

# THE EDITOR AND PUBLISHER AND JOURNALIST

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## PLANS PRESS CORPS.

### SECRETARY GARRISON WOULD PUT WAR CORRESPONDENTS UNDER AMERICAN FLAG.

**Military Discipline and Accurate News His Idea—Would Occupy Neutral Position in the Field—May Later be Organized Under International Agreement—Importance of the Newspapers in Time of War.**

Following closely upon recent regulations of correspondents with the American army and navy in Mexico, Secretary of War Lindley W. Garrison has now under consideration the establishment of a press corps, organized, trained and equipped under the especial protection of the American flag and as an adjunct to American arms in the field. In an interview with the Washington correspondent of the New York World, Saturday, the Secretary said: "To have a press corps which would occupy a neutral position on the field of battle and still have access to the vantage points from which the news of conflict can best be obtained is a suggestion which the War Department looks upon with the greatest favor. We have at present regulations drawn to cover the activities of war correspondents in the field, but no such perfect organization as a press corps yet has been achieved. My idea is:

#### TO WEAR SPECIAL UNIFORM.

"Have strict rules governing qualification for membership and have the membership limited as far as might be without running the risk of incurring the charge of discrimination. Designate a special uniform, distinctive in character, the wearing of which would be compulsory upon members of the corps, when on duty and at all times during active military operations. Have some special insignia distinguishing the press corps as a separate military entity, and have this insignia not only on the caps and sleeves of the uniforms of the members of the corps but upon a flag to be borne by them in time of action and to be displayed over their camps at all times. This flag would take a position similar to that occupied by the internationally known insignia of the Red Cross. The ultimate aim would be to have an international agreement whereby the flag of the press corps would be immune from the fire of the enemy.

#### REGULATIONS FOR CORPS.

"Then I would have the press corps officered efficiently. The detachment of the corps with each army in the field would be broken up into small details during actions, and with each of these details it would be well to have one regular officer of the army and one press man, designated as the lay member of the detail. Other press correspondents in the detail would be expected to follow the orders of these officers.

"Such are the exigencies of war time, it would have to be understood that members of the press corps would be amenable for infractions of the rules laid down to govern its activities. There would have to be severe penalties in the matter of spying, and it might be necessary to legislate the press corps into a position where its members would be liable to court-martial for serious misdemeanors.

"The broad principle of creating a press corps as an adjunct to the army is fundamentally sound. At no time do the people want news so much as in time of war. The army is drawn from

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ARTHUR G. NEWMYER,  
BUSINESS MANAGER OF THE NEW ORLEANS ITEM.

## CANNOT TAX GOOD WILL.

### Important Decision Handed Down in Ohio Supreme Court.

The Supreme Court of Ohio has just handed down a decision in regard to the appraisal and taxation of the "going value" of private corporations, which will have its effect on many newspapers in the State of Ohio as well as other States.

The case before the Supreme Court was that of the Champion Coated Paper Company, of Hamilton, which was granted a permanent injunction restraining Harry J. Long, treasurer of Butler County, from collecting taxes on an appraised value of \$3,633,390 which had been fixed by the county assessors, while the valuation on the company as returned by its officers was \$2,610,817.

The assessors, acting with the authority of Governor Cox, made their appraisal according to capital stock and value as a going concern. The Supreme Court in handing down its decision said that appraisals must be based on the value of real estate and personal property alone and that "good will," "value as a going concern" and other intangible assets cannot be considered.

In its journal entry the Supreme Court distinguished between public utilities, which are valued on their gross earnings as going concerns, and private

companies, since the latter are conducted purely as private business and enjoy no franchise or public monopoly.

### Funston Jails Vera Cruz Editor.

Because of inflammatory and insulting matter distributed and printed by the Vera Cruz daily newspaper, El Dictamen, its publication has been stopped by American authorities and the managing editor put in jail. Colonel Jara, of the revolutionary forces, who made his headquarters at the printing office, has also been arrested. The printed bills distributed incited the populace to make demonstrations against "assassins of the Fatherland," referring to Señor Maas and Señor Moheno, aboard the Espagne.

### English Journalist to Tokio Jail.

Andrew M. Pooley, an English journalist, was sentenced Tuesday at Tokio to two years imprisonment and to pay a fine of \$100 in connection with the Japanese naval scandals. George Blundell, another English journalist, was sentenced to ten months imprisonment. The sentence of Blundell was suspended for three years. The charge against Pooley was that he had received stolen documents from Carl Richter, an employee of the German firm, and used them for blackmailing purposes.

## PREMIUM MEN UNITE.

### THEY ORGANIZE THE NATIONAL PREMIUM ADVERTISING AS- SOCIATION.

**S. A. Kirkman Is Elected President, C. E. Barker, Vice-President and S. W. Eckman, Secretary and Treasurer—Will Affiliate with the A. A. C. W.—Mr. Freeman Addresses the Opening Meeting on Co-operation.**

The National Premium Advertising Association, "the object of which shall be to promote the interests of the premium system of advertising, to extend the knowledge of its principles, and to safeguard and protect the public who share its benefits," was organized at a meeting of representative firms at the Hotel Astor on Wednesday last, when a constitution and by-laws was adopted and the following board of directors unanimously elected:

S. A. Kirkman, Kirkman & Son, Brooklyn; S. W. Eckman, B. T. Babbitt & Company; V. C. Brown, Sperry & Hutchinson Company; H. S. Bunting, the Novelty News; Charles E. Barker, United Profit Sharing Corporation; A. J. Dillman, the Hamilton Corporation; G. M. Kirby, Larkin & Co.; J. MacKeever, Proctor & Gamble Company; L. McDavitt, Colgate & Company.

#### DIRECTORS ORGANIZE.

The directors immediately organized by electing S. A. Kirkman, president; C. E. Barker, vice-president, and S. W. Eckman, secretary and treasurer. The constitution and by-laws provide that "the business of the association shall be managed by a board of directors, consisting of not less than seven, nor more than fifteen persons, members of the association, who shall be elected by the members at the annual meeting of the association and who shall hold office for one year or until their respective successors are elected and qualify.

"There shall be a membership committee of five appointed by the president from the board of directors, who shall pass upon the qualifications of proposed members. The approval of the majority of the membership committee shall be necessary for election to membership. Only those persons who are interested in the promotion of the premium advertising system shall be eligible for full membership. For conduct which the membership committee may deem detrimental to the association it may, upon written notice, terminate any membership in the association. Each member shall pay upon election to membership the sum of ten dollars, and thereafter annual dues of ten dollars, payable on July first of each year.

#### STATE OR LOCAL BRANCHES.

"The board of directors may provide for state or local branches of this association and also for associate membership on such terms as it may deem proper from time to time."

The following firms were represented: Colgate & Company, L. McDavitt and O. T. Atwater; McCall's Magazine, G. M. Wright, W. A. Vanderbeth; the United Manufacturing Service Corporation, William MacKay and Gerald B. Wadsworth; the Arbuckle interests, Judge A. A. Adams; the Novelty News, Henry S. Bunting; United Profit Sharing Corporation, Charles E. Barker and H. D. Crippen; Proctor & Gamble, James MacKeever; McKelvey Company, D. J. Lyons and J. H. McKelvey; Magazine & Book Company, Charles D. Reohr; the Hamilton Corporation, U. H. Schaaff; the Novelty News, Henry

F. Hasley and J. N. Porter; the American Tobacco Company, B. S. Wright; the New York Globe, W. C. Freeman; B. T. Babbitt & Company, S. W. Eckman; the Quaker Oats Company, W. A. Moran; Kirkman & Son, S. A. Kirkman; Hamilton Corporation, A. J. Dillman; Larkin Company, E. M. May; Sperry & Hutchinson, W. M. Sperry, John Hall Jones, attorney, and V. C. Brown; P. Lorillard & Company, H. A. Benton; James S. Kirk & Company, F. H. Doland; Security Merchandise Order Company, A. B. Woolsey; Swift & Company, Arthur D. White; and THE EDITOR AND PUBLISHER, James W. Brown.

Some of those present representing large interests made it clear that they had no authority to act for their concern, notably the representatives of Colgate & Company. All such representatives were permitted to sign the constitution and by-laws with the understanding that their acceptance would not be operative unless confirmed by their company within ten days.

The organization is the direct outgrowth of the recent convention of the Associated Advertising Clubs of the World at Toronto, at which Henry S. Bunting and Charles E. Barker appeared before the national commission and requested permission to organize.

The organization meeting was called to order at half past ten in Parlor B of the Astor by Charles E. Barker, who stated that last year's census figures show that the premium merchandising concerns of this country spend over one hundred million dollars a year in advertising. Mr. Barker called attention to the fact that all other forms of advertising have their organizations. "Why shouldn't we premium men organize? We ought to have one of the strongest associations in the country," he said.

S. W. Eckman, B. T. Babbitt Company, was elected temporary chairman and Henry S. Bunting, the Novelty News, temporary secretary. Mr. Eckman was introduced as the "man who has been thinking and talking along this line for the past two years." Mr. Eckman stated that on June 15, last, he had sent out a letter to all premium users asking them to join in the movement. He called attention to the recent laws enacted in Massachusetts, Georgia and Florida. He pointed out the good results that would accrue from unified action. He thought the organization should be affiliated with the A. A. C. W.

W. C. Freeman spoke in behalf of the A. A. C. W., "an organization broad enough to include all forms of advertising." Mr. Freeman stated that advertising of all kinds is intimately related and he urged the firms represented to form an organization and to affiliate with the A. A. C. W. He spoke of the "Declaration of Principles" adopted at Baltimore, of the "Standards of Practice" adopted at Toronto, and of the benefits of co-operation. He stated that Mr. Waldo, chairman of the Publicity Committee, had introduced Mr. Marker and Mr. Bunting to the National Commission at Toronto and that he had been urged to lend every possible assistance in the formation of this new department of advertising. He was surprised to find premium-using concerns spend over a hundred million dollars a year in this particular field of advertising. He said that it was estimated that over six hundred and fifty million dollars a year was spent in advertising and that 60 per cent of this total amount was invested in daily newspaper space.

By organizing the division would have the right to elect three delegates to the A. A. C. W. commission and would participate in the election of five members of the National Commission. He thought that the department might be financially assessed twenty-five hundred dollars a year for the maintenance of the general expenses of the Associated Clubs. He thought that the newspapers of the country would give ten thousand dollars and that in all about fifty thousand dollars would be raised to carry

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## CHICAGO HAPPENINGS. MORE WAGES FOR PRINTERS.

**Illinois Woman's Press Frolic—Colored Publisher Boomed for State Representative—J. A. Storm, Ad Agent, Files Petition in Bankruptcy—R. L. Atkinson Becomes Night Editor of Herald Personals.**

(Special Correspondence.)

CHICAGO, July 15.—The Illinois Woman's Press Association held its annual midsummer frolic Saturday afternoon in Lincoln Park.

Colored voters are booming S. B. Turner, publisher of the Illinois Idea, for State Representative.

James A. Storm, an advertising agent, has filed a petition in bankruptcy. He gives his assets at \$25 and liabilities at \$167,544.

Otto Pampel, the oldest active newspaper reporter here, has been appointed successor to Richard J. Finnegan as Jury Commissioner by local judges. He has long reported the courts for the Staats-Zeitung.

Roy L. Atkinson, formerly of the Inter Ocean, has been made night editor of the Herald.

Temperance people, who feared the change in ownership of the Record-Herald soon after it announced that it would accept no more liquor advertising might cancel this decision, have been re-assured by Mr. Keeley that the announcement will stand.

The Old Time Printers' Association has just arranged for the dedication of the memorial window for the late Henry O. Shepard, editor of the Inland Printer, in the Shepard School on Labor Day.

William S. Baxter, a noted mandolin, guitar and banjo performer, who belonged to the Press Club and spent much time there playing his favorite instruments, died Sunday at Rhodes Avenue Hospital.

The advertising men's ball game at Comiskey Park Saturday afternoon drew an attendance of about 2,500 and yielded some \$5,000 for the "Off the Street Club."

Col. George Fabyan, millionaire, was arrested the other day for beating up a Japanese photographer for the Chicago Journal, who stole a snapshot picture of the Colonel.

### TO TEST FALSE AD LAW.

**Brooklyn District Attorney Investigates Claims of Enterprising Grocer.**

An interesting test of the law against false advertising is promised from Brooklyn, where District-Attorney Cropsey is investigating an alleged violation of the city ordinances against false statement regarding matters of public health. The complaint is Commissioner Goldwater of the Health Department.

In the program for the Socialist Party Fair held in the Labor Lyceum of Brooklyn on May 15 there appeared an advertisement of a Brooklyn provision merchant to the effect that he had received the first prize from the Department of Health for "the cleanest establishment in the city and for the purest food products used." Other provision merchants brought the advertisement to the attention of Commissioner Goldwater of the Health Department.

The Commissioner found the merchant was not justified in making the statements contained in the advertisement and the case was referred to District-Attorney Cropsey of Kings County. It is a misdemeanor to publish misleading articles in regard to matters pertaining to the public health.

### May Sell Pall Mall Gazette.

It is reported in a London dispatch that negotiations are pending for the sale of William Waldorf Astor's papers, the Pall Mall Gazette and the Observer. A syndicate of Midland business men and a member who distinguished himself in the Unionist ranks in the present Parliament are considering conditions and price.

## NEW YORK DAILIES IN TROUBLE

**Correspondent of La Patrie, of Paris, Cables Story to His Paper—What Publishers Say.**

The New York correspondent of La Patrie, of Paris, sent to that publication last week a dispatch saying that one New York evening newspaper was on the point of suspension while a morning paper with an evening edition is in such a serious condition that a receivership is probable. He intimated that the increasing cost of white paper was the cause.

An inquiry made by THE EDITOR AND PUBLISHER failed to disclose any grounds for the statement made by La Patrie's correspondent. Rumors were started early last week by someone to the effect that two papers were in trouble, but at the offices of both papers their truth was strenuously denied.

Representatives of the New York Herald interviewed Col. William Hester, owner of the Brooklyn Eagle, on the subject, who, in commenting upon it said he didn't know about the financial condition of other newspapers but that the tremendous loss of over two million lines of advertising during the last six months by all but three New York papers must seriously affect several of them.

Col. Hester did not say that the cost of paper had anything to do with the situation. He thought, however, there was a disposition on the part of publishers all over the country to raise the retail price of their papers.

The managing editor of a Boston daily having a circulation of more than 300,000 said that "if things keep on we will either have to increase the price of the newspaper or charge more for our advertising."

Oswald Garrison Villard, president of the Evening Post Company, said that the Evening Post, which is the highest priced evening newspaper of general circulation in the United States, gained 327 columns of advertising during the last six months as compared with the same months of last year.

Mr. Villard said: "I do not think that the correspondent of the Patrie is right in attributing any present difficulties in newspaper quarters to a rise in the cost of print paper. The favorable tariff legislation has slightly reduced the price and ought still further to reduce it in time; but newspapers, like every other kind of business, are constantly facing the necessity for increased expenditures, by reason of the rise in the cost of living."

"I believe that the future will show that the newspaper of quality, like the Herald and the Evening Post, in the long run has a better outlook for service to the community than the one-cent 'shriekers.'"

Louis M. Hammond, business manager of the Boston Transcript, said:

"One great trouble with the one-cent papers is that many of them have increased their circulation beyond what they need. The one-cent paper with 300,000 circulation cannot get any more per line for advertising than the paper with 200,000 circulation. The extra 100,000 circulation is a drag. In my opinion, the papers have raised the price of advertising to the highest point it will stand, and the paper with the 300,000 circulation is at a disadvantage."

### Changes on St. Louis Times.

J. E. Wright, managing editor of the St. Louis Times, and Russell T. Edwards, the exploitation director, have resigned. Edward L. Praetorius, the principal owner of the Times, said that a successor to Mr. Wright had not been selected but that Frank E. Anfenger is filling the position temporarily. George Gogel has been appointed advertising manager of the Times.

BUCKHANNON, W. VA.—Upshur Record Publishing Company; to publish a newspaper; capital stock, \$5,000; incorporators, C. P. Darlington, C. E. White, William Post and others.

## INCREASES IN SCALES OF I. T. U. NEWSPAPER PLANTS FOR MONTH OF JUNE.

The Typographical Journal, official organ of the International Typographical Union, records in its July issue the following increases in printers' wages in newspaper plants:

The Owensboro (Ky.) Union has made a five year contract with local publishers, carrying an advance of \$2 a week for foremen, \$1.40 a week for handmen, a cent a thousand for machine work, and time and one-half for everything over eight hours a day. This increase amounts to 11 per cent over the old figures paid.

Recent scale negotiations with German Typographia No. 6, of Cleveland, O., resulted in machine operators being advanced from \$22 to \$24 per week and handmen from \$20 to \$23, and on June 15, 1915, the latter receive an additional \$1 per week, making a flat scale of \$24 per week for all employees.

Vincennes (Ind.) Union now has an increased scale of a dollar the first year and 50 cents per week for each of the ensuing three years, making the final figures \$21.50 per week for foremen on morning papers, \$20.50 on evening papers, \$19.50 for journeymen on morning papers, and \$18.50 on evening papers.

The scale of New Rochelle (N. Y.) Union advanced on May 15 to the following figures: Hand work, \$20 per week; foremen, \$25 per week; linotype operators, \$22 per week; machinist-operators, \$25 per week.

## HAVERHILL HERALD CHANGES.

**New General Manager, Managing Editor and City Editor in Charge.**

The Haverhill (Mass.) Herald underwent a complete change of management about the first of the current month. Albert H. Amazeen, who was president and treasurer of the old company, and De Mont Goodyear, who was secretary of the company and acting as managing editor, have both resigned, and their holdings have been taken over by the new interests.

J. Clark Thompson, long an expert of the Lanston Monotype Company, Philadelphia, but who has now severed his connection with it, is treasurer of the new Haverhill Herald Company, and general manager of the Herald. Thomas T. Bouvé, late of the Boston Herald, is managing editor, and George T. Lennon, for some years city and managing editor of the Haverhill Gazette, is city editor, William N. Hardy, former city editor, having resigned last month.

The Herald, which has during the past year won a distinctive place for itself in the "Slipper City," is increasing in circulation and business, and promises under the new management to continue its growth even more rapidly than before.

## Selma (Ala.) Times Changes Hands.

For the second time within the past seven months the Selma (Ala.) Times has changed hands. F. T. Raiford has bought the paper from Armonds & Audereck. The Selma Times, established in 1825, and one of the oldest morning dailies of Alabama, was purchased by Armonds & Audereck on December 1 last from R. E. L. Neil, who, for several years previous, had edited and published the paper. The price paid by Mr. Raiford for the Times was not made public.

## War News Writer Ordered Deported.

Secretary Garrison has enforced for the first time the new army regulations governing war correspondents, in the case of Ferd Boalt, an American writer with Funston's brigade at Vera Cruz. He was charged with sending out sensational and untrue despatches. Secretary Garrison has revoked his credentials as a correspondent with the field army and ordered his deportation to the United States.

**ADOPTS AD STANDARD.**

**CANADA PRESS ASSOCIATION FAVORS STRINGENT LAWS TO PROTECT PUBLIC.**

**W. M. O'Beirne, Stradford Beacon, Elected President at Convention of New National Body at Toronto—Committee to See Pelletier in Re Postal Rates—Schermerhorn on False Ad Problems Makes a Hit.**

(Special Correspondence.)

TORONTO, July 13.—It was undoubtedly the prospect of a warm debate on the postal question that brought a record attendance to the first annual meeting of the reorganized Canadian Press Association at Toronto, last Thursday and Friday. Altogether nearly three hundred newspapermen from points as widely separated as St. John, N. B., in the East, to Edmonton, Alberta, in the West, were on hand. The postal committee, which was appointed on Thursday, brought in their report at a special extra session of the general association, meeting at 9 A. M. on Friday. It was presented by the chairman of the committee, P. D. Ross, Ottawa Journal, and was worded as follows:

The Postal Committee beg to make the following recommendations in connection with the various questions which have arisen in regard to newspaper postage:

First, that a further interview be had with the Postmaster General by the committee at an early date with a view to an amicable understanding; any suggested rearrangement of rates by Parliament arising therefrom to be reported to the general meeting of the association for instructions before acceptance.

Second, that in case such interview with the Postmaster General does not seem to promise a satisfactory outcome, the postal committee be authorized to organize as large a deputation of members of the association as can be secured to wait upon the Prime Minister to protest in the strongest possible way against the removal of contract postal rates from Parliament and against the proposed arbitrary rulings of the Postoffice Department in connection with rates.

The only opposition to the report came from W. B. Burgoyne, St. Catharines (Ont.) Standard, who had been criticised the previous day for his action in sending a personal letter to the Prime Minister, in which he had stated that the policy of the association was the result of a snap verdict at the special meeting the previous November. He now took the floor and made a lengthy defence, maintaining that his action had been in the interests of the smaller dailies; that that section of the association had not been properly represented on the committee, and that the postal policy of the association was being dictated by the metropolitan dailies. He went on to explain how the department stores benefited by cheap postal rates on the city papers and concluded by suggesting the zone system to overcome the difficulty and give relief to the smaller city dailies.

Several speakers took issue with the St. Catharines man. Many agreed with his point that the smaller dailies were suffering, but they considered it an inopportune time to bring dissension into their ranks. A united front was necessary, if they were to make any headway, and the interests of sections would have to be merged in the general interest. At present the fight was to keep the control of rates in the hands of Parliament, where they could have a chance to agitate for their rights, rather than allow them to fall into the grasp of the Postmaster-General.

