

**C.W. Page Co**  
means  
**Best**  
in  
**Adverti-  
sing  
Service**

**TRUTH**  
Published by The Richmond Advertiser's Club  
VOL. I. FRIDAY, MARCH 19, 1920 No. 6

**Aragon**  
means  
**Best**  
in  
**Coffee  
Tea  
Rice**

**RICHMOND CITY DIRECTORY**  
Hax Gone to Press.  
Removals, Changes in Business, Corrections, Contemplated Changes, etc., Should Be Reported Immediately to Us.  
**HILL DIRECTORY COMPANY, Inc.**  
Phone Mad. 3375. Publishers. 813 Mutual Bldg.  
Hill's Letter Shop Is Ready to Serve Your Needs Also.

**THE ADVILLE BLADE**  
World's BEST Fiction Sheet Independent of the TRUTH

**The New Management**  
Milton Cone, the old man, S. T. Leaning, heavy staff, E. S. Henshaw, regular editor, T. J. Palmatory, fiction, H. M. Gaines, Beatrice Fairfax, E. L. Heams, society gossip, R. S. Freeman, out-of-town notes, M. S. Knight, reporter, H. S. Sharpe, ad critic, Carl Whitaker, paper boy, O. G. Franke, the goat.

**Officers of the Club**  
E. N. Eickel, President, M. S. Knight, Vice-President, Raymond Massey, Secretary, O. G. Franke, Treasurer, Directors: E. N. Eickel, president; M. S. Knight, Vice-President; Raymond Massey, Secretary; O. G. Franke, Treasurer; Irving Greenlee, W. M. Anderson, S. T. Leaning, R. McLean Whitaker, C. W. Page, H. M. Gaines, Society Gossip; Raymond Massey, Secretary, P. O. Box 225.

**Address communications, contributions or suggestions for Ad Club TRUTH to Secretary, Chairman Publicity Committee.**

**Retrospective**  
Those who were fortunate enough to have heard Dr. J. R. Geiger's discourse last Friday, agree that it was one of the most practical lectures we have yet had from this "psychological gentleman from Williamsburg." Dr. Geiger announced that his talk next Friday would complete his course. We are sorry this is so because we were just beginning to feel that we were on intimate speaking terms with the "Doc." However, he has promised to hand each member of the club his copy of all his lectures. This is eminently worth while, and will be valuable to any man.

**Introspective**  
He who has served our city as well as going to leave it. We are all genuinely sorry, but as they say in the "Opies"—our loss will be their gain. Dr. D. R. Anderson is he to whom we refer. We can't imagine why he would give up a chair at Richmond College, merely to accept the presidency of Randolph-Macon Woman's College, but we think he has made a fine choice today to pay honor to him to whom honor is due. Let's make it one hand out of aid, and make good friend Anderson sorry he has "went away."

**Take Your Pen in Hand**  
Mechanics would develop the best of which their employees are capable might do this: Subscribe to a Business Library. Begin with fifty or seventy-five books in the hands of every member such as Textiles, Leather, Pottery, Furs, Floor Coverings, Furniture, Tools, Art, Metals, Sign Writing, Decorative House Furnishings, Window and Store Displays, etc. Place a printed list of these books in the hands of every mercantile employee in Richmond. The ambition will be to have access to such books and no time will be wasted on the others. This plan was suggested in Toledo, Ohio. Questions of such books and circulating them are of minor importance. The main question is: Do salespeople and employees like the idea? Do merchants like the idea? If these are a merchant or a clerk (male or female) who will condemn or condemn this plan, address your remarks to TRUTH, P. O. Box 225, City.

**Beatrice Fairfax**  
Dear Miss Fairfax— I'm in a bad fix and appeal to you for help. The department store ad-writers are to blame for it. I tried forgetting to bring the paper home but that does no good. Wife borrows the neighbor's paper, checks the bargains and goes after them. It keeps me broke. What shall I do? STRAPPED.  
Answer. We're in the same fix. Only one way out of it—open a department store and hire White Leaning, Johnson or some of the other fellows to write your ads.

