

ADVERTISING IN CITY FORM NEW CLUB

30 ARE ON LIST Advertising Writers, Sellers And Buyers Organize At Dinner At Hotel Adams Last Night—Name Officers

Thirty-three advertising men of this city, comprising professional advertising writers, sellers and buyers, met over the dining table of the Hotel Adams last evening at 8 o'clock in a meeting full of enthusiasm organized the Advertising club of Phoenix.

Previous to this meeting, Nyles G. Hyatt, Bryan Akers, Capt. Weiss, J. Arthur Tobias, Wesley Knopp and others met and framed a proposed constitution and by-laws for consideration at the larger gathering, and with the exception of one or two changes, these were accepted as proposed.

The meeting was called to order by Nyles G. Hyatt, who acted as chairman pro tem, Capt. Weiss serving as temporary secretary.

The chairman of the constitution and by-laws committee, W. W. Knopp, read the constitution and by-laws, which the committee had framed, and after a full and free discussion, the gathering adopted the articles as proposed. The constitution as adopted provides for a membership composed wholly of men engaged in advertising as a business, comprising those writing, selling and buying advertising.

The Associated Advertising Clubs of the World will immediately be constituted, thus giving Phoenix representation in this great organization of the world's advertising men.

Following the adoption of the constitution and by-laws, the election of permanent officers was held, the following being elected: J. Arthur Tobias, president; W. W. Knopp, vice president; Capt. Weiss, secretary; and Bryan Akers, treasurer. Nyles G. Hyatt, Charles F. Willis and C. H. Kaufman were elected to the office of directors which consists of the officers and the three named individuals. Nyles G. Hyatt was elected chairman of the board of directors.

The following members signed the constitution, and constitute the charter membership of the new advertising club: Nyles G. Hyatt, Capt. L. A. Weiss, E. W. D'Almond, J. Arthur Tobias, W. W. Knopp, Leroy Kennedy, B. P. Egan, Fred Myers, E. P. Collins, J. Webb Smith, Fred O. Adams, John A. Woodley, Bryan Akers, Sidney Wolf, Terrence Emery, Jr., C. Kaufmann, Hal Hiner, Edgar Robinson, F. O. Voshall, A. S. Mills, Charles F. Willis, S. A. Meyers, Harry F. Leiber, W. G. Gough, W. L. Longan, H. C. Reed, George McNeil, D. M. Dean, R. A. Watkins, Harry Smith Davis.

Upon assuming the duties of the office of president, J. Arthur Tobias outlined the purpose of the Advertising club of Phoenix, the service to be rendered by it to the business men and general public of the city, and the high aspects of truthful advertising.

Address of President, J. Arthur Tobias, as follows: "I want to tell you that I greatly appreciate the honor conferred on me tonight, and doubly so, for the confidence placed in me as I have only been in your city a little over nine months. But I want to make you one promise, and I want the Press to get this as long as I am president of the Advertising club of Phoenix, the advertising faker and the fly-by-night who make this city, are going to have a "hot" career."

"And now gentlemen, a few remarks about advertising. I might use a little rough language and "take the kids" from many of my friends as well as from the friends of those here tonight, but please do not take offense at what I might say for the reason I am going to tell you the truth.

"Fifteen years ago had I asked one of you for an advertisement you would have said to me a grafter; but today the advertising writer and the advertising manager are considered professional men. It is a legitimate business and one that it takes brains to handle.

Advertising is not a game being played only in your own locality, but is one that is being played the world over. It is not a business of today, but a business of tomorrow and the most vital feature in advertising is the truth. You can advertise untruthfully and survive—and every advertiser knows it.

"Advertising today is the most potent factor in the business world. It is the door of your business house and through your advertisements the people must see what you have, what price you are selling at and what quality you are selling. If you tell them in advertisement that you are giving them something you must produce that something or your ad in the future will be ineffective. The people will read them, maybe, but they will not believe them."

"The purpose of this Ad club is not to further the interest of any one branch of advertising or anyone's class of business, but it is to study the elements of advertising and there is only one way for success, and that is through co-operation and unity. You have live organizations in the chamber of commerce, the M. & M., the Rotary and Kiwanis clubs, and you should support them. The Ad club will not conflict with the work of these organizations, but on the contrary should benefit them and work in conjunction with them.