When the report was finally put to the vote, it was carried practically unanimously, Mr. Burgoyne registering the only adverse vote.

**ELECTION OF OFFICERS.**

The general association reassembled at 2 P. M., Friday, to conclude its business. The most important item was the election of officers. The new constitution called for the selection of a board of directors, consisting of twenty-five members, and the following names were placed before the meeting by the nominating committee, and on motion elected:



**JOHN M. IMRIE,**  
SECRETARY OF THE CANADIAN PRESS ASSOCIATION.

President, W. M. O'Beirne, Beacon, Stratford; past-president, H. B. Donly, Simcoe Reformer; vice-presidents: Maritime Province Division, R. L. Cotton, Charlottetown Examiner; Ontario and Quebec Division, W. E. Smallfield, Renfrew Mercury; Manitoba-Saskatchewan Division, W. F. Kerr, Regina Leader; Alberta and Eastern British Columbia Division, J. H. Woods, Calgary Herald; Western British Columbia Division, John Nelson, Vancouver News-Advertiser; treasurer, J. H. Cranston, Toronto Star; chairman of sections (each section having elected its own chairman): Daily Section, J. G. Elliott, Kingston Whig; Weekly Section, E. Roy Sayles, Port Elgin Times; Trade and Class Section, Col. J. B. MacLean, MacLean Trade Papers, Toronto.

Chairmen of standing committees: Paper Committee, J. F. MacKay, Globe, Toronto; Labor Committee, E. F. Slack, Montreal Gazette; Advertising Committee, W. J. Taylor, Woodstock Sentinel-Review; Postal Committee, F. D. Ross, Ottawa Journal; elected members: Maritime Provinces, J. C. Keating, Moncton Times; Quebec, V. E. Morrill, Sherbrooke Record; L. J. Tarte, Montreal La Patrie; Ontario, A. T. Wilgress, Brockville Times; Lorne Eedy, St. Mary's Journal; W. G. Rook, Canadian Home Journal, Toronto; Manitoba, John Stovel, Nor'West Farmer, Winnipeg; Saskatchewan, E. S. Zingg, Wapella Post; Alberta, W. A. Buchanan, M.P., Lethbridge Herald; British Columbia, F. Burd, Vancouver Province.

**SCHERMERHORN ON FALSE ADS.**

It is doubtful whether in the long history of the association any speaker ever received a more enthusiastic reception than that accorded James Schermerhorn, Detroit Times, who was the only outsider on this year's programme. When he had concluded his sixty-minute address on "Who Makes Fraudulent

Advertising Effective," the entire assemblage rose to their feet and gave him three vigorous cheers. He had struck a responsive chord in the breasts of all present, both by his abundant play of humor and the more serious matter underlying his remarks.

"How came fraudulent advertising effective?" asked Mr. Schermerhorn after brilliant introductory remarks. "Was it due to the man who wrote the advertisements or the agency? No matter how vile their purpose is to prey upon the people, it would come to naught if there was no medium of putting it before the people. They took a white sheet of paper with nothing upon it but the tariff (laughter), and they marked it with a solution of Arabic gum in different ways. It is the agency of the press which makes false advertising effective."

The speaker made a slashing attack upon the manner in which Cobalt securities were advertised in the United States, the lands of the west, as had been done with the land in Florida, land which should have been sold by the gallon, not by the acre. "The challenging appeal of the age," said the speaker, "is not to make money; it is to make money untainted."

**CASE OF DETROIT TIMES.**

He gave the case of his own newspaper. When they started twelve years ago to clean their paper they lost \$53,000 the first year, \$24,000 the next year and \$16,000 the third year. The next year they made \$400, and they felt so elated that they cut deeper in their advertising columns, and they lost \$12,000. In 1906 they made \$12,000, and they immediately threw out the liquor ads. They did that because they felt that they were doing in front of the bar what the man behind the bar was doing.

"When the paper goes into a home and issues an invitation to have a drink

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**KANSAS EDITORS AS CENSORS.**

**Committee Appointed by State Association Holds First Session.**

The special committee appointed by President E. E. Kelley, of the Kansas Editorial Association, last May at the annual meeting held in Manhattan, to act as a board of censorship, as recommended at the Newspaper Conference held at the State University, Lawrence, the week previous, met at Topeka, July 2. The committee consists of Frank MacLennan, of the Topeka State Journal, chairman; Merle Thorpe, dean of the Kansas University School of Journalism; Keith Clavenger, Osawatimie Graphic; Jesse Napier, of the Newton Kansas-Republican, and W. T. Beck, of the Holton Recorder. All were present except Mr. Napier and Dean Thorpe who is away on a vacation but was represented by L. T. Flint, of the School of Journalism.

Dr. S. J. Crumline, secretary of the State Board of Health, was an invited guest and talked with the committee on food and medical advertisements.

The committee adopted a resolution recommending that every newspaper publisher of Kansas obtain and read the following books, which may be procured in paper binding at a nominal price from Dr. S. J. Crumline:

"Propaganda for Reform in Proprietary Medicines."

"Great American Frauds," by Samuel Hopkins Adams.

"Nostrums and Quackery."

The committee also suggested that newspaper publishers of Kansas, in doubt about advertising copy, submit the copy or case to the committee or to L. T. Flint, secretary, Lawrence, Kan. The committee will then take expert advice, investigate and report to the individual newspaper making the query.

In the opinion of Dr. Crumline the head of the list of most harmful nostrums advertised are those pretending to be cures for cancer, consumption and Bright's disease. Next he placed those generalized as "Lost Manhood" remedies.

Practically all these nostrums have been subjected to chemical analysis in the laboratories maintained by the American Medical Society, he said, and it has been found that few or none have the right to be classed as cures for the things they pretend to cure.

He classed these nostrums in two divisions, those which were actually harmful and those merely deceptive.

**Watterson Again in Saddle.**

"The Renaissance of 'Marse Henry,'" is the title of an article that appeared in the Chicago Herald last Sunday that has centered attention once more on the prophet of the Louisville Courier-Journal. The writer says that Col. Henry Watterson, who, he claims, has been in eclipse for some time, is once more back in the saddle, ready to take the lead in battle as in the old days.

"Once more," he continues, "doth the nation recognize the trumpet call from the Courier-Journal sanctum. 'Marse Henry' is again the 'Marse Henry' of other days. He is again a prophet once more in glory. And over all the length and breadth of the land runs the wish that, wayward as he may be at times, his 'come-back' may last throughout his life and his life throughout at least our generation."

**Indianapolis Newsstand Clean-Up.**

The Police Department of Indianapolis has been having a real clean-up week with the news stands on the prominent corners. All corner stands were ordered removed last week. Some of the police officials stated that a great many of the stands were encroaching too much on the sidewalks, and many of them were handling all out-of-town papers, magazines, chewing gum, etc. The stands were of abnormal sizes, and it is said that in winter time some of these corner men even built small houses, heating them with a stove. They were considered encumbrances.

## CLEAN NEWSPAPERS.

**They Are the Kind that Gain the Confidence of the Public and Carry Weight with Ad Men—Demand Decency in Press.**

E. L. Clifford, advertising manager of the Minneapolis Tribune, chose for his subject "Clean Pages the Best Policy," in his address before the Convention of the A. A. C. W. at Toronto. His paper reads in part:

A newspaper, worthy of the name, is a tremendous power in any community, but there should be no great wall erected around it to defeat the rules of decency and honesty that govern other lines of business. The publisher of a newspaper is a manufacturer, but he has a responsibility far greater than that of any other manufacturer in his community. He manufactures a product that creates public opinion, a product that can stir nations to war; that can send great political parties to defeat; that can ruin reputations and blast businesses, and change one's course in life.

Millions of people look to their newspapers for the truth; and these people should get the truth. They are entitled to it. The newspaper is printed under the publisher's name, but the newspaper really belongs to the people. It is almost, if not quite, a crime for a newspaper, no matter who its publisher may be, no matter how powerful or how weak it may be, to lie to the people, to cheat the people—to sell them gold bricks, rotten securities, shoddy merchandise, or poisons.

The publisher that puts a crook advertiser in touch with a subscriber victim is equally guilty with the crook, and deserves punishment for his part in the transaction. That's the plain, unvarnished truth. Politicians, legislators and prosecutors are afraid of the newspapers. That's why there are no drastic laws against unclean, unfair advertising, and no criminal sentences. The lawmakers and the law enforcers don't care to monkey with the buzz-saw.

A little girl once wrote an essay on men that closed with this gem: "Men and women sprung from the monkey, but the women sprung further than the men."

### CAN'T FOOL THE WOMEN.

You can't fool the women—all the time. She doesn't want a newspaper in her home that isn't square, that isn't clean. And, bear in mind, the women are the ones, these days, your newspaper must make an alliance with—a friendly, confidential alliance.

If a publisher must rely on unclean money from unclean advertising to keep his publication going and money in the bank, there's no excuse for his newspaper living. It's a detriment to himself and to his community. He should get another job. On the same theory we should support abortionists, safe-crackers, pickpockets and swindlers, in general, because they can make a living in their "callings."

Many publishers only think they cannot get along without fake business. Show me one who has cut deep into the rotten business, with a fighting spirit and I will show you a publisher who is making a splendid success of his business in more ways than one. Such a publisher is building solidly for the future. He is doing a real business. He is doing something worth while for himself and his neighbors and his country. People believe in him and his news-

paper. He is protecting people who are not able to protect themselves.

### CIRCULATION STATEMENTS.

Show me a publisher who has nerve enough to keep the fakirs out of his newspaper, to pass up the unclean money—and I will show you a publisher whose circulation statements are honest.

The newspaper I represent does not accept liquor advertising because it does not care to be engaged directly or indirectly in the liquor business. It does not accept advertising tainted with fraud, no matter whether it comes from a bankrupt bunco man, a stock manipulator, or a rich piano pirate. It does not accept the advertising of the quack and the fakir. It accepts practically no patent medicine business. But with all the sacrifice of revenue this paper is making unusual strides in business—clean business—and in circulation. The past year we cut out \$50,000 worth of business, because we did not believe it should go into the homes, because we did not believe it was right to accept it, and because we did not believe it was good business to accept it.

Filthy, dangerous, fraudulent, medical and near-medical advertising should be driven out of every publication in America. It is a positive injury to clean, legitimate advertising. It taints the decent and makes it less productive. It is infinitely more harmful than the advertising of extravagant, lying merchandise values, for it strikes at the very health of the nation, and the victim doesn't have a chance to see or to know the goods that come in seductive bottles and sweet-painted pills.

### NEWSPAPER FIT FOR THE HOME.

The newspaper I represent is a home newspaper. It is on a friendly basis with the "welcome" mat at the front door. It does not want to be a party to the "crimes" that are being committed in a hundred different ways by newspapers acting as "go-betweens." We are striving to get out a newspaper that the whole family can read without being shocked, nauseated, scared to death or flim-flammed. And I believe it is the beginning of the end of the quack, the fakir, the bladder bruiser and the liver looter, the bust builder and the hair raiser, the beauty maker and the kidney killer, the fat reducer and the fat producer, and all the rest of the long list of health horrors. Read their clever, subtle advertisements. Read them to your friends. Get their heart-to-heart, liver-to-liver talks. There's the trouble. You don't read them. If you did, you would go on the warpath with a club, six feet long. The weak, the poor, the sick, the ignorant, the fickle and the callow are drawn into the whirlpool of cures fakes. Not the rich, the intelligent. There's the pity of it.

We became sick to death of advertising frauds and advertising fakes. They are a menace to good advertising. And the reading public and the legitimate advertiser have been patient and long-suffering.

### WHO ARE THE OUTLAWS.

Modern business is based on confidence, and there must be confidence in advertising. The people should have newspapers that they don't have to hide from their wives, their children, and their sweethearts.

The publisher who has the nerve to say to advertising assassins, "No, you must keep out of my newspaper!" is the publisher worth while, the publisher with a future. He is going to be abreast of the times, a lap ahead, not a lap behind.

And in my humble opinion, this kind of a publisher is going to lose nothing in a revenue way, finally. I believe business will eventually come back to him manyfold—clean business, that will be an honor to his paper and to his community, not a crying, bleeding shame.

The clean newspaper goes to the clean home, where it is as welcome as a life and blood member of the family. And the clean home wields the sceptre that makes or breaks a newspaper or any other kind of a business.

### WORKING ON STANDARD FORM.

#### A. B. C. Committee and I. C. M. A. Committee Confer on Uniform Circulation Statement.

The Standard Forms and Audits Committee of the Audit Bureau of Circulations, of which George H. E. Hawkins, advertising manager of the N. K. Fairbanks Company, is chairman, held a meeting at the Union League Club on Saturday, June 20, to confer with a committee of the International Circulation Managers' Association, regarding a uniform circulation statement. John M. Schmid, Indianapolis News, chairman of the I. C. M. A. committee, had associated with him John B. Cox, St. Paul Dispatch and Pioneer-Press; L. L. Ricketts, Des Moines Capital; James A. Mathews, Oklahoman, and visiting members, Charles Hansche, Chicago Post, and Charles H. Motz, Cincinnati Times-Star.

The circulation statement for daily newspapers was taken up in detail, and each section exhaustively discussed. It was the unanimous opinion of the circulation men that the form agreed upon would tend largely to the standardization of circulation statements. It was the sense of the joint committees that both organizations should encourage the use of the standardized statement. It was agreed that everyone who requests a circulation statement should receive the statement as issued by the A. B. C., with the statement that this is the only kind of a circulation statement issued and its authority cannot be questioned when backed by that organization. J. A. Mathews said:

"If this stand is taken by all publishers, the earnest work of the I. C. M. A. and the A. B. C. will bear fruit. In case an advertiser requests specific figures on some special feature it will be an easy matter to give this information without violating any of the principles contained in the uniform circulation statement of the A. B. C."

John M. Schmid, the chairman of the committee, said:

"The Standard Forms and Audits Committee of the A. B. C. requested our committee to formulate rules for auditors. These are in process of formation by several of the circulation men. The purpose of these rules is, as R. R. Whitman states for the guidance of auditors in making investigations. Mr. Whitman was generous enough to say that circulation men know more about the inside details in a newspaper office than the auditors themselves, and, consequently, he is strongly of the opinion that the principal features connected with newspaper circulation departments should be gone into thoroughly with the advice and co-operation of the circulation managers."

It developed that in addition to auditors about twenty-five inspectors will be appointed by the general manager of the A. B. C. organization. These in-

spectors will do the outside work, such as investigating agencies in various towns in conjunction, of course, with the auditors. These inspectors will be located in the larger cities, and will report direct to the general manager of the bureau, and when investigations are made in their districts they will report to the auditors. These inspectors will be circulation men that know the outside features of the business and need not necessarily be auditors.

As soon as the standard form is approved by the Standard Forms Committee it will go to the Board of Control for final adoption. Just as soon as that body votes its approval the form will be printed and distributed to all members with the request that they be filled out for the first quarter. The Standard Forms Committee consists of Mr. Hawkins, chairman, Stanley Clague, Hopewell L. Rogers, Frank C. Hoyt, M. C. Robbins and Burrigde D. Butler.

### NEW AD INCORPORATIONS.

NEW YORK, N. Y.—Walker-Baylis Company; general advertising; capital, \$10,000; incorporators, S. McLanahan, W. Baylis and D. Strother Walker.  
NEW YORK, N. Y.—Walker-Mills; advertising agency; capital stock, \$10,000; incorporated by H. H. Walker, M. S. Smith and Philip O. Mills.

## Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation in June, 1914 - - - - - 34,178

Net Average in Topeka in June, 1914 - - - - - 9,595

It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Only 7-day-a-week paper in Kansas

*Arthur Capper*

TOPEKA, KAN. Publisher

W. T. Laing, Flatiron Bldg., New York  
J. C. Feeley, Mallers Bldg., Chicago

**Paid Circulation is the circulation that pays advertisers**

**The Hartford Times**  
HARTFORD, CONN.

Has a paid circulation that exceeds the gross circulation of any other Connecticut daily by many thousands.

THE TIMES is a 3c. paper

—and every seventh individual in Hartford buys it.

KELLY-SMITH CO., Representatives  
New York, 220 Fifth Ave. Chicago, Lytton Bldg.

**Deutsches Journal**

The N. Y. German Journal is America's Greatest German Newspaper

# INTERTYPE

THE ACME OF HIGH QUALITY

### LINOTYPES

completely rebuilt and modernized with  
INTERTYPE IMPROVEMENTS

Guaranteed Single Magazine Machine  
\$1700

Guaranteed Multiple Magazine Machine  
\$2300

International Typesetting Machine Co.  
World Building, New York

**SPECIAL SALES EVIL.**

**Mr. Drummond Shows That Sales Act as a Blower on the Fire of an Engine—They Speed up Business, But if Used Too Frequently They Disintegrate the Establishment.**

By HARRY R. DRUMMOND.  
Advertising Manager of B. Nugent & Bros.  
Dry Goods Co., St. Louis.

Putting on the blower forces a fire very quickly. At times this is highly necessary and commendable, but to put on a blower and keep it on continually means burning a ruinous amount of fuel per mile, as well as burning out the guts of the engine and the ultimate disintegration of the machine long before its time. Therefore the blower is much like an emergency brake—necessary, but to be used very discreetly.

A retail store is much like a machine. It is geared to run at a certain speed under so many pounds pressure and at certain periods a blower may be applied very advantageously.

Advertising is the fuel that runs a retail store—"sales" is the blower.

During the last few years the blower has been used so indiscriminately that we have witnessed the disintegration of more than one big retail machine and many more are now getting perilously close to the scrap heap.

**ENGINEER AT FAULT.**

No one can justly blame the fuel, or the engine. They are both reliable and dependable. But the engineer has been woefully at fault.

If memory serves correctly it was Mark Twain who told of the old days on the Mississippi, when packet boats were the thing, how it was the rule for these floating hotels to race up and down the river.

When they wanted more steam than the boiler would generate under ordinary conditions they placed a big, fat chocolate-complected deck hand on the safety valve so that it would not pop off and went to it.

Occasionally a packet boat blew up, scattering captain, pilot, engineer, crew, gamblers, planters and coons throughout the adjacent territory; fuel bills were tremendously high; the engines burned out as if they were made of sheet tin, but it was a case of get there first and t'ell with consequences.

During the past ten years the New York Central and the Pennsylvania railroads, in their efforts to beat each other, got the running time between New York and Chicago down to eighteen hours—and they made it, too, when they did not run into wrecks. But it did not pay. The extra fares they charged on these trains did not compensate for the extra damages they had to pay for accidents.

**EXPECT TOO MUCH OF ADVERTISING.**  
Advertising, that is, retail advertising, has grown to be such a tremendous proposition that, as fuel, it is being consumed too fast to make it come under the head of economy. Merchants are asking advertising to do something it was never intended for and cannot do. Advertising today is expected to cover up faults rather than exploit virtues.

Big business is getting less and less out of advertising every year. There are numerous reasons given for this

condition. There are many viewpoints from which to look at advertising, and each has a certain amount of truth upon which it is founded.

The newspaper man, whose business is to sell space, argues that the falling off is due to the increase of competitive advertising—that, with new Richmonds in the field, it is necessary to fight harder, and use bigger space to get the business.

The advertising agency man argues much as the newspaper man does. He gets his commission on what his "client" spends. The merchant argues that it is up to him to do as his competitors do, and that there is no other way out of it.

**MR. HOTCHKIN'S VIEWS.**

Mr. W. R. Hotchkin, who recently resigned as advertising manager of Gimbel Brothers, New York department store, hit the nail on the head in a recent speech when he said, in part:

"Store advertising has been so debauched that merchants have to pay ever increasing sums to enlarge their advertising, while the business keeps ever decreasing, because people don't come back to get fooled again. And still the advertisers refuse to learn the age old truth.

"One half of the brains and effort of being a smart crook will make an honest man a great success.

"This is not a question of conscience—it is neither religion, morals nor ethics. It is hard headed business policy.

"Advertising requires public confidence to make it pay."

When a retail merchant tells his customers that by holding off their purchases of linens and white goods until January they will find the year's lowest prices, and that prices will be raised February first, when the reduction will be placed on furniture, turning the trade to that department in that month—and, going down the calendar, teaching people to avoid all but one section of his store each month; when he tells his people that he charges more for his goods on Monday, Tuesday, Wednesday, Thursday and Friday than he does on Saturday, he practically warns trade to stay out of his store five out of six days a week.

When he advertises \$150 worth of merchandise for \$100, and publishes alleged regular prices which are not the prices at which he is selling his goods, he invites suspicion against all "regular prices." When he uses hundreds of thousands of dollars worth of advertising to teach these things and does teach them, he has small right to complain against advertising that delivers the goods.

**NO RECEIVER FOR SUN.**

**Negotiations Still Pending for Settlement of Larke Suit Against Indianapolis Evening Paper.**

Negotiations for the dismissal of the suit for a receiver, brought against the Indianapolis Sun Company, publisher of the Evening Sun, by George H. Larke, until recently its general manager and minority stockholder, are still in progress as we go to press. Mr. Larke is in Chicago, where, it is understood, W. D. Boyce and he will soon effect a settlement of their difficulties.

