

ADVERTISING LESSON DRAWN FROM HISTORY

First Illuminated Sign on Record
Was at Belshazzar's
Feast.

MOSES HERALDED EXODUS.

H. F. Garvie Revealed Antiquity
of Profession in Address to
Ad. Men at the World's
Fair.

Yesterday was "Ad. Men's" Day at the World's Fair, and there was a gathering of the clans in Festival Hall, when the preliminary session of the International Advertising Association opened, under the auspices of the St. Louis Advertising Men's League. It was probably the largest single assembling of advertising men of all branches from all parts of the country that has ever been known.

Frank L. Osborne, president of the league, was chairman of the meeting. President Francis was to have delivered an address of welcome to the delegates but owing to the funeral of his uncle he was unable to be present. His place was taken by Secretary Stevens. Colonel Charles Arthur Carlisle, president of the International Association, responded, also reading a paper on "The Value of the Association to the Manufacturer and Advertiser."

Yesterday's meeting lasted through two sessions, one in the morning and the other in the afternoon. The afternoon session convened at 2:30 o'clock and was opened by a recital on the big organ by the official organist, Charles Galloway. After the adjournment for the day the party was taken in private trolley cars for a ride to Camp Lewis, where they were entertained at luncheon. After a ride through the residence districts of the city they were taken to a point of vantage, from which to view the Prophet's parade.

The addresses made at the sessions were by H. H. Paramore, Indianapolis; Tom Murray of Chicago; E. G. Lewis of St. Louis; Phil A. Crowne, New York; Lefe Young, editor of the Des Moines Capital, and H. F. McGarvie, Chief of Special Ex-position of the World's Fair.

Mr. McGarvie's address, which was delivered at the morning session, was a witty review of the rise and development of the art of advertising through the ages. While the whole tenor of his remarks was couched humorously, he told many salient truths about the value and art of making known certain truths to the world by publicity, and his address made a "very reliable hit."

He spoke in part as follows: "Had I been the architect of the Hall of Fame I would have carved a large niche in a prominent place with the inscription, 'Sacred to the memory of him who originated advertising.'"

"While many of us who have devoted and are devoting our lives to the study of advertising are of the opinion that this art is strictly the product of more modern times, a perusal of the records of the human race, from the present time back to the time when the memory of man runneth not to the contrary, will show us that like the poor, the advertiser has been always with us. One can find from the ancient statements that advertising as an art began when the serpent whispered to Eve of the many superior qualities of the forbidden fruit.

"By a reference to the greatest of all works, the Bible, we find that Moses advertised among the children of Israel the fact that the exodus would occur, and gathered them together before the great passage through the Red Sea. In the New Testament we find that the Good Man himself sent forth his disciples to advertise his doctrines, with the injunction to 'go forth into the land and preach the gospel to all people.'"

"We have heard of an illuminated sign of great antiquity. It was at a little feast held in Babylon some time ago—I forget the exact date—that there appeared upon the wall an illuminated sign, which announced that there would be something very important doing in a very few days. This warning to Belshazzar was the forerunner of the present illuminated sign.

"In this day and generation, however, we go at it in a different way, with megaphones and a hundred other methods. But our methods are used for the same object that caused Mr. Serpent to whisper to Madame Eve—a desire to make the other fellow grab for something we want to get rid of.

"But summing it all up, the great object of advertising is to secure the best results. Naturally each of us thinks our method the best, and some of these days when you and I and all the rest of us good advertising men stand before the great white throne I'll bet \$4 one of you will step forward and say, 'Gabriel, you have a pretty good showing here, but if you had taken my advice, or used my system of advertising, I'll bet you money your box office receipts would have been twice as great.'"

At the session in Festival Hall to-day at 1:30 p. m. the following programme will be observed: Organ recital, Charles Galloway; address, H. Allen Frost, Chicago, "Outdoor Publicity"; address, Professor L. Stuart of the University of New York, "The Value of Trade-Marks"; address, Ben B. Hampton, New York City, "The Value of the Agent to the Advertiser"; address, Thomas Balmer, New York, "The Value of Magazine Publicity."

In the evening, at 7:30, a Fest Golage will be given to the members of the International Association and the St. Louis Advertising Men's League, at the Jefferson Hotel, by the St. Louis Gunning System. The ladies of the visiting delegates will attend the banquet.