

**A NEW PUBLICITY ERA.**

**William C. Freeman Points Out the Real Significance of the Work Accomplished by the Baltimore Convention.**

BY WILLIAM C. FREEMAN.

The formative period of the now great and intense and sane advertising movement required brass bands, badges, entertainments, enthusiasm, oratory.

Sam Dobbs must always have the credit of getting us together. When he took hold he gave the movement great impetus almost immediately. He did it with his wonderfully soft and pleasing voice and his most engaging personality.

I remember well Ira D. Sankey, the singer, who accompanied Dwight Moody in his evangelistic work. He aroused wonderful enthusiasm—the intense kind that makes men and women think and act.

Sam Dobbs did not sing to us, but his oratory was so pleasing and inspiring that men could not resist his call to organize.

Then came along George Coleman, the Dwight Moody of the association—the very sincere, earnest exhorter who traveled to every part of the country and infused into our membership the spirit of right doing. He himself being an exceptional man in doing good work and living the part, exerted a powerful influence over us all. He taught us the wisdom of practising the golden rule among ourselves—being charitable and broad in our opinions of each other, and thus arousing in over 10,000 men a spirit of loyalty—a strong pull together movement for a great cause.

**DECLARATION OF PRINCIPLES.**

The great work of these two men put us in the happy position at Baltimore of perfecting for the Associated Clubs an organization that will now get down to a real business program without losing any of the fervor they put into it.

The declaration of principles agreed upon by every advertising interest represented at Baltimore forms a basis for the work of the future that will guide us surely and safely toward the goal we are all aiming at, viz., establishing beyond all doubt the integrity of every advertisement that appears in any form anywhere at any time.

I wonder if we all realize the full meaning of the agreement entered into by the thirty-nine men, representing thirteen committees of three each from thirteen departments of advertising! This is one feature that greatly impressed me: If an advertising agent takes an order from a merchant or a manufacturer, he agrees to write truthful copy for his client. He further agrees to investigate the character and integrity of that client as well as the quality and integrity of the article or articles to be advertised before he accepts the business.

**WHAT ABOUT THIS?**

He will submit his investigations to the committee of three representing each of the twelve other departments. If they approve the advertising will appear; otherwise it won't.

How about that?

Won't it be great when every advertisement we read is entitled to our confidence? Won't it be great to realize that no advertisement will get publicity in newspapers or magazines, on bill board or anywhere else without first receiving the hall mark of the Associated Advertising Clubs of America?

Of course, not every newspaper is represented by membership in the Associated Clubs, but a great many influential newspapers are. Their work, in co-operation with other departments of advertising, will in due time force every newspaper in the country to stand back of the integrity of their advertisers.

Those who have been scoffing at the work of the Associated Clubs had better get down on their knees and pray for right guidance. As sure as the sun rises and sets every advertisement printed must bear the stamp of truth or the law will punish both the publisher and the advertiser who join in misrepresentation.



WILLIAM C. FREEMAN,

THE NEW ADVERTISING MANAGER OF THE NEW YORK TRIBUNE.

The organization of the Department of Retail Advertisers at Baltimore means exactly this: That advertisers and advertising managers agree that in every community in the United States they will work to eliminate all deceptive advertising now used too frequently by local stores. The plan is to get two or three stores in every town to stop frequent special sale and bargain advertising, to utterly eliminate the printing of values, and to make their advertising wholly dependable. It is hoped by this plan to teach offenders that the surest road to success is to stop lying and to tell the truth.

This organization recognizes the necessity of changing and reducing stocks in big stores, and that merchandise must sometimes be sold at reduced prices, but it objects and will try to put a stop to the miscellaneous and oft-repeated seductive promises of merchants to sell to the public merchandise of unusual value at regular, profit-bearing prices.

The Baltimore convention got down to the meat of things more than any other convention we ever held. As Goldberg would say, we were the guys that took the con out of convention.

As to the future.

I cherish the idea that in another year or so the organization will become a corporation with power to operate in any State in the Union with paid officers and with sufficient funds to prosecute the work of both the National Vigilance Committee and the Educational Committee.

There should be a president and cabinet composed of the best men in the country engaged in advertising work. There should be a member of the cabinet, with two or three good assistants, in every section of the world—that is to say, there should be a member from New England, from the New York section, taking in the territory from New York to Richmond, Va., and as far west as Pittsburgh. There should be a mem-

ber from the growing South; another from the Southwest; another from the Pacific Coast; another from the West; another from the Central West; another from the Northwest; a couple from Canada; a couple more for Europe. They should be all well-paid men and they must be men of exceptional character and ability.

