THIRTY-SECOND YEAR

The Editor & Publisher

and The Journalist

Established 1884-The Oldest Publishers' and Advertisers' Journal in America- Established 1884.

Vol. 48, No. 14

NEW YORK, SEPTEMBER 11, 1915

10 Cents a Copy

OHIO STATE UNIVERSITY.

To Advertising Agents

The next time you're confronted with the problem of building up a client's business in Chicago territory, we'd like to study the problem with you.

We'd like to show you a grade of efficiency in sales and merchandising cooperation the like of which you've never seen before.

We'd like to give you anywhere from 30 minutes to 30 weeks of our good time, depending on the nature of your problem and its different angles.

We'd like to spread before you in simple form, so that you get their substance at a glance, all the facts that we have gathered and all the lessons we have learned through four years constant study and investigating of the problems of all the different lines of merchandise here marketed.

We'd like to show you a strategic map which gives the merchandising situation of every section of Chicago a map which has cost us thousands of dollars to prepare.

We'd like to help you lay the plans whereby your client's salesmen in Chicago can save from 33% to 50% of their time and energy and incidental expense.

We'd like to confer with you on every angle of your client's selling problems in this rich territory—give you the benefit of every particle of experience our merchandise men have gained, so that when your client does start in to get the trade that's due him here, you'll have the biggest success that it is possible to get.

Our Merchandising Service Department was designed and is sustained for just one purpose—to show advertisers how to sell their goods here in the largest quantities and at the smallest cost per sale.

The Chicago Tribune.

The World's Greatest Newspaper (Trade Mark Registered)

Circulation over \begin{cases} 500,000 & Sunday \\ 300,000 & Daily \end{cases}

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City

The Omaha Daily News

is the

Biggest—
Most Representative—
Most Influential—

The "First" Nebraska Newspaper

Because it has the best editorial and fastest reportorial staffs and the complete leased wire, foreign and domestic service of

The United Press America's foremost newsgathering agency which has so distinguished itself in its handling of The Great War—

Because it correctly reflects, wisely guides and fearlessly commands the best public opinion in an agricultural and industrial empire singularly well-endowed with those qualities which make such leadership an honor.

The Proof of the above lies in The Daily News circulation for August, 95% of which was in Nebraska, many thousands greater than any other Omaha newspaper ever had amounting to—

79,175

This commanding position is reflected in a steady growth in volume of advertising which culminated in August, the dullest month of the year, in an increase of

62,216 more than the corresponding month of 1914.

C. D. BERTOLET

1110 Boyce Building, Chicago, Ill.

New York Representatives
J. F. Antisdel
A. K. Hammond
E. E. Wolcott
366 Fifth Avenue

The Editor & Publisher

and The Journalist

Vol. 48, No. 14,

NEW YORK, SEPTEMBER 11, 1915.

10 Cents a Copy.

LOTS OF TIME FOR THE FAIR TO ADVERTISE

Highly Interesting Telegrams to "The Editor and Publisher" State That Tenth Annual Session at Philadelphia Attended by Country-Wide Rep-Railroads Are Spending Money in Fair Publicity, but Not the Fair People Themselves as Yet-What New York Agents Say as to Possible Campaign.

"A very elaborate campaign for bringing the Middle Western farmers out here for Farmers' Month, in October, has just got

"The railroads are co-operating fully in this with the Exposition's Division of Exploitation, and the weeklies and farm papers throughout the agricultural districts will carry heavy

We've put that up in a "box," in large type, so you'll see it quickly, Mr. Publisher. It is part of a special telegram that got into this office last Saturday morning, just after the issue of The EDITOR AND PUBLISHER was off the press. It was signed by H. M. Wright, Editor, Panama-Pacific International Exposition

tion.

That phrase, "carry heavy advertising," looked to us as if, at last, the San Francisco Fair people were going to do some real, sure-enough, cash-paid newspaper publicity. Still, we wanted further details. So we wired George Hough Perry, the Fair Director of the Division

Perry, the Fair Director of the Division of Exploitation, to tell us more about it. And while our "wire" is getting across country, and Mr. Perry's answer is getting back, you might as well read the rest of Mr. Wright's telegram, as it is of a certain interest. It ran this way: "Exposition tonight celebrated its freedom from doth by a pretty ceremony in dom from debt by a pretty ceremony in which ex-President Taft officiated. The last evidence of the \$1,200,000 debt with which the Exposition started last Fehru-ary was burned in the presence of a which the Exposition started last February was burned in the presence of a cheering crowd, numbering over 100,000. This clearance of indebtedness three months hefore closing is wholly new in exposition history. The Chicago Exposition debt was not fully paid for more than twenty years after it had closed its gates, and that of the St. Louis Exposition is still unliquidated. The Panama-Pacific Exposition is now running on velvet, with a total attendance nearly forty per cent. ahead of all the early estimates. It is making a net cash profit of about \$14,000 a day. The daily average attendance is steadily increasing and the tide of travel from the East shows no signs of diminishing. The directors of the Exposition have requested George Hough Perry to withdraw the resignation he filed last month and to continue his labors for stimulating a record his labors for stimulating a record attendance."

And now comes Mr. Perry's answer to our inquiry. After stating that he has withdrawn his resignation, and that he will be on the job for awhile yet, and that the Exposition is prospering greatly in respect to attendance and income, his telegram continues: telegram continues:

"Railroads co-operating in campaign for securing attendance during Farmers' Month, so far agreed, are Union Pacific, Chicago, Milwaukee and St. Paul; Chicago, Burlington and Quincy: New York Central: Missouri Pacific, Clover Leaf, Chicago and Northwestern, More coming in every day.

"Impossible to quote or estimate appropriation or number of papers used. Railroads are spending their own money, using chiefly copy supplied by us. Beyond laying out general campaign, I have nothing to do with their choice of papers or expenditure. Suppose they will follow their usual routine, using space already contracted for."

There you have it! No money is going out from the Exposition's till—not a cent. "The railroads are spending their own money."

VIEWS OF THE AD EXPERTS

They Agree That a Newspaper Campaign Would Be a Profitable Investment.

The advertising agents of New York and other cities have been discussing, this week, the possibility of arousing a sufficient interest in the Panama-Pacific sufficient interest in the Panama-Pacine Exposition to draw to its gates many thousands of visitors during the next three months. It is known, of course, that the Exposition is not only out of debt, but that it is making money. The attendance is large now, but by the end of this month the vacation period will be over and then the attendance will undoubtedly sag decidedly. How to keep doubtedly sag decidedly. How to keep alive the interest is therefore a problem with which the Exposition officials will have to wrestle. A representative of THE EDITOR AND PUBLISHER called upon several of the advertising agents of New York to ascertain what they had to sug-

several of the advertising agents of New York to ascertain what they had to suggest in the way of advertising the Fair during the next month. In discussing the subject, Frank Presbrey said:

"I think that by the expenditure of \$120,000 in a brief newspaper campaign, many thousands of people who have not visited San Francisco could be induced to do so. There is plenty of time to carry on a very effective campaign. Within ten days the advertising could be prepared and contracts placed with every daily newspaper in the country for three insertions of a half-page ad. of one thousand lines. Much, of course, would depend on the character of the copy. These three insertions would appear one each week for two weeks, then skip a week, and the third would appear the fourth week. I think the attractions of the Exposition could be set forth in so appealing and attractive a way that the response would be immediate and of a most gratifying character.

"The vacation period heing over, the appeal would have to be made especially (Continued on page 333.)

TRADE PRESS FEDERATION IN CONVENTION

resentation-Important Questions Discussed-Allen W. Clark Describes a "Clean Up and Paint Up" Campaign-A. A. Gray Elected President-Secretary Daniels Speaks at Banquet.

PHILADELPHIA, September 9.— The great need of the services of trained newspaper men in the trade and technical pless; a marked increase in newspaper pless; a marked increase in newspaper advertising, consequent upon a national campaign inaugurated by a trade journal of St. Louis; the duty of blue-penciling the fulsome "puff," the write-up, and the reading notice, unless possessing straight news value irrespective of the demands of advertisers, and the way in which any consequent loss might be met; the much-mooted question of the comparative advantage of a flat advertising rate or the other sort; Postmaster Burleson's plan for an increased charge on second-class matter; warm endorsement of the Audit Bureau of Circulations to the exposure of false or misleading circulation claims; and a proposed affiliation with the Asso-ciated Advertising Clubs of the World, with a special paper by a Canadian editor of note on the desirability of the trade and technical papers entering politics (or, lest this phrase be misunderstood, uniting on national policies and fostering legis-lation which would tend toward the steadying and welfare of general business steadying and weitare of general business conditions)—these were the striking fea-tures of the tenth annual convention of the Federation of Trade Press Associa-tions held in Philadelphia for three days this week.

A HUNDRED DELEGATES IN ATTENDANCE.

The convention, which met in the Bellevue-Stratford on Tuesday, Wednesday and Thursday, was attended by upwards of a hundred delegates and their wives, from Boston to Chicago and St. Louis, and was the most successful and inspiring gathering of the clans in the history of the organization. Philadelphia, maintaining its proud position as a convention city, through the capable agency of Bartley J. Doyle (president of the Keystone Weekly, member of the Poor Richard Club and chairman of the committee on arrangements), among a host of other things, presented a fine program and various attractive entertainment features, which included a luncheon at the Curtis Publishing Company with an inspection of the immense plant, a trolley trip to Willow Grove, and an auto run through Fairmount Park to Valley Forge for the visiting ladies, who were also escorted through the Wanamaker store, and entertained at luncheon at the Manufacturers'

The banquet on Wednesday evening was a brilliant affair, held in the Rose Gar-den on the roof of the hotel, and the den on the roof of the hotel, and the eminent speakers included Secretary of the Navy Daniels, Job E. Hedges, E. T. Stotesbury, J. Hampton Moore, a former newspaper man, now Congressman from Pennsylvania, and Thomas A. Daly, of the Catholic Standard and Times, the poet-laureate of the Italian emigrant.

Herbert S. Houston, president of the Associate Advertising Clubs of the World; Assistant District Attorney Joseph P. Rogers, and Captain John J. Knapp, commandant of the Philadelphia Navy Yard. together with some fifty members of the Poor Richard Club, were among the guests.

The feature of the opening session was the address by Allen W. Clark, editor of

the American Paint and Oil Dealer, of St. Louis, on the national campaign, "Clean Up and Paint Up," which was inaugurated and carried forward by his journal and which, in its far-reaching and well-round-ed success, is beyond doubt one of the most ed success, is beyond adout one of the most efficiently planned and remarkable com-binations of business and civics ever evolved. Beginning in 1912, after four years of incubating, the propaganda to date has included nearly 5,000 towns and cities; has enlisted the practical and unicities; has enlisted the practical and universal support of newspapers through the most compelling argument of all (increased advertising), and further, though it has not netted its guardian angel any appreciable material advantage, it has resulted in an increased volume of 350 per central descriptions. cent. of business for the trade whose in-terests it personifies. The story of the campaign was given with the fullest and frankest detail, and while it is not likely that many other trade organs will be willing to undertake so colossal a work for the henefit of their clientele, the relation of the way it was done was a super-lative revelation of modern business methods intelligently and enthusiastically apods intelligently and entitusiastically applied, and a stimulating and inspiring tale for all who heard it. As an instance of advantage to the newspapers from a source sometimes considered inimical may be cited sometimes considered inimical may be cited the Ottumwa (Ia.) Courier, which in 1913 carried in one issue alone three solid pages of paint advertising and in 1915 ran eight full pages. When a cynical publisher would at first comment, "Ah yes, a good idea for you; it sells paint," he had no further reply to the answer, "Yes but it also sells advertising." As "Yes, but it also sells advertising." As Mr. Clark dryly remarked, "He at once saw his civic duty."

RECEIVED LITTLE ENCOURAGEMENT

RECEIVED LITTLE ENCOURAGEMENT.

It is noteworthy, as an example of the ingratitude of (commercial) things, that in 1912 no trade organization gave preliminary encouragement to the movement, though 400 other bodies extended their fullest assistance, quite unsolicited. A Boston editor coined the phrase, "Paint, patriotism and pride"; many newspapers printed commendatory editorials; the Utica Observer secured the aid of the local bankers who perceived that the spick-and-span appearance of a city affected its bankers who perceived that the spick-and-span appearance of a city affected its financial value; and the Western News-paper Union of St. Louis, which sent out free plate matter, had among many ap-proving letters only one (from the Honey-brook (Pa.) Graphic) which suspiciously asked for an explanation. A letter and a booklet were sent to every editor in any campaign town, outlining the benefits to the newspaper and the best methods of eorraling them.

eorraling them.

"Each succeeding year," said Mr. Clark, "associated or individual producers or manufacturers are putting on in increasing numbers a motley array of special days or weeks. Among them are Wash Up, Green Up, Save Up, Pay Up, Shave Up, Tog Up, Brace Up (patent medicines), Wire Up, Dress Up, Light Up, Spout Up, Sew Up, Blow Up, Heat Up, Press Up, Oil Up, etc. These are all advertising schemes pure and simple. From the outset our campaign has been a frank alliance of altruism and business.

a frank alliance of altruism and business.
(Continued on page 334.)

WILL TRADING STAMPS EVER RECOVER FROM THE BLOW THAT MARSHALL FIELD & CO. GAVE THEM?

Merchants All Over the Country Send Letters by the Hundred, Earnestly Commending the Firm, Clear-Cut and Eminently Sound Stand of the Great Chicago House Against "Coupons"-Good Work of The Editor and Publisher Likewise Praised—A Sample Batch of Highly Interesting Communications. Couched in No Uncertain Terms

CHICAGO, September 8.—There has been a notion abroad that when you bought a pound of tea, or a pair of socks and received therewith a sightly little lithograph redeemable for premiums, you were getting something for nothing. But this is fast becoming a punctured illusion in these parts. The millionaire trading stamp corporations—grown rich and arrogant upon the gulpunctured illusion in these parts. The millionaire trading stamp corporations—grown rich and arrogant upon the gullibility of human nature—doubtless are beginning to realize the seriousness of the setback given their propaganda by the action of Marshall Field & Co., which last spring banished the premium compon last spring banished the premium coupon from its business. If the unsolicited testimony of some

400 merchants, scattered from one ocean 400 merchants, scattered from one ocean to the other and from the Lakes to the Gulf, is to be taken seriously, the action of Marshall Field & Co. marks a memorable victory in the war against coupons. The stand taken by one of the world's greatest mercantile firms has spurred to greater efforts the small merchant who is forthing to free himself. chant who is fighting to free himself from the thraldom of the coupon yoke. It has given him moral support. It has fired him with a new courage. It has made him confident of ultimate triumph.

Marshall Field & Co.'s formal declara-tion set forth that the firm would refuse to sell a single eoupon-bonused article over its counters or through its retail house. The pronouncement was digni-fied, firm and based upon the commercial precepts that have given the great Chicago firm its place in the business world. It was given out in April. Immediately the executive offices became a storm center. Coupon interests went straight up in the air. The firm of Marshall Field & Co. was accused of ulterior motives, and

was abused beyond measure in attacks of certain trade papers.

One of these attacks, on petition, was answered by Marshall Field & Co, in a letter to The Editor and Publisher.

letter to The Editor and Publisher.

Outweighing the protests which eminated from these interested sources, however, are the 400 frank expressions of free-thinking merchants the country over who have written grateful letters to Marshall Field & Co., commending its stand on the premium issue. The Chicago correspondent of The Editor and Publisher has been privileged to read these letters. They comprise perhaps the most enlightening symposium of opinion on the compon business ever assembled. on the coupon business ever assembled. It is with the permission of Marshall Field & Co., and of the writers, that they are reprinted in connection with this

Several of the merchants were warm in their praise of the attitude of The EHTOR AND PUBLISHER in the coupon fight. An interesting insight into the methods of the premium corporations in curbing the rising tide of opposition to their schemes is contained in an excerpt from a communication to The Editor and Publisher correspondent from a Western merchant:

Western merchant:
"Our three-year association with the Sperry & Hutchinson people," he writes, "has made us slightly timid of the steam roller tactics they pursue towards small people who are openly antagonistic to their business. We wish to state that the merchants of our town were quick to to their business. We wish to state that the merchants of our town were quick to grasp the opportunity to rid themselves of the load; and recent inquiries made of them by us confirm us in our belief that stamps have brought absolutely no business that we do not acquire in the regular channels."

The tenor of the letters shows plainly that the merchants are alive to the fact that a commercial house cannot do busi-

ness under the alias of an eleemosynary institution. The patron lured into the store by promise of lagnappe—as they say down in New Orleans—is apt, by the same token, to regard the transaction with suspicion. And speaking of New Orleans, this may be interesting: Even in that mysterius add Southern it. in that mysterious old Southern city, where the custom of giving "boot" with every purchase once was universal, the premium idea is in bad repute. Fifty years before trading stamp companies years before trading stamp companies were thought of, lagnappe was as much of an institution in New Orleans as the Mardi Gras. One would have no more dealt at a store or market stall which did not give lagnappe than at one which did not return "change." Not so many years ago someone fell to reckoning the cost of all these gratuities. The merchants were called together to view the result of his computations. As a result, lagnappe, then a heritage, was disconlagnappe, then a heritage, was discontinued by agreement. Merchants and customers alike have profited. Many see an analogy between the lagnappe of New Orleans and the pretty pink trading stamps of elsewhere

stamps of elsewhere.
Without further ado, herewith is presented the opinion of George Johnston, president of Johnston Brothers Co., drygoods wholesalers of Birmingham, Ala., one of the largest firms of its kind in the

South:

Marshall Field & Co.

Gentlemen: Replying to your announcement of April 15, we are very giad that you have taken this position in reference to Profit Sharing coupons. We have notified some manufacturers of whom we buy certain lines of merchandise that we do not care for any goods which we buy to be packed with the Profit Sharing coupons. feeling that there is no real benefit derived from this practice by anyone except the promoter of the scheme. We are forwarding the enclosed letter to one of them, that he may know that we are not the only merchants in the country who view it from this standpoint.

Thanking you for your letter, we are.

Yours truly,

JOHNSTON BROS. CO.

Geo. Johnston. Pres.

(Enclosure.) March 15, 1915 Frost & Co., 551 Tremont street, Bosto

Mass.
Gentlemen: We have catalog with information in reference to United Profit Sharing Coupons. We wish to state to you that we are not in sympathy with this method of advertising, and we do not think that our interests or your's are served. It is only the United Profit Sharing Coupon Co. that profits hy this transaction. If we huy any goods from you in the future, we will ask you to kindly pack them without the coupons. We expect to follow this policy with all the goods we handle; in other words, it will be our policy to avoid handling goods that are packed with these coupons. all the sobe our policy to aspacked with these coupons.
Yours truly,
JOHNSTON BROS. CO.
Geo. Johnston, Pres.

Here is what a Hebron (Neb.) merchant has to say in answer to the attack of Sperry & Hutchinson Co. on Marshall Field & Co.:

Marshall Field & Co.:

May 27, 1915.

Marshall Field & Co.

Gentlemen: We have received a booklet from the Sperry & Hutchinson Co, in which it attacks your attitude on preminms and profit-sharing coupons.

I wish to say that your stand against profit-sharing coupons was welcomed by the better class of merchants throughout the country.

Speaking for myself and the merchants of Nebraska with whom I have come in contact—the good merchants, the ones who are making progress and who are looked on as substantial husiness men and citizens—these premium concerns are regarded as pirates in the merchandising field, robbing weaker merchants of their gettimate profits.

It is my opinion that most of the storea who nee the premium plan are stores which have failed to hold or increase their husiness—which have failed to hold or increase their husiness—which have failed to hold or increase their husiness—which have failed to hold or increase their business—which have failed to be for the patrons, but expect to bring in people by making

them think they are getting something for noth-Again I congratulate you on the stand you have taken.

Very truly yours, C. S. KEITH.

Some other letters, picked at random,

Memphis, April 12, 1915.

Gentlemen: Your recent communication relative to Irrofit Sharing Coupons expresses exactly our views on the subject, and we have already eliminated from our merchandise the objection-

oves all fair minded merchants to quick it behoves at tair indeed merchants to quick-ity and firmly meet this issue and help to rout the coupon pirates from the field of legitimate merchandising.

Yours very truly,
THE JOHN GERBER COMPANY.
Chas. A. Gerber.

Chas. A. Gerber.

Chas. A. Gerber.

Toledo, Ohlo, April 12, 1915.

Marshsil Field & Co.
Gentlemen: We wish to commend you for the stand you have taken in the matter of Profit Sharing Coupons.

We, ourselves, came to the same conclusion some time since and have heen operating along those lines.

You may be sure of our co-operation in a determined effort to stamp out this evil, and it is decidedly important that all of us make a determined effort.

Yours very truly.

W. L. MILNER & CO.

H. S. Fisher, Geueral Manager.

Jackson, Miss., April 14, 1915.

Marshall Fleld & Co.
Gentlemen: Referring to your announcement of the 10th. I am glad to note the stand you have taken on coupon-packed merchandlse. It will stiffen the backbone of the merchands throughout America, and I sincerely hope that a great majority of them will be. as I am, in perfect accord with you in this important matter.

Yours very truly,

R. E. KENNINGTON.

Tampa, Fla., April 12, 1915.

Marshall Field & Co.
Gentlemen: We wish to acknowledge receipt of your frank statement of April 9 in regard to Profit Sharing Coupons, which expresses our exact sentiments in this matter. We are taking the same stand that you are and are refusing to sell any merchandise with the Profit Sharing Coupons. We believe that the better class of merchants will be glad to co-operate towards this end.

Yours very truly,
MAAS BROTHERS.

Lincoln, Neb., April 12, 1915.

Marshail Field & Co.
Gentlemen: The writer has before him your circular letter of April 8 relative of Profit Sharing Coupons, and wishes to congratulate you on the stand that you have taken.

For many years our establishment has refused to sell merchandles containing coupons, or to issue any kind of premium tickets. We think this the only reasonable position for a self-respecting establishment. We trust that the example of your great house will have a wide influence.

Very truly yours, MILLER & PAINE, J. E. Miller, Pres.

Mr. Miller sent this note to THE ED-ITOR AND PUBLISHER correspondent: "The writer is in earnest sympathy with you in your campaign against trading stamps so-called gift enterprises of every description."

St. Iouls, April 12, 1915

Messrs. Marshall Field & Co.

Gentiemen: This will acknowledge your letter advising us of your action in regard to merchandise that has coupons attached to it. It has given us very peculiar—very sincere—pleasure to know that the distinguished house of Marshall Field & Co. is taking the atand that yon are taking in regard to this problem.

We have already returned merchandise that contained coupons, and we are refusing to allow any that require their distribution to come into the atore. We are very much in aympathy with any effort that is made, not only for the elimination of coupons, but also trading stamps. We hope that other honses will follow your notable example. The smaller stores are earnestly seeking for some association or the larger and most influential houses to take the initiative in this matter.

Yours very truly.

Yours very truly.
SCRUGGS-VANDERVOORT-BARNEY,
Robert Johnston.

(Continued on page 336.)

CHICAGO'S "PEN CLUB"

Though but Just Organized, Its Membership List Is Booming-Temporary Quarters Opened - William Jennings Bryan Addresses the Advertising Association-Lillian Bell a Bankrupt.

CHICAGO, September 9.—The newly organized Pen Club has opened temporary offices at 21 North La Salle street and the membership list is increasing so rapidly that every indication points to the limit of 400 being attained before the Club's quarters are ready for occupancy. The chairman of the organization committee has prepared a roster to date showing over 200 members, all actively engaged in newspaper work. The Gerengaged in newspaper work. The Ger-man press has been enthusiastic in its reply, editors and reporters joining almost to a man

Ronald F. Webster, music critic of the Tribune, was married to Miss Elizabeth S. Fabian yesterday at the house of Mr. and Mrs. William Johnson Fabjan in Evanston. Mr. and Mrs. Webster will be at home at 6341 Kenwood avenue after October 15.

after October 15.

The Press Golf Club will hold its September tournament on September 15.

The members have been so busy covering tournaments for the past month that they probably will run up some high

Thomas Duncan, for many years commercial editor of the Chicago Evening Post, celebrated his eighty-first birthday on Saturday. Members of the board of trade presented him with eighty-one roses.

Frank O. Balch, a publisher formerly located at 19 South La Salle street, filed a petition in bankruptcy Saturday. He placed his liabilities at \$106,485 and his

placed his liabilities at \$106,485 and his assets at \$350.

William J. Bryan, former secretary of state, spoke before the Advertising Association of Chicago last Tuesday.

A gnest of honor at the thirteenth annual reunion and picnic of the Old-Time Printers, Association on Seturday was Printers' Association on Saturday was Mrs. Emily Lebau, whose father, Mar-quis Beanbien, helped print the first copy of Chicago's first newspaper, the Chicago Democrat, November 26, 1833. Other notable guests were Mrs. Annie E. Buckie, whose husband was the first Chicagoan to capitalize the printers'

Buckle, whose husband was the first Chicagoan to capitalize the printers' roller-making industry, and Mrs. Clara J. Shepard, treasurer of the Inland Printer company, whose father, Henry J. Shepard, was the first life member of the Press Club.

Mrs. Lillian Bell Bogne, a well-known Chicago and New York newspaperwoman, who wrote under the name of Lillian Bell, has filed a voluntary petition in bankruptcy here, scheduling her liabilities as \$20,395 and her assets \$415. She desired, she said, to free herself from debts contracted in behalf of her former husband, A. H. Bogue, from whom she was divorced a year ago. The serious illness of her little daughter in New York, she said, also contributed toward involving her financially. Mrs. Bogne says she has made \$100,000 from her writings and sees no reason why she cannot do it again.

Mark Coher editor of the Evening

her writings and sees no reason why she cannot do it again.

Mark Cohen, editor of the Evening Star, Dendeen, New Zealand, was in Chicago last week. He is representing his country in the United States on a tour of commercial and irrigation inspection. He said he hoped to see established a consulate in Chicago to further trade relations between the United States and New Zealand.

Consolidation in Hastings, Neb.

Adam Breede bought the Hastings (Neb.) Daily Republican on September 4, and has consolidated it with the Hastings Daily Tribune. Hereafter all Republican readers will receive the Tribune. By making this consolidation the Tribune has greatly increased its circulation, the stings is not a field for two delly Hastings is not a field for two daily newspapers, but it is considered to be a logical location for the building up of one of the largest and strongest papers in the west; and that is the plan of the publisher.