Judge Remser, of the Circuit Court, on Saturday declared the Sun company insolvent, and said he would appoint a receiver later in the week. The negotiations for a withdrawal of the case have halted the court action. In declaring the Sun insolvent Judge Remser said:

"We have a plant that as a going concern is worth about \$175,000, with liabilities of more than \$200,000. The fact that somebody is willing to put money in the company to keep it going does not make any difference. The evidence showed that the paper has been losing from \$150 to \$200 a day since last January. The outgo is that much more than the income from the operation of the plant. From any point that you look at it, the company comes within the purview of insolvency.

"I can't believe but that Larke carried out what he thought was the policy of Boyce. Larke may have had no knowl-

edge of the secret ideas which Boyce appears to have entertained. Larke apparently tried to please Boyce and to follow out a policy in accord with Boyce's wishes. Had he known Boyce had different views he would have met Boyce's demands.

"Boyce surely gave him to understand that the policy in the main pursued by Larke was the policy he desired pursued. Boyce found out that conditions were not what he thought they were, and he desired a change. If he had made this known to Larke several months ago no doubt they would have reached an agreement.

"The summary action of Boyce in removing Larke is an indication of what might be done in the future. They might sell out and where would everybody be? I don't cast any reflection on Mr. Boyce. Boyce is not making any presents to this corporation, and any money he might put in the company is a debt against the company."

The Court suggested five names of men from whom a receiver might be selected: Fred B. Johnson, Willis Thompson, formerly editor of the Sun; Lew Ellingham, Fred L. Purdy, one of the founders of the Sun, and Oel L. Thayer, who was associated with Purdy.

**TOPNOTCH LINOTYPING.**

**John H. Ferguson Set 75,322 Ems in Seven Hours at Baltimore.**

A remarkable record was made on a Quick Change Model 8, three-magazine linotype, on May 28, by John H. Ferguson in the office of the Baltimore Record, a financial daily newspaper.

The foreman had the night before notified the operators that the copy of the acts of the legislature, measuring 115,000 ems of six-point, had to be set by six o'clock May 28. Hence, when the men started in on the day's work they knew they would have to hustle to finish the job in time.

When the foreman arrived at eight o'clock he noticed that Ferguson's "string" for the first hour was unusually long. He then concluded that he would "measure" the operator for the day without letting him know it.

The measure was 13 ems, and the type six-point solid. The copy was type-written and at times hard to follow.

At the end of seven hours Ferguson's "string" measured 75,322 ems, or an average of 10,760 ems of corrected matter an hour.

Mr. Ferguson is a member of the Baltimore Typographical Union, president of the Maryland Federation of Labor, and president of the City Central Body.

**TRUTH—AND THE AD CLUBS.**

The first advertising club in America was organized in New York a scant dozen years ago. It consisted of the few men who prepared advertising copy.

Next it took into its ranks men who bought advertising copy. Then it took in those who sold or bought advertising space. Next it took in all who read advertisements.

The influence of these advertising clubs is certainly worldwide in its scope, and their influence is for good beyond human imagination.

It would be a curious thing if the brotherhood of man would be brought about through business affiliations!

Business is human service. Also, it means self-preservation. It means a living, bread, butter, clothing, shelter and the continued confidence and respect of mankind. Business is not only getting a living, it is a matter of living a life.

Theology, with its postponed rewards and punishments, its fetiches and superstitions, has caused most of the bloody wars of the past.

Business, on the other hand, is essentially beneficent and peaceful.

The business of business is to supply human wants, to increase happiness, health, prosperity, and thus augment the buying power of humanity.

Advertising is publicity plus salesmanship.—Elbert Hubbard in the *New York American*.

**WOULD HELP GOVERNMENT.**

**Dayton Journal Offers to Pay the Expense of Verifying Circulation Statements.**

The publishers of the Dayton (O.) Journal have offered to stand the entire expense of a verification of circulation statements made to the government by the several newspapers of that city, if, as stated by the Third Postmaster General, the Department has no funds available for such a purpose.

Postmaster General Burelson has not as yet accepted the offer.

**PITTSBURG JOTTINGS.**

(Special Correspondence.)

**PITTSBURGH, Pa., July 15.**—During the past two weeks several journalistic changes have taken place in this progressive city. Perhaps the most important was that brought about by the sudden death of C. A. Evans, the general manager of the Tri-State News bureau. While Mr. Evans was telephoning from his home in the East End, certain instructions to his office, at 7:30 o'clock, on June 27, he was suddenly attacked with heart failure and died instantly. Mr. Evans was one of the most brilliant journalists in western Pennsylvania.

The position left vacant has been filled by the appointment of J. Kingsley Burnett, who had been day manager of the Tri-State News bureau for the past three years, and who is the only surviving member of the original office force of the bureau, having been with it since its organization on March 16, 1901. He was born in Scotland, and after taking a university course became a member of the staff of the London Sun.

After several visits to relatives in this country, Mr. Burnett settled here. He was connected with the staff of the Burlington (Vt.) News, Allegheny (Pa.) Record, and for six years was on the staff of the Press, this city, when organization of the Tri-State Bureau, Arthur G. Burgoyne, of the Gazette-Times, has been made superintendent of the city "Bureau of Public Morals" and has already entered upon his duties.

**Religious Training for Editors.**

Education of newspaper and magazine writers in the teachings of Jesus is one of the first tasks before the church people of this country, S. Eber Price, president of the Ottawa (Kan.) University, declared last week in Kansas City at the joint convention of the Baptist Young People's Union of America and the Baptist Young People's Union of the South. "Our task is to seek out these men and women," said Mr. Price, "and train them in the proper way. Religion will be a determining element in their lives and they will be a tremendous influence for Christianity."

**Ayres Heads National Amateur Press.**

Leston M. Ayres, of Milltown, N. J., was elected president of the United Amateur Press Association of America last week at the thirty-ninth annual national convention of the association at Bridgeport, Conn. Other officers elected were: First vice-president, William Carter Darrow, Rocky Mount, N. C.; second vice-president, Albert Sandusky, Cambridge, Mass.; secretary, Miss Edna von der Heide, New York City; treasurer, R. Kleiner, Brooklyn, N. Y.; official editor, Hubert Reading, Omaha.



No American newspaper has the traditions running back over one hundred years that are in the historic background of *The New York Evening Post*. Yet there is no American newspaper more thoroughly modern than *The New York Evening Post*. It has kept pace with the times and yet fully preserved all its dignity and character. Its history is one of continuous achievement. Never in its 112 years has *The Evening Post* been better or wider in its scope or more far reaching in its influence. The habitual reader of *The Evening Post* obtains all the news and something more, since with every issue he extends his breadth of view and adds to the sum total of his general information.

87 1/2 %  
of Washington DC  
read the *Evening Star*  
of this "Evening Star"  
every day.

12 1/2 %  
NON-  
READERS

# AND NOW THE NEW YORK TRIBUNE

—has joined the winning circle served by Newspaper Feature Service. Within a short time the New York Tribune will begin the publication of Newspaper Feature Service Colored Comics.

List of metropolitan papers not formerly using Colored Comics, now enlisted for the Colored Comics of Newspaper Feature Service.

**New York Tribune**  
**Boston Herald**  
**Philadelphia Record**  
**Rochester Herald**  
**Milwaukee Journal**

**Five metropolitan newspapers** not hitherto using colored comics have been converted to the use of colored comics through the superiority of the product offered by Newspaper Feature Service—a greater number of newspapers than have been converted by all the other syndicates in America combined.

These newspapers stand for the highest ideals of the newspaper business. They remained out of the colored comic field because the products in this field offered by other syndicates did not meet their standards.

The endorsement of Newspaper Feature Service by the New York Tribune is another indication of the foresight and enterprise which have resulted in The Tribune's remarkable circulation increase since January 1, 1914. After a several months' canvass of the entire colored comic situation the Tribune decided upon Newspaper Feature Service, which offers

**THE STRONGEST GROUP OF DAILY AND SUNDAY NEWSPAPER FEATURES AVAILABLE TODAY.**

*Quality is convincing—send to us for specimen proofs. Circulation results are more convincing—ask our clients.*

## NEWSPAPER FEATURE SERVICE

41 Park Row, New York City  
M. KOENIGSBERG, Manager

### PRESS ASSOCIATIONS.

The mid-summer meeting of the Colorado Editorial Association has been set for August 1, 2 and 3 in Denver. Bills which are to be initiated or referred this fall will be discussed by the association. A picnic in the foothills near Golden will be held for the editors Sunday, August 2. A splendid programme has been prepared by the editors for this occasion.

The Middle Tennessee Editorial Association held its midsummer session at Gallatin on July 10. The program was an interesting one and included: Address of Welcome by Prof. Charles E. Hawkins; response by President L. J. Burgdorf, Home Journal, Murfreesboro; "Co-operative Buying," J. R. Williams, News-Banner, Murfreesboro; "Foreign Advertising Rates," Rob Roy, Times, Alexandria; "Making a Newspaper Pay Without a Job Department," C. E. Crawford, Democrat, Lawrenceburg; "The Subscription List," H. C. Watts, News, Fayetteville.

The annual summer meeting of the North Dakota Press Association was held at Valley City on Friday and Sat-

urday last. D. R. Carlson of Towner spoke on "Country Correspondence," followed by a discussion led by George Ferris of Williston. W. B. McLaughlin addressed the editors on "Newspaper Make-Up." C. C. Lowe of La Moure led the discussion on this paper. Saturday was given over to social features.

Some of the topics discussed by the Georgia Weekly Press Association in convention at Commerce this week include: "Country Newspaper Problems and Prices," by Wright A. Patterson, Western Newspaper Union; "Political Advertising," by T. S. Shope, Dalton Citizen; "How Press and Railroads May Co-operate for Public Good," by M. V. Richards of the Southern Railway, and "The Way and Wherefore, or the Ins and Outs, Perplexities and Prerequisites of Newspaper Making and Maintenance," general discussion from various angles by the editors.

Ed. H. De Comp, of Gaffney, was elected president and Chick Springs the 1915 meeting place, at the closing sessions of the convention of the South Carolina Press Association last week. W. F. Caldwell of Columbia was re-elected secretary. A movement was launched for a trip to the Panama-Pacific exposition in 1915. Chick Springs is to be the mobilization point and it is expected that at least 100 members of the press will take the long trip. Papers were read by C. T. Martin of the Easley Progress on "Country Journalism;" from J. D. Evans of the Florence Times on "Evolution From Blackstone to Gutenbergism;" from James H. Moore of the Columbia Record on "Editorial Page;" Miss Juanita Wylie of the Lancaster News on "The Faithful Press;" by William Banks of the Anderson Intelligencer on "How to Start a Daily;" by R. E. Gonzales of the State and H. C. Booker of the Greenville Piedmont on "The Paragraphers' Union."

At the recent meeting of the Republican Publishers' Association of the Third District, in Springfield, Kan., Seth G. Wells of the Erie Record was elected president and M. A. Bangs of the Winfield Courier was re-elected secretary-treasurer. They will serve one year. Speeches were made by W. Y. Morgan of the Hutchinson News, Henry Scott of Kansas City and H. E. Ridings of the Kansas City Star. The association will meet at Pittsburg next October.

The Waynesboro (Pa.) Evening Herald is erecting a new home for its plant.

### Pony Reports

BY TELEPHONE  
Day or Night

All the news up to press time.

For rates and details write to  
**International News Service**  
200 WILLIAM ST., NEW YORK CITY

### Newspaper Correspondents

Increase your list of papers by registering in the forthcoming edition of the Newspaper Correspondents Directory. A stamp will bring you information which should be of material help to you.

**National Association Newspaper Correspondents**  
Germania Savings Bank Building  
PITTSBURGH, PA.

### Inform Your Readers

What Commission Government is Doing.  
What Labor Reforms are Doing.  
What Good Road Apostles are Doing.  
What Civic Clubs are Doing.  
Start Now—Write Today  
**BRUCE W. ULSH,**  
Sold by Mail - - Wabash, Indiana

### 4 Daily Comics

Scoop, Komik Kinks, Daily Laugh and Daily Laugh, Jr.

**The International Syndicate**  
Features for Newspapers, Baltimore, Md.

### MOST CONVENIENT

News matrix service in the market—saves time, patience, money.  
Central Press Association, Cleveland

### DON'T FOOL YOURSELF

You cannot fool your readers by publishing unreliable or stale news. They will find you out. You had better procure a reliable up-to-the-minute service. We have it.

**Central News of America, 26-28 Beaver Street, New York.**

### No Use Talking—

folks—home folks—the people Lincoln said the Lord must have loved "because he made so many of 'em"—the home folks, I say, are strong for Newton Newkirk's BINGVILLE BUGLE

It's a scream!—in a page mat 20 or 21 inches deep. Brim full of quaint, old fashioned, homely humor that "warms the cockle of the heart" and makes the reader stick.

Send for sample pages and see for yourself.

**World Color Printing Co.**

ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

USE

# UNITED PRESS

FOR

## Afternoon Papers

General Offices, World Bldg., New York

### The Proof — RESULTS

The sensation of the recent American Newspaper Publishers' Association Convention in New York was the display by Newspaper Feature Service.

No better circulation-making and circulation-holding features have ever been turned out. The records show.

Let us send you samples of our colored comics, daily magazine pages, and Sunday magazine pages in black and colors.

**Newspaper Feature Service**

M. KOENIGSBERG, Manager  
41 Park Row New York City

### Take small classified ads over the phone

and promptly collect all the money due for same by using the

**WINTHROP COIN CARD BILLHEAD**  
**WINTHROP COIN CARDS**

We print below a letter from one of our 400 daily newspaper customers:

"... It would be almost impossible for us to transact our business in our Classified Advertising Department without the use of Winthrop Coin Cards. They make that department satisfactory and profitable."

Write for details, prices and samples, or send copy now for trial order.

**THE WINTHROP PRESS**  
Coin Card Dept. 141 East 25th St., N.Y. City

### John B. Gallagher & Co.

Feature  
Industrial } Editions  
Trade }

**Tulane-Newcomb Building**  
**NEW ORLEANS, U. S. A.**

**JOURNALISM IN SPAIN.**

**Political Newspaper Overshadows All Others in Peninsula—Never More Than Two or Three Sheets—Ads of Small Account—Influence of El Trust, a Combination of Liberal Papers—Castilian Is Language Used.**  
(Special Correspondence.)

LONDON, July 2.—In these days of the renaissance of Spain it is interesting to glance at the present position of the newspaper press in the peninsula. One finds that the political journal is practically the only sort of newspaper in Spain, and as newspapers are purchased chiefly for the political news they give and the opinions they express, little attention is paid to advertisements. The Spanish newspaper, therefore, never runs to more than two or three sheets, of which the last is filled with petty advertisements.

It is the delight in politics as a subject for discussion which makes the life of the newspaper in Spain. This innate love of oratorical debate, which makes the whole country ring with passionate—but rarely violent—discussion whenever an eloquent speech is delivered in the Cortes, also furnishes an explanation of the somewhat perplexing fact that no matter what party is in power the opposition press is always much more considerable in volume than the governmental. There seems to exist a natural impulse to goad the powers that be into more exciting action for the delectation of the onlookers!

**HOW PAPERS ARE READ.**

All classes read the same newspapers. Those who cannot read, listen; and a writer in the London Times describes how he has often watched a band of four blind itinerant beggars plodding through the streets to their work all holding on to the cello while their conductor, walking ahead of the procession, read out to them in all seriousness the political news of the day.

Although every man has his opinions in Spain and you may discuss the leading events with your hall porter or the tramway conductor (off duty), it is

nevertheless true that public opinion, as it is known abroad, is not conscious of its strength in Spain, and it is the aim of the modern Spanish press to encourage and form it.

For this purpose especially the leading Liberal newspapers have formed what is known as "El Trust," which comprises the Madrid papers, El Heraldo de Madrid, El Imparcial, and El Liberal. This organization also controls the local editions which El Liberal publishes at Bilbao, Seville, Murcia, and Barcelona, El Noroeste de Gijon, and El Defensor of Granada, and it is by far the strongest press combination in Spain. As a political force its power was proved in 1909 and on other occasions.

**LA EPOCA, CONSERVATIVE ORGAN.**

The organ of the Conservative Government has been for many years the evening newspaper La Epoca, which is also the journal of the aristocracy, and reports fully social events and Court news. La Epoca, with El Imparcial, are the Spanish papers one mostly meets with outside Spain. La Correspondencia de España has a curious history. It was originally a gazette in the sense given to the word when Louis XV reigned in France, that is to say, a jumble of items of news printed without order or classification, racy bits of gossip going side by side with real information, a *pot pourri* of news that was read with avidity and earned the nickname of "the nightcap of Madrid," being read in bed the last thing before going to sleep, a time honored Spanish custom.

La Correspondencia now, however, employs modern methods, and prints six editions a day, being the only newspaper in Spain to do so. El A, B, C is another venture of modern Spanish journalism. Printed on glazed paper, illustrated, appearing in pamphlet form, possessing an excellent service of foreign news, it would do credit to any country. Diario Universal represents an important section of Liberal opinion. El Pais is the leading Republican organ.

Besides these, which are the principal papers of the capital, there are a host of others, representing every shade and color of opinion. All of them, important organs or unpretentious "rags," whether printed with modern linotypes or rolled off by hand in some dingy office in a back alley, have this in common, that they are written in pure Castilian. For the purity of its style the Spanish press occupies a unique position in the world. In a country where books are not read, where the newspaper is often the only literature obtainable, this is an important advantage for the people.

**LARGEST CIRCULATION 100,000.**

The largest circulation of any Spanish paper is thought to be about 100,000 copies per day; and yet all the Madrid papers publish special editions for the provinces. The provincial press in Spain has many organs of its own; which is not surprising, seeing how jealous are the inhabitants of the ancient kingdoms of their hereditary characteristics. The Andalusian, the Catalan, the Galician and the Basque, the Valencian and the Asturian all have their regional paper, sometimes printed in their own language or dialect. The press has, of course, many representatives in the Cortes, some of whom have risen to high posts and are ministers or ex-ministers of the Crown; and all such are proud of their origin.

Indeed the Spanish journal is a prototype of the Spanish "caballero." It is rarely very flush of money, is nearly without exception decent in tone, honorable in its treatment of political adversaries, generous in its impulses, and highly patriotic. The Spanish illustrated papers are most excellent. Artistically arranged, printed by modern methods and machinery, La Ilustración Española, Blanco y Negro, Nuevo Mundo, Mundo Grafico and La Esfera are of a high standard. T. R.

**Old Iowa Newspaper Editor Dead.**

Isaac Van Meter, aged 76, editor of newspapers in Iowa for many years, and a Civil War veteran, died last week

at the home of his son, Dr. Richard T. Van Meter, at Fremont, Neb., from hardening of the arteries. Mr. Van Meter with J. U. Wilson was founder of the Cedar Valley (Ia.) Tribune, afterwards known as the Waterloo Times-Tribune. He obtained notoriety by an alleged interview with Pat Crow, kidnaper of Eddie Cudahy. He came from Cedar Rapids in 1855. Mr. Van Meter was the oldest Democratic editor of the State.

**OBITUARY NOTES.**

CHARLES A. LAPP, for twenty-seven years publisher of the Brighton (Can.) Ensign, died last week at Midale, Sask. He was 65 years old.

J. C. ATTEBERRY, editor of the Ravia (Okla.) Times, died of paralysis July 5.

A. G. WEEKS, for a long time employed as a writer on the New York Herald, the New York Tribune and the Brooklyn Eagle, died at Cornwall, N. Y., Sunday night. He was about 45 years old.

J. T. FARRIS, editor and owner of the Lincoln County Herald of Libby, Mont., died last week in Spokane, where he recently underwent an operation. Mr. Farris was one of the pioneer newspaper men of Montana, having formerly conducted a paper in the Bitter Root Valley, and more recently at Glasgow, Montana.

ROBERT D. BLAIR, pioneer editor and publisher of Colorado, died at a hospital in Denver last week. He was 61 years old and lived in Colorado thirty-two years. He went to Denver in 1877 and became a typesetter on the Tribune and the Denver Republican. A few years later he went to Idaho Springs and established the Mining Gazette. Later he went to Georgetown, where he published the Miner until five years ago, when he returned to Idaho Springs and became publisher of another mining publication called the Miner.

EDWARD C. NIVER, managing editor and president of the Mail Publishing Co. Charleroi, Pa., died Sunday at Brockwayville, Pa. He was 52 years old. He worked on the Pittsburgh Post and the Dispatch and in 1902 purchased the Charleroi Mirror.

**ENTERPRISE AT HOUSTON.**

Post Issues Each Rotarian Convention Day a Special Number.

During the convention of the International Association of Rotary Clubs held at Houston, Tex., June 22 to 26, the Houston Post published a special Rotarian number each day, edited in part by the Rotarians for their news exclusively.

The Wednesday, June 24, issue was edited by the Salt Lake delegates and on Friday, June 26, F. S. Reeder of the Philadelphia delegation was editor in chief. The Rotarian number of the Houston Post proved immensely popular. The demand for extra copies to be sent to the boys back home necessitated a run of 5,000 copies per day.

Another Houston Post feature that was appreciated by delegates was supplying them each morning with their home State newspaper, delivered to their rooms, at their hotels before breakfast. At the close of the convention a telegram expressing the thanks of the officers was sent to the thirty-four newspapers whose courtesy made this home State newspaper service possible.

**Chicago Ad Men's Field Day.**

The Advertising Association of Chicago held a field day frolic last week that netted the association \$5,000 for its charitable work. In the pushball combat of one period lasting twenty-five minutes the team of the Taylor-Critchfield Agency defeated the Lord & Thomas Agency team by three goals. In the four men relay event the Charles H. Fuller Agency won from the Mahin Agency by two feet.

