

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 norgization," declared Miss Bessie Kempton today, in discussing the plans of Atlanta for the big advertising convention 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.

"I think we are 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 the Georgia and the Atlanta.

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 and to prosper."

"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 paved 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 the elaborate arrangements with the cooperation 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 club shop 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, and is to be the regular program automobile ride for the organization and regular dances at night will be arranged."

"We have not completed 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 Poster Advertisers' association; and Mrs. Agnes Carroll Hayward, representing the Advertising Women's association.

Judge Frost used as his subject, "Taxation Problems Confronting Advertisers," the address he 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, "so much money was going out of the state to advertising mediums in other states."

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

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

"When congress has been shown that advertising is necessary before a market can be found for a firm to place its goods, and that it will stop with me, then advertising men are won over," but that they must look to the greater fields ahead of their profession.

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

Dr. Reissner 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. Reissner as an example of the power of church advertising.

Lewellyn Pratt of New York City represented the specialty advertisers' department, and talked on "The Short Sales," 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 Kitson of the school of commerce and finance, Indiana University, spoke on "The Measurement of Truth in Advertising."

G. Lynn Summer, advertising manager of the Indianapolis Correspondence school, 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 Merle Sidenor, of the Sidener-Van Kiper Advertising Agency of Indianapolis.

"Advertising is education," said Sidenor, "and it is with the advertising agencies, believe it or not."

J. F. Lagos, of La Prensa, 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 gay aspect to the roof garden of the Seville hotel here, 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.

Cores were laid for 250 guests.

At the speakers' table were Miss Forb McDaniel of this city, assistant secretary of the Indiana Bankers' association, toastmistress; Miss Mary 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.

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.

"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 Clapp pool hotel.

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