"Now down to the Ad club itself. The most vital feature of the organization is the educational department. The value of an educational committee is the greatest factor. Thoughtful lectures arranged by them and through careful study the members of this committee will be in a position to show you where your ads are ineffective, where they are not producing results and will offer suggestions to remedy this. When they arrange a lecture, by all means attend it. Even though you take time away from something else, gentlemen, it will not have been wasted for I have never attended an ad club meeting that I did not learn something that helped me in my business.

"Not long ago I was in a certain city and while riding on the street car I heard a woman ask the conductor to let her off on a certain street. The conductor told her that he was going to the end of the line and that he did not know where her street was. Do you think that woman was favorably impressed with the city? Do you think it is good advertising for a lecture by all means attend it. Even though you take time away from something else, gentlemen, it will not have been wasted for I have never attended an ad club meeting that I did not learn something that helped me in my business.

"Why, over in Dallas, Texas, the street railway officials are made to print a book, bound in morocco, so that they would not sweat it out during the summer, listing all of the business, public buildings and largest business buildings. The Dallas Ad club was behind that movement and they gave the city valuable advertising by doing it. It is common advertising that counts. The chamber of commerce and the M. & M., will bring people here, but you men, you business men, must have your own window displays, attractive advertisements in newspapers and on the bill boards. You must have your address on the ad in large letters so that a stranger can find you. Advertise correctly in the city and the city will then advertise itself.

"The newspapers of the United States should be ashamed of themselves for taking advertisements of patent medicines and other advertisements that would make a woman blush should she read them. It is done by many of the newspapers in the United States and I assure you that clean advertising can never be brought about until this sort of advertising is eliminated.

"Tell the truth in your advertising. If you are a merchant do not say in an ad that 'This is undoubtedly the biggest bargain ever offered in this city' when you know that your competitor across the street is selling the same thing at the same cost. The people will find it out and will look upon your advertising purely as catch pennies and not as guides to your business as they should be.

"The established proflity of American advertising has never been more dramatically displayed than in this reconstructive campaign of the past few months. Without it, the readjustment of prices would have been an uncertain, laborious and haphazard process. Advertising has provided the huge volume of business, without which such price reductions would have been flatly unprofitable. It has procured the rapid turnover, the rapid turnover is the only thing that compensates for reduced profit margin.

"A two per cent profit on \$100 is only \$2; but if it happens once a month it is as good as 24 per cent a year. That is why present prices are possible. They mean a drastic

CONVOCAIONS ENDED WITH THE APPOINTMENTS

Last Day Includes Two Sessions Of Convocation And Luncheon To Delegates—Bishop Stanford Speaks

With the appointment of diocesan officers and the naming of committee members for the next year, the convocation of the Protestant Episcopal church in Arizona came to an end yesterday afternoon. The convocation, which was called the "Episcopal Convocation of the West" and the celebration of the tenth anniversary of the elevation of the Rt. Rev. Julius W. Atwood to the episcopate as bishop of Arizona, is the most successful and important ever held. It was said yesterday that it undoubtedly will have a profound effect upon the future welfare of the Protestant Episcopal communion in this section of the Southwest.

The diocesan appointments made yesterday are as follows: The Rev. J. Rockwood Jenkins, archdeacon; the Rev. Bertrand R. Corcks, general missionary; M. A. Morford, diocesan treasurer; the Rev. J. Rockwood Jenkins, registrar; Ernest L. Lewis, chancellor.

The chief committee appointments follow: Council of advice—The Rev. J. Rockwood Jenkins, M. A. Morford, Dean William Scurlett, Harold Baxter, Gordon Tweed and the Rev. George C. Golden, Biabea.

Nation-wide campaign and the church's mission—The Rev. W. J. Dixon, Tucson; the Rev. E. W. Wallingford and E. C. Clark, Tucson.

Religious education—Dean William Scurlett, San Jose; H. G. Gray, Winslow; Guy P. Berry and E. A. Marshall, Social service—The Rev. H. C. Smith, Nogales; the Rev. B. J. Darwood, Phoenix; Franklin D. Lane and H. M. Claggett.

