

REPORTS OF A. A. C. W. AND I. C. M. A. CONVENTIONS

# The Editor & Publisher

## and The Journalist

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

Vol. 48, No. 3

NEW YORK, JUNE 26, 1915

10 Cents a Copy

LIBRARY,  
OHIO STATE UNIVERSITY

## REACHING WOMEN

If you want to tell your story to women consider these facts about The Chicago Daily News:

The Daily News is an evening newspaper, and is brought home to the wife at night instead of being taken away from her in the morning.

The Daily News has a larger circulation in Chicago, and a larger *home delivered* circulation, than any other newspaper.

The Daily News is read in more well-to-do homes in Chicago than any other newspaper. (Our house-to-house canvass of Chicago proves this.)

The Daily News prints over a million lines more dry goods and department store advertising every year six days a week than any other Chicago newspaper prints in seven days. (Department store advertising is directed to women.)

The Daily News prints more musical instrument advertising (pianos and talking machines) six days a week than any other Chicago newspaper prints in seven days. (Pianos, victrolas, pianolas, etc., are bought by women, and well-to-do women.)

The Daily News offers you an opportunity to tell more Chicago women about *your* goods than any other newspaper.\*

## THE DAILY NEWS

OVER 400,000 A DAY

\* Don't forget that The Daily News is also the leading market place for men. It prints in six days, more advertising of the three largest stores selling *men's* clothing exclusively, than any other Chicago paper prints in seven days.

# Some angels and A few devils plain mortals



If you buy a pair of shoes advertised in The New York Tribune today and find them coming apart next week, you can go direct to the merchant and say, "Look here! These shoes aren't worth what I paid for them. I want a new pair or a refund of what they cost me." Or you can come direct to The Tribune office, either before or after you visit the merchant. If he doesn't make good, we do.

In any event you will get either a new pair of shoes or complete reimbursement for everything except the time wasted.



Now, that is a reasonably satisfactory transaction so far as it goes. Clearly it is much more satisfactory than having the merchant put you out in the street and throw the unfortunate shoes after you. There are those of us who believe it is the nearest approach to a remedial measure that has ever been applied to misleading advertising.

But still it is merely a remedy at best. It is a good deal like a doctor who sits in his office on the Glorious Fourth ready to apply salve to all comers. He may soothe any number of powder-burned fingers, but while he is swathing Willie Jones in anti-septic gauze Tommie Smith may be having an eye blown out around the corner. The citizen who made the first move for safe and sane Fourth of July legislation healed more burns and saved more eyes than all the doctors in the country.



The Tribune guarantee is a mighty effective remedy, but it's not a cure.

This has been realized in The Tribune office since the adoption of the guarantee. It was brought home with increased force when Samuel Hopkins Adams's first series of articles gave a great many people who

had kept their ideas bottled up an opportunity to uncork their sentiments.

Mr. Adams could have gone on listening to complaints and writing articles about the most conspicuous cases of fraud until the pen fell from his aged fingers. But there is excellent precedent for the fact that one small voice crying in the wilderness may go unheard for a considerable period. The New York Tribune isn't ready to wait for several centuries to get its guarantee across.

The element lacking was permanence. Permanence meant records to prevent going over the same ground an unnecessary number of times. It meant an organization of experts, trained in a variety of lines of commerce, ready and able to spend a day or a month or a year, if necessary, following up a complaint typical of a class and determining its causes.

Now, it ought to be clearly understood that all crimes against the credence of newspaper readers are not caused by a cold-blooded decision on the part of the advertiser to hoodwink the public. Advertisers aren't all either lily white angels or sable devils. An appreciable percentage of them are mortals with souls of dappled gray.



The owner of a business may be sincere in his desire to be decent, but he starts devoting most of his time to financing and leaves the advertising to an assistant, keen to make a record. Unfounded enthusiasm creeps into this concern's advertising and customers are misled. That owner would be glad to have some one say to him:

"Mr. Brown, your store is falling into the same habits that brought ill repute to Dobbins & Co. Why not give your advertising a little closer scrutiny? We've had twelve complaints about statements made over your name in the past week."

Business life today contains a wealth of material on the subject of what might be called the ethics of merchandising. It all can be classified, ticketed and filed away in the card index.

This is precisely what is now going on in The Tribune office. A permanent Bureau of Investigations has been established. After

July 1st it will be open for business to the public. Its services are at the disposal of the merchant and the purchaser alike.