**Program Today**  
Richmond's Greatest Spellbinder The only and original DR. D. R. ANDERSON In a one act "novel" "WHY RICHMOND SHAKES DICE" or "Why Dice is Shaking Us" 7—Best Prizes—7 Contributed by the Spottless members.  
No. 1—Best Marble Footstone, No. 2—Best Monument Inscription, No. 3—Best Dry Cell Batteries, No. 4—Pint "Best" Furniture Polish, No. 5—Best Rubber Auto Mallet, No. 6—Best Nickel Plated No. 7—Best All wood and a yard wide Auto Robe.  
1255 P. M. SHARP Business Men Club To get a lucky number you must hand your ticket to the door-keeper before 12:55.  
**COULING!**  
Friday, March 26, Dr. J. R. Geiger, of William and Mary College, in his last lecture on psychology.  
Friday, April 2, William Greenlee, National Argonaut, of Virginia Committee, Friday, April 9, Robert E. Ramsay, formerly editor, now advertising director American Writing Paper Co., Holyoke, Mass.  
Visiting Ad Men Welcome.

**Fiction Column**  
Vice-President Knight says Hamilton Field has seen the time when he was on the hog. A lot of us have had the same experience. We do not mention this because some of the Hamilton's friends called him "Ham." Good Knight!  
Spotless Kessler whispered that Milton Cone's "Lizzie" was taken sick a few days ago. A dose of Henshaw's celebratory Jack Rabbit Oil fixed her up. Wonderful fluid, that!  
Bob Saville imparts the information that Gawthrop is looking for an office in the financial district. Jim has quite a reputation as a palmtist and wants a special parlor as he can tell your fortune privately.  
Royal Thomas reports that Billy Anderson was seen on the outskirts of the city holding up a lamppost a few nights ago. Andy swears that the post was bent all out of shape and he was trying some of his famous Nelson's Straightener on it.  
President Ezekiel should not take things so serious. Remember "Zeke." Atlas has been carrying the world on his shoulders a million years.  
W. L. Austin does not think Dr. Campbell's neck is so long after all. In fact it is a good looking neck—a neck anybody would be proud to own when the 3 per cent dues return. Anyway, Campbell has been on the arid desert a long time without a drink. But who the deuce wants to be a cowboy?  
We called on Billy Adams a few days ago. He met us with a "How do you do, brother." It was the first time in his life that he ever called us "brother." Today we happened to see him again. He said "Hello partner." Presume the time we met him he will call us "sweetie." After April 6th he will probably tell us all to go somewhere.  
Mayor Anstie is a wise old owl. When showing visitors our fair city he drives only on the good streets. "Wonderful roads," they exclaim. "How do you do it?" "How do you do it," asks Mr. Stranger. "Takes too long to tell" is his honor's best answer.  
Geo. is looking fine these days. He always did look good to us boys.  
Treasurer Franke, the scrappy doorknocker, claims Winston, Herriman & Co. were not the originators of stanger hours. He has a plan to prove it—Old Pump, Stoneman, Workman and "Evidence" Freeman. They all remember the time when stanger hours were very popular between 1 and 5 A. M.  
According to Secretary Massey's minutes C. W. Page was voted the noisiest member of the club. He's so talkative and boisterous that we often wonder what Page he is and what he's doing.  
Never mind, Tom, you never heard of C. W. losing a Page.

**Take Your Own Medicine**  
What is Cottrell's paste reserved for? Palmatory's picture? Tom never was much of a Gasser.  
Boys: See Rosendorf, First National, and we'll all reserve "lower 16" for Indianapolis. Sure, Sam wrote the first ad—"on my books" slogan and all.  
Get on the job, Greentree, Page, Aragon, Massey, Sauer, Anteton, Ediphone, Virataco and Sarc, (sounds like dope, Dombrower) are all strong for that "Best" stuff.  
If these fellows are Best, is Edmond Maeste better?  
Better have Whittet print it!— But when?  
Certainly Page wrote the Aragon ad—same style, same pen, same ink, same old "Best."  
A modest statement—T. D. prints ALL the News.  
Williams claims they think as well as print. Do they ever go to press?

