# "BEST MEDIUM" IS NEWSPAPERS. AD CHIEFS HEAR

"Ideal Route to Reach the Public," Says William A. Thompson

\$75,000,000 WILL BE OUTLAY IN 1916

Experts Tell of Plans to Reach Out for Trade Increase

HIGH SCHOOLS ATTACKED

Their Products Are "More Voluble Than Valuable," John B. Opdycke Asserts

Newspapers Supreme In National Ad Field

Newspapers are rapidly becoming supreme in the field of national ad-vertising, declared William A. Thompson, director of the American Newspaper Publishers' Association, in an address before the address n an address before the ad men. Newspapers will carry a total of \$75,000,000 in national advertising lone in 1916.

Educators attack curriculum of American high schools and urge that room be made for courses in advertising and business in colleges, uni-versities and high schools. Experts tell of wonderful oppor-

tunity for American manufacturers to capture trade in world markets. New York clergyman urges elimination of pious phrasing in church advertising.

A great flood of new ideas and methods for the extending of American business into world markets today engulfed the 10,000 or more advertising experts, bankers, manufacturers and merchants who attended the 21 departmental sessions of the Associated Advertising Clubs of the World.

Many plans were unfolded by experts for building up home trade and placing busiupon a more scientific basis. The ideas divulged by noted business economists and capable commercial research workers were received in an enthusiastic and progressive spirit by the men who have come to the Philadelphia convention in ness conditions

advertising were keenly interested when director of the American Newspaper Publishers' Association, said that newspapers were rapidly becoming supreme as a medium for national advertisers. For 1916, he said, the newspapers of the United States would carry a total of fully \$75,000,000 in national advertising.

INFERIOR PRODUCTS OF SCHOOLS. Before the teachers of advertising session John P. Opeycke attacked high schools as "turning out inferior products, more voluble than valuable." He urged that a place be made in the curriculum of the American high school for advertising and instruction in modern business -methods. Before the same section Dr. Herbert W. Hess, of the Wharton School, University of Pennsylvania, attacked the commerce course taught in colleges and universities.

C. A. Tupper, president of the Chicago Trade Press Association, told the business press department of the wonderful opportunity for development of American trade in foreign countries.

Shirley Hunter, an advertising manager of Los Angeles, told the retail advertisers section that every store has a personality and that every advertising man should strive to express it.

OPPOSES PIOUS PHRASING. That copy for church advertising should tell the truth and he free from pious phras-ing was the statement of the Rev. F. T. Keeney, of the First Methodist Episcopal Church, New York, before the section on

church advertising. Frank J. McGrann, at the house organ editors' conference, said that house organs for employes should be attentive to little personal things about employes, such as births, marriages, engagements, athletics, vacations stories, promotions and recognitions.

N. Mitchell, advertising manager of L. K. Liggett Company, New York, said that advertising should be piaced in mediums that will reach the largest proportion of women readers, as women do 75 per cent. of the purchasing of the country.

NEWSPAPERS FORGE AHEAD.

Newspapers, now supreme as a local medium for advertising, are rapidly becoming supreme also as a medium for general or national advertisers. This was asserted by William A. Thompson in an address to-day before the National Advertisers' Department.

Mr. Thompson said further that of \$800.

Mr. Thompson said further that of \$300. Mr. Thompson said further that of \$500.000,000 spent last year for advertising, \$55.000,000 came from national advertisers, and that in the first quarter of 1915, newspaper advertising in the general field increased 15 per cent. Barring unforeseen contingencies. Mr. Thompson said the dailies of the United States would carry a total of fully \$75.000.000 in national advertising alone for the year.

Mr. Thompson's address was heard by knows of manufacturers and designs whose yearly advertising appropriations run into large figures.

HUGE SUM SPENT.

Mr. Thompson said in part:

"It is of interest to look into the reamin sawspaper advertising. Most of them
re matters of the sarliest record; some
re of more recent development."

"In the first place, the newspaper is a
ted duty habit in the lives of ones, women
ad children. It is read every day by every
lichager of everything everywhers. It is
and by the consumer who skys the article.

SUFFRAGISTS ALSO BELIEVE IN THE VALUE OF ADVERTISING



Members of the Equal Franchise Society are overlooking no opportunity

to obtain publicity for the cause during the present convention. Above is a group in their convention-week costumes. Below is Miss Julia

McClain as she appeared in the parade last night.

