

# ADVERTISING WOMEN'S CONFERENCE ELECTS MISS MARY L. WHEAT OF ST. LOUIS CHAIRMAN

## ST. LOUIS GIRL CHAIRMAN OF WOMEN CLUBS

Secret Ballot Is Used in Annual Election of Fair delegates.

### PLEA FOR ORGANIZATION

Miss Mary L. Wheat of St. Louis is the new chairman of the advertising women's conference, which met in connection with the convention of the Associated Advertising Clubs of the World.

Miss Ida Plines of Chicago, office manager of the Leslie-Judge Company, was chosen as vice chairman for the next season.

This is a new office of the conference, created yesterday.

Jane Martin, present woman member of the executive board, was re-elected over Miss Jessamine Hogland of Chicago, who ran a close second.

"Reaching the National Audience," by Mrs. Agnes Carroll Hayward of Chicago, was voted as being the best of the women's speeches and will be kept in the files of the organization.

Marie Chomel of Indianapolis acted as chairman of the meeting owing to the absence of Miss Eunice of San Francisco.

### LOCAL WOMAN MADE CHAIRMAN.

Miss Mayne Biss of this city was chosen as secretary.

"It is no longer necessary," said Miss Chomel, in her welcome to the women, "to effect entrance into a city through strategy."

"Today we advertise for guests: 'By all the seductive arts of the printed word and the spoken one, by brass bands, by singing delegations, by wire-pulling, by the steam roller, we get 'em.'"

"Sometimes, with much ceremony, we bestow upon them keys big enough to open the great doors which guard that profoundest of mysteries—the name of Senator Penrose as candidate for the presidency."

"To welcome the representatives of any great organization would be a pleasure—let us welcome the Associated Advertising Clubs of the World is more than that—it is an honor, for the movement in which you are joined is one of the most heartening propagandas in the world."

"The result you aim at is not merely that the shoes which customers buy shall not have paper soles, but that the man who sells the shoes shall not have a flabby soul in his body."

Louise Gardner Swain, assisted by Florence Provost, told briefly of the working out of the kitchen problems of the advertising agency in a terse, clever talk, "Conduct into the Kitchen."

### PRaises Women's ORGANIZATION PLAN.

"Advertising women do better advertising club work when they have their own advertising club in place of being members of men's clubs," declared Katharine E. Mahood of Baltimore in her fifteen-minute talk.

Miss Mahood urged the organization of advertising clubs.

"If there is but a small handful of you, remember that as long as you have quality, quantity will take care of itself," she said.

Jane J. Martin talked very informally to the women of the A. A. C. of W. to the local organization.

The A. A. C. of W., she stated, was a woman's slogan itself, for "Every Woman Believes in Truth."

She urged the affiliation of all clubs with the national federation.

P. S. Florea of the national organization conducted the election of the women officers.

An amusing incident of the election was the fact that the women refused to follow the precedent set by the men in their voting in announcing the votes from the floor, but insisted on using the secret ballot.

Delegations were present from Chicago, Buffalo, Boston, Cleveland, Missouri, Dallas, Milwaukee, New Orleans, New York, Philadelphia and St. Louis.

### St. Louisan Elevated to 'Grand All Night'

With elaborate ceremony in the coffee room of the Lincoln hotel some time between the hours of midnight and 6 o'clock this morning the Royal Order of the Midnight Sons was organized.

The order consists of an even dozen advertising men attending the convention, and it is officially announced that only the "Chief" can be members.

"Clint Brown" of St. Louis Post-Dispatch was elevated to the position of "Grand All Night" and O. B. "Nate" Kiefer of Atlanta, Ga., was crowned chief humorist, according to Cole Morgan of Atlanta and a member of the order.

The other members are pilgrims from Boston, Crakers from Georgia, Snickers of Illinois and the "Show-Me-Boys" of Missouri.

The next meeting of the Midnight Sons will be held at Atlanta at midnight of the first Monday of the convention next year and terminating at sunrise on the first Tuesday.

### Accept Resignations of Fireman, 2 Police

The resignation of David E. Williams, truck company No. 10; Patrolman John F. Dickinson and Bicycleman Benjamin Trappe have been accepted by the board of public safety.

Trappe had been in the employ of the city for more than twenty years.

### Direct Mail, Buckley's Way of Advertising

HOMER J. BUCKLEY.

Direct mail advertising is the special field of Homer J. Buckley, vice chairman of the national A. A. C. of W. commission, of the live wires of Chicago attending the convention.

"Let Uncle Sam's mail service serve you in telling your story," said Mr. Buckley's advice.