For the position of director of this bureau a man of unusual experience has been chosen. He is Mr. C. E. La Vigne, who comes to The New York Tribune direct from the Federal Trade Commission in Washington. As a government investigator Mr. La Vigne has travelled from one coast to the other, talking to manufacturers, wholesalers, retailers, department store owners, managers and clerks. He has learned at first hand the difference between a crook in the private office and a careless blonde at the counter.

This bureau has already discovered many intensely interesting things. As its mail grows heavier it will doubtless discover many more.

To Mr. Adams falls the task of acting in an advisory capacity to this bureau and putting into words the most significant of its findings. Many of these words will be answers to questions put to the bureau.

For this purpose a new department has been created. It is to be called "The Advisor." It will appear on the last page of The Tribune, beginning June 28th.

Questions upon any advertisement appearing anywhere may be asked of Mr. Adams by any one into whose hands a Tribune comes—any one who signs his name and address. The communications of Constant Reader, Pro Bono Public and Stung will not be read.



A correspondent's confidence will never be violated, but the source of every question must be known.

When Mr. Adams first started to write his articles for The New York Tribune he asked, "How far can I go?" We answered, "The sky's the limit!" When Mr. La Vigne began digging up his facts for the Bureau of Investigations he asked, "How deep shall I go?" We answered, "Straight through to China!" Between the boundaries of their work lies the whole business world. How much of what they know—or can find out—is valuable to you as an advertiser? Let them show you.

# The New York Tribune

*First to Last—The Truth: News—Editorials—Advertisements*

# The Editor & Publisher

## and The Journalist

Vol. 48, No. 3.

NEW YORK, JUNE 26, 1915.

10 Cents a Copy.

## TRUTH KEYNOTE OF BIG AD CLUB CONVENTION

Advertising Host Captures Chicago with Flying Colors—Sunday Morning Delegates Fill Church Pulpits—Convention Adopts Sustaining Membership Plan—Advertising Pageant a Big Success—Newspaper Division Organized—Philadelphia Next Convention City—Herbert S. Houston Elected President

(Special Correspondence.)

CHICAGO, June 21, 1915.

President William Woodhead, that tall, angular San Franciscan, who looks something like Woodrow Wilson, called the convention of the Associated Advertising Clubs of the World, Chicago, June 20, to order at 10:24 o'clock Monday morning without a gavel—but he wasn't without one very long.

The first man to face the convention was Delegate R. E. Murphy, of the Manila (P. I.) Ad Club, introduced as one of the men who had journey far to forgather with the world's advertisers and advertising men. Mr. Murphy expressed the felicitations of his fellow club members to the convention, and on their behalf presented Mr. Woodhead with a silver-mounted gavel of camego wood.

"It was made by a head hunter," explained Mr. Murphy, "now civilized, fortunately, and turned to more civil enterprises than methodically lopping off the heads of his companions."

"I am eager to accept this gavel," responded President Woodhead, "and convey my respects to the head hunter. We're in the same vocation. I'm a head hunter myself, a hunter of heads with roomy upstairs—we need them in the advertising business."

And there you are.

### PRESIDENT WOODHEAD'S ADDRESS.

President Woodhead rang the bell and struck the keynote of this greatest of all advertising conventions. He epitomized what was to follow in the reports of the various chairmen of committees and in the address of the president himself. He's a head hunter; that tells in a word his ambitions and reveals the spirit which has been behind the leaguing accomplishments of his organization.

The convention got down to brass tacks in a jiffy. There was an ovation for Lieutenant Governor Barratt O'Hara, a Chicago reporter, honored by the citizens of his State. He welcomed the delegates in behalf of Governor Edward F. Dunne. Mayor William Hale Thompson brought the delegates upstanding and cheering. He presented to them the keys of the city.

Then came the head hunter, President Woodhead, with his annual message to the assembled conclave of advertising-dom. He gave an account of the activities of his own head and the heads of those he has gathered about him. He emphasized one imperative demand. The Associated Advertising Clubs of the World must have more money to prosecute its fight in defense of its great motto—"TRUTH."

President Woodhead's address will be found elsewhere in this issue.

The report of Lewellyn E. Pratt, of New York, chairman of the National Educational Committee, which followed,

was listened too with interest and applause.