A Kansas Daily in City of 35,000 and evening paper now making net about Six Thousand Dollars a year is offered for sale at \$20,000. Terms Half Cash. Time on balance. (Proposition D 314.) We have also several other good newspaper properties in various States. Write us.

**American Newspaper Exchange**  
Rand McNally Building, Chicago

**FOR SALE**

**Duplex Angle Bar, Flat Bed Press**

Prints 4, 6, 8, 10 and 12-page, seven-column papers at 4500 an hour, folds to 1/2 and 1/4 page size. Can ship promptly.

**WALTER SCOTT & CO.**  
Plainfield, New Jersey

**Canadian Press Clippings**

The problem of covering the Canadian Field is answered by obtaining the service of

**The Dominion Press Clipping Agency**

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

**We can increase your business— you want it increased.**

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

**BURRELLE**

60-62 Warren Street, New York City  
Established a Quarter of a Century

Most Far Reaching Newspaper Reading Concern in Existence

**ATLAS PRESS CLIPPING BUREAU**

CHARLES HEMSTREET, Manager

We furnish everything that looks like a press clipping from all over the world.

Our Motto—RESULTS COUNT

218 East 42nd Street - New York

TAKE IT TO

**POWERS**

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.  
154 Nassau Street Tel. 4900-4 Beckman

**Good Cuts For Newspapers**

We make plates for newspapers that are etched deep and will print well.

Our prices are right and as we operate a day and night force, we are able to give newspapers a highly satisfactory service at all times.

**Atlas Engraving Company**  
205 West 40th Street New York

Send for samples of Half-tone Diamond Black. This Ink will print Jet Black on the most difficult paper. 40c. net.

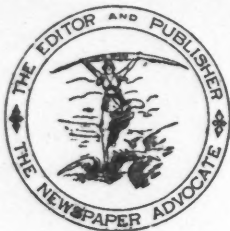
Every pound guaranteed  
**F. E. OKIE CO.**  
PHILADELPHIA, PA.

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

Entered as second class mail matter in the  
New York Post Office

Issued every Saturday, forms closing one o'clock on Friday preceding date of publication, by The Editor and Publisher Co., Suite 1117 World Building, 63 Park Row New York City. Private Branch Telephone Exchange, Beekman 4330 and 4331.



The Journalist. Established 1884; The Editor and Publisher, 1901; The Editor and Publisher and Journalist, 1907. James Wright Brown, Publisher; Frank LeRoy Blanchard, Editor; George P. Leffler, Business Manager.

Western Office: 601 Hartford Bldg., Chicago, A. R. Keator, Manager Telephone, Randolph 6065

See Publisher's announcement for subscription and advertising rates

New York, Saturday, July 18, 1914

*A real newspaper is very much more than a publication. It is a vital entity. It lives and breathes, and has its being. Each day of the year it enters the home, conveying a message to those who love it and trust it. Its soul is its disinterestedness.*—HENRY WATTERSON.

### AN OPEN FORUM FOR ALL.

THE EDITOR AND PUBLISHER represents a great industry, perhaps the most important industry in the world—an industry dominated by big men, able men, broad minded men, men of vision, whose predominating trait, and we say it to their everlasting glory, is their breadth of view and tolerance—tolerance in religion, tolerance in politics and tolerance in all the affairs of life. These men believe in fair play. On general principles they are, as a rule for the under dog. They want to hear all sides of every question. They believe with President Wilson "that everybody knows more than anybody."

And so it is only fair that the newspaper standing for this great industry should carry into its policy the principles animating the dominant men in the industry. Therefore, our readers can expect from time to time articles and communications from our readers expressing views that are not entertained and held by THE EDITOR AND PUBLISHER—just as last week we carried a story from the pen of Bert Moses. It was a communication—a voluntary communication from Mr. Moses—a brilliant writer whose criticisms of the A. A. C. W. Convention were, as George P. Rowell used to say, "important if true." But, how can Mr. Moses say, with any degree of accuracy, that there were no important advertisers present at the Toronto Convention? In this statement he is all wrong. There were plenty of general advertisers there, together with general advertising agents, advertising solicitors and all advertising men who go to make up that great army of the A. A. C. W., which has grown in a very few years from a membership of a few hundred to close on to ten thousand.

The columns of THE EDITOR AND PUBLISHER are open to all readers for the discussions of subjects that are of special or general interest to journalists and advertisers. It is only by an exchange of views that the much needed standardization in our trade may be brought about.

### THE CONVENTION SPECIAL.

THE EDITOR AND PUBLISHER has received many compliments during the past week from readers

in the South and in the North, and as far west as Denver for getting out the newspaper presentation which was issued as an extra under date of July 8. To be sure, we loaned our facilities and financed the effort, and our editor, Frank L. Blanchard, edited the vast amount of material under instructions and recommendations and suggestions from the local committee, and, yet, we did only what any one else would have willingly done—contributed our share in the interest of the common good of all. The credit for this effort belongs to the newspaper division of the Toronto Convention. It was a movement from the ranks. The delegates present felt that the story of the newspaper division should be spread broadcast throughout advertising and publishing circles. The record shows that many times the thought was expressed that much good would come from the widest possible publicity of the discussions at Toronto. Thus far over thirteen thousand copies of the newspaper presentation have been distributed to newspaper publishers in the United States, Canada, Great Britain and the Colonial Possessions, advertising agents, general advertisers, the members of the A. B. C., N. A. M. A., I. C. M. A. and kindred organizations.

It is proposed to defray the expense by assessing every one of the persons whose name is signed to the Standards of Practice an equal assessment all around. Already checks are flowing in. Such strong papers as the Philadelphia Record, the Providence Journal and Bulletin and the Hartford Times were among the first to contribute, and the universal expression of opinion is "call on me if you want any more money"—an indication, don't you think, that the effort has met with a ready response and that newspaper men are in harmony as to the Standards of Practice adopted by the newspaper division—a platform so broad and so liberal, and so generous that all newspaper men can get together on it.

While the enterprise of the Boston Journal in utilizing an aeroplane to secure photographs of the fire-swept portion of Salem is highly commendable, the man who did the perilous but splendidly successful work should not be overlooked. All that THE EDITOR AND PUBLISHER knows about him is that he is a staff photographer for the Journal. Like that of thousands of other newspaper workers his identity is lost. Yet one thrills while reading how he used his camera at various altitudes up to 3,000 feet. In a matter-of-fact way, as if it were an every day occurrence, he says: "I kept sighting through the finder and every time I found some part of the machine 'butting' into the picture. I was told I could roam about a bit in this machine, so I clambored out on the fuselage and stood directly beside the aviator. Hanging to a strut with one hand, I held the camera with the other, pointed it diagonally downwards and snapped the lens. Then I climbed back to my seat and reloaded. Some of the pictures were poor because the wind had hindered my putting the shutters back on the plate holders, but I feel satisfied with those I did bring back safely." That picture man has a right to be satisfied and we hope he also found his pay envelope fatter at the end of the week.

That the advance of woman suffrage and feminism may some day cost many cartoonists their job seems a somewhat pessimistic view, yet that is the fear of William Ireland, caricaturist of the Columbus (O.) Dispatch, as he gazes into the future. He bases his fear upon the possibility that when many women are in public life they will not stand for present day methods of cartooning but will so resent such hostile picture editorials that they will put the cartoonist out of business. It may be so. That, indeed, is the view of the New York Times, which says: "Mr. Ireland's anxiety is not wholly without foundation. The charge so often made that women have no sense of humor is of course untrue, and dislike of ridicule is far from monopolized by them, but it is a fact that from lack of training in this direction

they are far more resentful of unkind or hostile laughter directed against themselves than men dare to be. That the women will tolerate any derision which they have the power to prevent can hardly be expected, for even masculine politicians, pachyderms as they are and have to be, have not infrequently tried to protect their tortured hides with a statutory cover."

It is with a feeling of regret that we read in the April issue of Buckeye Printerdom, published by the Delphos Printing and Publishing Co., Delphos, O., that the magazine will hereafter be discontinued. Carl A. Jettinger, the editor, in his valedictory, said that he had been compelled to stop the publication of the magazine because it did not pay. Buckeye Printerdom was established fourteen years ago as the official organ of the Buckeye Press Association. It passed into Mr. Jettinger's hands when he was elected secretary several years ago and had been carried on by him as a labor of love and duty. Under his direction the magazine had developed into a lusty and helpful publication. But the difficulty encountered in securing advertising became so great, and the financial burden imposed in getting out the magazine became so heavy that he was finally obliged to throw up his hands. Mr. Jettinger declares that the concerns that supply the country publishers with paper and presses and other material have such a monopoly of the field that there is no competition and therefore no necessity for advertising. He hopes that sometime the country editors will have a publication of their own but it will have to have a more generous support than that accorded Buckeye Printerdom.

A novel scheme has been introduced in London by the staid old Times, of that city. For the amount of £15, it agrees to print annually in perpetuity, an "In Memoriam" announcement of four lines. In other words for \$60 it will insert the notice once a year as long as the paper continues to exist! The question arises who is going to check up the insertions a couple of centuries hence for the person who put up the money?

Isn't it a relief to think we will no longer read that familiar headline, "Huerta to Quit," in the daily newspapers?

### "AN AMAZING DECISION."

RICHMOND, MICH., July 13, 1914.  
THE EDITOR AND PUBLISHER:

The decision of the Court of Appeals in Ohio, the effect of which is to bar the publication of village ordinances in the villages where the advertising originates, unless the home newspaper be a party organ, or announce allegiance to some political party, is a blow in the vitals of every independent village newspaper in that state. It is a most amazing decision, in that it makes legal the publication of this class of advertising in newspapers located in towns outside of the municipality where the advertising originates, particularly in the county seat towns, in which locality the said advertising can have no local interest or bearing.

The effect is to force village residents to subscribe for an outside newspaper which they may not care for, in order to read the advertising of a public character in which they have a vital interest. The alternative is for the publisher to consent to wear the party collar if his paper has been independent, as it should be in order to fairly represent his mixed local constituency.

This decision is on a par with the law passed at the last session of the General Assembly in Indiana, requiring township trustees to publish their annual reports in papers representing dominant political parties. These laws and rulings are directly contrary to the spirit of the times in journalism, which tends toward independence and non-partisanship.

These Indiana and Ohio cases make it clear that the independent country publishers of the smaller towns of the country must organize for mutual protection, and the protection of their readers as well. The forces of political greed are aggressive, and have been able to influence courts and legislatures in the interest of their propaganda. The independent publisher, who desires to maintain his self-respect, must strike back, but he can do nothing without organization and centralized power. Therefore, country publishers, get together, and fight for your rights!

HENRY F. HARRIS,  
Publisher.

RICHMOND, MICH., July 13, 1914.



**PERSONALS.**

William Randolph Hearst, Mrs. Hearst, Mrs. Martin H. Glynn, wife of the Governor of this state, and a party of friends were in Vancouver, B. C., early this week and later left for the home of Mrs. Phoebe Hearst, mother of Mr. Hearst, at Pasadena, Cal. In an interview at Vancouver, Mr. Hearst outlined his views on the political situation and expressed the opinion that a coalition of the Progressive Republicans and Progressive Democrats would make the combined party the strongest in the nation. He said that he thought Col. Roosevelt would be making a great mistake if he ran for Governor of New York.

William C. Reick, owner of the New York Sun, returned Wednesday on the Imperator.

Norman E. Mack, editor and publisher of the Buffalo Evening Times, and Mrs. Mack sailed for Europe Saturday. He has been boomed for the nomination for United States Senator in the Democratic primaries, but he announced before sailing that he would not be a candidate for that or any other nomination this fall.

C. D. Lee of the United Press Associations has returned to New York after a trip through the West.

Ernest A. Scholz, business manager, has resigned from the Chicago Herald after a long and successful career of more than twenty-five years with that publication. He has been with the paper continuously through all its changes and vicissitudes and its various changes of ownership.

We present on the front page an excellent portrait of Arthur G. Newmyer, the hustling business manager of the New Orleans Item. Mr. Newmyer is regarded as one of the ablest of the Southern newspaper men.

Charles R. Long, general manager of the Chester (Pa.) Times and Republican, is spending the summer abroad.

J. R. Robinson, editor of the Toronto (Can.) Evening Telegram, is traveling in Europe.

Fred Seeley, formerly publisher of the Atlanta Georgian, is reported to have presented a lot in Raleigh, N. C., to Secretary of State Bryan, who, it is said, has sold his Lincoln home and will go to North Carolina after his services with the Administration end.

Leonard E. Kolmer has resigned as editor and manager of the Lonaconing (Pa.) Advocate for the past two years, has become general manager of the Frederick Post, a morning newspaper.

Dave Leahy has become editor of the El Dorado (Kan.) Daily and Weekly Republican.

W. T. Todd, formerly business manager of the Waynesboro (Pa.) Daily Herald, but for the past two years associated with the Waynesboro Daily Record, has resigned and taken the position of business manager of the Herald.

Wilson L. Coudon, formerly editor of the Perryville (Pa.) Record, has been appointed deputy insurance commissioner of Pennsylvania.

Charles M. Stauffer, who has been general manager of the New Mexican Printing Company, publishers of the Santa Fe New Mexican, will leave that paper on August 1 for Bethlehem, Pa., to engage in another line of work.

Frederick Roy Martin, assistant general manager of the Associated Press,

addressed the conference of the Associated Domestic Science Clubs at New York last week on the organization of the service and its method of handling the news.

Reginald Lloyd, managing director of Lloyd's Greater Britain Publishing Company, a London concern, which controls publications in all parts of the world, arrived in New York Sunday from a trip through South America. His firm recently acquired the Buenos Ayres Herald.

Dr. Talcott Williams, director of the Pulitzer School of Journalism, Columbia University, has become one of the editors of the revision of the New International Encyclopedia, now in course of publication.

W. D. Cowan, editor of the San Saba (Tex.) Star, is a candidate for the Legislature.

Edward B. Lilley, for twelve years managing editor of the Cleveland Plain Dealer, and later general manager of the Cleveland News, has been made general manager of the Los Angeles (Cal.) Evening Express and Morning Tribune.

John J. Cundiff, editor since 1901 of the Sedalia (Mo.) Morning Capital, a Republican newspaper, has severed his connection with the paper.

Grosvenor Dawes, chief of the editorial division of the Chamber of Commerce of the United States and editor of their publication, the Nation's Business, has resigned, his resignation to take effect September 1.

**GENERAL STAFF PERSONALS.**

William A. Vollmer, for the past two years managing editor of the House and Garden, is now managing editor of Town and Country.

Arthur G. Burgoyne, Jr., formerly of the Pittsburgh Gazette-Times, has been elected superintendent of the new Bureau of Morals of that city.

Paul S. Stansbury has taken charge of the circulation of the Coatesville (Pa.) Daily Local News.

Miss Minnie Lawther, formerly of the Wetzell (W. Va.) Republican, has taken a position on the editorial staff of the West Union Record.

J. Ted Beatty has become city editor of the Rochester (N. Y.) Daily Post and Record, succeeding E. C. Hackett. For the past few months Mr. Beatty has been employed in the war department at Washington, D. C., but before that he was actively associated with newspaper work in Rochester.

S. D. R. Smith, manager of the Michigan Bureau of the United Press, will leave for a vacation trip through Northern Michigan July 18. H. E. Babcock of the Detroit Journal will have charge of the bureau during his absence.

Charles T. Schermerhorn, managing editor, is on the city desk of the Detroit Times, during the absence of F. E. W. Bright, who left for his summer vacation recently.

Charles W. Collins, formerly dramatic critic of the Chicago Inter-Ocean, has become dramatic critic of the Chicago Post, succeeding Frederic Hatton.

Dana E. Jones, one of the solicitors of the Erie (Pa.) Dispatch, and Mrs. Jones are receiving congratulations from their friends on the occasion of the birth of a son. The little youngster was born last Sunday morning and weighs eight pounds.

**WASHINGTON PERSONALS.**

Jackson S. Elliott, superintendent of the Eastern Division of the Associated Press, was a visitor to the Washington bureau this week. Mr. Elliott was formerly a member of the Press Galleries and has many friends in this city.

Richard V. Oulahan, chief of the New York Times bureau; Don McCreagor, member of the New York Herald staff, and others who went to Niagara Falls to cover the Mexican conference have returned to the city.

Dudley Harmon, of the New York Sun, who did splendid work for his paper at Vera Cruz, has returned to Washington.

**What Welborn Wants to Know.**

PACKARD MOTOR CAR COMPANY, DETROIT, MICH., July 15, 1914.

THE EDITOR AND PUBLISHER:  
Being only a poor, simple cuss, I enjoyed the Toronto convention. Mr. Bert Moses' article in your June 11th issue inspires me to ask you two questions: I want to know  
(1) Who the devil is Bert Moses?  
(2) Didn't he try for that \$1,000 prize and lose?  
Please let me know.

EARLE WELBORN.

**PUBLISHER'S NOTICE.**

Subscription: Two Dollars a year in the United States and Colonial Possessions, \$2.50 a year in Canada and \$3.00 foreign.

It is suggested that the publication should be mailed to the home address to insure prompt delivery.

The Editor and Publisher page contains 672 agate lines, 168 on four.

The columns are 13 pleas. Advertising will not be accepted for the first three pages of the paper.

Advertising Rates: Transient Display 25c. an agate line.

Liberal discounts are allowed on either time or space contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted fifteen cents a line; Business Opportunity and Miscellaneous ten cents a line, and Situations one cent a word; see classified pages.

The Editor and Publisher can be found on sale each week at the following newsstands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.

Philadelphia—L. G. Rau, 7th and Chestnut streets.

Pittsburgh—Davis Book Shop, 418 Wood street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth street, N. W.

Chicago—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street.

Cleveland—Schroeder's News Store, Superior street, opposite Post Office.

Detroit—Solomon News Co., 69 Larned street, W.

San Francisco—R. J. Bidwell Co., 742 Market street.

**MISCELLANEOUS**

Advertisements under this classification ten cents per line, each insertion. Count seven words to the line.

**DAILY NEWS REPORTS.**

Special and Chicago news. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

**LINOTYPE MACHINES**

All models, bought and sold. Complete line of Printers' machinery and supplies on hand for immediate shipment.

RICH & McLEAN, New York. 51 Cliff St.

**BUSINESS OPPORTUNITY**

Advertisements under this classification ten cents per line, each insertion. Count seven words to the line.

To the ambitious young man with capital and experience, who desires to become a publisher, we can offer several good opportunities. Harris-Dibble Company, 71 West 23d St., New York City.

**EASTERN DAILY**

and job business in very attractive location. Annual volume of business, \$30,000. Three Linotypes, Cox Duplex, etc. Owner interested to sell 1/2 or all. Property needs aggressive management. Not more than \$5,000 cash necessary, balance can be deferred. Owner's return, \$3,700 annually. Proposition K. C.

**C. M. PALMER**

Newspaper Properties  
225 Fifth Ave., New York

**\$13,500**

Will buy controlling interest in Pennsylvania Daily now doing a good business in a field ripe for future development. Physical Property worth at least \$25,000 with indebtedness of about \$5,000.

**Harwell, Cannon & McCarthy,**  
Newspaper & Magazine Properties,  
Times Bldg., New York City.

**SITUATIONS WANTED**

Advertisements under this classification one cent per word each insertion.

**ARE YOU IN NEED OF AN ADVERTISING MAN?**

One who is capable and experienced in writing as well as soliciting copy, with the ability and willingness to give real, efficient service; active; thoroughly reliable; first-class references. The writer will be pleased to hear from any publisher or executive who has an opening for such a man. Address Worker, care The Editor and Publisher.

Ad Manager of daily of 6,000 circulation wants change for personal reasons. Have doubled business in past year and increased rates 50 per cent. Experienced ad writer and service man and prefer opening of this kind with Eastern paper of opportunities. Work highly recommended by advertisers and agents. Eight years' experience in editorial, advertising and business departments. Thirty years old; married; no bad habits; highest references. Address Ad-Man-Writer, care Editor and Publisher.

**HELP WANTED.**

WANTED.—An experienced, wide-awake, advertising solicitor, on a six-day-a-week evening publication, in a town of 75,000 in eastern state. Give all information and lowest salary in first letter. Box D 1264, Care The Editor and Publisher, New York City.

Wanted, immediately.—Experienced advertising solicitor and circulation manager. Give full particulars and state amount salary desired. Sunday Call, Pittsfield, Mass.

We want a man who has had reportorial experience to work in connection with our business office and to boost real estate, automobiles and kindred lines. Address D 1267, care The Editor and Publisher.

**ADVERTISING MEDIA**

Advertisements under this classification, ten cents per line, each insertion. Count seven words to the line.

Chicago—New York—Philadelphia, for 20 years the coal trades' leading journal. Write for rates.

**WHERE THE GOLD COMES FROM!**

THE FAIRBANKS (ALASKA) DAILY NEWS-MINER, the oldest paper in Interior Alaska, where the gold comes from, reaches the highest-paid class of workers in the world. There are only 16,000 people in the News-Miner's district, but they produce and spend from \$5,000,000 to \$10,000,000 a year. The smallest piece of money there is 25c. piece—which is the price of a newspaper, cigar or drink. One million was sent out of Fairbanks in one year to mail-order houses. The average per inhabitant annually is \$135 freight paid. Everything is dear except advertising—advertising agents take notice—and the people buy whatever they want when they want it.

