MANIFOLD ACTIVITIES IN NUMEROUS DEPARTMENTS MARK SECOND WORK DAY FOR AD MEN

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 TUMULTY, "Secretary to the President."

All phases of American business and advertising were discussed today by more than 10,000 ad experts, bankers, manufac-turers, merchants and business economists at 23 departmental sessions of the Asso-ciated Advertising Clubs of the World. The convening of these individual sessions sig-nalised the inauguration of the greatest educational movement in the business and advertising history of the United

The broadside of departmentals opened this morning immediately after the close of the general session, during which Lewellyn E. Pratt, chairman of the National Edu-Cational Committee of the Associated Advertising Clubs, urged licensing of advertis-

Noted clergymen from all sections of the United States assembled at the session de-voted to church advertising and discussed woted 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. Noted pastors told how they had advertised and filled empty pews. Before the retail advertisers' department, John L. Hunter, of Denver, Col., attacked bargain advertising. He declared that the customers that bargain advertising brings are tomers that bargain advertising brings are spoiled by their continual search for "something for nothing."

ADVERTISING METHODS.

Before the department for national advertisers newspapers and magazines were urged as the most effective medium for pincing products before the consumers of the nation. In the session devoted to bill posters experts revealed the effectiveness of bill poster advertisements. It was argued that it cost the public nothing to read such advertisements. At the session for teachers of advertising college professors urged the establishment of advertising courses in the colleges and universities of the country. The various methods for teaching adver-tising were demonstrated. Business experts addressed the department of financial advertisers on the effectiveness of the financial

Use of display advertisements in the newspapers was urged by experts at the conference on community advertising. It was shown how Nashville, Tenn., had gained re than 300 conventions and 74 new untries by a five-year advertising cam-

CO-OPERATION ESSENTIAL. Industrial preparedness was urged by William H. Ukers, of New York, vice presi-dent of the Associated Trade Papers, in an address before the Business Press section. "We would urge upon all branches of advertising," he said, "the importance of co-operating with the Naval Consulting Board in the confidential industrial in-Board in the confidential industrial in-ventory being made under its direction by 20,000 American engineers. Surely there

better national insurance against

Before the same section A. C. Pearson, manager of the Dry Goods Economist, New York, said that the successful trade paper must have a good merchandising plan and a well-conceived advertising plan. J. Horacs Lytie, of the Shoe and Leather Reporter. Boston, spoke on the training of advertising representatives.

C. H. Clark, advertising manager for Robblue and Myers Company, Springfield, O., said that to make advertising effective the advertiser should know definitely what par-ticular class he is reaching in a given pub-lication and what particular style of appeal nost effective with that class. C. A. per, president of the Chicago Trade is Room Association, spoke on the op-unity of the business paper to particlpare in the creation of foreign trade. He urged the need of awakening American business men "from the complacent dream of home markets in which they are now indulging." He said the abnormal demands caused by the war would soon oease.

The advertising business is a business for youth, according to the statement of S. Roland Hall, of Easton, Pa., in an address before the advertising teachers' session. POSTER ADVERTISING.

B. J. Hamilton, secretary of the American Poeter Company, of New York, told the Peater Departmental Section that the cild advertising method of shouting the product is drawing to a close.

"Poeter advertising," he said, "is all important in this age of rapid transit, automobiles and general bustle and bustle. The peater appeals to the masses, and being free to read is freely read."

Ivan B. Nordham, told how a Brooklyn Baking Company that wanted to impress scapis with the cleanilatess of its plant and inclineds, took the "plant to the people" by way of the biliposters' brush.

"Ca-operation," said William A. Thompon, director of the Bureau of Advertising of the American Newspaper Publishers' Association, "has become a recognised notor in our businesse" (I. Edward Burton, treasurer of the Providence Journal, delivered an addresse on "A Study of Newspaper Co-operation."