"Great credit," said Mr. Pratt, "is due the newspapers and magazines in forwarding the work of education as regards advertising and the integrity of it. The committee on research, the child of Mac Martin, has built for itself an enduring monument. It has discovered for us new fields in abundance.

"Frank Stockdale's course of lectures, an adjunct of this committee, has done much to place advertising in a favorable light before the public. His plan was tried as an experiment, and it has proved a success. Twenty-two clubs, from Hartford to Dallas, have signed up for the five lectures. Only the first lecture has been delivered at most of the clubs, and it is conceded that that one has been worth the price of the course.

"Thus we have the beginning of a popular lecture course which is not to be exceeded by any Chautauqua on earth. It's great for the small towns—but I oughtn't to call them small towns, for they aren't. For instance there is Neosho, Mo."

A wild demonstration from the gallery proved that the Neosho Advertising Club was much in evidence.

"Neosho," continued Mr. Pratt after the uproarious interruption, "has been put on the map by her ad club, led by the indomitable President McGinty."

More cheers from where the others came from.

"Frank Leroy Blanchard," the speaker went on, "chairman of the Committee on Schools and Y. M. C. A.'s, has done a wonderful work. He has started things off in the right direction in his report, which will be read and considered later, with the declaration that advertising should be taught in every public school. It's as indispensable as mathematics, says Mr. Blanchard, and he's right.

### HOUSTON'S NAME CHEERED.

"Chairman Houston"—The speaker's voice was lost in a demonstration started by the Texans at the mention of the name of their favorite son who is a candidate for the presidency of the association. The ovation became general, and lasted for a minute or so.

### LARGE SALE OF AD BOOKS

"Chairman Houston, of the Committee on Publication," reiterated Mr. Pratt, "has been spreading the gospel in the right way by the distribution of books on advertising. He has sold 8,000 copies of 'Advertising as a Business Force,' 25,000 copies of 'Selling the Consumer' and 2,000 copies of 'New Business.' Besides the value derived from the dissemination of the gospel in these books the money raised goes a long way in our evangelical campaign."

Secretary and General Manager F. S. Florea submitted his annual report show-

ing no great changes in the conduct or standing of the club's physical affairs within the past year. Twenty new clubs have joined the association and thirty-two have left it, five of which were transferred to departmentals. The total individual club membership on June 1 was 10,200 as against 10,678 on June 1, 1914. The addition of departmental membership, authorized under the new constitution adopted last year, brings the total membership up to 10,900.

Lieut.-Gov. O'Hara, who welcomed the ad men in behalf of the Governor, spoke to them with a sympathetic understand-

### WELCOME BY LT-GOV. O'HARA.

ing. Mr. O'Hara is a newspaper and advertising man by vocation and a statesman and reformer by avocation. He has been a power for good as presiding officer of the State Senate in expediting bills for clean advertising. He was too modest a man to mention his share in the work.

"No convention could be more welcome to Chicago," said he. "You gentlemen surround industry with idealism and combat the forces of evil. Our legislature has caught the spirit of your aims. During the past session it has passed a bill aimed at fraudulent advertisers. This bill says no man or no merchant can sell something for \$49 and say it is marked down from \$50 unless that actually is the fact. You gentlemen are responsible for this. You have stood for prosperity and an honorable prosperity."

### PRESIDENT PORTER'S WELCOME.

President Porter of the Advertising Association of Chicago responded.

"I re-echo the sentiments of the Lieutenant Governor," said he, "in welcoming you to Chicago and crediting you delegates for the work you have done in the name of clean and sane advertising. This time we're going to get our message across to the general public. Advertising, that dynamic force of publicity, is to be denied the unscrupulous."

George W. Coleman, of Boston, former president of the association, told how the first ad man's club that ever saw the light of day was born in Chicago.

"They called it the Agate Club," said he, "and it had a hard fight of it. It was composed of Chicago magazine men. Chicago and Chicagoans have been a dominant factor in organized advertising. Due to their optimism and persistence, clubs have stuck together through thick and thin and this gathering has been made possible."

Mayor Thompson, "Big Bill," came late, after they almost had given him up. Duties in the city hall had detained him, and he shouldered out onto the stage quite unannounced in the midst of proceedings. The ad men rose and gave him a rattling ovation.

"It pays to advertise," said he. "I in-

tend to prove it by advertising Chicago. Chicago by right is the nation's greatest summer resort. If she doesn't realize her right through advertising I'm not Bill Thompson."