**Society Gossip**  
G. W. Wrenn, manager of Grace Sign Co., was elected a member of our club last Friday.  
We were honored at last week's meeting with the presence of W. E. Sydney, of the Richmond Dry Goods Co. He was the guest of W. S. Rhoads of Miller & Rhoads. Glad to have you with us, W. E. Come Again.  
Congratulations to Harold Bloomberg. He won another big case last week. National Argonaut, President Ezekiel kindly consented to act as official prize coupon drawer. He drew his own coupon and won the 50 pound case of Moseley's Cleaning Compound.  
Boys take a tip. The prize winners always sit near the head of the table.  
Modest Massey is "better" than you. At the first meeting he attended after his combat with old man Flu, he was just "better" enough to wreck Max's furniture. Doc Geiger takes the blame. He claims his K. No. 9 story "brought down the house." He threatened to tell no more jokes.  
Maxime says if our club keeps growing we'll have to hire some boys and Jeff to "insult new members."  
The blade is an appropriate name no matter how you care to take it— dull for some and cutting for others.  
**It's Rev. Greentree Now**  
One of our beloved brethren, Irving Greentree, joined the Ministerial Union, so the report goes.  
Irv. won the Richmond Cafeteria meal tickets Friday before last. He was hungry the other day and decided to partake of Fay Thomas' hospitality. After loading up his tray with about \$20 worth of salads and desserts he sauntered up to the cashier with nonchalant air and presented his credentials. It happened to be Ministers' Convention day. Unlike handshakers, D. D.'s are not blessed with an over-abundance of wordy goods, so they get "rates." The cashier was busy, she glanced at Irv. and his name-board, deducted the usual discount, and chirped \$6.85 Rev. Greentree. He felt for it and paid the bill.  
Fay raved when the deception was discovered. He demanded the title back and refunded the money.

**Virginia Engraving Co., Inc.**  
Photo-Engravers Artists and Designers  
8 and 10 North Eleventh St., Phone Randolph 318.

**Presentation Gifts of Distinction**  
**Buchanan's**  
JEWELERS, EST. 1885. Broad at Third.

**STOCKS, BONDS, NOTES**  
Securities Dealt in on All Markets  
**Eugene R. Jones & Company**  
807 East Main Street. Telephone Madison 7147 "Ticker Service"

*better have*  
**WHITTET**  
print it.  
WHITTET & SHEPPERSON Printers  
Eight 1/2 between Main and Franklin RICHMOND, VA.

**Bixby's Letter Co.**  
Circular Letters Envelope the Globe  
Multigraphing Addressing Form Letters Mailing Lists  
28 North Eighth Street. Phone Randolph 1886.

**Insurance**  
All Lines  
**Surety Bonds**  
All Forms  
Guaranteed Rates and Service  
**GIBSON, MOORE & SUTTON, Inc.**  
308-9-10 Mutual Building.

**TAX PAYERS**  
March 15th is the last day for filing Federal Tax Returns.  
Our TAX DEPARTMENT is in a position to render you a real tax service in the preparation of Federal and State Tax Returns.  
**Pullen, Henderson, McKinney & Co.**  
Certified Public Accountants  
Richmond, Va. Lynchburg, Va. Raleigh, N. C.

**We Want You on Our Books**  
We Will Do Anything a Good Bank or Trust Company Can Do for You.  
Resources: \$42,000,000.  
**First National Bank**  
The Oldest Bank in Richmond.  
Interest in Savings Department Begins the First Day in Each Month.  
Why Not Rent a Safe Deposit Box?

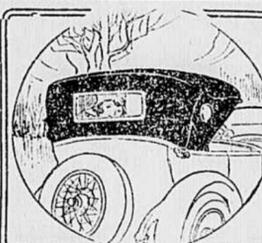
**SAUER'S**  
PURE FRUIT FLAVORING EXTRACTS  
BEST BY EVERY TEST  
17 HIGHEST MEDALS  
Largest Selling Brand in U. S.  
C. F. SAUER CO. RICHMOND, VA.

**COMMERICAL**  
ILLUSTRATORS  
ADVERTISING  
ART  
1015 W. B. 1923

**MORRIS HUNTER**  
ELECTRICAL Contractor and Dealer  
Phone Mad. 7832.  
113 North Eighth Street, Richmond, Va.

**Eat in Our Mezzanine Entrance**  
Tenth Street and Through Store.  
**Frank Moriconi & Co.**  
Tenth and Main Streets.

**FREEMAN ADVERTISING AGENCY, Inc.**  
HOME OFFICE SEVENTH FLOOR, MUTUAL BUILDING, RICHMOND, VA.  
Newspaper, Magazine and General Advertising Planned, Prepared and Profitably Placed.  
Member: American Newspaper Publishers' Ass'n., Periodical Publishers' Association, Agricultural Publishers' Association, Southeastern Advertising Agents' Ass'n., Associated Ad Clubs of the South.



**A NIFTY TOP**  
You'd call this, wouldn't you? Well, every top we build or SEAT COVER we make are of that nifty, smartly finished kind. Built to order, you see, from your own ideas, with best of materials. Made right from start to finish.  
**Autop Top & Trimming Co., Inc.**  
Rm. 653. 1016 W. Broad.