AT UNCLE SAM'S SHIPS

View Grim Dreadnoughts and

Slender Destroyers-Many

From Inland Had Never

Seen Warcraft

The majority of the 800 ad women attending the convention, either as delegates or wives of the men themselves, praised the

apparent fighting power of Uncle Sam's sea-dogs after they had closely inspected the equipment at League Island.

From grim, gray dreadnought and needle-like destroyer to the new terror of the sea, the submarine, the ad women were vitally

interested in the possibility of the fleet.

Many of them had never seen a battle-

ship before, except in the movies, and they manifested a desire to see the ships from stem to stern. Headed by Mrs. Rowe Stew-

W. Hess, of the Wharton School, University | AD WOMEN MARVEL

"It is true that we are more successful

"New schools, with courses in marketing

are springing up over the country. In-

dividually many of us have injected a word

of advice as to the ideals of particular

is individuals than as an institution.

town, or hamlet it is a local institution, known in every home and carrying with it the atmosphere of the community. It is the one daily means offered to the in-dividual of laying his finger upon the pulse of the world, and, coming as a wellknown messenger, it personalizes the events

known messenger, it personalizes the events of the day.

"This universality of the newspaper is the first thing that attracts the national advertiser. He knows that he can buy newspaper circulation in exact quantities. He can cover one city or 100; one section, or a continent. His advertising represents the minimum of waste. He goes where the going is good and skips the places where he cannot do business. he cannot do business.

STIMULATE TRADE. 'The dealer knows that newspaper advertised goods will not grow dusty on his

shelves.
"The newspapers of this country and Canada are doing much to attuulate and to crystallize this interest on the part of the retailer in goods advertised in the news-papers. In nearly every city newspaper men have impressed in some way upon storekeepers the fact that general newspa-per advertisers are sending customers direct to the retail counter, and that it is in line with the dealers' profit to handle and to push newspaper-advertised goods as a class.

"General newspaper advertising, while "General newspaper advertising, while still making up the smaller percentage of the average newspaper's revenue, is becoming each day a more important item on the publisher's books. Newspapers are giving closer attention to the problems of the national advertiser. They are compiling facts about merchandising conditions in their companyities which size the manufactheir communities which give the manufac-turer an accurate business map for his campaign. In a word, they are doing their part to make newspaper advertising an exact business instrument.

GREATEST SOCIAL FORCE

"We newspaper advocates are enthu siasts, and we have reason to be enthu search of solutions of problems which have arisen since the advent of abnormal busi-Men from all sections of the United

States, who yearly expend huge sums for cause the financial rewards are colossal, but because other music is tame, tuneless stuff to ears that know the hum of the righ-speed presses. And while we are strongly partisan in advocating our me-dium, we do not lose sight of the real merits and the real values offered by our competitors. We are cognizant of advertising ideas and purposes that do not square with our own; some of them we respect and of the rest we strive to be tolerant. But our message to the national advertiser, based upon simple fact, is

this:
"If your purpose in advertising is to get your goods to the consumer quickly and profitably, the daily newspaper offers the

HIGH SCHOOLS ATTACKED.

John B. Opeycke, chairman of the Eng-lish department of the Julia Richman High School, New York city, at the afternoon session of the Advertising Teachers, held in Logan Hall, assailed the high schools. Mr. Opeycke urged a radical readjust-ment of the curriculum of the American high school to make a place for advestiscourses, but where has the word gone forth so as to instil the kind of concept which gives the largest significance to the im-plications of selling? Universities get the ing and instruction in modern business methods instead of long courses on the plications of selling? Universities get the notion that courses in commerce are needed. High schools are getting the notion. Who gets the notion? Some one. Who is engaged for the service? Some one that some one else recommends, in that he seems to possess enough personality to get 'it over,' as the vernacular puts it. "Deans of university commercial schools whose curriculum includes selling most often find themselves in a whirr as to what ought to be done with the miniature cyclone which has arisen in their midst. Adjustment is the cry of the hour.

"Let us recognize what a postgraduate and an undergraduate course mean. Let us have a standard as well as a school in the development of instructors. Let us

methods instead of long courses on the classics and impractical work.

The reason for the introduction of advertising and selling courses in high schools Mr. Opeycke based upon the fact that "80 per cent. of high school graduates go straight into the advertising and selling world." The failure of the school authorities consistence of the school authorities and the graduates of the school authorities. to take cognizance of the school authorities to take cognizance of the growing and ripened demand for business instruction he characterized as "lamentable and disgrace-ful."

