

AN ADVERTISING ANNIVERSARY

Celebration of the Fortieth Birthday of the Business of N. W. Ayer & Son, by a Banquet to Over Five Hundred Guests.

Representative Men of the Profession, Eminent Journalists and Heads of Great Commercial Enterprises in Attendance.



F. Wayland Ayer.

PHILADELPHIA, April 26. — The 40th anniversary of the founding of the house of N. W. Ayer & Son, the leading advertising agency of the country, as well as the successor of the pioneer advertising agency, was celebrated Saturday night at Bellevue-Stratford by a banquet tendered by the firm to upward of 500 guests, comprising their 260 odd employees and the most prominent men of the country in advertising circles, journalism and immense enterprises and industries in commercial lines.

Ballroom Taxed.

The immense second floor ballroom of the Bellevue-Stratford, beautifully decorated with a profusion of flowers, was



Jarvis A. Wood.



Henry N. McKinney.

taxed to its capacity to accommodate the large assembly. Perhaps never has there been a gathering so representative of the three forces which make advertising—the advertiser, the agent and the press. With the latter class, the advertisers of that branch of advertising known as "outdoor"—the billboard and the street car.

It would be impossible to conceive of a more fitting illustration of the growth of the advertising idea as a business—its importance as a factor in modern commerce.

The history of the firm thus celebrating its fortieth birthday is in itself a classic, recording advertising progress in America. From its beginning the



Albert G. Bradford.

familiar in its aspect. There was no formal program of speech making.

Decorations.

The tables were decorated with small and trailing arbutus. The head table bore six enormous baskets of flowers, many of them being orchids and other rare blossoms. Each of the eight shorter tables bore three enormous baskets of flowers similar in nature, but all varied and variegated as to color. At each place was placed a boutonniere, and every gentleman present found when he sat down that a little bunch of the very best possible cigars was waiting for his use, tied with ribbons of the civic colors of Philadelphia.

The occasion would be borne in memory by all present without anything further than the mere fact of their having been present. N. W. Ayer & Son, however, furnished their guests with bronze and silver medals properly inscribed.

Presentation to Mr. Ayer.

At a given signal, James A. Buchanan, the dean of the business getting staff, rose in his place, and, catching Mr. Ayer's attention, in a very apt speech presented him with a massive sterling silver loving cup. Mr. Ayer, although taken completely by surprise, accepted the gift in a most felicitous way, even though he found it difficult to express himself under the circumstances. This event was characterized by an immense amount of enthusiasm on the part of all present. The cup was indeed a tribute which any man might be proud to receive from his friends, business associates and employees. Upon one side was inscribed the following: "Presented to F. Wayland Ayer, by the employees of N. W. Ayer & Son, at a banquet commemorating the 40th anniversary of the founding of the firm." Upon another side

appeared these words: "Bellevue-Stratford, Philadelphia, April 26, 1909." Upon the other side, there is no better motto than "Keeping everlastingly at it brings success," and no better example of it than F. W. Ayer. The letters "F. W. A." were in Mr. Ayer's characteristic style of signature affixed to the mass of documents which have passed through his hands in the past 40 years. At the close of the banquet, which occurred promptly at 12 midnight, all present rose to their feet and joined the quartet in singing "God Be With Us Until We Meet Again."

The Firm's History.

In 1867 Nathan W. Ayer, a native of Connecticut and a graduate of Brown university, removed from western New York to Philadelphia to continue in a private school the work of teaching, to which his life had been devoted.

In 1868 his son, F. Wayland Ayer, then a student at the university of Rochester, New York, followed him to Philadelphia to seek his fortune in business. Without friends, acquaintances or business experience, he did not readily find remunerative employment, and, as a temporary expedient, accepted an engagement as solicitor of advertising for a religious weekly newspaper.

April 1, 1869, the firm of N. W. Ayer & Son was its first employee.

In 1873 N. W. Ayer died, and at the beginning of 1874 Mr. Wayland Ayer admitted to an interest in the business which continued until his death, in 1887.

Henry N. McKinney entered the employ of the house in 1875, and became a partner in 1877.

