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 mter the Ad Men's roadability run to At-

Many of the out-of-town delegates who name to Philadelphia in automobiles, will onter their cars for the run. The entry list has now passed the century mark, the total last night having reached 124; and it is safe to say that starter G. Hilton Gantert will send off more than 200 cars Friday morning.

Many citizens who own cars, but who for some reason do not care to have their names published in the list of starters, called upon Harry Harbach at Ledger Central today to notify the committee that they will surely be on hand for the start from the Hotel Walton, Broad and t streets at 8:30 a. m. Friday morn-

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 to-morrow to receive entries for the run and register guests who intend making the trip to Atlantic City. The Poor Richard badge entitles the wearer to go by auto to the seashore. At Ledger Central, Harry Harch will receive entries and book guests Mr. Wingert will be found at the Bellevue-Stratford; Mr. Rariden at the Adelphia; Mr. Weiss at Houston Hall; J. Archer Paul Mr. Weiss at Houston Hall; J. Archer Paul at the Ritz-Carlton; Bert Crowhurst at the Walton, or entries can be made at any newspaper office up to 6 p. m. Thursday night. Post entries will be received at the starting point on Friday morning.

It was decided by the committee yesterday to allow tradesmen to display trade pennants on their automobiles in the run.

For the convenience of guests who take part in the run, arrangements have been

in the run, arrangements have been part in the run, arrangements have been made to check their baggage at the start, place it on a truck properly tagged and have it delivered at the hotel where the guest is registered in Atlantic City.

An official of the club will be put up at the finish so there can be no dispute with Timer Paul B. Huyette.

The privace include two heautiful silks

Timer Paul B. Huyette.
The prizes include two beautiful silk parasols, offered by the Chalfonte and Haddon Hall, and other attractive specials for the ladies who enter the run. Awarding of the prizes will take place Friday evening at \$130 o'clock on the Million-Dollar Pier. The

t prine St. Charles Hotel Cup. Atlantic sterling sliver cup. 14 inches high, with re seal of the A. A. C. of W. applied in silef. Made and designed by J. E. Cald-

relief. Made and designed by J. E. Calda Co.

scood prize—The MacDonald & Campbell frois a stering sliver cup of Coionial design,
measures 20 inches in height, with the foling inscription; "MacDonald & Campbell
pby Poor Richard Club roadability run,
adelphis to Allantic City, in conjunction
is the convention of the Associated AdvertisClubs of the World Friday, June 30, 1916.
If y ______ If has an applied seal of the
Richard Club, with the head of Benjamin
nkiln in boid relief. The design was made
b. Kind & Sons. Philadelphia
seal prize—The Jacob Reed's Sons' Trophy
sery handsome Colonial vass. measuring 18
se high, and is sterling sliver, with an api border of the following inscription: "Jacob
is Sons Trophy Issail, Roadability run,
the Benjamin Club, seith the head of ReniaBenjamin Club, seith the head of ReniaBenjamin Seal Roadability run,
the Richard Club, seith the head of ReniaBenjamin Seal Roadability runs
by S. Kind & Sons, Filladelphia,
burth prize—Hotel Traymore Cup. by S. Kind & Some. Fulladelphia.

(In prise—Hotel Traymore Cup.

n prise—Hotel Strand Cup. Hilver cup
handle 15 inches high.

h prise—Hotel Waiton Cup.

nundle 15 inches high.

h prise—Hotel Waiton Cup.

nith to tenth prises—Newspaper trephies.

silver cup: Philadelphia Record, silver
realist Lisaiss, eliver cup.

prises are as follows: Alamac, umfreakers ladles parasol; Brighton,

proper and ginases; Chalfont, silk

the carafte and ginases; Chalfont, silk

h fall, indies parasol; Rayal Palace, all
di manogany serving cigar tray; Seaside,

parasol. managemy servins cigar tray; Seaside, arassis, arassis, of the route and final instructions given out by the committee tomorrow. Frank T. Ellia Bailmore; Chaimera, Martin, Bailimore; Chevrolet, Joseph Jr. Bailimore; Locambille, G. E. Bailimore; Laurencille, G. E. Bailimore; Haynes, Richard H. G. New York city; Cadillac, James H. Seriand, C. R. Staoffer, Norristown, Liarton, Arthus Risle, Marmon, Fancher Company, Miss, A. S. Wheeler, C. S

WOMEN IN ADVERTISING Miss Jean Barnes Thinks Field a Good One for Bex

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

Miss Anna Jarvis Gives Advertising Men Credit for

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 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. No movement of the century has obtained so wonderful a hold on the hearts of the people under such a multitude of difficulties and limitations in establishing and promoting it. The press, however, has been the one stanch and good ever, has been the one stanch and good friend of Mother's Day since its early days.

