

NEWS AND GOSSIP OF THE BUSINESS AND SOCIAL ACTIVITIES OF THE WORLD'S AD MEN

WOMEN OF THE VISITING ADVERTISING CLUBS ON THE STEPS OF THE CURTIS BUILDING



ALL TOGETHER FOR GREAT AUTO RUN TO ATLANTIC CITY!

More Than Hundred Machines Entered for Shore Run—All Eager to Spend Day Beside Ocean

HOTELS GIVE FINE PRIZES

Only two more days left in which to enter the Ad Men's roadability run to Atlantic City!

Many of the out-of-town delegates who came to Philadelphia in automobiles, will enter their cars for the run.

Members of the Poor Richard Atlantic City Committee, with the bright red official band on their arms, will be found at various centres of activity today and tomorrow to receive entries for the run.

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FOUNDER OF "MOTHERS' DAY" THANKS AD MEN FOR CO-OPERATION

Miss Anna Jarvis Gives Advertising Men Credit for Plan

The founder of Mother's Day and the Mother's Day International Association wishes to thank with sincere appreciation every member of the Associated Advertising Clubs who has ever helped for Mother's Day success.

Mother's Day success. Mother's Day was first promoted by Philadelphia papers, and through the cooperation of the press of this and other countries has been made an international celebration.

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PAGEANT ON SCHUYLKILL TONIGHT WILL INCLUDE RARE AQUATIC STUNTS

Boats of Many Designs in Parade and Myriads of Lights Will Illuminate Route

FLIGHT BY DIRIGIBLE

A vertible Arabian Nights scene will be staged on the Schuylkill River tonight, when amid a dazzling display of lights a regatta and marine pageant will be held under the auspices of the Poor Richard Club.

Nearly 400 boats of all kinds will be in the aquatic parade. They will be decorated from stem to stern and will be outlined by myriads of electric lights.

The water course will be lighted by 314 large searchlights, with 14 search reflectors on the Girard avenue bridge and 300 smaller searchlights along the banks.

The pageant will start exactly at 7:30 o'clock with a parade of double canoe races, for which nine silver cups will be awarded.

At 7:56 o'clock the first section of the pageant will move south from the bridge. It will consist of 250 decorated and illuminated canoes, headed by the immense hand barge.

The next event will be boat races, starting at 8:15 o'clock. There will be a regatta of four and eight-oared gigs and shells, octuple shells and big yawl cutters from the battleships at the Philadelphia Navy Yard.

At 9:25 will come the parade of advertising barges, magnificently decorated and illuminated with lights.

At 9:55 o'clock, the fireworks display, from the top of the bridge. Among the features will be a bunch of the Hub delegates tried the beans in several of our leading hotels, but they were far from satisfied.

At 10:15 will come the parade of advertising barges, magnificently decorated and illuminated with lights.

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At 12:15 will come the parade of advertising barges, magnificently decorated and illuminated with lights.

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PRESIDENT'S BROTHER VISITS CITY AND INDORSES WOODROW'S VIEWS

Joseph R. Wilson Lauds Ad Men and Quaker City Hospitality

Joseph R. Wilson, brother of the President, is in town with the Baltimore delegation to the advertising convention, and he said today he was in entire accord with all that the President was doing toward solving our foreign difficulties.

That was the closest the President's brother came to discussing anything akin to governmental problems or politics. He said since he quit writing politics for a Nashville paper some years ago and moved to Baltimore to take charge of the promotion and development work of the United States Fidelity and Guarantee Company he had "been out of politics entirely."

Mr. Wilson looks not unlike his distinguished brother and has a good many of the latter's mannerisms. He said this was the first national convention he had ever attended, and characterized the visiting ad men as a "splendid body of men."

He liked their actions, their speeches, their discussions, their parade, their hosts, notably the Poor Richards, their reception, their treatment—in fact, he liked everything in Philadelphia, and said the reception here would be hard to duplicate anywhere and any time.

On questions of the day Mr. Wilson was averse from expressing himself, just as he had been in reference to his brother's political career.

BOSTON CITY PLANNER PRAISES PHILADELPHIA

George B. Gallup Thinks Street Traffic Well Handled—Admires Commercial Museum

Residents of Philadelphia have every reason to feel proud of their city in the opinion of George B. Gallup, who is a member of the City Planning Bureau of Boston. He came to the convention with the Pilgrim Publicity Association of the Hub and was at once impressed with the regularity of everything which met his eye.

The city is especially to be congratulated, he said, in the way the street car traffic is handled. With the thousands of visitors in addition to the ad men themselves he said Philadelphia deserved special commendation for handling the many car lines and other traffic in such efficient manner.