Pruvost Edgar F. Smith presided at the

Co-operation."
From Edgar F. Smith presided at the dissession this morning, allyn E. Pratt chairman of the Na-Bettentional Committee of the Asso-Advertising Clubs, said the time was a distant when the advertising men a country would be licensed by State sing boards, like physicians now

TTRACTING THE READER. attends yeaders of advertising the basis of an investigation by PRETTIEST GIRL AT AD CONVENTION CALLS PHILADELPHIA "BEST IN U. S."





Mrs. Baker for St. Louis and St. Louis

"Want a picture of the prettiest girl?"

asks "Charlie" Weer, of Anderson, Ind.

"The prettiest?" asked another delegate 'Mrs. Baker is the girl you want."

Another girl who presses Mrs. Baker closely for the honor of being the "pret-

trifle—just a trifle—better than nowhere. Some of the ad men in the New York delegation, including Frank McGrann, of the

Guaranty Trust Company, agree with her.
"Awful," said McGrann, as Miss Hazel
Emmons was smiling for her picture.

CHARLESTON AD MEN

"Yes," say they all, but even at that ay that statue of Billy Penn looks great

PUT THEIR PATRIOTISM

Delegation From South Carolina

City Depleted by One-Half

Because of Call to

the Colors

DUTY THEIR WATCHWORD

convention which has been reduced to just

haif its original number because of the

call to arms in Mexico. The call for

figure of Columbia, and beneath her was that of Charles C. Pinckney, surrounded by

four figures representing the activities that

have placed this country in the front-in dustry, commerce, agriculture and capital

The figures were a mechanic, a sailor, a farmer and a business man.

But in front of them were the ad men

who have placed Charleston on the map: A. G. Holst, A. V. Snell, managing secretary

of the Charleston Chamber of Commerce George J. Jenkins, "Ed" Stothart, W. P.

Hyamsn, Jr., Daniel Ravenal, Alexander

Kulinski, James S. Simmons, Dr. C. P. Aimar, Charles Robinson, of the News and Courier; T. A. Smith, M. A. Condon, Charles

A. Matthews, W. H. Mixson and R. G. Rhett, president of the United States Cham

Watching them from the reviewing stand were Mrs. W. J. Wolf, Mrs. T. A. Smith, Mrs. C. P. Aimar and Mrs. Alexander

The Charleston delegation has been given

a place of honor in the circle of ad men. The spirit of patriotism which led half of them to give up the pleasures of the con-

vention for the rigors of camp life under arms has won the approval of all, and everywhere this loyal group goes its mem-

TO ADVERTISE MAINTAINED

bers are pointed to with pride and praise.

Man in Business Says It's Legitimate

as Any Other

as fraudulent is unjust, mendacious and silly," said Ervin F. Kemp, general repre-

sentative of the Proprietary Association and editor of "Standard Remedies," in an address today to the Ad Men on "A De-fense of Proprietary Medical Interests with

"I believe," he said, "and my belief is not born over night, but is the result of a close

and intimate connection with the business

lasting over a decade, that the business of manufacturing and selling prepared medi-cines in packages in which they may read-ily be recognized and identified is proper

To characterize all medicine advertising

HONEST MEDICINES RIGHT

Regard to Advertising."

ber of Commerce.

thinks Philadelphia on Sunday a

Just a minute, I'll get Mrs. Baker."

for Mrs. Baker. That's the slogan.

MRS F. G. BAKER MISS MAZEL 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

The prettiest girl at the convention looked around and smiled. Her blue eyes twinkled as she looked at the swarming delegates in the Bellevue. "What do I think of Philadelphia?" she unter-questioned.
"Just about the best city in the United

States. And with that Mrs. T. G. Baker, of St. Louis, smiled again, one of those warm, hearty smiles that are characteristic of the Middle West.

Middle West.

"I've heard it said that Philadelphia was slow," she said, "but I've found no evidence to back it up."

Not that the prettiest girl is unpatriotic regarding the chances of St. Louis for the next convention. Not at all. Along with several hundred other delegates from the Mound City she wants the delegates to come

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

The advertisements that proved favorites were attractive, according to the contes-tants, because of originality of copy, up-todate treatment of subject, catchy illustra-tions, page dominance, brevity, human and clever dialogue and pleasant, good-humored style of illustration.

