

ATLANTA GETS DOWN TO WORK ON 1921 A. A. C. W.

Woman Delegate Enthusiastic Over Chance City Has to Show Itself.

NEW FEATURES PLANNED

"We sure shall try to make the 1921 convention the most successful one that has ever been held since the Associated Advertising Clubs of the World has been in existence as a nongovernmental," declared Miss Beale Kempton today, in discussing the plans of Atlanta for the big advertising event next year.

Miss Kempton is with the Atlanta Constitution, and is a member of a number of Atlanta clubs.

"We are very much gratified over the results," she continued.

"Although we were not at all certain that we would land the convention, we certainly have worked hard for it."

LIKES TO TALK OF BOAT TRIPS

"The big special feature of the entertainment," said Miss Kempton, "will be an excursion over the week-end, taking in Georgia, Florida and Alabama."

"The train called the South Eastern Special, will be made up in Atlanta."

"Its purpose," explained the Atlanta booster, "will be for the members to visualize our needs so that, with the help of their wives, they may help not only Atlanta, but the entire southwest to grow along constructive lines."

"Another big feature will be the open house entertainment to be conducted in one of the large residences on the outskirts of Atlanta in order that the women visitors may see how Atlanta lives as well as how she works."

"The block will be roped in and will be illuminated with electric lights and lanterns during the evening."

Miss Kempton promises the advertising members plenty of the fried chicken for which Atlanta is famous.

The clubs will keep open house and offer the visitors general entertainment.

The Chamber of Commerce will take an active part in making the elaborate arrangements with the co-operation of the seventy civic organizations of Atlanta, according to Miss Kempton.

"We will stage an elaborate water carnival at the East Side Lake Country club," said Miss Kempton, "which is the country home of the Atlanta Athletic club."

"We will use for dancing one of the largest halls in the United States, and make a record for entertaining our guests."

"Assisting the wives of the men of the Atlanta advertising organization and the women members will be wives of the members of all our civic organizations."

"The Atlanta people will arrange to maintain information bureaus in all the leading hotels, and other public buildings for the convenience of the visitors."

"The convention headquarters," Miss Kempton said, "will be at the Piedmont hotel."

"The New York association already has made reservations for one hundred rooms."

"In addition to the organized program automobile rides for the ladies and regular dances at night will be arranged."

"We have not yet received the details for our entertainment," said Miss Kempton, "but we promise all the advertising people the best time they ever had, when they come to see us next year."

FIVE IN FIELD FOR PRESIDENT

(Continued From Page One.)

meeting were H. M. Cottrell, representing the financial advertisers' division; George W. Rowell Jr., of the Associated Business Papers, Inc.; John Sullivan, executive secretary of the Association of National Advertisers, representing the Foster Advertising association, and Mrs. H. M. Cottrell, representing the Advertising Women's association.

Judge Frost used as his subject, "Taxation Problems Confronting Advertisers," the address was delivered before the Outdoor Advertisers' association.

Judge Frost told of the endeavors of Massachusetts legislators to place a tax on advertising, because, as they declared, "too much money was going out of the state to advertising mediums in other states."

He told how John Sullivan, executive secretary of the National Association of Advertisers, had convinced the legislative committee of the fallacy of their attempted tax, and how, through his efforts, the idea was discouraged.

"Right now the United States congress is considering placing a tax on advertising, principally because the country is in need of money," the speaker declared.

"When congress has shown that advertising is necessary before a market can be found for a firm to place its goods, and that it should think in terms beyond advertising, and see city national markets ahead, then will it be convinced of the fallacy of a tax on advertising."

He told the advertising men and women in the convention hall that they must see the possibilities ahead of advertising, and that they must not stop with merely being "advertising men and women," but that they must look to the greater fields ahead of their profession.

The first speaker before the interdepartmental was Dr. Christian F. Reiser, New York, of the church advertising department, who spoke on the subject, "Why the Church Should Advertise Now."