# "New York State Folks" Have Invested

An indication--don't you think?--of their income ability and financial necessities. These thirty-seven daily newspapers cover the State and offer

In New York State there is great purchasing power among the inhabitants.

Their earning ability is great enough to enable them to buy the things they want.

There are 100,000 automobiles owned in the state, representing an investment of over \$150,000,000.

Automobile owners spend in up-keep, wages, entertainment, etc., an average of at least \$150,000,000 a year.

The inhabitants of the State of New York spend at least \$200 annually per person. On that basis the total expenditures are about One Billion Eight Hundred Million Dollars.

It is a very rich, responsive territory.

If an advertiser spent one cent per capita per annum to get the attention of all of the inhabitants of the State, his advertising investment would amount to about \$90,000 a year.

Ninety thousand dollars per annum would give a general advertiser an overpowering campaign in the daily newspapers of the State.

I do not know of a single general advertiser who spends \$90,000 yearly in New York State daily newspapers.

There are several who could and should.

Just think of the cost—one cent per annum per inhabitant!

A general advertiser investing \$90,000 in the daily newspapers should do a business of at least \$900,000 yearly. As a matter of fact, newspaper advertising does not cost 10% on gross business done.

It is a common impression that it costs a great deal of money to advertise in newspapers in New York State because of the rates charged by New York City newspapers.

Never was there a more inaccurate impression or deduction.

Can you bear

## A CLOSE ANALYSIS for THE C

By WILLIAM C. I

NEW YORK STATE DAILY NEWSPAPERS		Circulation	2,500	100	100
City	Paper				
Albany	Journal (E)	°16,127	.05	55	New
Albany	Times-Union (E)	°39,915	.06	56	New
Albany	Knickerbocker-Press (M)	°32,417	.06	55	New
Albany	Knickerbocker-Press (S)	°26,069	.06	55	New
Auburn	Citizen (E)	°6,449	.0178	400	New
Binghamton	Press-Leader (E)	°24,576	.05	54	New
Brooklyn	Eagle (E&S) 3c	°44,754	.16	16	New
Brooklyn	Standard-Union (E)	°61,731	.15	15	New
Brooklyn	Standard-Union (S)	°64,611	.15	15	Roch
Buffalo	{ Courier (M) 60,472 } { Enquirer (E) 51,334 }	**111,806	.14	22	Troy
Buffalo	Courier (S)	102,902	.14	12	Troy
Buffalo	News (E)	°96,059	.15	14	Water
Buffalo	News (S)	°96,059	.15	14	Water
Buffalo	Times (E&S)	°57,006	.09	58	
Elmira	Star-Gazette (E)	°19,221	.035	55	
Gloversville	Herald (M)	°7,068	.02	55	°G
Gloversville	Leader-Republican (E)	°5,511	.0143	400	††A
Ithaca	Journal (E)	°5,293	.025	55	**A
Lockport	Union-Sun (E)	°5,234	.0157	400	**A
Mount Vernon	Daily Argus	°5,444	.0214	400	**A
New York	Globe (E)	°144,982	.28	28	O
New York	Herald (M)	85,000	.40	40	†Pu
New York	Herald (S)	200,000	.50	50	

## New York newspapers serve advertisers in business known fully

Twenty-four (24) leading magazines, with circulation s have in the State of New York alone a combined circulation

In order to obtain this New York State circulation, it tion of these magazines, in as much as it is manifestly imp by zones.

Therefore, the advertiser who wishes to buy in, 787 York must pay the combined rate of these magazines which

Now, assuming that the national advertiser had us combined rate is \$79.56 per line, he will find that 1,78 State from these magazines costs him a total of \$8 per l

Comparing the cost of this New York magazine circula newspaper circulation around which this advertiser i advertiser can buy a newspaper circulation of 2,103.3 a bonus of 389,804 circulation at less than half the cost of

General advertisers, agents and space buyers using f and distribution facilities in New York City and New York newspapers listed above will aid and assist with cooper Editor and Publisher and Journalist, The Newspaper Ad Phones Beekman 4330 and 4331.

# Over \$150,000,000 in Automobiles

capacity to gratify their desires for the luxuries of this life as well as its  
 offer the general advertiser 2,176,923 circulation at \$3.73 per agate line.

beat it?

## THE GENERAL ADVERTISER

LIAM C. FREEMAN

### NEW YORK STATE DAILY NEWSPAPERS—Continued.

City	Paper	Circulation	2,500 l	10,000 l
New York	Post (E)	†30,004	.18	.16
New York	Telegram (E)	172,000	.30	.27
New York	Telegram (S)	120,000	.20	.20
New York	Times (M&S)	°246,118	.45	.40
New York	Mail (E)	°130,137	.32	.29
New York	World (M) }	380,540	.40	.40
New York	World (S) }			
New York	World (E)	360,902	.40	.40
Rochester	Union & Advertiser (E)	°36,613	.08	.055
Schenectady	Gazette (M)	†††23,006	.06	.04
Troy	Record (M&E)	**22,106	.035	.035
Troy	Standard-Fress (E)	°13,519	.0357	.02
Watertown	Standard (E)	°10,324	.021	.0142
Watertown	Times (E)	°13,061	.02	.02
		2,176,923	4.0409	3.7304

°Government Report.

††Average Gross A.A.A. Audit.

\*\*Average net paid A.A.A. Audit.

°°Average net paid sworn to by publisher.

Other circulation ratings are from Nelson Chesman's Rate Book for 1914.

†Publisher's signed statement of average gross figures on file in this office.

advertisers in the dual capacity of making their  
 locally and nationally.

circulation scattered all over the United States and Canada,  
 circulation of 1,787,119.

circulation, it is necessary, however, to buy the entire circula-  
 manner impossible for them to sell circulation by states or

buy 1,787,119 magazine circulation in the State of New  
 which is \$79.56 per line.

advertiser use all the circulations of the magazines, whose  
 that 1,787,119 circulation which he gets in New York  
 of \$1 per line.

magazine circulation with the cost of the combined concentrated  
 advertisement is written, we find that for \$3.73 per line the  
 of 2,176,923. On this basis, the advertiser gets in newspapers  
 all of the magazine circulation.

advertisers further light in respect to marketing conditions  
 and New York State and the degree to which the dominant  
 with cooperation, are requested to communicate with the  
 New York Advocate, Suite 1117 World Building, New York.

Look at the combined circulation and rate listed on  
 this page.

Compare total circulation and its cost with any other  
 form of publicity you can think of.

And don't forget to take into serious consideration  
 what it means to talk to so many people so often, as a  
 newspaper gives you opportunity to do.

The daily touch—the daily reminder at minimum of  
 cost is the thing that gets the advertiser business quickly.  
 He makes a speedier and more satisfactory success  
 through the daily newspaper.

New York State, remember, represents nearly 1-10  
 of the population of the Nation, and considerably more  
 than 1-10 of the money that is spent annually.

It is a very fertile field.

There is no waste effort if the newspapers scheduled  
 on this page are used to develop business.

Collectively they are certain to give the advertiser  
 adequate return on his investment, no matter how big or  
 little it may be.

It is impossible for any manufacturer with a merito-  
 rious article to sell to fail in getting satisfactory results  
 from the use of New York State daily newspapers.

Why advertisers do not concentrate in given territories  
 more than they do is due to the fact that there has been  
 no concerted effort by the newspapers to pool their issues  
 and show advertisers how sane and economical it is to  
 buy publicity in the daily newspapers.

Why an advertiser should seek to interest 100,000,000  
 people before trying to interest 10,000,000 people is one  
 of the mysteries of advertising which is now being  
 cleared up by newspapers getting together and showing  
 their united power.

New York State daily newspapers are showing a get-  
 together spirit and **together** they will produce marvelous  
 results for any legitimate business.

**New Jersey's  
Leading 7 Day Paper  
Trenton Times**

More circulation than corresponding period in 1913  
U. S. Report, 23,985 Paid  
and 200,000 more lines of display advertising

**Kelly-Smith Co.**  
CHICAGO NEW YORK  
Lytton Bldg. 220 Fifth Ave.

**Times, Alone, Gained Advertising in June, and in the Six Months of 1914.**

The New York Times is the only New York morning newspaper which published a larger volume of advertising in June, 1914, than in June, 1913. It is also the only New York morning newspaper which published, daily or Sunday, more advertising in the first six months of 1914 than in the first six months of 1913.

**A LIVE WIRE**

The New York Evening Mail ranked first among papers of its class in the volume of advertising carried during the first six months of this year.

Its average net paid circulation for the six months just ended was

**141,321**

Mr. Advertiser, it pays to use

**The Evening Mail**

**Buffalo News**

**EDWARD H. BUTLER**  
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

Foreign Advertising Representatives  
**KELLY-SMITH COMPANY**  
220 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

If your Product or Proposition is Worthy, tell about it in the

**NEW YORK TRIBUNE**

and be fully assured of Satisfactory Response.

**THE NEW ORLEANS ITEM**

Accepts advertising on the absolute guarantee of the largest net paid circulation of any New Orleans newspaper or no pay.

**THE JOHN BUDD COMPANY**  
Advertising Representatives  
New York Chicago St. Louis

**NORTHWESTERN NEWS**

(Special Correspondence.)

**SPOKANE, WASH.**—Charles B. Carlisle, 77 years, of Chicago, cousin of the late John G. Carlisle, former cabinet officer in the Cleveland administration, is visiting the city in search of the first type and printing press owned by the Review, at present the Spokesman-Review. "I brought that old Washington hand press to Spokane from Portland, Ore., freighting it overland from Cheney in the late '70s," states Mr. Carlisle. "When I first came to Spokane there was no railroad, and I went overland as a publicity booster sent out from Portland, and met the coming railroad in Montana. There were about 300 people here when I first came to Spokane Falls. J. J. Browne wanted me to stay, and predicted there would be 100,000 people here some day. Today I have trouble in trying to find old landmarks." Mr. Carlisle plans to establish a newspaper at Hunters, Wash.

E. E. Bruckner, an operator in the Spokane office of the Associated Press, will enter the international telegraphic tournament in connection with the Panama-Pacific International Exposition at San Francisco next year. Mr. Bruckner was second in the Philadelphia world's championship competition in 1903. In that contest as a compromise William Gibson was awarded first honors and Bruckner first money. In the Atlanta tournament in 1902 Bruckner won the gold medal and first money for straight Morse sending; first money and gold medal for message sending; second money and silver medal for message receiving and a medal and prize money in a combination.

NEW CATHOLIC PAPER.

As the official organ of the new Spokane diocese, presided over by Bishop A. F. Schinner, the Catholic Messenger will start publication in Spokane within two months. W. F. Conyard, proprietor of the Gem Printing Company, an experienced newspaper man, will edit the publication.

Carl Getz, former teacher of journalism in the University of Washington, has acquired an interest in the East Washingtonian at Pomeroy, Wash. Ray McClung, son of the editor and owner, also has an interest in the plant.

Septicemia, superinduced by the ulceration of a wisdom tooth, caused the death in Spokane July 1 of James T. Farris, publisher of the Libby (Mont.) Herald. Mr. Farris had been a prominent figure in Montana's political and journalistic affairs since 1883. His eldest son will continue the publication of the Herald.

CHANGES IN INTEREST.

Henry Evans has purchased the Kootenai Times, of Libby, Mont., from J. W. Barrett, who has decided to enter Democratic politics.

Bryan Irvine of Hamilton, Mont., has announced that he will take his plant to Darby, Mont., to start a newspaper.

R. R. Kilroy, former editor of the Missoula (Mont.) Sentinel, will edit the Billings (Mont.) Journal, which was acquired recently by J. M. Kennedy.

F. D. Bare, former editor of the Polson (Wash.) News, has gone to Los Angeles, and the News has suspended publication.

Announcements are out of the marriage of W. H. Mason, editor of the Dreary (Idaho) Enterprise, and Miss Margaret Keane of Moscow, Idaho.

C. D. Eastman has purchased the Leader at Hunters, Wash., from F. E. Chitty. Mr. Eastman has been principal of the Hunters public schools.

Phil T. Kelly has founded the Mountain Miner, a weekly, at Elk City, Idaho.

**Wilburton (Okla.) News Plant Burns.**

Fire, caused by a lighted match dropped on a carpet, a portion of which was saturated with gasoline, caused the total destruction of the Wilburton (Okla.) News plant and several other buildings last week. Following the fire, the Latimer County Democrat, a Wilburton paper, tendered the use of its plant to the News' owners.

**LOCAL CO-OPERATION.**

**New Organization Enters the Field As a Distributing Agent.**

"In the breathless hurry of this advertising age there has been one great and powerful medium that has been almost overlooked and very much neglected," says the prospectus of the "Associated American Newspapers," purporting to set forth the "purpose and principles of the Merchandising Organization of the Associated American Newspapers." The little booklet is a sixteen-page affair which presents to the small town newspaper publisher an ingenious plan whereby the Associated American Newspapers shall act, with the assistance of the local publishers, as the distributing agent for many national advertisers. Briefly stated, the plan is this:

"Your selling service is explained on the assumption that you have an advertising solicitor. If you do not have one, the multiplied amount of foreign advertising that he will make possible will pay you well for hiring one. Here in complete detail is the manner in which your paper, working through the Merchandising Organization of the A. A. N., furnishes each client of our agency this wonderfully valuable selling service.

"We work out a complete advertising campaign, get it up in neat and attractive form, have all the ads electrotyped, and then we send you copies of this advertising campaign, and you put these in the hands of your advertising solicitor. He goes to the dealers who should handle this line of goods and says, 'Mr. Merchant, I have here a complete advertising campaign on ———. It marks the first step in a new system of merchandising that is certain to mean a great deal to you.'"

Then follows a page of matter telling how the advertising solicitor is to sell the local merchant. The booklet then continues: "Backed by this kind of an argument do you think that your advertising solicitor will have any trouble in getting these local merchants to stock these goods? The manufacturer distributing through the M. O. of the A. A. N. will be able to sell for less and spend more for advertising. The latter will enter into an agreement with each advertiser, whereby a certain percentage of the sales in each city will be spent in advertising. This will run from five per cent. on high-priced staples, such as shoes, clothing, etc., up to forty and fifty per cent. on specialties. The average will be hardly less than twenty-five per cent."

This is carrying the idea of local co-operation to the extreme.

The booklet is issued from Indianapolis. Further on in the booklet the publisher is informed that it is expected that the M. O. of the A. A. N. will produce about fifty clients and the publisher's share in the advertising on the merchandise he sells will be about twenty per cent.

One of the pungent and pithy paragraphs of the little booklet is toward the end, and it reads as follows:

"The personnel of the organization could mean but little to you. Suffice it to say that we are amply financed; that we are backed by the very best advertising and selling ability; that we are drawing to us, and will continue to further draw, the very best brains that the merchandising world affords."

**Death of Col. C. R. Walters.**

Col. C. R. Walters, for thirty-four years editor and publisher of the Rich Hill (Mo.) Daily and Mining Review, died at his home in that city last week. Col. Walters had been in feeble health for some time, having suffered two slight strokes of paralysis. He was born May 14, 1852, in St. Louis, going to Rich Hill in 1880, the year of the town's birth. He was a member of the Missouri World's Fair Commission during the St. Louis Fair, also a member of the board of directors of the Nevada Insane Asylum for twelve years.

**The Globe**  
AND COMMERCIAL ADVERTISER

reaches more of the better class people in Greater New York than any other Evening paper.

Net paid circulation for year ending June 30, 1914

**153,330**

Net paid circulation for June 30, 1914

**174,206**

**THE PITTSBURG PRESS**

Has the Largest

Daily and Sunday

**CIRCULATION IN PITTSBURG**

Foreign Advertising Representatives  
**I. A. KLEIN, Metropolitan Tower, N. Y.**  
**JOHN GLASS, Peoples Gas Bldg., Chicago**

There is no Duplication or Substitution in

**Pittsburg Leader Circulation**

Ask us about the Pittsburgh Territory and in what way the Leader is the important paper.

**VERREE & CONKLIN**  
Foreign Representatives  
Steger Building, Chicago  
Brunswick Bldg., New York

*Standing always for Progress, for Honesty, for Cleanliness, these two newspapers are family friends.*

**THE PITTSBURGH POST**  
(Morning)

**THE PITTSBURGH SUN**  
(Afternoon)

**CONE, LORENZEN & WOODMAN**  
Foreign Representatives  
New York, Kansas City, Chicago

**Get the Best Always**

**The Pittsburg Dispatch**

Greater Pittsburg's Greatest Newspaper

**WALLACE G. BROOKE,**  
Brunswick Building, New York  
**HORACE M. FORD,**  
People's Gas Building, Chicago  
**H. C. ROOK,**  
Real Estate Trust Building, Philadelphia

**The Peoria Journal**

"Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarantees as much city circulation, in Peoria and Pekin, as both other Peoria newspapers combined."

**H. M. Pindell, Proprietor**  
Chas. H. Eddy, Fifth Ave. Bldg., New York  
Chas. H. Eddy, Old South Bldg., Boston  
Eddy & Virtue, People's Gas Bldg., Chicago

Seven strong newspapers-- each wields a force in its community that honest advertisers can employ to advantage.

**THE CHICAGO EVENING POST**  
(Evening Daily)

"The Star League"  
**INDIANAPOLIS STAR**  
(Morning Daily and Sunday)  
**TERRE HAUTE STAR**  
(Morning Daily and Sunday)  
**MUNCIE STAR**  
(Morning Daily and Sunday)

**THE ROCKY MOUNTAIN NEWS**  
(Morning Daily and Sunday)

**THE DENVER TIMES**  
(Evening Daily)

**THE LOUISVILLE HERALD**  
(Morning Daily and Sunday)

**The Shaffer Group**

**The Seattle Times**

"THE BEST THAT MONEY CAN BUY"

Circulation for June, 1914--

Daily, 69,152 Sunday, 89,318  
 47,000--In Seattle--50,000

Largest circulation of any daily or Sunday paper on the North Pacific Coast.

During June, 1914, The Times gained 1,480 inches, leading nearest paper by 23,400 inches--Total space 64,138 inches. The foreign advertising gained 364 inches over June, 1913.

LARGEST QUANTITY--  
 BEST QUALITY CIRCULATION

Buy the best and you will be content

**The S. C. BECKWITH SPECIAL AGENCY**  
 Sole Foreign Representatives

NEW YORK CHICAGO ST. LOUIS

**Los Angeles Examiner**

Sells at 5c. per copy or \$9.00 a year

Circulation } Week Days, 69,560 Net  
 } Sundays, 144,979 Net

The only non-returnable newspaper in Los Angeles. Over 90% delivered by carrier into the homes. Reaches 78 1/4% of families listed in Blue Book of Los Angeles.

M. D. HUNTON W. H. WILSON  
 220 Fifth Ave., New York Hearst Bldg., Chicago

**The Florida Metropolis**

FLORIDA'S GREATEST NEWSPAPER  
 JACKSONVILLE, FLA.

GUARANTEES TO ALL ADVERTISERS MORE DAILY, NET PAID, HOME DELIVERED CIRCULATION IN JACKSONVILLE AND WITHIN A RADIUS OF 100 MILES IN FLORIDA THAN ANY OTHER NEWSPAPER.

FOREIGN REPRESENTATIVES

**KELLY-SMITH COMPANY**

New York, 220 Fifth Ave. Chicago, Lytton Building.

YOU MUST USE THE

**LOS ANGELES EXAMINER**

to cover the GREAT SOUTHWEST

Sunday Circulation MORE THAN - - 150,000

**PREMIUM MEN UNITE. STRIKE DECLARED BY NEWSIES.**

(Continued from page 94.)

on the Vigilance Committee's work and the work of the Educational Committee. He said it was the desire of the National Commission to have field secretaries who would go to all parts of the country and talk to Boards of Trade and Chambers of Commerce and inform them of the work of the Associated Clubs. He stated that the most economical way of convincing the people of this country that the premium business is a legitimate business is through an organization that would standardize the premium business.

H. S. Bunting stated that the premium business in the past had received a black eye through the "bunko" men who had, unfortunately, been associated with the business. Through such an organization as was proposed it would be possible to eliminate, or largely minimize the efforts of such undesirables. By establishing a community interest and the adoption of a Standard of Practice, premium users would be put on the map.

WOULD BE A GOOD THING.

S. A. Kirkman urged those present to form an organization "right now." Mr. Kirkman thought all of the members agreed that it would be a good thing to have such an organization and he thought they should proceed to the formation of a permanent organization.

Judge A. A. Adams, general counsel to the Arbuckle interests, explained in detail the Florida case, which is now on appeal to the Supreme Court of the United States, and told how the manufacturers of premium goods throughout the nation had made a generous response in providing funds to carry the matter to the upper courts. He stated that Massachusetts was the latest State to adopt drastic premium legislation.

E. F. Spitz, an attorney, appearing for the United Profit Sharing Corporation, which handles the premium business for the United Cigar Stores Company, addressed the meeting at some length on the Florida statute. He stated that it is generally known in Florida that the case had been introduced and inspired by one individual and that it seemed the favorite sport of Florida legislators "to pass the buck to the other fellow."

Mr. Eckman explained that through his membership in the American Specialties Manufacturing Company he was supplied information regularly with reference to bills introduced in State Legislatures, which might in any way effect his business.

LAWS ON PREMIUMS.

