

AD MEN HOLD GROUP SESSIONS ON MANY TOPICS

Twenty-three Departments Discuss Methods for Reaching Public

EXPERTS BLAZE TRAILS

Ministers Urge Advertising to Attract 50,000,000 Unchurched to the Pews

Mexican Crisis May Stop Wilson's Visit to Ad Men

Herbert S. Houston, president, Associated Advertising Clubs of the World, Bellevue-Stratford Hotel, Philadelphia.

The President hopes and expects to be able to attend meeting Thursday afternoon, but, as you will realize, in the present circumstances it is absolutely impossible for him to make a definite promise. If you are willing, I suggest that you go ahead with your arrangements for the meeting. Will advise you definitely as soon as I can.

JOSEPH TUMULY, "Secretary to the President."

All phases of American business and advertising were discussed today by more than 10,000 ad experts, bankers, manufacturers, merchants and business economists at 23 departmental sessions of the Associated Advertising Clubs of the World.

The broadside of departmentals opened this morning immediately after the close of the general session, during which Lowell E. Pratt, chairman of the National Educational Council of Associated Advertising Clubs, urged licensing of advertising men.

Noted clergymen from all sections of the United States assembled at the session devoted to church advertising and discussed ways and means for reaching the 50,000,000 or more persons in the United States without church affiliation. It was agreed unanimously that the best method of extending the truth of Christianity to the great unchurched was through the medium of advertising.

ADVERTISING METHODS. Before the department for national advertisers newspapers and magazines were urged as the most effective medium for placing products before the consumers of the nation.

Use of display advertisements in the newspapers was urged by experts at the conference on advertising in the press.

CO-OPERATION ESSENTIAL. Industrial preparedness was urged by William H. Ukers, of New York, vice president of the Associated Trade Papers, in an address before the Business Press section.

Before the same section A. C. Pearson, manager of the Dry Goods Economist, New York, said that the advertiser who co-operates with the Naval Consulting Board in the confidential industrial inventory being made under its direction by 25,000 American engineers, surely there is no better national insurance against war.

C. H. Clark, advertising manager for Robbins and Myers Company, Springfield, O., said that to make advertising effective the advertiser should definitely target a particular class he is reaching in a given publication and what particular style of appeal is most effective with that class.

POSTER ADVERTISING. S. J. Hamilton, secretary of the American Poster Company, of New York, told the poster department section that the old advertising method of shouting the product is drawing to a close.

Mr. Rockefeller's shout, "I want you all to get in with me in the Purple Room at 3 o'clock!"

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PRETTIEST GIRL AT AD CONVENTION CALLS PHILADELPHIA "BEST IN U. S."



MRS. F. G. BAKER

"I've Heard It Said the City Was Slow, but I've Found No Evidence to Back It Up," Says Mrs. T. G. Baker, of St. Louis

The prettiest girl at the convention looked around and smiled. Her blue eyes twinkled as she looked at the swarming delegates in the Bellevue.



MISS HAZEL EMMONS

"I've Heard It Said the City Was Slow, but I've Found No Evidence to Back It Up," Says Mrs. T. G. Baker, of St. Louis

Mrs. Baker, of St. Louis and St. Louis for Mrs. Baker. That's the slogan.

ad liked best and giving the best reason for their preference.

DENVER BRINGS FAIR MAIDS Beauty Chorus Is Ballyhoo for Next Ad Convention

One of the prettiest sights at the hotels and the meeting rooms at the Commercial Museum in the girls that are plugging for Denver.

CANADIANS TO WEAR KILTS Canada is represented at the ad convention by 35 members from Toronto, Hamilton and London.

Ad Men's Chronicle "John D. Rockefeller is here."

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CHARLESTON AD MEN PUT THEIR PATRIOTISM ABOVE SELFISH DESIRE

Delegation from South Carolina City Depleted by One-Half Because of Call to the Colors

DUTY THEIR WATCHWORD There is one delegation attending the convention which has been reduced to just half its original number because of the call to arms in Mexico.

New Yorkers Cabaret Hosts Tonight The St. Louis and Cincinnati delegations have been invited to attend a cabaret show planned by the New York contingent at the Arcadia Cafe this evening.