Dr. Reiser said that advertising catches the eye and compels thinking, and therefore could be made a great factor in church work.

The recent "Go-to-Church" campaign was cited by Rev. Reiser as an example of the power of church advertising.

Llewellyn Pratt of New York City represented the specialty advertisers' department, and talking on "The Silent Salesman and His Boss," said that the use of specialty advertising depends more upon how the specialties are used than upon what ones are selected.

Dr. Harry Kilson of the school of commerce and finance, Indiana university, spoke on "The Measurement of Truth in Advertising."

G. Lynn Sumner, advertising manager of the International Correspondence schools, talked on "The Screen as a Supplement to Periodical Advertising," representing the screen advertisers' section.

"What the Advertising Agency Believes Advertising to Be," was the subject of Marie Siderer, of the Silver-Van Riper Advertising Agency of Indianapolis.

"Advertising is education," said Siderer, "and that is what the advertising agency believes it to be."

J. F. Laguerre of La Prensas, Buenos Aires, Argentina, represented the Pan-American division, and spoke on the subject, "Promoting Commercial Relations with South America."

BANQUET FOR WOMEN ON ROOF GARDEN

Palms, flags and bright colored balloons gave a gala aspect to the roof garden of the Severin hotel last night, where the banquet given by the business and professional women of Indianapolis to the women attending the convention of the Associated Advertising Clubs of the World, was held.

Covers were laid for 250 guests.

At the speakers' table were Miss Forba McDaniels of this city, assistant secretary of the Indiana Bankers' association, toastmistress; Miss J. H. Davis, secretary of the Indianapolis Advertising club; Dr. Mary Westfall, president of the

They're Indianapolis Boosters



Left—Jim Wright Brown, editor of Editor and Publisher, New York City. Right—Robert H. Cornell, advertising manager of the New York World.

"Jim, this is a fine town—it's right on its toes," said Robert H. Cornell, advertising manager of the New York World, to Jim Wright Brown, editor of the Editor and Publisher, New York City.

"Bob, I agree with you, and this has been one of the best conventions ever held in the country," replied Brown this morning as the two were chatting at the Claypool hotel.

Both have been doing their part to demonstrate the fact that newspapers are the dominating advertising media, nationally as well as in the local field.

Altrusa club; Dr. Amelia Keller, president of the Women's Rotary club; Miss Mayme Bass, president of the City club; Miss Carolyn Shoemaker, dean of women at Purdue university; Miss M. E. Hoagland, president of the woman's efficiency club; Miss Shilds, president of the Fletcher Trust Women's club; Miss Mary Wheat of St. Louis; Miss Jane Martin of New York; and Mrs. Christine Frederick of New York.

Groups of eight were seated.

A clever feature of the party was the Women's Rotary club favor, which was placed by each plate—an "all-day sucker" bearing the tag, "Yours for all-day service."

The banquet souvenirs were small memoranda pads with tiny pencils.

Miss McDaniels presented the speakers with a few introductory words.

Miss Bass made the welcome address on behalf of the hostesses.

Mrs. Frederick spoke briefly on her work on the Applecroft experiment station in New York.

Dean Shoemaker, in her talk, emphasized the vast importance of co-operation among women of the country on business and political issues.

As a representative of Hoosier folk, William Herschell gave an informal speech, interlarded with lines of original verse.

Miss Davis closed the program with a farewell to the feminine visitors and the hope that they would all meet in Atlanta next season.

A group of musical numbers were presented by the Orloff trio, which includes Miss Genevieve Hughell, cellist; Miss Jean Orloff, violinist, and Mrs. Clarence Coffin, pianist.

POSTER MEN'S PROTEST GOES TO WASHINGTON

Resolutions adopted by the poster advertisers' division of the Associated Advertising Clubs of the World, protesting against the use of recruiting agents of the army and navy of the billboards of the country in "salping" for recruits, will be forwarded to the war and navy departments.

The poster men declare the posting of small handbills on the billboards destroys their appearance and makes the boards unsightly.

