

AD LEAGUE NOW HAS MEMBERSHIP OF SIX HUNDRED

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 possibilities for the future.

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

"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 advertising 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 organizations reached the end of their usefulness about three years ago and the league was organized to meet the needs of Omaha advertising men."

"During the war it took an active part in all Liberty loan campaigns, and handled all advertising and publicity for the fourth Liberty loan."

"When the league was launched here, the idea was to build an educational 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 out-of-town and local speakers, every one with a message for the Omaha ad man. We have had an attendance record of about 50 per cent, which is remarkable to say the least in an organization so large."

Meetings End Promptly.
"One of the things which has kept up the attendance is our invariable rule of ending all meetings promptly at 8 p. m. We begin with a supper at 6 p. m. and are always finished in two hours."

"It has had a marked influence on 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 of their work and has given them a broadened acquaintance which can 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 who have reached the age where they are driving in a certain direction and are looking for something to help them. They tell me they get something out of every meeting they can use every day."

Maker of Friends.
"A man's acquaintance is one of the most valuable things he has. After all is said and done, when you need help, it is the friends you make who come to your assistance. The league is a maker of friends."

"During the last year the outside efforts of the league have been centered on an Americanization program. During the Ak-Sar-Ben drive, two meetings were devoted exclusively to Ak-Sar-Ben. More than 85 per cent of the league's members 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 the league is a weekly house organ which runs to 48 pages, 8x11 inches, every week."

Better Business Bureau.
"Plans for the coming year include 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 any club."

"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 education for the big stick methods. It 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 auditorium tonight at 8 p. m.

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 Europe.

Officers of Omaha Ad-Selling League

- Lloyd H. Mattson.....President
- Fred S. Larkin.....Vice President
- Ed. L. Droste.....Treasurer
- Dean T. Smith.....Secretary
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- Section A—Manufacturers and Wholesale.**
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- Ex-Officio Member.**
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Charges by Women Bring Man 90-Day Jail Sentence

C. W. Algood, 4001 South Twenty-fourth street, a restaurant man was sentenced to 90 days in the county jail by Police Judge Foster on a charge of disorderly conduct brought by two women of the Dresden apartments, Twenty-fourth and Jones streets.

Californians Coming

A special train of California Republicans, on their way to Chicago to attend the national convention, is expected in Omaha over the Union Pacific line, this evening. It is rumored that along the route they are making considerable noise in the interest of a fellow Californian.

Plan Second Meeting.

Tenants of the Drake apartments, Twentieth to Twenty-second streets, between Leavenworth and Jones streets, will hold another meeting next Tuesday night in the court house.

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 the mails to defraud and Otto Gommel for alleged violation of the Mann act.

Tenants of the Drake Apartments

Chairman of the committee which was selected at the protest meeting held last Tuesday evening. It is probable we will ask for a federal grand jury. We have received many promises of co-operation in the starting of a tenants' league."

Of European Origin

is a method for fusing or casting tungsten on a commercial basis.

WILLARD F. BAILEY
ASST. GEN. MANAGER

H. E. GRIFFIN
SALES MANAGER

GEO. M. FRENCH
ENGRAVING DEPT.

E. H. BROWN
ASST. SALES MGR.

W. T. SHOUP
ART DEPT.

M. E. NICOL
SERVICE DEPT.

L. D. DACE
SALESMAN

THE SHAFER SERVICE CLUB is an organization of experienced men, whose entire time is devoted to the advertising problems of your business. Seven of the members 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 approved methods.

M. F. SHAFER & CO., OMAHA

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 **Omaha**

Telephone Tyler 1368

Fort Dodge, Sioux City, Webster City, Des Moines, Ia.; Sioux Falls, S. D.

1920 Dixie Flyer

Proves

"Dominant Leadership"

The distinctive performance of the **DIXIE FLYER** is justly credited with its conspicuous, exceptional success.

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