

STANLEY CLAGUE DIES AT CHICAGO HOSPITAL

Widely Known Leader in Advertising Field and Former Winnetka Resident

Stanley Clague, formerly of Winnetka, one of the founders and for the past ten years managing director of the Audit Bureau of Circulation, died at 8:30 o'clock, Wednesday evening, January 19, at the Henrotin hospital Chicago. Mr. Clague had been indisposed for several months, but continued working until ten days before his death, few of his associates realizing the seriousness of his condition.

He was born on the Isle of Man, off the Coast of England, April 16, 1872, coming to the United States when he was twenty years of age. His first position was that of secretary to the late Dr. Charles W. Eliot, president of Harvard college. For a number of years he served as head of the Advertising Service department of The Credit Publishing company of Philadelphia. Leaving that organization in 1908 he organized the Clague Advertising Agency, which consolidated in March of 1915 with Taylor, Critchfield and company. Mr. Clague became vice-president of this company, which was then known as Taylor-Critchfield-Clague Advertising Agency.

Upon the organization of the A. B. C. Mr. Clague became a director immediately, serving in that capacity until he became managing director. He served on the executive committee, and as chairman of the Standard Form and Credit committee. He served in various official capacities, as president of the Affiliated Agents Association of America, and was the first president of the Western Advertising association, serving for three terms. He was a leader in the organization of the American Association of Advertising Agencies, and a member of the National Commission of International Advertising associations. At one time he was vice-president of the National Outdoor Posters association, and was on the executive committee of the Chicago Advertising council. Mr. Clague was a member of the White Paper club.

In 1892 he married Miss Mary C. Birks, daughter of the Rev. Richard Birks, a Unitarian clergyman, who had pastorates in both England and America. He was a resident of Winnetka, for many years, although at the time of his death he lived at 819 Michigan avenue, Evanston.

Mr. Clague is survived by his wife, and four children, Mrs. Daniel Gale of Huntington, L. I., Mrs. Charles S. McCoy of Wilmette, Stanley R. Clague

of Evanston and Coleman E. Clague of New York city.

Funeral services will be held Saturday, January 22, at 2:30 o'clock at St. Luke's church in Evanston.

P. T. A. TO MEET

A meeting of the Hubbard Woods Parent Teacher association will be held Tuesday, February 1. The program will be jointly conducted by Superintendent Washburne and S. R. Logan, principal of Skokie and the latter part being devoted to questions and answers. An open-house in which the parents will visit the different rooms and departments of the school, will be held between 7:30 and 8:15 and the regular meeting will follow immediately.

SCHOOL SEES ALASKA

A film on Alaska was shown at the morning exercises of the North Shore Country Day school, January 17. The pictures had been taken by P. F. Thelin, who has lived for twenty years in Alaska and collected some remarkable pictures of wild animal life in the Arctic.

Mr. and Mrs. J. N. Woolletts of 99 Indian Hill road are taking an extended tour of three months through Europe. William Woolletts, their son, is enrolled at Culver Military academy.

Mr. and Mrs. Roswell B. Mason of 326 Ridge avenue, are congratulated upon the birth of a daughter, Saturday, January 15, at the Evanston hospital.

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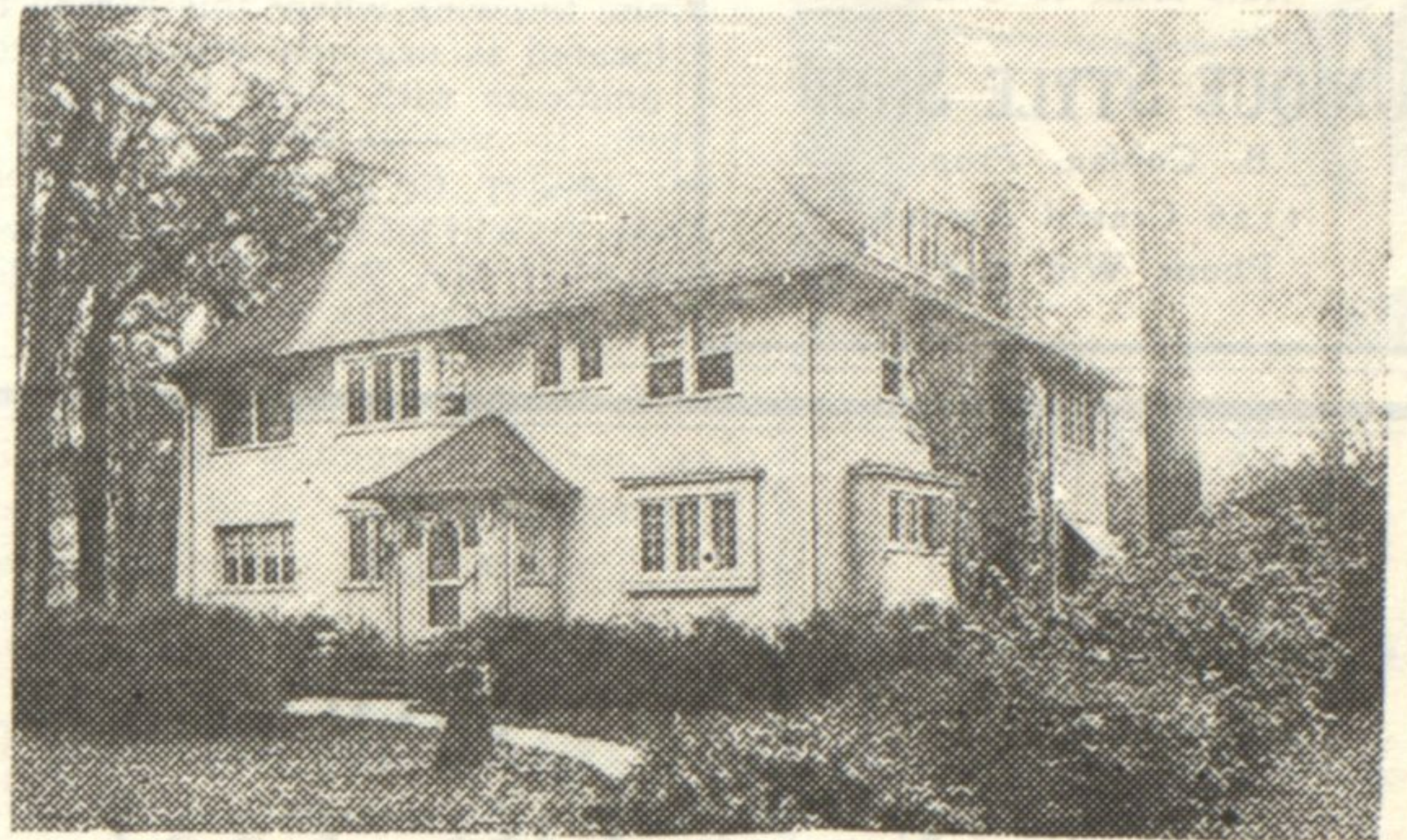
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