On Monday in November has been selected for a meeting of the association, to be held in Indianapolis.

WENT TO PARLIAMENT THROUGH ADVERTISING

In an address to the community advertisers at a luncheon at the Claypool hotel Wednesday noon, Charles F. Higham, M. P., European president of the Associated Advertising Clubs of the World, said he got into the house of commons as a result of advertising.

He said he was proud of the fact. He declared that the people of Indianapolis had found out more about their own city in the last few days than they had ever known before, and that it was due to the advertising of the Associated Advertising Clubs of the World.

"We have been able to show Indianapolis to itself," he said.

In speaking of the world situation, Mr. Higham said "there has never been a time in my land and yours when it was so essential for the people to learn more than ever that song and live it, 'My Country, 'Tis Thee I Love'."

He declared that bolshevism must be torn from the soil of the country, root and stock, and that it was the office of the Associated Advertising Clubs of the World to make the people see the significance of the spreading of bolshevik propaganda.

He said it was the duty of thinking men of this country as well as of Europe to put the need of work and production before the people so frankly and strongly that they could not fail to see the absolute need of it if their country was to succeed as a nation.

"Work," he declared, "is the most important thing in the success and happiness of life."

Mr. Higham said the people of Indianapolis had a wonderful city and that he was greatly impressed by its fourteen parks, its schools and libraries, its museum, and its fine buildings, streets and boulevards.

NEWSPAPER DIVISION ELECTS OFFICERS

The newspaper department of the Associated Advertising Clubs of the World elected officers at its final meeting at the Claypool hotel this afternoon.

High change in the by-laws of the club was planned to elect officers from each state instead of from

Lauds Indianapolis in Letter to Times

The following letter was received by The Times today from C. F. Higham, M. P., one of the British delegates to the national convention of the Associated Advertising Clubs of the World:

"May I ask the indulgence of your columns to thank the advertising club and the people of Indianapolis for the great kindness and hospitality that has been shown me during my visit? I like Indianapolis. It has the 'feeling' of the largest cities of the world. It has an air of progress. This I like. I have come in contact with many of your people in various phases of business and professional life and they have been most helpful. I leave you with regret. Your wonderful buildings, your great industries, your miles of charming residences, your green parks, your fine hotels, and last, but not least, your well conducted and efficient newspapers have excited my admiration and envy. Again I thank you."

"Very sincerely yours,"
"C. F. HIGHAM."

of the Associated Advertising Clubs of the World already have begun their campaign for the 1922 meeting.

The sign over the Milwaukee headquarters at the Claypool hotel reads "Milwaukee 1922" and at a special executive meeting it was decided that every possible effort to get the convention in 1922 would be made.

It was at the suggestion of the Milwaukee delegation that the vote for the convention at Atlanta in 1921 was made unanimous and the Atlanta rivals replied that they hoped to meet the Milwaukee delegates at their convention in their home city in 1922.

THEY KNOW CHURCH ADVERTISING PAYS

F. J. McCamish of St. Joseph, Mo., came to the A. A. C. W. convention as a delegate from the Presbyterian church of that city.

Mr. McCamish and F. V. Worden, another member of the St. Joseph delegation, have been telling their friends from other towns how advertising helps the church.

"We know what newspaper advertising does," said Mr. Worden today. "We have had it proved to us."

"We have seen how it helps fill the pews that formerly were empty."

"Our church has one of the largest Bible classes in the city and every member is a devout disciple of modern publicity."

"When our Advertising club decided to send a delegation to Indianapolis our Bible class asked Mr. McCamish to come as a delegate from the church."

Both have been doing their part to demonstrate the fact that newspapers are the dominating advertising media, nationally as well as in the local field.

ADVERTISING CONVENTIONALITIES

"The most constructive convention we have had," was the comment of Frank D. Webb of the Baltimore News.

A. S. White, Boston delegate, said Indianapolis lived up to the things it said it would do in advertisements a year ago.

O. T. Roberts, chairman of the hotel committee, has had a busy day at the convention. All the visitors, with the exception of one delegation, whose secretary insisted on disregarding the convention board's plan of checking in, were promptly checked in.