Mother's Day is for the honor of the
home, especially its motherhood, by older

people as well as children, and by the na-tion, that must look to the home as the fountain head of that which is good and The celebration always occurs the second

Sunday in May in homes and churches. Schools, clubs, etc., celebrate during the week preceding.

The Mother's Day badge is the white carnation, emblem of the beauty, truth and fidelity of mother love. The slogan of Mother's Day is, "In honor

of the best mother who ever lived, the mother of my heart."

As friends of this Mother's Day movement, which so distinctly honors your own mothers, will you not help us to promote in our way a worldwide, simultaneous cele-



MISS ANNA JARVIS

bration of Mother's Day, with the white carnation as the emblem to be worn, on the second Sunday of May, and letters or acts of affection to homes, etc., as one of the simple, easy ways of celebrating? ANNA JARVIS, Founder.

BUGLE CALL WEDDING MARCH FOR THIS

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

MEXICANS MUST BEWARE

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.

He is 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. Being a true American, he immediately flashed back

word. "I'm with you."

So tonight, after hearty good-by to the convention, Alex will speed to Buffalo, grab his gun and join the throng which will take up the argument with Mr. Carransa. But that is not all.

Alex is engaged to be married, and for a few moments he stood between love and duty. But he didn't stood between love and duty.

duty. But he didn't stand long. He de-cided to serve his country and keep his agreement with the girl of his heart, too. So before starting for Mexico he will pause long enough for the ceremony which will make both himself and his sweetheart happy—and their wedding march will be a bugle call. Company I will form the wed-ding party and Alex will have to take his soneymoon without the honey in a drab tent somewhere in Mexico,"

But in a cosp little home in Buffalo, not far from the murmur of Niagara Falis, 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 he

looks.

If he is a sample of the men of Company
I, then it will make short work of the
sandsaipers of the Mexican plains, who
make a specialty of killing women and chil-

dren. I That Alex shall return from his strenu ous honeymoon to continue his policy fair play is the earnest wish not only 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 Artesian avenue, Chicago. She's so attractive, in fact, that persons even stop her on the street and ask her name. Mary doesn't get peeved, but at the same time she's not a firt. She will be 11 years old next. January.

Advertising has its disadvantages, according to some of the newsies near Houston Hall. They were enjoying a little orange game resisted when news of the thrilling beyons reached the care of near to the full in the place gave Jim orders which he care of the newsies near Houston Hall. They were enjoying a little orange game resisted when news of the thrilling beyons reached the care of near to the tips and himself at several plates of beaus. In the doorway Jim met a new publicamen. There was a merry chase, but no arrests were made.

I Mather. Philadelphia representative of Beaus. In the doorway Jim met a new newboy who said that business was "on the burn." Jim gave him the tips. The newboy proved to be an ad man from New York.

The boss wanted to engage Jim as an expert but Rooley said he had a more arrest with gaze captured at Magarastonian mean captured at Magarastonian captu

CHALMERS AD MANAGER BOOSTS NEWSPAPERS

GALLANT AD MAN Gives Record of Remarkably Successful Campaign Waged Through Daily Press Medium

A striking illustration of the value of newspaper advertising was given today by Gall 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 1600 newspapers throughout the country. When the campaign started the firm had 18,000 cars. By June 15 the last of this lot was sold. By June 15 the last of this lot was sold. The big sales, Mr. Murphy said, were due largely to newspaper advertising. There was an increase in business of 792 per cent. over the previous year.

Ad Men's Chronicle

The only thing that the Boston Ad Men are opposed to in Philadelphia is the way we cook beans. They say we haven't the knack or the

They say we haven't the knack or the touch or the punch when it comes to getting beans just right. Then, too, there's something wrong with the flavor.

A bunch of the Hub delegates tried the beans in several of our leading hotels, but they were far from satisfied. They met a New York ad man who lured them to a restaurant on Market street where, he said, that had "hears that was been and would be a restaurant of the said.

restaurant on Market street where, he sald, they had "beans that was beans, and would make Boston sit up and take notice."