CANADIAN PRESS ASSOCIATION ADOPTS A STANDARD OF PRACTICE

A Comprehensive and Interesting Document Adopted at the Convention in Toronto-Much Favor Manifested for the Establishment of a School of Journalism-Congratulatory Message from the Governor General.

Toronto, Sept. 3.—This year's convention of the Canadian Press Association, which was brought to a close this evening, is generally regarded as having been the most successful in the history of the organization. The attendance crossed the 200 mark by a good margin, and representative press men were present from as far as Halifax, N. S., on the east and Vancouver, B. C., on the west. The several addresses delivered were of a highly informative character; the discussions were practical and helpful and the busiwere practical and helpful and the husiness trausacted will unquestionably redound to the henefit of the wembers of the Association.

One of the most important measures

put through was the adoption of a stan-dard of practice in matters relating to This was discussed in the



W. E. SMALLFIELD President Canadian Press.

three sectional meetings by daily publishers, weekly publishers and trade and class publishers, and having heen accepted by each was carried in the general meeting. By the same process four sets of circulation information forms were adopted, the first for the use of daily newspapers; the second for weekly newspapers; the third for magazines and religious and farm pa-pers and the fourth for trade and technical papers.

STANDARD FORM OF RATE CARD

In the daily section, the question of adopting a standard form of rate card was discussed and a sample card modelled on that of the New York Advertising Agents' Association was considered. This received favorable consideration and a resolution was put through commending it and in-

was put through commending it and instructing the incoming advertising committee to take such steps as were necessary to put it into effect as the official card of the daily members of the C. P. A.

In the weekly section, following au address by E. K. Whiting of the Journal-Chronicle, Owatoona, Minu., on "How the Weekly Publishers of Minnesota raised their subscription rates to \$1.50 a year," a resolution was passed instructing the chairman of the section to take up through the head office of the Association with a leading publisher in each county the question of how to get the publishers of that

leading publisher in each county the ques-tion of how to get the publishers of that county to co-operate in raising their sub-scription rate to \$1.50. The weekly section also placed itself on record as favoring the appointment of a field secretary or organizer who would be charged with getting in new members, arranging for further county organiza-tions of publishers and working for the general good of the Association. It was also moved that a committee consisting of the Chairman; F. B. Elliott, Alliston Her-ald; Lorne Eedy, St. Mary's Journal; W.

A. Fry, Dunnville Chronicle and C. M. Mundy, Oshawa Reformer, should take up the matter of appointing such a secretary and either make a recommendation to the general executive of the Association or else take action themselves. It is understood that this committee has since agreed to leave the whole question to the chairman and the manager of the C. P. A.

PROPOSED SCHOOL OF JOURNALISM

A good deal of interest developed in the general association over the question of the desirability of establishing a school of journalism in connection with one of the Canadian universities. The subject was suggested largely by the presence of Dr. Talcott Williams, of the College of Journalism, Columbin University, New York, who addressed the Association on "The Press and the Public." Dr. R. A. Falconer, president of the University of Toronto, introduced the discussion. He concluded an interesting address by saying that if the press helieved that there should be a school of journalism, he was confident that one could readily be established, though he thought it would be a difficult matter to get a dean who could combine in his personality the learning of the scholar with the practical training of the journalist.

The discussion was participated in by LW. Dafoe editor of the Manitole Free A good deal of interest developed in the

The discussion was participated in by The discussion was participated in by J. W. Dafoe, editor of the Manitoba Free Press, Winnipeg: Dr. J. A. Macdonald, editor of the Toronto Globe; J. E. Atkinson, editor of the Toronto Star; E. Norman Smith, editor of the Ottawa Free Press, and others. Finally a committee composed of Sir John Willison, Toronton News: Dr. J. A. Macdonald; J. W. Dafoe; John A. Cooper, Canadian Courier; J. R. Bone, Toronto Star; E. Norman Smith; C. F. Crandall, Montreal



JOHN M. IMRIE. Secretary of the C. P. A.

Star: J. J. Harpell, Journal of Commerce and D. B. Gillies, Canadiau Grocer, was appointed to investigate the whole prohlem and report at the next annual con-

Another matter that held the interest Another matter that held the interest of the general meeting was au informal address by Major Ernest J. Chambers, chief press censor for Canada, on the principles of press censorhip. He hegan by pointing out that the concealment of military movements went a long way towards ensuring eventual victory. In Britain, the prompt installation of the censorship system had upset many of Germany's plans for securing information. In Canada, while, within a few days of the opening of hostillties the press showed itself to be imbued with a profound sense

of Ioyalty, there were numerous indiscreet utterances. To guard against a continuance of such utterances, he had been called upou to "mobilize the press of Canada for War." A drastic order-in-council was put through to give the government adequate power to deal with offenders, but its provisions were not intended to upply its porvisions were not intended to apply to decent papers which had a sense of re-sponsibility. He mentioned several papers in Western Canada that had been suppressed.

MESSAGE FROM CONNAUGHT.

At the conclusion of his address Major Chambers read the following message from the Duke of Connaught, Governor-General of Canada:

"Will you please deliver a message from me to the members of the Canadian Press Association, and say that as Governor-General of Canada, I thoroughly appreciate the attitude and efforts of the press of the Douinion since the war began.

"The spirit manifested by the press of

"The spirit manifested by the press of the Dominion at large has been admirable, and the actual service rendered to the country by the newspapers it would be impossible to over-estimate. The intelligent and loyal observance by the press of the regulations submitted to them for the suppression of news calculated to injure the regulations submitted to them for the sup-pression of news calculated to injure the cause of the allies and to be of assistance to the enemy is deserving of all praise. I know that the position of Canada jour-nalism is a particularly difficult and trying one, that they are being asked to make certain sacrifices in the public interest and that they are responding splendidly to the call. Their hearty co-operation is of great value and will materially assist in bringing about the result which we all are striving to secure."

The following officers were elected for

the ensuing year:

Board of Directors.

President—W. E. Smallfield, Renfrew

Mercury.
Past President—H. B. Donly, Simco

Past President—H. B. Donly, Simco Reformer.
Vice-Presidents—Maritime Provinces Division, D. F. McLean, Port Hood Greetings; Ontario and Quebec Division, J. G. Elliott, Kingston Whig; Manitoha and Saskatchewan Division, E. H. Macklin, Free Press, Winnipeg; Alberta and Eastern B. C. Division, J. H. Woods, Calgary Herald; Western B. C. Division, John Nelson, Vancouver World.
Treasurer—G. E. Scroggie, Toronto Mail and Empire.

BUSINESS GOOD WITH DUPLEX

Shipping Seven Metropolitan Tubulars in as Many Weeks.

I. L. Stone, chairman of the Board of Directors of the Duplex Printing Press Company, who is in his 73rd year and is just as active as many a man at fifty, reports business exceptionally good with

reports business exceptionally good with the Duplex Company.

To a representative of The Editor And Publisher, Mr. Stone said: "Durin the past six weeks we have installed four new Tubular Plate 16-page rotary presses; another is now in transit and two more are nearly completed, to he shipped at ouce, making seven in all since the force of th shipped at ouce, making seven in all since the first of August. These presses have been huilt for the Findlay (O.) Republi-can; The Freeport (Ill.) Journal-Stan-dard; The Alliance (O.) Review, The Logan (O.) Journal-Gazette; The Battle Creek (Mich.) Moou-Journal; Buffalo (N. Y.) Everybody's Daily; Parkersburg (W. Va.) Journal.

"Business is looking ever so much bet-ter and prospects are bright. It may interest the trade that we have concluded a contract with J. P. Morgan and Com-pany to manufacture 200 lathes and we pany to manufacture 200 latnes and we may conclude eventually to manufacture 400 of them. This, we can do, without interfering in any way with our usual output of printing presses."

Good, Straight Talk

Good, Straight Talk

Carl Hunt, editor of Associated Advertising (the monthly official organ of the A. A. C. W.) made a straight-fromthe-shoulder address to the members of the Indiana Retail Clothiers' Association, the other night in which he bore down hard upon the fact that the one sure way to build a clothing business and keep it growing is to make steady use of straightforward advertising, joining hands with "the greatest salesman of all—the most frequent repeater—truth." all—the most frequent repeater—truth.'

L'Echo Elects Officers At the recent annual meeting of the stockholders of L'Echo Publishing Company of New Bedford, Mass, which publishes L'Echo, the following officers were elected: President, H. P. Dion; secretary, Rev. Hormidas Deslauriers; treasurer. Louis Joseph Gagnon of Fall River; directors: J. B. Archambeault and Rev G. E. T. H. Giguere of Fall River.

CANADIAN PRESS ASSOCIATION ADOPTS STANDARD OF PRACTICE. DIVISION I.—ADVERTISING RATES. Equablo Rates.

White a publisher's advertising rates may vary according to amount of space used, frequency of insertion or class of advertising, they should be equable to all advertisers using the same service and should oot be subject to any discount, rebute, or concession that is not clearly stated on the publisher's rate card, and is not available on equal terms to all advertisers.

Short Rate Charges.

Short Rate Charges.

When an advertiser or advertising agent contracts for a specified amount of space and fails to use that space within the contract period be should (except as provided in clause (e) of this division) be required to pay, the difference, if any, between the contract rate and the publisher's card tate for the space actually used. Failure to inforce short rate charges due is equivalent to a cutting of eard rates and as such is contrary to chause (a) of this division.

Exomption from Short Rate Charges.

Recognized advertising agents who fail to use within the contract period the amount of space contracted for on behalf of a given client should be absolved from short rate charge (if any) on account of such client if the failure to use the space contracted for is due to any one or more of the following reasons (providing always that exemption from short rate charges shall not be effective except advertising agent shall have failed to collect same infer baving made every reasonable effort to do so):

(1) The death of the advertisor.

(2) The insolvency of the advertisor.

(3) The financial irresponsibility of the advertiser and a resultant inability of the advertising agent to collect for the space used up to that time under the agreement between the advertising agent to collect for the space used up to that time under the agreement between the advertising agent and the publisher.

Extra Charges for Position.

Extra Charges for Position.

The standard position and the standard designating numbers of same are as follows:

(1) Wholly alongside reading matter and at top of page.

(2) Wholly alongside reading matter and following a fair amount of reading matter.

(3) Top of page.

(4) Wholly alongside reading matter.

(5) Following a fair amount of reading matter.

(6) Island position. i. e., apart from other advertising.

(7) Set in body type, without marks and inserted among unpaid reading matter—margin of paper to count as reading matter.

Position as they are prepared to give and their rates for same. Those rates should be uniformly maintained in all clusses in accordance with clause (a) of this division.

Methods of Billing Position Charges.

Position charges should be billed rather as an advance on run of paper rates than in space

Methods of Billing Fosition Charges.

Position charges should be billed rather as an advance on run of paper rates than in space equivalent. To illustrate: If a 200 line advertisement is ordered to be inserted in a position that calls for an extra charge of 25% the special position charge should not be made by billing the advertiser or advertising agent with 250 lines (200 lines plus 25%) at run of paper rate as that method of billing would in the case of newspapers with graded rates give the advertiser or advertising agent run of paper rate for a lesser amount of spare than is entitled to that rate. Contract should not be considered completed until the number of lines actually contracted for, regardless of position specified and extra charge for same, shall have been used.

Standard Foreign Rate Card Forms.

The C. P. A. Standard Foreign Rate Card Forms for Metropolitan and Medium City Dailies, and Rural Weeklies are as published as Appendices "A," "B," and "C," respectively.

pectively.

DIVISION II.—ALLOWING OF COMMISSIONS.

In Canada.

Except as provided in clause (d) of Division III. no commission, rebate or discount (except a (Continued on page 388.)

"Specials" Plainly See Big Fall and Winter Business

America Waking Up Fast-Much Less Dependent on Europe Than Hitherto-Lines of Advertising to Be Much More Diversified-Largely Increased "Movie" and Financial Publicity Coming-Standard Oil and Tobacco Accounts "Going Strong"-Big Crops Will Help-Canada to Have a Share in the Forward Movement

No men in the advertising field are better situated than the special agents when it comes to knowing not only just how things are going,

but just about how things are going to go.

To begin with, they are bright, strong, experienced, "picked" men. They are "inside" at times when other folks are more or less "outside."

The Editor and Publisher has asked the special agents of New

York, Chicago and Boston to give their views; and they are presented herewith.

The note of courageous optimism is sounded all along the line. Improved business for publishers is not merely guessed at-it is known. Read every word of these opinions.

F. St. J. Richards, New York, Eastern Representative St. Louis Globe Democrat and President Six-Point League.—"As far as my personal experience enables me to judge, newspaper advertising prospects appear better than in any recent year. Not only are advertisers plauning to use more space thau in past seasons, but they represent more diversified lines of business, indicating encouraging trade conditions generally.

Louis Gilman, New York.—"From pres-Louis Gilman, New York.—"From present prospects it looks to me as though we shall have a very prosperous Fall season. The best evidence of this is that during the Summer mouths of this year we ran more business than we did a year ago; and the prospects for the Fall look to be even better. even better.

· "To be more specific, I would take the moving picture industry as an example of extreme activity from an advertising standpoint. Then, again, the improve-ment in the financial situation has created considerable advertising in that direction which did not exist a year ago. Outside of all that, a number of the regular ad-vertisers are figuring on increased appropriations.

E. A. Berdan, New York, for 25 years Eastern representative Cincinnati Times-Star.—"I seut a greater volume of business to the Cincinnati Times-Star during year 1914 than in any previous year the history of the paper, despite the to show a material increase each mouth this year over the corresponding month of 1914, and, unless the unforeseen hap-peus, I sball establish a new high record in 1915."

Wallace G. Brooke, dean of the New York specials.—"All the sigus point to increased husiness this Fall and Wiuter; no menace, unless a possible international disturbance. There is a general feeling of optimism as far as I can see and hear, and a healthy gain in newspaper advertis-

ing is promised."

Geo. B. David Co., New York.—"I find in going my rounds with the general advertisers and agents that there seems to be an air of optimism, but when questioned very closely the agents hesitate to give any definite information as to what ccounts there will be large campaigns on. This applies outside New York as well as to the city of New York; hut my honest belief is that this Fall and Winter will see more new accounts than ever before

in newspapers.
"The United States is in splendid finan-"The United States is in splendid manical condition with a very small amount of idle labor in any community—which means a tremendous amount of money circulating among the working class, the greatest consumers of advertised goods.

"This firm is imbued with the spirit of optimism and is spreading it wherever it nossibly can."

it possibly can."
M. C. Watson, New York.—"Naturally the advertising man is an optimist. Regardless of this, however, I believe the coming Fall and Winter will be one of the best seasons we have known for newspaper advertising, particularly in the smaller dailies. I am particularly interested in the Middle West. Business conditions there are good. The manufac-

turers in the East, especially, appreciate this fact, and are going to take advantage by using space in the newspapers. I find that today the smaller daily has the call because of the fact that it briugs the advertiser closer to the general consumer—distribution is much more easily ohtained in the smaller towns than in the larger ones, and the smaller dailies are read more thoroughly than the larger

ones.
"During the past eight months my papers have carried more foreign advertising than ever before, and the business is going to continue on the increase.

"I returned a short time ago from an extended trip throughout the Middle West extended trip throughout the Middle West section, calling upon publishers whom I represent, spending considerable time in each town. With but one exception I found general business to be fine, with prospects of its even being better this Fall. Big crops are the rule, and this means that the smaller cities are bound to be prosperous. The Eastern manufac-turer is going to take advantage of his op-

turer is going to take advantage of his opportunity, and this is shown by the continnation of the advertising placed last
Spring and hy the new accounts which
are being prepared."

J. P. McKinney & Son, New York.—
"From the report of a member of our firm
who has just completed a trip extending
as far west as Salt Lake City and covering every State north of the Ohio river
and east of the Rocky Mountains, the
croose everywhere in that territory are and east of the Rocky Modulatus, the crops everywhere in that territory, are the greatest ever, and everybody talks prosperity, which would indicate that American advertisers have the chance of their lives this year to get wonderful results from newspaper advertising,
"Judging from the greatly increasing

business that the papers we represent have been enjoying during the last five months, we believe that with the opening of the Fall season a larger volume of gen-eral advertising will appear in our papers. Wherever we have called upon agencies and advertisers all have informed us that the prospects for larger business were ex-cellent; and while we have not as yet received actual orders for a considerable number of new propositions, we note increased inquiries and considerable new business, all of which augurs for increase.

"We believe the coming season will show a larger volume of general advertis-

ing in daily newspapers throughout the country than ever before."

The S. C. Beckwith Special Agency, New York.—"Our business since January has been very satisfactory considering the pressure under which we have all been laboring since August, 1914. Things began to have an upward tendeucy only this gan to have an upward tendency only this year, and all things considered we have held our own admirahly. Of course, normal conditions are not yet reached, but we have a great deal of business running and quite considerable in the mak-

"Our solicitors are told by the general agents who are figuring on the Fall adver-tising that they all look for a good season.

We take it that America has now awakened to the fullest realization of the

necessities in the case and is no longer dependent upon outside trade influence

for her own prosperity. In other words, our people are waking up fast and so becoming less dependent upon Europe thau they formerly were; and while we do not see any signs of a boom and hope none will show, at the same time we are very confident that business is going to make conndent that business is going to make a good showing for itself the coming season. There never was a time when we had greater cause for rejoicing at the financial condition of the United States than now. The National Reserve Bank Act has made money comfortable, and the balance of trade is now so largely in favor of this country that it seems impossible transicial the second of the second o possible to avoid having a hopeful outlook at this time.

"We do not mean to overdraw the picture, but what we aim at is to convey to you our confidence in a return of good times in advertising—not necessarily big times, hat a satisfactory condition must prevail. Possibly it may exceed all expectations."

Katz Special Advertising Agency. New York.—"We are confident that business this Fall, next Winter and Spring is going to be generally satisfactory. We are guided in our opinion by the excellent business that we have enjoyed all last Spring and through the Summer—every month of which has been considerably greater than the same month last year.

'Strange as it may seem, 1915 has been the best year that this agency has had in the history of its business. Every paper on our list, harring two—one of which is in Cauada—has increased in foreign ad-vertising over anything it ever had be-

fore.
"When business slackeded up, we put on more steam. We felt that there was husiness to he had, only it took more and harder work to get it. Results have showed we were not mistaken.
"We found, as we expected, that busi-

ness does not come—that you have got to go out and get it, whether times are

to go out and get it, whether times are good or otherwise; and if you can go out enough and get enough, you ean make the hard times of others good times for yourself."

C. D. Bertolet, manager general advertising department, Clover Leaf Newspapers, Chicago.—"The prospects for Fall business are fine. We are getting a lot of it now. Our papers have shown an increase throughout the year 1915. The increase for September promises to be larger than ever."

Carpenter-Scheerer Company, New

Carpenter-Scheerer Company, New York.—"Mr. Carpenter is at present out of the city. From various communica-tions received from him it is very evident that he is finding business conditions most

prosperous throughout the West."
Wm. J. Morton Company, New York. "Seldom in our experience have we been able to see better indications of good Fall and Winter business than were displayed and winter business than were displayed during the month of August, 1915. Not only have several of the regular adver-tisers renewed contracts, but there have been several pieces of new husiness com-ing to the frout. This leads us to being to the front. This leads us to be-lieve that manufacturers are reassured as to husiness conditions, and that the plethora of money held in the hanks of this country is evidently allowing manufacturers and sales agencies to horrow capital on advantageous terms with every prospect of such a condition continuing.

"During the month of August generous-size contracts have gone forth for Nujol. a preparation put out by the Standard Oil Company of New Jersey. Certain rubher heel advertisers seem to be hidding more strenuously than heretofore with each other, and also automobile manufacturers are establishing new agencies all over, so that the amount of copy from

this source is increasing all the time.
"Large copy is materializing from sev-

eral of the different film organizations. It has taken quite a little while for the film advertising to resolve itself to a sane, efficient and consistent basis, but within a comparatively short time copy has started for such concerns as the Paramount Film Co., Pathe Freres, and the Triangle Film Company, and in each case copy runs to large space.

"We cannot but believe that a number of new accounts as well as consistent representation of the older accounts will be run iu newspapers this Fall and Winter, and we believe that newspaper publishers have reason to look very cheerful over the prospects in the general field." Roy C. Holliss, New York.—"The Chi-

Roy C. Holliss, New York.—"The Chi-cago Tribune's Eastern business is im-meuse. Our gains up to and including August 31 exceed 250 columns in this department and we expect to show gains of over 400 columns by the end of the

C. Trowbridge, New York .- "Generally speaking, I have found upon my return to the city, after numerous absences this Summer, that the majority of advertisers and agents are optimistic—more so, perhaps, than at any time in the last five

John M. Branham Company, New York. "Optimism is a wonderful asset, but when materially substantiated becomes a beautiful reality. Looking into the future, conditions can only be surmised; but looking over our order books on schedules to run during this coming Fall and Winter they show a remerkably schedules to rift during this coming Fall and Winter, they show a remarkably healthy condition—and, as you know, our order books are the real test.

"The big companies, spending money as

they are, on good healthy schedules, predict a wonderful future prosperity. We are ruuning big schedules from Standard Oil, Kellogg, Reynolds Tobacco Company. Liggett & Myers Tobacco Company and the American Tobacco Company; and, in discussing advertising with the concerns mentioned, we find that they are planning to continue through the Fall and Winter. not only with their regular schedules but

not only with their regular schedules but with several new by-products.

"Of course, in making comparisons we are going against 'lean' months of last year; hut from present indications it looks like a wonderful period of prosperity ahead, and—best of all—is huilt on a good, solid foundation of fine, high-class, clean advertising."

Ward-Levis-Williams Special Agency, New York.—"We helieve the prospects for Fall business are very bright. We have been ahle to secure renewal orders on every account running in our various papers up to the present time, and in many instances have received an increase

many instances have received an increase in rate, wherever such was necessary.

"As you probably know, we are much interested in Canadian newspapers, since we are the New York end of the Stockwell Special Agency, which makes a spe-cialty of Canadian papers. Prospects for Canada are brightening every day. Our renewal orders for Canadian papers have been secured as they have come due up to date, and we have secured such new or-ders for Canada as Gerhard Mennen Co., C. S. Clarke Enterprises, Waterman Pen. David Blusteiu."

G. Logan Payne Company, New York.

"I have just returned from quite a
general trip over the Middle West, visiting the principal cities from which advertising is placed and going among the manufacturers and advertisers in general, and I feel certain that the Fall and Winter will show wonderful increases in forter will show wonderful increases in for-eign advertising. I say this for the rea-son that instead of the manufacturers being pessimistic, as they have been for the past two years, they are really optim-istic. Practically all of them say their business is showing a healthy growth.



"Call on the Boston American"

The Chief is a Strategist.

He is an enemy to waste motion, and a fiend for facts.

He believes in Co-operation.

That's why his final instructions were—

"Call on the Boston American. Go to them first. Have a good long talk with them. They'll help you cut out the dead wood. Ask them to show you the districts with high buying power. Get a list of the live wire dealers in each section. Get their rating.

"Find out how dealers in each section feel toward direct mail literature. It may be necessary to change the broadside we used on the St. Louis dealers.

"Find out where the women-folks do their

buying. That will help you locate your starting point. Then get the American to help you lay out your territory—don't waste time finding your way around.

"Get them to give you a man for two or three days—and keep me posted!"

Have you a salesman coming to Boston? Or perhaps you are going to cover this territory in order to get accurate data concerning trade conditions—to see for yourself. In either case remember that the latch-string is out—for you or your salesman. We want to help you get the most out of Boston!

When you are planning your campaign for this territory remember that the Boston Evening American has a larger net paid circulation than the five other Boston evening papers combined—we are now close to the 400,000 mark. The Boston Sunday American has the largest net paid Sunday circulation in New England.

Look into the situation carefully and you will see why the Boston American is credited with being New England's Greatest Home Newspaper.

BOSTON HIT AMERICAN

80-82 Summer Street, Boston, Mass.

New York Office 1789 Broadway Chicago Office 504 Hearst Building

CLUB FOR NEW YORK ADVERTISING MEN

Ambitious Project of the Advertising Men's League to Be Acted Upon on September 15-Dues to Be Increased and Important By-Law Revisions to Be Made-Details Quoted from a Circular Just Issued by President Tipper.

Big plans are on foot by the Advertis-

ing Men's League of New York.

The idea is to establish a real club at 47 East 25th street; to raise dues from \$12 (at present) to \$30 a year; to discontinue associate membership: to establish an initiation fee of \$25; to fix the dues of non-resident members at \$10. By-law revisions to cover these matters, and a great many other things, are to be acted upon

at a meeting to be held on September 15.

Members of the League received, on
Thursday, a circular headed "important," signed by President Harry Tipper, reading in large part as follows

"In the past, activities of the League have been hampered; uew projects allowed to lapse, because of the lack of facilities, poor accommodations, costs, and difficulty in arranging for matters at all times. Advertising in New York, the profession as well as the brotherhood, has not advanced as it might have done, because of the difficulties always confronting the active governing body.

Your Board of Directors wants to pre sent to the League members, plans to broaden and increase the usefulness of the League in such a way as has perhaps never been possible heretofore in New York advertising history.

TO HAVE REAL HEADQUARTERS

"For a long time schemes have been considered, projected and discussed, looking to the establishing of headquarters for advertising work in the City of New York. So far, these things have ended with the discussion; perhaps they have been too ambitious, involved too many financial questions and too difficult of settlement.

"But your governing board has se-ared a real headquarters proposition. cured a the current a real neadquarters proposition. It is not a scheme for discussion, nor a project; but an aetual plan already shaped up for immediate development, awaiting only the ratification of the League members to be put into full

matter of fact, this is not merely a headquarters, it is a club; a cozy home for advertising men with all the facilities required for their comfort; a place to get together; a place which will make the Advertising Men's League the centre and culminating point of advertising interests in New York; and a place to carry on successfully all the activities that the previous governing bodies of the League have dreamed of, but have been unable to work out for lack of accommodations.

"Engineers have their own club, which Engineers have their own club, which is the headquarters for all the scientific activity connected with the name; the lawyers have their club; the chemists; the doctors; and all of the other interests that have any professional angle; only the big energetic, forceful profession of Advertising has lacked a place for its home in the biggest city of the United

"However, the home is here-if you want it: A regular home; with upstairs and downstairs, dining rooms here and there, reading room, writing room (es-pecially recommended to the fellow whose office is too noisy for real ereative work), cafe, and all the other conve-ulences desired.

have made a tentative proposal "I have made a tentative proposal, that has been accepted by the owners and approved by the Directors. There is no furniture to be bought. It is all there, fitted as a club right now. There will be no kitchen to keep: no additional employees; no exhausting work for house committees and catering debts:—all these things are taken care of in the rapital of the property.

rental of the property.