John Hall Jones, an attorney, appearing for the Sperry & Hutchison Company, stated that the laws in the several States regarding the use of trading stamps are the best possible to obtain. His folks are always alert to their best interests. Mr. Jones said, "You cannot kill the trading stamp business without killing the premium business. The recent unfavorable legislation in Florida was because of the fact that the United Cigar Stores Company and the Trading Stamp Companies had very little, if any, interest in Florida, otherwise the bill would have been killed in committee."

E. F. Spitz, continuing, said: "There is a wave sweeping over the country. Opposition to the premium advertising system has grown by leaps and bounds. Those who are not in sympathy with the idea feel that they must either destroy it or regulate it. There is only one way to control this and that is through the agency of publicity--to shed light where there is at present darkness."

In talking about the question of the adoption of a constitution and by-laws, Henry S. Bunting said, "There are hundreds of premium men who may be brought into our association under the associated membership plan." Mr. Bunting was of the opinion that the by-laws were so broad and so simple that anyone could come into the organization. He felt, however, that the representative houses in the trade should control the organization. He maintained that the associate membership should take in all those engaged in the business. It would be easy to get members at \$10 a year.

**They Object to the Adoption of a No Return Policy by the News.**

The Detroit News and Tribune have been boycotted by the newsies in the downtown zone of Detroit.

The boys in the past have had the privilege of returning all unsold papers, and a number have been given credit for the day's drawings.

These boys have either bought or fought for the leading downtown corners and have sub-let them to smaller newsies on a fifty per cent. margin. The News has declared itself against this system and has cut off the return and credit privilege.

On the first day of the strike, the boys paraded the streets requesting the public to help them in their battle for their rights. A few venturesome boys bought News only to have them torn from their arms. A number of the newsies were arrested by the police for committing this act of violence.

In the meantime the other papers are reaping the benefit in increased sales.

**APPROVE ITEM ACCOUNTING.**

**Rise and Fall of Philadelphia Paper Revealed in Executor's Report.**

The story of the rapid growth and the equally rapid decline of the Philadelphia Evening Item, twenty years ago a widely read paper of that city, was recalled in Orphans' Court, Saturday, when Judge Gumme confirmed the account of Harrington Fitzgerald, surviving executor of his father, Thomas Fitzgerald, who founded the newspaper.

When Colonel Fitzgerald died in June, 1891, his estate, consisting mainly of the newspaper plant, was estimated at many thousands of dollars. It was left equally to his five children. By agreement the sons continued the enterprise; but from the day of the death of its founder ill fortune pursued it.

Three sons died, and when the Item was sold at public sale January 12, 1914, it netted the estate \$9,672.74. The account confirmed Saturday showed a balance for distribution of \$44,452.47.

**Hamilton Wins in Ad Golf.**

L. A. Hamilton, National, won the championship of the American Golf Association of Advertising Interests' tourney at Hot Springs, Saturday, defeating J. J. Hazen, Oakland, the 1913 title holder, by 6 up and 4 to play in the thirty-six hole final. Hamilton's golf was uncanny, as he was five under par for the first six holes in the morning and led by 6 up, and wound up this round with three under par on the last five with 4, 4, 3, 3, 3. T. E. Conklin, New York, won the second flight, defeating J. R. Mix, St. Andrews, by a wide margin. F. H. Smith defeated T. A. Moran in the Chicago final of the third flight, and K. O. Chisholm, New York, won the fourth from S. D. Flood, Chicago.

**Death of Joshua G. Beals.**

Joshua Gardner Beals, an old-time newspaper proprietor, died at his home in Boston, Wednesday, of heart disease. He was seventy-four years old, and was graduated from Harvard in 1858. He then studied law, and later became identified with his father and his brother in the management of the Boston Post. In 1875 he sold out his interest in the Post and shortly after came to this city, where he started the New York Newspaper Union, with a branch office in Boston.

**Establishes Land Bureau.**

The Chicago Examiner announces the inauguration of an agricultural land development bureau, designed to place its readers closely in touch with those who have land to sell. The bureau is under to see if I had been injured. At the the management of Robert P. Cross, who for five years was president of the United States Land Show held in Chicago each year.

**R. J. BIDWELL CO.**

Pacific Coast Representative of

- Los Angeles Times
- Portland Oregonian
- Seattle Post-Intelligencer
- Spokane Spokesman-Review
- The Editor & Publisher (N. Y.)
- Portland Telegram
- Chicago Tribune
- St. Louis Globe-Democrat
- Kansas City Star
- Omaha Bee
- Denver News
- Salt Lake Herald-Republican

742 Market Street  
**SAN FRANCISCO**

The Most Powerful Publicity Force in the Northwest

**"The Prosperity Twins"**

MINNEAPOLIS --- ST. PAUL  
 DAILY NEWS --- DAILY NEWS  
 60,901 --- 78,646  
 7c. a line --- 9c a line

C. D. BERTOLET  
 1110 Boyce Bldg., Chicago

New York Representative:  
 A. K. HAMMOND, 366 Fifth Ave.

**THE HERALD**

HAS THE  
**LARGEST MORNING CIRCULATION**  
 IN  
**WASHINGTON**

C. T. BRAINARD, President.

Representatives:

J. C. WILBERDING, A. R. KEATOR,  
 Brunswick Bldg., 601 Hartford Bldg.,  
 NEW YORK. CHICAGO.

THE

**Detroit Saturday Night**

guarantees the reliability of every advertisement appearing in its columns.

Whiskey, Beer, Cigarette and Patent Medicine advertising is tabooed.

The publishers reserve the right to reject any advertising which in their opinion is undesirable or does not conform to the general policy of the paper.

Foreign Advertising Representatives

CHAS. SEESTED F. STANLEY KELLY  
 41 Park Row Peoples Gas Bldg.  
 New York City Chicago, Ill.

**THE NEW HAVEN Times-Leader**

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.

**The S. C. BECKWITH SPECIAL AGENCY**  
 Sole Foreign Representatives  
 New York Chicago St. Louis

I. C. M. A. COMMITTEES.

President MacKinnon Makes the Appointments for 1914-1915.

President A. E. Mackinnon of the International Circulation Managers' Association this week announced the appointment of the following committees for 1914-1915:

**Membership Committee**—J. M. Schmid, chairman, Indianapolis News; D. C. Frame, the News, Toronto; L. M. Harmon, Jr., Boston Transcript; H. E. First, Cincinnati Enquirer; James McKernan, New York World; J. B. Cox, St. Paul Pioneer Press; John D. Simmons, Atlanta Journal; George R. Mundy, Philadelphia Inquirer; Frank K. Wilson, Baltimore News; J. K. Falconer, Regina (Sask.) Leader.

**General Welfare Committee**—I. U. Sears, chairman, Davenport (Ia.) Times; James A. Mathews, the Oklahoman, Oklahoma City, Okla.; Thomas Downey, Boston Globe; J. H. Miller, Pittsburgh Chronicle-Telegraph; R. B. McClean, New York Post; T. J. Kavanaugh, Dayton (O.) News; Leslie R. Neahe, Toledo Blade; Maurice Levy, Cincinnati Post; F. E. Starkweather, Grand Forks (N. Dak.) Times-Herald; Frank M. Whittaker, Jackson (Mich.) Patriot.

**Publication Committee**—Sidney D. Long, chairman, Wichita Eagle; Joseph R. Taylor, Grand Rapids Press, and D. B. G. Rose, Louisville Post. Assistants: J. N. Chevrier, Montreal La Devoir; John D. Walker, Johnstown (Pa.) Tribune; W. A. Elliott, Jacksonville Times-Union; O. L. Mead, Springfield (O.) News; E. R. Hatton, Detroit Free Press; C. I. Aichison, Hamilton (Ont.) Herald; William Hofmann, New York Staats-Zeitung; Charles E. Blewer, Scranton Truth; F. A. Polhemus, Toledo Times; R. S. Craft, Jackson (Mich.) Citizen-Press.

**Entertainment Committee**—P. F. Anderson, Macon (Ga.) Telegraph, chairman; H. D. Treble, Buffalo Times; R. S. Weir, Detroit Journal; W. J. Derby Toronto Mail and Empire; D. A. Maloney, Boston Post; C. E. Johnson, Louisville Courier-Journal; W. B. Baker, Chattanooga News; C. F. Stout, Plainfield (N. J.) Courier-News; F. S. Ohrt, Niagara Falls Gazette; John W. Nolan, Springfield (Mass.) Union.

**Publicity Committee**—R. L. McLean, Philadelphia Bulletin, chairman; Fred McClure, Cleveland Plain Dealer; J. V. McClatchy, Sacramento Bee; John Lang, Toronto World; R. J. Corrigan, St. Louis Times; G. A. Disher, Ottawa Citizen; J. F. Broadfoot, Washington Herald; Daniel Nicholl, New York Mail; L. L. Ricketts, Des Moines Capitol; Malcolm Lunn, Pittsburgh Post and Sun.

**Transportation Committee**—E. S. Dobson, Detroit News, chairman; William J. Little, Montreal Star; George I. Henry, New York American; James R. Farley, Philadelphia North American; E. A. Scholz, Chicago Herald; George M. Rogers, Cleveland Plain Dealer; R. C. Johnson, Springfield (Mass.) Republican; Edward Armstrong, Duluth Herald; W. L. Argue, Toronto Star; W. S. Burnett, Knoxville Journal-Tribune.

**Program Committee**—A. G. Lincoln, St. Louis Post-Dispatch, chairman; L. P. Rutherford, Philadelphia Record; E. M. McSweeney, Boston American; T. V. Armstrong, Ottawa Journal; H. S. Seymour, Akron Beacon Journal; E. F. McIntyre, Syracuse Herald; H. A. Aiken, Columbus (O.) Citizen; W. F. Heoron, Pittsburgh Gazette-Times; J. E. Bourgeau, Montreal La Press; Fred I. Cook, Scranton Tribune-Republican.

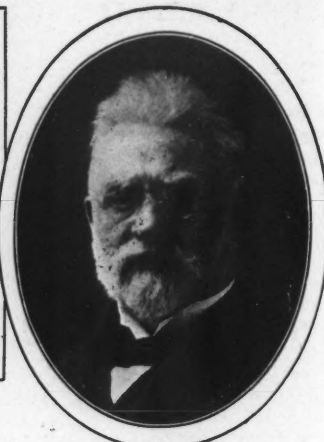
**Place of Meeting Committee**—J. R. Henderson, Montreal Gazette, chairman; George H. Reynolds, New Bedford Standard; R. Conland, Hartford Courant; Ben Hoffman, Toledo News-Bee; C. H. Motz, Cincinnati Times-Star; R. D. M. Decker, London Advertiser; T. J. Moynahan, Jr., Boston Herald; M. J. Donovan, Philadelphia Telegraph; C. A. Booth, Milwaukee Evening Wisconsin.



HENRY I. GOODMAN  
DIRECTOR



WARNER H. BELL  
1st VICE PRES.



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TREAS.



H. DWIGHT CUSHING  
2nd VICE PRES.



A. J. BEAN  
DIRECTOR



C. G. WOOD  
DIRECTOR

NEW OFFICERS OF THE BOSTON PILGRIM PUBLICITY ASSOCIATION.

**Audit Committee**—William Elder, Toronto Telegram; Henry C. Carpenter, Lancaster (Pa.) Intelligencer; Frank Frugone, Bolletino della Sera.

**Necrology Committee**—Joseph R. Taylor, chairman.

**Associate Editors**—Harold Hough, Fort Worth Star-Telegram; William E. Potter, Manchester Union-Leader; J. O. Stuardi, Mobile Register; J. William Aldred, New York Tribune; C. A. Johnson, Grand Rapids News; J. T. Toler, Atlanta Constitution; J. J. Lynch, Cleveland Press; R. R. Leitch, Edmonton (Alta.) Journal; Joe Levy, New Orleans Item; Albert A. Kemper, Richmond (Ind.) Palladium.

Washington Correspondents.

J. O. Martin, of the publicity department of the Chesapeake & Potomac Telephone Company, Baltimore, contributed to the July issue of the Transmitter, which is published for the benefit of the company's employees, an interesting article on "With the Newspaper Boys in Washington." Mr. Martin gives an intimate view of the way the correspondents work. The article is well worth reading.

DOESN'T READ TRADE PAPER.

I always wanted to erect a tombstone over the man who doesn't have time to read his trade journal.

But then tombstones are only for those who know they are dead.

There is plenty of other mortuary evidence about the man who doesn't have time to read.

You see it in his personal appearance. He looks out of date because he is out of date.

You see it in his shop, office, studio, factory or other surroundings. His obituary is written in red letters all over the old place, and you get the creeps when you enter.

You observe it in his correspondence, if indeed he has time to correspond. You weary through a scribbled letter of misfortune or an ill typewritten or calligraphed sheet of ancient design and perfume telling loudly of a musty place where the proprietor doubles as office boy, janitor, artist, mechanic, salesman and manager. He hasn't time to take care of the meager business that might chance his way because he is so busy with details or labors over antiquated equipment that long ago was junk.

But even the trade journal wouldn't save this puny pessimist. He is too far gone.

The trade journal is for the live ones.

It only pictures to the dead one how far behind the procession he is stumbling.

The men who do things are the men who think. The men who think are those who read their trade journal and know what other men in their line are doing and what they are thinking.

No man knows it all. No man can be everywhere at the same time. Hence the trade journal. It picks up an idea here, a suggestion there; it corrals a piece of news, it finds some new design, it digs up information, it catches inspiration—these it presents periodically in proper form for the edification of the entire fraternity.

We sometimes run across the man who hasn't time to read.

We know then that it is time to send flowers.—Signs of the Times.

The Los Angeles Examiner is now installed in its new home at Eleventh street and Broadway. It is said to be the largest and finest building in the world devoted exclusively to the publication of a daily newspaper.

**VALUE OF PUBLICITY.**

**Victor H. Hanson, Publisher of Birmingham News, Addresses Retail Furniture Dealers on Importance of Advertising and Co-operation — How to Make Most of White Space by Earnest and Sincere Copy.**

The need of co-operation and publicity in business life and the methods of accomplishing best results through the newspaper was the subject of a highly interesting address by Victor H. Hanson, publisher of the Birmingham (Ala.) News, at a luncheon of the Retail Furniture Dealers' Association, of that city, last week. Mr. Hanson said in part:

"Advertising is an ancient institution, but not until very recently was any effort made to systematize and to pitch it on a plane where the waste would be reduced to the minimum. Hit and miss methods obtained for centuries, and it is not surprising that in many instances there were more 'misses' than 'hits.' But today advertising has been placed on such a basis that the 'misses' are very infrequent among those who have appreciated the great importance of the subject and who give to it the study that its importance justifies.

**HOW TO MAKE ADS PAY.**

"The time has come, however, when the question 'Does advertising pay?' is no longer asked. The great, compelling question today is 'How can I make my advertising pay more?' Every business man knows how that those who put thought and care into their advertising get results, and they know also that no medium is comparable to the daily newspaper when it comes to securing these results. You do not know a man or woman in Birmingham who is not a newspaper reader, and in most instances they read the newspaper advertisements just as they read the news.

"The most important question before any advertiser today is the manner of using the space for which they pay their money. Business success depends very largely upon the result. The man who buys space in the best medium ought to put into that space, the very best advertising talent he can command. The furniture stores, department stores and clothing stores appreciate more than any others the value of advertising, and as a rule they maintain well equipped advertising departments that contribute year after year to the extension of the business and to the profits it is enabled to realize.

**NEWS ELEMENT IN ADS.**

"These advertising writers furnish the public with up-to-date news of the great business establishments of the community, and direct tens of thousands of buyers in making their purchases. But in this connection I want to impress upon you the necessity of making all conditions in a business establishment work for the success of the establishment.

"The management, the advertising department and the salesman should cooperate to the fullest possible degree, and the advertising man ought to know all about the goods he is trying to sell. Years ago, when a man announced himself as an ad writer, many looked upon him as more or less of a joke. But this has changed. The advertising man has proven that he has a place in the business structure, and that it is one of tremendous importance. Advertising today is a profession and one cannot hope to master the art in a day or a week. No manufacturer would put a beginner at work in the place of a trained mechanic, and no business organization can hope to secure satisfactory results by putting an amateur on the job of ad construction. When you buy white space, use it right, and the results will come.

"I am not going into the subject of the superiority of newspaper advertising over magazine advertising, billboards, and the like. But it is true that if an advertiser wishes to cover a city in a manner that is going to reach the most people, and reach them when they

are in the most receptive frame of mind, they must use the newspaper.

"The people pay to have the newspaper delivered to their homes, and they read it every day, becoming attached to it as to a neighbor or friend, and when they open it they are looking for information in a publication in which they have confidence and toward which they often feel a personal attachment. For these reasons, no other medium in the world is quite so effective.

"Advertising in good newspapers is profitable advertising. If you have something to sell, you can go to a job printer and have a lot of bills struck off, and distribute them around town. That is advertising in a crude state. Put the same matter in any kind of newspaper, and that is advertising in a more advanced and more effective form. Insert the same copy in a newspaper that goes into the home, with a hold upon the affections of the family circle, and that is advertising of the highest state.

"As a matter of course, earnestness is essential in the success of any enterprise. One cannot succeed very long or to any very large degree in any undertaking unless there is earnestness of purpose behind it, and the most effective copy is that which breathes the sincere conviction of the one who writes it. Earnestness is necessary to accomplish the three things that are essential to the ideally successful advertisement, which is the advertisement that does these three things:

**WHAT IDEAL AD DOES.**

"Interests the greatest possible number of people.

"Convinces the greatest possible number of people.

"Forces the greatest possible number of people to take the action that is suggested.

"Know what you say is the truth, and say it in such a way that the reader will recognize the sincerity behind the advertisement.

"The importance of truth telling cannot be overestimated. The misleading advertisement, the advertisement that carries a half truth, cannot be permanently successful. It may bring a little trade for a little while, but what every business man wants is customers who come again, and to get these, one must deal fairly and squarely, living up to every promise put forth in the advertising copy.

"As the publisher of a newspaper, I know the value of advertising, both as a revenue producer for the paper, and as a factor in individual and community prosperity; and I want to see the standard of advertising continue on its upward course. And I want to see the advertiser get the very best possible results."

**"THIS IS A FREE COUNTRY."**

**Wherein the Land of the Stars and Stripes Differs from China.**

Frank Webb, erstwhile member of the St. Louis Republic editorial staff and head of the copy desk of the Pittsburgh Post, but now editing copy on the New York American, is responsible for a new story that even Park Row newspaper men consider good.

Several weeks ago Frank was showing his brother Charles, who, by the way, is editor-in-chief of the Shanghai Daily News, about the downtown section of Gotham, pointing out the great change of recent years. Charles admitted the changes were great enough but as he waded about through old newspapers, wrapping papers and straw that littered the sidewalks, ducked between packing cases and empty barrels, he frequently remarked that nothing like that could happen in China.

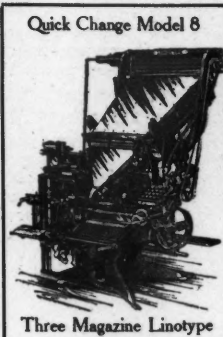
"We don't allow anything like this, old top," said Charles as he prepared to spring across a mountain of flour barrels.

Frank had by this time become a bit sore but answered proudly as he slipped between a broken packing case and a crockery crate:

"I know you don't; but this, by jingo, is a free country."

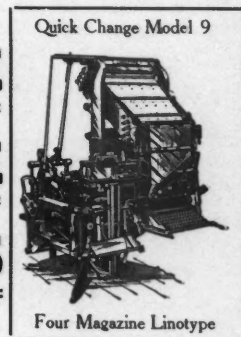
**Composing Room Efficiency**

Is increased, quality improved, and cost of production reduced, by the use of



Three Magazine Linotype

**MULTIPLE  
MAGAZINE  
LINTYPES**



Four Magazine Linotype

The Linotype is the only line-casting machine that mixes faces in the same line mechanically. No lifting of matrices by hand during composition

**THE MULTIPLE LINTYPE WAY IS THE MODERN WAY**

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models, can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

**Mergenthaler Linotype Company**  
Tribune Building, New York

CHICAGO 1100 South Wabash Avenue  
SAN FRANCISCO 638-646 Sacramento Street  
NEW ORLEANS 549 Baronne Street  
TORONTO: CANADIAN LINTYPE, LIMITED, 35 Lombard Street

**OLDEST PARIS NEWSPAPER.**

The oldest newspaper in Paris, the Journal des Debats, was one of the cluster of newspapers which sprang into being with the beginning of popular government in 1789.

It was founded by a printer named Baudoin, and purported to be, as its name shows, a mere chronicle of political events. Owing to its pungent criticisms of men and affairs, it soon became one of the most influential of the Paris journals.

In 1805 the paper was compelled by Napoleon to change its name and became the Journal de l'Empire. It was in the course of the correspondence which took place between Napoleon and the editor, Fieveu, on the subject of the threatened censorship that the Emperor gave the order, which has become famous, about the policy of the newspaper, "that it should publish no news unfavorable to the government until the truth was so well known that publication was needless."

After Napoleon's retirement to Elba the paper resumed its old title. It is still edited and printed in the house where it was first started, beside the Church of St. Germain de l'Auxerris, from the tower of which the signal was given for the massacre of St. Bartholomew's eve. Of the great Paris newspapers, it has been the least affected by the modern developments of journalism, and its dignified columns are an encouragement to thoughtful reaction and a serious study of affairs.—London Times.

