AD LEAGUE NOW Charges by Women Bring HAS MEMBERSHIP

Fred Larkin Tells of Accomplishments of Past and **Grows Eloquent Over** The Future.

Pointing with pride to the growth of the Ad-Selling league of Omaha from the original 78 to a membership of 650 advertising men, merchants and salesmen, Fred S. Larkin, secretary of Woodlawn cemetery and first secretary of the Ad-Selling league, is enthusiastic over its accomplishments in the past and grows eloquent over its pos-

sibilities for the future.

Mr. Larkin is now vice president of the league. He learned advertising and human nature as a news-

"The league is twofold in its purpose," he explains. "It is primarily educational, and secondarily to promote good fellowship among Omaha men in different lines of business, whose interest centers in advertis-ing and in the things the league stands for.

Formed by Combination. "It was formed through a combination of the old ad club with the old salesmen's club. Both organizaions reached the end of their uselness about three years ago and the league was organized to meet the needs of Omaha advertising

"During the war it took an active arty in all Liberty loan campaigns, and handled all advertising and pubicity for the fourth Liberty loan.
"When the league was launched here, the idea was to build an edutional institution that would be of interest to any man interested in merchandising, whether of commodities or services. From the first it has lived up to its principles. The programs have included both outf-town and local speakers, every one with a message for the Omaha nce record of about 50 per cent, hich is remarkable to say the least n an organization so large,

Meetings End Promptly. "One of the things which has kept p the attendance is our invariable ule of ending all meetings prompt-y at 8 p. m. We begin with a sup-er at 6 p. m. and are always fin-shed in two hours.

"It has had a marked influence n the lives of Omaha ad men, even during its brief existence. They have gained two things out of it. It has been educational along the line their work and has given them be ripened into good fellowship.

"The funny part of it is that we have men of all ages and some of our most regular attendants are men no have reached the age where n and are looking for something help them. They tell me they get nething out of every meeting they in use every day.

Maker of Friends. 'A man's acquaintance is one of

e most valuable things he has ter all is said and done, when you eed help, it is the friends you make ho come to your assistance. The eague is a maker of friends. "During the last year the outside forts of the league have been cenfered on an Americanization proram. During the Ak-Sar-Ben drive, vo meetings were devoted ex-usively to Ak-Sar-Ben. More than

Susvely to Ak-Sar-Ben. More than belong to both organizations.

"Does the league get results? Well, it is accomplishing its purpose, if a constantly growing membership is any criterion. We have never had a membership campaign. As long as I can prevent it, we never shall have. We don't have to get members that way.

"Among the accomplishments of

"Among the accomplishments of he league is a weekly house organ which runs to 48 pages, 8x11 inches,

Better Business Bureau. Plans for the coming year in-liude the bringing to Omaha of 30 out-of-town speakers of national repute in the advertising and selling field. "With the aid of business men,

we plan to put across the biggest program ever staged in Omaha by The league is also starting, with

the co-operation of men who are not now league members, a better business bureau. This will operate somewhat along the lines of the old vigilance committee, except that it will substitute a campaign of educa-tion for the big stick methods. It will endeavor to show merchants will endeavor to show merchants that better business practices bear fruit in better business conditions generally, and increased return to individual enterprise."

Official of Farmers' Union

Will Speak at Labor Temple Carl Slatt, vice president of the Farmers Union State Exchange, will speak on "Consumers' Co-Operation" in the Labor temple audito-

The six-reel government picture, "End of The Road," will be shown at this time, also.

For use as surgical compresses caps and masks made of aluminum through which hot or cold water can be circulated have been invented in

Officers of Omaha Ad-Selling League

Fred S. Larkin
Ed L. Droate
Dean T. Smith
Section A-Manufacturers and Whole-
Penn FodreaVice Chairman
Section B—Retailers and Professional
Guy E. CramerChairman E. L. HollandVice Chairman
Section C-Financial- E. T. Swobe
Harry A. KochVice Chairman
Arthur C. Thomas Chairman J. L. Corres Vice Chairman
Section E-Automotive- Carl Changstrom
Jos. S. Elfred Vice Chairman

Man 90-Day Jail Sentence ty-fourth street, a restaurant man was sentenced to 90 days in the county jail by Police Judge Foster Algood denied he was near the

ARD F. BAILE

den apartments, Twenty-fourth and

Californians Coming

A special train of California remored that along the route they on a charge of disorderly conduct apartment on the night in question are making considerable noise in the brought by two women of the Dres- and appealed to the district court.

Plan Second Meeting.

Tenants of the Drake apartments, Man 90-Day Jail Sentence

Mrs. W. L. French, 211 Dresden publicans, on their way to Chicago to attend the national convention, is to attend the national convention, is to attend the national convention, is streets, will hold another meeting probable we will ask for a federal expected in Omaha over the Union to attend the national convention, is streets, will hold another meeting probable we will ask for a federal expected in Omaha over the Union to attend the national convention. the truesday night in the court house.

"At the meeting next Tuesday we "At the meeting next Tuesday we starting of a tenants' league." Pacific line, this evening. It is ru- next Tuesday night in the court house.

expect to organize a city-wide ten- Mr. Butler stated that 150 of 216 commercial basis.

chairman of the committee which have signed an agreement to tender Twentieth to Twenty-second streets, was selected at the protest meeting

ants' league," said D. B. Butler, tenants of the Drake apartments their July rent on the old basis and to make the tender through a committee on July 1.