"The tentative arrangements for the elub are as follows: It consists of two diaing rooms, one seating 100 to 150 and the other 150 to 200; one private dining food, ladies' room, large reading room, wifting room, lounging and smoking

room, reception room, cafe, cloak room, eigar stand, etc., etc. The rental on a five-year lease to be \$12,000 per year, which covers all costs of maintenauee, service, furnishing, etc.

'We ean't tell you all the details in this letter, but here is a chauce to get all the club facilities for \$7.50 per quarter, which would cost from two to three times as much anywhere else in the city, at the same time secure all the advantages devoted to advertising ests and the Advertising Men's League

CLEVELAND NEWS MATTERS

The Press Gives a Successful Outing-Various Plain Dealer Notes.

CLEVELAND, September 8.—As a concrete example of its human interest policy, the Press, one of the leading afternoon newspapers of the Middle policy, the Press, one of the leading afternoon newspapers of the Middle West, gave a free outing to the people of Cleveland at Euclid Beach, the principal amusement resort of this city, on September 2. More than 50,000 persons, the park management estimated, attended. The generalization part played by the park management estimated, at-tended. The conspicuous part played by the Press was the printing of coupons in its regular issues of August 27 and 31. the regular issues of August 27 and 31. These entitled the holders to free admission to attractions at the park. In the Log Cabin at Enclid Beach the annual doll show conducted by the Press was hold and the prives awarded. There was held, and the prizes awarded. There were a dozen classes. The largest family present received \$10 worth of groceries. Other prizes were awarded to the tallest woman, to the man with the largest feet, to the best fiddler more than 50 years old, to the boy who could dress fastest, to the girl who could eat ice cream fastest, and the like.

PLAIN DEALER NOTES

One of the biggest features carried out by a daily newspaper in the Middle West is the daily review of photoplays by the Plain Dealer, which is devoting as much two columns a day to this attraction. Although this department has been or panized but a week, keen interest already has been aroused, not only among the readers of the Plain Dealer, but among managers of moving picture houses as well. To E. Arthur Roberts belongs the credit for the innovation. He has been taking care of this column for almost taking care of this column for almost a year, giving it liberal space on Sundays. What makes this a sure-enough novelty is that Mr. Roberts reviews the plays before they even go to the Ohio Board of Censorship, thus giving the moving picture fans the first information of what will be shown in this State. To make the feature even more attractive, Mr. Roberts will leave on Saturday for a tour of the New York and Philadelphia studios to obtain additional advance information. He gives a brief summary of the play and then criticises it. On Sundays about 9 columns will be devoted to this news.
"Why I Am Glad to Go to School"

the title of a new contest being run by the school department of the paper. Essays from school children will be considered for prizes totaling \$20. The four best will be eligible. The contest closes September 14.

PERSONALS.

Erie C. Hopwood, trip in his motor taking an extensive trip in his motor taking the East. He sends tele-Erie C. Hopwood, managing editor, is in his motor car through the East. He sends telegrams to "the boys" at almost every stop, telling of the good time he is hav-ing. So far he has been to Toronto and Niagara Falls. He may visit New York if the roads hold good.

W. G. Vorpe, night editor, is acting managing editor in Mr. Hopwood's ab-

ON A "LIBERAL" BASIS!

The American Can Co. and Lord & Thomas Trying to Sell Adding Machines On An "Exchange" Plan Moves An Oklahoma Business Manager to Express Some Strong Views.

Well, to get right at it in a minute, here's the letter that touched off the gunpowder:

AMERICAN ADDING MACHINE

MANUFACTURED BY

AMERICAN CAN COMPANY.

AMERICAN CAN COMPANY,
August 24, 1915.
Times, Okiahoma City, Okia.
Gentlemen: The American Can Company expects to spend a large amount of money in 1916 advertising the American Adding Machine. Heretofore we have confined ourselves almost exclusively to magazines, but our advertising agency has been urging us to consider the newspaper. We do not under value the vast power of newspapers for general publicity, but in order to convince ourselves of their merit for advertising for our particular article we have determined to carry out a suggestion of Lord & Thomas and make a test on a special list furnished us, and if the results are favorable we will spend some of our mouey in newspapers hereafter.

spend some of our mouey in newspapers hereafter.

Our proposition is to send you one of our \$35 American Adding Machines, taking as payment \$20 in advertising space at your regular rate, and allowing you to remit the remainder in three payments of \$5 each, in 30, 60 and 90 days from date of order.

The test ad for your paper will be keyed so that we can watch the replies.

The advertising copy will be prepared by an expert and ought to "pull." If it pays us it will cause us to spend some cash money for advertising space in your paper.

The American Adding Machine will be a spiendid addition to your office equipment. It is undoubtedly the biggest success in years.

We enclose special order for signature which we will be glad to have you sign promptly as this is a quick action proposition and will be withdrawn September 7.
Yours very truly,
AMERICAN CAN COMPANY.
(H.)

Accompanying the foregoing is a fac-simile of a letter sent by Lord & Thomas, the Chicago advertising agents, to B. E. Harris, manager of the American Adding Machine department of the American Can Company, suggesting the use of newspaper advertising, thus:

the use of newspaper advertising, thus:

In order to conclusively prove to you that newspaper advertising would pay, we would suggest that you take a few of your machines and offer them to a select list of newspapers on a liberal exchange basis. Any up-to-date newspaper office needs an adding machine, and I am very sure that most of them would be very withing to co-operate with us to prove to you that newspaper space would be a profitable medium for you to use.

It would be better when selecting your papers to avoid large cities, for the reason that the adding machine people have covered the cities so aggressively in the past that practically every city newspaper office is well supplied with adding machines.

We particularly enjoy that second

We particularly enjoy that second paragraph above quoted. As a means of telling the small-town publisher that he is away behind "practically every city newspaper office," and yet not give him offense in so doing, it is one of the smoothest scutences that The Editor. AND PUBLISHER has rend for a long time. Herbert P. Cohn appears to have written it. We take pleasure in so stating.

it. We take pleasure in so stating.

In sending us the details of this "liberal exchange" proposition, the business manager of the Times, F. W. Worcester very properly pokes a lot of fun at the paragraph that announces that "the test ad for your paper will be keyed so that we can watch the replies."

Final Hara is the grapt American

Fine! Here is the great American Can Company, aided and abetted by the Lord & Thomas agency, seriously pro-posing to insert a one-time ad in a newsposing to insert a one-time ad in a news-paper and then to judge the value of publicity therein by the replies to that one lofiely ad! We'd like to quote Mr. Woreester in full, but we can't—really we ean't. However, he uses the words "boneheadedness," "downright stupidity," "dub," "damned fools," "buncoed," etc.

"dub," "damned fools," "buncoed," etc. You'll have to guess the rest.

Speaking seriously, it is a fair question how long it is going to take for advertisers and their agents to get such nonsense out of their heads in approaching newspaper publishers. If the American Can Company—or anybody else can Can Company—or anybody else— Carranza has released the American newspaperman, H. W. Francis, imprisoned at Vera Cruz, reports U. S. advertising space as when buying the Consul Silliman. wishes to sell merchandise, by all means let it take the same course when buying

raw materials from which its product is made; namely, PAY REAL MONEY.

PRO AND CON IN BALTIMORE

Mesers. Munsey, Olivier and Grasty at Odds as to the News.

As everybody knows, Frank A. Munsey sold the Baltimore News to Stuart Olivier.

has sold the Baltimore News to Stuart Olivier.

On September 3, Mr. Olivier published in the News, under the heading "A Much-to-be Regretted But Necessary Statement," a strong eriticism of Mr. Charles H. Grasty, of the Baltimore Sun, the drift of which will be shown by the following extracts:

"The return of a former owner of the News to Baltimore on the eve of my announcement of its purchase makes it in a sense my duty in the absence of any word from the gentleman in question to speak.

"I was hoping that Mr. Grasty, realizing the strange coincidence of his return to the city at this time, would have the maniliness to come out and deny the rumors which have been published. I worked for him as hard as any man ever worked for another for nine years of my life. In fairness and justice, Charles H, Grasty cannot deny this.

"Mr. Grasty is too shrewd a newspaper man not to have realized that his return to Baltimore just at this time, after a long stay abroad, would lend vast color to these rumors; that it would be only natural for the public to doubt in some mensure my word, in view of the marked colucidence. Therefore in maintaining an unbroken silence be has in a sense cast indirect suspicion upon the Integrity of my signed word. I bad the right to expect that when he returned to the city, just at this time, when I was consummating the dream of a lifetime, he would have maniliness enough not to let these uncontradicted rimors handicap me. Nearly a week has passed since this rumor was published and he bas been as silent as the toub, although known to be in the city.

"If Mr. Grasty does not think that our past association places the duty of making

this rumor was published and he has been as silent as the toub, although known to be in the city.

"If Mr. Grasty does not think that our past association places the duty of making this denial upon him. I will deny it—deny it emphatically and with all the emphasis of which I am capable. If he was the big man that I once thought him to be, he would have made this announcement himself and not have made me do this embarrassing thing and this seemingly ungrateful thing, for, naturally, I owe a great deal to the man under whom I served for nine years. But I owe more to myself and to the News and to the people around me here, and I simply cannot have their work handleapped by this Infamous suspicion gaining ground—the suspicion that I would have linked up with a man who acted as he did following the sale of the News to Mr. Munsey. Mr. Grasty has quibbled about there being no printed or verbul agreement about his return to Baltimore, but years ago he was tried in the court of public opinion, and the decision of this court was that a man who sold a property for a substantial price and then returned to set up shop against it was guilty of the violation of those higher ethics and that higher morality which, thank God, still prevail among a few gentlemen and sportsmen here on earth."

Just to show that there are two sides one of Mr. Munsey's.

Mr. Olivier's were written a substantial period after Mr. Grasty's reentrance into Baltimore journalism, and were most cordial in tone. Mr. Munsey's statement was as follows:

statement was as follows:

"In my purchase of the Baitimore News there was never n word said one way or the other about Mr. Grasty not entering into journalism again in Baitimore. I assume, and. I think with very good reason, that such a stipulation was unnecessary; that it would, in fact, have been a reflection on the bonor of the men from whom I bought the Baitimore News.

"The matter of Mr. Grasty entering into journalism again in Baitimore never came up for consideration. It was never discussed: nothing was ever said on the subject. The statment, therefore, that I wished to prohibit Mr. Grasty from entering into journalism again in Baitimore and that Mr. Grasty insisted upon the omission of such prohibition is entirely without foundation. There is not one word of truth in it, not even the shading or suggestion of truth."

Every Linotype Owner Needs This

An 8-page booklet on "Linotype Gas Governors," just issued by the Mergen-thaler Linotype Company, is erowded full of technical information of the greatest importance to all linotype users. It will be sent free on request.

THE NEW YORK AMERICAN, might properly be called THE UNITED STATES AMERICAN, so great is its influence, so national is its scope,—

besides representing, as it does, ONE-FOURTH of all newspaper readers in New York, the greatest city in America—an impressive fact of itself.

ONE-FOURTH of all newspaper readers in New York means a following of ONE-FIFTH of the population since one newspaper is sold to every five inhabitants.

ONE-FIFTH of the population means a following of **One Million Forty-Five Thousand One Hundred Sixty-Two** men, women and children—whose needs should be supplied by advertisers, and will be if advertisers will regularly appear in the advertising columns of the NEW YORK AMERICAN.

This population following in New York City alone, not considering the national following the NEW YORK AMERICAN has, is greater than that of St. Louis which has 734,677 people—greater than Boston which has 733,802 people—greater than Cleveland which has 639,431 people—greater than Baltimore which has 579,590 people—greater than Pittsburgh which has 564,878 people.

Who among business men will deny the ability of the NEW YORK AMERI-CAN to improve their business by advertising in it?

Who will deny that the NEW YORK AMERICAN is absolutely essential to make any advertised business a success in New York?

Surely there can be no doubt in the mind of any intelligent advertiser or agent that the NEW YORK AMERICAN, with such an impressive following, can make any business well known and greatly help to make it pay.

An advertiser may as well think a counterfeit dollar bill will purchase a real dollar's worth of something as to think he can succeed in the New York territory without using the

NEW YORK AMERICAN

DAILY and SUNDAY

Member Audit Bureau of Circulations

The **Detroit Free Press**

"Michigan's Greatest Newspaper"

The Largest 2-Cent Morning Circulation In America

> Rates and information direct, or from

VERREE & CONKLIN, INC., Brunswick Bldg. Steger Bldg.

DETROIT SATURDAY NIGHT

refuses to accept advertising that does not hold out honest value to the reader. We include in this generalization, beer, whiskey, cigarette and patent medicine. Also DISHONEST MERCHANDISE, no matter by whom it is offered for sale

Foreign Advertising Representatives

G. LOGAN PAYNE CO.

748 Marquette Building, Chicago 200 Fifth Ave., New York City Publicity Building, Boston

Prosperity Returned to Pittsburgh
FALL LISTS SHOULD INCLUDE
GAZETTE TIMES
MORNING TO SUMMES Morning and Sunday—
CHRONICLE TELEGRAPH

Evening except Sunday
They are the TWO BIG NEWSPAPERS in
a metropolitan district of 1,042,855 people.
FLAT
COMBINATION RATE 22½c. PER
AGATE LINE
For further information and co-operation
write.

URBAN E. DICE

Get the Best Always

The Vittshurg Dispatch Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE, Brunswick Building, New York HORACE M. FORD, Peoples Gas Building, Chicago

H. C. ROOK, Resi Estste Trust Building, Philadelphia

THE PITTSBURG **PRESS**

Has the LARGEST

Daily and Sunday CIRCULATION IN PITTSBURG

Foreign Advertising Representatives 1. A. KLEIN, Metropolitan Tower, N. Y. JOHN GLASS, Peoples Gas Bldg., Chicago

WHY IS IT?

that the Times-Leader is the only one of the three evening newspapers in New Haven, Conn., that is a member of the Audit Bureau of Circulations. Think it over. BRYANT, GRIFFITH & FREDRICKS
225 Fifth Ave. 716 Peoples Gas Bldg.
Chicago
This is the state of t

Another Newspaper Party Visits the Fair Who Edwin Emerson Is-Sol Bloom's Early Career as a San Francisco "Newsie"-Suit Over Dargie Estate -Various Interesting Personals.

SAN FRANCISCO, September 2.—Wiley Baker, circulation manager of the Chattanooga News, has arrived from Chattanooga and Southern points, accompanying a party of ten Exposition guests of the paper. These visitors were the winners in a subscription contest con-ducted by the News, which was highly satisfactory to all concerned. The paper took in more than \$30,000 during the contest, breaking previous records in that It is learned, from the Exploitation line. It is learned, from the Exploitation Department of the Exposition, that 378 of these contests have been run in all. The larger portion of the winners have already visited the Exposition, but a number of newspaper contest parties are expected to arrive here between now and the close of the Exposition, on Dec. 4.

Mont H. Wright, who is in San Francisco as a member of the official party of Governor Brumbaugh of Pennsylvania. in connection with Pennsylvania Day at the Exposition, attended a luncheon, ves the Exposition, attended a luncheon, yes-terday, which was given by the Advertis-ing Men's Club, the Rotary Club, the Home Industry League and the Down-town Association for the purpose of discussing ways and means for preserving some of the features of the Exposition grounds. As a member of the Poor Richard Club of Philadelphia, Mr. Wright extended an invitation to San Francisco's advertising men and merchants to attend the twelfth annual convention of the As-sociated Advertising Clubs of the World at Philadelphia next June. The Poor Richard Club will be the host of thousands of men who will be present. The invitation met with an enthusiastic response and many of the leading business and advertising men told Mr. Wright that they hoped to be able to attend the convention in force.

NELL BRINKLEY AT 'FRISCO.

Nell Brinkley, of the Hearst Syndicate Nell Brinkley, of the Hearst Syndicate staff, has arrived on her first visit to San Francisco. She will do the Exposition during her stay. The following local in-terview with the artist-writer is worth quoting here:
"I never saw so many pretty girls to-

gether in one place in my life," said Miss Nell Brinkley at the St. Francis Hotel, looking for all the world like any saucy, curly-headed, blue-eyed girlie of her own creation. "That's one reason why I feel at home in San Francisco. It reminds me so much of New York, not only because the girls here are as pretty as can be, but because they have so much real style

Edwin Emerson. war correspondent. magazine writer, editor and soldier of fortune, well known in San Francisco and once a leading member of the Carmel literary colony, who is a prisoner in literary nterary colony, who is a prisoner in Switzerland on account of writing articles in which he reflected, it is alleged, on Swiss officials, won praise from President Taft in 1906 for his relief work during the San Francisco fire. Following his work in the Russo-Japanese war in 1904, he returned to newspaper and literary returned to newspaper and literary work here, and came prominently before the public when, as editor of the Fresno Herald, then owned by the Calkins Syndicate, of this city, he refused to publish an attack upon President Roosevelt, his personal friend. Emerson resigned and the affair helped to hasten the downfall of the Calkins line of publications.

SAN FRANCISCO PERSONALS.

Huntington Gilchrist, professor of jour-nalism at Peking University, Peking, China, has arrived in the city and will spend a few days in studying the Exposi-

Guy F. Lee, manager of the syndicate department of the Chicago Tribune, is here, looking over the Exposition. Sol Bloom, New York millionaire, who made his start in life as a San Francisco

newsboy, spent the past week here, making a careful study of the Exposition. Mr. Bloom said: "The educational value

GOOD STUFF FROM COAST of your big show has made a deeper impression on me than the beauty of its architecture. In the few days I spent at the grounds I added more to my store be done in so short a time."

Speaking of his newsboy days in San Francisco, Mr. Bloom said: "As a kid of a fellow, I had a good singing voice, and, occasionally, I could pick up a piece of side money by doing song bits at the old Standard and Baldwin theatres. As a newsboy I came into contact with M. H. newsboy I came into contact with M. H. de Young, of the Chronicle, who took an interest in me and helped me to get a position at the Alcazar when that theatre opened in 1885."

opened in 1885."

Seven years later Mr. Bloom took to Chicago the money that he had saved while appearing at the Alcazar, and aided in building the Midway at the World's Fair. Following that, he was connected with the construction of the joy zone at the Toronto Exposition. After that he broke into New York with a good-sized bank account and he has been going ahead ever since. He is the owner of several downtown buildings in New York City and is town buildings iu New York City and is erecting two more.

MR. AND MRS. HEARST.

Mr. and Mrs. William Randolph Hearst vill leave on Saturday for New York,

will leave on Saturday for New York, after an enjoyable summer spent here and at Pleasanton and San Luis Obispo.

C. N. Crewdon, whose magazine articles frequently appear in both monthly and weekly publications, is making his annual visit to San Francisco.

Charles Phillips, California poet, playwight, and for the poet eight very edi-

wright, and for the past eight years edi-tor of the San Francisco Monitor, the local organ of the Catholic Church, has resigned that office, to devote his time exclusively to literary work. Mr. Phillips will continue with the paper until October 1 and will then be succeeded by Rev. John Duggan, of San Mateo. As a mem-John Duggan, of San Mateo. As a member of the Press Club, Mr. Phillips took an active part in the recent Authors' Congress. For the present, he will devote his time to play writing. His new play—which Margaret Anglin is to produce in the near future—taken in connection with a number of other literary recognitibilities. responsibilities, made it necessary for him to give up his editorial work.

Claiming one-half of the \$1,000,000 estate of the late W. E. Dargie, the Oakland publisher, the heirs of his brother, the late Thomas T. Dargie, have just instituted suit in the Superior Court against the executors to set aside to them shares in the Tribune Publishing Company, which are already under contest in the courts. are arready under contest in the courts.
The action is brought by Bessie Sedgewick
Dargie, administratrix in the estate of
Thomas T. Dargie; her daughter, Bessie
Dargie McCarthy, of San Francisco, and Thomas M. Dargie, of Oakland. Besides the executors, John F. Connors, J. Clem Arnold and M. C. Chapman, all beneficiaries under the will of W. E. Dargie, are co-defendants. The complaint al-that the two Dargie brothers, in 1876, became co-partners in the Tribune Publishing Company, the shares of which were purchased jointly, and that this co-partnership has never heen terminated.

NEWSPAPER MEN AT THE EXPOSITION.

Among the editorial representatives who registered at the Press Building at the Panama-Pacific Exposition, San Fran-cisco, during the past week are the fol-

Alva A. Paddock, Daily Camera, Boul-Alva A. Paddock, Daily Camera, Boulder, Colo.; Beatrice Hone, New York City; M. L. Kane, Hanford Journal, Hanford, Cal.; E. J. Doerins, Medical Record, Chicago; W. A. Hile, Times, Plainville, Ky.; W. A. Rugg, Gazette, Martinez, Cal.; Mrs. J. Tobias, American Gentleman, New York; Charles W. Person, Sunday New York Sun, New York; Mrs. H. E. Newbranch, World-Herald, Omaha; Katharine L. Newbranch, World-Herald, Omaha; J. B. Sanford, Dispatch-Democrat, Ukiah; Mrs. Ella T. Georgeson, Humboldt Standard, Eureka; C. R. Collins, Evening Budget, Astoria, Ore.; son, Humboldt Standard, Eureka; C. R. Collins, Evening Budget, Astoria, Ore.: Reeds Robinson. correspondent Everywoman (San Francisco), Mansfield, Ohio; D. C. Barnett, Mason Republican, Mt. Pleasant, W. Va.: Evalyn Byrd, associate editor Everywoman, San Francisco; Edwin Markham, Hearst Syndicate, West

New Brighton, N. Y.; T. E. Stephenson, Register, Santa Cruz, Cal.; Matilda Wi-towski, Daily Eagle, Brooklyn, N. Y.; towski, Daily Eagle, Brooklyn, N. I.; J. Harry Carson, Railroad Red Book, Denver; Richard Heilbron, The Front Rank, St. Louis; Cornelius de Bakesy, Budapesti Hirlap, Budapest; W. E. Woods, Western Railway Journal, Los Angeles; Robert H. Colesman, Baptist Standard, Dallas, Texas; M. DeAzarie, Home & Country Magaziue, Cincinnati; Mrs. T. Jeff Smith, Times-Herald, Waco. Texas; Rob Wagner, The Graphic, Los Angeles; W. A. Beatty, Lexington Herald, Lexington, Ky.

KIRKSVILLE NEWS SOLD

R. H. McClanahan Now in Control-Will Be Strongly Democratic.

Robert H. McClanahan, formerly of Green City, Mo., a prominent Democrat and for a number of years owner and editor of the Green City Press, has become owner of the Kirksville (Mo.)
Morning News. This paper was a part
of the string of papers owned by the A.
M. S. Publishing Company, which was
organized by the late H. J. Simmons. The others were the Kirksville Democrat, the Clarence Courier and the La Plata Home Press

The Democrat has been merged with the Morning News, and now, under Mr. McClanahan's management, the daily publication will be made thoroughly and

publication will be made thoroughly and aggressively Democratic.

The other two papers have passed into private ownership, and the A. M. S. Publishing Company now ceases to exist.

C. G. Krogness Enterprising

C. George Krogness, the Chicago special, is getting ready for a strenuous fall campaign. He has recently re-em-ployed John E. Lutz, a former member of his organization, who, in recent years has been Western advertising manager for the Munsey publications. Mr. Lutz was associated with Mr. Krogners for 5 years and knows the field intimately.

Mr. Krogners' organization now consists of Miss Helen A. Kane, who remains in charge of the office; Ralph K. Rockwood, Walter F. Maher and John E. Lutz.

Krogness has issued a new list Mr. Arogness has issued a new 1st of daily newspapers having Chicago representatives, their names, addresses and telephone numbers. He has been issuing this list for many years and it is a very valuable little book in use in most offices in the trade.

Monroe (La.) Commercial in Trouble

A receiver has been asked for the Monroe (La.) Daily Commercial, by C. C. Teller, vice-president of the Commercial Printing Co. of that city. The petition seeks to continue the publication of the paper for thirty days under the receiverpaper for thirty days under the receiver-ship in the hope of putting it on a pay-ing basis. It is said that J. T. Bryant of Monroe has made an offer to purchase the paper and continue its publication. The debts of the company approximate \$10,000 with something like \$6,000 in preferred claims in the shape of vendors' liens on machinery, rent, etc. Judge lieus on machinery, rent, etc. Judge Dawkins, after hearing the evidence, ap-pointed B. A. Trousdale temporary reeiver, and granted him authority to contime the paper ten days, and unless he can make a satisfactory showing in that time the paper will be closed out.

Bangor's First Newspaper Centennary

The newspaper men of Bangor, Me., will on November 27, celebrate the 100th anniversary of the publication of the first newspaper in Bangor and eastern Maine, the Bangor Weekly Register, printed by Peter Edes. There will be a banquet to which all Bangor reporters and editors, as well as former Bangor newspaper men will be invited. Osear A. Shepard, of the News, J. P. Flanagan. A. Shepard, of the News, J. P. Flanagan, of the Commercial, and Wilfred A. Hennessy, of the Chamber of Commerce, are the committee in charge.

Every Advertiser Should Know The Trenton Zone

Its industrial and agricultural supremacy—

Its isolation and independence of the metropolitan centers.

The strength of its only evening and its only Sunday paper.

The responsive attitude of our 100,000 readers and the quality and quantity of advertising carried.

In order to picture the situation clearly we have prepared a complete

Survey of the Trenton Zone

Loose leaf in form, in a folder ready for filing, thoroughly indexed and giving the fullest information about the city, suburban field and the paper.

Trenton Times

New Jersey's Leading Food Medium 2 cents—only Evening 5 cents-only Sunday

KELLY-SMITH CO., 220 Fifth Ave., N. Y. Lytton Bldg., Chicago

Send for a copy of the Survey today

AD MAN'S CONFESSIONS

Newspapers That Got \$5,000 Worth of Business Through the Persistence and Tact of One Man-A Mennen Page and a Joke on Good Old Tom Evans.

> (Confession No. 4.) New York, Sept. 8.