"TEACHERS CULPABLE."

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"Business men the country over," he declared, "complain of the high school graduate. He is an inferior product, they say,
in view of the money the State spends upon
him. Thus high school teachers are failures
whether they like to hear it or not. And
one of the reasons for this is that so much
of the work they insist upon doing is totally
useless and impractical. Teachers are particularity cuipable." us have a standard as well as a school in the development of instructors. Let us recognize the specialized talent and ability of many here who are constantly furnishing valuable data assisting in the standardization of courses. But, withal, let us establish a system, part related to part, the ideal of which is our common struggle and the truth of which is so well advertised that university realm and the business world recognize the standardized efforts as worthy of financial and honorable recognition. Let us fight for an ideal."

stem to stern. Headed by Mrs. Rowe Stewart and her aides on the Reception Committee to the ad women, the party left the Broad street, through the new Boulevard, brought them to the gates where a corps of men, through the courtesy of the Navy Department, was present to act as guides.

Mrs. R. H. Durbin, wife of the president of the Poor Richard Club; Mrs. John C. Martin, Mrs. Frank A. Black and Mrs. F. H. Rowe, of Boston, were among those who supervised the trip for the visiting women. icularly culpable."

Mr. Opeycke made no attack upon instruction in literature, but rather upon that form of literature which treats of dead subjects. Urging that the life of literature be extracted for the courses in English he declared that "imbedded in all literature lie rich mines of advertising and sales expression awaiting discovery."

expression awaiting discovery."

Summarizing a tentative course for the high school student which will better fit him for mdoern business, Mr. Opecycke offered the following:

"The first year's work in commercial English consists of simple business letters. simple classified advertisements and commercially assorted spelling lists.

mercially assorted spelling lists.

"In the second year the newspaper and the magasine are studied, with some stress upon the advertising and sales content. Pupils are required to write newspaper English by way of letters to editors, reports on current topics, news items, new records, etc. In the third and fourth years advertising and selling, together with advanced letter-writing, are given. Salesmanship is taught, of course, with advertising.

DEFECTIVE METHODS. Emphasizing the defects of the present

continued:

"If you want to see how wrong, how absurd it is, just attend the average high school commencement and hear the pedantic, mellycoddies, effeminised outpourings in cratory.

"The greatest offenders of the principle of economy are our high-flown high achool pupils of the inited and fourth years. Their tendency to varbal spillification has made them notorious. The average employer thinks the average high achool graduate vastly more voluble than valuable as a busings same. And yet, what the average high school graduate ware high school graduate ware high school graduate ware high school graduate ware in a secretary high school graduate ware high school

### LEDGER BALLOONIST TO ENTERTAIN AD MEN

Leo Stevens, in Dirigible, Will Drop Harmless Bombs on Populace

Philadelphians today will have an opportunity to se what it means to be "bombed." Leo Stevens, an aviator and bailoonist, will arrive today, with his big dirigible, to drop "bombs" and give an air demonstration. Stevens has been employed by the EVENING LEDGER and Public Ledger and his demonstration will be the special Ledger feature of the ad men's convention.

Stevens will go directly to the Grant cabin, Fairmount Park, near the Sedgley Guard House. And unless something unforeseen occurs he will be there and have his baloon assembled this afternoon. Starting from there, he will circle the city, drop "bombs" on League Island, City Hall, and at times will sail as low as 200 or 300 feet. Philadelphians today will have an oppor

at these will sail as low as 200 or 300 feet, so that the public may get a good idea of what his bailoon looks like.

It will be a tremendously big affair, this dirigible, some 80 feet long. But as big as it is, it will be handled by Stevens alone. Whatever is coming—work, excitement, danger and the hooray of the multitude—Stevens is the sort of chap who takes it all—solo. This forthcoming "stunt," as it has been noised among the conclave of live wires as-

sembled here, has attracted a great deal of comment. The ad men like it. They all concede that it is "advertising," em-bodying all the magic of that compre-

The big airship will be a notable addition to the pageant of Thursday on the Schuyl-kill, when Stevens will reinforce his supply kill, when Stevens will reinforce his supply of talcum powder and confetti "bombs" with a display of fireworks.

It will, by the bye, be the first sight of a real dirigible, for many Philadelphians. Some yeara ago Beachey salled over the town in a small airship, but his performance, for the most part, has been forgotten.