Similar comment was made by J. H. Lynch, editor of Pilgrim Publicity. He was much impressed with the various industrial and business institutions of this city and especially the Commercial Museum. He said the establishment of such an institution was a great step forward.

To Chain Wife-beaters on Street KANSAS CITY, Mo., June 29.—Judge J. H. Brady, Police Judge of Kansas City, Kan., has received permission to erect a post on a corner of the main business district to which men convicted of beating their wives could be chained for any number of days the Court fixed.



MISS ANNA JARVIS

Program of Events in Display on River

- Canoe races 7:30
Band barge, with 100 musicians starts 7:56
Procession of 250 decorated canoes 8:01
Boat races start 8:41
Navy cutter race 9:11
Advertising barge procession 9:26
Fireworks display 9:56

Message from Wilson

As a climax will come, at 9:55 o'clock, the fireworks display, from the top of the bridge. Among the features will be a bunch of the Hub delegates tried the beans in several of our leading hotels, but they were far from satisfied.

BUGLE CALL WEDDING MARCH FOR THIS GALLANT AD MAN

Alex Osborne, of Company I, Buffalo, N. Y., Answers Summons to His Flag and Will Go as Bridegroom

There's an ad man with us who does the right thing at the right time and knows how to please every one in the bargain.

Alex Osborne, of Buffalo, and is known as "Alex on the job." After reaching the convention Osborne received word that Troop I, of the Buffalo National Guard, would go to the front.

But in a cosy little home in Buffalo, not far from the murmur of Niagara Falls, a pretty girl will pray nightly for his safe return.

So it will be with the assurance of having done his duty by his friends, his sweetheart and his flag that Alex Osborne will march away.

Like all men of deeds he doesn't talk much about what he proposes to do. He is an American of the square-jawed sort. He is broad-shouldered and just as big as an American.

He is a sample of the men of Company I, then it will make short work of the adventures of the Mexican plains, who make a specialty of killing women and children.

That Alex shall return from his strenuous honeymoon to continue his policy of fair play is the earnest wish not only of the Buffalo boys, but all who know him.

Convention Sidelights

One of the prettiest girls at the convention is Miss Mary Smith, of 4444 North Arden avenue, Chicago. She's so attractive, in fact, that persons even stop her on the street and ask her name.

Advertising has its disadvantages, according to some of the newbies near Houston Hall. They were enjoying a little "rag" game yesterday when news of the thrilling "beans" reached the ears of nearby policemen. There was a merry chase, but no arrests were made.

J. J. Mather, Philadelphia representative of Newman, God & Co., accompanied by his beautiful wife, was one of those who had a table covered at the Baltimore subject last night.

CHALMERS AD MANAGER BOOSTS NEWSPAPERS

Gives Record of Remarkably Successful Campaign Waged Through Daily Press Medium

A striking illustration of the value of newspaper advertising was given today by Call Murphy, advertising manager of the Chalmers Motor Company, who came here with the ad men from Detroit.

Mr. Murphy said the Chalmers company started a campaign last November in which it invested \$1,000,000. Of this amount, he said, \$500,000 was expended in 1500 newspapers throughout the country.

Then the Bostonians in a hurry. They gave an order which threatened a bean famine and waited in happy anticipation. Then the beans came.

Then Jim Hookey looked at the pyramid of beans mobilized before him in disgust. He called for Jim, and asked permission to cook a feast of beans personally.

AD LESSON FROM THE BOERS

Gray Crane Praises Humor Department of Evening Ledger—Judge Representative Striking Figure

The only man at the convention who speaks Boer or Zulu, who fought in the Boer war and who is a humorist at the same time rates the EVENING LEDGER as the paper with a future, due to its humor, true without being vulgar.

This wiry, muscular delegate, Gray Crane, now of New York, is in a position to know. As a special representative of Judge, comic weekly, he has an analytical finger on the pulse of the people's foibles.

"The coming publication is the one with the right humor without vulgarity," said Crane. "That's the LINCOLN. It is to the newspaper field what Judge is to the magazine field."

Crane became interested in advertising first, so he says, through the bushmen of the vast veldt in South Africa. On the expanse of rock are painted animals in a clay that cannot now be found. Two or three hundred years old are these paintings in clay.

"That's the connection," said Crane. "The right kind of advertising never fades—just like the clay paintings."

AD MEN IN THE "RELIABILITY RUN"

At these stations you will find courteous attendants ready to add to the pleasure of your trip by giving aid, with our compliments, in various ways, such as free air, free water, maps, and to provide with gratifying dispatch any Crew Levick product which you may wish.

Watch for the Crew Levick sign.

Four new Crew Levick service stations have been established on the route to the shore; the first on White Horse Pike, near Haddon Avenue; the second at Glassboro, N. J., on State Road; the third at Texas and Atlantic Avenues, and the fourth at Albany Avenue and the Boulevard, Atlantic City.

