

HOT FIGHT PROMISED FOR NEXT CONVENTION OF WORLD ADVERTISING CLUBS

SEVERAL CITIES FIRMLY IN RACE FOR '21 SESSION

Atlanta, Milwaukee and Des Moines Delegates Make Strong Bid.

OTHERS MAY JOIN FIGHT

Three rival camps are pitched in Indianapolis equipped with artillery to win the 1921 convention of the Associated Advertising Clubs of the World.

The three cities contending principally for next year's convention are Milwaukee, Atlanta and Des Moines.

Others may make a last-minute fight.

Milwaukee and Atlanta have their headquarters at the Clarendon hotel, while Des Moines is at the Sevier.

The three cities promise cool breezes and a warm reception.

Atlanta holds out as one of its big inducements the biggest and juiciest watermelons in the world.

Des Moines is ready to show a great reception in that enterprising western town.

The three cities are going the limit to land the 1921 prize.

MILWAUKEE THROWS IN A LITTLE

A dozen and invites delegates to the headquarters of the Milwaukee headquarters at the Clarendon.

There E. G. Nicolai, chairman of the Indianapolis convention committee from Milwaukee, is always on hand.

First he pins on a delegate's badge, which reads, "Milwaukee, a Bright Spot, 1921."

Nicolai is backed by about 200 live boosters, who soon make it known that the next convention is headed toward Milwaukee.

Among the prominent Milwaukee boosters here are J. E. Fitzpatrick, general manager of the Milwaukee Journal; William Rees, advertising manager of the Sterling Motor Truck Company; Frank Jennings, advertising manager of the Ed Schuster Company; A. B. Coogill, advertising manager of the Jewel, and Alex Canadeo, president of the National Enameling and Stamping Company.

ATLANTA HAS FIVE ARGUMENTS.

Good old southern hospitality is handed out at the headquarters of the Atlanta delegation, who insist the South must have the next convention.

David W. Webb, president of the Atlanta Advertising club, is head of the Atlanta crowd, which has hopes set on getting the convention next year.

W. R. Smith, who says that his habitual plan for "Woman's Relief Corps" is director general of the Atlanta convention board.

"I see that Milwaukee says that they have a cool spot for the next convention," said C. C. Baggs, the official delegate of the Atlanta Automobile association.

"Why, way down in Atlanta we are 600 feet above the sea level, but it rains more here than in the Atlantic and the other in the Gulf of Mexico."

Cole E. Morgan of the George Farm Journal has a handshake which says "Vote for Atlanta, where the greetings will be warm and the nights cool."

Bruce Hall, representative of the Ruralist Press, says that representatives from Miami, Fla., Cuthbert, Ga., Savannah, Ga., and other southern cities are all boosting for Atlanta.

WE'RE GOING TO "HOOK IT" ONE DAY.

"Although Atlanta is several hundred miles from the ocean, we have the Green Manufacturing Company, which manufactures more fish hooks than any other company in the country," said Baggs.

"And these hooks will aid us in landing the convention, too."

Baggs also says that "yellow legged chickens will be in the pan and there will be gravy and hot biscuits, Oh, man."

Although Milwaukee and Atlanta claim that the race is between those two cities, yet the Des Moines delegation is hot on the trail.

The Des Moines boosters have many reasons why the grand old state of Iowa should have the 1921 convention.

T. W. Lequatre heads a delegation of thirty-six members of the Des Moines Advertising club, who are here in earnest to land next year's convention.

One of the main talking points of Lequatre is that the convention should recognize the smaller cities and towns which go to make up its membership and point out that Des Moines is the ideal city.

They point with pride to the splendid way in which Des Moines handled the Methodist conference and that there is sufficient hotel accommodations to meet the needs of the convention crowd because thousands were attracted to Des Moines during the war because of an army post nearby.

Beside Mr. Lequatre, the Des Moines delegation consists of Ivan Collidge, president of the Collidge advertising agency; C. W. Graham, president of the Des Moines; J. E. Wallace, one of the publishers of "Wallace's Farmer"; E. N. Hopkins, head of boys' and girls' club work for "Successful Farming"; Hartt Watts, advertising manager of the Register and Tribune; W. S. Arrant, advertising manager for a chain of eight shoe stores; Martin Tuttle, head of the Motor Lining Company; C. A. Barnes, president of the news media; A. S. Anderson of Advertisers; H. B. Hull, Forrest Genera, Ralph Faxon, E. E. Estacy, Kenneth Smith, Clifford Depuy, B. F. Rogers, F. E. McCray, E. F. Corbin, J. B. Corrie, Oliver O. Work, Ray Lockhart, John Irvin and others.

Omaha Delegation Comes on Special

Fourteen representatives make up the convention party from Omaha and come on a special basis containing delegations from Minneapolis, St. Paul and Lincoln, Neb.