The result of the investigation was to show that entrants specifically referred to illustrations, to the topical nature of copy, to brevity, to headlines, to size of advertisements, and to originality and simplicity of advertisement. The humor of sketch or copy, the cheerfulness of sketch or copy; position, display; the fact that the advertisement was opportune, the fact that the copy was curiosity arousing and the price figured in varying percentage. The advertisements that provoked the replies were illustrated. ~

DENVER BRINGS FAIR MAIDS

Beauty Chorus Is Ballyhoo for Next Ad Convention

One of the prettiest sights about the hotels and the meeting rooms at the Com-mercial Museum is the girls that are plugging for Denver.

The Western city wants the convention of the ad men next year and it figured, evidently, that the pulchritude of the bidders counted a whole lot. So they went and combed Denver fine for its pretty girls and brought them along.

The girls don't talk much, but they smile beautifully and generously. They hand out literature in a way that makes one take it all, and feel that the recipient gets the favor instead of grants it.

CANADIANS TO WEAR KILTS

Canada is represented at the ad conven-tion by 35 members from Toronto, Hamilton and London, who have acquired the habit of making themselves heard wherever they assemble. Their witticisms and Scotch plaid hat bands have already added refreshing touches to the convention.

"We anticipated warm weather and "We anticipated warm weather and brought our kilts; what's more, we are going to wear them," said Robert Corryell, chairman of the body. On Wednesday evening they are planning to attend the concert at Willow Grove Park in costume. The Canadian followers of advertising proudly point to the fact that they are "touting" the baby organization with them. The London Club has been formed a little more than two weeks.

Ad Men's Chronicle

"John D. Rockefeller is here." The report spread rapidly all over the Bellevue-Stratford. As it spread it gained like a widening circle caused by a pebble thrown into a stream.

Those who had inside information whispered that he intended to "buy up" the convention for Cincinnati. It was rumored that nothing could stop the Queen City from getting the big meet of 1317.

In the midst of all the corridor gossip a crowd of delegates, big, small, lean, fat, medium and otherwise, spied the more of t medium and otherwise, spied the man of wealth at once. They surrounded him. They tagged him with buttons, badges, fags, toy balloons and everything available. "Mr. Rockefeller" stood still and gasped.

Then he found his right hand shaking, d men shook it like a pump handle.

"Really, I—am—overwhelmed; and—I—

But he could say no more. He was swept along the corridor and stood on a chair.

"Bpeech! Speech!" yelled the crowd.
"How about the price of gasoline?" routed some one.

Forming his hands like a megaphone,



to dine with me in the Purple Ro

A clark was immediately besieged as to the location of the Purple Room. He said that Mr. Rockefaller must have made some mistake in the color. He said the nearest thing they had to purple was the Blue

and this is proven by the fact that its advertising has not been intermittent, but has been steady and permanent.

"No one here believes that any merchandising business can be permanently maintained on any foundation other than the Rock of Truth and our business has been permanently maintained as an advertising business for a century.

"I surely am not the spokesman for or the defender of any toesical advertisement, or any other advertisement which is bializably or palpably untrus. Advertisements as if it's medical it's a fraud' are both mischieveds investigate and the ascertion that it it's medical victor and the ascertion in the intermedical it's fraud' belong in the second of medical victor and the ascertion that it it's medical victor and the ascertion in the second of medical victor and the ascertion in the second of medical victor and the ascertion in the second of the second of

Ad Men's Program Today

9 a. m .- Morning sessions, Uniy a. m.—Morning sessions, Chiversity Museum auditorium, Provost Smith presiding.

9:15 a. m.—Invocation, Bishop Thomas J. Garland.

9:25 a. m.—"The Retail Merchant Wants to Know," Frank Stockdale.

9:35 a. m.—"The Foundation of Better Business," Lewellyn E. Pratt. 10 a. m.—Departmental sessions and conferences.

11 a. m.—Women make tour of city and historic places.

12:15 p. m.—Luncheon at Commercial Museum.