**Telling the Store's Story.**

The D. H. Holmes Company, Ltd., department store, of New Orleans, has recently issued a series of notable advertisements dwelling upon the efficiency of its organization and its service to the public. It presents an intimate view of a subject that ought to be of interest to every man and woman who trades at the Holmes Company's store. One of these advertisements, for instance, tells of the Employees' Benevolent Association, which during the seven years of

its existence has paid \$2,000 for relief and assistance. It calls attention to the lunch room for girl and women employees and shows how all the employees are cared for by the company. Another advertisement deals with the treatment of aged employees and still another tells of the annual outing, in which every one connected with the establishment participates. Of course, the object of these advertisements is to give the public an intimate view of the great organization with which they deal and thus develop a personal interest, which, perhaps, could be gained in no other way.

**JOURNALISTIC CHRONOLOGY.**

**Some Anniversaries of Interest to Newspaper Folk During the Coming Week.**

JULY 19—Mordecai M. Noah, noted American journalist, born in Philadelphia, Pa. (1875).

JULY 21—Edmund Burke Osborne, printer and publisher, born in Manchester, Ia. (1865).

JULY 22—Louis Benson FitzGerald, noted religious editor, born in Philadelphia, Pa. (1855).

JULY 22—Thomas Commerford Martin, editor of the Electrical World since 1883, born in London, England (1856).

JULY 23—Walter Goodyear, publisher, born at New Rochelle, N. Y. (1866).

JULY 23—Albert Shaw, editor of the Review of Reviews, born at Shandon, Ohio (1857).

JULY 24—William Hyatt Farrington, publisher, born in New York City (1838).

JULY 25—George Bendelain, editorial writer on the New York Sun since 1894, born in Naples, Italy (1851).

**Restrictions on Berlin Newsboys.**

Venders of newspapers in Berlin are to be limited to calling out the names of the journals they sell. To make known the contents of the papers or to indicate any particular item of news is forbidden. Fines will be imposed for infringement of the law.

## HURTS THE BUSINESS.

**Mr. Clarkson Thinks There Has Been Altogether Too Much Said About "Fraudulent" and "Objectionable" Advertising—Public Gets a Wrong Impression—Opinion Differs as to What Ads Should Be Printed.**

By A. E. CLARKSON,  
Business Manager Houston (Tex.) Post.

For sometime past, in the "Ad Clubs," "Advertisers' Associations," "Newspaper Publications" and in more or less isolated cases by the publishers themselves, much has been said about "objectionable advertising." In my humble opinion, there has been entirely too much said.

At the outset, I want to disclaim championing anything that is really objectionable, fraudulent or hurtful, whether it be in advertising or otherwise. I believe any publisher who will take for pay matter what he knows to be fraudulent or hurtful to his readers is lacking in common honesty; but I do not believe he should reject what he believes to be legitimate advertising because some jealous competitor or some organization objects to it at the behest of some fanatic.

### TENDS TO DISCREDIT ADS.

Above all, I believe that the constant connection of the word "advertising" with "objectionable," "fraudulent" and similar terms tends to discredit advertising as a whole, and should be frowned upon by all publishers. Why is a doctor, a merchant, a promoter, or a manufacturer any less a fraud or any less objectionable because he does not advertise? Why not agitate laws to reach the source of fraud or other objectionable dealings, instead of belittling advertising by going after this one feature of their business?

You will say that in accepting their advertising we become a party to the fraud, and I agree with you, if you accept it knowingly; but is it fair and just for you, as a publisher, to brand all of any class a fraud because some are proven so?

Are we not doing our duty when we refuse to endorse any advertiser and refuse to insert the advertising of any concern that we have good reason to believe is dealing unfairly with our readers?

### OBJECTS TO ASSOCIATION.

I have always believed that any legitimate newspaper could safely assume that its readers had some degree of intelligence and when they had the opportunity to investigate at leisure the claims of any advertiser they were, as a rule, about as competent to judge as the disinterested publisher of a daily newspaper, who must, of necessity, pass on many matters of this kind hurriedly and without proper investigation.

I have a great deal of respect for the publisher who quietly refuses to accept certain advertising because for any one of a hundred reasons he deems it improper matter to place before his readers. I don't appreciate nearly so much the publisher who takes column after column of space to tell how good he is, when his real purpose is to discredit his competitor.

### GOES AFTER NEW ORLEANS ITEM.

None of us are either all good or all bad, and there are only a very few of us that can afford to throw stones. I am going to take the liberty right now of throwing stones at the New Orleans Item. I am going to single out the Item because there is no paper with which I am familiar for whose management I have a more wholesome respect. They are on the job twenty-four hours a day, and I get more pointers on doing things from the Item than any paper that comes to my desk. They have come about as near cleaning up as any paper I know, unless it is Schermerhorn's Detroit Times, and I am not really familiar with that paper.

The Item has refused business that I consider as legitimate as anything they carry, and, believe me, they have done some talking about it, too. I was amused at one of their recent self-

eulogistic ads which asserted that any article advertised in their columns could be bought with safety by any reader—man, woman or child. In this issue of their paper were several whiskey ads. Now I don't mean to say that whiskey ads are objectionable, but the law says whiskey can't be sold to children, and anyone knows by personal experience that it cannot lawfully be bought even by grown-up publishers in Atlanta.

### AS TO LIQUOR ADS.

Seriously, I think the Item was justified in cutting out such advertising as it considered objectionable, just as I think it is justified in continuing liquor advertising, if it does not consider it objectionable. That a great many people think liquor advertising the worst of all does not prove that they are right and the Item wrong; that other publishers carry advertising that the Item has cut out does not prove that the Item is right and the other publishers wrong.

Both are probably hurting some legitimate business concern by refusing their business; both are probably forcing some readers to look elsewhere for commercial news that they really want, and the publisher who tries to meet the views of every fanatic simply reduces his revenue without benefit to himself or anyone else. When he parades his virtue and the supposed sins of his competitors, he is, in my humble opinion, casting unnecessary suspicion on all advertising.

Like any and all reform movements, there is some need for it and some good in it; but, unfortunately, many men are of many minds, and you cannot please them all. The average reformer is more anxious to reform his competitor than anyone else, and if he accomplishes even this in a degree, close observation may afterward find him slyly benefiting by his competitor's reform.

Why reform advertising and nothing else? A certain Eastern advertiser, who, to my knowledge, has only used newspapers during one season for many years, became very active in certain organizations connected with advertising and in several rumored campaigns announced that he would use no paper that inserted objectionable advertising.

Inquiry developed the fact that his definition of objectionable advertising included proprietary remedies, doctors, whiskey, beer, etc. On arguing with him, to the effect that some of those things, while objectionable to him, might not appear so to others, he stated that he believed that it was wrong for him to associate his advertising with advertising of that class.

In calling on him it was found that his offices were in the Trinity Building, presumably around by the old Trinity Church, or, at least, next door to it. Alongside the entrance was a drug store selling these objectionable remedies; just inside the corridor was a cigar stand with an immense display of cigarettes and articles the sale of which is prohibited by law in many states; before the elevator was reached a stand was found where tickets could be bought to any of the New York theatres, many of which, you will agree, are unfit for some of your readers to visit. He did not object to this company, but he did object to his ad being in what he termed "bad company."

If his views were adopted by the newspapers generally, would not the next step be that he objected to the ads of his competitors (of course, all of our competitors are fakers). In my opinion, the man who is so all-fired finicky about his advertising is simply trying to get out of advertising.

To sum up, I believe we all carry some advertising that is fraudulent; in some of which the wording is objectionable or misleading; in some that offer things that might prove harmful in the hands of some readers. Some of these ads we publish willfully because we may not be able to see the harm that others see in them, and some may be published through oversight. I do not believe that many of us publish ads that we really know or believe to belong in any of these classes,

## ADOPTS AD STANDARD.

(Continued from page 95.)

it is an enemy to the household; it has no right to go with such a sinister appeal."

The speaker dealt trenchantly with the idea of a paper having an ad on one page which did so much harm, an editorial page telling of the harm, another telling of the gold and other cures which were to cure the harm. The challenge of the age was to serve the people, and the man who did it was numbered among the great.

### STANDARD OF PRACTICE.

Immediately after Mr. Schermerhorn's address, William Findlay, chairman of the Advertising Committee, introduced the proposed standard for the guidance of members in censoring advertising copy. It was divided into two parts, the first section covering advertising coming under the jurisdiction of the criminal code of Canada; the second with advertising not prohibited in this way but none the less undesirable. While the committee did not seek to become the morality guide for Canada, it yet asked the newspapers to adhere as closely as possible to the standard. The motion to adopt the report was seconded by V. E. Morrill, Sherbrook Record, and carried unanimously.

By the adoption of the new advertising standard the use of newspaper columns for fraudulent or dishonest purposes will be made practically impossible, although no amendment has been made in the federal criminal code. It means that the proprietors and directors of the great dailies of the Dominion from coast to coast have decided that every known facility will be exerted to protect the reader from purchasing any advertised proposition, whether it be a patent medicine, a bond, or a parcel of real estate, which is being promoted for the personal gain of the advertiser and which does not weigh up to the high standard set before the public.

### SECTIONAL MEETINGS.

The three sections of the association held their final meetings on Friday morning, proceedings consisting principally of the reading of papers and discussions on subjects scheduled in the program. Weekly publishers listened to addresses on "Getting the Local News" by H. B. Anslow, Graphic, Campbellton; "The Measure of Political Independence Which Weekly Newspapers Should Exercise" by S. N. Wynn, Enterprise, Yorkton; and "What Can Be Done in the Direction of Securing More General Advertising for Weekly Newspapers" by John Law, Observer, Tillsonburg. Following the latter paper, it was decided by unanimous vote to take a plebiscite of the members to ascertain how many would be willing to contribute to a fund to be used in working up general advertising for weekly papers. This move was generally regarded as the most important step yet taken by weekly publishers.

The daily publishers were treated to an excellent address by A. C. Hunt, Leader, Regina, who spoke on "Placing City Subscriptions on a Ten-Cent-a-Week Basis."

### PLACING CITY SUBSCRIPTIONS.

"The Regina Leader as the first paper in Canada to carry out this scheme," said Mr. Hunt. "We concluded that we were giving our readers too much for their money—true of nearly all newspapers in Canada—which results in the necessity of placing the whole burden on the advertiser.

"My plan is to sell to the newsboys at 6 cents per copy per week. They collect 10 cents and net a profit of 4 cents, while we net 6 cents. This applies to our morning as well as our evening edition. Before starting the new system we made a special effort to collect the subscription arrears. Lists were cleaned up and deadheads were eliminated.

"We then announced a change, pointing out that on a certain date we would put some 50 odd newsboys in business for themselves. The idea of making more money appealed to the boys strongly, and the change met with ready

acceptance by subscribers, some shifting from one edition to another.

"Under the old system the total cost of canvassers, delivery, and collection, and the losses through non-payments came under the newspaper's account with the result that the revenue did not begin to meet the cost of the operation of the department.

"Under the new system there are no losses—the accounts are collected every week by the boys themselves and complaints of subscribers are positively eliminated."

### PROFITABLE BUSINESS DISCUSSIONS.

The change in the character of the meetings of the Canadian Press Association during the past two or three years was much commented upon during the course of the convention. Five years ago the attendance was made up of editors principally and editorial subjects took first place in the proceedings. Now the business side of newspaper production is coming more and more into evidence.

Subjects of editorial interest on the programme were few in number. Concurrently from being largely social gatherings the conventions have gradually been cutting out entertainment features, until this year not a single bit of entertainment figured in the proceedings. Those who considered jollification necessary to induce members to attend are finding that profitable business discussions are better for the purpose.

By means of the committee system of handling the affairs of the association, business was much expedited, and a lot of unnecessary discussion was obliterated. Previously it was found impossible very often to complete the programme. This year practically everything went through on schedule time. All of which reflects credit on the committee and the secretary.

### Receiver for Mount Pleasant Record.

The Mount Pleasant (Tenn.) Record, formerly owned by H. M. Young, but more recently operated under a lease by Joseph W. Cooper, formerly of Lawrenceburg and Columbia, has gone into the hands of a receiver. In the future it will be operated by L. H. Hammonds, as editor and publisher and receiver. Mr. Hammonds is a well-known lawyer of the county, being city attorney of Mt. Pleasant.

## PLANS PRESS CORPS.

(Continued from front page.)

the people, and the people want to know how it fares. They want the news quick; they want lots of it, and, above all, they want accurate and truthful news. The press corps would make for such a condition.

"With the press corps organized, a military censorship, when one should become a necessity, would be a comparatively easy matter. The news would be centralized, all inaccuracies and misstatements could be easily eradicated; colored, exaggerated and untruthful news stories would have little chance of getting into the public press from these accredited representatives.

"The Signal Corps of the army, as now organized, would be a good model upon which to base the building up of a press corps. The Signal Corps has perfected a system of field telephone and telegraph service which could be profitably copied by the press corps. Thus facilities for handling news would be greatly enhanced. War correspondents have had the utmost difficulty in getting telegraph wires on which to send their despatches to their newspapers.

"The employees of the correspondent would have to pay a given amount to become a member of the corps and have the use of its facilities and the protection of its flag.

"Now, there is a broad international aspect to the suggestion. Under the terms of the Geneva Convention, the Red Cross may never be fired upon. Why not another international convention under the terms of which the Press Corps may never be fired upon?

"The press is a potent factor in every civilized nation in the world."



**LIVE AD CLUB NEWS.**

Frank B. Connolly, recently elected president of the National Association of Retail Grocers, was the speaker at the weekly luncheon of the San Francisco Ad Club. He spoke on the Standardization of prices. "Along with advertising," said Mr. Connolly, "must come the matter of standardization of prices, and advertising men should be strongly in favor of the Steven's bill now before Congress, which legalizes price maintenance and gives the manufacturer or producer of an article the right to specify the retail price of it. Some day an evolution will take place in this world of merchandising, our national law-making body will see the necessity of protecting its industries, protecting its merchant class and protecting the ultimate consumer by making unfair competition unlawful, and by emulating that great manufacturing country, Germany, in protecting its manufactured products by the right of a legalized retail price."

The Houston Ad Club has decided to study advertising at three meetings of the club each month, and at the fourth gathering to hold a round table discussion on boosting Houston and kindred subjects. H. C. May declared in favor of a "Buy in Houston" campaign, stating that half of Houston's business printing is done by outside concerns. "We must have something to work up more enthusiasm," he said. "The side issues do not detract from the educational features."

Herman Gamse was the speaker at the weekly luncheon of the Advertising Club of Baltimore. His subject was lithography and its use in advertising. A large number of the members were present. Following the luncheon, plans were formulated for Ladies' Night at the Maryland Swimming Club. At 5:30 a ball game will be played between teams picked from those who went to Toronto and the others who stayed at home.

At a meeting of the Oklahoma City Ad Club last week reports from the delegates to the convention held at Toronto were heard. The first speaker of the meeting was Secretary John W.

Newbern, who told in detail the work of the convention. F. J. Clark, who was a delegate to the Toronto convention, told of the ideas he received from his attendance at the meetings of the department of agriculture publications.

Members of the Columbus Advertising Club pledged themselves last week to devote some time in connection with the clean-up and paint-up campaign which will be inaugurated by the Chamber of Commerce and other organizations. By having club members visit residents of their respective wards and inform them of the clean-up campaign, the Advertising Club hopes to cover practically every section of the city.

Patriotism was the note at the Portland (Ore.) Ad Club program on July 4. Mrs. J. B. Montgomery, founder of the Daughters of the Revolution in Oregon, told the story of its growth since 1869, when it was established with seventeen members. Mrs. J. F. Beaumont outlined the patriotic purposes of the society. A. R. Clarke spoke on "The Day We Celebrate," and patriotic selections were sung by the Ad Club quartet of Los Angeles.

Merchants, manufacturers and advertising men of Rock Island, Ia., met last week and perfected preliminary arrangements for the organization of an ad club. Opinion that an ad club would bring about a closer relationship among local merchants and ad men, was unanimously voiced and a committee on organization was named to make arrangements. Fred W. Burgh of the F. W. Burgh & Co., was appointed temporary chairman of the organization committee, with the following as members of the committee: Willis Mitchell, of L. S. McCabe & Co.; F. L. Patterson, of L. E. West Gum Co.; H. B. Simmons, vice-president of the Rock Island National Bank; G. Hillman, of the M. & K. store; Fred Mueller and Paul Preston.

**New Daily for Portsmouth, Ky.**

The Daily Star is a new paper that will soon be launched at Portsmouth, Ky. The company is incorporated with a capital of \$50,000. Among the promoters of the new enterprise are F. B. Wilson, J. E. Cross, Mark A. Crawford and E. G. Miller.

**THE PUNCH IN COMICS.**

By LEON A. SEARL,  
Creator of "Mrs. Timekiller," "Ruff and Reddy," etc.

A comic series cannot make all of the people laugh all of the time. To be properly classified as a comic it must make some of the people laugh all of the time and all of the people laugh some of the time.

Realizing that a newspaper comic is of little worth unless it contains the necessary "punch," the editor must necessarily know just what constitutes a so-called "punch" in order that its presence or absence may be easily recognized.

The average reader of comics, if asked his opinion about a comic series is seldom able to tell just why a particular series does or does not appeal to him although invariably his like or dislike is strongly marked. However, after taking a little peep into the psychology of comics the reason for favor or prejudice is clearly understood.

The release of reserve energy is the source of all laughter. Therefore the "punch" in a comic is merely a surprise, the sudden appearance of the unexpected.

**MUST HAVE COMIC PUNCH.**

Whatever reveals weakness or ignorance in an object of apparent superior standing, and releases in the reader subconscious sources of hidden reserve energy, is a fit subject for laughter.

Laughter comes out of abundance not out of weakness. We laugh from strength and we laugh at weakness. Laughter arises from the consciousness of our superior knowledge. It is always stupidity revealed to the eye of intelligence that brings about the ridiculous. Therefore, the reader must be allowed to see or know more than the characters in the comic.

True humor sees the human endeavors and characteristics in their most frequent stages of faults, defects, imperfections and miscalculations.

The popularity of a comic series depends not so much upon the individual drawing of the characters or the artist's technique as upon the things the characters themselves do. It is the line of thought and conflicting motives that interest the reader more than eccentric physiognomy. To illustrate—take, for instance, any inanimate object, such as a bottle or a piece of cheese. That object could be made to do exceedingly funny things which would cause more laughter than a human character funnily drawn but lacking the motive and "punch."

**IMPORTANCE OF MOTIVE.**

Hence the importance of the two necessary elements in a comic series, the motive and the "punch." The latter has been herein briefly defined; the motive will be referred to in a subsequent article.

The popularity of the advanced school of comics is rapidly growing. The new school demands greater action of thought rather than action of figure. The nature of the climax has changed. Greater intelligence is accorded to the reader and the necessity of exercising his intelligence is recognized to be of equal importance to the human mind as physical exercise is to the body.

The old idea of a climax in a comic was to have one of the characters precipitated through the air and land upon his head amid stars—although the reader anticipated this very act. The modern climax introduces the unexpected and emphasizes the funny or embarrassing situations. It depends for its humor more upon unexpected motivated incidents than slap-stick humor.

The more human interest the series contains the more likely it is to win popularity. People are interested most in the things nearest them and the antics of a school boy or of a glass of water are more likely to amuse the average reader of comics than would the pranks of the King of Tasmania.

One question that suggests itself in this connection is this: Is it necessary for the characters in a comic to invariably use ungrammatical language?

**PHILADELPHIA NEWS NOTES.**

**Evening Telegraph's Unique Motion Picture Coupon—Press Personals.**  
(Special Correspondence.)

PHILADELPHIA, July 9.—The Evening Telegraph has made another addition to its large and interesting collection of circulation schemes which it has been amassing during the past year. This is a coupon printed every day which will admit a "woman or child reader" to a moving picture house without further expense than the cost of the newspaper. Nineteen houses in different parts of the town have entered into this arrangement, and more are to be added to the list. The plan fits in well with its "movie" page which has been running for about three months.

The scheme immediately preceding this was a free course of instruction in a foreign language school, whereby for the cost of a 50-cent instruction book and 6 cents for consecutive coupons, the ambitious might take a lesson a week for fifteen weeks in French, Italian, German or Spanish. American flags, college cushion tops of indescribable brilliancy and petticoats, have been other coupon schemes with a play scenario contest, and a garden contest last summer.

The city editor of the once-upon-a-Time, George O'Brien, has joined the staff of the North American for general assignment work. On dit, that George G. Shor, the ex-managing editor, and Peggy Van Braam Gray, ex-dramatic editor have connected with the New York Press.

Eugene J. O'Keefe, day city editor of the Inquirer, was the director of games at the Fourth of July sports held by the Clan-Na-Gael, at Central Park.

Abraham M. Rose, for several years and until recently on the staff of the Evening Telegraph, and one of the managers of the National Publicity Bureau, will take his examinations for the bar this month.

**Belton Papers Will Soon Resume.**

The recent fire at Belton, Tex., will not delay the papers of that city long. O. P. Pyle has ordered equipment and presses for a new plant for the Journal. All of his plant was entirely destroyed. H. B. Savage's three papers, the Evening News, Poultry Life of America and the Southern Pigeon Journal, will go on as usual just as soon as necessary new material can be obtained. Some of his original plant can be saved, his loss being mostly from the explosion that crushed in the ceiling and moved the walls, covering the plant with mortar, water and debris, and putting it out of commission.