Albert G. Bradford removed from Albany, N. Y., in 1884 to enter the employ of the firm, and was admitted to partnership in 1898.

Jarvis A. Wood engaged with the house in 1888 and became a partner in 1898.

April 1, 1899, the Ayers, father and son, started the advertising business at 530 Arch street, with an investment of \$250.

In the fall of the same year they removed to 719 Sanson street. In January, 1872, larger quarters were again necessary, and they went to 733 Sanson street.

Again outgrowing their accommodations, they removed in 1876 into the building then being erected for the Philadelphia Times, at Chestnut and Eighth streets. Here they stayed for 36 years, having gradually extended over four floors of the Times building and three floors of the adjoining one. Early in 1903 the firm removed to the Martner and Merchant buildings, Third and Chestnut streets, where it occupies several floors and where additional space has several times been taken, including quarters in adjoining buildings.

Starting without any employees, the Ayer & Son family, as they term it, has constantly grown. In 1876 it numbered 20; in 1884, 125; in 1903, 260, and at the dinner celebrating this birthday, there were 263.

Among these are many who are expert in some particular essential to successful advertising; and, as a whole, they form an organization that has no peer in the advertising world.

WRIGHT BROTHERS LIONS IN LONDON

(United Press Leased Wire.)

London, May 3.—British aeronautic circles are stirred as never before over the prospective arrival here today of Wilbur Wright, the American airplane inventor, and his party will be given a most cordial welcome. It is already certain there will be an enormous crowd at the station to greet them and many notables are squabbling over the honor of banqueting them during their stay.

One formal function has been arranged for Monday, when Wright will be the guest of the aeronautic society and the Gold Medal voted the brothers will be presented.

Hiram Maxim, Major Baden-Powell and Colonel Capper are the committee to greet the Wrights on this occasion. It is expected that the war officials who are considering making an offer to the Wright brothers for their machine will have a conference with Wilbur Wright without loss of time and important arrangements will likely be made before the Wrights sail for the United States on Wednesday.

TAFT'S PLANS FOR "RECLAIMING" DIXIE

(United Press Leased Wire.)

Washington, May 3.—Indications are that the president is about to follow up his southern policy in a new move which looks to the capture of the state of Virginia by the Republicans this year. Representative Bascom Slem, the only Republican member of congress from Virginia, has announced that practically the entire membership of the Taft cabinet will at some time or other this summer be heard in campaign speeches in the Old Dominion to Mr. Nagel, secretary of commerce and labor, will be the first cabinet member to be heard. It is said to be President Taft's intention to see that the Republicans make a real fight in every southern state, where there is a chance of making a creditable showing at the polls.

TOUR TO REWARD BURGLAR CATCHER

(Hearst News by Longest Leased Wire.)

Trenton, N. J., May 3.—Policeman Hamilton Crisp is on his way to be the guest of Misses Emma, Lillian and Ella James, proprietors of a fashionable school for girls in this city. The trip, which will last three months, began Saturday when the four sailed on the liner Meriton from Philadelphia and is due to the gratitude of three wealthy maiden ladies. Three months ago Crisp captured a burglar who had broken into the school. It is said the Misses James had long planned the trip abroad, and then decided it would be a nice way to show their appreciation to take their guardian policeman with them. Crisp was an amateur athlete and is well educated.

BORROWING WOMEN FIGHT KNIFE DUEL

(Hearst News by Longest Leased Wire.)

Seattle, Wash., May 3.—Because of a quarrel over the borrowing of kitchenware, Mrs. Samuel Campbell and Mrs. John Burns of Lester repaired to the backyard of the former and fought a duel with knives. Mrs. Campbell had an artery of her right wrist severed, and but for the timely arrival of a physician would have had to die. Mrs. Burns received two ugly cuts in the left shoulder. The women were separated while still lunging at each other desperately by their husbands and other men of the neighborhood.

PRINTER SHOT AND KILLED BY WOMAN

(Hearst News by Longest Leased Wire.)