The last day of the convocation opened with a devotional service at the cathedral at 10 o'clock in the morning, the convocation convening a half hour later. The address was delivered by the Rt. Rev. L. C. Stanford, bishop of San Joaquin, Calif., whose theme was a general one and embraced all the activities of the Protestant Episcopal church. Luncheon was served at 1 o'clock and the delegates and the convocation was convened again at 2:30 o'clock in the afternoon, when the Rev. W. J. Dixon, Tucson, presided.

At the close of the convocation, the Rev. W. J. Dixon, Tucson, presided. He said that although these things could not be expected very soon, plans for their future adoption were being made.

Referring to the need for a new jail, the chief said that the Phoenix jail now is housing more prisoners than it was designed to hold. He said that when he visited it about a week ago, he also drew a comparison between the jail here and San Diego where meals are prepared for prisoners at a cost of 10 cents a person, with the meals served prisoners here under contract at 25 cents each.

In connection with the identification bureau which has met with the approval of Mayor Plunkett and already is in process of being organized here, Chief Briebels said he contemplated adding a professional photographer to the force.

"Adding the photographic work can be done outside the department at a lower cost, there are other phases of this work to be considered," the chief said.

"The importance of photographs was emphasized by the chief by the declaration: "Picking up a criminal in a modern police department is done in the identification bureau."

To illustrate, he showed how criminal records were kept in the department at Berkeley, Calif. Every complaint there is recorded in detail. Notation is made of whether the person attacked was an agent, professional man, paymaster or engaged in other occupation, also in case of burglary whether the place entered was residential, bank, store or other business building, church or school. The method of attack or entrance is minutely described and also the weapon used or tool used.

Explaining that most criminals worked along peculiarly characteristic lines, the chief showed how such a record would be of great value to a parolee convict who returned to his old habits.

"If fingerprints are left on the job," complete identification is made by comparing them with fingerprints on file in the bureau," the chief explained.

Work is being pushed on the new record room at headquarters. The finishing coat of paint was added yesterday and the installation of filing equipment for the inauguration of a modern identification bureau probably will be completed this week.

Many Buildings Under Way and Are Contemplated for Phoenix

Gradual decline in building costs promises an early revival in building activity in Phoenix, local builders and contractors declared yesterday. In addition to considerable private construction enterprises which are now under way or are to be started in the near future, there is to be considerable public work.

Present building costs are approximately 50 per cent lower than during the 1919 peak, builders announced. This decline has been gradual over a period of several months. The present trend is downward, it was pointed out, indicating that the pre-war level soon will be reached.

Among the new construction to be started in the near future or actually under way at the present time is the new union depot to be jointly occupied by the Santa Fe and the Arizona Eastern. Plans are steadily going forward for this public enterprise which will bring comedians of their most favorite joke.

Excavation has been completed for the foundation of the \$500,000 Elks clubhouse at Second avenue and Adams street. It is expected that this fine structure will be occupied by all Phoenix Elks within a few days. Home second to none in the West and one of the finest in the country.

The new Rialto theater on West Washington street is so far advanced that the interior is beginning to assume proportions and give some idea of the fine amusement house this city is to have, a theater to take its place with the best in cities several times the size of Phoenix.

Other structures under way and which will be completed in the near future are the Walker hotel, the Phoenix hospital and three great schools buildings. The combined outlay contemplated for these five structures totals well over \$500,000.

Among new construction soon to be undertaken is the new Country club, revised plans for which were recently completed by the architectural firm of Leecher, Kibbey & Maloney. Bids for the structure are now being received and will be opened at 2 o'clock p. m., April 12.

Other substantial structures, plans for which have been announced and are certain in the near future, are the office building and theater to be erected by the Phoenix Trust company and two buildings to be added to the high school group.

Faith in Phoenix remains unshaken during the present slump and it is confidently expected that within a few months this city will experience a general building boom which will continue for some time.

TWO BARRELS OF LIQUOR TAKEN AND 4 MEN ARRESTED

Developments involving the taking recently of two barrels of grain alcohol, consisting to St. Joseph's hospital, from the Santa Fe depot and their removal by others after the alleged taker of the alcohol had buried it near Chandler, brought four men before United States Commissioner Henke Saturday afternoon. Chesley M. Ball, alias C. P. McDonald, pleaded guilty to taking the alcohol and was held to answer to the federal court. W. T. West, Ross M. Chivers and James Marshall Taber waived a hearing on a charge of conspiracy and taking the alcohol after it had been buried and were held to answer. All four were committed to the county jail when they failed to make bonds of \$2,000 each.