As the senior member of Buckley, Dymet & Co., Mr. Buckley is known as a leader in the advertising circles.

## NEWMAYER MAY BE CHOSEN HEAD

(Continued From Page One.)

farmer through the national farm papers.

"The national farm paper," said Mr. Taylor, "will continue to grow and expand with the continued growth of the national spirit, and I hope that we who publish the national will live up to our opportunities for service to the men who read our papers, and to the men who find them profitable mediums for their advertising."

The United States must cease to think of the south in terms of cotton only, said B. Morgan Shepherd, of the Southern Planter, of Richmond, Va., in his address to the farm paper publishers.

SHOWS PRODUCTION IN LARGE FIGURES.

Mr. Shepherd told the men of the various crops produced in the south, and gave figures showing that produce totaling a value of more than ten billion dollars is now produced in that section of the country.

"In no section of the country is there to be found a more wholesome spirit of co-operative effort than in the Pacific northwest and the Pacific slope," declared E. E. Paville of the Western Farmer of Portland, Ore.

The development of community interests, fostered largely by the farm press, has done much to stimulate community effort and encourage these co-operative movements between town and country so essential to development along progressive lines.

Frank G. Odell, director of research of the Capper publications, in addressing the delegates, said that the great food production properties of the central west.

"With the rapid settlement and development of the fertile lands of the mid-west has come an increase which has made American agriculture the leader in world production," said Mr. Odell.

### LAUDS DIRECTORIES AS ADVERTISING MEDIUM

In the last of the departmental sessions of the Association of North American Directory Publishers, W. B. Simpson, president of the McLean-Hadden-Simpson Company, an advertising agency of Philadelphia, addressed the members on "The Place of Reference Advertising in the General Merchandising Campaign."

"Reference advertising," he said, "in directories, condensed catalogues, and similar books, is of special value when there is a hook-up between such advertising and the space the advertiser employs in business papers and other advertising mediums."

Much of the catalog money can be saved by referring prospective buyers to the reference books for information instead of requesting that they send for individual catalogues, he said.

### CITY ADVERTISING GOOD INVESTMENT

The steady, continuous influence of advertising pays in the advertising of a city as well as in other publicity, Arthur Thomas, publicity director of the Omaha Chamber of Commerce, told delegates attending the community advertising departmental meeting.

Mr. Thomas showed by a number of examples that there had been a change in sentiment as to community advertising, for cities are getting away from the idea of spending large sums to get free space and are buying advertising space in the same way business houses do.

"The wonders of the national parks of the United States are such that its reservations should become a business asset of the first moment to this country," declared Arno B. Cammerer, assistant director of the national park service.

That parks are an enormous asset to advertising business was the opinion of Mr. Cammerer.

"We have not only the finest scenery in the world, but the most accessible," he declared, "and more kinds of it than more area of it than all the world has put together."

### 'WANT AD' IMPORTANT, SPEAKER DECLARES

"The 'want ad' serves a tremendously important public service, since it brings together, yearly, millions of employers and employees, in addition to the many other services it renders," said C. L. Perkins of Highland Park, Ill., in an address to members of the newspaper classified advertising men at the Board of Trade building.

The building up of a classified advertising department of any newspaper is of as great importance to the reader as to the publisher, Mr. Perkins declared.

"As an economic force for good," he said, "the 'want ad' is underestimated."

Mr. Perkins gave statistics showing that 15,450,708 employers and employees were brought together last year through the classified advertising departments of newspapers.

### Makes Good on Convention Work

P. S. FLOREA.

His duties as secretary-treasurer of the Associated Advertising Clubs of the World has enabled P. S. Florea, formerly of Indianapolis, to take the scope of the work of that organization.

Mr. Florea has likewise been a busy man in the deliberations of the convention, as well as arranging the details in the preliminary part of the program.

### 5,000 Advertising Experts Frolic at Washington Park Fun Festival

Approximately 5,000 attended "Fun Night" given by the local Advertising club at Washington park last night as an entertainment feature for the delegates to the convention of the Associated Advertising Clubs of the World.

Delegates from other cities declared that fun night added greatly to the pleasure of the convention and they gave praise to Rolande Eggleston of Keith's, who arranged the program.

A number of boxing exhibitions and wrestling matches occupied the first hour of the evening.

Then followed a series of professional stunts, which were well received.

Big electric lights played on the performers, making a brilliant picture.

Miss Theo Howes and her dancers were given a splendid reception.

The Shriners famous Gating Gun squad and drill team put on one of the highly enjoyed acts of the evening.

Following the gun squad was the newly organized Indiana Day Lines drum corps and the boys were royally welcomed.

The Indianapolis News Boys' band played a number of selections.