12:30 p. m.—Swimming contest, University pool. 1:30 p. m.—Departmental confer-2:30 p. m.-Women visit warships at Navy Yard.

4 p. m.—Aeroplane demonstration at Navy Yard. 8 p. m.—Military and naval tour-nament, Franklin Field. 11 p. m.-Cabaret at Arcadia.

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 par ticipate in the convention and are glad of it They have brought the atmosphere of their native town, including the ukulele, the in strument which has gained great favor during the last few years all over the world. It is symbolical of the harmony which exists in the Advertising Club of Honolulu. This organization is up to the minute in progressive ideas, and when the delegates return they expect to take back many more which will keep the club right up to the pace of 1916. Charles R. Frazier, captain of the club,

who piloted the delegates to this city, said today he was more than repaid aiready for the trip to the City of Hospitality. or the trip to the City of Hospitality.

"Our presence here in such good numbers," he said, "is due to the enthusiasm aroused by Mr. Cyrus H. K. Curtis, who addressed the advertising men of Honolulu during his visit there and told of the great benefits that would be derived from visiting the convention. He invited us here and took a page advertisement in the Honolulu. ABOVE SELFISH DESIRE took a page advertisement in the Honolulu Star Bulletin to tell the story of Philadel-

The men from Honolulu are attracting considerable attention. They will introduce many of the novelties in the way of amusement for which their country is famous. With Mr. and Mrs. Frazier in the dele-gation are Dr. R. W. Anderson, Miss Mary Eynon, Mrs. A. L. Andrews, C. C. von Hamm, Frof. A. L. Andrews, Maurice Brasch, Charles R. Frazier, John Lennon, Jack De Sha, A. M. Webster, Stephen De

New Yorkers Cabaret Hosts Tonight had been working over for a year, and turned smilingly to answer the call of the President and the nation.

Last night a float, with a baner reading, "Millions for defense, not one cent for tribute," passed down Broad street in the parade. Although the watching thousands did not know that the little growth.

not know that the little group marching ahead had been depleted by half because they had just taken the first step to carry out the spirit of their banner, their applause FOUR, IS SURE SOME KID

was thunderous, for they recognized the real American spirit.
On an elevated seat on the float was the 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 jig steps and ophisticated dance measures.

> This 4-year-old boy, member of the Philadelphia Police Band, is right at home in the crowded lobby of the Bellevue. Why shouldn't he be? He has been advertised through the medium of the newspapers to the extent of \$50,000 for the four turbulent the extent of \$50,000 for the four turbulent years he has been living—\$12,500 a year.
>
> That is, the number of yarns written around him as a central figure and the pictures printed, if paid for at advertising rates, would jump to the \$50,000 mark.
>
> Not that he has accomplished much for a boy four years old. Nothing of the sort. He has only traveled 19,000 miles, won his father and mother from Mexican bandita by songs and shot through space in an au-tomobile at the rate of more than 100

niles an hour. With all that young Harry Joline, Jr. is not so grown-up that he isn't the idol of many of the women at the convention, who are petting this Philadelphia boy of international fame as they would their



HARRY JOLINE, JR.

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 the admen even at the entrance of the University of Pennsylvania grounds. A large framed poster of the city's founder in many colors amid such an appropriate background looks attractive and artistic to say the least. Welcome, indeed!

"Looks like commencement day at the University," one fair one remarked to her escort. She was commenting on the many men and women dressed in white. "It is a commencement day, indeed," her companion answered. "Let's hope it's the commencement of a day of real live progress and prosperity." Tis so in truth! So say

No doubt there will be plenty of music in Philadelphia this week. One jolly ad-man, however, drew a laugh with a chest-nut, when he sprung the old one about the bands or their hots. bands on their hats.

The song of "Johnny, Get Your Gun," which was heard all last week in Old Philly, has changed to 'Johnny, Get Your Cane,' judging from appearances, one onlooker said. He was not an adman; and probably Sha, J. D. Levenson, H. F. Wichman and yet has to learn that canes are carried for comfort as well as anything else. Even old "Pop" Weston, in his instructions on how to walk from here to Frisco, said the first thing to do was to get a good walking

> 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 Tevin F. Paschall, chairman of the Ex-

hibit Committee, looks like President Wil-son. That's how strangers recognize him, 'tis said. The resemblance is striking, though the President is a somewhat larger man, physically at least.

