of the Evening Ledger, who is one of the vice-presidents of the Poor Richard Club, told this story:

"A man whom we will call O'Levinick was given a job by his brother-in-law, who was a wholesaler in the clothing line in Baltimore. O'Levinick was sent out on the road, and told to play up particularly a line of boys' suits, known as No. 24, the rock-bottom price upon which was \$17 per dozen. He made his first call in Richmond, and it offered \$15.50 for No. 24. O'Levinick said it would be done, but upon being processed telegraphed to the house and received this: 'All right, take \$15.50.'"

"At Cincinnati," he offered him \$14.00. He put it up to the house, and received this reply: 'If it's the best you can do take it.' In Chicago the price dropped to \$13.75. In St. Louis he sold an order of No. 24 for \$12.00. In Denver the price dropped to \$12 flat. Tom Angeles brought \$11.40.

"In San Francisco, before he had a chance to do any business, he was hit by a motor-car and fatally hurt. The doctors at the hospital told him he couldn't recover, and asked if he didn't want them to amputate with his wife or nearest kin. He had no wife and he seemed to have no interest at all in the matter of wiring to his relatives. Suddenly, however, he aroused himself and said: 'There is just one thing I wish you would do. Please wire to my house and ask them what is the rock-bottom price on No. 24.'"

CHICAGO TO HELP FILL ALL CITY WITH MUSIC

If Welkin Ever Rang Ad Men Will Make It Roar This Night

There'll be music not only in the air, but everywhere else in the town tonight.

It will start with the ad men's parade and echo in all the streets with greater force and harmony than ever. The race will be set in the vocal line at the cabaret of the Chicago ad men in the Bellevue-Stratford. They've been preparing it for months, and all words, therefore, are helpless to tell about it in advance.

Dozens of poets have been working overtime on the songs. To save time, they borrowed the music from well-known airs of the day.

The Ad Choir of the Windy City will be the leader of the songsters. The choir are 23 singers, with enough volume to drown out a boiler factory and lots of variegated harmony.

The songs tell the stories of various advertising brands we know and they are full of pep.

A. E. Chamberlain, of Chicago, had the brunt of the work in mapping out the cabaret and he expects it to run according to schedule.

That Philadelphia will not be lost in the proceedings is also being taken into consideration which will be a feature of the occasion.

CHICAGO SONG. Come, boys, let's raise a roarin' song, We spend in work and play, We'll have a grand old time, All hail to Philadelphia friends, We'll have to say good-by, And all go back to our old chit.

Chorus. Then here's to Philadelphia, You're the best little place I know, There's cheer for Philadelphia, From Chicago, Chicago, While we in music die than to leave dear still we love Philadelphia so, You're the best little place I know.

We will also hear the Chicago Ad Club waltz, dedicated to the Poor Richard Club; "The Gang's All Here," "A Man Among Men," dedicated to Herbert S. Houston, president of the Associated Advertising Clubs of the World; "So Long, Philly," "Spartan" and "Old Dutch Cleanser."

Singers from St. Louis, Cincinnati, Cleveland and Akron will assist in the general program.

There will be a quartette of Dutch women representing Old Dutch Cleanser, a playlet by the Cleveland Club, telling the troubles of an advertising agency and many other things which will keep the laughs moving.

Several hundred balloons will be released during the proceedings as there will be a shower of confetti by way of adding color.

P. M. C. Battery Hiking up Chester Pike

The Pennsylvania Military College battery of 33 3-inch guns will hike up Chester Pike to Philadelphia this afternoon to take part in the parade of the Associated Advertising Clubs of the World tonight. The battery, under Captain Frank K. Hyatt, of the college, will be on hand tomorrow night also to fire the presidential salute of 21 guns at the celebration on Franklin Field.

Suitcases to All "Ad" Delegates

A real suitcase packed to the brim with valuable souvenirs supplied by Philadelphia manufacturers will be presented to every one of the delegates to the ad convention. Three express companies will deliver the suitcases to the homes of delegates all over the United States. One of these suitcases is an exhibition case for the Bellevue-Stratford. It is expected that about 10,000 of them will be distributed.

Greeting To the Delegates of the Associated Advertising Clubs of the World

WE print this public word of greeting with a few comments about—

Truth in Advertising

—as practiced by the house of Wanamaker & Brown, which was founded at Sixth and Market Streets, in Philadelphia, on the same day of the same month of the same year in which Fort Sumter was fired upon—55 years ago.

Wanamaker & Brown has steered a straight course in merchandising, and in the news it has printed about merchandise uninterruptedly since 1861.

Wanamaker & Brown was among the first, if not the first clothing house to print an advertisement in the city of Philadelphia.

Wanamaker & Brown was the first men's clothing house in the country to establish the policy of one price.

Wanamaker & Brown was the first house in the United States to establish an all-wool policy.

Wanamaker & Brown was the first men's clothing house in America to establish the principle of entire satisfaction to the buying public or money back.

Advertising is an art, and as an art has been most prolific of theories.

Fifty-five years of practical advertising have left little room for theory at Wanamaker & Brown's.

It has produced, of course, a great deal of experimental advertising as to form of presentation; as to the media of presentation; as to the best way in which to tell the story that was to be told.

But in none of the various forms it has taken has it ever tampered or temporized with the truth.

No matter how bad an advertisement may be, if it is truthful it may still be a good advertisement. No matter how well written an advertisement may be, if it is untruthful it is a bad advertisement.

Wanamaker & Brown has spent millions of dollars in many forms of advertising. It has found that newspaper advertising takes precedence over all the rest for a localized retail business.

And the greatest power for good or for evil in our country today is the American newspaper.

It can stop untruthful advertising without causing a ripple on the surface of business; smother it in the fumes of its own iniquity by simply LEAVING IT OUT OF THE PAPER!

We move that some man of heroic proportions place this thought forcefully before the convention before it is permitted to leave Philadelphia. We believe it would receive the indorsement of every good newspaper in the country. We believe it would pay every newspaper that adopted it, as it does pay those who adhere to it now.

To make advertising pay, to make advertising a benefit to the consumer as well as to the advertiser, it is necessary only to tell your story simply, briefly, truthfully.

Good merchandise backed by truthful advertising and continuous advertising through fifty-five years has shown us that truthful advertising pays.

Businesses of mushroom growth that spring up and, by the grace of exaggerated statement, flourish for a little while only to die, have taught us, from observation, that untruthful advertising does not pay.

We do not believe any house, no matter what kind of business it does, which is founded on the shifting sands of make-shift and make-believe either in its merchandise or its advertising, could endure through fifty-five years.

So here is our pledged word to do whatever may be done to further the great purpose assumed by the Associated Advertising Clubs of the World to further the gospel of truth in advertising, to which we subscribe our written name—

Wanamaker & Brown Market at Sixth Street for 55 Years