The program closed shortly before midnight with a lavish display of fireworks.

## 100 Leading Classified Ad Mediums in the Country.

There were 10,275,000 real estate advertisements run last year, which enabled many people to buy homes they otherwise would not have been bought, and 7,225,000 advertisements were run during the year advertising for sale an infinite variety of articles.

"Who can estimate," he asked, "how many families have been benefited by the 5,125,000 rental advertisements that appeared in these classified columns?"

"Sheltering of man's four wants—supplied almost exclusively through the want ad."

"If there is one phase of advertising which encompasses may be worked to the fullest extent," said William P. Green, organization secretary of A. A. C. of W. national vigilance committee, "it is in the classified columns."

"The classified column is used by the crook and the oil prospector, as well as by the honest advertiser."

Mr. Shepherd told the men of the various crops produced in the south, and gave figures showing that produce totaling a value of more than ten billion dollars is now produced in that section of the country.

"One might say," he concluded, "that the classified column is the refuge of the advertiser; when display becomes dangerous he still is able to use the classified column in a way that gives him maximum protection from detection."

### CHARACTERIZES DAILY AS BEST MEDIUM

"The newspaper is the best medium which a retailer may use for his advertising," said Frank A. Black of the William Filene's Sons Company of Boston, in addressing the retail advertisers' session.

"In form, elasticity, frequency and cost the daily newspaper undoubtedly ranks first among media for retailers."

"The subordination of everything to price, said Mr. Black in discussing the sale of the public, is a mistake, judge from any viewpoint."

"Show windows for general publicity," he said, "are especially valuable, and must receive careful attention of the hands of the publicity man."

"The study of lighting, of color combination and of backgrounds is worthy of the highest intelligence."

"The individual merchant not only hurts the store which advertises, but all other stores in that community," declared William P. Green, organization secretary of the national vigilance committee of the Associated Advertising Clubs, speaking on "Better Business Methods."

"The value of advertising depends on the reader's confidence, and any influence tending to undermine that confidence strikes either directly or indirectly at every concern using white space."

"The confidence built by a trade trip," said Mr. Green in discussing the evils of trade trips, "may be undermined and damaged through failure to eliminate misleading and fraudulent advertising in the city in question."

### DISCUSS NEWSPAPERS, ADVERTISING AGENCIES

"Newspapers and the Advertising Agencies" was the subject for discussion at the daily newspaper departmental session this afternoon.

Mr. E. Foster publisher of the Houston Chronicle; Bett Gerstin of the Louisville Courier-Journal and Times and others were to present the side of the newspapers while the advertising agencies were to be represented by Collins Armstrong of the Collins Armstrong Agency and president of the newspaper committee and by Tom Basham of the Basham Agency, president of the southern council of the American Association of Advertising Agencies.

Completion of unfinished business and election of officers is on the program for the final departmental session to be held Thursday afternoon at 12:30 o'clock.

### EFFECTIVENESS OF DAILY NEWSPAPER.

That the daily newspaper is the most effective medium for bringing the products of the manufacturer directly to the public, was the statement of a number of leading advertising experts made at yesterday's departmental session.

Manufacturers, jobbers, retailers and advertisers were on the program, and each addressed the session on the advantages given his particular line by newspaper advertising.

E. D. Gibbs, advertising manager of the Goodrich Tire and Rubber Company, Akron, O., represented the manufacturers on the program; the advertising agency's viewpoint was demonstrated by E. Lyell Gunts, of Baltimore, vice president of the Green Lumsden advertising agency; the jobbers' standpoint by B. R. Moxley, general manager of the Kiefer-Stewart Company, Indianapolis; retailers were represented by H. A. Baker, advertising manager of the Chamberlain, Johnson

and DuBoise Company, Atlanta, Ga., and the newspapers were represented by Frank Webb, advertising manager of the Baltimore News, and Frank T. Carroll, advertising manager of the Indianapolis News.

For making successful campaigns on limited appropriations the newspaper is the best medium Mr. Gunts declared.

"The jobber is a necessary link in the chain of distribution, and a branch of commerce that can not be dispensed with," said Mr. Moxley.

Production, distribution and advertising form a perfect triumvirate, he declared.

From the retailer's standpoint, outlined by Mr. Baker, the newspaper is the best medium that completes the sale.

Mr. Baker declared that far greater results were brought by advertising in the daily newspapers, than in the periodical magazines, and added that a great percent of the magazine advertising is prompted by a desire of the manufacturer to see the beautiful copy in the periodicals, calling attention to his firm.

Mr. Carroll made an appeal for consistent advertising on the part of advertisers, deploring the tendency of many firms to flash out with a full page ad and then permit their campaign to die out.