John Hart, of London, represented the British advertisers. He conveyed the regrets of his compatriots kept away from the convention by the sterner business of war.

"But we are with you in ideals and in spirit," said Mr. Hart, "and the lessons learned and progress marked at this great meeting shall not be lost to the people of Britain. The message will travel overseas to inspire and impress us."

Mr. Hart presented a letter from Sir William H. Lever, of London, conveying the formal felicitations of the British advertising men. "What we lack in numbers at this convention," Sir William wrote, "we make up in what we think of you. Advertising has raised an army for England and kept it in funds."

The Toronto delegation received Mr. Hart with enthusiasm, and before he spoke paraded their flag to the stage. The flag was given to the Toronto organization last year by the optimists of Great Britain.

The Indianapolis Newsboys' Band furnished music and accompanied the various delegations who had their songs. The strains of "Hail, Hail, the Gang's All Here," brought this from the Philadelphia crowd:

"Hail, Hail, the gang's all here.  
Three cheers Chicago!  
Three cheers Chicago!  
We're from Philadelphia-I-A!"

### MONDAY AFTERNOON SESSION.

Bishop Warren A. Candler of Georgia, chancellor of Emory University at Atlanta, addressed the afternoon session on "Commerce and Christianity." The eloquent Southerner kept the 3,000 adders who attended the sessions on their toes with his epigrams.

"I like to talk to business men," he announced with candor. "They have sense."

"It's not big business but bad business that we should fear. Big commerce must be dominated by big Christianity. Advertising men are the heralds of the court of commerce and the harbingers of trade and I admire them for the motto they have chosen—Truth."

"I don't know whether the editor of the Wall Street Journal is regularly licensed to preach, or if he has had any manner of ecclesiastical ordination, but I do know that last week he preached a most powerful sermon when he said."

"A nation wide spiritual revival gives better promise of future business than any law the legislative branch of our government can put upon the statute books or the department of justice can enforce."

(Continued on page 5.)

## AD MEN PREACH THE GOSPEL OF TRUTH

**Convention Delegates Occupy the Pulpits of Fifty Chicago Churches**  
**—Twenty-five Thousand People Hear Them Speak—**  
**Sunday Afternoon Mass Meeting Brings Out**  
**an Enthusiastic Crowd**

(Special Correspondence.)

CHICAGO, June 21.—Twenty-five thousand church-going Chicagoans heard the preachers of truthful and conscientious advertising expounded from fifty pulpits in city and suburban churches Sunday morning. Traffickers in advertising—influential editors, publicity men, newspaper men and executives of great business enterprises where it has long been realized that advertising is the bread and butter of commercial expansion—not only defended but exalted their wares.

Truth! That was the text and the watchword. It had the proper punch behind it.

The ad men pictured the public taste as changed since the day of the late Phineas T. Barnum, assuming that the sage was correct in his surmise when he bespoke the popular delights of being humbugged to a fare-you-well.

The speakers drew their hearers into closer touch and understanding with the directing motives of the great convention. They made converts, those lay evangelists did, to the belief in advertising. Uneasy doubts, born back in the darker days when so many forms of publicity exploitation were rightly regarded with askance, and which have overstayed their time, were precipitously dispelled.

### MADE A DEEP IMPRESSION.

Twenty-five thousand people—the kind of folks advertisers most want to reach—went back to the Sunday quiet of their homes to think over some remarkable truths. And those truths had come from pulpits, which was doubly impressive. The Sunday meetings were a great thing for organized advertising.

The newer ideals of advertising were expatiated upon. The speakers showed what organized advertising already has accomplished. Telling points were made of the fight on quack medicine ads, spirituous liquor ads and of the laws advocated and passed curbing the promotion of wildcat schemes through advertising. The value of church advertising, of course, was touched upon.

Here are some of the speakers and the pit of their addresses:

Edgar T. Welch, secretary and treasurer Welch Grape Juice Company, Westfield, N. Y.; Austin Methodist Church.—A recent advertisement has this quotation: "Giving all we can for what we get, instead of getting all we can for what we give." That is the fundamental idea back of all business. Successful business has a heart and soul.

Stewart Anderson, president Publicity Club, Springfield, Mass.; All Souls Church, Lincoln Center, Oakwood boulevard and Langley avenue.—Advertising is the pathbreaker and wayshower. It's the ancient legal maxim, "Caveat emptor." "Let the buyers beware," that is criminal. Today's motto is "Let the buyer trust." The public ought to know what the advertising men have done towards driving out the foul, treacherous and dangerous medical advertising.