It will require, also, a very complete organization of strong men in the National Vigilance Committee, with ample funds to secure evidence and to send advertising offenders to jail.

The educational work will also require an active and intelligent force of men to lecture, etc.

The natural question is, "Where will the money come from to organize on this big scale?"

My answer is this: If we have 10,000 men actually interested in the work, every one of us should be willing to pay yearly into the treasury the sum of \$25, less than 50 cents a week. This would give us a fund of \$250,000 annually—enough to do all I have suggested.

After we have held our convention in San Francisco in 1915, we should start on a business program on lines similar to those I have described.

We claim as advertising men that we are business builders. Let us show the world that we ourselves are good business men.

Our first great aim is to make all advertising efficient and effective. To make it so, we believe that it must be honest and truthful. To protect the honest advertisers we must put in jail the crooks. To make ourselves efficient we must constantly study and learn. We must move forward all of the time.

Don't you think that our organization should do more? Should we not place at the disposal of all honest advertisers all information about trade conditions in all parts of the world, thereby pointing out to them how they may advertise successfully here, there and every-

**PAY HONOR TO W. C. FREEMAN.**

**Evening Mail Staff Present Retiring Advertising Manager with Silver Service at Dinner.**

William C. Freeman, for five years advertising manager of the New York Evening Mail, and now associated with the New York Tribune, was tendered a banquet on June 13 at the Hotel Martinique, by the directors of the Mail and 108 members of the editorial and news staff, and advertising, business and mechanical departments of the daily. The occasion was quite unusual, as a showing of cordial good feeling and esprit de corps in a newspaper office.

Mr. Freeman was presented with a silver service by the members of the Evening Mail staff, and a number of addresses were made which expressed the feeling of his associates toward him. John C. Cook, business manager of the Mail, was the toastmaster, and he discharged this function with remarkable skill and grace.

A brotherly tribute to Mr. Freeman was paid in a brief but feeling address by Henry L. Stoddard, editor of the Evening Mail. He treated the elevating and stimulating influence exerted by Mr. Freeman in the advertising world as a willing contribution on the part of the Mail to American journalism, and heartily wished Mr. Freeman abundant success in his new connection with the Tribune.

James Creelman spoke gracefully and feelingly of Mr. Freeman's service and influence. The audience was raised to a high pitch of enthusiasm by a stirring speech, half humorous and half sentimental, by John C. Wetmore, editor of the automobile department.

Addresses were made by the Rev. Dr. Emory C. Haynes, R. L. Goldberg, J. E. Chamberlin and others and Mr. Freeman responded feelingly and eloquently.

where. After all, advertising to grow must be made to pay.

The cabinet officers that I suggest, with the aid of their assistants, could gather in their sections such data as would be of great value to all of us engaged in advertising work as well as to advertisers.

They could, for instance, tell us all about the circulation of all media in their territories, their rates, the earning power of the people, the kind of things the people like and buy, and the numerous other items that are of great help and value to advertisers, agents, sales forces, etc.

There is certainly a great work ahead of us if we will do it.

I believe our new president, Billy Woodhead, will go at things in a very practical, business-like way. He is certain to call on the members of the Executive Committee for some very strenuous work.

**Appoint Manager of Scranton Paper.**

The Tribune Publishing Co., of Scranton, which is publisher of the Tribune-Republican, a morning newspaper, and of the Truth, an evening newspaper, is now formally in control of William J. Peck and John T. Porter, the two receivers appointed by Judge Witmer. In accordance with the order of the court, the receivers last week filed a bond in the sum of \$50,000, took the oath of office and immediately assumed control of the property of the company. The receivers have appointed William J. Peck, publisher of the Pittston (Pa.) Gazette, as general manager of the Tribune Publishing Co., with full authority over all the departments of both newspapers, and he is now in charge.

**Editor of Toronto Globe Injured.**

J. A. MacDonald, editor of the Toronto (Can.) Globe, was severely bruised at Sault Ste. Marie, Ont., June 13, when a stairway in the plant of the International Paper Co. gave way. Three other men on the stairway at the time were also injured.

The Montgomery (Tex.) Chronicle has discontinued publication.



## CLOSE OF THE BALTIMORE CONVENTION

**Declaration of Principles Finds Warmest Approval and Promises New Epoch in Advertising—Commission for Enforcement of Platform Is Created—Departments to Be Converted into Sub-Organizations of Main Body.**

By Ward H. Mills.