TO THE EDITOR AND PUBLISHER:

If I were going to write these memoirs wer again I would divide my busy life f half a century into three parts. The of half a century into three parts. The first would be as a boy in Wall street, with the old banking house of Fisk & Hatch. While there I became well acquainted with the two Jays of the street, commonly known as Jay Cooke and Jay

Before my newspaper work I would give another chapter regarding my life as a drug merchant. For some years 1 as a drug merchant. For some years I had an annual appropriation to give out amounting to \$100,000, and among the leading advertising men calling regularly on me were J. Walter Thompson, Lyman D. Morse, George P. Rowell, Dauchy man D. Morse, George P. Rowell. Dauchy and Andrew Cone; and all of these, when I began my newspaper work later on, showed me many favors. I had also a number of warm and personal friends, lasting until the present, including Jules P. Storm, C. B. Hunt, Robert E. Livingston, Edward T. Howard, Frank Kiernan, Frank Presbrey, Fred Williams, Frank Seaman, H. P. LaFetra, H. K. McCann and J. W. Morton, Jr.

Out of this long list of friends of great assistance in my work, I desire to call attention to two events growing out of my intimacy with Andrew Cone. His

attention to two events growing out of my intimacy with Andrew Cone. His father was the advertising manager of Robert Bonner's Weekly. I got a "tip" from Andrew that this paper was to change to a monthly magazine. I called accordingly to see the Bonner sons, but for some unearthly reason they refused to see me. I returned to Andrew Cone and kicked like a steer, saying that in former years both Robert Bonner and the elder Bennett had been very elose

friends-Bonner advertising extensively riends—Bonner advertising extensively in the Herald to get subscribers, and Bennett reaping the advertising benefits in establishing his newspaper. It was a mutual benefit to both these men. I said: "Andrew, tell your father tonight how unhappy I feel and that I think a Herald representative under all circumstances cheeld have at least a least a series." stances should have at least a hearing from the Bonner sons."

The next day Andrew Cone sent for me and told me to call again, which I did at once. I had no trouble and had a pleasant conference with the two Bonners. After a half hour these gentlemen followed my suggestion that a full-page followed my suggestion that a full-page advertisement announcing the change from a weekly to a monthly should be inserted in the New York Herald, Boston Herald, Philadelphia Record, Chicago Tribune, St. Louis Globe Democrat and the San Francisco Chronicle. I clinched my argument by—saying I was sure a page in the Herald would please the Commodore, and I should expect one of his double-leaded editorials to appear offering congratulations to the new magafering congratulations to the new magazine for Auld Lang Syne sake.

The six newspapers mentioned printed the page; and true to my prediction, a most flattering editorial appeared in the Herald calling attention to the advertise-ment on another page and offering con-gratulations for the new undertaking. It gave me intense satisfaction to feel that my advice had been followed to the time of five thousand dollars or thereabouts.

abouts.

Soon after followed a "tip" that the new Bonner magazine would print on its cover a full page advertisement, in colors, of Mennen's Talcum Powder. This "tip" I repeated to Advertising Manager "Tom" Evans, who told me that he was already aware of it and had it in charge. Several days after, however, Mr. Evans directed me to go to Newark and see if I could get the page from Mennen, saying he had no time to look after it himself. I took a handful of sample copies with me and trudged over to Newark and saw Mr. Mennen (whom I knew while

in the drug business), but at first got no encouragement. When about leaving I dumped my samples on his desk and told him to look them over at his leisure. To my surprise he took them all up and began at once to get interested. It was not long before I had his copy for a \$1,000 page. Stopping to pay my respects to Fred W. Sommer, the leading advertising agent in Newark, he asked me what I was doing that day in Newark. I told him that I had just secured a page advertisement from Mennen. He looked surprised and then began to laugh, finally saying: "If you will keep a secret I will tell you something very finny." I have kept the secret all these years, but I must tell it now. Sommer said: "Your Tom Evans came over here the other day and got me to take him up to Mennen's office and introduce him. I did so, but regretted it, as Mennen for some reason treated him most indifferently, turning down the in the drug business), but at first got as Mennen for some reason treated him as Mennen for some reason treated num most indifferently, turning down the proposition with a hard bump. After leaving, Tom Evans," Mr. Sommer said with a twinkle in his eye, "announced that he would send Bowen over the following day and let him too get the 'G. B.!'"

The next morning when I reached the Herald office I turned in my copy, much to the surprise of Mr. Evans, who up to the time of his death never dreamed that I was aware of his eall and great disappointment.

HENRY E. BOWEN. (To Be Continued.)

FATALITIES TO WAR REPORTERS

Six Members of Agence Havas, of Paris, Have Been Killed in Battle.

The Agence Havas, of Paris, with which the Associated Press has close relations, has had six of its staff killed in battle. They are: Rene Jeancourt, Jean Blane, Paul Bellanger, M. Reybaud, Charles Huguet and Georges Witelet Charles Huguet and Georges Mitelet.

Blane and Bellanger had been cited in the orders of the day of the army for Tel. Greeley 1677-78.

great gallantry. Mitelet was the best reporter on the staff and a fine fellow, says the "Service Bulletin" of the Associated Press. Quite half the staff of the agency is with the army, more than fifty, it is said, including some of the pro vincial correspondents.

One of the acting managers at present is Andre Meynot, who works in the office from 8 to 10 and then goes to his military duty in the ministry of war until 4. Afterward he comes to the office and works until his desk is elear.

fice and works until his desk is clear.

The Havas service has necessarily suffered greatly from the war. It has shrunk to probably half its former proportions. Their distribution of news to the interior by telephone has ceased because the long distance interior telephoning is for the army alone. There is some long distance work still going on with Italy, but not with England. All the transchannel lines are reserved for military purposes. military purposes.

The telegraph service is much smaller

than usual, on account of financial reasons and also because the censorship prevents the publication of news more frequently in French papers than it does the transmission of telegrams abroad.

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising & Sales Service, 115 Broadway, New York.

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

The Editor & Publisher

and The 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; E. D. DeWitt, General Manager: Frank Leroy Blanchard, Editor: George P. Leffler, Business Manager.

Chicago Office: 332 South Michigan Avenue. Ryan & Inman, Managers. Telephone, Harrison 2161.

San Francisco Office: 742 Market St. R. J. Bidwell, Manager. Telephone, Kearney 2121.

See Publisher's announcement for subscription and adver-tising rates.

New York, Saturday, September 11, 1915

ADVERTISING THE EXPOSITION

The dispatch from San Francisco printed elsewhere in this issue telling the story of the cancellation of the \$1,200,000 indebteduess of the Panama-Pacific Exposition is interesting reading to everybody who takes pride in the great Fair. Americans generally are glad that the Exposition is out of debt and that it is now making money. This achievement is certainly notable in the face of the circumstances that have existed. Everybody thought that the war would cripple the Exposition, but nothing of the kind happened. In fact, a better showing has been made from a financial standpoint than by any Exposition held in recent years.

As the purpose of the Exposition is not to make money, it would seem desirable that an effort be made by the management to secure a large attendance during the last few weeks of the Fair, and in order to do that, it would be necessary to do some newspaper advertising. The railroads have borne the burden of advertising ever since the Exposition opened. They have spent money liberally, and if it had not been for this expenditure we doubt very much whether the Fair could possibly have made as good a showing as it has in the way of attendance.

A special effort is now to be made to get the farmers and their families to visit San Francisco. The crops are harvested and many of them have received pay for them, and bence they are in a posi-tion to visit the Fair. The only way the farmers can be reached successfully and quickly is through the medium of the daily newspapers. The work will all have to be done during the next six or eight weeks. Statistics show that the farmers read the daily newspapers as well as the agricultural papers. Fully 75 per cent. of the farmers in the Middle West are subscribers to the city dailies. If the Exposition officials are wise, they will appropriate money enough to stir up an interest in the Fair that will bring many thousands to their gates during the next few weeks. A newspaper campaign, as discussed elsewhere by some of the leading agents of New York, could accomplish this purpose quickly and effectively. The question is-will the Exposition officials be willing to adopt, as a last resort, the medium that they have refrained from using from the very beginningthe only medium through which the mass of people can be favorably influenced?

FACTS ABOUT BUSINESS

Here are some important present-day business facts, briefly stated-and they are well worth attention .

Failures are decreasing.

New orders (outside of war orders) are somewhat ahead of 1914

Exports are 17 per cent. in advance of a year ago. Crops of corn, oats and wheat will be substantially greater than last year.

Even as to cotton there is a feeling of hopefulness despite the fact that it bas been declared contraband of war. Sentiment is growing among southern senators and congressmen that this action may prove a blessing in disguise. Since the South produces 70 per cent. of the world's cotton, if the Federal Reserve Board is able to carry out the arrangements which it has suggested for financing the crop, the United States will be placed in a commanding position with regard to this commodity.

Railroad earnings show improvement, but the value of this must not be overestimated. Gross earnings show a gain for 453 roads of only \$1,313,837, less than I per cent., while the improvement in net earnings amounts to \$12,167,983, or 17.51 per cent. But the fact is to be carefully noted that this gain is due to the railroads having cut down their maintenance charges and expenses, with a view to saving their credit by the only means at their disposal. The future depends considerably upon the relaxation of these economies by the railroads; and the various state legislatures must adopt a more reasonable and less vindictive spirit towards the carriers-that's certain.

In general, the situation today cannot be expressed more accurately than in these words of one of New York's leading financial authorities:

"Business conditions show distinct improvement, with a promise of still further gains in the near future. There appears to be no valid reason why, after what may be termed an absence of some two years, business may not be said to be 'coming back.' '

In the very middle of the editorial page of the New York World of Saturday last was an editorial headed "An Unfair Headline"; and the purport of it was a frank acknowledgment that a headline in the World of a previous date had done injustice to a man whose name was given. The editorial frankly stated that the writer of the headline was careless and that there was nothing in the article itself to justify what he wrote. The world is being recognized everywhere as a newspaper that wants to be fair and, just to everybody.

Following the lead of other business associations, the Federation of Trade Press Associations in aunual convention at Philadelphia this week decided to make application for membership in the Associated Advertising Clubs of the World. This, we believe, is a step in the right direction, as its affiliation with that body will not only be of signal benefit to the several publications of which it is composed, but it will give the business press new strength and new authority. The Federation includes in its membership the foremost trade and class publications of the country, which handle millions of dollars worth of advertising annually. The men who direct them are among America's ablest business men. To have such a body of publishers enlisted in the work to which the Associated Clubs is committed, is most desirable.

That newspaper achieves the greatest success that prints the kind of news its readers want, and not the kind it wants to give them.

Serving the public is the newspapers' highest mission, and when an editor fails to realize this fact he is apt to put sand in the machinery and spoil its usefulness

JACKSON'S ALONG THE ROW

COMMERCIALIZED

Iu olden days the poets starved While grinding out their stuff; The way they had to scratch for eats
Indeed was mighty rough.
But poets of the present day Sing not of rural scenes; They get good coin for writing ads For lager beer and beans,

QUITE STRIKING.

"Now," said the head of a great manufacturing con-"Now," said the head of a great mannfacturing con-cern to his advertising man, "I want you to write some corking copy for the fall trade. Can't you think of something that will attract attentiou?"
"Certainly," replied the ad man, and be wrote the

following:
"Goods Promptly Forwarded to All Parts of the
Civilized World—and Germany."

MAKE THEM SHORT.

"If you want your editorials quoted," said an exchange editor to a publisher, "make them short. It's the stick-full stuff that goes the rounds."

TO HAVE NEW HOME.

The Brooklyn Press Club is to bave a new home. It will move in a few weeks to 393 Fulton street, where it will occupy the entire second floor of a business building.

CHANCE FOR ALL HANDS.

Biz will be good Say one and all-A rush is due In early fall.

Men who are wise In ev'ry place writing ads And buying space.

Wake up! wake up! All slow pokes do-Prosperity Is ealling you. Tell what you sell From bars to dress In columns of The daily press.

ADDED DISTINCTION.

Harry Kemble, artist, writer and editor, has a new distinction—he is a grandfather, and mighty proud of the fact.

NOT ALWAYS FATAL.

Sad news reaches us from Russia that a news paper man has been hung up. We remember several cases like this along the row in days gone by, but the results were not fatal.

LABOR DAY'S START.

Labor Day is now a national holiday and its celebration on Monday last recalls the fact that three or four newspaper men are entitled to credit for having it put on the calendar. They tackled it when the suggestion was first made that labor should have a day of its own and boomed it on to success. The first Labor Day was held in New York, and was a great event. Among those responsible for it were W. G. F. Price, then of the Tribune, who died recently, James Mulhane, then of the Journal, and John T. McKechnie, then of the World. Mulhane and McKechnie are still in harness in Brooklyn.

WELL AND HEARTY.

Il Progresso Italo Americano.

FROM THE SKINNERSVILLE SIGNAL

"In the coming political campaign, The Signal will be absolutely independent. Our principles are not for sale but our job work is. We can, with our upto-date facilities and modern plant, remove the red blotches from a candidate's nose and produce a half-tone photo plate of him that will make his rival shriek with envy, unless he too leaves his order with us. We have an artist to touch up dissipated features and can furnish cuts with a prohibition comtenance, for use in dry wards. We can also make cuts with the convivial cast of countenance for hyphenated sections of our flourishing city. Some candidates will probably use both. For 35 cents per line with adv. at the bottom, candidates may advocate in our columns, Peace, War, Prohibition. Beer or any old principle that suits them. Personally we or any old principle that suits them. Personally we shall remain, as we said, independent, but at the same time we are proud of our joh office, and it's always ready for work."

Tom W. Jackson.

PERSONALS

Ralph Pulitzer, of the New York World, and Mrs. Pulitzer, returned from abroad on Thursday. Mr. Pulitzer has been at the front observing war activities which he has ably described in the columns of the World. To a reporter he said there was no chance for peace under present conditions.

Willard A. Marakle, for twenty years

Willard A. Marakle, for twenty years Albany correspondent of Buffalo, Rochester and Syracuse papers, and an expresident of the New York State Legislative Correspondents' Association and of

lative Correspondents' Association and of the Roehester Newswriters' Club, has been appointed editor of the Bulletin, a magazine to be published monthly in con-nection with the bureau of labor statis-tics of New York state.

Thomas F. Gleason, at one time pub-lisher of the old Kalamazoo (Mich.) News, and president of the Kalamazoo Publishing Company, was seriously in-jured on August 29, by being struck by an automobile while crossing a street in Kalamazoo. Kalamazoo. W. John Chambers is now with the

Keystone Type Fou office, 38 Park Place. Foundry's New

Hubert R. Kroh, manager of the Pittsburgh bureau of the United Press for more than two years, has resigned to act as correspondent on the North Jersey as correspondent on the North Jersey coast for a string of big papers. He will live at Brielle. H. L. Rennick, recently manager for the United Press at Cleveland, succeeds Mr. Kroh as Pittsburgh manager. Rodney J. Park, of Brooklyn, N. Y., will remain in Pittsburgh as chief assistant to Mr. Rennick. Robert L. Gray is the new editor and chief of the Raleigh (N. C.) Times. He was formerly editor of Munsey's Magazine, the Richmond Virginian, and was connected with the Baltimore News and the Washington Times. He began his newspaper career as a member of the

the Washington Times. He began his newspaper career as a member of the staff of the News and Observer.

Eugene Sleeper, the Boston Post's staff correspondent at the military training camp at Plattsburg, N. Y., won high honors there. He has been made an acting sergeant, which is the highest rank yet established at the camp. Only seven other men were awarded like honors.

Harris Dante has announced his resignation as managing editor of the Caro

Harris Dante has announced his resignation as managing editor of the Cairo (Illinois) Daily Herald, and has accepted a similar position in Indianapolis.

Frank M. Lambin, who has been in charge of the business office and the accounting of the New York Evening Mail since that paper was purchased some months ago by Dr. Rumely and S. S. McClure, has returned to Chiengo to accept an important position with a large commercial house. It is understood that he will remain a director of the McClure commercial house. It is understood that he will remain a director of the McClure newspaper company, the holding company for the New York Mail and

pany for the New York Mail and Express.

J. L. Wadley, Jr., who has been city editor of the Daily Texarkanian for the last two years, resigned on August 27, and left for El Paso and other points in the west.

the west.

The seventieth birthday of Wesley H. Schwartz, editor of the Altoona (Pa.) Tribune, was celebrated on August 28, by a little dinner which the employees of the Tribune tendered the editor at a local restaurant.

IN NEW YORK TOWN

Henry A. Farnham, who has been managing editor of the Bangor (Mc.) Commercial for the past two years, has resigned to take a position as rewrite man with the New York Evening Telegram. Mr. Farnham, who is the son of Gen. and Mrs. A. B. Farnham, began his newspaper eareer on the Commercial his newspaper career on the Commercial about 20 years ago, and since that time was ship news reporter for the New York World for several years. He is one of the best-known newspaper men in Maine, having covered the legislature for the past few sessions, and is popular with his associates.

John J. Leary, Jr., formerly a member of the city staff of The Tribune, has been made night city editor.
R. E. MacAlerney, city editor of The

Tribune, is spending his vacation in the Catskills.

Wallace R. Farrington, vice-president and general manager of the Honolulu (H. I.) Star-Bulletin, was a visitor at EDITOR AND PUBLISHER office this

week.

George Rogan has resigned from the "lobster" rewrite trick on the Evening Telegram to become editor of the Harlem and Bronx edition of the New York American.

American.

Lindsay McKenna is covering the criminal courts for the Evening World, in place of Bob Wilkes, on vacation, traveling through New England.

Patrick Curry, the formidable door-keeper of the World editorial rooms, is in the hospital recovering from an attack of appendicties.

tack of appendicitis.

John R. Eustis, antomobile editor of
the Evening Mail, recently spent some
time in Detroit for the convention of Federal truck dealers.

WASHINGTON PERSONALS

James P. Hornaday, Washington correspondent of the Indianapolis News, is enjoying a two weeks vacation. Mr. enjoying a two weeks' vacation. Mr. Hornaday will visit Indianapolis before

returning to Washington.
George Garner, of the Washington burean of the Boston Globe, and Mrs. Garner have returned from an onting at At-

lantic City.

Miss Ida Anderson and Miss Nell Hayes of the editorial department of the Indianapolis News, on their annual vaca-tion stopped off in Washington this week. They will visit New York City and Boston, and expect to be in the east until September 20.

Charles P. Keyser, head of the Washington bureau of the St. Louis Globe Democrat, has returned, with his family.

Democrat, has returned, with his family, from a two weeks' trip, spent in New York City and Bulfalo.

Robert M. Collins, London manager of the Associated Press, was in Washington to attend the funeral of Col. Chas. A. Boynton, former superintendent of the Associated Press in Washington.

Associated Fress in Washington.
Kirke L. Simpson of the Associated
Press is on a three weeks' automobile
trip to New England.
Major Alfred J. Stofer, Washington
representative of Alabama newspapers, is Ocean City, Maryland.

W. E. Brigham, head of the Washington bureau of the Boston Transcript, is

Atlantic City.
Ernst A. Knorr of the Central New spending his vacation in New York

CHICAGO PERSONALS

Douglas Malloch, poet and editor of the American Lumberman, and Harold Heaton, the cartoonist, have returned from swings round the circle on the Chantauqua circuit.

Richard J. Finnegan, city editor of the Journal, motored to Starved Rock,

Ill., over the week end.

John Fay, of the New York World, dean of Chicago correspondents, is back to begin his twenty-seventh year with the World after a vncation in Wiscon-sin. And speaking of the old-timers, there's Dan O'Leary, northside police-man for the Journal, who celebrated his forty-second anniversary as a reporter

last week.

J. G. Davis, all-round expert on the
Tribune sport stall, covered the golf
tournament at Detroit.

Hays McFarland, University of Chicago man for the Examiner, is back from a summer on his father's ranch in

John L. Lovett, who relieved Charles John L. Lovett, who relieved Charles Livingston as editor of the Manufacturers' News for three months, is back on the Tribune, and Livingston is back from his extended vacation. The Manufacturers' News is the official publication of the Illinois Merchants' and Manufacturers' Association.

W. K. McKay, managing editor of the

of the Illinois Merchants and Manufac-turers' Association.

W. K. McKay, managing editor of the Post, took a trip to Louisville last week to look over the Herald, Mr. Shaffer's

Louisville paper.
Arthur James Pegler, of the Journal,

with Mrs. Pegler, is in California on a vacation. Jack Pegler, his son, dropped in from Mobile just in time to see dad

Herbert Brande, Alfred Chase

Herbert Brande, Alfred Chase and James Aloysius Durkin, of the Tribune, are back from their vacations. Richard Clarke, of the Examiner, a son of Arthur L. Clarke, city editor of the Herald, is in an Evanston hospital mending injuries sustained when he was struck by a North Shore suburban train. Glenn Griswold, one of the Examiner's financial men, has returned from his

financial men, has returned from his vacation, thus relieving the situation on

La Salle street. Frank G. Kane, head of the department of journalism at the University of Washington (Seatle), was in Chicago the other day conferring with his pre-decessor, Edward Sheridan, of the

Otto A. Engel, of the Tribune sporting room, is visiting the home folks in South Bend, Ind.

Bend, Ind.

Dr. W. B. Norton, religious editor of
the Tribune, covered the recent Presbyterian assembly at Winona, Ind.

Dr. George Knapp, editorial writer
and war expert for the Journal, is taking his vacation in Kentucky and Ten-

Harrison Dod, day state editor of the Associated Press, is taking care of the market report during the vacation sea-

LeRoy Langland, northwest editor of the Associated Press, is taking his vacation in Milkaukee.

Blaine J. Brickwood, of the Press Club

Blame J. Brickwood, of the Press Chibentertainment committee, was operated on for appendicitis Wednesday.

Sam Small, city editor of the Examiner, is on his belated vacation.

Richard Henry Little, who served as a citizen soldier at Plattsburg, N. Y., has re-enlisted for the term at Fort.

Sharidan near Chicago, Dick who writes.

Sheridan, near Chicago. Dick, who writes the "Little About Everything" column on the Herald, was at the Russo-Japanese war for the Daily News. George W. Bryant, west side police

man for the Herald, is back on the job after a long vacation.
S. N. Blossom, of the Associated Press

Bureau at Topeka, Kan., was in Chicago

George Higgins has joined the Journal staff. He has just completed a course in journalism at the University of Wis-

BOSTON PERSONALS

"Pop" Heinz, dean of the Globe advertising staff, is suffering with a broken

Frank Tanner, who bas been a reporter on the Post for some months, has linished work for that paper. He expects to return to New York, where he was formerly employed.

Thomas Wilson Conway, a member of the Post staff during the summer months, will leave for Notre Dame University, South Bend, Ind., next Wednesday. He entered Notre Dame last year and played freshman football team.

Harold F. Wheeler of the Post has re-turned from a two-week vacation spent at Cuttyhunk, adorned with a coat of tan so deep that he resembled the Great North American Indian.

Several newspaper editors of Boston were requested to appear in court, Tuesday, during the beginning of the hearing of the libel proceedings, brought by Dennis D. Driscoll, secretary of the Trades Union Liberty Leagne, against ex-Governor Engene Noble Foss. These editors may be required to testify last at continued hearings.

Ex-Senator William Taylor of the Post

is on a trip to the Panama-Pacific Ex-

Jack Harding, former Post man, globe Jack Harding, former Fost mail, globe trotter and good fellow is now located in a very satisfactory position on the El Paso Herald. Jack writes that he is "covering" Villa and Carranza, as well as United States Custom House, etc. Some weeks ago Jack started for the Mexican border, being filled with the same spirit of adventure that impelled him to journeey Paris last year. Howard Russell Bangs, son of John

Kendrick Bangs, has been made literary editor of the Post.

O. G. Draper is now re-write man on

the Journal.

Bill Stevens of the Boston American planning to build an aeroplane.

Burt M. Dennis, an artist on the Traveler, is home from a vacation spent in New Hampshire.
"Dick" Boyle has returned to the Jour-

"Dick" Boyle has returned to the Jour-nal art department.
John C. Wade, Catholic editor of the Sunday Post, has returned from his va-cation at Orleans, Mass.
Ehner W. Gearing, of the Sunday Post, is on his vacation at Hough's Neck. He

will return next Monday.

Walter Mahan has accepted a position with Practical Politics.

WEDDING BELLS

Albert B. Bailey, a well known news-paper man and night city editor on the paper man and night city editor on the Philadelphia Record and Miss Aula Steel, of East Orange, N. J., a sister of the late Harry Steel, founder and one time editor of the Newark (N. J.) News, were married at St. Paul's chapel in New

York City on August 18.
Thomas R. Elliott, of the London (Out.) Free Press editorial staff and Miss Ina Blair Welsh of Lurgan, Ont., were married at the home of the bride's parents in Lurgan on Angust 19. Mr. and Mrs. Elliott will make their home in

Nicholas J. Skerrett, City Hall reporter Nicholas J. Skerrett, City Hair reporter and political writer on the Worcester (Mass.) Gazette and Miss Mabel E. West, of Worcester, were married on August 20, in St. Peter's church, that city. Henry Tilford Parker, a reporter on

Henry Tilford Parker, a reporter on the staff of the New York Morning Telegraph and Mary Cecil, an actress, were married in the New York Municipal Building on Thursday, September 2, by Acting Mayor Curran.

James L. Polk, attached to a Philadel-

phia newspaper and Miss Ezzetta Bishop, of Baltimore, were married by the Rev. Dr. Mitchell, of Baltimore, in that city,

in the last week of August.

is made that Announcement Annoncement is made that on September 15 will take place the wedding of Sigmund Spaeth, music critic of the New York Mail, and Miss Irene Katherine Lane, of Forest Hills. Mr. Spaeth is a brother of Dr. J. Duncan Spaeth, of Princeton.

The residence of C. E. Snively, editor of the Carton (III). Deily Periodenter.

of the Canton (III.) Daily Register, was damaged by fire and water on the evening of Angust 29, to the extent of about \$3,000. Mr. Snively was in a hospital at the time recovering from an operation.

It is announced that Brock Jemberton, of the dramatic department of the New York Times, is to marry Miss Margaret McCoy, daughter of Josiah B. McCoy, of East Orange, N. J.

VISITORS TO NEW YORK

W. B. Sullivan, Columbia, S. C., Record.

J. E. Klock, Kingston, N. Y. Freeman. William Simpson, The Bulletin, Philadelphia, Pa.
J. E. Trower, Pittsburgh Post and

BRIEF ITEMS OF NEWS

The condition of Charles Hopkins Clark, editor of the Hartford Courant, and who was operated upon recently at the New England Baptist hospital in Roxbury, Mass., is reported as improved and a speedy return to health is anticipated by his business associates.