According to the story told by the officers, the alcohol arrived late one afternoon and disappeared that night. Ball, who had been employed by the Santa Fe in the night house, failed to appear for work the next day, they said, and later was arrested in Chandler by Deputy Sheriff Beckham. The officers said they found where Ball had buried the barrels of liquor, but someone had removed them. A search was then made, the officers said, of the grain alcohol, with the result that West, Chivers and Taber were arrested by Deputy Marshal Fred Weage, who, according to the officers, found the barrels dug them up and removed them to Phoenix. One barrel had been disposed of, the officers said, but the other was recovered.

Ball is charged with breaking a depot and taking an interstate shipment in violation of the act of Feb. 13, 1918. The other three are charged with taking, concealing and harboring certain goods stolen from an interstate shipment in violation of the same act.

That Arizona may force the secretary of the interior and the commissioner of the general land office to desist from disposing of public lands in this state in the past year, a communication received yesterday by W. J. Galbraith, attorney general from Walter Holland, of the law office of Bond, H. Nyswander, Washington, D. C., Holland's letter, in which he declares that a recent ruling of the United States interior department has given a precedent concerning the public lands and that he is willing to begin an injunction suit upon only a contingent fee, follows:

We propose that you bring suit for your state, against the secretary of interior and commissioner of the general land office in Washington, enjoining them from further disposition of the public lands within the boundaries of your state.

We believe so strongly in the justice and success of the proposed suit that we will undertake to assist you in the prosecution of the suit, on a contingent basis, and take as our fee lands when the suit is successful.

Our proposition is made to you in view of the recent decision of the United States interior department holding that the state of Texas has the power to make grants of public lands within its borders, not by virtue of a grant from congress, but by virtue of its sovereignty as an American state, citing the fact that all the original states have this power.

The supreme court says: "To this we may add that the constitutional equality of the states is essential to the harmonious operation of the scheme upon which the republic was organized. When the equality disappears we may remain a free people, but the union will not be the union of free states." Coyle vs. Smith, 221 U. S. 559.

Surely you will not stand idle, when other states are claiming their equality with the original states. The original states and Texas, are now actively using this power, and the federal government is without power to make grants of public lands, within the boundaries of states, as a state power and function. The power of disposition by the government is only to dispose of "territory and other property of the United States" and when congress disposes of federal territory by making it a state it clothes the new state with all the power of original states, this power carries the land granting power. Think it over.

Furnished house for rent, good for two families. New plaster inside, newly furnished. No sick. Lease for six months. \$81 N. Second street—Adv.

A French explorer believes he has found signs of a great river that once flowed across the Sahara desert.

Colonel and Mrs. Turner, the chief secretaries of the Western territory of the Salvation Army, are paying a visit to Phoenix in the interest of the Salvation Army work here and will inspect the different properties and institutions and make plans and suggestions for the progress and advancement of the good work which the army is engaged in in this city.

Colonel Turner is second in command of this territory and is a man of wide experience in dealing with the problems of the different departments of the army work.

The colonel will give an address at the Phoenix Army meeting on Wednesday evening, April 6.

Brigadier C. H. Boyd also is accompanying the colonel and will be present at the meeting.

There will be an open-air service at 7 p. m. Wednesday evening conducted by the colonel at Washington street and Central avenue. The inside meeting will commence at 8 o'clock. All are cordially invited to hear these distinguished officers.

The Detroit and Cleveland Navigation company have discontinued Lake Huron service during 1921 because of burdens imposed upon the company by the La Follette seaman's act.

GRADUATE A BARBERS' WIVES TO GIVEN SYSTEM TO BE ASKED WEB DIVORCE AND THE BY CHIEF OF POLICE PROPELLED DIVIDED

Convinced that the Phoenix police department is greatly handicapped by lack of modern equipment, Chief of Police Briebels announced yesterday that he intends to ask that an appropriation be made for a well alarm system to be included in the city budget which will be made up July 1.

"Without an adequate alarm system it is impossible to keep in touch with patrolmen on beats," the chief declared. He expressed himself as very much in favor of patrol methods used by the police department at San Diego, Calif., where two motorcycle policemen remain on duty in each of the city's beats.