P. C. Staples, of the Entertainment Com-mittee, is one of the many Beau Brum-mells of 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. M. L. Mohr was president; S. Samson, vice president; W. E. Long, secretary, and Fred Deutsch, treasurer. Among the members were Thomas Bermingham. W. J. Champion, F. L. Chase, Edward C. Cone. J. Ellsworth Gross, Jo-seph Doutsch, John F. Holliday. R. J. Kittredge, E. C. Miller, F. R. Moore, W. D.

ADS IN NEWSPAPERS

McJunkin, F. W. Rapp, C. W. Riley, P. F. Schaeffer, James Sullivan, George W. Trent, Fred Tweed and Philip Williams. Merle Sidener, chairman of the National

Vigilance Committee, who lives at Indian-apolis and who is at the head of the "truth in advertising" movement, will speak on Wednesday morning. Lewellyn E. Pratt, chairman of the National Educational Committee of the Associated Advertising Clubs of the World, the "little red school house man" of the association is at the Bellevue-Stratford.

G. Herb Palin, of Los Angeles, who is said to make from \$40,000 to \$50,000 a year writing advertising slogans for big manufacturers, is one of the leading Western representatives at the Bellevue-Strat-ford. Mr. Palin wrote the carpet sweeper slogan, "Any little creeper can run a Bissell Sweeper," and the incubator advertise-ment for an incubator good in any climate, "It incubates in all the States."

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

A 38-hour ride on the cars preceded the arrival of the Shreveport delegation, who attracted considerable attention around the obby of the Bellevue with their stovepipe hats. Last year they won the Dallas' ladies' prize, given to the club for bringing the largest number of women in proportion to their numbers.

With this Shreveport delegation of 10 men were R. L. Baker and Allen R. Dickinson, reputed to be the greatest negro imitator "down South." "He can bust up a party at 2 o'clock in the morning," said Baker. "Two?" asked Dickinson in surprise. "Not two, but three or any pld time in the

"Cattell is my name," said a man whom we all know. "City statistician. Glad to see you here." "Knows more about Philadelphia than any other man living or dead, added a newspaper man for the benefit of a delegate from Los Angeles, who hadn't heard of him.

"Sunny" Sydney Clarke, chief of the Con-vention Bureau of the Chamber of Commerce, was much in evidence with his ready smile. He is said to have introduced more delegates to each other than any one of the

ADVERTISING AT LAST 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.

"Business is good in Asheville," he continued, "and there's a reason-printer's ink. Five years ago traffic officers were an undreamed-of factor in the daily life of this beautiful mountain city; two years ago its growth had been so rapid that they were a necessity on the principal business cor-

"Six years ago, when the present administration of the Asheville Board of Trade was inaugurated, there were more than 25 vacant stores in the business districts. Tovacant stores in the business districts. To-day there is but one in the whole city. In the meantime many business houses have been erected, and for the last four years from \$25 to \$84 building permits have been issued asnually within the restricted area of the corporate limits of the city, amount-ing to more than \$1,000,000 a year. Build-coverations in the immediate suburds ing operations in the immediate suburbs have amounted to half as much more each

have amounted to hair as much more each of these years.

"The first two years of the present management of the Board of Trade were utilized in building a strong organization and creating a sentiment in the minds of the citizens for constructive work. Stress was laid on the value of municipal publicity and the idea that there is no power so great as the subtle influence of printer's ink properly utilized."