Frank Bulits of the Nebraska Telephone Company states that the Omaha delegation is here to aid in making the Indianapolis convention the most successful one ever held.

The Omaha delegation consists of Lloyd Mattison, Dean Smith, Charles P. Rodman, Farmingdale, Phil Gilmore, Casper, Wyoming, and Loan, Frank Bulits, Nebraska Telephone Company; George W. Sarcha, National Printing Company; A. C. Thomas, Publicity Bureau of Commerce; Al Samuelson, the Acorn Press; Harold Thompson, Thompson-Belden Company; Victor White, the L. B. White Company; George Adams, M. E. Smith Company; Charlie Duffie, Coker-McKenzie Company; Earl Allen, Darlow Advertising Company; Miss Mary Marston, Burges-Nash Company.

Convention to Be Filmed for Movies

The Associated Advertising Clubs of the world convention, now in session here, will be in the movies.

Harry Levey, general manager of the Universal Film Company, and two other men have arrived from the Universal studio.

Mr. Levey also has a film called "How the Truth Got in Advertising," which will be exhibited during one of the general sessions of the convention.

'Atlanta Never Fails,' Says Man Who Knows Advertising Value



DR. L. N. HUFF.

One of the real live wires in Indianapolis for the advertising convention is Dr. L. N. Huff, a leading optometrist and optician, who is president and associate chairman of the publicity committee of the Atlanta Ad Men's club.

Dr. Huff was a member of the publicity committee of the Atlanta Ad Men's club at the New Orleans convention a year ago, and his full-page advertisements of Atlanta in New Orleans newspapers attracted a great deal of attention.

One of them has been extensively reproduced by the Ad Men's club and the convention bureau of Atlanta.

KNOWS VALUE OF ADVERTISING.

No advertising man in the country is as strong a believer in the newspaper as Dr. Huff, but also the people of Indianapolis.

"We are here to win and to get ahead," he says. "We will take home the bacon. 'Atlanta never fails.'

His returns from his investment have been commensurate.

While his theories might be argued to the contrary, Dr. Huff's experience does not mislead him entirely.

The enormous increase of his business proves beyond question the power of advertising. He has recently taken a fifteen-year lease on a corner building in the heart of Macon, a neighboring city to Atlanta, and will open a business there this year.

"Somehow the feeling has gone along the line that this city is one of the live cities in the land.

"There is a second and greater benefit which is reflected in the attitude of the business men and women right here at the present time.

"A lot of them are willing to admit that the centennial of Indianapolis finds it with a new lease of life; factories and business buildings are being erected in every direction, and our population is growing at a rate of 1,000 per month."

CLOUGH SAYS CITY IS BUT YOUNGSTER.

John L. Clough, president of the John L. Clough Advertising Company, says Indianapolis is but a youngster, albeit somewhat robust in years.

He sees an untold benefit in the gathering of the advertising men.

"We who are actually in the advertising business have a full appreciation of the importance of this convention, professionally and commercially," said Merle Sidener, president of the Sidenerian Advertising Company.

SIDENER'S POINT OF VIEW.

In directing a welcome to the thousands who are here for the convention and the thousands of others in the city for the centennial celebration, Mr. Sidener says:

"Our first concern is for your welfare while you are here guests.

"We have designated several hundred of our men and women as our official representatives in looking after your comfort and convenience.

"We have termed them the courtesy committee, and they all wear arm bands designating them.

"They are earnestly anxious to serve you and only by permitting them to do so will you make it possible for them to do what you want."

"We are glad you are here, but we want you to prove it in actions rather than merely by words."

Southern Newspaper Men Here En Masse

Southern newspaper men are taking prominent parts in the advertisers convention.

The Atlanta (Ga.) delegation boasts the largest number of newspaper men.

The lineup is as follows:

"Buck" Hunnicut of the Atlanta Southern Cultivator.

Of the Atlanta Journal, Mai J. S. Cohen, editor; Charles Atkinson, business manager, and O. B. Keeler, feature writer.

Of the Georgian, C. Miller, business manager; McElroy, Glass, feature writer and Harry McElroy, copy editor.

Of the Constitution, Jim Halliday, foreign advertising manager; Charles Lockridge, advertising auditor; Miss Basie Kempton and Paul Warwick, feature writers.

L. A. Hines, Secretary of the Atlanta Journal, Chairman of the St. Louis Convention Committee—Good city—what I have seen is that—and good golf course at the station and held with me at the station and helped me with my traveling bags to the hotel. I offered them a quarter apiece, which they promptly refused, saying they were not paid to show courtesy. This is a true spirit of courtesy.