These complete a chain between Camden and Atlantic City, and make a total of twelve in Philadelphia vicinity.

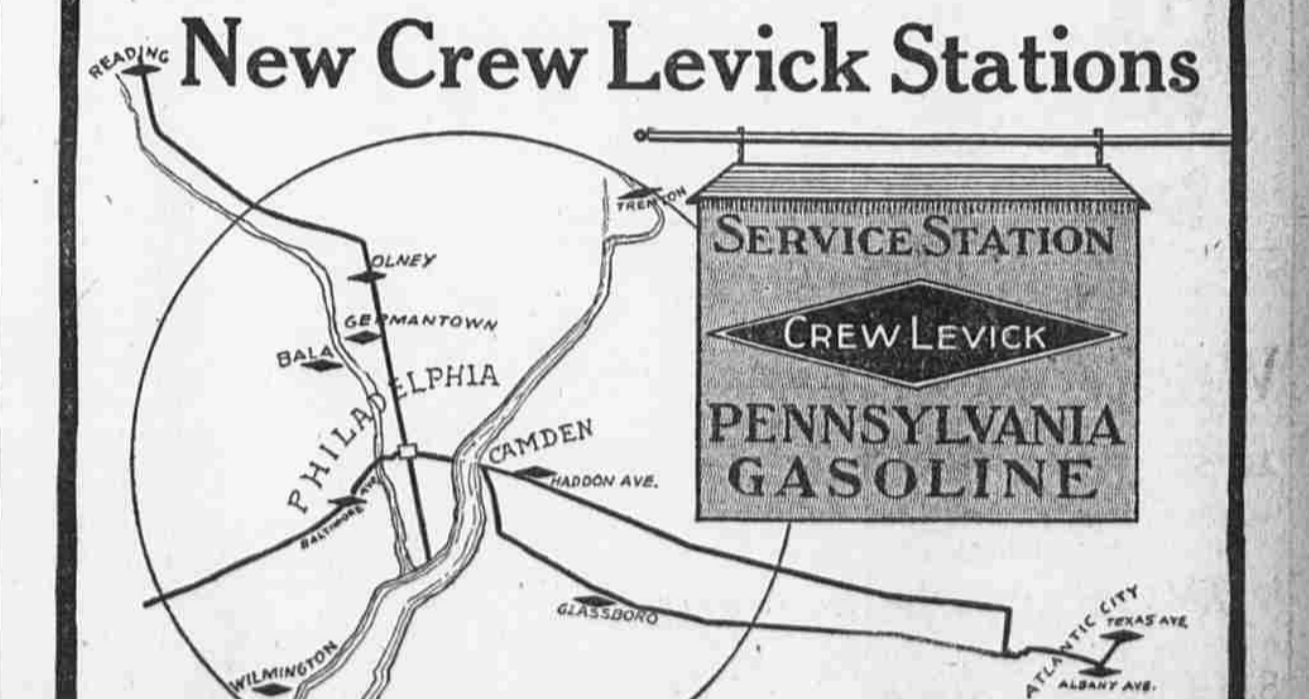
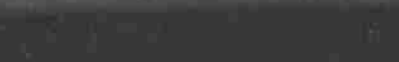
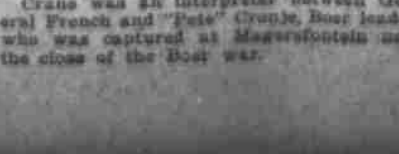
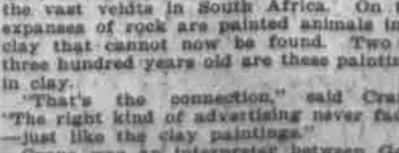
This increase in stations is just one more evidence of the increasing demand for Crew Levick products and is only a step toward still further expansion in the future.

The high quality of PENNSYLVANIA Gasoline, Crew Levick Oils and Greases, and other Crew Levick products, has been recognized for over half a century.

Free water, free air and courteous attention can always be had at these stations—special literature on various products can also be obtained by communicating with the general office.

Crew Levick Company Land Title Bldg., Philadelphia

CREW LEVICK



Now 12 in Philadelphia Vicinity

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WOMEN IN ADVERTISING

Miss Jean Barnes Thinks Field a Good One for Sex

A profound student of the psychology of advertising is Miss Jean Barnes, of New York, one of the delegates to the convention of the Associated Advertising Clubs of the World.

Miss Barnes has risen rapidly to a high place in the profession, having begun her career as a solicitor for a New York newspaper at a low salary. She is now one of the two recognized women advertising agents in America.

Women have a splendid field in advertising," said Miss Barnes, "because the masses of this country do most of the buying of a woman understands other women."