John Sullivan, formerly the special representative in New York of a list of Canadian publications, is now managing the research and data department of the Association of National Advertisers.

Colonel Edwin Emerson, an American newspaper man, has been arrested in Zurich, Switzerland. The charge against him is not made public.

Mnnsey's Magazine, beginning the November number, is to be reduced from 15 to 10 cents a copy, the price at which it was formerly sold.

IL PROGRESSO ITALO-AMERICANO

Established 1880

(Member Audit Bureau of Circulations) Daily average net circulation last postoffice statement, 134,286 copies

postoffice statement, 134,286 copies 11 Progresso Italio-Americano enjoys the distinction of being the largest and most successful Italian paper among the Italians in the United States, which means among a responsive and re-sponsible class with purchasing power to buy advertised goods.

IL PROGRESSO ITALO-AMERICANO CHAV. CARLO BARSOTTI Ed. and Pub. 42 Elm Street, New York City

THE **PROVIDENCE IOURNAL**

use a Scott Multi Unit Double Quadruple Press. It suits their requirements and would suit yours also.

Let Us Figure It Out for You.

Walter Scott & Co. Plainfield, N. J.

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 Lytion Building 220 Fifth Avenue NEW YORK CHICAGO

According to a compilation made by the Mail Order Journal for the first six months of 1915, The Washington Star carried not only a greater volume of display advergreater volume of display adver-tising, but also a greater volume of local display advertising, than any other American Newspaper, whether morning or evening and Sunday.

THE EVENING STAR THE SUNDAY STAR

Washington, D. C.

F you are intending to do some national advertising, the Promotion Department of the Shaffer Group of newspapers will gladly assist you with information regarding the trade territories in which these newspapers are located.

> Chicago Evening Post Indianapolis Star Muncie Star Muncie Star Terre Haute Star Rocky Mountain News Denver Times Louisville Herald

PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

SEITZ AND AGATE LINES

Talcott Williams Credits the Business Manager of the N. Y. World with Discovering, More Than Twenty Years Ago, the True Basis of Cost in Newspaper Advertising-Some Interesting Facts.

[Part of an address of Dr. Talcott Williams, director Pulitzer School of Journalism, Columbia University, New York, before the Canadian Press Asso-

The agate line as the basis of cost in advertising was discovered by Don C. Seitz, of the New York World, over twenty years ago. It is an amazing proof of the loose conduct of newspaper business that no one had before worked out the cost of printing an agate line of advertising with a given circulation, until he proposed this to Joseph Pulitzer. Able as this journalist was, both in journalism of the mass and in the business of journalism, he doubted the value of this information. It is be-coming the basis of advertising costs. In New York City an agate line costs on a circulation of 400,000 about 20 cents. This is 3 cents higher than it was 10 years ago. An agate line in Chicago, taking paper and press work, costs 9 cents on a like circulation, and overhead charges, including the distribution of an evening circulation, about double this. There is probably nothing that an this. There is probably nothing that an association like this could do which would be of more value than to secure, under conditions which maintain busiwould be of more value than to secure, under conditions which maintain business confidences, an accurate statement of the cost of an agate line for circulations of different sizes, daily or weekly. This information once secured would give a standard for the just charge for advertising, and would enable a man to know whether he was printing a given advertisement at a loss or at a profit. Nothing else will.

When the cost of an agate line of advertising is known the fallacy of charging the paper cost to circulation and treating the advertising account as if no paper were needed in order to circulate it, will disappear.

If "a page of advertising" is backed by a page of news, the sheet of paper ought to be charged half to the advertising and half to the news.

SOME FALLACIES POINTED OUT

The theory that when a newspaper sells a single copy at half a cent to the dealer it does not receive from him the cost of the white paper forgets that whatever share of this paper was used the cost of the white paper forgets that whatever share of this paper was used in printing the advertisements should have been paid for by the advertiser, and must be paid for by him if the newspaper is to be run at a profit. When this is clearly perceived the profit and loss account of a newspaper will distribute the second of the profit and loss account of a newspaper will distribute the second of the profit and loss account of a newspaper will distribute the second of the profit and loss account of the profit and loss account of a newspaper will be profit and loss account of the distribute the cost of paper between advertising and circulation. It is not possible in any other way to know how costs of promotion and many other charges should be distributed between charges should be distributed between the revenue from news and advertising, and nuless this knowledge exists the perpetual conflict in every newspaper office between circulation costs and adoffice between circulation costs and advertising costs cannot be settled on a rational basis. Sound business instincts may make this distribution approximately, but knowledge is better than instinct and knowledge of the costs of an intricate business is indispensable to the financial stability of any enterprise as hazardous as a newspaper. It adds to the ordinary hazards of manufacturing an exceptional competition due to the by-product of the newspaper in position, prominence, influence and a sense of ower, often fictitious, for the editor or proprietor.

proprietor.

The increasing proportion of newspaper revenue from the advertisement renders all these factors of growing weight. The newspaper began without advertising. Chas. A. Dana of the Sun was fond of expressing the hope that he would live to publish a newspaper without advertising. The lamentable results of this view were apparent in the Sun before he died and still more after it lost his puissant personality. his puissant personality.

AD FIELD PERSONALS

On the eve of his departure for Detroit, to take charge of the Dunlap-Ward Advertising Agency, James M. Dunlap was the guest of an impromptu farewell luncheon tendered by the Advertising Association of Chicago. Mr. Dunlap, who is an ex-president of the association, received a beautiful sterling

silver service as a parting gift.

Frank Roach has been appointed chief of the Union Pacific advertising department, succeeding John C. Cummins, been transferred to the Chicago e. When still a young man Mr. has been transferred to the Chicago office. When still a young man Mr. Roach became stenographer in the South Omaha offices of the Armonr Packing Company, and seven years ago went into the Union Pacific advertising department. He worked as stenographer, and upon the promotion of Fred Philpot to the position of traveling freight agent a year ago, became chief clerk.

Vincent M. Pace, advertising manager or Gimbel Brothers, Milwaukee, will teach Milwaukee business men practical points in modern advertising. Mr. Pace points in modern advertising. Mr. Pace will work under the extension division of the University of Wisconsin. The school will be at Oneida and Van Buren streets, and will open September 16. Mr. Pace is president of the Milwaukee Ad Club.

is president of the Milwaukee Au Cha.
R. M. Barrett has recently been ap-pointed advertising manager for the A. B. Kirschbaum Company, Broad and Car-penter streets, Philadelphia. Mr. Barpenter streets, Philadelphia. Mr. Barrett comes from Chicago, where he was connected with the advertising depart-ment of the Honse of Kuppenheimer, and is outlining an advertising campaign for his new house along new and aggressive

Charles W. Delaney, for several years in the employ of the news and business departments of the Passaie (N. J.) Daily Herald, has succeeded Percy A. Speer as advertising manager.

Tunis Kievit, ndvertising manager for Quackenbush & Co., of Paterson, N. J., Quackenbush & Co., of Paterson, N. J., has returned from a wedding trip to Lake George. Mr. and Mrs. Kievit nre now established in their new home, at 227 Lafayette avenue, Hawthorne, N. J. Charles Baker, connected with the Dunlap-Ward Advertising Agency as publicity man for the many accounts of that conveny has joined the Lesan Advertising Agency as publicity man for the many accounts of that conveny has joined the Lesan Advertising Agency as publicity man for the many accounts of that conveny has joined the Lesan Advertising Agency and provided the Agency Advertising Agency Adverti philicity man for the many accounts of that company, has joined the Lesan Ad-vertising Agency and will be connected with the publicity department of the Chalmers Motor Company. George A. Healey, for a number of years associated with the advertising department of the Niagara Fulls Gazette, but who for the past few months has

but who for the past few months has been with the Niagara Falls Journal, has again joined the business staff of the

again joined the business.

T. F. MacManus, for more than a year with the Dunlap-Ward Company of Chicago, in its Detroit offices, has joined the Erwin, Wasey, Jefferson Company of Chicago, which is to open offices in Detroit. The new company will take the property occupied by the Dunlap-heidling.

ward Company, in the Kresge building.

Miss Mary Ahern, advertising manager of the Western World, the principal Catholic publication in Iowa, has resigned after almost a decade of service. She began work on the paper nine years ago and has served continuously. William W. Frazier has resigned from

the advertising department of the New York Herald to join the M. C. Watson, Inc., special agency.

NOTES FROM THE AD FIELD

K-T Film Company is using the daily newspapers for advs. announcing that the concern makes a specialty of taking moving pictures of parties, weddings and other social events.

A new advertising and sales firm has been organized under the name of Fish, Lyman & Goodwin. The members of the firm are Clinton G. Fish, commercial new firm are compared to the firm are compared tist; Charles G. Lyman, for several years head of Lyman's Letter Shop and pro-ducer of "direct by mail" advertising, and Harry C. Goodwin, manager of the Myers Advertising Agency. The new firm will have offices in the Wisner Building, 75 State street, Rochester, N. Y. Seventy-five hundred dollars was asked

August 17, by the publicity

and couventions bureau of the Portland, Me., Chamber of Commerce, and the request will be carried before the board of managers. This is the first time the bureau has prepared a budget, and it was done after the managers asked for some statement before making out their own com-plete budget for the coming six months. The \$7,500 estimate made by the publicity board is for an entire year.

The Corning Advertising Ageucy which for the past six years has occupied quar-ters in the Dispatch building, St. Paul, has moved to rooms 1309-10 New Merchants' National Bank building, Minneapolis.

apolis.

The week of October 4-9, has been set apart by Mayor Henry W. Kiel, of St. Louis, as a "Bny in St. Louis" week. The campaign will be under the auspices of the Buy-in-St. Louis League, with the co-operation and support of the Business Men's League, the Sales Managers' Bureau, the Advertising Club, the St. Louis Implement, Vehicle and Hardware Dealers' Association the Franklin Avenue or St. Association the Franklin Avenue ers' Association, the Franklin Avenue Improvement Association, the North St. Louis Business Men's League, the Mer-chant Tailors' Association, the Women's Council, and many other civic and commercial organizations.

LIVE AD CLUB NOTES

The Ad Club of Cincinnati, Ohio, has started the fall season with two distinct ambitions; one to draw to Cincinnati the 1917 convention of the Associated Advertising Clubs of the World and the other to double its membership.

A pledge to obtain 100 new members before October was made on September 2 by members of the executive committee of the Quaker City Ad Club at a meeting in the Hotel Walton, Philadelphia. The first regular fall meeting of the club will be held Thursday, September 16.

The Kansas City Ad Club has under-taken to make the new advertising law of its state effective by appointing a secret body of eight members to act as a vigibody of eight members to act as a vigilance committee against dishonest advertisers. The law makes it a misdemeanor for anybody, "with intent to sell or in any way dispose of" anything, to publish, or in any other way give out an advertisement containing "any assertion, representation or statement of fact which is nutrue, deceptive or misleading."

A contest, the object of which is to discover the best advertisement which will appear in local newspapers within the nppear in local newspapers within the executive committee of the Omaha Ad Club. A committee was appointed which will read all advertisements printed and at the close of the contest will unnounce the winner. The winning advertisement will be displayed at the rooms of the Ad Club and its features will be displayed. Club and its features will be discussed by the members.

Elaborate preparations are being made for the entertainment of the members of the Pilgrim Publicity Association of Boston, who are to visit Quincy, Mass., Septon, who are to visit Quincy, Mass., September 15, as the guests of Mayor Chester J. Campbell. The programme calls for an informal reception in the council chamber at the Quincy City Hall, visits to the Dorothy Q honse and the Adams homesteads, and to the plant of the Fore River Shipbuilding Corporation at Quincy Point and the Impose granted guargies. and the famous granite quarries.

The Pica Club of Paterson, N. J., celeor Paterson, N. J., celebrated the fourteenth anniversary of its foundation on August 16. The organization consists of newspaper writers on all the papers in Sussex, Bergen and Passaic counties; and has even extended its honorary membership to New York and Boston.

Advertising managers of the Aderaft lub which is affiliated with the Detroit Board of Commerce, formed a permanent departmental organization at a meeting held on August 12, noon. Frank G. Eastheld on August 12, noon. Frank G. Eastman, advertising manager of the Packard Motor Car company, was elected chairman and R. T. Walsh, of the Maxwell Motor Company, was made secretary. It is the intention of this body to engage in educational work and also deal directly with some of the business problems related to the advantising properties. lated to the advertising profession.

FINE TEXAS "SPUNK"

Not Much Fun About Getting Out Papers in Galveston and Houston and There-abouts During and After the Recent Big Storm—Yet No One "Lying Down"—Not Much! Thought of

E. C. White, the hustling circulation manager of the Houston (Tex.) Chronicle, raises a large and prominent outery of protest at the printed statement (not in The Editor AND PUBLISHER) to the effect that, following the

LISHER) to the effect that, following the recent big storm that did so much damage in Galveston and elsewhere in that neighborhood, one of his rivals got first into Texas City and Galveston.

"This is positively not true," remarks Mr. White in a letter just at hand. "The Chronicle went into Texas City ou Wednesday and the Post came in Thursday at noon. I know, because I was personally on the field." And Mr. White encloses to us the following highly interesting detailed statement:

"The Houston Chronicle was the first paper in both Texas City and Galveston

paper in both Texas City and Galveston after the big storm, and reached both towns hours ahead of any other paper. It was Thursday and not Wednesday that the Houston Post reached both that the Houston Post reached both Texas City and Galveston. On Wednes-day evening, August 18, the Chronicle got word at 5:50 p. m. that a supply train would leave Houston at 6:00 p. m. for Texas City in charge of General Bell. In the intervening ten minutes the Chronicle had 1,000 of Wednesday's last chronicle had 1,000 of Wednesday's list edition tied up, loaded into an auto and rushed to the I. & G. N. depot, and permission was given Circulation Manager E. C. White, by General Bell, to take the E. C. White, by General Bell, to take the papers on the train, which was just leaving. Mr. White went in charge of the papers personally. The train reached La Marque at 10:30 p. m., which is 4½ miles from Texas City; an auto was pressed into service, the papers were loaded in and the journey was begun to Texas City. About half way over the car ran out of gasoline and stalled, in the midst of a terrific rain and wind storm. Though derenhed to the skin and the midst of a terrific rain and wind storm. Though drenehed to the skin and shaking with the cold, White was not to be stopped. Another car was flagged, the papers were loaded in and the journey continued. Texas City was reached at 11:00 p. m., after a wild ride over a road which in places was entirely under water, and on which all kinds of debris from the storm were piled or floating. "The town was in darkness. One hotel was entirely occupied as a hospital and

"The town was in darkness. One hotel was entirely occupied as a hospital and the other one was filled to the doors with storm refugees. A place to sleep was finally secured by Mr. White. Although the house in which he got shelter was filled with people driven from their own homes by the storm, the owner managed to scare up a blanket and a couch for the wet, cold and tired Chronicle man. White was up at 5 o'clock Thursday the wet, cold and tired Chroniele man. White was up at 5 o'clock Thursday morning and started out to locate the Chronicle agent and earriers. The wind was still blowing a gale and the rain was falling in torrents. The water was kuee-deep at the street crossings and many yards and streets were entirely under water. Failing to locate the regular carriers, White tucked a bundle of Chronicles under his arm and started down the street shouting 'Houston Chronicle, first paper with the storm news.' The people had not seen a newspaper since Sunday, and this was Thursday morning, and they bought them just as fast as they could be supplied.

"The rain kept up nutil the town was

as fast as they could be supplied.

"The rain kept up until the town was a veritable sea, but the Chronicle circulator newsboy kept right ou, and by 10:00 o'clock, when the train bearing the five Post hustlers and Thursday morning Post reached Texas City, nearly everyone had been supplied with the Chronicle. The Post boys did get off and self a few papers at La Marque and did try to get over to Galveston; but owing to the lack of boat facilities and the demand for space, only two of their boys were allowed to go over (the rest boys were allowed to go over (the rest came back to Houston and they left 2,000 or more copies of the Post lying on the platform at the docks and they were still there a few days ago).

"The Chronicle immediately made arrangements to have Texas City, Galvestou and towns en route supplied by anto which left Houston daily at 2:00 p. m. It reached Texas City at 4:00 p. m. and papers for Galveston were transferred and delivered to Calveston by 5:30 p. m. and delivered to Galveston by 5:30 p. m., each day. On Sunday mornings the Chronicle has been hours ahead of any outside paper to reach Texas City or Galvestou; 2,000 copies of the Chronicle were sold in these two towns each one of the last two Sundays.

A WOMAN'S EXCELLENT WORK

Miss Seely Makes Good as Circulation Manager in Milwaukee.

Seely, the circulation manager of Aniss seety, the circulation manager of the Milwankee Free Press, occupies a unique position, inasmuch as she has charge of probably the largest daily paper circulation in the country that is under the direct management of a

womau.

The Free Press has the largest daily morning output in the state of Wiscon-



MISS SEELY.

sin, and its 41,000 subscribers were secured largely through the efforts of Miss Seely. She entered the employ of the Free Press with its first issue, in a the Free Frees with its first issue, in a clerical capacity. That was in June, 1901. Her conscientions work won ready recognition from the management, and when the opportunity presented itself— on March 23, 1914—she was made circulation manager.

She has direct charge of 132 city car-

She has direct charge of 132 city carriers, employs 300 state agents and has over 600 dealers in the city and suburbs. As an executive Miss Seely is fully capable. Some of the carrier boys have a hard time to find an excuse when her blue eyes flash "danger" as she makes them explain just why the paper was not properly delivered.

The Free Press management is thoroughly satisfied to have this capable woman in charge.

woman in charge.

Cleveland Leader's Vacant Lot Prizes

The Cleveland Plain Dealer on September 10 and 11 will present 100 prizes to winners in its vacant lot and home garden contest. From a small beginning in 1912, when this newspaper induced council to appropriate \$700 for the moveconneil to appropriate \$700 for the move-ment, the scheme has developed until today more than 1,000 girls, boys, men and women are taking part. The results of their efforts have been graphically set forth each day during the past summer by E. Arthur Roberts, who has made a name for himself in the Sixth City for conducting energy full himself. a name for number in the Sixth City for conducting successfully similar events for his newspaper and handling personally the countless details. The vegetables and flowers grown during the contest will be displayed for the edification of the visitors at Edgewater Park before the indees make their decision. the judges make their decision.

CIRCULATION STATEMENTS

Correspondent Points Out Some Faults in Government Reports

THE EDITOR AND PUBLISHER doesn't print anonymous letters of the ordinary sort. But this isn't of the ordinary sort. It comes to us signed with a reliable -that of a man well known to us and dated in a responsible newspaper office. The letter is anonymous only because we make it so. We take off the name and date for obvious reasons.

It is mighty interesting reading just it is. Read it:

It is mighty interesting reading just as it is. Read it:

"It has been very cheering to read all those optimistic statements from publishers and advertising agents that you have been printing from time to time, and it has been most inspiring to read about the great strides that will be made for truth in advertising by advertisers and in circulation statements by publishers, as told us by delegates at the Ad Men's Convention in Chicago.
"We also learn that Federal inspectors are now on the job in Pittsburgh in

are now on the job in Pittsburgh in order that circulation statements to the

are now on the job in Pittsburgh are order that circulation statements to the government may be given a standing which they do not now possess.

"You may recollect, Mr. Editor, that we have had experience with government inspection. One of our contemporaries, whose circulation statements have been objects of suspicion for many years, was inspected by the government at my request just two years ago. It happened that at the time the inspector was on the job, the A. A. A. made an examination of this particular paper's circulation, the result of which was used by the government and brought to two Federal Grand Juries, but without uny results, for the simple reason that the framer of this useless Post Office law failed to put a penalty on making a framer of this useless Post Office law failed to put a penalty on making a false circulation statement. If you fail to comply with the government request, you are denied second-class mail priv-ileges; but if you simply multiply your actual net paid circulation by two or three, Uncle Sam winks his eye and you get away with it.
"We joined the A. B. C. when it was

"We joined the A. B. C. when it was first organized, as we believed that therein was an opportunity for a show-down. Our contemporary was eventually forced to join, and again he is getting the stamp of approval on his circulation statements. Of course, there will be a show-down some day, but until space buyers and advertising agents in general are more particular and conscientious in buying space, and learn conditions first hand, the circulation liar will continue to get away with it.

conditions first hand, the circulation liar will continue to get away with it.

"Take the case of that well-known agency uptown, in New York, that is placing a certain chewing gum. Its energetic space buyer paid a personal visit to this city and checked up the circulation of this particular paper and found it to be just one-half of what had been sworn to and submitted to him a few weeks previous. This gentleman, I know, would like to go the limit him a few weeks previous. This gentleman, I know, would like to go the limit in exposing this fraud, but his superiors are afraid that odinm of some kind might light upon them for not having known beforehand what they were doing. For my part, I think this agency would make a ten-strike by exposing this fraud, no matter how far advanced its present contract was.

"In order to corroborate this particular investigation, the general manager of your publication at my request came

of your publication at my request came of your publication at hy request came to this city, and verified it by making another one along the same lines, and I am sure he will be willing to corroborate what I have written."

> The Paramount Advertising The Wilkes-Barre Record

September 3, 1915.
The Editor and Publisher:

It was somewhat disappointing to ob-serve that in the list of papers which you published as being scheduled to carry the Paramount pictures campaigu the Wilkes Barre Record was not included. As you will see by the enclosed page torn from yesterday's issue, the Record is carrying the Paramount business, under 30,000 line contract.

F. G. Johnson.

You can now lease for small monthly rental National Electric Bulletins

Publishers everywhere should investigate. Write or wire investigate. V for particulars.

National Electric Bulletin Corp. New York City



The Tampa Daily

TAMPA, FLORIDA

Is announcing our appointment

(effective September 15,

As its General Advertising Representatives

We have thoroughly acquainted ourselves with the publication and its field. We know the men who make it, their policies, their methods, their accomplishment. We assume the representation with a firm and hearty belief in the Tampa field as a great and growing market, and in THE TAMPA DAILY TIMES as the most responsive and effective medium through which it can be reached in an advertising way.

We are at your service, anytime,

The John Budd Company

Advertising Representatives

Burrell Bldg., New York Tribune Bldg., Chicago Chemical Bldg., St. Louis

THE **ORANGE LEADER**

I LEADEN

is the only Daily (Evening) and Weekly Paper published in GRANGE, TEXAS and Orange County, and the only paper that covers the richest section of Southeast Texas and Southwest Louisiana.

"Circulation books open to all"
THE LEADER PRINTING CO.
TOTANGE, Texas
W. H. Stark, Owner.

Foreign Representatives

High K. Taylor, Mgr.
Foreign Representatives
Robert W. Sykes, Jr. Walter U. Clark
Madison Ave.,
New York. Chicago, ill.

THE NEW ORLEANS ITEM

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

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

YOU MUST USE THE LOS ANGELES EXAMINER

Sunday Circulation 150,000

THE SEATTLE TIMES

"The Best That Money Can Buy"
Average Circulation for May, 1915 Daily, 73,700 Sunday, 87,300 57,000 in Seattle

A copy to every family.

Largest circulation by many thousands of ny daily or Sunday paper on the North acide Coast.

In May, 1915, the Times led the other tree Seattle papers COMBINED by 23,310 water lines.

three Seattle papers COMBINED by 23,310 agate lines.
Largest Quantity Best Quality Circulation

The S.C. Beckwith Special Agency

Sole Foreign Representatives
New York Chicago St. Leuis

Colorado Springs THE TELEGRAPH

J. P. McKINNEY & SON

Pacific Coast Representative

LOS ANGELES TIMES PORTLAND OREGONIAN SEATTLE POST-INTELLIGENCER SPOKANE SPOKESMAN-REVIEW THE EDITOR AND PUBLISHER (N. Y.)

PORTLAND TELEGRAM

CHICAGO TRIBUNE ST. LOUIS GLOBE-DEMOCRAT KANSAS CITY STAR OMAHA BEE DENVER NEWS SALT LAKE HERALD-REPUBLI-CAN **NEW YORK TIMES**

742 Market Street SAN FRANCISCO

AS SEEN IN THE "HUB"

A Boston Batch Covering Newspaper Activities in Many Lines-"Eight Bells" at the P. P. A .- A Bit of Filene Advertising Gossip-Interesting Personals of Numerous Sorts-Moley a Bendick.

Boston, Sept. 9.—Intense interest is being shown in the now famous "eight bells" noonday meetings of the Pilgrim Publicity Association in the club rooms of the Publicity Building. Each day at noon a group of men gathers to listen to a talk by some well known advertising or publicity man. No matter how fa-mous this man may be he is allowed only a portion of the half hour that is devoted to the meeting, the balance of the time being devoted to a general discussion of the subject matter of the talk. The meeting is a subject matter of the talk. the subject matter of the talk. The meeting is called to order by the sounding of "eight bells." Then, without further ado, the speaker gets on his feet and starts right in on what he has to say. At the end of 10 minutes he stops and the discussion begins. Some of the best-known newspaper and advertising men of Boston and the country at large have addressed. and the country at large have addressed meetings, and many more are down for talks during the coming months.

CHANGE IN DEPARTMENT ADS

A notable chauge in department store advertising has occurred in this city readvertising has occurred in this city re-cently. When the E. A. Filene Sons Company opeued for business in their handsome new store they retained the services of Warner Bell, au expert in writing what is known as "editorial copy." Now the Filenes feel, apparently, that they have educated their public for that they have educated their public, for they have decided to discontinue this form of advertising and go to the "merchandising" kind. Hereafter, it is said, the Fileue advertising will devote less space to description and editorial com-

Circulation that might have been gain-Circulation that might have been gained if the Cowles divorce case had had the run in the courts that was expected has been made up in part, at least, by the Rhode Island murders. Just at this time the Mohr case seems to have the center of the stage, although the mysterious murder of Justice Willis S. Knowles is

also attracting much attention.

Wednesday morning at least one Boston newspaper carried a front page story of a man huut on the North Shore where so many wealthy people people have Summer homes. It seemed that the residents of that section had seen a prowler and, with thoughts of the Morgan attempted assassination in mind, started out in their high-powered cars to round up the intru-At last accounts the man was still at large.

at large.

The biggest spectacular feature of the past week, locally, was the South Bostou pageant, "The End of the Raiubow." Present aud former Boston newspapermen had much to do with the success of this affair. Al Ford of the Herald was in charge of the press arrangements and looked after the visiting newspapermen well. John Murphy, formerly of the Journal, was King of the pageant aud did his part so well that he was praised on all sides. William M. Cronin, former district man for the Journal, was in gendistrict mau for the Journal, was in gen-

eral charge of the entire show.