The checking copies were presented to the session by M. E. Foster, publisher of the Houston Chronicle.

"Advertising agencies have made the advertising business one of the great and most honorable professions in this country," said Mr. Foster.

Members of the nominating committee, as appointed by Chairman Charlie Miller, are Frank D. Webb of the Baltimore News, chairman; M. E. Foster, publisher of the Houston Chronicle; and George W. Preston, advertising manager of the Cincinnati Enquirer.

Discussion of the newspapers and the advertising agencies was held at the session yesterday.

Grievances which the newspaper publisher might find with the advertising agencies because of absence of uniform copy, because of a tray seemingly set by some agencies to secure extra insertions, and because of the holding up of bills by agencies due to failure to return checking copies, were presented to the session by M. E. Foster, publisher of the Houston Chronicle.

"Advertising agencies have made the advertising business one of the great and most honorable professions in this country," said Mr. Foster.

Allen Herick of Los Angeles, a member of the Financial Advertisers' association, was the successful contestant among twelve members for the silver cup awarded for the best discussion of the general subject, "My One Best Bet."

Lloyd M. Matson of the Corn Exchange bank of Chicago, was elected president of this division.

Great crowds lined both banks of White river a night at yesterday's session. The visitors were unanimous in voting it an excellent convention feature.

The proposed delegates to national commission are: Three years, Frank Black, Filene's, Boston, Mass.; two years, Louis Blumenstock, St. Paul, Minn.; one year, Alfred B. Koch, LaSalle & Koch, Toledo, O.

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G. O. P. TWIXT DEED AND DEEP SEA ON LEAGUE

Compromise, Although Victory for Irreconcilables, Predicted by Bryan.

2 OTHER COURSES OPEN

By WILLIAM JENNINGS BRYAN. (Copyright, 1920, by W. J. Bryan.)

CHICAGO, June 10.—It is too early at the time this article is filed to speculate with any accuracy on the wording of the treaty plank, but indications point to a compromise, and any compromise is virtually a victory for the "irreconcilables."

Then two trains, moving at equal speed, in the same direction, on the heavier train will force the lighter train back, but the speed of the lighter train may be so much greater than the speed of the heavier train that the speed of the one will overcome the weight of the other.

The "irreconcilables" represent a smaller fraction of the party, if the sentiment of the republicans is accurately reflected by republican senators, but the fighting spirit of the "irreconcilables" is very noticeably superior to the enthusiasm of the reservationists, which probably accounts for the advantage which they seem likely to get in the phrasing of the harmonizing plank.

While we wait for definite information as to whether or not a fight will be made, let us consider the political effect of the three courses open, viz:

Indorsement of ratification with reservations.

Surrounding to the irreconcilables.

Compromise.

If those who supported Senator Lodge in voting for ratification with reservations are contented with the republic party goes into the campaign as the friend of a league of nations.

The reservations adopted, while in some respects objectionable to the president, were not such as to make the allies unwilling to accept us on our own terms.

ALLIES WILLING TO ACCEPT SOME CHANGES.

They much prefer ratification with no reservations that may be desired to postponement of our entrance into the league.

They realize the league is practically worthless without us.

So long as the United States remains out, it is merely a renewal of the alliance between the allies without many of the elements of strength embodied in the alliance.

They know, too, that the reservations are almost entirely contingent and do not impair the moral strength of the covenant.

Take for instance, Article X, which has been the principal bone of contention.

Both sides insist that it can not deny to congress the right to declare war or to refuse to declare war.

One side stands for a moral obligation that can not be legally enforced—that is, congress must, when the time for action comes, be free to act or to refuse to act, while the other carries out the moral obligation or repudiates it.

The other side wants it distinctly stated that congress in no way impairs the right of congress to make the decision.

The difference between the two proposals is not vital, and it would be difficult to present it on the stump.