Joseph H. Ansel, advertising manager John Wanamaker, New York; Woodlawn Presbyterian Church, Kimball avenue and 64th street.—Advertising is the language of business, its word, its expression. May God so sanctify business that the human forces expressed by it may carry out their sacred mission and redeem the world which is at war—a business war.

### A POTENT POWER.

C. A. Brownell, advertising manager Ford Motor Company, Detroit; Second Presbyterian Church, Michigan avenue and 20th street.—Advertising is too potent a power in human endeavor to be left in the hands of dishonest and immoral forces. The victory for clean advertising is nearly won.

Robert L. Burch, publisher Southern Woman's Magazine, Nashville, Tenn.; La

Salle Avenue Baptist.—No other business organization as such, except the advertising class, has taken for its emblem "Truth."

Joe Mitchell Chapple, editor National Magazine, Boston; South Park Methodist Church.—No other vocation has dealt so intimately with the "things which are not" as the advertising companies. The awakening of high ideals and conscience in business has already brought to naught the things which are. It is to deal with these things that the body of advertising men have set, recognizing that the genius of the age is business and the genius of business is exploitation, but that all the genius of enduring commercial triumph is naught without the spirit of truth.

### ADVOCATES CHURCH ADS.

Truman A. De Weese, director of publicity for the Shredded Wheat Company, Niagara Falls, N. Y.: First Presbyterian Church, Grand boulevard and 41st street.—Why should a church which cost \$50,000 have empty pews on Sunday morning? Why not use the newspaper to make the public familiar with all of the agencies that are maintained in the name of Christ and in the interest of decency and religious conduct? A church that really wants to be on the firing line, and not a receptacle for fossils, should pay space in the daily papers and should pay for it.

William R. Malone, president Postal Life Insurance Company, New York; New First Congregational Church, Ashland and Washington boulevards.—Advertising organizations founded on truth are aids to the church. The press not only conveys ideas, it generates them. The printing press conquers where the sword has failed.

Mac Martin, president of the Mac Martin Advertising Company, Minneapolis; Second Congregational Church, Oak Park.—Twentieth century business is constructed on the principle that no exchange is a profitable exchange unless it benefits both parties.

### A NEW ERA IN ADVERTISING

Charles W. Mears, advertising manager Winton Motor Car Company, Cleveland; Third Presbyterian Church, Ashland boulevard and Odgen avenue.—For 1900 years, and perhaps longer, men have known mentally that it was morally wrong to defraud another and yet in practice for most of that time they have considered it wise and clever to take advantage of the other fellow in a business deal. Today it is becoming possible to believe what the advertiser says.

Ren Mulford, Jr., vice-president of the Blaine-Thompson Company, Cincinnati; Western Avenue Methodist Church.—Advertising has been the Aladdin's lamp which brought to the farmer delights that a decade ago were dreams which seemed impossible of fulfillment.

E. S. Ralph, advertising manager American Seeding Machine Company, Springfield, Ohio; Woolley Memorial Methodist Church, 56th street and Indiana avenue.—The advertiser who misrepresents, who lies about his goods, is a rank idiot. He may succeed for a time, and he does, but he cannot hope for permanent success.

C. C. Rosewater, general manager Omaha Bee; Belden Avenue Baptist Church.—Advertising has forced the manufacturer of food products to clean up. Advertising hastens the downfall of the liar.

Roy B. Simpson, vice-president Fisher Steinbrugge agency, St. Louis; Jackson Boulevard Christian Church.—Honest advertising laws are now effective in twenty States. This legislation will soon be operative in all States, and it is believed congress will soon give us a national law against fraud in advertising. The business man who sincerely tries to live

in harmony with God's plan of life cannot be a failure.

Francis H. Sisson, vice-president H. E. Lesan Advertising Agency, New York; Normal Park Presbyterian Church, Yale avenue and 71st street.—By truth the advertising men do not simply mean the statement of facts. There is often a wide difference between the truth and the facts. Facts may be used to pervert truth and to lead to false conclusions. The thought of human brotherhood is the guiding motive of all our organizations.

