

*Mounted Copy*

# Ad-Club Bulletin

Vol. 1

Published by the Advertising Club of Louisville, Ky.

No. 2

## Announcing

### Regular Weekly Meeting

*Monday October 27th*

AT THE TYLER HOTEL, 12:15 P. M.

Owing to unforeseen matters which prevented the committee in arranging for the Industrial meeting at some plant as suggested at the Tyler last Monday, the regular meeting for Monday October 27th will be held at the usual place at the usual hour.

*This meeting to be a continuation of the further discussion of the  
"Ad Club Corporation Organization."*

The question of a Breakfast Food having been decided upon, the next step to be taken will be the selection of a name, formation of the organization, selection and election of officers, etc.

These discussions and promotion of the Ad Club "Corporation" are increasing in interest with the members and give evidence of being one of the most interesting programs that has ever been carried out by the Advertising Club of Louisville. It's Instructive, Educational and conducted by those who have practical experience in the field of advertising and merchandising.

*Come And Bring A Prospective Member*

THE ADVERTISING CLUB OF LOUISVILLE,

At The Tyler, Monday, October 27, 1924.

Mark it on your memo pad right NOW.

# The Ad-Club Bulletin

Published by and for the  
Advertising Club of Louisville

## Officers

- G. M. LEWIS.....*President*  
Ballard & Ballard Co.
- A. E. MCELFRISH.....*First Vice President*  
Stewart Dry Goods Co.
- FRANK T. BUERCK.....*Second Vice President*  
Commercial Lithograph Co.
- BYRON W. ORR.....*Secretary*  
Louisville Herald-Post.
- W. A. HARRIS.....*Treasurer*  
Kokomo Rubber Co.
- FRANK F. GILMORE, JR.....*Director*  
Louisville Safety Council.
- C. N. MULLICAN.....*Director*  
Mullican Adv. Service.

## CHAIRMAN, PROGRAM COMMITTEE

J. A. FUEGLEIN  
Louisville Varnish Co. Phone City 7499

## MEMBERSHIP COMMITTEE

- ANDREW J. BREWER.....*Chairman*  
Louisville Railway Co.
- F. F. GILMORE, JR.  
Manager Louisville Safety Council.
- KEITH W. SUMMERHAYES  
C. W. Brickley Lumber Co.
- A. E. MCELFRISH  
Stewart Dry Goods Co.
- HERMAN M. WEBER  
Trustees System Co. of Louisville.

## ATTENDANCE COMMITTEE

- J. J. ANDERSON.....*Chairman*  
Cumberland Tel. & Tel. Co.
- KEITH W. SUMMERHAYES    A. E. MCELFRISH
- KARL SMITH  
Louisville Paper Co.
- RALPH W. BALES  
Mgr. Better Business Bureau.

# AD-I-TORIALS

## All Texas Clubs to Stand Behind Houston Convention

In a report from Advertising Headquarters recently received from the New York office, the statement is made that plans are under way to create national interest in the entire State of Texas in connection with the 1925 convention of the Associated Advertising Clubs of the World, to be held in Houston, May 10 to 14.

Col. A. G. Carter, publisher of the Fort Worth Star-Telegram, was elected president of the Texas District of the Associated Ad Clubs, to manage the promotion of the convention as an all Texas affair. A movement is already on foot to arrange for a number of tours of Texas to follow the convention at Houston, as was done so successfully following the convention at Dallas in 1912.

## Reduced Fare to Pittsburgh Authorized for Convention

Members of all Ad Clubs are invited to attend the Direct Mail Advertising convention in Pittsburgh, October 29, 30, 31. Pay your one-way railroad fare to Pittsburgh and one-half fare returning, which has been authorized on the certificate plan.

Letters complimenting the first issue of the AD-CLUB BULLETIN of the Louisville Ad Club reached the Secretary's office from E. D. Gibbs, Manager Advertising and Publicity Department, the National Cash Register Co., of Dayton, Ohio. Mr. Gibbs was a former President of the Associated Ad Clubs of the World. G. Logan Payne, Publisher and General Manager of the *Washington Times* and the *Washington Herald*, says: "I surely did enjoy receiving a copy of the AD-CLUB BULLETIN." Another from O. S. Bruck, Advertising Director, *Enterprise and Journal*, Beaumont, Texas, who says: "Louisville AD-CLUB BULLETIN is O. K."

## Personal and Otherwise

Does anybody know what has become of "Doc" Bruner? Some seem to think he went to the Near East with Jackie Coogan.

Kokomo Bill says: "The serpent was a publicity man for a rival mineral water resort. Hence the fall of man."

Henry Colgan told a man the other day that all the publicity the Prince of Wales receives is direct male advertising.

The Adscript of Indianapolis, October 7th issue says: "To Houston, Texas, 1925 by boat, via the Ohio and Mississippi Rivers—whata ya say?—What sayest thou Cincinnati, Louisville, Marietta Hamilton, Evansville, St. Louis, Memphis, et al."

Tom Basham insists that Sampson was the first advertiser. He took two columns and brought down the house.

Carl Nachod sends us a post card from Atlantic City, stating thereon that he's trying to find out what the wild waves are saying.

All members of the Ad Club of Louisville are asked to contribute articles and items for The Ad-Club Bulletin. Send them to Secretary Orr, care of The Herald, by Monday or Tuesday of each week.

LOST, STRAYED OR KIDNAPPED—Sig Margon. Has not been seen at ad-club meeting since several months gone by. Finder please bring Sig to meeting next Monday and receive reward of thanks from J. J. Anderson, Chairman of attendance committee.

Edward H. Roemle, formerly advertising manager of The Louisville Post and member of the Ad-Club of Louisville, is now manager of the Automobile department of the Denver, Colorado, Post.

It was learned only recently that our former member, Wm. H. Folk of the Anchor Stove & Range Co., of New Albany, who went to Chicago about a year ago, died several months ago in that city.

The Fourth Estate, New York, in October 11th issue makes mention of the first corporation meeting of the Ad-Club of Louisville, which was held Monday, October 6th at The Tyler Hotel.

The New York Advertising Club opened its educational advertising course last week with a talk by A. H. Duete, general sales manager of the Borden Sales Co., distributors of Borden's milk, on "Can your product be sold?" Mr. Duete is a regular speaker for the educational courses of the Associated Ad Clubs.

There are now 39 Better Business Bureaus operating thruout the country. This means that the vigilance work of the A. A. C. of W. is being carried on effectively through these Bureaus. At a meeting of the Executive committee in New York last month, budgets totalling \$295,411 were voted by the committee, for operating, educational, club organization and similar activities, while that for the Vigilance fund, pertaining to the truth in advertising movement, was \$159,150. The committee set May 10-14 as the dates for the annual convention of the Associated Ad Clubs of the World at Houston, Texas. Carl Hunt was reappointed as General Manager.

## *What Is a Breakfast Food?*

### FIRST:

Breakfast is the first meal of the day.

### SECOND:

Food: That which is eaten or drunk or absorbed for nourishment.

Science has proven that Carbonated Water is more than a nourishment. The Chemistry Department of Agriculture of the United States Government, in Bulletin No. 91, shows the necessity of a Sulphuretted Mineral Water in connection with all food.

The Advertising Club can obtain a great amount of advertising without cost by adopting

### A Mineral Water

where promotion, advertising and salesmanship have no limitations; an unusual article with greater lines of resistance in advertising and salesmanship than any other article known.

*For further detail ask*

**Kokomo Bill**  
W.A. HARRIS