On grounds of cruelty and desertion, Mary C. DeMund yesterday was granted a decree of divorce from Charles E. DeMund by Judge Joseph S. Jencks. The division of the community property was made by Judge Jencks in accordance with a stipulation filed prior to the hearing.

Under its terms, Mrs. DeMund is granted personal property, consisting of notes, Liberty bonds and cash, amounting to \$3,000, and all of the real property in the state of Arizona in her name. Neither the value of the real property nor its extent was given in the stipulation. Mrs. DeMund also was granted an automobile, her personal effects consisting of jewelry and clothing and all of the household effects. She was not allowed to remove the cost of the suit nor alimony.

Mrs. DeMund testified that in April 1920 her husband deserted her in Los Angeles where she is residing temporarily. Later in the same month, she said, two detectives in the employ of her husband attempted to take her automobile from her on the streets of Los Angeles, but were prevented by a policeman. Mrs. DeMund said she was on the point of leaving her husband several times because of his cruelty, but refrained from doing so upon his promises to do better. Mrs. June McGrath and Mrs. DeMund were the only other witnesses in the case. DeMund was not present in court and offered no testimony in defense of the suit. He was represented by Bullard and Jacobs of Phoenix and Neil McChesney of Los Angeles. Mrs. DeMund was represented by Alexander, Christy and Baxter and Hays, Laney and Allen.

Upon motion of Mrs. DeMund's counsel, a suit for a divorce filed last October in the superior court here was dismissed by Judge Jencks and the defendant was granted permission to withdraw his answer to the suit. The hearing was had upon a writ of habeas corpus several days ago by Mrs. DeMund.

William F. Seeman, who was arrested Saturday afternoon on telegraphic advices from Vale, Ore., by the sheriff of Clatsop county, was ordered discharged from custody by Judge Joseph S. Jencks after a hearing on a habeas corpus proceedings filed by Seeman. The hearing was held without a warrant. The wire from Vale stated that Seeman was wanted there on a felony warrant. Seeman had been released from custody Sunday under a bond of \$500.

According to a statement made by Seeman, the charge arose from the moving of him of an automobile purchased on contract to Phoenix from Idaho. The purchase, he said, was made in Oregon and permission was given to move the car to Idaho. During the past five months, Seeman said, he has made the regular monthly payments on the car, making the last one after his arrival in Phoenix in the latter part of March. The car, he said, was moved from Oregon by the consent of all involved.

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DIAMONDS

Are the best investment for all time. I sell 'em. Mack Gardner 45 NORTH CENTRAL

SARATOGA CAFE

Has Reduced Prices To a "Pre-War" Basis We Specialize In Steaks, Chops and Sea Foods

Try Our Merchant's Lunch—Our Service Is Unexcelled Open Until 1 a. m. 111 WEST WASHINGTON ST.

"Protection"

A tin box is too often the cause of sad thoughts after its contents have been carried off or destroyed by fire. It is very often the only protection given important documents or valuable securities. A very small rental will provide you with a Safety Vault—absolute protection against theft, fire and water. You can get as large or as small a box as your needs require at a commensurate cost. Come in and reserve yours today.

The Phoenix Savings Bank and Trust Company

Affiliated with Phoenix National Bank SAVINGS TRUSTS INSURANCE

The Convenience Of Our Office

In locating our offices in the Balke Building at the corner of First Avenue and Adams Street, we did so for the express purpose of getting a central location, easy of access for our patients so that no matter from what part of the Valley they came, it would be most convenient for them to visit our offices.

No one likes to wait, and for that reason we urge our patients to call 1297 and make an engagement so that they can get right into the operator's chair and have the work done without delay.

Our practice includes X-Ray examinations and all of the treatments indicated by advanced methods in the science of dental surgery.