Federal Petit Jury

The federal petit jury has been called to hear criminal cases next Monday at 2 p. m. Two cases to come before the court at that time are W. L. Lewis on charge of using Of European origin is a method the mails to defraud and Otto Gomfor fusing or casting tungsten on a mel for alleged violation of the



The Hanson & Tyler Auto Co.

Through Their Manager

Joe Elfred

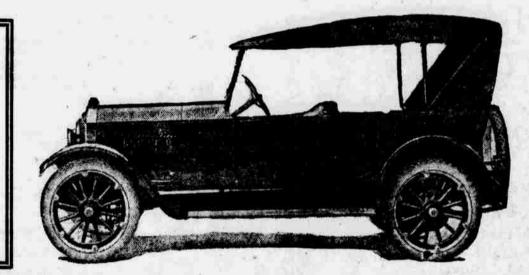
Advertises and Sells

Scripps-Booth

(Six-Cylinder Motor Cars)

"On to Indianapolis"

While in Indianapolis, men, notice the Scripps-Booths. The town's full of 'em



The Hanson & Tyler Auto Co. JOE ELFRED, Manager

2514 Farnam Street

Telephone Tyler 1368

Omaha

1920 Dixie Flyer

M.E. NICOL SERVICE DEPT

THE SHAFER SERVICE CLUB is an organization of

bers of this club, whose pictures are here shown, are also

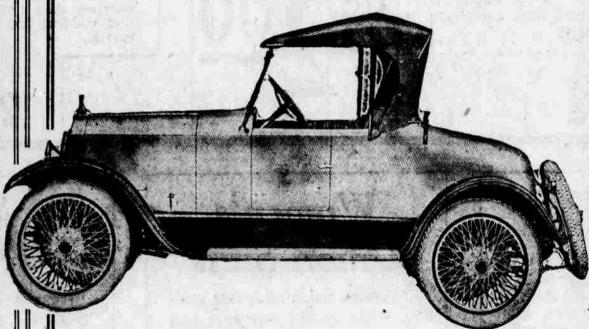
members of the ADVERTISING-SELLING LEAGUE.

We render to the advertiser a complete service by the most modern and

M. F. SHAFER & CO., OMAHA

experienced men, whose entire time is devoted to the advertising problems of your business. Seven of the mem-

"Dominant Leadership"



The distinctive performance of the DIXIE FLYER is justly credited with its conspicuous, exceptional suc-

DIXIE FLYER leadership is due to many reasons. It is truly the car with many refinements, luxuries and individuality. It is the latest servant for business and pleasure—"ready to go at all times."

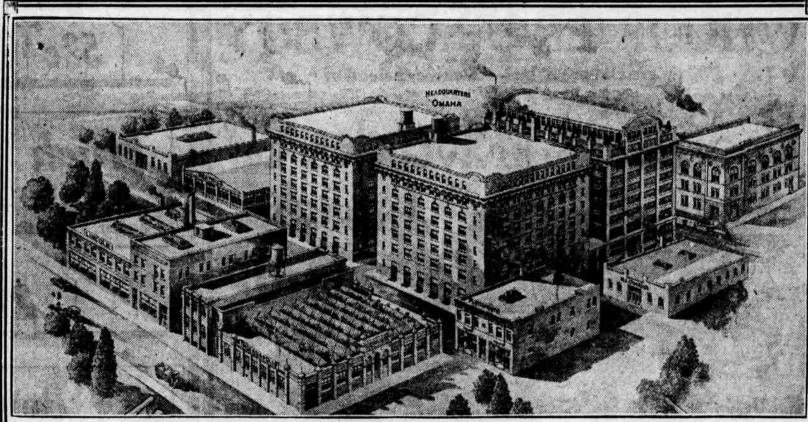
The smooth-flowing motor will throttle from loafing to a quick getaway, is credited as dominant.

DIXIE FLYER is not an experiment, but a 40-year proven success in building standard vehicles. This in itself assures you of permanent satisfaction.

DEALERS-We still have some choice territory open which is worthy of consideration.

W. R. NICHOLS MOTOR CO.

2520 Farnam Street, Omaha, Neb.



A Worthy Past--A Greater Future

M. E. Smith & Co. believe in Omaha. They are proud of its past; they have faith in its future. And they believe most heartily that Omaha is the logical meeting place for the Associated Advertising Clubs of the World when 1922 rolls 'round.

For progress is the inevitable law—and this house has proven in more than 50 years of activities that Omaha gives unbounded opportunities for ambitious expansion and growth.

A tiny territory, within a few miles of Omaha a half century ago, has developed into a trading area reaching from coast to coast. The little frame building has given way to a great group of factories and warehouses. More than 1,500 employees form our great family—employees who are proud of their motto: "Honest service for all."

Yes—there's the spirit of progress in Omaha. It is the home of institutions that can never be content to stand still. And because with all its growth, it is young enough to have many a dream to realize—we're hoping it will have the opportunity to see within its gates the men and women who help to make realities from dreams

M. E. Smith & Co.

Wholesale Dry Goods

OMAHA

Master Garment Workers