Malcolm E. Nichols, business manager of the Boston Financial News, who was for many years a member of the Post staff, latterly at the state house, is interesting many business and hotel men teresting many business and hotel men in the ticker service that his publication furnishes. This service gives the news of the day "ns it happens" and in sufficient detail to give a connected idea of what is taking place. Of course special stress is laid on the financial news of the day, but affairs in general are also well tweeted. treated.

Under the instruction of Harry B. Center of the Post a special course will be given at Boston University, this Fall, to an advanced class on the writing of spe-cial and feature stories. During the last semester newspaper practice will be taken up, which will include copy reading, head-writing, re-writing, proofreading, etc. Should there be a demand for such a course, newspaper illustrating will be

taught—this department to be in charge of "Tom" Barker of the Boston Post art department. It is also expected that there will be a course for business men that will teach many things of interest to them in regard to printing, type, etc.

John Moley of the Post photographic staff was married Wednesday morning at the Mission church in Roxbury to Miss Anne Murphy. Mr. and Mrs. Moley en-tertained their friends at their new home, 115 Hillside street, Roxbury. Later they started on a trip to the White Mountains.

CLUBS AND PRESS ASSOCIATIONS

The Denver Press Club is planning to give an entertainment on Saturday, September 11 at the Auditorium in that city. The programme is exceedingly lengthy, but it is all summed up "in the announcement that it is to be an evening of music, song and dance—an evening of beauty, color and light."

The Birmingham (Ala.) Newspaper Club has made a distinct innovation. It has become the practice there to clear the floor each evening for dancing. One of the results has been to greatly increase the number of people dining there and its gardeu restaurant has proved particularly attractive.

George E. Kepple was elected presideut of the Houston (Texas) Press Club at of the Houston (texas) Fress Chub at the annual election August 29. George M. Bailey, the retiring president, was elected to membership on the executive board. Other officers were elected as follows: First vice-president, Dr. E. A. Norton; second vice-president, Dr. B. Norton; second vice-president, Dr. B. Bunnemeyer; secretary, A. Koehn; treasurer, F. Fuchs; executive board, George M. Bailey, W. M. Harper, H. T. Warner, Angust Haxthausen, F. M. Cowen.

With the election of officers, adoption of resolutions and the establishment of domestic news bureans, the fifth annual convention of the Catholic Press Associa-

convention of the Catholic Press Associa-tion of America closed on August 21 at Toledo, Ohio. Officers elected were: Honorary president, Rt. Rev. J. J. Hartley, D. D., blshop of Columbus, O.; president, John Paul Chew, St. Louis, Mo.; secretary, O. T. Magnell, Hartford, Conn.; treasurer, Charles J. Jaegle, Pitts-burgh, Pa.; board of directors, Rev. John J. Burke, C. S. P., New York; Rev. Thomas J. O'Flanagan, Hartford, Conn.; William H. Hughes, Detroit, Mich. Resolutions advocating peace; support

Resolutions advocating peace; support of any movement which will tend toward the unifying of Mexico; a definite stand against so-called extreme feminism, birth control and secular evils throughout the world, were adopted.

The recent annual convention of the Montana State Press Association at Billings, that state, presented several Billings, that state, presented several novel features. Aside from the real convention work the delegates were entertained by such diverse forms of amusement as a "Dutch lunch" in a brewery and—after a reasonable interval—a plunge for editors and their wives in the municipal natatorium. More serious matters also received due attention. Notable were the addresses of Congressmen Thomas Stout, of Mon-L. Myers, both of whom nrged the editors to use their best influence to help along the movement for national

Members of the Northwest Texas Press Association gathered at Hen-rietta, Texas, on August 20 for their twenty-fifth annual two-day convention. Twenty-five years ago the association organized at Ilenrietta, and this meetwas therefore in the nature of an anniversary celebration.

The Pen and Pencil Club of Indian-The Pen and Pencil Club of Indian-apolis plans to change its name to the Indiana Press Club. This change has been deemed advisable by the board of governors of the club, due to the fact that the newspapermen from all over the state are to be taken in as mem-bers. There are 146 daily newspapers published in Indiana, which, it is ex-pected, will net the new club an in-creased membership of 1.500. creased membership of 1,500.

East Liverpool has a "newsboy," Andrew Reed, who celebrated his 93d birthday on the 24th of August.

We can increase your businessyou 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

> ELBERT HUBBARD made a little journey to the Atlas press clipping community. If you want to read of something new and original, send 10c. for this Journey, to Charles Hemstreet, 218 East 42nd Street, New York City.

Canadian Press Clippinas 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 CAN-

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

74-76, CHURCH ST., TORONTO, CAN. Price of service, regular press clipping stes—special rates and discounts to Trade and Newspapers.

Successful

Men in every walk of life are all familisr with

Romeike's Press Clippings

Among our patrons are professional and business men and women, public personages and the leading Banka, Trust Companies and Corporations.

Romeike Clippings

are an indispensable adjunct in every business, if you have never used them, write for information and terms today.

HENRY ROMEIKE, INC. 106-110 Seventh Ave., New York City.

The Jewish Morning Journal

NEW YORK CITY (The Only Jewish Morning Paper) sworn net pald average daily circulation

The sworn net paid average daily circulation The Jewish Morning Journal for 112,056
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

The Jewish Morning Journal prints more
HELP WANTED ADS.
thau any paper in the city, excepting
the New York World.
I.S. WALLIS & SON, West'n Representatives
1246 First National Bank Bidg., Chicago.

114 YEARS RECORD

BROKEN

BROKEN

The circulation of the New York Evening
Post is highest in its history of 114 years.
During the year ending June, 1915, the
paid circulation of The Evening Post was
the greatest daily average net sale in 114
years.

The discriminating readers of The Evening
Post are its circulation-getters. Advertised
by its friends, its hold upon the individual
reader was never stronger than it is today.
Advertisers reach a concentrated financially ahle class when they advertise in the
New York Evening Post.

Member Audit Bureau of Circulations
Publication Office
Vestern Office
Overlick Bldg.

New York

TIME TO ADVERTISE

(Continued from page 319.)

(Continued from page 319.)
to the farmers and to the independent'
or leisure class. People who have already had their vacations could not be
influenced to go to the Fair, because they
have spent their money and are so anchored to their business that they could
not get away from it.

"These three advertisements that I
have mentioned, will, I am certain, do
the trick and at a comparatively small
expense."

the trick and at a comparatively small expense."

W. H. Johns, vice-president of the George Batten Company, was of the opinion that a newspaper advertising campaign could be conducted at a reasonable cost that would result in greatly angmenting the attendance of the Fair during October, November and December. He said:

FIGURING ON THE RETURNS.

"If \$150,000 should be appropriated for newspaper advertising, it would not be necessary that twice that number of people should be induced to make the trip to San Francisco to attend the Fair, trip to San Francisco to attend the Fair, in order that the management might get back the amount of their investment. The admission is fifty cents. As most people who attend the Fair spend at least four or five days at the grounds and buy an admission ticket each time they enter, it is apparent that it would not be necessary for the advertising to pull more than 100,000 people in order for the investment to pay for itself. Any live advertising man, I believe, could prepare advertisements that would appeal to the great public at large. There are many people in this country today who do not know that an international exposition is being given in San Franexposition is being given in San Francisco at this time. They may not be the best-read class we have, nevertheless many of them are persons who are amply able to stand the expense of going

FARMERS MOST RESPONSIVE.

Farmers most responsive.

"The most responsive class, I think, would be the farmers. It would hardly be possible now to prepare advertising copy and to secure its insertion in the October number of the agricultural publications, and November issues would be too late. The quick way of reaching these farmers would be through the daily newspapers, of which they are ardent readers."

Mr. Johns called the attention of the representative of The Editor and Publisher to some statistics that had been prepared by his office showing the extent to which the farmers subscribe for daily newspapers. From these figures it appears that even in the distant farming communities from fifty to ninety per cent. take daily newspapers. In the country surrounding Dawson, in the Yukon territory, fifty per cent. of the farmers read daily newspapers. In view of these facts, Mr. Johns was of the opinion that there is no better way for the Exposition officials to reach those having money to spend than through the daily newspapers. The campaign need not extend beyond three weeks, and the announcements could be made so attractive that farmers would want to take their families to San Francisco at the earliest possible moment. their families to San Francisco at the carliest possible moment.

W. C. FREEMAN'S VIEWS.

William C. Freeman is of the opinion that \$25,000 or \$50,000 would be sufficient for newspaper space in which to advertise the Fair effectively during the advertise the Fair effectively during the next few weeks. He suggests that two-column advertisements, inserted seven times once a week, would be amply sufficient to set forth the important facts about the Fair. The farm periodicals would be an excellent medium to use if there were time to catch the October issues, hut that would be impossible now. Much depends, Mr. Freeman maintains, on the character of the copy used. He can see no reason why the investment will not pay the management well. If, by the expenditure of \$25,000 or \$50,000 it is possible to induce 150,000 or 200,000 people to go to the Fair who have not already visited it, the investment would be one that would put into the treasury many thousands of dollars.

GETTING SOMETHING FOR NOTHING

Scheme Fair Management Has Used to Get Free Publicity.

One method that the Fair has adopted to interest newspaper publishers in small towns has been to send a batch of circular matter, including a set of whacking big ads (to be inserted free, of course, if at all), together with coupon books coverall), together with coupon books covering hotel accommodations, etc., for the newspaper men to sell their friends by means of the (free) ads. And for selling the books the publisher is to "retain" \$5 each when the purchaser's money passes through his hands. It is not known to what extent this scheme has needed but scheme the hardeness that the beautiful to the coupons. worked, but wherever it has been taken notice of it is plain enough that the Fair got a thumping lot of space for nothing. Our special correspondent in San Francisco writes us under date of Sep-

rancisco writes its inder date of September 2:

"This is another big week at the Panama-Pacific Exposition. The American Press Humorists have gone, but we have ex-President W. H. Taft with us. have ex-President W. H. Taft with us. Taft Day was celebrated at the Exposition today, and the former President, who turned the first spadeful of earth for the Exposition back in 1912, planted a California Redwood on the grounds, with an appropriate ceremony. Pettirossi, the aviator, made a flight over the Exposition esplanade in honor of the day and dropped one thousand feet into the bay, owing to something wrong with his bay, owing to something wrong with his monoplane.

"Much space in the local papers is being devoted to plans proposed for sav-ing some of the Exposition buildings, or, ing some of the Exposition buildings, or, at least, making parks of portions of the grounds, with a system of new boulevards connecting the North water front with the Presidio. M. H. de Young, of the Chronicle, has published his own ideas on the matter and has elaborated a plan, with maps, which has been endorsed by many influential residents."

HEALTH ADVERTISING URGED

Printers' Ink Will Sell Public Health Just Like Beans, Crackers, Corsets.

Just Like Beans, Craekers, Corsets.

"Printer's ink is saving more lives than any other single agency employed by modern health workers," said Edward A. Moree, assistant secretary of the State Charities Aid Association, in an address on Wednesday before the American Public Health Association at Rochester, N. Y. "Printers' Ink should be entered in the pharmacopoeia as an accredited remedy for human ills.

"Among other things it prevents tuber-

remedy for human ills.

"Among other things it prevents tuberculosis and builds hospitals to enre it;
it saves the lives of children and controls
epidemics of smallpox. Thousands of
babies are today alive in New York State
largely because big doses of printers'
ink were adminitsered to the public by
the State and local departments of
health.

health.

"One of the most important cities of this State endured an epidemie of small-pox that increased rapidly for a whole year. Then the newly reorganized department of health announced that its policy in dealing with local epidemies would be Statewide publicity. When the people of that city realized that their lax health standards were to be spread broadcast through pages of the newspapers and would come to the knowledge of the people of the whole State whose lives were being menaced, the officials of the city readily adopted the programme of the State.

the State.
"It is not ethical for physicians, as in-"It is not ethical for physicians, as individuals, to advertise. So far as I know, however, no medical society has declared it unethical for societies to advertise. Doesn't this offer a suggestion to physicians in combatting the patent medicine evil? It is possible to advertise the evils of fake consumption cures, fraudulent medicines and quack doctors in the very medium used by the fakers. If printers' ink has turned prune juice and poor whiskey into fortunes for the proprietors of kidney cures, won't it give proportionate returns in carrying to the people the many evils of the nostrum?"

The New York Evening Mail

enjoys the confidence of its readers.

readers. Its readers have a buying power, per capita, second to that of no other daily paper published in America. Its average net paid circulation for April was in excess of

156,000

A desirable advertising medium.

Current History Magazine

Published by The New York Times.

The progress of the great war from the viewpoints of many nationals—great soldiers, leading statesmen, brilliant authors.

The September issue of Current History overflows with eloquent descriptions of war scenes, critical reviews, poems, maps and photographs of eminent personae in the European strife.

On all newsstands, 25c. a copy

Current History Magazine

Times Square, New York

Using Your Readers



SAY that hundreds of your Readers bought this Woodbury Book and Advertisers of Lingerie, Bonnets, Jewelry and Toilet Articles will crowd your pages.

Your Readers and some you want will buy the Book if you offer it.

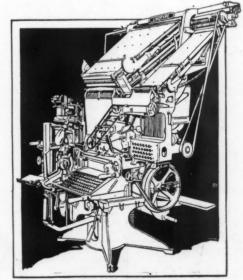
The author is known to be a Master of the Subject; and the Book satisfies the craving for Authoritative Instruction on the one thing dear to the heart of every woman and some

Only One Paper in a City .

ELIOT LORD

110 W. 34th St. NEW YORK

The Multiple Linotype Way Is the Modern Way



Model 14 with Auxiliary Magazine

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO

THE EDITOR & PUBLISHER AND THE JOURNALIST.

LIVE PAPERS

will heed this call and wire immediately for full particulars of Scenario Contest Lessons furnished gratuitously.

Greatest circulation builder brought out in a long time.

The Vitagraph Company of America

East 15th St. & Locust Ave., B'klyn, N.Y. NEW YORK LONDON CHICAGO PARIS

Resources \$150.000

The largest Newspaper Supply and Manufacturing Company in the

Everything in supplies for the press and stereotype room, except metal and ink.

'OUALITY GOODS ONLY."

New England Newspaper Supply Co. Worcester, Mass.

Editors Who Know



Edgar P. Piper Portland Oregonian

The Oregonian finds your photographs bow, as ever, castly valuable. Our photographic files seldom fail nowadays to furnish us with any photograph desired, and the majority of them are Baluphotographs accomulated within the five omulated

on the five

s during

ch we have

cribed to

BAIN NEWS SERVICE 32 Union Sq., E., N. Y. City

Topeka **Daily Capital**

Average net paid circulation for six months ending April 1, 1915 (Sworn)

33,971

TOPEKA, KAN.

Publisher

Over \$51,000 In **New Subscriptions**

Adding over 12,000 New Subscribers is our record on contest just closed on Courier Journal and Louisville Times, Louisville, Ky.

If Interested in More Circulation, Write or Wire

C. B. HOLLISTER, Mgr.

The North Eastern Circulation Co. DAVENPORT, IOWA

TRADE PRESS MEETING

(Continued from page 319.)

Possibly this is the fundamental reason for its huge success. l 1ts breadth of civic appeal has made it everywhere a real cam-paign of all home-folks for better hometowns. As the years roll by, it is develop-ing more and more completely into the civic betterment movement. Civic leadcivic betterment movement. Civic leaders, presidents of women's clubs, local editors, boards of trade, bankers, fire prevention authorities, health officers, mayors and state governors are the very backbone of this nation-wide effort and all its local campaigns. The St. Louis Republic said editorially: 'A neighborhood that is editorially: 'A neighborhood that is cleaned up and painted up is a better one in which to live,' and the Boston Chris-tian Science Monitor said: 'Taking the country as a whole, it sees this close connection between paint and patriotism and pride with much more certainty than it did a decade ago."

To print the entire text of Mr. Clark's address, important and highly interesting as it is, would leave no room for the other good ideas advanced at the convention. After showing many lantern slides on letters, sent and received, of plate matter furnished at cost or free, of posters, of immense scrapbooks holding twenty miles of press clippings exclusive of the several of press cappings exclusive of the several hundred dollars' worth of paid newspaper advertising, and of other tangible demon-strations of the tremendous and coustantly growing success of the propaganda, he set the capstone to the remarkable achievement by the statement that the journal which had evolved and managed the campaign had not itself profited finan-

cially by its labors.

"Instead," he said, "we have been obliged to exert the utmost care and effort obliged to exert the utmost care and enort in the attempt to avoid actual loss. This danger will be brought home most forcibly to you publishers by this statement of fact; during the four months of greatest business-getting opportunity for a paint trade journal, January-April, practically the entire time and energy of our whole the entire time and energy of our whole force and all our office facilities must be given over to the work of the campaign that falls upon us like a spring avalanche every year. To guard against the com-plete diversion of our interest and effort from our own business, which is our bread and butter, to this great national promo-tion work which so far has brought no tion work, which so far has brought no tangible returns, is one of our serious problems that is in daily evidence. But business or no business, we have committed ourselves to the whole American paint trade as responsible for its active leadership and direction of this national community improvement work.

"The spirit of co-operation is the most important element of modern successful business on any plane or scope beyond the mediocre. So we feel an even higher, deeper and broader responsibility toward deeper and broader responsibility toward those in all the many circles of organized altruism, and quite separate from all business interest, who, from the very first, in response to our invitation, ex-tended and have continued their interest, influence and co-operation. These repre-sent the national leaders in every department of civic uplift and conservation, in-cluding the National Municipal League, American Civic Association, General Fed-American Civic Association, deneral rea-eration of Women's Clubs, Association of State and Province Health Officers of North America, American Forestry Asso-ciation, Associated Advertising Clubs of the World, and hundreds of city and state, commercial and eivic and fire preventiou organizations, as well as the heads of various trade associations in our own and half a dozen other trades.

"All of these confidently look to us to

ontinue the conduct- of this great work on the high plane upon which it has accomplished so much for the public good. And despite all its responsibility, cares and cost, I need not dissemble the fact that the prestige which the American paint and oil dealer enjoys as the fulcrum paint and oil dealer enjoys as the inforum upon which this movement was raised to its present height of popularity constitutes a 'self-interest' of which we are not ashamed, for the National 'Clean-Up and Paint-Up' campaign is onr child, and through all the vicissitudes of raising the youngster we find all the compensations of loving parenthood."

E. J. Mehren, editor of the Engineering Record, New York, also spoke on Tues-day on "What the Newspaper Can Teach the Trade and Technical Journal," a time ly and necessary contribution. "Few technical papers have any newspaper style," he said. "The trade papers are not such great offenders." He urged the editors to use telling head lines; to pick out the news features for display; to use forceful leading paragraphs, more photographs, and go in as much as possible for "human interest." He referred to the fact that last year many journals reported the annual conveution in chronological style, ending with "the convention adjourned."

From the standpoint of a newspaper

From the standpoint of a newspaper writer, the situation, as revealed in his talk and in the comments which followed, was a revelation, and one very good—if not the principal—reason why the commercial press was not more generally successful. One speaker warmly urged that quotes and italics for the purpose of emphasis be abandoned, and the story being made to tell itself with clarity and force. W. H. Ukers, president of the New York Trade Press Association and editor of the Tea and Coffee Trade Journal, who gained his early newspaper experience on the Philadelphia Record, warmly seconded this idea, and paid a high tribute to that paper (and to W. H. Wilson, city editor), which he said ranked next to the New York Sun as a journalistic training school.

school.

Elton J. Buckley, editor of the Modern Merchant and Grocery World, of Philadelphia, in a witty speech, advanced some striking ideas in his talk on "Weak Spots in Trade Paper Efficieuey." His contention was that the greatest flaw was in selling a trade paper for less than it costs, the deficiency being made up through the advertising pages, as the agents and manufacturers fully understand and use to their hest advantage. His remedy was to advance subscription

stand and use to their hest advantage. His remedy was to advance subscription rates, at the same time raising the quality of the journal so that it would be indispensable to the reader.
"On a two-dollar-a-year subscription," he said, "counting in unpaid subscriptions, one high class mouthly lost each year \$21,000, and a certain weekly, costing \$1 per anum lost \$100,000 a year. This per anuum, lost \$100,000 a year. This deficit was made up by the advertising. Another publisher lost from two to three dollars on each subscriber he secured through agents. The advertising columns through agents. through agents. The advertising columns carry this burden, and during the past year advertising has been shot to pieces. The publisher therefore is frequently to go to improper lengths He must have them-not for profit. but for cost. It takes rare courage to say to an unwelcome advertiser, 'Go to thunder,' knowing you'll ,go with him. The only relief is to make the paper absolutely efficient to the subscriber, and if the journal costs you \$7 a year to make, sell it to him for that. He can afford 13 cents a week as well as 6 cents, but you must make it worth 13 to him."

He also spoke of the lack of news sense displayed by many trade and technical

The banquet on Wednesday evening was attended by about a hundred people.

Josephus Daniels, Secretary of the Navy,
made an excellent address in which
he classed President Wilson with Linhe classed President Wilson with Lincoln and McKinley in his ability to meet crises in national affairs. Job Hedges delivered a forceful and eloquent patriotic speech. The other speakers were T. A. Daly, the poet laureate of the humble Italians; J. Hampton Moore, congressman from Pennsylvania, and E. J. Cattell, representing the mayor of Philadelphia.

Curtis Wager-Smith.

THURSDAY'S SESSION

A. A. Gray, of Chicago, Elected President for the Ensuing Year.

Owing to the lateness of the hour when the speaking was over at the ban-quet, the night before, the delegates did not get to work until 10 a. m. Thursday,

one hour behind the schedule.

The question first taken up was "Are special issues worth while to the advertiser?" Both sides of the question found supporters. One speaker declared

"there was need of a Billy Sunday to quieken our confidence in our own propositions.

A. C. Pearson, of the Dry Goods Economist, contended that special is-sues were all right if they were made sues were all right if they were made unusually valuable. His own publica-tion brought out four each year at reg-ular, fixed times. Readers kept them longer, because of their unusual value,

than the regular issues.

Charles W. Price, of the Electrical
Review, thought such issues were worth
while if they presented features that
were out of the ordinary in importance.

J. M. Hopkins, of Printers' Ink, said that many advertisers got frightened at the words "special issue" and therefore advocated the abolishment of the term

altogether in soliciting business.

Another speaker thought that special issues were objectionable to regular advertisers because a lot of one-time vertisers because a lot of one-time spreads blanketed their own announce-

How to get readers to examine the papers as soon as received, instead of laying them aside for another occasion, laying them aside for another occasion, was another question that provoked considerable discussion. Mr. Sweatland, publisher of Automobile, said that the best scheme was to make the publication so valuable that people would want to read it as soon as it was out.

The Ford ear, he continued, is advertised the least of any automobile on the market, and yet its sales are largest, the reason being that the purchaser gets the greatest dollar's worth offered by any manufacturer.

The same principle should operate in

any manufacturer.

The same principle should operate in publishing a trade paper.

Another speaker asserted that it was about as difficult to tear open the wrapper of some of the trade papers as to open a can of sardines. He advocated placing the publication in envelopes. A New York was said that where the New York man said that when a publication is folded once and then wrapped it could be easily opened.

A fourth speaker said that if the cover were folded out instead of in, it

would be more apt to lie flat than when folded the other way.

folded the other way.

Resolutions were adopted extending the thanks of the convention to the Philadelphians who had made their stay in the city so delightful and to the officers for their faithful services. A resolution was also passed providing for the appointment of a committee on advertising agencies to device ways and vertising agencies, to devise ways and means to bring about better relations between them and trade publications.

between them and trade publications. The following officers for the ensuing year were then elected: President, A. A. Gray, general manager of the Electrical Review and Western Electrician, of Chicago; vice-president, William H. Ukers, editor Tea and Coffee Trade Journal; secretary and treasurer, Allen W. Clark, editor American Paint & Oil Dealer, St. Lonis.

The convention then adjourned.

The convention then adjourned.

Call Has Close Call

The New York Call, the Socialist organ which a few days ago announced that the time of its suspension was near, has received a new lease of life. C. M. Wright announced on Sept. 5,

that the paper would continue publica-tion. Friends of the newspaper had re-sponded to its appeal for \$1,000 to keep it alive. One poor socialist, it was said, contributed his last dime.

McKelway Leaves Estate to Widow

The will of Dr. St. Clair McKelway. editor of the Brooklyn Eagle, who died a few weeks ago, was filed in the surrogate's office on Thursday. Under its provisions the widow is made sole beneficiary of the estate.

John Tucker Harman, manager of the Boston News Bureau's New York office. and Miss Cathleen Elizabeth Dolan of New London, were married Sept. 8.

Chas. E. Miller, of the Cone, Lorenzen & Woodman special agency, New York, will join the advertising staff of the New York Globe, next week.

George Coleman Guest of Spokane Ad Club-Business Outlook As Seen by Spokesman-Review-Apple Growers to Launch an Extensive Campaign-Wedding Bells Ring.

Spokane, Wash., September 2.—The entertainment of George W. Coleman, of Boston, formerly president of the Associated Ad Clubs, was the principal activity of the Spokane Ad Club this week. Mr. Coleman was a speaker at the noon luncheon Wednesday and also at a special luncheon Wednesday and also at a special dinner in the evening. His first talk dealt with advertising topics. In the evening Mr. Coleman took as his theme the open forum as conducted in Ford Hall, Boston. At the end of his address the gathering was converted into a forum for the discussion of various questions along the lines the speaker had laid down.

along the lines the speaker had laid down. Seventy new members have already been enrolled in the club's campaign of

The Spokesman-Review is making a special effort to paint, in the roseate colors which they deserve, the conditions colors which they deserve, the conditions in various lines of business throughout its field. News articles and editorials have appeared featuring the big yields in the grain belts of the Spokane country, while other stories have dealt with the phenomenal mining development under the stimulus of war demand for certain minerals, the growth in building pertain minerals, the growth in building permits and the like, the optimistic view-points expressed having a tendency to reduce the hole in the doughnut of business prospects to microscopic proportions. Incidentally, A. O. Loomis, advertising manager of the Spokesmau Review, announces a gratifying increase in that paper's advertising patronage over last year.

BRYAN REPRINTS OWN INTERVIEW.

In the current issue of W. J. Bryan's Commoner the former secretary of state re-prints verbatim an extended interview given by him to the Spokane Chronicle during his visit to this city early in August. Clinton Coffin, the Chronicle's

August. Clinton Coffin, the Chronicle's political editor, handled the interview.