### CHICAGOAN FAVORS ZONE SYSTEM.

W. J. Morrill, of the advertising staff of the Chicago Tribune, advocated the zone system of marketing and advertising.

The zone system of advertising permits the manufacturer to exert precisely the amount of pressure needed in each zone, he declared.

"That the importance to the newspaper and the public of the classified advertisements has never yet been visualized," was the statement of C. D. Perkins, in his address before the Tuesday evening departmental session, on the subject, "Classified Advertising."

"The want ad supplies a tremendously important service to the American public, since it brings together yearly millions of employers and employees, as well as the many other smaller services it renders," said Mr. Perkins.

"As an economic force for good, the want advertisement is underestimated."

The 100 leading classified mediums of the country printed last year 388,488,351 lines of want ads or about 51,414,708 separate advertisements.

"Think of the good accomplished through the want ad pages of these 100 papers which were able to bring together 15,450,000 employers and employees!"

The practice of newspapers giving free "readers" to advertisers and the "hook" in advertisements was discouraged in the address of James Wright Brown, editor of Editor and Publisher of New York.

### CALLS ADVERTISING GREATEST FACTOR

"Production, distribution and consumption, our natural partners, enter into the business of supplying people with what they need," declared George Cook, president of the Periodical Publishers' association, in addressing that organization at its departmental meeting.

### He's Chairman of National Commission

H. H. COOKE.

"The field of advertising is only opening up," says H. H. Cooke, of New York City, one of the convention visitors, and member of the national commission.

"We need co-operation; we need vision; we need new ideas constantly and advertising brings out just such qualities in our economic life," Mr. Cooke said.

At the close of the convention the Atlanta delegates will return home and will begin making active plans for next year's convention.

### State Spiritualists Name Dr. Crum Head

KOKOMO, Ind., June 9.—Newcastle was selected for the next place for holding the annual convention of Indiana Association of Spiritualists.

Officers were chosen as follows: President, Dr. F. Crum, Indianapolis; first vice president, Elmer Benninghoffen, Anderson; second vice president, B. L. Hopewell, Elwood; secretary, T. Benbow, Kokomo; treasurer, E. L. Hoos, Kokomo; trustees, C. H. Crum, Indianapolis; W. C. Breemer, Richmond; Curt Young, Frankfort; Walter Laughlin, Indianapolis; delegate to national convention, Mrs. Sara Crum, Indianapolis.

### Atlanta Wins 1921 Convention; Milwaukee Proves Good Loser

The folks back home are already preparing in Atlanta today for the 1921 convention of the Associated Advertising Clubs of the World, according to delegates from that city who have wired home the news that it has been designated as the next meeting place of the clubs.

By a vote of sixty-three to forty-nine, the presidents of the various locals making up the association decided that they preferred to meet in the southern city than in Milwaukee or Des Moines.

The vote was taken at the presidents' dinner, held at the root garden of the Severin hotel last night, and the decision of the presidents will be ratified by the convention at the closing session Thursday.

### ATLANTA'S BEGIN A DEMONSTRATION.

The minute that Atlanta won the next convention site, the Georgia boosters began a demonstration at the Claypool hotel which continued way into the morning.

Led by Fred Houser, secretary of the Atlanta convention committee, and Cole Morgan, Atlanta booster, the southern delegates staged a snake dance in the lobby of the Claypool hotel.

This was followed by the singing of old-fashioned southern songs, terminating with "Marching Through Georgia," which drew applause.

Houser then led some of the Atlanta crowd into the streets to continue the celebration.

The New York delegation has ordered a reservation of 200 rooms for Atlanta, according to Cole Morgan of Atlanta.

### BACKED ATLANTA.

New York, Baltimore, Boston and the other eastern cities were lined up solidly for Atlanta as were the southern cities.

Atlanta began to loom up as the victor yesterday afternoon when the St. Louis delegation decided to support the southern city instead of Milwaukee or Des Moines.

When the presidents' votes were counted Atlanta secured sixty-three votes, Milwaukee forty-nine, Des Moines, Ia., four, Shanghai, China, two votes.

The Des Moines delegation also joined in the victory of the city famous for its watermelons and fried chicken.

The Atlanta delegation issued a formal statement, inviting Milwaukee and Des Moines, as well as other cities, to the 1921 convention and congratulating Indianapolis for her hospitality and splendid entertainment.

At the close of the convention the Atlanta delegates will return home and will begin making active plans for next year's convention.