Tim Thrift, advertising manager American Multigraph Sales Company, Cleveland, Ohio; Waveland Avenue Congregational Church.—The public is fundamentally sound in its thinking. It never stays fooled on anything long, P. T. Barnum to the contrary.

### SUNDAY'S BIG MASS MEETING

**President Woodhead and Joseph E. Davies Deliver Eloquent Addresses in Auditorium Theatre.**

"Co-operation, not coercion, is bringing about 'truth in advertising'" was one of the striking sentences of President Woodhead's address at the great inspirational mass meeting in the Auditorium Theatre Sunday afternoon.

"Everywhere I go I see evidences of this," he continued. "There is hardly a city or town in the United States or Canada where you cannot find some evidence of this movement for better cleaner advertising, for 'truth in advertising.'"

The president spoke to an audience of about four thousand following a superb musical program by the Chicago Grand Opera Orchestra, under the direction of A. H. Nussbaum, assisted by the Chicago Mendelssohn Club, led by D. A. Clippinger, with Miss Alice R. Deal at the organ. Some of the numbers were: "Andante Cantabile," Tschaikowsky; "Festival March," in C, Calkin; "Prayer of Thanksgiving," Kremser; "The Lost Chord," Sullivan-Brewer.

### AD LAWS IN TWENTY-NINE STATES

"We now have laws against dishonest and misleading advertising in twenty-nine States, and special ordinances in many cities in this country," said Mr. Woodhead, "and all because we have won the confidence and co-operation of the business men and of most of the newspapers and periodicals. They are beginning to see that 'truth in advertising' is something more than a mere preaching, that it stands for a great business principle, not merely because it is right, but because it is the only basis for successful business; because the only way to make advertising effective is to make it believable."

"The people are beginning to see that the greatest evil in the business world is the grafter, the faker and the quack, and to realize that the more money this class of advertisers spends in publicity the greater the loss sustained by every man, woman or child. Every bogus advertisement printed weakens the pulling power of all advertising because the faker and the publisher have taught people to distrust all advertising."

"The skeptic points to numbers of newspapers still reeking with rotten, unclean and fake copy. I grant that many, too many, of our newspapers and other advertising mediums have failed utterly to see the writing on the wall. But I prefer to look at the rapidly growing number of newspapers that have cleaned up, or that are trying to clean up, and I am thankful to say that there are enough of them coming along every day to keep you occupied."

### STANDARDS OF PRACTICE

"I like to think of the newspaper standards of practice adopted at Toronto, among which the following was unanimously accepted:

"It is the duty of the newspaper to protect the honest advertiser and the general newspaper reader as far as possible from deceptive and offensive advertising, and to accept no advertising which is antagonistic to the public welfare."

"When this article was adopted one of the oldest newspaper publishers in the country said:

"This is the greatest step forward that the press has taken in my recollection. At the beginning of the newspaper business it was thought to be legitimate to publish anything that anybody offered that would go through the mails. The public conceived the notion that you were obligated to publish everything that was not against the law. The idea now prevails that the publisher should be responsible for what goes into his columns. This means a fuller confidence on the part of the public in all kinds of newspapers and public confidence to a great newspaper is worth more than buildings, type, presses, franchises, etc."

"Times have changed. They used to say 'Business is business' to cover questionable practices or transactions. 'Business is business' today when it enables a man to build up a success through honest methods; when it enables him to deliver the goods or services that will help and serve and make happier his fellow-man.

### HONESTY THE ONLY POLICY

"Honesty is no longer the best policy; it is the only policy, and the man who does not recognize this is a fool as well as a knave. As a result of the intense earnestness which has grown out of the early enthusiasm of our associated clubs it can safely be said that advertising has acquired a new strength and a new dignity. American business is facing a better day, the national conscience has been quickened, with the result that sincerity and honesty pay bigger dividends than ever before."

President Woodhead was followed by the Honorable Joseph E. Davies, who spoke as the personal representative of President Woodrow Wilson, and gave initial utterance to the policies that shall dominate, or rather animate, the new Federal Trade Commission of the United States, of which he is the first president.

### MR. DAVIES' MESSAGE

Mr. Davies, in a full, rich, round voice, spoke eloquently of the silent man in the White House, who typifies by his simple pure Americanism the aspirations of the citizenship of this great republic. His remarks were enthusiastically received, and at the conclusion of his address he was given a rising vote of thanks and a message of appreciation to his chief. He said in part:

"Advertising is that agency in commerce which creates public opinion in business. It is fertile with blessings to the public. It is also fraught with possibilities of fraud, deception and great wrong. It is one of the most important factors in the cost of distribution, and it is of the keenest interest to the public.