\$50,000 AD CHILD, AGED FOUR, IS SURE SOME KID Harry Joline, Jr., Is the Pet of the Ladies at Mammoth Convention

The \$50,000 ad child is in town. He arrived today with all the latest big steps and sophisticated dance measures.

AS TOWN BOOMERS Asheville, N. C., Expert Says "Business Is Good and There's a Reason—Printer's Ink"

Use of display advertising space in the daily newspapers of the country is the most effective way to advertise a city, according to a statement by N. B. Buckner, of Asheville, N. C., today before the session on Community Advertising.

ADVERTISING AT LAST INTERESTS FINANCIERS The first separate meeting of financial advertisers ever held at a convention of the Associated Advertising Clubs of the World convened today.

PHILADELPHIANS Jailed for Stealing Auto POTTSVILLE, Pa., June 27.—Allen Knight, William Boyce and Joseph Thomas, young men of Philadelphia, were remanded to jail after pleading guilty today before Alderman Hartig of the charge of stealing the automobile of John J. Winkler of Pottsville in this city.

Tennesseans for "Cincinnati in 1917" The Knoxville, Tenn., delegation of 20 members will propose Cincinnati for the 1917 convention of the Associated Advertising Clubs of the World.

Ad Men's Program Today

9 a. m.—Morning sessions, University Museum auditorium, Provost Smith presiding.

HONOLULU AD EXPERTS HERE TO SPREAD FAME OF HOME AND GET IDEAS

Presence in Numbers Due to Urgent Invitation of Cyrus H. K. Curtis, Who Visited Them

PLAN ENTERTAINMENTS

Optimism and energy are the chief characteristics of the delegates from Honolulu. They came more than 5000 miles to participate in the convention and are glad of it.

QUEEN OF THE ST. LOUIS AD MEN

Miss Edna Kiel, daughter of Mayor Kiel, of St. Louis, presided over the Missouri men's float in the parade last night.

PASSING GLANCES AT THE AD MEN AND WHAT THEY ARE DOING

Personal Side of Big Convention That Has Won Cordial Welcome From Philadelphia and Whose Members Are Enjoying Themselves to the Limit

Father Penn extends a warm welcome to the ad men even at the entrance of the University of Pennsylvania grounds.

Merle Siderer, chairman of the National Vigilance Committee, who lives at Indianapolis and who is at the head of the "Truth in Advertising" movement, will speak on Wednesday morning.

G. Herb Paine, of Los Angeles, who is a year writing advertising slogans for big manufacturers, is one of the leading Western representatives at the Bellevue-Stratford.

H. J. Kenner, Indianapolis, the man who wrote the play, "On Sale, \$9.98," to be presented Wednesday afternoon, will be taken by prominent advertising men from many cities, is stopping at the Walton.

Even Old Sol couldn't keep away from the opening session today. He showed his face just after breakfast, it would seem. He is hereby cordially invited every day for the rest of the week, at least.

Irvin F. Paschall, chairman of the Exhibit Committee, looks like President Wilson. That's how strangers recognize him, "is said. The resemblance is striking, though the President is a somewhat larger man, physically at least.

P. C. Staples, of the Entertainment Committee, is one of the many Beau Brummels at the convention. There are others, of course.

The first advertising club of the world is said to have been organized in 1900 in Chicago. It was known as the Mutual Benefit Association.

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BIGGEST EXHIBIT OF AD MEN'S ART IN HOUSTON HALL

Millions Represented in Thousands of Devices Viewed by Many Visitors

TO BE OPEN TO PUBLIC

Members Crowd Building Now, but All May See Display Thursday

The National Exhibit of the Associated Advertising Clubs in Houston Hall is one of the features of the convention. No formalities marked the opening, but thousands of advertising men and delegates were soon on hand to view some of the best specimens of advertising Philadelphia has ever seen.

There are no booths, but the building from top to bottom represents a mass of the most catchy of all kinds of ads. There are miniature stages, ball games, and a variety of bathing, hunting and other sporting scenes, with pretty faces, at least in print, as well as in person.

The exhibit will be open to the public from 10 a. m. to 6 p. m. for delegates and guests only; it will be opened for the public next Tuesday noon. While there are many features which would be hard to describe, the layout and instruction features for those in the advertising "game" are considered almost unlimited.

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