If you have not our 1920 Catalogue, write or call by for your copy.  
**Ezekiel & Co.**  
Wholesale Floor and Bed Coverings and Draperies  
1204 E. Main St., Richmond, Va.

The Firms Who Are Wise  
**AD-VISE**  
"Printing of Distinction" For Results  
**Brown Print Shop**  
Where Governor Street Meets Franklin, Richmond, Va. Phone Madison 1896.

Nothing Like It—  
**HONEY FRUIT GUM**  
The Gum Worth Chewing  
Deliciously Different Made in Richmond—Sold Everywhere.  
**FRANKLIN CARO CO.,**  
Richmond, Va.

Good for the Eyes  
The S. **GALESKI** Optical Co.  
Main & 8th Sts. 223 E. Broad St. Kodak Headquarters.

**Better Printing— Better Advertising**  
The Shop of Better Printing  
**Garrett & Massie, Inc.**  
1300-11 E. Franklin Street  
Madison 7304

**We Think as well as print TRY US**  
**Williams Printing Co.**  
11-13-15 N. Fourteenth St. Phone Madison 980

The Best Stenographer in the World  
So say all users of the Ediphone System. We will gladly install in your office, on your own work, on a result proving basis.  
**The Ediphone**  
Solely by Order for the Southern States  
**CARNEGIE OFFICE SUPPLY CO.,**  
726 East Main Street.

**American Audit Company**  
PUBLIC ACCOUNTANTS.  
Richmond Branch, Room 214 Amer. Nat'l Bank Bldg.  
CONSULTING ACCOUNTANTS. Audits Business Systems Examinations Cost Systems  
Home Office, 100 Broadway, New York.  
**ALLAN TALBOTT** Resident Mgr. Phone Randolph 961.

**STEREOS and MATS**  
Ad Club Members can get quickest and best service in our modern plant.  
**VIRGINIA STATIONERY CO.,**  
Mfg. Dept. Ninth and Cary.

For Best Work and Satisfaction Go to  
**Southern Auto Repair Company, Inc.**  
920-922 West Broad Street, Richmond, Va. Madison 6308. Randolph 1060.

This Space Reserved for  
**COTTRELL SADDLERY CO.**  
WATCH IT

**D. A. PRENTISS**  
319 West Broad Street.  
Grant Oldsmobile Saxon  
COLUMBIA STORAGE BATTERIES.  
Phone Randolph 300.

**Virginia Trust Company**  
The Safe Executor  
RICHMOND, VIRGINIA.  
Please Remember This—Our Business Is That of Acting as Executor, Guardian and Trustee.  
Established 1892—Twenty-Eight Years Ago—for That Purpose.

Yorkshire  
**PRIME RIBS OF BEEF**  
Au Jus  
**Richmond Cafeteria**  
Eighth and Franklin Streets.

Place Your Order Now for Awnings. Avoid the Rush  
**Richmond Awning Co.**  
214 North Ninth Street. Phone Madison 2182.

Phone Madison 3691  
"We Aim to Please."  
**SCHER'S**  
RESTAURANT AND LUNCHEONETTE  
109 N. Third Street.

**Kline Kar**  
Southern Beauty Perfection Six  
Made at Home  
**KLINE KAR SALES CO.,**  
605-613 West Broad Street, Richmond, Va.

Telephone 3320-987.  
**ALLAN, SAVILLE & SNEAD, Inc.**  
REAL ESTATE  
SALES-LOANS-RENTS  
RICHMOND, VIRGINIA.  
501-2-3 Va. Ry. and Power Bldg.

Guiding on Glass, Cornice Signs, Show Cards, Bronze, Brass, Nickel and Etched Glass Signs.  
Pressed Metal Signs Made in Large Quantities.  
**Grace Sign Co.**  
116 North Seventh Street.

The **CADILLAC EIGHT** MOTOR  
**JONES**  
Dodge Brothers Cars

The Oldest Agricultural Journal in America.  
Circulation, Over 100,000  
Established 1840  
**The Southern Planter**  
Semi-Monthly  
Offices: 28 North Ninth Street, P. O. Drawer 1236 Richmond, Va.

**TRUTH**  
ROGERS-PEET CLOTHES  
Have kept faith with the public more than half a century.  
—All Wool, Fast Colors—  
**NETTLETON SHOES**  
—Known Quality—  
**Kirk-Parrish Co.**  
605 East Broad Street.