Philadelphians Jailed for Stealing Auto POTTSVILLE. Pa., June 37.—Alien Knight, William Boyle and Joseph Thona, young men of Philadelphia, ware remanded to jell after pleading guilty today before American Martin, of the charge of stealing the automobile of John J. Withelder, of Branchiale, in this city, Saturday night Prancis Treasy, also of Philadelphia, was discharged but in the seat tempolatory to INTERESTS FINANCIERS

Bankers Once Lacked Vision, But They Advance, Says Trust Company Manager

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

John Ring, Jr., chairman of the financial department of the association, publicity manager of the Mercantile Trust Company, of St. Leuis, and president of the Financial of St. Louis, and president of the Financial Advertisers' Association, suggested that the growing interest banks are manifesting in advertising will have a large influence toward giving them a better appreciation of advertising as it pertains to the business of the bank's customers.

Mr. Ring spoke of community or co-operative advertising as a method that had proved effective in the lumber, brick, cement and numerous other lines of business. "It should prove even more effective."

"It should prove even more effective," he said, "when applied to that which rep-resents the accumulations of all other busi-ness—that is, money."

resents the accumulations of all other business—that is, money."

He also urged making banking institutions more familiar with the effect of advertising on merchandising. He said many financial institutions were beginning to realize the value and power of advertising, but the great majority did not know how to use this power to produce results for the money invested.

Fred W. Elisworth, publicity manager of the Guaranty Trust Company, of New York, said that one of the reasons banks as a class have been so show to adopt modern business building methods is that "the average banker has not the vision."

"It is my opinion." he said "that in a majority of cases the bankers who are skeptical as to the efficiency of advertising maintain that attitude because they have never given real advertising a fair trial either because of lack of sourage or lack of sense, or lack of facilities or maybe because of just plain prejudice."

Tennesseans for "Cincinnati in 1917" The Rosaville, Yenn, designation of 80 members will propose Cincinnati for the 1217 convention. George E. Hill. Furner president of the Knownia cittle has been abosen to introduce the Cincinnati boom by Transport for the Control of the Control of

BIGGEST EXHIBIT OF AD MEN'S ART IN HOUSTON HALL

Millions Represented 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 som on hand to view some of the best specimens of advertising Philadelphia has ever seen

The exhibit is unusual, to say the least Although many millions of dollars in orders s represented, as well as more than 20 departmentals of the association, no names of advertising firms are mentioned, the one idea being to advertise advertising of the best kind

There are no booths, but the building rom top to bottom represents a mass of the most catchy of all kinds of ads. There are minature stages, ball games, and a variety of bathing, hunting and other sportng scenes, while pretty faces, at least in print, are there in bunches. The list of

print, are there in bunches. The list of display features includes menus, cigar bands, booklets, catalogues, souvenirs and a thousand and one specimens of American ingenuity in the advertising field.

The exhibit will be open from 9 a. m. to 6 p. m. for delegates and guests only: it will be opened for the public next Thursday noon. While there are many features which would be bound to attract the laymen, the instruction features for those in the advertising "game" are considered almost unlimited.

inlimited.

Irvin F. Paschall, advertising manager of the Farm Journal and chairman of the Exhibit Committee, at the opening said that the benefits of the exhibit to advertaing men would prove very valuable. Delegates had been instructed to bring notebooks and pencils and get a few pointers on advertising and ideas and suggestion. on advertising and ideas and suggestion. The exhibit, they were told, would be full of pep and interest and, judging freat today's opening, the prediction was justified.

A list of all the features would be impossible. One large space of the lower floor has been devoted to the advantage of advertising in many forms, especially in city directories, where William C. Torchiana is in charge. The display had all the attraction of a well-filled library.

Interesting displays show the wonderly results accomplished by newspaper and

results accomplished by newspaper and magazine-advertising. Two feature di-plays illustrate how the "newspaper go straight home" and a sign shows the d culation all over the country of many at the larger magazines. The setting is that of a large hand attached almost directly to every large city and every State in

POSTER DISPLAY.

Street car advertising comes in for its share. A large electric sign has varied-colored lights which flash, as the sign says, every time 10,000 persons enter cars in the United States. The flashes are not few and far between. Another display which will please both old and young alike is that of the Poster Company, which illustrates an united states elevated station with posters. up-to-date elevated station with posters of the livest kind.

