

# ADVERTISING CLUB NEWS

Vol. 1

FORT WORTH, TEXAS, FEBRUARY 5, 1925

No. 2

## Plan Solid Train For Houston Trip

A solid train of Pullmans to be filled with members of the Advertising Club of Fort Worth and their families, besides other city boosters who want to make the trip, will go from this city to the Houston convention of the World's Advertising Club next May, if plans of the On-to-Houston Committee made at the Wednesday noon luncheon can be carried out.

And—the committee and officials of the club say they will be carried out.

A. L. Shuman, chairman of the On-to-Houston Committee, presided at the meeting and outlined plans for the coming trip. D. D. Moore, also a member of the committee, urged a large delegation for the trip. At a meeting of the committee following the luncheon another meeting was scheduled for next Tuesday noon at the Maryland Coffee Shop.

Seven new members were presented at Wednesday's meeting. They were: Harry S. McKeever, Citizens Savings & Loan Company; H. M. Rose, Cities Service Corporation; W. C. Welch, Underwood Typewriter Company; John M. Welch, Shaw Brothers; C. H. Rice, Addressograph Company; Joe Durwar, Mistletoe Creameries, and Jno. F. Robertson, Babcock Company.

Sixty-five were present.

—ON TO HOUSTON—

Byron B. Buckeridge, secretary-manager of the Manufacturers' & Wholesalers' Association, was elected Wednesday to take the place on the board of directors of the club, made vacant by the removal of Chas. Hansen to Miami, Fla.

—ON TO HOUSTON—

*Get a new member.*

*It's your Advertising Club—boost it!*

—ON TO HOUSTON—

*Boost the Merchandising Study Class.*

## Fort Worth Club Must Win Trophy

Let's go!

The Advertising Club of Fort Worth must win the Amon G. Carter trophy offered the club in the state making the best all-round showing during 1925!

Amon G. Carter is a Fort Worth booster, without equal, and it would be a sacrilege to allow a prize he awards to go out of Fort Worth.

There are 100 live, energetic, patriotic members of the Advertising Club of Fort Worth. Their co-operation with officers and directors will make it possible for the club to claim this trophy.

Write the secretary your ideas on how the club should be operated. Attend the meetings regularly. Make a pledge to get at least one new member in the next 30 days. Respond instantly when you are called on to render the club a service.

The Advertising Club is the oldest and most honored club in the city. It is hedged around with interesting tradition and history. The present membership owes it to those who have gone before to uphold the prestige of the club by keeping the Amon G. Carter trophy in Fort Worth.

—ON TO HOUSTON—

Carrol S. Moore is chairman of the committee to co-operate with the Manufacturers & Wholesalers in having exhibits of Made-in-Fort Worth products shown in downtown store windows during the Fat Stock Show next month.

He is on the job, will select a hustling committee in the next few days and throw the entire strength of the Advertising Club behind the Manufacturers' Association.

—ON TO HOUSTON—

*You get out of the Advertising Club just what you put into it.*

# ADVERTISING CLUB NEWS



*PUBLISHED in the interests of the Advertising Club: to promote attendance at its meetings and increased interest among the members in its activities.*

FEBRUARY 2, 1925

## Carter Will Award Trophy to Tenth District Club



AMON G. CARTER

AMON G. CARTER of Fort Worth, chairman of the Tenth District (Texas) of the Associated Advertising Clubs, has announced that he will award a loving cup to the club in that district which makes the best all-round record in 1925. The award will be made on the following basis: Forty percent for the general advancement of advertising; 30 percent for membership increase; 10 percent for emphasis of the "Truth"

slogan; 10 percent for co-operation with the district organization; and 10 percent for co-operation with the world organization. Representation at the twenty-first annual convention of the Associated Advertising Clubs at Houston, May 9-14, and co-operation toward making it a success will count heavily in the last two instances, Mr. Carter says.

Judges of the contest, which will close next December, will be Lou Holland, president of the Associated Advertising Clubs; Carl Hunt, general manager; W. Frank McClure, chairman of the National Advertising Commission, and Earle Pearson, educational director of the Associated Advertising Clubs.