Sees Ad Men's Parade: Dies Mrs. Margaret Shilby, 51 years old, of Chester, who fainted while watching the Chester, who tained while watching the ad man's parade last night at Broad and Arch streets, died early this morning in the Minerva Hotel, 122 North 10th street. Heart disease is believed to have caused

her death.



WILLIAM H. INGERSOLL One of the men who "made the dollar famous." He is chairman of the National sion of the A. A. C. W.

## **CLERGYMEN URGE RELIGIOUS ADS TO** "PREACH" GOSPEL

Pastor-Editor Favors Filling "Every Inch of Local Papers"

A BUSINESS INVESTMENT

Church advertising was discussed this morning at the Church Advertising Section of the 12th annual convention of the Associated Advertising Clubs of the World, William R. Hotokkin asserted that there the advertiser has an amazing field, for there are \$0,000,000 people in the United States without church affiliation; and the Rev. William E. Barton, editor of The Advance, a religious publication and paster of the First Congregational Church of Oak

Park, ill., declared that there is nothing else so well worth the advertising "as the Gospel of Jesus Christ."

"The first rule which I have learned to follow," said The Advance editor, "with regard to advertising outside of the church is to make the largest nessible use of the is to make the largest possible use of the local press. I will fill just as many inches a week as the local papers will give me in announcing the services of my own church and in reporting events of interest that have occurred there, and I will try to do it so well and have my copy in so early as t insure a good position and a favorabl

Advertising, however, without having "the

Advertising however, without having "the goods" cannot in itself fill curches, Doctor Barton said, adding:

"The first and best advertisement for any church is the widespread assurance that it uniformly has a service worth attending. No investment in printer's ink can ever be a substitute for this. Equally with every other advertiser, the church must stand ready to deliver the goods and give to the person who enters its doors something worth coming for. "ADVERTISE CHURCH SERVICES,"

"I believe in advertising church services and am glad to say something about its nethods, but I wish it understood in ad-ance that I believe first of all in having

vance that I believe first of all in having something to advertise, and that the thing advertised should not be meretriclous, or cheap, or theatrical, but fundamentally and invariably the Gospel of Jesus Christ.

"But there is no reason why the Gospel should be either preached or advertised in a dull or uninteresting fashlon. Jesus was an interesting preacher. He knew how to get the attention of the crowd and how to keep it after he got it. He did not always preach alike; He changed His style of preaching at least four times and always for a reason. He did not depend upon His miracles to bring in the crowds; indeed, He deprecated the gathering of multitudes after deprecated the gathering of multitudes after that fashion. But He got the people and they heard Him gladly. "I am prepared to be told that ministers

"I am prepared to be told that ministers ought not to seek newspaper notoriety, and I agree heartly with that statement; but ministers ought to seek to let their lights shine before men that they may see their good works and glorify their Father who is in heaven. So the first rule which I have learned to follow with regard to advertising outside the church itself is to make the largest possible use of the local press."

A similar thought was conveyed by Me. A similar thought was conveyed by Mr. Hotchkin, who said:

CHURCH MUST SELL ITS GOODS. "First of all the church must sell its roposition to its own members. This is ital work. The first work of the commercial advertiser is to keep his own customers sold. This is the foundation of any suc-cessful business. The good will of regular customers is not only a concern's greatest asset, but it is the greatest existing power in securing the interest and confidence of

new customers. new customers.
"So I would say that the most vital element in advertising a church to outsiders is the living picture of the joy, satisfaction, comfort and peace expressed by the people who are members of the church.

"All successful advertising must create desire for either the goods advertised, or the benefits that will come to the purchaser through the possession or use of the goods

bought.

"It pays to advertise. Advertising will definitely cause church growth — if the church deserves to grow."

"If the church grows, the collections will be larger; the members will be willing to contribute more, and there will be more of them to contribute.

them to contribute. "As a straight business investment for

the church, advertising should pay its own way, as it does in any other good business "If there is not enough money in the treasury to pay for the advertising, I would make an estimate of the annual cost and ask for definite advertising contribution to support this work and do it consistently regularly year in and year out, as other business concerns do it."