Cincinnati, Ohio, May 3.—L. D. Plowman, 49 years old, a printer of Canton, Ohio, was shot and killed by Mrs. Elizabeth Forsyth, wife of William Forsyth, a newspaper correspondent. Mrs. Forsyth heard sounds at her window on the ground floor. Her husband was not at home, and getting a revolver she went to a side door. When she opened it a man bounded by. She fired, and the man fell, with two bullets in his body.

Teller Bogardus Released.

(Hearst News by Longest Leased Wire.)

Oakland, Cal., May 3.—Earle E. Bogardus, former paying teller of the Bank of Germany of Oakland, who was taken into custody by the police last Tuesday night on suspicion of having stolen funds of the bank amounting to \$2000, was released Saturday night at the request of J. D. Sayers, agent for the National Surety company of San Francisco. Theodore Gler, president of the bank, and his associates refused to prosecute Bogardus, holding the surety company responsible for any shortage that a search of the books of the bank might reveal.

SUFFRAGETTES ARE ENCOURAGED

Mrs. Belmont and Mrs. Catt Send Out Cheerful Messages From London.

(United Press Leased Wire.)

London, May 3.—The congress of the Woman's International Suffrage Alliance adjourned here Saturday and is to meet again two years hence.

Mrs. O. H. P. Belmont of New York was an interested visitor at the session and attended the special services at St. Paul's cathedral Sunday, that brought the congress to a final close. Mrs. Belmont said to a news correspondent that the best thing the press could do for the cause was to give such full and adequate reports of such congresses and the views of its leading delegates as had been done.

The suffrage alliance is progressing

In the United States, and women of all classes are taking a great interest therein," she said. "I consider that now the American movement is in the right hands to achieve its end. I want to do, and am doing, everything I can to further the cause. I have been deeply impressed by the general tone of the suffrage alliance and the spirit of mutual helpfulness and unselfish desire to gain suffrage as a power to help the unity of thought on great international questions. Each country sent its leaders and the twentieth century womanhood was splendidly represented."

Mrs. Carrie Chapman Catt, president of the International Woman's alliance, said:

"We have taken into our association five new nations during the present congress. Our membership has increased in five years from eight to twenty-one national societies. We are in better condition to go on with the work than we ever have been before. We have, our machinery in good working order and with a very large membership in 21 nations we are better able to help each other, to help ourselves and to help the cause. The congress will give a great impetus to the suffrage movement in all countries and will strengthen the dignity and position of woman suffrage everywhere."

St. Petersburg is to have a modern system of drainage and water supply compulsory construction under government supervision.

STONE IS FOUND ONLY IN OREGON

E. L. Beede, of Drewsey, Or., has discovered an ornamental stone which he thinks should make a good stone from which to make souvenirs for the Seattle fair. According to Mr. Beede it is to be found only in Oregon.

"The stone is found only in this state," said Mr. Beede. "It will take a high polish and has a peculiar beauty which distinguishes it from all others. It was used considerably by prehistoric races in their rude arts, but has only recently been rediscovered. I have been trying to find some one to take the stone in hand and have souvenirs made but as yet have been unsuccessful."

Charles Koehler, a manufacturing jeweler and an authority on such subjects, was not as enthusiastic over the stone as was Beede.

"A considerable quantity might bring a fair price were it shipped to Germany, where they can manufacture it, but here it is of but little value," said Mr. Koehler. "I see so much stuff like this that I can see nothing unusual about it."

However it may bring a fair price should it be sent to Germany and made into fancy articles.

MACHINERY ARRIVES FOR WATER PROJECT

(Special Dispatch to The Journal.)

Welser, Idaho, May 3.—The pumping plant for the Riverside Irrigation & Power company has arrived from the east, and is being removed from the cars to the site of the station on Snake river. The plant carries 50 horse power electric motors and twin pumps with capacity of 1000 gallons per minute. The land to be watered comprises 2000 acres located directly across Snake river from Welser.

A SMILE

is a pretty hard thing to accomplish when you're blue, bilious and out of sorts. There is a sure cure for all kinds of stomach and liver complaints—constipation and dyspepsia. Ballard's Herbina is mild, yet absolutely effective in all cases. Price, 50c per bottle. Sold by Skidmore Drug Co.

OVERLOOK

THE ADDITION THAT'S ALL "O K"

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