DOCTORS B. C. SMATHERS and H. B. NALL DENTAL SURGEONS Balke Building, First Ave. and Adams Entrance, 119 North First Ave. Phone 1297

GROCERY SPECIALS

TUESDAY AND WEDNESDAY

Cane Sugar, 5 lbs.	48c
Prunes, 2 lbs.	25c
Sun-Maid Raisins, 15 oz.	29c
Honey, quart jar	38c
Honey, half gallon	70c
Honey, 5 gal. can	\$4.90
Snowdrift, 1 lb. can	23c
Picnic Hams, per lb.	20c
Boss Flour, 24 lbs.	\$1.40
Boss Flour, 48 lbs.	\$2.70
Kellogg's Korn Krisp, 3 for	25c
Cane Sugar, per 100 lbs.	\$9.80
Beet Sugar, per 100 lbs.	\$9.60
Swansdown Cake Flour, per pkg.	40c

Sanitary Cash & Carry Grocery

46 North First Avenue

CONDITIONS OF LIVE STOCK NOT SO BAD AS WERE REPORTED

That livestock conditions are not as bad in the west as many stockmen have been led to believe and as stock raisers have reported, is the opinion of Secretary Stephens of the livestock sanitary board. Prices of beef cattle, he says, are rising at a low, much lower than actual conditions warrant. Stockmen have been told by buyers for the large packing houses, especially those of the Pacific coast, that there is a plethora of beef cattle, when, as a matter of fact, there is a shortage.

This misapprehension enabled them to make purchases at ruinously low prices. He instanced a recent sale of fat steers at \$1.10, at a loss to the seller of not less than \$5 a head.

There is, said Mr. Stephens, much more feed in the country than is generally supposed to be and there will be more in consequence of the temporary lull of activity in the mining camps. There will shortly be much more pasturage in the valleys.

Range conditions, he said, have been exaggerated. While the desert ranges are below par in consequence of the belated rains, the mountain ranges are in very good shape. The scrub leaves are coming out and are making good browsing.

Word received at the office of the livestock board yesterday indicated that the rain yesterday was quite general throughout the state. Flag staff reported a heavy fall of wet snow. It was raining at Globe and Jerome.

reduction of profit on each single sale; but advertising has increased the rapid frequency of sales to a point at which the merchant gets a reasonable return on his investment, yet at prices so low that the man in the street is at last realizing that his dollar is again approaching 100 cents in value.

"This should kill once and for all the silly and obsolete argument that advertising is expensive and an extravagance. It is either, it is the most beneficial influence in modern trade. It is good for those who write, those who sell and those who read advertisements. It is a strong, staunch pillar of modern economy."

An agreement has been reached between California oil companies and the government whereby the former will turn over titles to all oil lands in controversy. The government will acquire the property and retain one-eighth royalty on all future production.

For the first time since 1913, cash and securities in the national treasury have been checked up.

90 to 125 Miles on a Gallon of Gasoline

The Shaw Motorbicycle. A high-grade, easy running, speedy motorcycle of dependable power at a saving of from a third to a half in actual money. Equipped with 2 1/2 H.P. Motor, famous Boreas engine, 1 1/2 gallon tank, automatic lubrication, chain drive. Simple, efficient control at all times. Thousands in use. Write today for prices and terms, also about the Shaw Attachment—its only bike. ARIZONA AND NEW MEXICO SALES CO. 204 Monihan Bldg. Phoenix, Ariz. Phone 4007

TAX ANTICIPATION BONDS ARE SIGNED

Tax anticipation bonds, authorized by an act of the fifth legislature, in the amount of \$1,500,000, have been received at the office of the governor and have been signed by the state auditor and the governor.

Treasurer Earhart will leave with them for Chicago tonight, where the bonds will be placed to the credit of the state on the acceptance of the bonds.

The state treasurer, as a precaution, will withhold his signature until after his arrival in Chicago. The affixing of the signature will engage him for a day.

It is expected that there will be no other delay, for the validity of the bonds has been passed upon by the attorneys of the purchasers, and the proceeds of the bond will be available by the latter part of the present week.

HERE TO INSPECT SALVATION ARMY

Colonel and Mrs. Turner, the chief secretaries of the Western territory of the Salvation Army, are paying a visit to Phoenix in the interest of the Salvation Army work here and will inspect the different properties and institutions and make plans and suggestions for the progress and advancement of the good work which the army is engaged in in this city.

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Attention Water Users

Tuesday, April 5th, 1921

Election of Governor and Member of Council in each of the ten Council districts. Polls open from 8 a. m. to 5 p. m. Your zanjero or neighbor will tell you location of your polling place. It is the duty of every Farm Bureau member to vote and to influence his non-member neighbor to vote. A heavy vote encourages honest, efficient management

Maricopa County Farm Bureau

FRED TAIT, Chairman