



PILGRIM PUBLICITY

Issued by the Publication Committee of the
Pilgrim Publicity Association

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The Objects of the Association are:

"To assist in the advancement of New England by studying and improving the methods of promoting business through advertising...To promote among New England merchants and manufacturers a thorough understanding of the power of good advertising...and in other ways to assist in the development of New England's commercial enterprises and its resources."

At the beginning of a new year, a new Publication Committee makes its bow, taking up the work with courage and energy. We want, and we believe Pilgrim wants, PILGRIM PUBLICITY to be the best publication in the advertising club in the country.

The committee suggests

Read this publication—take a look at it—of the Association is worth while; if it has no fault lie?

PILGRIM PUBLICITY draws attention to the notable those in the Graves and General full of meat and epoch-making world in a

Few of are open corner questio other Be

Hot Springs papers. The night before at St. Louis, the squad filed out of the train gate and swung into the big Union Station at double time. The New York delegation was there and the Toronto Kilties, but it was as quiet as a church. By the time the Pilgrims reached the upper end of the station, however, things were different. There was animation and splendid action which caught the crowd and served to inspire the squad to do its best. People came from every direction and in a few moments the uproar had reached such a pitch that the station patrolman stopped the drill. Then a sergeant of police stepped in and "removed the lid" and the drill proceeded. The St. Louis Globe Democrat featured the Pilgrims.

When the Pilgrims reached Dallas Sunday morning, the card squad marched to the Southland. In the afternoon the squad escorted President Coleman and George French to the Dallas Opera House. The Pilgrims were featured prominently in the Dallas papers. The photographs of seven of the delegation were printed during the week and President Swan was "played up strong" when he was made acting mayor of the city. This feature occupied top of column next to pure reading in the Dallas News.

At Ft. Worth the Star-Telegram printed a five-column cut of the Card Squad showing two views of the cards, "Pilgrims" and "Boston."

Through the courtesy of Amon G. Carter, General Manager of the Star-Telegram, the writer secured four of these cuts and used them in all the papers in Waco, St. Antonio, Galveston, Houston, New Orleans, Chattanooga and Cincinnati. It was a striking cut, and with a suitable cut line, told a striking story of the Pilgrims, of Boston and of Advertising.

Political Advertising

The Boston Daily Advertiser says editorially, speaking of the recent Presidential contest in the Massachusetts Primaries:—

"No patent medicine, no new brand of biscuit, no new health food, was ever advertised more persistently in the same length of time than Colonel Roosevelt has been. In this the Roosevelt managers have but followed the lead of all successful business campaigners, who have demonstrated by their own experience that there is no other form of reaching the public ear comparable with the directness of the appeal of the newspaper advertisement. The results of the Roosevelt campaigns demonstrate conclusively the soundness of the reasoning. The outcome indicates that the day of the political spell-binder is almost at an end and that the man who wants to reach the voters, in these days of direct voting, must do as every other successful publicity agent now does—advertise continuously and prominently.

If anybody were to propose to a successful business man today that he could reach the public as well by employing canvassers to go through the districts covered, he would treat the proposition as a joke. It is considered remarkable when the President or the Ex-President draws a crowd of 10,000 people to hear him, but the political advertisement draws a crowd of 50 to 100,000 steadily and persistently."

"EVERY man who is interested in quickening and broadening the resources of New England business interests, and who wishes to be identified with a live movement which has this very end in view, should join forces with the Pilgrim Publicity Association. The Association is the outcome of an enthusiastic spirit of co-operation and helpfulness toward every person and every movement that may lead to a better understanding and promotion of the wonderful resources of New England. The Pilgrim Publicity Association is not a Boston organization; its work is for New England and for all New England. It is a live, progressive body, alive with the spirit of the times, and working in harmony with and having the endorsement of the Boston Chamber of Commerce." —*Boston American.*