The visitor receives every attention and ourtesy. Officials wear their u me" badges, Boy Scouts are on the job to se of assistance, and pretty as well as polits girls behind many of the counters ofter any

girls behind many of the country explanation they can give.

A large crowd inspected the exhibit of the National Association of Employer Lithe-graphers, which includes 150 firms of more More than \$5,000,000 in orders is said More than \$8,000,000 in Grees is asset there in hundreds. One large advertisement, on a painted map of the United States, reads:
"If the Kellogg Toasted Corn Flaze packages, bought in one year, were placed end to end the whole United States would be approached." e encircled."

Just facing it are two pretty girls who

smilingly say:

"During leap year we propose Unsets Biscuit." Big Bens are held up by crowing roosters, while one youngster, in pajamas, yawning and tired, falls askeep es at milingly say: auto tire holding a candle. He says:
"Time to retire? Buy Fisk." Soms
kitchen ads read:
"Let the kitchen maid be your kitchen

aid," and a rosy-faced baby says:
"An apple a day will keep the doctor
away." Keeping people away from the attractive exhibit would not be so easy.

Tractive exhibit would not be so easy.

The Exhibit Committee is:

BUSINESS PRESS—A. A. Gray, Electronic Review. 608 South Dearhorn street, Chicago, Ill.

CALENDARS—Theodore R. Gerlach, the Gerlach-Barklow Company, Joliet, Ill.

DIRECTORIES—William D. Torchians. Have Addressing Company, 200 South 4th agree-Philadelphia.

EDUCATIONAL—Lewellyn E. Pratt, Candler Building. New York. Philadeignia.

EDUCATIONAL—Lewellyn E. Pratt, Candler
Building. New York.
FARM PAPERS—Frank B. White. Angledtural Fublishing Association. 76 West Marris
afreet. Chicago.

GRAPHIC ARTS—S. C. Wicks, Biddle Free
Washington Square. Philadelphia.
LITHOGRAPHY—Theodore E. Weldersells
Ketterlinus Lithographing Company. 4th add
Arch streets. Philadelphia.
MAGAZINES—Frank W. Nye. Today's Maguzine. 461 4th avenue. New York.
NEWSPAPERS—John C. Martin. Publish Ishger. Independence Square. Philadelphiager. Independence Square. PhiladelphiaGOUTDOOR SIGNS—George L. Jahnson.
OUTDOOR SIGNS—George L. Jahnson.
POSTER ADVERTISING—K. H. Pulion Yan.
BSUTAG and New York. A. Wilson-Lawregon. Association Med. 124 East 28th street. New
York.
SPECIALITIES—Charles Q. Peterson, AdverSPECIALITIES—Charles Q. Peterson, Adverson, Association Men, 124 East Service, Special/Ties—Charles Q. Peterson, Advertising Novelty Company, 420 South Winchester aveitus. Chicago, STREET RAIL-WAYS—John M. Forbes, STREET RAIL-WAYS—John M. Forbes, STREET RAIL-WAYS—John M. Forbes, Street Rail-Ways Advertising Company, Candler Ind. New York.

VIGILANCE—H. K. Kenner, Merchants Back Building, Indianapolis.

VIGILANCE WORK BENEFITS BUYER AND SELLER, HE SAYS Secretary of Ad Men's Honesty Cam-

paigners Describes Work

The vigilance work of the Associated Advertising Clubs of the World as relating to newspapers was described today by R. J. Kenner, secretary of the National Vigilance Committee of the association.

"Honest advertising of honest preficts is helped, not nurt, by the vigilance work of the advertising columns pay financially may of course, awaks to the fact that clean advertising columns pay financially may move paying more attention than erg before to newspaper reader confidence.

He said that by quiet investigation and friendly action the committee eliminate advertising practices which are unfair competitively and which are demoralising for trade development.

"The work of the Vigilance Committee as service to honest business, not a granultice of the committee of the matter that a service to honest business, not a granultice of the state of the paganda." Mr. Kenner asserted. The committees of ant attack advertising freely atther facts and let be facing above the same thorough in investigation and depasted to the page the page of the part thorough in investigation and depasted to the page of the paigners Describes Work