## Atlanta Wins 1921 Convention; Milwaukee Proves Good Loser

The folks back home are already preparing in Atlanta today for the 1921 convention of the Associated Advertising Clubs of the World, according to delegates from that city who have wired home the news that it has been designated as the next meeting place of the clubs.

By a vote of sixty-three to forty-nine, the presidents of the various locals making up the association decided that they preferred to meet in the southern city than in Milwaukee or Des Moines.

The vote was taken at the presidents' dinner, held at the root garden of the Severin hotel last night, and the decision of the presidents will be ratified by the convention at the closing session Thursday.

### ATLANTA'S BEGIN A DEMONSTRATION.

The minute that Atlanta won the next convention site, the Georgia boosters began a demonstration at the Claypool hotel which continued way into the morning.

Led by Fred Houser, secretary of the Atlanta convention committee, and Cole Morgan, Atlanta booster, the southern delegates staged a snake dance in the lobby of the Claypool hotel.

This was followed by the singing of old-fashioned southern songs, terminating with "Marching Through Georgia," which drew applause.

Houser then led some of the Atlanta crowd into the streets to continue the celebration.

The New York delegation has ordered a reservation of 200 rooms for Atlanta, according to Cole Morgan of Atlanta.

### BACKED ATLANTA.

New York, Baltimore, Boston and the other eastern cities were lined up solidly for Atlanta as were the southern cities.

Atlanta began to loom up as the victor yesterday afternoon when the St. Louis delegation decided to support the southern city instead of Milwaukee or Des Moines.

When the presidents' votes were counted Atlanta secured sixty-three votes, Milwaukee forty-nine, Des Moines, Ia., four, Shanghai, China, two votes.

The Des Moines delegation also joined in the victory of the city famous for its watermelons and fried chicken.

The Atlanta delegation issued a formal statement, inviting Milwaukee and Des Moines, as well as other cities, to the 1921 convention and congratulating Indianapolis for her hospitality and splendid entertainment.

At the close of the convention the Atlanta delegates will return home and will begin making active plans for next year's convention.

### 'Advertising Field Only Opening Up'

H. H. COOKE.

"The field of advertising is only opening up," says H. H. Cooke, of New York City, one of the convention visitors, and member of the national commission.

"We need co-operation; we need vision; we need new ideas constantly and advertising brings out just such qualities in our economic life," Mr. Cooke said.

At the close of the convention the Atlanta delegates will return home and will begin making active plans for next year's convention.

### State Spiritualists Name Dr. Crum Head

KOKOMO, Ind., June 9.—Newcastle was selected for the next place for holding the annual convention of Indiana Association of Spiritualists.

Officers were chosen as follows: President, Dr. F. Crum, Indianapolis; first vice president, Elmer Benninghoffen, Anderson; second vice president, B. L. Hopewell, Elwood; secretary, T. Benbow, Kokomo; treasurer, E. L. Hoos, Kokomo; trustees, C. H. Crum, Indianapolis; W. C. Breemer, Richmond; Curt Young, Frankfort; Walter Laughlin, Indianapolis; delegate to national convention, Mrs. Sara Crum, Indianapolis.

### Indianapolis Looks Good to Bostonian

ARTHUR J. CROCKETT.

While loyal to historic Boston, Arthur J. Crockett, advertising director of The Modern Priscilla, thinks well of Indianapolis as an inland capital.

"You've handled the Associated Advertising Clubs of the World convention remarkably well," says Mr. Crockett. "We hope to visit Milwaukee in 1922," was Atlanta's answer to this display of good spirit.

That rough wrestling match at the ball park last night made a bit with the visiting advertising men. They "fell" for the stunt, they admit.

A. R. Hager knows how to advertise. He presented and nominated Shanghai, China, as the 1922 convention city, "in order to advertise the Orient." He did.

Miss Jane Tway, the Atlanta mascot, wore the badges of all the cities before Atlanta won the 1921 convention. "I want to show all the cities they're welcome to Atlanta next year," she said.

Dancing became so popular in the Claypool last night that those indulging in the terpsichorean art were forced to use the lobby.

The delegates managed to find time to read the G. O. P. political news, although they admitted that the party is awfully slow getting under way.

Miss Pauline Covanti, president of the woman's division of the Milwaukee Advertising club, made the convention the occasion for her first ride in an airplane. She went up with Maj. J. H. Rudolph of the speedway air station. She says she is "just crazy about flying."

The naval recruiting band of Chicago will leave Indianapolis tomorrow following its participation in the water parade tonight. The band, under A. H. Hager, director, serenaded The Times before preparing to leave.

Women visitors, while their husbands were busy at sessions, were scattered throughout the city on excursions, sightseeing tours, shopping expeditions and at the golf grounds.