THE EXECUTIVE COMMITTEE of the First District, Associated Advertising Clubs, at a meeting in Worcester, Mass., recently adopted the model District Constitution prepared by the Educational Department of the Association. The New England district is the first to take such action.

## Conventions of Five Districts Are Now Being Planned

Five of the seventeen districts of the Associated Advertising Clubs have recently announced tentative plans for their annual conventions. These districts are the Second, Fourth, Seventh, Eleventh and Twelfth.

As Advertising Club News goes to press the Fifth District (Michigan, Ohio and Kentucky) is holding its convention simultaneously with that of the National Advertising Commission in Detroit, Michigan, January 29-30.

The Executive Committee of the Second District (New York, Pennsylvania, New Jersey and Delaware) will meet in Philadelphia, February 3, to determine the dates for their convention, which will be held in Bethlehem, Pa. Rowe Stewart, Philadelphia, is district chairman, and Charles E. Goodenough, president, and L. C. Atwood, secretary, of the Bethlehem Club, hosts to the convention.

The Fourth District, Herbert Porter, Atlanta, chairman, will be the guests of the Advertising Club of Jacksonville, Fla., March 1-3. This district includes the Carolinas, Georgia, Florida, Alabama, Mississippi, Tennessee, Cuba, Porto Rico and the Canal Zone.

This convention will be especially significant in view of the fact that the Jacksonville Club is less than a year old. The award of the convention is largely due to the enterprise of Harry E. Burns, of the Thomas Advertising Agency, secretary. Elliott W. Butts was recently elected president of the club.

The Seventh District (Missouri, Kansas, Oklahoma, Arkansas and Louisiana) will meet in Wichita, Kan., February 16-18. Frank L. Galle is secretary of the Wichita club and Dale A. Resing president. Robert W. Etter of Pine Bluff, Ark., is district chairman.

The Eleventh District (Colorado, Utah, Idaho, Wyoming, New Mexico, Arizona and Nevada) will meet in Colorado next month. The exact city and dates of the convention are expected to be announced soon. John F. Greenawalt, of Denver, is district chairman.

Few districts are showing greater interest in their convention than the Twelfth (Pacific Coast states), which will meet in Seattle, Washington, July 20. Although this is perhaps the largest district in point of area in the United States, delegates are expected from as far away as San Diego and Hawaii. Boats will be chartered to carry California delegates to the convention.

Lloyd Spencer of Seattle is district chairman. Tom Jones Parry and Hazel M. Britton are president and secretary of the Seattle club.



## Portland Entertains National Prize Winner

The Advertising Club of Portland, Ore., was host recently to Miss Julia S. Groo, Portland high school girl and winner of a \$15,000 electrically equipped home as the grand prize in a nationwide Home-Lighting Contest.

Miss Groo is shown here in the center of a group of prominent Portland advertising men, with Paul P. Shaw, president of the Club standing beside her.

Miss Groo's essay won the prize from those of more than 1,000,000 competing young men and women in the schools of America. The contest was sponsored by the National Electric Light Association.

## Vigilance Committee Issues "Glass Casket" Bulletin

Thirteen companies are being promoted in various parts of the United States for the manufacture of glass caskets, according to an announcement by the National Vigilance Committee of the Associated Advertising Clubs, urging the public to co-operate to end this type of fraud.

The companies, the bulletin says, were organized on the ideas of James W. DeCamp who has been indicted by the Supreme Court of the District of Columbia on a charge of conspiracy to defraud investors of \$165,000.

Glass caskets, Vigilance executives report, have not yet been made sufficiently strong to sustain adult bodies.

## Vincennes Club Doubles Number of Members

The Advertising Club of Vincennes, Ind., in the past two months has increased the number of its members from thirty-two to eighty, according to Allie A. Arnold, secretary. After several years of quietude the directors met and, through a carefully planned advertising campaign, succeeded in letting the business and advertising men of Vincennes know how vital their advertising club could be to them.

Edward E. Walker is president of the Club.