A Jackson Lawrence, Ft. Worth, Tex. Representative of the J. P. McIlroy Printing Company—We've seen some good printing, but Indianapolis printing is fine—corresponding to the character of the city.

Charles Lockridge, Foreign Correspondent for the Atlanta Constitution—What I have seen is that and good golf course at the station and held with me at the station and helped me with my traveling bags to the hotel. I offered them a quarter apiece, which they promptly refused, saying they were not paid to show courtesy. This is a true spirit of courtesy.

A. J. Moore, Chairman of the St. Louis Convention Committee—Good city—what I have seen is that—and good golf course at the station and held with me at the station and helped me with my traveling bags to the hotel. I offered them a quarter apiece, which they promptly refused, saying they were not paid to show courtesy. This is a true spirit of courtesy.

C. E. Busch, Owner of the Busch Studios, St. Louis, Mo.—The cordial way in which we were received at the station by the reception committee will leave a favorable impression as long as the memory of the convention is held in my mind.

George W. Stearns, Field Advertising Manager of the Illustrated Review, New York—Indianapolis is one of the best and most beautiful cities of the country.

Frank McWhorter, Assistant Cashier of the Indiana Bank and Trust Company, Indianapolis—The city is one of the best and most beautiful cities of the country.

Walter D. Donson, New York City, Representative of the J. P. McIlroy Printing Company—We've seen some good printing, but Indianapolis printing is fine—corresponding to the character of the city.

W. E. Patterson, President of the Dallas Advertising League, and Vice President of the Keith Patterson Motor Company, Dallas, Tex.—Indianapolis has taken hold on the convention program in a way that has not been exceeded by any other convention city, and the courtesy and hospitality shown have impressed me.

W. W. Moseley, Manager of the Richmonde Awning Company, Richmond, Va.—So far I am very much pleased with Indianapolis. I think it has only been here a few hours, and everybody seems to speak well of Indianapolis.

Mr. Stearns, Field Advertising Manager of the Illustrated Review, New York City, and Member of the League of Women Advertisers of New York, and Member of the Advertising Department of the Somers Phonograph Company, New York—The true spirit of the convention party from Omaha and came on a special basis containing delegations from Minneapolis, St. Paul and Lincoln, Neb.

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CITY DRESSED TO KILL FOR OUR VISITORS

Indianapolis Proud of Chance to Be Host to Advertising Experts of World.

VIEWS OF LOCAL MEN

Indianapolis today is the capital of the business world.

She is playing host to the integrity of the business world—merchants to the men who have aided in making America the market of the universe.

Then, too, there are representatives here from other parts—Europe, China and Japan.

The convention of the Associated Advertising Clubs of the World is more than a convention.

It is made up of the men who do things—constructive things—and what will be done here will be a boon to perpetuating the solid business principles upon which the structure of industry must necessarily be founded.

Indeed, the coming of the advertising men of the world to Indianapolis will go down as an indelible tribute to the city.

CITY IS ALL DOLLARS, U.S.

And Indianapolis is prepared to prove that she is the same big host which has entertained so many other thousands in conventions before.

The city is dressed to kill.

The old Monument seems to be standing on one foot—then the other, doing a jazz in the flag-draped streets below dance in their color and almost absurdly cheap.

Of course, it's Indianapolis' birthday, too, and it must be agreed that she has a perfect right to be celebrating.

As Homer McKee of the Homer McKee Company, Inc., put it, "Indianapolis is always dressed up like a full fight."

Mr. McKee meant it.

LIKES TO SEE CONVENTION HERE.

He likes to see conventions here.

They mean so much to the city.

"We have entertained the Sons of Erin and Turnverein on the same day—marched 'em up and down the street at the same time—and kept the peace," Mr. McKee adds.

All this adds to the city's geniality, a host.

Mr. McKee believes in letting the world know that we have more than the second largest automobile city in the country: more than the annual 500-mile speedway classic and more than the fact that we entertained the Shrine of the United States.

He is an advocate of good things for Indianapolis and he goes further than saying that the advertising convention is a good thing.

RICHIEY SAYS RECEIVED GET VALUE RECEIVED.

George C. Richley, Advertising Manager of the Weigel Furniture and Carpet Company, St. Louis, Mo.—This is the first time that I have ever been in Indianapolis and it has inadequate hotel accommodations; it should have a 1,000-room hotel in order to accommodate its transient population.

Capt. B. M. Bailey, Second Division, Field Artillery, Atlanta—I was here ten years ago. Indianapolis does not seem to be in the same city today; it has grown and I am impressed by the many clubs, recreation parks, golf courses—especially the Indianapolis golf course—with the fact that Indianapolis has taken up polo.

Charles Lockridge, Foreign Correspondent for the Advertising Department of the Atlanta Constitution. What impresses me most upon arriving in Indianapolis were the wide streets and sidewalks;