### DISHONESTY ITS OWN REWARD

"Advertising affords a field wherein keenness, initiative and enterprise command great rewards. In no avenue of business does dishonesty afford speedier and more substantial financial gain. It is under such conditions and in such a field that you have organized these associations, with the word 'Truth' as the index of your purpose and the guide of your course.

### MORAL PURPOSE EVIDENT

"It is to the credit of your profession, and to those connected with the enterprises of this organization, that you have found, within your own spirit, the initiative and moral purpose to base your business activities upon the principle of righteousness, as well as upon the rule of profit, by exacting and demanding truth as the basis of advertising enterprise, and by exacting and demanding honesty in circulation statements, rectitude in merchandising, and truth in the advertising itself.

"The purpose of the Federal Trade Commission is not to harass, but to help—not to make a legalistic record, but to bring relief and aid; and to efficiently serve the public interest and to bring 'first aid' to the competitor injured before the patient is exhausted by long drawn-out technicalities of legal action. The essential thing is the accomplishment of the effective protection of the public and of business itself against unfair methods of competition, with due regard to the rights of all, as speedily and as easily as possible."

## NEWSPAPER DEPARTMENTAL ORGANIZED

**One Hundred and Twenty-five Representatives Form Body and Adopt Standard of Practice—Dues to Be \$10 a Year—Many Important Topics Discussed By Prominent Men.**

By far the most successful meeting of newspaper men ever held in connection with the convention of the Associated Ad Clubs Movement took place Tuesday in the large meeting room at the south end of the ninth floor of the Auditorium Hotel, with William H. Field presiding.

The attendance was much greater than last year, there being one hundred and sixty in the room at the first session including many important newspaper men and representatives who took an active part in organizing the newspaper departmental, with a new standard of practice introduced by Frank D. Webb, and a constitution proposed by A. E. Chamberlain.

The keynote of the sessions was business and this was manifest in the orderly way in which the work of the conference was conducted. It was apparent that the chairman and his committee had given a great deal of thought to the subject of the conference.

The newspaper men began to arrive at 10 a. m., and from that hour until 11 o'clock, when the conference was called to order the time was occupied in registering, meeting old friends and making new acquaintances.

### MR. INGERSOLL'S STIRRING TALK.

W. H. Ingersoll, marketing manager of Robert H. Ingersoll & Brother, New York City, representing the National Commission and the Executive Committee, speaking to the topic, "Why Newspapers Should Become More Closely Affiliated with the A. A. C. of W.", gave utterance to some straight-from-the-shoulder talk that made a favorable impression.

Mr. Ingersoll said he had been very much impressed with the address of Hon. Henry D. Estabrook at the early general session. "Ideas and ideals are the vital things of life," he went on. "Everyone knows and will admit that newspapers are the great primary media. It's rather strange that in this great ad club movement, the largest, the most powerful branch of advertising has never affiliated as a departmental. We need you. You need us. We want your heart interest, too."

"You must practice the things you preach. Many of you are practicing unfair competition. There is no sound, logical reason why the big store should have a rate of 10c. a line and the small advertiser have to pay 40c. a line. Rebates, discounts for quantity, etc., all come very close to being violations of the new corrupt practices act. The little fellow needs your help. We need your help."

### STANDARDIZATION NEEDED.

"Standardization is what's needed. It is the function of the retailer, manufacturer, newspaper, agent and advertiser to co-operate and together to work out the many problems requiring the best thought of all. You belong with us. Unfortunately, many newspapers are the worst offenders."

A. L. Shuman, business manager of the Fort Worth Star-Telegram, member of the National Commission, in a ten-minute talk told the conferences how the A. A. C. W. movement in Texas had worked out to the advantage of his newspaper.

James Schermerhorn, owner of the Detroit Times, followed with one of his scintillating epigrammatic talks puncturing bubbles, pointing out foibles, and urging the publishers to be true to themselves.

Frank D. Webb, of the Baltimore News, spoke in support of and moved the adoption of the following "Standard of Practice," which was unanimously adopted without discussion, the chairman, Mr. Field, explaining that some of the larger newspapers (including the Chicago Tribune) long have had a similar standard of practice in their own business and that newspapers generally should follow the same course:

"2. To maintain advertising rates as published.  
"3. To reject fraudulent advertising.  
"4. To oppose free publicity."