URGES CITIES TO ADVERTISE Bad News Spread But Good News Must Be Spread

A nation-wide campaign of advertising for municipalities was advocated by Edwin L. Quaries, of Indianapolis, today. He said: "There is one unfortunate but inevitable reason why our communities should take seriously the matter of projecting their ad-vantage into the national mind, and that the fact that unfavorable community ad-

vertising is automatic.
"It does not require method or money to spread the stories of strikes, epidemics, crimes, disasters or even business failures. It is only with care that the loyal citizen can keep the reputation of the community up to par. Well laid plans, money, a daily consideration of these matters and good stout will are necessary to hold it above the mark."

# LEDGER WILL HAVE FINEST **NEWS PLANT**

Cyrus H. K. Curtis Tells of Structure for Evening and Morning Newspapers

BUILDING WILL HAVE LARGE AUDITORIUM

One of Greatest Publication Homes at Sixth and Chestnut

WHOLE BLOCK ACQUIRED

Convention Applauds Announcement of Enterprise Due to **Business Growth** 

Cyrus H. K. Curtis told the advertising men today that he planned to erect one of the finest newspaper buildings in the country on the site at 6th and Chestnut streets, now used by the EVENING LEDGER and Public Ledger. His announcement was made in room 214. Engineering Building, University of Pennsylvania, where he had been invited to address the section made up of advertising agents.

Mr. Curtis said that a conversation yesterday with Mayor Smith, in which the Mayor had told how the city's convention hall was going to be larger and more expensive than originally intended, led him to tell of his personal plans. For, as he said, Mr. Curtis is going to build a convention hall, too. It will be in connection with his proposed newspaper plant and will be open to such gatherings as the advertising

WILL SERVE GREAT PURPOSE.

Mr. Curtis said: "I had luncheon with the Mayor yester-day, and he told me of the plans of the city to erect an immense convention hall which will cost more than had originally intended, but which will serve a great purpose.
"Philadelphia is going hard after con-

rentions, and I might take the liberty to announce at this time that I hope when this convention comes here again they shall meet at 6th and Chestnut streets. "I have acquired the block bounded by 6th, Chestnut, 7th and Sansom streets. At the corner of 6th and Chestnut streets now is the first great newspaper, building in America. the first great hewapaper building in America. When it was erected in 1868, papers of the entire country from the At'antic to the Pacific coasts made prominent mention of it. A banquet was held in connection with its completion, and the accomplishment was made the subject of general cele-bration.
"I intend to erect on the site of this build-

ing, and I am even considering more space than the Public Ledger building now occu-ples, one of the finest newspaper buildings in the country. It will be a real newspaper

"I hope to greet you there in the future. It will contain an auditorium which will accommodate such gatherings as this, and at 6th and Chestnut streets, too, we shall have a convention hall."

have a convention hall.

Mr. Curtis closed his address with some opinions on the use of premiums in getting magazine subscriptions. He was warmly applauded. Other speakers at the session were William H. Johns and Collin Armstrong, of New York, and W. C. D'Arcy, of St. Louis.

#### ADVERTISING PEDAGOGY DISCUSSED BY TEACHER

University of Texas Man Urges Standardization of Courses in Schools and Colleges

Schools and Colleges

The standardization of instruction in advertising was urged by John E. Trevelen, of the University of Texas, at the opening session on "Teachers in Advertising," held this morning in Logan Hall.

Speaking on the subject of "A Plan for a College Course for the Training of the Advertising Man," Mr. Trevelen asserted that advertising teaching is now passing through the experimental stage, but it has not become satisfactory as yet. He urged a correlation of courses between advertising schools and universities, colleges and schools of commerce.

"Conditions differ so materially in different sections of the country that conclusions reached upon the basis of an understanding of one set of problems may not be tensile under other conditions," he said. "That which might be accepted by one as a satisfactory statement of what constitutes training for an advertising wocation might not be at all acceptable to others. There is not, strictly speaking, any vocation or profession of advertising: instead, there are a number of vocations all more or less dependent upon advertising. "The planning of a curriculum for advertising training is likely to be influenced by the particular interests of the person who formulates it.

"One of the first questions to be settled when a new curriculum is being planned is its relation to the established courses of the university and the necessary administrative machinery for its operation. As has already been indicated, the development of the teaching of advertising has not been at all systematic, with the result that there is no uniformity as to the placing of responsibility for advertising courses. About one-third under the direction of various academic departments. In several universities different courses in advertising are given in two or more adnocle.

"The reason for this variation is clearly historical and local, and does not desend upon any material difference of opinion as to the nature of courses in advertising fine are instituted for advertising into a proposition

#### STRENUOUS DAYS FOR THE ADVERTISING CONVENTION DELEGATE