## Five Advertising Clubs Join Association

Five advertising clubs, four in the United States and one in England, have just become affiliated with the Associated Advertising Clubs of the World. They are the Advertising Clubs of Altoona and Greensburg, Pa., Lockport, N. Y., and Beaumont, Texas, and the Publicity Club of Leeds, England.

In addition the Advertising Club of San Bernardino, Calif., announces its intention soon to join.

Officers of the Altoona Club, which has a membership of eighty-two, are Arthur F. Winter, president, and Edwin S. Greer, secretary; and of the Greensburg Club John C. Travis, president, and John A. Keck, secretary.

The Advertising Club of Lockport is the largest of the new clubs, with eighty-three members. Its officers are W. J. Marshman, president, and Roger Kinzly, secretary.

The Beaumont Club, of which H. C. Scoggins and W. A. Garrabrant are president and secretary, has a membership of thirty-five.

J. Fraser Johnson is president of the Leeds Club. The number of its members has not yet been announced.

The new clubs increase the total in the Associated Advertising Clubs to 328.

## Co-operation Is Urged in Medical Advertising

The National Vigilance Committee and Better Business Bureaus have urged business men—advertising men in particular—and the public to co-operate with them to combat an expected flood of advertisements of gold oxide sulphite treatments for tuberculosis.

News services, it is said, recently carried a story concerning experiments of a scientist in Denmark with this chemical. The experiments, the Committee's bulletin adds, have not yet proved successful.

Realizing that some proprietary manufacturers may take advantage of the experiments to exploit gold oxide sulphite treatment, the Committee and Bureaus are requesting public co-operation to combat them.

THE ADVERTISING CLUB OF PITTSFIELD, Mass., held its charter meeting recently, following a dinner at the American Hotel. The speaker of the evening was John W. Longnecker, of the Hartford Fire Insurance Co., Hartford, Conn.

## ADVERTISING CLUB of Fort Worth

F. M. Garrett, President  
Miss Grace Mason, 2nd Vice Pres.  
H. P. Sandidge, Treasurer.

Robt. Harrell, 1st Vice Pres.  
O. A. Porter, Secretary

### DIRECTORS

Will S. Wood, Jake Gernsbacher  
Homer T. Ladd, Chas. G. Cotten

And the Officers

SECRETARY'S OFFICE  
611 Dan Waggoner Building  
Lamar 3249

## Merchandising School

The Merchandising Study Class of the Advertising Club is already an assured success.

Merchants of Fort Worth are taking advantage of the service being rendered by the club and are coming and sending their sales managers.

Meetings are held every other Tuesday night in the Manufacturers' & Wholesalers' Association headquarters in the Burton building.

The next class will be held Tuesday night, when the subject "Turnover and Price Marking" will be discussed by a competent speaker.

The course is being given without charge to the retailers.

— ON TO HOUSTON —

The Membership Committee is on the job.

Claud Cross is chairman, with Rudy Copeland and O. A. Porter to help.

Since September 20, 1924, the membership has been increased from 50 members to 100 now paid up.

The committee wants to make it 200 and, if possible, 250 before we go to Houston in May.

### O. A. PORTER

Publicity :-: Advertising  
611 Dan Waggoner Building  
Lamar 3249

## Vigilance Committee

An Advertising Club is only as strong as its Vigilance Committee. The Advertising Club of Fort Worth should be proud of the Vigilance Committee made up of men who are familiar with advertising.

The committee is a secret one, the secretary being the only known member of it, and being named on the committee so that cases referred to the committee could be handled with speed and precision.

The Vigilance Committee seeks to be fair, impartial and useful. Fake schemes, concocted ideas and other forms of illegitimate advertising will be relentlessly fought by this committee, with an idea of saving merchants and business men thousands of dollars a year that have heretofore been thrown away on useless advertising mediums.

Already many of the larger firms and business men are co-operating with the Vigilance Committee to wipe out the practice so obnoxious to the best interests of high-class and resultful advertising.

— ON TO HOUSTON —

J. P. Millican  
Printing & Advertising Co.

Lamar 6346—6347

605 COMMERCE STREET

# WASHER BROTHERS

LEON GROSS PRESIDENT

Washer Quality Never Varies