Off went the Bostonians in a hurry. It was near midnight. They were hungry. They gave an order which threatened a bean famine and waited in happy anticipation. Then the beans came. Each of the bean enthusiasts risked a forkful.

Then Jim Hooley looked at the pyramid of beans mobilized before him in disgust. He called the boss aside and asked permission to cook a feast of beans person-



ally in the kitchen. The request was granted and, donning a chef's hat and white cont. Hooley invaded the kitchen. His pals waited. Time was no object.

In a few minutes Hooley appeared with a heaping dish of smoking beaus on a waiter and a column of coffee cups. The other patrons of the place looked on in admiration, for Jim was thorough in his work. His fellow townsmen attacked the beams with confidence and declared they were the best things they had had since leaving Boston. Incidentially soveral pretty girts in Crane became interested in advertising

PAGEANT ON SCHUYLKILL TONIGHT WILL INCLUDE RARE AQUATIC STUNTS

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

BY DIRIGIBLE FLIGHT

Program of Events in Display on River

starts Procession of 250 decorated Navy cutter race..... 9:11 Advertising barge procession.. 9:26 Fireworks display 9:56

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. Several thou-sand persons will man these vessels in their course between the Girard avenue

bridge and the Fairmount dam.

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

The pageant will start exactly at 7:30 o'clock with single and double cance races,

for which nine silver cups will be awarded. These, as well as other boat races, will be conducted by the Schuylkill Navy. 250 ILLUMINATED CANOES.

At 7:56 o'clock the first section of the pageant will move south from the bridge. It will consist of 250 decorated and il-It will consist of 250 decorated and illuminated canoes, headed by the immense hand barge. On the latter, decorated with bunting and electric lights and towed by a tug, will be the Poor Richard Band, augmented to 100 musicians. On reaching the extreme south end of the course the parading craft will move north again and line up along the eastern bank.

The next event will be boat races, starting at 8:41 o'clock, in which will take part the crews of four and eight-cared size and

ing at 8:41 o'clock, in which will take part
the crews of four and eight-oared gigs and
shells, octupie shells and big navy cutters
from the battleships at the Philadelphia
Navy Yard. Handsome prizes for these
events will be awarded.

At 9:26 will come the parade of advertising barges, magnificently decorated and
lighted and towed in pairs by illuminated
tugs. At the same time the big Poor
Richard-Ledgers dirigible balloon will fly
over the course, the airship being illum-

over the course, the airship being illuminated by searchlights.

MESSAGE FROM WILSON. As a climax will come, at 9:55 o'clock, the freworks display, made from the top of the bridge. Among the features will be a message from President Wilson, his handwriting being reproduced in fire against the sky, the Poor Richard Club seal, 50 feet square, and Niagara Falis, 60 feet high and several hundred feet long.

The directors of the pageant, believing in safety first, have made extraordinary ar-rangements to guard against accidents, and 50 lifeguards, all members of the Red Cross Life Saving Corps, will be stationed along the course. On the river the 50-foot motor yacht Annie H., placed at the disposal of the physicians of the Northwestern General the physicians of the Northwestern deneral Hospital, will patrol the course. Aboard the vessel will be Professor J. Thompson Schell, Dr. Hugh McAniff, Dr. Robert Boyer, Dr. Mulford Fisher and Dr. Jacob Marks, as well as 15 nurses with medical

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

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 poli-



JOSEPH R. WILSON

cies; for example, as to woman suffrage, he said he was still on the fence.

In Mexico he hopes for the best. Among his other beliefs are these: Preparedness

Peace with honor.

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 reg-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 and Philadelphia deserved especial com-mendation 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 indus-trial and business institutions of this city and especially the Commercial Museum He said the establishment of such an insi-tution 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 creet a post on a corner of the main business dis-trict to which men convicted of beating their wives could be chained for any number of days the Court fixed.

New Crew Levick Stations SERVICE STATION CREW LEVICK LPHIA PENNSYLVANIA CAMDEN GASOLINE TEXAS AVE

Now 12 in Philadelphia Vicinity



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 compli-ments, in various ways, such as free air, free water, maps, and to provide with gratifying dis-patch any Crew Levick product which you may wish. Watch for the Crew Levick

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.

Four new Crew Levick service stations have

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 of these stations—special literature on various products can also be obtained by communicating with the general offices.

> Crew Levick Company Land Title Bldg., Philadelphia