H. T. Ashbaugh, correspondent of the Associated Press in Spokane, was one of the principal speakers at a meeting of the Montana State Press Association at

Billings, Mont.
Colbert E. Blair, editor of the Republic (Wash.) News Miner, and Miss Helen Hendrickson, a compositor for that paper, were married August 28.

INVESTIGATING PITTSBURGH

Newspaper Circulation There Undergoing Government Examination.

Information of a very reliable character has reached the office of The Editor and Publisher that officials of the Postoffice Department in Washington are now in Pittsburgh, Pa., making au ex-amination of the records of the news-papers in that city, with a view to de-termining the correctness of the circulation statements that have been officially returned to the government, under the

law.

At our request, our Washington correspondent called upon the postoflice people, and writes to us thus under date of September 8:

"I have called to see Assistant Postmaster General Dockery, who referred me to the Chief Inspector's Office, regarding the sending of special agents by the department to Pittsburgh. Mr. Dockery stated that he had no information that this was being done or that the department was contemplating sending any such agents to Pittsburgh. The Chief Inspector's Office stated that they had not sent any special agents and Chief Inspector's Office stated that they had not sent any special agents and were not thinking of doing so; that they have agents already all over the country who carried on such investigations, and that they could see no reason for sending any special agents. The Chief Inspector stated that the report is evidently a mistake."

Weal G. Adair, for three years city editor of the Paterson Press, a strong Republican organ, has become managued by Charles R. Long, one of the owners of the Chester (Pa.) Times Pittsburgh is being carried out by men

WASHINGTON AD TOPICS from Washington, or by local agents, we do not know; but the investigation

we do not know; but the investigation is going on.

However, we regard as specially significant the words italicized above. It has always been stated that no inquiry is made into the truth of a circulation statement unless a definite charge is made against the paper making it. Now it seems that the Postoffice Department "has agents all over the coupartment can be seen to be seen partment "has agents all over the country who carry on such investigations."

NEW PUBLICATIONS

HICKORY, N. C.—A new afternoon paper to be called the Daily Record is exper to be called the Daily Record is ex-pected to make its appearance in Hickory about September 15. The new editor is to be Samuel H. Farrabee, until two weeks ago editor in chief of the Raleigh Evening Times, which position he re-Evening Times, which position he resigned to take up newspaper work here. The new paper is to have wire news service and will be up-to-date in every particular. J. C. Miller, present manager of the Clay Printing Company, will continue in the same capacity, and a local reporter and bookkeeper will be employed.

NEW AD INCORPORATIONS

Brooklyn, N. Y.—Eagle Advertising and Novelty Company, advertising, paints, varnishes, \$8,000; L. Gill, L. Berkowitz, H. Krems, 489 Howard avenue, Brooklyn, New York City.—Joseph P. Day, pri-

vate sales department, electric contractors, advertising, architects, brokers, \$10,000; Roy C. Middlebrook, John S. Turnbull,

oseph P. Day, 31 Nassau street.

Brooklyn, N. Y.—Expert Service Cor-BROOKLYN, N. 1.—Expert service Corporation, advertising, \$5,000; Frank L. and Rudyard S. Uzzell, Albert K. Greenland, 1,144 Bergen street, Brooklyn. CHICAGO, ILL.—Clyde W. Riley Advertising System, Chicago.—General advertising System.

ing; capital \$50,000.

NEW INCORPORATIONS

ORANGE, TEXAS .- The Leader Printing Company, publishers of the Daily Leader. Capital stock \$15,000. The incorporators are: W. H. Stark, H. J. L. Stark and F. H. Farwell.
Salem, Mass.—Salem Mercury Com

pany, publishers, \$25,000; A. Harris Patton, Andrew H. Patton, Chester W. Hutchings, F. Malcolm Fowler.

CHANGES IN INTEREST

RACINE, W18.—H. E. Stevens, of Peoria, Ill., has purchased a quarter interest in the Racine Times Publishing Company and has become business man-ager of the corporation. Mr. Stevens has ager of the corporation. Mr. Stevens has heen in the advertising and newspaper business for many years and was lately with the Peorla Transcript.

DEFIANCE, OHIO.—Dr. C. I. Brown, former member of the civil service com-

mission of Ohio, has purchased an interest in the Crescent-News, the afternoon Democratic newspaper of Defiance, and will be its managing editor after October

Publication Company Dissolves

ATLANTIC CITY, N. J.—Articles of dissolution were filed with the secretary of State at Trenton recently by the Evening Union Publishing Company, of Atlantic City. Acting Governor Walter E. Edge is named as the ageut. The Union was incorporated in 1905 for \$15,000, and one of the incorporatory was Caulton Conference. of the incorporators was Carlton Godfrey, speaker of the last honse of assembly. The dissolution is significant in view of the fact that Edge and Godfrey have split over politics. over politics.

The Passaic Daily Herald, for forty-three years a Democratic paper and for many years owned by the late Congress-man Robert G. Bremmer until his death in 1913, announced on August 30 a change in its policy, joining the independent newspapers of the state.

A Great Change

Pittsburgh Newspaper Field

has occurred in the past two years through the constant growth of The Post and The Sun. While some of the Pittsburgh Dailies have been losing circulation or making small gains, The Daily Post has gained 39%, The Sunday Post 49% and The Sun 78%. At present the circulation (net) is as follows:

Sunday Post Exceeds . . 82,000 Daily Post (Morning) Exceeds 50,000 Daily Sun (Evening) Exceeds . 56,000

Because of the strict censorship over both news and advertising columns, The Post and The Sun are the cleanest papers in Pittsburgh, and their steady growth is due entirely to merit. They print all the news in an unbiased manner and their special features are the finest obtainable at any price. In short, as exponents of the highest type of journalism, The Post and The Sun stand second to none. It is but natural that in an enlightened community like Pittsburgh such papers should make steady advance.

Price and circulation considered they are now easily

PITTSBURGH'S **BEST ADVERTISING MEDIUMS**

for the Sunday Post (the greatest Sunday Paper in Pittsburgh), is ten cents a line flat. A combination of The Sunday Post and The Daily Sun (evening) gives the advertiser a circulation of 138,000 net at 14 cents flat.

If the two Daily issues are preferred the rate is 12 cents flat, for a circulation of 106,000.

In quality and price the advertiser will find nothing superior in the United States, and certainly no other paper or combination in Pittsburgh so attractive. Write us for further details.

The Pittsburgh Post The Pittsburgh Sun

(Morning and Sunday)

(Evening)

CONE, LORENZEN & WOODMAN, Publisher's Representatives

New York

Chicago

Detroit

Kansas City

USE UNITED

PRESS Afternoon Papers

General Offices, World Bldg., New York

SPECIFY CLINE-WESTINGHOUSE

Motor and Control Equipments

FOR WEB PRESSES

SPECIAL MOTOR DRIVES FOR STEREOTYPE MACHINES LINOTYPE MOTOR DRIVES

CLINE ELECTRIC MFG. CO.

Fisher Bldg., Chicago

Good News Service Is that which reaches you FIRST IS WELL WRITTEN. IS ACCURATE

This is the Specialty of

International News Service 238 William St. New York City



NEWSPAPER

prosperity is based on circulation. **FEATURE**

elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED. Let us send you samples of our col-ored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service M. Koenigsberg, Manager

41 PARK ROW NEW YORK

Wall Street News Feature

The following leading afternoon papers feature The New York Evening Post daily financial article:—

CHICAGO Daily News PHILADELPHIA

Evening Bulletin ST. LOUIS

Post Dispatch PITTSHURGH The Press

A testimonial as to the high edi-torial regard for this up to the minute financial news service. For terms and exclusive rights address Syndicate De-partment, The Evening Post. >00 >00 >00 <00 <00 <

OPPOSED TO STAMPS

(Continued from page 320.)

Mllwaukee, Wis., April 10, 1915.

Marshall Field & Co.

Gentlemen: I commend the steps you have taken in regard to the profit-sharing idea which is sweeping through the country. It would be a great hiessing if a radical stand could be taken whereby all premiums, gifts, etc., could be abolished.

Very truly, J. KAPP.

Spokane, Wash., April 29, 1915.

Marshall Fleid & Co.
Gentlemen: We are in receipt of your coumunication of April 22, enclosing an announcement concerning the use of Profit Sharing coupons. We are heartly in accord with the position that you have taken, and in our issue of April 28 we ran the notice. Under separate cover we are mailing you a marked copy of the paper, which we hope will arrive promptly.

Yours respectfully,
THE SPOKESMAN-REVIEW,

San Francisco, April 23, 1915.
Gentlemen: Your telegram has been received, reading: "Some made-up stock Bowstring contains coupons. Will not be in any new stock ns have discontinued."

ns have discontinued."
We are glad you have adopted this policy, as
we have adopted a policy of not handling any
merchandlise that contains Profit Sharing coupons
or trading stump devices of any nature.

Very truly yours,
THE EMPORIUM.

F. Schiesinger, General Manager.

Graysville, Tenn., April 30, 1915

Graysville, Teun., April 39, 1915.

Marshall Field & Co.
Gentlemen: Your favor in reference to trading stamps received. Rather I should have sald Profit Sharing Coupon goods received.

While I use a premium, I long ago said that the premium giving was an annoyance and no permanent business builder.

I am pleased that a firm of your prestige and great ability has taken the strong position you have on this question.

I want very much to get rid of the giving of premiums.

Yours truly.

Yours truly, W. I. WILLIAMS, Des Moines, Iowa, April 28, 1915.

Marshall Field & Co. Gentlemen: We are in receipt of a copy of your circular letter on the subject of Profit Sharing Coupons, sent out to your trade under

Sharing Coupons, sent out to your trade under date of April 9.
We note with a great deal of interest what you say about your attitude toward this propo-

tion.
We find throughout the country a tendency on
the state worehants more and more to We find throughout the country a tendency on the part of retail merchants more and more to question the advisability of the use of trailing stamps and coupon schemes. We are planning on running a series of articles on this subject, and we wonder if you might not have someon in your organization who might be willing to prepare an article on the subject as viewed from your standpoint. If you have, we shall be glad indeed to have such an article and expression from you.

Yours truly, MERCHANTS' TRADE JOURNAL, Per, Ben R. Vardams

New York, May 18, 1915.

Messrs. Marshall Field & Co.
Gentiemen: At one time we were seriously considering the proposition of attaching Hamilton Conpons to our Amolin products. The attitude of a number of prominent dry goods merchants (amongst whom you figure) towards this proposition, has caused us to change our minds. We are now strongly opposed to the use and and distribution of all sorts of coupons.

THE NEW YORK SHIELD COMPANY,

Indianapolis, April 10, 1915.

Marshali Field & Co.
Genilemen: We beg to acknowledge receipt of
your announcement relative to Profit Sharing
Coupons, and are writing to congratulate you
upon the attitude you have assumed. We have
taken a like stand and have notified all manufacturers that we will not handle their merchandles if Profit Sharing Coupons are contained
therein.

Yours very truly,
L. S. AYRES & CO.
F. M. Ayres, Pres.
1915

Harrisburg, Pa., April 19, 1915.

Harrisburg, Pa., April 19, 1915.

Marshail Field & Co.

Gentlemen: Our unalterable opposition to the use of Profit Sharing Coupons lu the sale of specialties has recently prompted a severe arraignment of our policy from the James S. Mason Co., Inc., makers of leather polishes.

The most striklug feature of the Mason letter to us was the fact that we were given to understand that Marshail Field, of Chicago, had acceded to the proposition of giving United Profit Sharing Coupons with a package of shoe polish. It is our determination to fight Profit Sharing Coupons of all kinds, for we heartly and sincerely believe that they hold absolutely no value in department store life.

We are not certain that the James S. Mason Co., Inc., has correctly informed us concerning your position in the matter. May we, therefore, ask you to advise us whether or not you are co-operating with the distributors of coupons?

Yours very truly,
DIVES, POMEROY & STEWART.
Wm. H. Bennethum, Jr.,
Advertising Manager.

(This firm was informed that Marshail Field Co. distributed no conpons with shoe polish with anything else.)

Chicago, April 20, 1915.

Marshail Fleld & Co.

Gentlemen: We would like to know if you are doing anything for the good cause of abolishing the Trading Stamps in the state of illinois? We think that 95 per cent, of the dry goods merchants in the state and city are in favor of discontinuing giving stamps. It is a damnable thing that we are almost forced to give away from 5 to 8 per cent. of profits, and as a matter of fact the customera do not appreciate it. We caunot do much, but if Marshail Field & Co and other large concerns would fight for the great cause we would all reap benefit thereby.

Yours very truly,

J. E. FOLLKIE.

To The Editor and Publisher correspondent Mr. Follkie wrote: "It gives me a great deal of pleasure to hear that someone has taken some interest in the stamp question. You certainly can publish our letter. Now that our State law-makers won't do anything for us, it is my opinion that our jobbers and manufacturers, as well as wholesale grocers, could stop the curse in a short time if they would say: 'We refuse to sell werehants who give stamps'." they would say: 'We refuse to sell merchants who give stamps.'"
(Mr. Follkie gained the information he sought from Marshall Field & Co.)

EXCELLENT "VIGILANCE" WORK

National Committee Busy Keeping Advertising Up to the "Truth" Standard

Active work of high value is being done by the National Vigilance Committee of the A. A. C. W. During August, fifteen cases were under investigation. Of these, nine were completed, and the following summary of them will give an excellent idea of the scope of the committee's work:

Investigation showed that itinerant pedders calming to sell salvage from wrecked steamships were advertising falsely. Publicity through special bulletins and presstories to local committees and commercial organizations has apparently driven these falsers to over

organizations has apparently driven these fakers to cover.

Investigation revealed that in an Eastern city the agent of a soap company was advertising and conducting an alleged lottery scheme in selling soap. National advertisers of soap refused to place copy in newspapers in that city because of this practice. The soap company's co-operation was secured in the correction of the agent's questionable practice.

Investigation at the request of a publisher of a metropolitan daily newspaper proved a nationally advertised medical product to be trutifully advertised and not harmful.

harmful.

The committee gathered information regarding the manufacture of "fibre silk" and the advertising of it by retailers. This information was sent to local committees and retail advertisers in an effort to secure the co-operation of retailers in preventing the advertising of this artificial silk as "silk."

Deceptive advertising of a subscription premium offer by a religious publication was corrected through the assistance of the committee.

intitee.

Investigation of the advertising of a certain medical product shows that it is not essentially untruthful although not free from objectionable features. The sales manager for this product assures the committee that it will be-knonestly advertised.

Reports from farm papers have shown alleged fraudulent practices of a mail order advertiser of hats. A builetin giving the information gathered was sent to members of the Agricultural Publishers' Departmental.

mental. Investigation of suspected advertising statements in a circular issued to the furniture trade by a leading wholesaler showed that the statements, though apparently misleading, were literally true. The advertiser expressed appreciation of the committee's service in calling his attention to the misleading impression created by the circular. Investigation, at the request of an Eastern publisher, of the advertising of a Middle West financial institution showed the advertising to be truthful and the institution trustworthy.

Plans are under way to organize paid vigilance work in Chicago, New York City, Des Moines, Kansas City and Deit. The committee is rendering every sible assistance to the efforts of the vigilance committees in these cities.

Directs Minneapolis Vigilance Work

H. K. Zuppinger has succeeded H. J. Kenner as secretary of the vigilance bureau of the Minneapolis Advertising Forum. Mr. Zuppinger was for three years editor of the Twin City Commercial Buleditor of the Twin City Commercial Bul-letin and the Hardware Trade. He is lecturer on merchandise suhjects in the Extension Course of the University of Minnesota. C. A. Burnham, advertising manager of Northrup, King & Company, is chairman of the vigilance committee, succeeding O. P. Hand.

FUNNY MEN CONVENE

Press Humorists, for a Change, Fire Jokes at One Another, Not at Public.

SAN FRANCISCO, September 1.—The American Press Humorists' Association has completed the work of its convention and the delegates, who enlivened things at the Exposition and throughout the city during their stay, have departed to coin their experiences into marketable copy for the funny columns of their home town

Last Friday the visiting humorists were eutertained by the Oakland Commercial Club at a luncheon at the Hotel Oakland. The humorists and their families were met, on crossing the hay, by Joseph E. Caiue, chairman, and a committee of clumembers, and escorted to the hotel. During the luncheou a number of the delegates proved to the satisfaction of their hosts that they could talk as well as write. Their index rhymes and stories held the Their jokes, rhymes and stories held the members of the club at the table an hour longer than usual.

On Friday evening a banquet was held at the Iuside Inn at the Exposition, and there was a husiness session of the asso there was a husiness session of the association. Nashville, Tenn., was chosen for the uext annual meeting place. Officers were elected for the ensuing year as follows: President, Fred W. Schaeffer, San Francisco; vice-president, Howard C. Kegley, Pomona; secretary, Dixon Merritt, Nashville, Tenn.

ritt, Nashville, Tenn.

The following new members were elected: Waldemar Young, San Fraucisco Chronicle; Kenneth C. Beatou, San Francisco Examiner; Ralph Tarlette, Chicago; Russell E. Smith, New York; Grant Wallace, San Francisco, and John E. Sanford, Elizabeth, N. J.

Piqua Paper Not To Be Sold

It has been rumored from time to time from Piqua, Ohio, that the Leader-Dis-patch, the city's ouly Democratic daily, was about to become the property of Allen Grant and Roger Steffan, of Colum-bus, graduates of the Ohio State Univer-sity. The management has denied the The management has denied the

Deutsches Journal

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

PUBLISHER'S NOTICE.

Subscription: Two Dollars a year in e United States and Colonial Posses-ous, \$2.50 a year in Canada and \$3.00

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

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

The columns are 13 picas.

Advertising Rates: Translent Display, c. an agate line.

25c. an agate line.

Liberal discounts are allowed on either time or space contracts.

Small advertisements nuder proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, tweuty-five cents a line, and Situations Wanted, ten cents a line. count six words to the line.

The Editor and Publisher can be found a sale each week at the following ews-stands:

news-stands:

New York—World Building, Trihune
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 Suhway; Brentano's Book
Store, Twenty-sixth Street and Fifth
Avenue and Mack's, opposite Macy's on
Thirty-fourth Street.

Philadelphis—L. G. Rau, 7th and

Philadelphia—L. G. Rau, 7th and Chestnut Streets. Pittsburgh—Davis Book Shop, 416 Wood Street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth Street, N. W. Chicago-Post Office News Co., Monroe

Cleveland—Schroeder's News Store, uperior Street, opposite Post Office.

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

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

Leaves Hosts of Friends.

Oliver Romeo Johnson, business man-St. Vincent's hospital, in that city, of cerebral hemorrhage, last Sunday morn-Eight days before, while playing golf, he suffered a paralytic stroke.

Mr. Johnson knew for years that he might at any time be the victim of a stroke. He had suffered from excessive blood pressure and had survived several severe attacks. His doctor had warned him that a return of the trouble in aggravated form might be expected. Notwithstanding this overhanging cloud Mr. Johnson went about his work cheerfully, and on the day before his illness seemed

and on the day before his limess seemed in rather better condition than usual. The funeral was held Tuesday of this week at the First Friends' church, at Alabama and Thirteenth streets. The pastor, the Rev. Willard O. Trueblood, preached the funeral sermon.

James Whitcomb Riley, Meredith Nicholson and other old-time newspaper men were pall bearers.

Mr. Johuson, known to a wide circle

men were pall bearers.

Mr. Johuson, known to a wide circle of friends and acquaintances as "Rome," or "Romeo," sou of Sylvester Johnson, who died recently, was born at Dublin, Wayne county, Indiana, on March 5, 1856. He lived at Dublin until the family moved in-the early twenties to Irvington, a suburb of Indianapolis, which was laid out by his father. He was a runil ton, a suburb of Indianapolis, which was laid out by his father. He was a pupil at the Indianapolis (uow Shortridge) high school and afterward, in 1877, became a student at Butler college, Irvington. In February, 1878, Mr. Johnson did his first newspaper work. This beginning consisted of Irvington notes, written for the Indianapolis Journal. The work was done so well that it received favorable notice, and when an extra reporter was needed, he got the job.

After his graduation from Butler col-

porter was needed, he got the job.

After his graduation from Butler college, in June, 1878, Mr. Johnson became regularly attached to the city force of the old Journal, serving, in course of time, as city editor and dramatic critic. When John C. New, owner of the Journal, was appointed consul-general to London, Mr. Johnson went abroad with Mr. New as deputy consul-general to London, he returned to the United States, fifteen months later, he became telegraph editor of The News. After several years at this work, Mr. Johnson at the instance of George L. Bradbury, a personal friend, who recognized his at the instance of George L. Bradbury, a personal friend, who recognized his rare business ability, entered the service of the Lake Erie & Western railroad and was placed in charge of the city freight office. He occupied that position for several years, and in 1900 returned to the newspaper business. He became advertising managers and later husiness. advertising manager, and later business manager of The News, and the latter position he held until his death. Frank Carroll will take care of the advertising department of the News and

no formal appointment of a successor to Mr. Johnson will be announced.

Mr. Johnson had never married.

The Indianapolis News published a striking editorial eulogy regarding him.

striking editorial eulogy regarding him. closing thus:

On the day following Mr. Johnson's death, the Indianapolis News published a striking editorial eulogy regarding him, closing thus:

"It is not often that a newspaper takes the public into its confidence to a per-

"It is not often that a newspaper takes the public into its confidence in a personal way, but surely, facing this loss. The News may be permitted to speak publicly of its affection and respect for the man whose death makes such a break in its circle. It does this in its own name, and in the name of those who were so closely bound to Mr. Johnson in a common task. The sense of bereavement in this office is deep. It is fitting that the paper—of which Mr. Johnson had been for years so important a part—and all who help to make it, should testify to the love and respect which they felt for Romeo Johnson, and express their common sorrow at his death."

DEATH OF CHARLES A. BOYNTON

Business Manager of Indianapolis News Well-Known Newspaper Man Passes Away in Washington.

Col. Charles A. Boynton, for fifteen ager of The Indianapolis News, died at years manager of the southern division of the Associated Press, died in Washington, Sunday, September 5. Povnton was born in Massachusetts 79 years ago, and in his boyhood his parents moved to Cincinnati, Ohio. He received his education at Woodward College in that city, and at Knox College in Illinois.

Soon after leaving college Col. Boynton began newspaper work. In 1870 he was the resident manager of the Western Associated Press in New York City, later Associated Press in New York City, later going to Washington as a correspondent for the same organization. In 1894 he became the first manager of the southern division of the Associated Press, which he held up to the time of his retirement, in 1909, after practically completing forty years of active newspaper service. During his years of work in Washington Wash

ton, Mr. Boynton won the personal friendship of several Presidents and a score of Cabinet members. News of the highest importance to the American people found its way to the public by the agency he represented. During the agency he represented. During the Spanish War and the Portsmouth Peace Conference and during many noteworthy sessions of Congress and political cam-paigns the greater number of American newspapers received their intelligence from the national capital through dis-patches which bore the imprint of his

work.

The funeral services were held in Washington, September 7, and were attended by many of Col. Boynton's friends from political, social and newspaper

CLIFTON T. CARUTHERS DEAD

Business Manager of the Charleston (W. Va.) Mail Succumbs to Typhoid.

Clifford Thomas Caruthers, the young business manager of the Charleston (W Va.) Mail, died on Wednesday, September I, of typhoid fever, complicated with pneumonia. Up to three days prior to his death a strong belief was entertained in his recovery; but a succession of in his recovery; but a succession of sinking spells thereafter intervened and he passed away at about eight o'clock in the evening. He was but twenty-one

Mr. Caruthers was born in St. Louis, where his father formerly was con-nected with the St. Louis Post-Dispatch, nected with the St. Louis Post-Dispatch, but removed to New York with his parents a few years later. He attended the Brooklyn high school, and before he reached the age of twenty made several voyages to Europe, and to South American and Central American ports as a cadet, and then as quartermaster, on ocean-going liners. After this experience, which was chosen deliberately because of its educational value, Mr. Caruthers entered the employment of the St. Louis Post-Dispatch, in its circulation department, where he received a valuable training and rendered notavaluable training and rendered nota-

a valuable training and rendered notably efficient service.

In April. 1914, less than a month after
The Charleston Mail passed into the
present ownership. Mr. Caruthers went
to Charleston, and became the assistant
business manager of The Mail, with full
charge of its advertising department.
In this work he was very conspicuously
successful. successful.

Mr. Caruthers belongs to a family of Mr. Caruthers belongs to a family of newspaper men who occupy places of prominence in the advertising world. Frank D. Caruthers, the father, has for a number of years been the assistant business manager of the New York World, and has exercised an influential hand in the conduct of the received business. hand in the conduct of that notable business organization, since prior to the death of Joseph Pulitzer, The World's famous editor and proprietor. F. Porter Caruthers, the eldest of the sons, is conneeted with the S. C. Beckwith Advertising Agency, and Frank D. Caruthers, Jr., is advertising manager of the National Mail Order Company.

OBITUARY NOTES

MAJOR GEORGE K. SHAW, an associate editor on the Peace Forum, well known in the Middle West as a newspaper proprietor and publisher, died on August 30, at his home in New York City, in his seventy-third year. He was born in Bangor, Me., and went west when a young man.

STEPHEN S. HOPKINS, for many years connected with the business department of the Port Huron (Mich.) Times-Herald, died at his residence there on August 26, at the age of 66. He had been connected also with the Romeo Observer and the St. Clair Republican.

MAJOR HENRY H. BAKER, for many MAJOR HERRY H. BAKER, for many years advertising manager of the New Orleans Times-Democrat, of which his brothers, Page M. Baker and Marion H. Baker were managing editor and literary editor, respectively, died on August 31, at New Orleans after an illness of about a month. Major Baker who won his title in the Confederate army was 78 years old.

ELMER N. HANCOCK, for more than thirty years editor of the Savannah (Ga.) Morning News, was found dead in bed in his home there on the morning of September 9. It is believed that acute indigestion was the cause. Mr. Hancock, who was a native of New Jersey, was 74 years of age.