Staff Representative and Assistant Secretary Advertising Club of Baltimore.

The closing hours of the Baltimore convention of the Associated Advertising Clubs marked the inauguration of a new epoch in the history of commercial publicity. To the ethic of truth was added the ethic of service, and upon these was builded a platform of principles as the expression of the organized advertising men of the world that places advertising on a plane as lofty as human endeavor can conceive or reach in society as now constituted.

This platform was produced as the best thought of the 13 co-ordinated departments of the Associated Advertising Clubs and constitutes its Declaration of Faith, and fittingly did William C. Freeman, who read the declaration, describe it as measuring up in importance to the Declaration of Independence. Past President George W. Coleman called it "the Sermon on the Mount as applied to business." Past President Sam C. Dobbs said he would rather have his name attached to it than sign a proclamation of thanksgiving as Governor of his State.

Continuing his statement introductory to the presentation of this report of the co-ordinated departments, Mr. Freeman said in part:

I have been delegated to present to you a declaration of principles which, I think, measures up in importance to the Declaration of Independence.

It is significant that thirteen States originally pledged themselves to maintain a union of liberty, and that to-day I am privileged to bring to you the united pledge of thirteen departments of advertising to promote, in every possible way, business integrity.

I wish to call your attention to the fact also that to-day is Friday, the 13th of June, in the year 1913.

How can we fail to triumph over the enemies of truth and the square deal, backed up, as we are, by such a combination of thirteens?

DECLARATION A GOOD OMEN.

It is a good omen! It is Providential! God surely has been working out in all of us this week some very wonderful things. He arranged a beautiful stage setting for this convention, giving us magnificent sunrises and sunsets every day, and He illumined the night with the moon and stars. Even the breezes have been tempered with comfort, peace and good will. The elements, together with the enthusiasm of a kindly and hospitable people, inspired us with higher thoughts, and brought us together in a broader spirit of co-operation and in closer friendship.

Somehow I feel this morning an overwhelming appreciation of God's goodness in directing us in the right path. Something beyond mere human power got thirteen departments of advertising together as by common impulse. Each department submitted a report to the general committee through a committee of three. It is a remarkable circumstance that each report breathed the same spirit of high ideals and a determined purpose to carry them on.

WORDS CAREFULLY WEIGHED.

The several reports formed, collectively, the groundwork of the declaration of principles I am to read to you. Every word and its full meaning were carefully weighed before it was adopted. Every word, sentence and paragraph were unanimously approved. We were in session from 10 o'clock on Wednesday morning until 1 o'clock in the afternoon; then again from 2 o'clock until 5 o'clock Wednesday afternoon. On Thursday morning we started our labors at 10 o'clock, worked until 1 o'clock and then resumed at 2 o'clock.

One of our number, James Keeley, of the Chicago Tribune, who came to this convention against his doctor's orders, was to return to Chicago Wednesday afternoon to get ready to go under the knife for an operation for ap-

pendicitis. But so enthused was he in his work—so thoroughly aroused was he over the great principle we were trying to incorporate into our declaration that he remained until our work had been finished. God be praised that He has given to our cause such a hero!

Then, declaring that in presenting the report of the committee he was realizing the proudest moment of his life, since in it every principle for which he had

zation of the general body, and that into these departmental organizations shall be admitted only those who can and will meet the requirements and qualifications established by the duly authorized commission or investigating body.

ELEMENTS OF THE COMMISSION.

This commission is to be composed of one representative each from the constituent elements of the associated clubs. These elements are: The advertising agents, agricultural publications, directories, general advertisers, magazines, newspapers, outdoor advertising, printing and engraving, religious press, retail advertisers, technical publications, trade press, specialty advertising and such other elements as may be added.

The chief function of this commission, whose machinery will be put into

it has in recent years grown into a technical profession—has not acted too soon in elevating its standards was demonstrated when delegates from England, Germany, Sweden, South Africa and Peru frankly told the convention that advertising of American wares abroad has not inspired confidence and the lack of this confidence has had its damaging effect on American manufacturers, although their manufactures may be of a high grade. These foreign delegates were greeted with ovations and were listened to with marked attention. Their presence, their hearty co-operation with the Associated Clubs and the messages which they brought from their fellow workers at their faraway homes, transformed the association from an American into an international association.



DELEGATES OF THE FORT WORTH (TEX.) AD MEN'S CLUB AT BALTIMORE.

fought for many years was embodied, he read the declaration, the full text of which will be found on page 18 of this issue.