**The Jewish Morning Journal**  
NEW YORK CITY

(The Only Jewish Morning Paper)  
The sworn net paid average daily circulation of **The Jewish Morning Journal for 101,153** six months ending June 30, 1914.  
The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.  
The Jewish Morning Journal prints more **HELP WANTED ADS.** than any paper in the city, excepting the New York World.  
**I. S. WALLIS & SON, West'n Representatives**  
1246 First National Bank Bldg., Chicago

**IN WESTERN PENNSYLVANIA**

You will make no mistake by using

**The Johnstown Leader**

The only newspaper between Philadelphia and Pittsburg printing an eight-page two color Saturday Feature Magazine Section.

**S. G. LINDENSTEIN, INC.**  
Special Representative

118 East 28th Street New York City

**BUILD YOUR CLASSIFIED MEDIUM RIGHT**

Increased volume, improved service to readers and advertisers, efficient constructive sales organizations, and additional increased revenue, are the results of our methods for several of the largest classified mediums in the United States.

**THE BASIL L. SMITH SYSTEM**

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

Philadelphia Address, **BASIL L. SMITH, Haverford, Pa.**

**A "BIG GUN" WRITES US:**

"I was so delighted with your letter of June 20th that I immediately referred it to Mr. —, who, after reading it, said 'Fine!' It is pleasing to know that you are pushing an active campaign to put both the boy and newsstand sale of — where it should be in New York City."

It tickles us somewhat to receive such a letter from a circulator who sits close to one of the best known publishers in this country (name upon request). It pleases us further because we have repeatedly told circulators during the past 22 years that it does not pay to be asleep in a city like New York, where the population increases at the rate of 100,000 a year.

That is why we are furnishing publishers the highest degree of efficiency in distribution and sales creation.

That is why we can say after 22 years of service to newspaper circulators that **WE HAVE HANDLED MILLIONS OF COPIES OF DAILY NEWSPAPERS AND HAVE UPHELD OUR END IN ANY AGREEMENT WE HAVE MADE.**

When do you want us to start distributing your publication?

**DUHAN BROTHERS**

The organization that has made good since 1892.

Telephone: 3584 Beekman **TRIBUNE BUILDING, NEW YORK**

**TIPS FOR THE AD MANAGER.**

Guenther-Bradford Company, 64 Randolph street, Chicago, Ill., is making 5,000-line contracts with some Western papers for F. P. Yergin, Yergin's Russian Oil.

James Zobjan, 225 Fifth avenue, New York City, is placing orders with a selected list of large city papers for Philip Morris & Company, "Philip Morris Cigarettes," 402 West Broadway, New York City.

H. H. Levey, Marbridge Building, New York City, is issuing 3-inch, 4-time orders to Sunday papers for the Humania Hair Company, 23 Duane street, New York City.

It is reported that Mallory, Mitchell & Faust, Security Building, Chicago, Ill., are now in charge of the advertising account of the South Bend Watch Company, South Bend, Ind.

Gundlach Advertising Company, People's Gas Building, Chicago, Ill., is forwarding 28-line 9-time orders to some Western papers for the Chicago Kent College of Law, Chicago, Ill.

It is reported that the J. W. Barber Advertising Agency, 339 Washington street, Boston, Mass., is making up a list of weeklies and farm papers for the advertising account of A. J. Tower Company, "Tower Brand Slickers," Boston, Mass.

Charles' Advertising Service, 23 E. 26th street, New York City is sending out 20-inch 2-time orders to New Jersey and Pennsylvania weekly papers for the Batman Manufacturing Co., Prandock, N. J.

Frank Presbrey Company, 456 Fourth avenue, New York City, is gradually extending the advertising of the Sterling Gum Company, "Frozen Mints Chewing Gum," 200 Fifth avenue, New York City.

Atlas Advertising Agency, 450 Fourth avenue, New York City, is placing orders with New York state papers for the Knickerbocker Hotel, Broadway and 42d street, New York City.

J. H. Cross Company, 1524 Chestnut street, Philadelphia, Pa., is making 10,000-line contracts with a selected list of papers for the Genuine Haarlem Oil Mfg. Company, 74 Cortlandt street, New York City.

It is reported that George Batten Company, Fourth Avenue Building, New York City, will shortly place orders generally for H. K. Kellogg Toasted Corn Flakes Company, "Wax-tite Corn Flakes," Battle Creek, Mich.

Hall & Ruckel, Dr. Mitchell Eye Salve, 215 Washington street, New York City, are making 3,000-line contracts with some Southern papers.

Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is sending out 2 1/2-inch 26-time copy on a cash basis for the Hotel Hanover throughout the state of Penn-

sylvania. This agency is also sending out copy varying from 10 to 50 inches to Pennsylvania papers for Wood, Harmon & Company, real estate, in Philadelphia and New York.

Frank Presbrey Company, 456 Fourth avenue, New York City, is issuing orders on contracts for the American Tobacco Company, "Lord Salisbury Cigarettes," 111 Fifth avenue, New York City.

Russel M. Seeds Company, Central Union Telephone Building, Indianapolis Building, Indianapolis, Ind., is sending out 4-time copy to Middle West papers for the Presto-Lite Company.

Stack Advertising Agency, Heyworth Building, Chicago, Ill., is making 5,000-line one-year contracts with Southern papers for the Illinois Central Railway Company.

W. L. Douglas is renewing contracts.

E. E. Vreeland, 350 W. 38th street, New York City, is placing 126-line 3-time orders with Mississippi papers for the Porto Rican American Tobacco Company.

George L. Dyer Company, Inc., 42 Broadway, New York City, is forwarding 3-time copy to Middle West papers for the College of St. Elizabeth.

HOWE, IND.—The News will be the name of a new paper which will make its appearance in about two weeks. The paper will be edited and published by Mr. Lessimer, formerly of Sherwood, Mich., where he was editor of a newspaper.

**CHANGES IN INTEREST.**

JAMAICA, L. I.—Harry D. Neach, who has been editor and manager of the Hempstead (L. I.) Inquirer the past two years, is to become proprietor of the Republican about the first of August, having purchased the plant. This is the paper established by the late Edward Nicoll Townsend. Mr. Neach may change the form and the make-up.

CONWAY, ARK.—The Democrat, a weekly newspaper, has been sold by its editor and proprietor, R. B. Halbrook, to R. A. Warren.

DENISON, IA.—Will Myes, formerly editor of the Review, and for the past year been running a daily paper at Urbana, O., has sold his interest there and will start a morning paper in Portsmouth, O.

ST. CROIX FALLS, WIS.—The Standard Press has been sold by G. W. Thompson to Miss Lois O'Brien, an experienced young newspaper woman, who will be assisted in the publication of the paper by her brother, Homer.

SUNBURY, PA.—Harry A. Coryell, editor and half owner of the Snyder County Tribune, Selingsgrove, has sold his half interest to Edgar R. Winegard, athletic coach of the University of Maine. Garfield Phillips, Selingsgrove, is the other owner of the paper. It will be continued Republican in politics.

ROARING SPRING, PA.—The News, a weekly publication, which for some time has been published by I. S. Mock, has been sold to the sons of Mr. and Mrs. H. C. Lorenz.

UVALE, TEX.—T. W. Lilly has bought the Batesville Herald from F. M. Getzendaner and W. T. Chuldress.

TAMA, IA.—A. E. Jackson announces that he has sold his newspaper, the News, to Frank A. Muirhead, of Toledo. Jackson has been connected with the News in some capacity since 1896 and has owned the property for ten or twelve years.

STOCKDALE, TEX.—C. S. Murray, who for some time had the Stockdale Times leased, has retired, leaving the plant in the hands of the owner, Mrs. Mary A. Haskell.

**ROLL OF HONOR**

Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures in some instances furnished by the publisher.

ARIZONA.	NEW JERSEY.
GAZETTE—Av. Gross Cir. Mar., 1914, 7001, Phoenix.	PRESS .....Asbury Park
<b>CALIFORNIA.</b>	JOURNAL .....Elizabeth
THE NEWS.....Santa Barbara	COURIER-NEWS .....Plainfield
BULLETIN .....San Francisco	<b>NEW YORK.</b>
<b>GEORGIA.</b>	BUFFALO EVENING NEWS.....Buffalo
ATLANTA JOURNAL (Cir. 57,531) Atlanta	BOLLETTINO DELLA SERA, New York
CHRONICLE .....Augusta	EVENING MAIL.....New York
LEDGER .....Columbus	<b>OHIO.</b>
<b>ILLINOIS.</b>	PLAIN DEALER.....Cleveland
POLISH DAILY ZGODA.....Chicago	Circulation for May, 1914.
SKANDINAVEN .....Chicago	Daily .....125,430
HERALD .....Joliet	Sunday .....135,357
HERALD-TRANSCRIPT .....Peoria	VINDICATOR .....Youngstown
JOURNAL .....Peoria	<b>PENNSYLVANIA.</b>
STAR (Circulation 21,589) .....Peoria	TIMES .....Chester
<b>INDIANA.</b>	DAILY DEMOCRAT.....Johnstown
THE AVE MARIA.....Notre Dame	DISPATCH .....Pittsburgh
<b>IOWA.</b>	PRESS .....Pittsburgh
REGISTER & LEADER...Des Moines	GERMAN GAZETTE.....Philadelphia
THE TIMES-JOURNAL....Dubuque	TIMES-LEADER .....Wilkes-Barre
<b>KANSAS.</b>	GAZETTE .....York
CAPITAL .....Topeka	<b>SOUTH CAROLINA.</b>
<b>KENTUCKY.</b>	DAILY MAIL.....Anderson
COURIER-JOURNAL .....Louisville	THE STATE.....Columbia
TIMES .....Louisville	(Sworn Cir. Mo., 1914. D. 22,850; S. 23,441)
<b>LOUISIANA.</b>	<b>TENNESSEE.</b>
DAILY STATES.....New Orleans	NEWS-SCIMITAR .....Memphis
ITEM .....New Orleans	BANNER .....Nashville
TIMES-PICAYUNE ....New Orleans	<b>TEXAS.</b>
<b>MARYLAND.</b>	STAR-TELEGRAM .....Fort Worth
THE SUN .....Baltimore	Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	CHRONICLE .....Houston
<b>MICHIGAN.</b>	The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
PATRIOT (No Monday Issue) Jackson Average 1st qu. 1914: Daily 10,963; Sunday 12,934. Member "American Newspaper Pub. Ass'n." "Gift Edge Newspapers," and Am. Audit Ass'n.	<b>WASHINGTON.</b>
<b>MINNESOTA.</b>	POST-INTELLIGENCER .....Seattle
TRIBUNE, Mon. & Eve...Minneapolis	<b>CANADA.</b>
<b>MISSOURI.</b>	<b>BRITISH COLUMBIA.</b>
POST-DISPATCH .....St. Louis	WORLD .....Vancouver
<b>MONTANA.</b>	<b>ONTARIO.</b>
MINER .....Butte	FREE PRESS.....London
<b>NEBRASKA.</b>	<b>QUEBEC.</b>
FREIE PRESSE (Cir. 128,384) .Lincoln	LA PATRIE.....Montreal
	LA PRESSE.....Montreal
	Ave. Cir. for 1913, 127,722

**New Orleans States**

Sworn Net Paid Circulation for 6 Months Ending April 1, 1914

28,427 DAILY

Per P. O. Statement

Carrier circulation averages over 19,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.

The S. C. BECKWITH SPECIAL AGENCY  
Sole Foreign Representatives  
New York Chicago St. Louis

**Branham Co.'s Helpful 'Phone Card.**

The John M. Branham Company, publishers' representatives, New York, St. Louis and Chicago, has issued its new telephone card, which contains a list of the newspaper and farm paper representatives and general agencies in New

York. The name, address and telephone number of each concern are given. The card also contains a list of trade publications and allied associations. It will be found an indispensable aid to the busy advertiser, publisher or agent and may be obtained on application.

**AD FIELD PERSONALS. HEADS VIGILANCE COMMITTEE.**

Russell L. Mitchell, formerly of N. W. Ayer & Son, Philadelphia, more recently in charge of the advertising of the W. F. Frederick Piano Company chain of stores, has joined the W. S. Hill Company, advertising, Pittsburgh.

John H. Livingston, Jr., has been appointed advertising manager of Town and Country and assumed the duties of the position on August 1. Mr. Livingston entered the field of advertising under Mr. Houston with Country Life in America and has been associated with the advertising department of Town and Country since 1910.

J. H. Trefts, formerly of the advertising department of the St. Louis Times, has resigned and on Monday, July 13, became manager of the classified advertisement department of the St. Louis Star under a three years' contract.

L. S. French, formerly advertising manager of the Henderson Motor Car Company, has become identified with the National Motor Vehicle Company, succeeding P. P. Willis, who resigned to enter the firm of Thompson-Carroll-Tripp Company, of Cleveland, as a partner in its advertising business. Mr. French is well known throughout the country as an advertising man of ability and is well fitted to perform his new duties.

Robert Frothingham, at one time one of the owners and advertising manager of Everybody's Magazine, and for a number of years advertising manager of the Butterick Publishing Co., has been elected vice-president and general sales manager of the A. M. Briggs Company, official solicitors of the Poster Advertising Association. Mr. Frothingham was one of the organizers of the Quoin Club and former president of the Sphinx Club.

Howard J. Cunningham, formerly chief of the advertisers' service department of the Chicago Record-Herald, has joined the copy department of the Carl M. Green Company, advertising agents, Detroit.

F. L. Chance has become advertising manager of the J. I. Holcomb Manufacturing Company, Indianapolis, Ind.

The portrait of Harry C. Schomaker, of the new Chicago special agency of the Limeburner-Schomaker Co., presented herewith, arrived too late to ac-



HARRY C. SCHOMAKER.

company the article printed in last week's EDITOR AND PUBLISHER. Mr. Schomaker is one of the aggressive and able group of young ad men who are doing things in the middle west.

L. M. Devron, advertising manager for V. Perrin & Co., New York, sailed this week for a short visit to London.

**Something About Merle Sidener Who Succeeds Harry Robbins.**

Last week's issue of THE EDITOR AND PUBLISHER contained a notice of the appointment of Merle Sidener of Indianapolis as chairman of the Vigilance Committee of the A. A. C. W. This week we present a picture of Mr. Sidener so that all of our readers may know how he looks. It must be conceded



MERLE SIDENER.

that in appearance, at least, he is a worthy successor to Harry D. Robbins.

For sixteen years Mr. Sidener was engaged in newspaper editorial work, during which time he held an executive position on the Indianapolis News, and for eight years was city editor of the Indianapolis Star.

Five years ago he took up advertising and at present is president of the Sidener-Van Rifer Advertising Agency inc. of Indianapolis.

As president of the Adscript Club of Indiana, which is now affiliated with the Indianapolis Chamber of Commerce, Mr. Sidener has taken a lively interest in vigilance work.

**COMMERCIAL GAS CAMPAIGN.**

The National Commercial Gas Association's so-called "educational campaign" of advertising was inaugurated the week of July 4 by a page advertisement in the Saturday Evening Post. The secretary, Louis Stotz, is distributing a little booklet, entitled "The Story of Nancy Gay."

"It is the purpose of the national advertising committee," according to Mr. Stotz, "to supply all subscribers with newspaper service, together with electrolytes, so that there will be a connection between the national advertising appearing in the magazines and the advertising that individual members may place in newspapers." Mr. Stotz says that the national advertising committee is endeavoring to "encourage more and better newspaper service."

**Death of Montgomery Schuyler.**

Montgomery Schuyler, for many years a well-known journalist and art critic, died of pneumonia at his home in New Rochelle, N. Y., Thursday. He was born in Ithaca, N. Y., Aug. 19, 1843, and in 1868 joined the staff of the New York World. In 1883 Mr. Schuyler joined the editorial staff of the Times, remaining until 1907, when he retired from active newspaper work and removed to New Rochelle. From 1885 to 1887 he was managing editor of Harper's Weekly. In 1912 he became a special writer on books for the Sun. Since 1907 he has been at work on a "History of Architecture in the United States," a monumental work, which he left unfinished. He was a contributor to the Architectural Record.

**Directory of Advertisers Aids.**

**Publishers' Representatives**

**ALLEN & WARD**  
Brunswick Bldg., New York  
Advertising Bldg., Chicago

**ANDERSON, C. J., SPECIAL AGENCY**  
Marquette Bldg., Chicago, Ill.  
Tel. Cent. 1112

**JOHN M. BRANHAM CO.**  
Brunswick Bldg., N. Y., Mallery Bldg., Chic.; Chemical Bldg., St. Louis.

**BROOKE, WALLACE G. & SON,**  
225 Fifth Ave., New York City.  
Tel. 4955 Madison Sq.

**BUDD, THE JOHN, COMPANY**  
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis.

**CARPENTER-SCHEERER-SULLIVAN SP. AGENCY**  
Fifth Ave. Bldg., New York.  
People's Gas Bldg., Chicago

**CONE, LORENZEN & WOODMAN**  
Brunswick Bldg., N. Y.; Advtg. Bldg. Chic.; Gumbel Bldg., Kansas City.

**DE CLERQUE, HENRY,**  
Chicago Office, 5 S. Wabash Ave.  
New York Office, 1 W. 34th St.

**HENKEL, F. W.**  
People's Gas Bldg., Chicago  
Metropolitan Bldg., New York

**KEATOR, A. R.**  
601 Hartford Bldg., Chicago, Ill.  
Tel. Randolph 6065.  
171 Madison Av., New York.

**NORTHRUP, FRANK R.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042.

**O'FLAHERTY'S N. Y. SUBURB. LIST**  
150 Nassau Street, New York  
Tel. Beekman 3636

**PAYNE, G. LOGAN, CO.**  
747-8 Marquette Bldg., Chicago; 200 Fifth Ave., New York; 40 Bromfield St., Boston.

**VERREE & CONKLIN, Inc.**  
225 Fifth Avenue, New York  
Tel. Madison Sq. 962

**ARMOUR & CO'S BIG CAMPAIGN.**

**Twenty-nine Dailies Are to be Used**  
—Copy to Run to 50,000 Lines.

W. A. Thomson, director of the Bureau of Advertising, writing in the Bureau's bulletin under date of July 11, says:

"The most significant development of the present year as showing the trend of general advertising toward newspapers is found in the remarkable experiment now being conducted by Armour & Company. The new campaign is an effort to determine the power of newspapers in a big way. A year's advertising is to be run in twenty-nine newspapers, published in twenty-two cities scattered throughout twenty states. The cities and the newspapers selected by Armour & Company and their visiting advisors, the Johnson Advertising Corporation, of Chicago, are as follows:  
"Denver, Jacksonville, Aurora, Portland, Duluth, Trenton, Syracuse, Akron, Muskogee, Memphis, Seattle, Wilmington, Savannah, Louisville, Springfield, Lincoln, Rochester, Wilmington, N. C., Youngstown, Providence, Houston, Milwaukee.

"The selections were made with a view to reaching the market at certain points where Armour & Company feel they may work to advantage. The campaign is a big and generous one, entailing the use of over 50,000 lines of space

**Advertising Agents**

**AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095

**ARMSTRONG, COLLIN ADV. CO.**  
115 Broadway, New York  
Tel. 4280 Rector

**BRICKA, GEORGE W., Adv. Agent.**  
114-116 East 28th St., New York  
Tel. 9101-9102 Mad. Sq.

**FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 3831

**HOWLAND, H. S. ADV. AGCY., Inc.**  
20 Broad St., New York  
Tel. Rector 2573

**GJENTHER-BRADFORD & CO., Chicago, Ill.**

**THE BEERS ADV. AGENCY,**  
Latin-American "Specialists."  
Main Offices, Havana, Club.  
N. Y. Office, Flatiron Bldg.

**THE EXPORT ADV. AGENCY**  
Specialists on Expo.: Advertising  
Chicago, Ill.

in every newspaper employed. It is probably the biggest general advertising campaign ever put out, and it will be watched with unusual interest, inasmuch as the future policy of Armour & Company towards newspapers will be governed very largely by the results."

B. J. Mullaney, of the Johnson Advertising Corporation, in a letter to the director, states that there will be six full page announcements during the year, timed according to seasons. He says: "It is planned to run 600 lines, at least, once a week through the year in the papers contracted with. Besides this, 600 lines steady advertising each week, there will be a number of smaller advertisements, each exploiting a specific product."

The bulletin quotes E. B. Merritt, advertising manager of Armour & Company, as follows:

"Apart from the value of newspapers as creators of direct consumer demand, publishers who are co-operating with general advertisers are bringing about an enthusiastic support on the part of local dealers for products advertised in the newspapers. I think this is a most significant development, and one which newspapers and advertisers may well push to mutual advantage."

J. McCan Davis, of the American Newspaper Exchange, Chicago, is a candidate for nomination as Congressman at large on the Republican State ticket. The election will be held Sept. 9.

# THE INDIANAPOLIS NEWS

having decided to abandon the hand method of making plates, has ordered a full

## AUTOPLATE

equipment.

Probably the most efficiently worked hand stereotype foundry still used by large newspapers has been that of the INDIANAPOLIS NEWS, which is equipped with the best obtainable hand casting boxes, and possesses a plate finishing machine of the latest pattern.

The abandonment of such a plant for the AUTOPLATE is but another illustration of the fact that the AUTOPLATE is a necessity—and that there is no substitute for it.

Affording a degree of quality, speed, and economy not otherwise obtainable, this machine offers a publisher his only means of escape from the troubles of plate making.

## AUTOPLATE COMPANY *of* AMERICA

HENRY A. WISE WOOD, President  
25 MADISON AVENUE

BENJAMIN WOOD, Treasurer and General Manager  
NEW YORK

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