JOHN J. O'BRIEN, for 32 consecutive years employed in the composing room of the Boston Journal, died a few days ago the Boston Journal, died a rew days ago at his home, 40 Auckland street, Dor-chester, after a brief illness, of a com-plication of diseases. His enormous weight—340 pounds—made his figure a familiar oue on Newspaper Row. Intelligent and faithful, Mr. O'Brien was assigned to work of much importance on the Journal, where he enjoyed not only the confidence but the loyal friendship and esteem of his fellows. He was a and esteem of his fellows. He was a member of Typographical Union No. 13. He leaves a widow and one child; also a sister, Miss Nellie O'Brien. Mr. O'Brien's mother, who was the widow of Hugh O'Brien, died just seven days before her son.

WILLIAM HAYES GRIER, a well known editor of Columbia, Pa., died at his home there on August 26. During the administration of Governor Pattison he served terms as superintendent of public printing.

COLONEL FERDINAND B. BAILLIO. Texas newspaperman and a former president of the National and Texas Press Associations, died at his home in Cleburne, Texas, on August 25. He was born in Louisiana in 1848.

GUY HOMER HUBBARD, who had been associated in an editorial capacity with the Cloak and Suit Review and with Nugent's Bulletin, both trade publications, died in St. Luke's Hospital in New York on Thursday, September 2. He was 41 years old.

ALEXANDER JEFFREY, for a number of years managing editor of the Brooklyn Citizen, died at Saddle River, N. J., on September 4, after an illness of several months. For more than fifty years Mr. Jeffrey had been in the newspaper business in New York and Brooklyn and in that time had held responsible positions on the Times, Tribune, Brooklyn Eagle and Brooklyn Standard.

PETER KIERNAN, at one time a New Orleans publisher, died recently in New York City following an operation. He was the publisher of the old New Orleans Daily News, which subsequently was merged with the Daily States. Thereafter merged with the Daily States. Thereafter he published another New Orleans paper which was not successful. Of late years he has not been engaged in the publishing business. He was 52 years old.

HERBERT C. CLEGG, formerly city editor of the Moose Jaw (Sask.) Times, died on August 1, at Rochdale, England, after a long illness, in his 33rd year. He was well known in the west having served on the Winnipeg Telegram as well as the Moose Jaw Times.

HENRY RUTGERS MIZNER, JR., the late Brigadier General H. R. Mizner, and a well known advertising agent of Detroit, died at his home in that city, on August 25, after an illness of four weeks.

\$15,000 BUYS

leading daily newspaper property of western city of 9,000. Annual volume of business \$20,000, with return to owner for personal effort and investment of \$4,000. \$10,000 cash necessary. Proposition M. S.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York City

\$15,000 CASH

Balance on easy terms will buy Evening Daily in a New York city with a population of over twenty thousand.

EXCLUSIVE FIELD Splendid opportunity for competent newspaper man.

HARWELL, CANNON & McCARTHY, Newspaper & Magazine Properties, Times Bldg., New York

HELP WANTED

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

WANTED—Experienced Circulation Manager r Central Pennsylvania daily. Hustler with ferences. State salary desired. Address Box 1526, c/o Editor and Publisher.

Live Advertising Man Wanted—A young man, who is a hustler, with bright ideas and pleasing personality, ability to approach anyone and can get the business. A fine opening with the best newspaper in its field, two hours ride from New York, salary \$25.00. State experience and full perticulars. Address D 1529, care The Editor and Publisher.

SITUATIONS WANTED

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

POSITION WANTED—15 years' experience as Manager of Circulation, Contest promotion, etc., on leading papers of the United States and Canada. An efficient advertising man. A clean record and excellent references from well known publishers. Age 39 married. I am a high grade man personally and for results. Will call on any publishers interested. Address D 1522, care of Editor and Publisher.

Circulation Manager wants position on a live daily, city of 40,000 or more. Know circulation work thoroughly. Fourteen years' experience on morning and evening papera. Full particulars by letter. Address Box D 1525, The Editor and Publisher.

CARTOONIST wishes permanent aituation with live newspaper. Well educated, married, experi-ence with large newspaper, twenty-three years old, bard worker and no bad habits. Address Box D 1527, The Editor and Publisher.

FOR SALE

Advertisements under this classification fifteen cents per line, each insertion. Count six words to the line.

FOR SALE—At an exceptional bargain, slightly used high-speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeli, Jr., Post Publishing Company, Bridgeport, Conn.

Monthly farm paper, 100,000 circulation, cated Middle West. Price \$25,000. Good portunity. Harris-Dibble Company, New

For Sale—A 46 x 62 Two Revolution Century Four Roller, front fly, 7 or 8 Quarto Press, in excellent condition for High-grade register and fine book work. Offered at an unusual largain prior to removal from present job office; also one ten page latest model Duplex Press. Address "Duganne," care Wanner Machinery Company, 703 S. Dearborn Street, Chicago, Ili.

Publishers' Representatives

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

CONE, LORENZEN & WOOD-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.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chicago.

O'FLAHERTY'S N. Y. SUBURB. LIST, 22 North William St., New York. Tel. Beekman 3636.

PAYNE, G. LOGAN, CO., 747-748 Marquette Bldg., Chicago, Ill.; 200 Fifth Ave., New York, N. Y.; 8 Winter St., Boston, Mass.; Kresge Bldg., Detroit, Mich.

VERREE & CONKLIN, INC., 225 Fifth Ave., New York. Tel. Madison Sq. 962.

ARKENBERG SPECIAL AGENCY, Publishers' Representatives, Classified Advertising Exclusively, 406A Madison Ave., Toledo, O.

WARD, ROBERT E., Brunswick Bldg., New York. Advertising Bldg., Chicago.

The Answer to the Answer

Charles T. Stuart, president of the Surety Coupon Company, of New York, has begun the issue of a four-page house organ entitled the Answer. It's naturally a coupon booster; but, as its name imit is on the defensive from the That's the answer to the Answer.

FARM JOURNALISM SPREADS

Iowa State College Alumni Giving a Decidedly Good Account of Themselves.

Agricultral journalism has a number of new recruits from Iowa State College of Agriculture and Mechanic Arts at Ames, where they had their special prep Ames, where they had their special preparation in the department of agricultural journalism. S. E. Conyueare, who did post graduate work in agriculture and in journalism courses before becoming a member of the journalism teaching staff, has gone to the Orange Judd Farmer at Springfield, Mass., as assistant managing edites. First Kennig will join managing editor. Fred Koenig will join the Kimball's Dairy Farmer staff at Waterloo, Ia., September 1. E. G. Rudolph is on the staff of the Dakota Farmer at Aberdeen, S. D. O. D. Davidson has just gone to the Twentieth Cen-tury Farmer at Omaha. Herman Steen is with the staff of the Des Moines Register & Leader as agricultural writer. Wm. Brand is agricultural editor of a live Iowa country newspaper, the New Hampton Tribune, and Floyd McCray is serving in a similar capacity with the Alton, Ia., Democrat.

In engaging Mr. Steen as agricultural writer, the Register & Leader is entering a new field for a daily newspaper of its size. However, it believes that at least one daily newspaper in an agri-cultural state like Iowa ought to publish agricultural news and information inagricultural news and information in-telligently and sympathetically—some-thing that is rarely done by dailies. Mr. Steen maintains a daily department of live farm news, and into it he puts stuff that has the real farm flavor, and which at the same time is good reading for hypiness and professional men meet for business and professional men, most of whom in Iowa are also interested in agriculture. The New Hampton Tribune and the Alton Democrat are likewise finding that it pays country newspapers to give attention to real country news.

Six Months for Giving U. S. Wrong Tip

Theodore Sington, a British journalist of German parentage, was sentenced on September 1, in Manchester, Eng., to six months in jail for writing for American newspapers matter "calculated to prejudice the relations of the British Government with neutral countries." When are on August 21, Mr. Sington denied that his articles were intended for pub-

BATTLESVILLE, OKLA.—N. D. Welty, who a short time ago was manager of a dry goods store in Junction City, Kan., has purchased the Daily Examiner. Be-fore going to Junction City he was for many years in husiness in Wamego.

CANADIAN PRESS STANDARD OF PRACTICE

(Continued from page 321.)

uniform and published cash discount) should be allowed to any person, firm or corporations of the results of the constant of t

In United States and United Kingdam.

Except as provided in clause (d) of Division III, no commission, rebate, or discount (except a uniform and published cash discount) should be allowed to any person, firm or corporation in the United States or the United Mingdom other than those that are generally recognized as entitled to commission by the press of those countries, lists of which will be published by the Canadian Press Association from time to time; and the commission and cash discount (if any) allowed to such persons, firms and corporations should be uniform in all cases.

Commission to Recognized Canadian Agencies Retreactive-Months.

Upon recognition by the Advertising Committee as an official solicitor of general advertising for the members of the Canadian Press Association, such members as allow agency commission should allow such agency their regular commission on all husiness charged to that agency during the six months prior to the granting of recognition.

Cammissian an Government Advertising.

Special display advertising of Dominion and Provinness according.

The Dominion Department of Trade and Commerce should be considered as in the same class as ordinary commercial advertising as regards the allowing of commission when the husiness is placed through an advertising agency that is recognized as an official solicitor of general advertising for the members of the Canadian Press Association: but official Government announcements, such as "Calls for Tenders," "Mail Contracts," "Homestead Regulations," and "Government Railwap," advertising should be considered as advertising that should be placed direct and should not be subject to agreence commission. subject to agen

Commission on Advertising of Domestic Transportation Lines.

should be allowed on the advertising of domestic transportation lines in No commission should be : Canada, either rail or steamship

DIVISION III .- SPECIAL REPRESENTATIVES.

(This does not apply to saiaried representatives, employees of one publication only.)

Only One in Each City of 50,000 or Over.

Special representatives should be appointed only in cities of 50,000 or more and only one special representative should be appointed in a given city.

Competing publications, published in the same city or town should employ different representatives in a given city in order that such representatives may not be in practice an advertising

Na Cannection With an Advertising Agency.

A special representative should not be the employee of, or have any connection, financial or otherwise, with any advertising agency recognized as an official solicitor of general advertising for the members of Canadian Press Association; nor should any one who has been refused that recognition be appointed a special representative within twelve months from the date of such refusal.

May be Paid Commission ar Salary ar Bath.

A special representative may be paid a commission or the amount of business secured or a salary or both.

DIVISION IV .- CONTRACTS.

DIVISION IV.—CONTRACTS.

Standard Form of Contract Used by Recognized Agencies in Canada.

Contracts offered by advertising agencies recognized as official solicitors of general advertising for the members of the Canadian Press Association should be on the Standard Form of Contract printed as Appendix "D,"

All Agency Contracts Should Confarm to Standard Contract,

Contracts offered by other advertising agencies than those recognized as official solicitors general advertising for the members of the Cauadian Press Association should be made to confin principle to the Standard Coutract.

Unit of Time in Contracts.

Twelve months is the standard unit of time in advertising contracts and contracts for a longer period should not be accepted. The twelve mouths may be calculated from the date of contract, or from the date of insertion audject to cancellation by the publisher if advertising is not commenced within sixty days from date of acceptance.

Contracts far Definite Space at Definite Rate.

Contracts with papers having graded rates should specify both the space to be used and the and the total amount for that space.

Agency Cantracts for One Citent Only.

Contracts of advertising agencies should, in each case, specify the name and address of the client whose advertising is to be inserted under the contract and should not in any case cover the advertising of more than one client. The latter provision is directed at so-called "blanket contracts" with newspapers having graded rates in which an advertising agency stipulates a given amount of space to be used for the advertising of "various clients" with the object of accuring for each client, regardless of the amount of space used, the low rate provided by the publisher for the amount of space, which the advertising agency expects to use on behalf of all its clients.

"Split" ar "50/50" Cantracts.

Contracts offered by advertising agents providing for a division of the charge under the tract between the agency and a local representative of the agency's client, or other third and for the allowing of agency commission on the whole charge should not be accepted.

Variations Between Cantract and Insertian Orders,

Insertion orders received from time to time during the life of a contract should be scrut carefully in order to make sure that they do not call for special position or other privileg provided for in the contract. All insertion orders should hear particulars of position.

Pasitian "Requested."

Contracts at run of paper rates on which position is "requested" with a string that if position cannot be given the advertising is not to be inserted should be invariably refused, as such instructions are equivalent to an absolute requirement of position and under those conditions should be at the rate for the position desired.

Contract Subject to Satisfactary Sale of Product Objectionable.

Contracts that provide for cancellation without short rate obligation if the advertiser is unable procure a satisfactory local agent or if the sale of the product advertised is not satisfactory uld not be accepted.

DIVISION V .- THE CENSORING OF ADVERTISING COPY. Aii Copy Subject to Publisher's Approvai.

All advertising copy should be subject to the approval of the publisher and it is desirable that this should be provided in the contract. (See condition No. 3 of the Standard Contract, Appendix "D.")

Standard for Guidance of Members.

A Standard for the guidance of members has been adopted by the Canadian Press Association and is published as Appendix "E." This standard was intended to be merely an aid to members a reaching a decision as to what advertising may properly be considered objectionable.

DIVISION VI.-FREE PUBLICITY.

Standard for Judging Request,

All matter submitted for free insertion should be judged by the standard of whether it has sufficient news value to justify its insertion as news.

Advance Natices of Socials, Concerts, etc., of Churches and Other Organizations.

Advance notices of socials, concerts, lectures, and other functions of churches, fraternal societies or other organizations, to which an admission fee is charged should be regarded as advertising matter. Advance Natices of Theatrical Companies.

Advance notices of theatrical companies should be carefully eensored as in most cases their news value is only incidental to their value to the theatrical companies as advertising. Some publishers have adopted the policy that the space given to such advance notices should not exceed the polic davertising space. In offices where this plan is followed an exact record should be kept enabling the publisher to check amount of reading matter space against amount of advertising Sporting Events. The line should be more closely drawn between news and advertising of sporting events than the general practice, and sporting organizations and race meetings should be reminded that the sired "swelling of gate receipts" should be secured through paid advertising of the event.

Exhibitian Advertising. Many exhibitions have a news value in certain districts of greater or lesser areas according to the nature and importance of the exhibition, but the publisher, while recognizing that news value, should insist upon payment for matter relating to such exhibitions that is really advertising and for all space desired by the exhibition directors in excess of what may properly be considered proportionate to the news value of the event.

Town Improvement Capy.

Through the news service organizations and other impartial sources the publisher is likely to review all the information concerning the development of various towns, cities and districts that is of news value to his publication. Matters of this kind forwarded by Publicy Boards, Boards of Trade, Press Agents, etc., may properly be considered as intended to advertise the town, city or district referred to and as such its insertion should be conditional upon papent as advertising

DIVISION VII .- GENERAL,

Measuring of Advertisements. An advertisement set in the office of publication should be measured from type to rule and om rule to type; if the advertisement is in the form of a plate supplied by the advertiser it ould be measured end to end of the blase of the plate.

Extension of Credit.

Extension at Gredit.

Credit should be extended only to parties who have established either to the individual member or to the Credit Information Department of Canadian Press Association that credit may be extended to them with a reasonable degree of safety. When a request for credit is received from a general advertiser or advertising agent unknown to the publisher a report should be secured from the Canadian Press Association before credit is extended. Special care should be exercised in extending credit to transient agents for theatrical companies, circuses, etc., and unless there is a certainty of prompt payment cash with order should be the rule. When difficulty is experienced in collecting general advertising accounts against cither advertisers or advertising agents, such accounts should be turned over to the Collection Department of the Canadian Press Association, for collection under the terms governing the work of that department.

Regarding Statements.

Statements should be rendered on the first of each nenth covering all advertising inserted ng the previous mouth.

Circulation Statements.

Statements of circulation should be given on the Canadian Press Association Standard Circulation and Information Form for the class to which a publication belongs and all books and records of circulation should be open for inspection by advertisers or advertising agencies or their eccredited representatives for purposes of verification.

Duty and Express Charges an Advertising Cnts.

Duty and express charges on electros, etc., furnished by an advertiser and advertising agent ald be paid by such advertiser or advertising agent, and if sent "unprepaid" the charges should harged back to the advertiser or advertising agent.

TIPS TO THE AD MANAGER

It is reported that Joseph Campbell Co., manufacturers of "Campbell's Soups," Camden, N. J., will resume newspaper advertising through the F. Wallis Armstrong Advertising Co., North American Building, Pbiladelphia, about Sept. 15.

Frank Presbrey Co., 456 Fourth averrank Presorey Co., 450 Fourth avenue, New York, is placing 10-inch 3-time orders with some newspapers for the American Tobacco Co., "Bull Durham," 111 Fifth avenue, New York.

Dooley Brennan, Chicago, Ill., is making 5,000 line one-year contracts with a few papers for the Cheek Neal Coffee.

The Geo. Batten Co., Fourth Avenue Building, New York, is making up a list of newspapers in which to advertise Ber-lin Laboratory, Ltd., "Intesti-Fermin lin Laboratory, Ltd., "Intesti-Fermin Tablets," 225 Fifth avenue, New York. It is also rumored that Stein Bloch Co., "Stein Bloch Clothes," Rochester, N. Y., will use some newspaper advertising this winter through this agency.

Arthur Woodward, 1476 Broadway, New York, is placing classified advertising orders generally.

It is rumored that the American Safety Hair Cutter Co., Safety Razor, Pitts-burgh, is contemplating using some news-paper advertising through the Albert P. Hill Co., First National Bank Building, Pittsburgh.

Lord & Thomas, Mallers Building, Chi-ago, handle all advertising matter for Fort Dearborn Hotel, Chicago.

The Scheck Advertising Agency, 9 Clinton street, Newark, N. J., is placing orders with a few selected newspapers for the Right Out Corn Remedy Co., Newark, N. J.

Husband & Thomas Co., 25 E. Washington street, Chicago, wish to know advertising rates in Pennsylvania papers.

Tracy-Parry Co., Lafayette Building, Philadelphia, is placing classified orders with newspapers that have a poultry

Cheltenham Advertising Agency, 11 East 36th street, New York, is making contracts for one insertion of three col-umn ads with newspapers in selected sec-tions for Triangle Film Corporation, New York. They are also placing orders with some Pennsylvania newspapers for the Feature Film Corporation, New York.

The C. Ironmonger Advertising Agency, 20 Vesey street, New York, is renewing contracts with newspapers in selected sec-tions for Bass, Rateliff & Gritton, Ltd.. "Bass Ale," 90 Warren street, New York.

The John O. Powers Co., 11 West 25th street, New York, is making contracts with Buffalo and New York newspapers for Ward & Ward, Inc., "Ward's Bread," Atlantic avenue, Brooklyn, N. Y.

Lord & Thomas, 341 Fifth avenue, New York, are placing one time advertisements with a selected list of newspapers for Rogers, Norton & Co., Financial, 43 Exchange Place, New York.

New Orleans States

Sworn Net Paid Circulation for 6 Months Ending March 31, 1915

33,796 Daily

Other evening paper LOST.......7,878 copies
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium. Circulation data sent on request.

THE S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives St. Lonis

Perry-Hanly-Schott Advertising Co., Commerce Building, Kansas City, Mo., is inquiring for rates of advertising in newspapers on 5,000 and 10,000 lines for Mo.,

H. H. Walker, 303 Fifth avenue, New H. H. Walker, 303 Fifth avenue, New York, is placing orders with New York State and New Jersey newspapers for the Acme Sales Co., "Dress Form," 500 Fifth avenue, New York.

H. E. James Advertising Agency, 616 Stephen Girard Building, Philadelphia, is making some new advertising contracts for Wm. R. Warner & Co., "Dr. Sloan's Liniment," 639 North Broad street, Philadelphia, is a contract of the co

R. Guenther, Inc., 25 Broad street, New York, is placing contracts for 5,000 line advertisements with a few selected news-papers for R. Newman, medical concern, 36 East 3d street, New York.

Chesman, Nelson & Co., Times Building, Chattanooga, Tenn., are placing 2½ inch advertising orders for 39 times with a few Southern newspapers for Cawthorn Coleman, Selma, Ala.

E. E. Vreeland, 344 West 38th street. R. E. Vreeland, 344 West 38th street, New York, is making contracts with Ohio and Pennsylvania newspapers for the Crown Corset Co., "Rengo Belt Corsets," 170 Fifth avenue, New York.

V. Martin Kelley Co., Second National Bank Building, Toledo, O., is placing 10,000 line contracts with some Western newspapers for the Enger Motor Car Co., Cincinnati, O.

The Englander Spring Bed Co., "Englander Wit-Edge Bed Spring," Brooklyn, N. Y.; Chicago and San Francisco, is placing its newspaper advertising through Levin & Bradt Advertising Agency, 1269 Broadway, New York.

W. L. Douglas Shoe Co., Brockton, Mass., is renewing advertising contracts with newspapers wherever contracts have expired.

It is reported that J. H. Cross Co., 1524 Chestnut street, Philadelphia, will send out orders to newspapers within a few weeks for the Genuine Haarlem Oil Mfg. Co., 194 Water street, New York.

The Cowen Co., 50 Union Square, New York, is placing copy on contracts for the Lorillard Tobacco Co., "Egyptiene Luxuries Cigarettes," Jersey City, N. J.

Wendell P. Colton, 165 Broadway, New York, is placing some advertising copy with newspapers for the Southern Pacific Co., 165 Broadway, New York.

J. Walter Thompson Co., 44 East 23d street, New York, is again placing new advertising copy for Edw. Lassere, "Wincarnis," 400 West 23d street, New York.

Matos-Menz Advertising Co., Bulletin Building, Philadelphia, is making some new advertising contracts for Eckman Mfg. Co., Sixth and Market streets, Philadelphia

It is reported that the Indian Film Co., Chicago, is making contracts with some Western newspapers through the Nichols-Finn Advertising Agency, 222 S. State street, Chicago.

New York Papers Improve Ad Record

The August figures show that 17 daily newspapers in New York City have emerged from the red and are now in the blue, to use a well worn trade expression. The volume of advertising in the entire 17 newspapers in the month of August, 1915, was 6,532,588 lines, as compared with 6,379,914 lines in 1914. The August figures for 1915 show an The August figures for 1915 show an increase over 1912 of about 8,000 lines, whereas August, 1915, shows a decrease of about 350,000 lines from the figures for August, 1913. Seven newspapers of about 350,000 lines from the figures for August, 1913. Seven newspapers show increases ranging from 15,000 to 65,000 lines. Ten newspapers show de-creases ranging from 3,000 to 25,000



"ABOVE BOARD CIRCULATIONS" (ABE



The following newspapers are members of the Audit Bureau of Circulations and grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed. tributed.

ALABAMA.

NEWS

NEWS

Average circulation for 1914: Daily, 36,235;
Sunday, 37,762. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.

CALIFORNIA.

BULLETINSan Francisco THE PROGRESS......Poinons

GEORGIA

JOURNAL (Cir. 57,531)......Atlanta CHRONICLEAugusta

ILLINOIS.

HERALDJoliet STAR (Circulation 21,589)......Peoris

IOWA.

REGISTER & LEADER......Des Moines EVENING TRIBUNE.....Des Moines Essentini to covering Des Moines and vicinity. THE TIMES-JOURNAL......Duhnque

KENTUCKY.

MASONIC HOME JOURNAL.....Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.

LOUISIANA.

TIMES PICAYUNE.....New Orleans

MICHIGAN.

PATRIOT (No Monday Issne)......Jackson Average three months ending March 31, 1915: Dully, 11,349; Sunday, 13,104. Member "Amer-ican Newspaper Pub. Ass'n." "Gilt Edge News-papers," and A. B. C.

MINNESOTA.

TRIBUNE, Morning and Evening....Minneapolis

MISSOURI.

MONTANA.

MINERButte
Average dsily, 11,684; Sunday, 17,971, for 3
months ending March 31st, 1915.

NORTH CAROLINA.

NEW JERSEY.

PRESS (Circulation 7.945) Asbury Park

NEW YORK.

COURIER & ENQUIRER......Buffalo
IL PROGRESSO ITALO AMERICANO.New York

NEBRASKA.

OHIO.

 PLAIN DEALER
 Cleveland

 Circulation for August, 1915:
 133,228

 Sunday
 163,587

REGISTERSandusky
The most widely rend daily published in
Northern Ohio between Cleveland and Toledo.

PENNSYLVANIA.

TIMESErie
DAILY DEMOCRATJohnstown

SOUTH CAROLINA.

DAILY MAIL.....Anderson

SOUTH DAKOTA.

The Sloux Falls Daily Press is the medium that reaches the people in the towns and in the country. Largest Sunday paper of any town its size nnywhere. G. Logan Payne Company, New York and Chicago.

TENNESSEE.

BANNERNashville

TEXAS.

Over 80% city circulation to regular subscribers by carrier. The "Home Paper" of Sonth Texas, 30,000 guaranteed.

TELEGRAMTemple
Net pnid circulation over 6,000.

UTAH.

HERALD-REPUBLICAN......Snlt Lake City

VIRGINIA.

WASHINGTON.

POST-INTELLIGENCERSeattle

CANADA.

ONTARIO.

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.

ILLINOIS.

.....Chica go SKANDINAVEN

INDIANA.

THE AVE MARIA.....Notre Dame

NEBRASKA.

NEW YORK.

ROLLETTINO DELLA SERA......New York

PENNSYLVANIA.

New York Advertising Situation

Figures showing what has happened since January first, as compared with the previous year.



leads them all in gains

(Figures compiled by Statistical Dept. Evening Post.) January 1 to August 31, inclusive. Agate lines.

Evening Papers (6 days a week)

1			
1915	1914	Gain	Loss
The Globe 3,283,9	75 2,608,353	675,622	
The Journal 4,358,2	265 4,500,309		142,044
Evening World. 3,347,6	3,695,139		347,469
Evening Sun 3,019,8	337 2,620,353	399,484	
Evening Mail 2,771,0	59 2,799,424		28,365
The Telegram 4,245,5	31 4,276,842		31,311
Evening Post 2,157,7	791 2,311,520		153,729
Totals		1.075.106	702,918

Morning Papers (7 days a week)

	1915	1914	Gain	Loss
American	5,455,189	6,034,414		579,225
Herald		6,130,519		957,032
Press	1,318,119	2,116,490		798,371
Sun	2,302,979	2,529,929		226,950
Times		6,127,289		120,784
Tribune	1,948,673	1,682,542	266,131	
World	6,620,351	7,364,959		744,608
Totals			266,131	3,426,970

Net **gain** evening newspapers...... 372,188 lines Net **loss** morning newspapers...... 3,160,839 "

Conclusive proof that advertisers get best results from the evening newspapers which are taken to the home.

The Globe proves results for advertisers just the same as it proves its circulation.

O'MARA & ORMSBEE, Inc.

CHICAGO Tribune Bldg. NEW YORK Brunswick Bldg.