A SERMON ON THE MOUNT.

The audience sat silently while the report was being read, and at its conclusion there was a ripple of applause that was checked by Mr. Freeman.

"Is this not a real declaration, my friends?" he asked. "It is a sermon on the mount as applied to a business propaganda."

With cries of "It is," the delegates, dispensing with the formality of a vote, adopted the declaration with unanimous voice.

The declaration, in effect, was a summing up of the principles which have furnished the themes for many speeches in the course of the convention. It was formulated by representatives of the following departments of the association: Advertising agents, agricultural publications, directories, general advertisers, magazines, newspapers, outdoor advertising, printing and engraving, religious press, retail advertisers, technical publications, trade press and special advertising.

ASSOCIATION COMMITTED TO TRUTH.

Primarily the declaration commits the association to the principles of absolute honesty in advertising and insists that the departments are determined to work jointly "for the promotion of efficient advertising in harmony with all other departments and interests concerned in promoting the common good of advertising," and where abuses occur, to deal fearlessly for their correction.

To this end the committee expressed the belief that a permanent commission should be established to deal with problems touching upon the carrying into effect of the cardinal principles of the association. The committee further recommended that each of the 13 departments be formed into a sub-organ-

ization as soon as practicable, will be to investigate and regulate advertising in all its many forms. It is noticeable that advertising is placed on the same plane as public utilities have been placed by national and State enactments, with this exception, that the proposed regulation does not rest upon the authority of law, but is committed to men who buy and who sell advertising. Whether this commission, which will be powerless to enforce its mandates, since no penalties for violations are provided, will or will not make effective the high ideals on which it is founded, will be for the future to decide.

TRADE-MARK IN PRACTICAL USE.

The only weapon which the originators of the commission idea say they can employ is a trade-mark, whose display in publications and on billboards will be a guarantee of the quality of advertising mediums. The commission has plenary powers and contemplates the employment of a trade-mark. The convention earlier in the week approved a proposition to extend moral and financial support, if needed, to those publications which suffer many losses by rejection of objectionable advertisements.

It is an experiment, started on lofty principles. If it fails the crusade against improper advertising will suffer a relapse from which recovery will be long and difficult. The first efforts to secure the reform so eagerly sought will, or ought to be objective toward the advertisers, since they are the authors of advertising which the commission may decide to be objectionable. To purify a stream the beginning is made at its source and not at its mouth. This fact, however, stands out conspicuously. At the Baltimore convention men engaged in advertising, in advance of legislation to regulate their business, sought to regulate it themselves.

REFORM MOVEMENT IS TIMELY.  
That the advertising profession—and

After the report of the interlocking conference of departments had been adopted, it was announced that the first department to organize under the authority of the declaration was that of the Retail Advertisers' Association of America, which will be incorporated and have its headquarters in New York City. Its officers are: President, Manly M. Gillam, of New York; vice-president, Paul Davis, of Waterloo, Iowa; secretary, S. W. Patman, of New York; treasurer, F. S. Nelson, of San Francisco.

Mr. Gillam announced that the platform of principles upon which the Retail Advertisers' Association of America effected its integrity as a sub-organization within the Associated Advertising Club proposes:

To encourage and make easy the interchange of experience and suggestion between advertising managers, and to create and foster a spirit of mutual helpfulness.

The card of any member of the association will be an open sesame for its advertising representative to any information that can properly be given by any other advertising manager of a member of the association.

More than that, from the office of the secretary of the association, in New York City, will be forwarded to every member of the associ-

(Continued on page 6.)

An Unparalleled Record for 1912

### THE BOSTON HERALD

Gained 1,600,000 Agate Lines Over 1911

In the first four months of 1913 The Herald gained 236,226 agate lines over same period of 1912.

In the first three months of 1913 The Herald gained 62,400 lines of foreign advertising over the same period of 1912.

From March 16 to May 17, inclusive, The Herald beat The Globe in week-day display by 97,000 agate lines.

Nothing better in New England for profitable publicity.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK CHICAGO ST. LOUIS

There is only  
**ONE SURE WAY**  
to cover

**Chester and Delaware County**

with its 117,000 people, by newspaper advertising, and that is to use the

**CHESTER TIMES and the  
MORNING REPUBLICAN**

These two papers cover the morning and evening fields more completely than all the other papers combined.

Write for rates.

Chester, Pa.

F. R. NORTHRUP, 225 Fifth Ave., New York Representative.