A. E. Chamberlain, the Chicago special, read the proposed constitution for the Daily Newspaper Departmental, which, at the suggestion of E. C. Bode, Chicago Examiner, was strengthened by eliminating the word daily, so that the constitution when unanimously adopted provided for "The Newspaper Departmental" with annual dues of \$10.

On the adoption of the constitution, which will be found elsewhere in this number of THE EDITOR AND PUBLISHER, John B. Woodward, advertising manager of the Chicago Daily News, moved that the chair name a committee of three as

a nominating committee. This was carried. The chairman named John B. Woodward, chairman, and W. J. Hynes, Boston Globe; F. St. John Richards, St. Louis Globe-Democrat. This committee will report at the Wednesday session.

(Continued on page 54.)

### Changes in A. P. Staff

Jackson S. Elliott, superintendent of the Eastern division of the Associated Press, is to assume charge of the Washington Bureau. Charles T. Thompson, former chief of the Washington office, has been transferred to London. Robert T. Small, superintendent of the Southern division of the Associated Press, will shortly transfer his headquarters from Atlanta to Washington, and Clarence Marshall, now located in Chicago, will return to Washington this week.

### Cantor's Story of Horace Greeley

Jacob A. Cantor, in writing for the June Forum—the office publication for the employees of the New York World—tells this story:

"I was sent one evening to listen to the talk of Horace Greeley at the Evening High School in Thirteenth street, and stood at the entrance until the old gentleman came along, and, introducing myself to him, I stated that I had been assigned to act as his escort. We walked inside together and climbed the first flight of stairs, where he stood and puffed; then up another flight (the assembly room where the talk was to take place being on the top floor), when he paused again to take his breath, and he abruptly turned to me and asked: 'How much more is there of this?' I looked up and said, 'I think one flight more,' and in a rather significant tone he asked, 'What do they call this school, young man?' I said, 'The Evening High School,' and he promptly replied, with some vigor, 'It is a damned high school, too!'"

### Getting the Right Start

Applicant—I'd like a job as a reporter.  
Managing Editor—Nothing doing; you start as editorial writer and work your way up.—Philadelphia Public Ledger.

### TRUTH IS THE KEYNOTE

(Continued from page 51.)

"You know, some time when I have the leisure, I want to organize an anti-reform society. Reformers, by and large, would burn down the barn to rid it of rats."

Dr. Charles K. Van Hise, president of the University of Wisconsin at Madison, in his address, "Education and Industry," showed the two are handmaids. He expatiated at length on the economic disorders of the body social and said the ad men could go a long way at remedying them by making a firm stand against child labor, for the eight hour law and other current economic measures.

"I am glad this organization stands for the practice of fair methods," said he, "and stands for the suppression of advertising forms which tend toward the deterioration rather than the advancement of our ideals."

The music for the afternoon was by the Chicago Ad Choir, directed by A. E. Chamberlain. The choir sang the A. A. C. anthem to the air of "My Country 'Tis of Thee." Here are the words:

My Emblem 'tis of thee  
Emblem of A. A. C.—  
Of Truth I sing.  
Our credo glorious  
Makes Truth victorious  
Truth reigning over us  
Will freedom bring.

God grant our Emblem grace  
To hold its noble place  
Truth exalting.  
Upheld with earnest pride  
Pnblish it far and wide  
Truth for which martyrs died  
Of Truth we sing.

After the session in the theater there was an informal reception to President Woodhead in the gold and Elizabethan rooms of the Congress hotel. A thousand ad men shook hands with the "head hunter."

## THE NEW STANDARD OF PRACTICE

**To make none but true statements of circulation.**

**To maintain advertising rates as published.**

**To reject fraudulent advertising.**

**To oppose free publicity.**

The Constitution Adopted at the Newspaper Departmental of the Associated Advertising Clubs of the World.

The name of this Association shall be THE NEWSPAPER DEPARTMENTAL of The Associated Advertising Clubs of the World.

The object of this Association shall be to promote the honesty and efficiency of advertising in newspapers.

Membership in this Association shall be open to all newspapers and newspaper representatives who subscribe to this Constitution and to the Standard of Practice adopted by the Newspaper Conference at the eleventh annual convention of The Associated Advertising Clubs of the World, held in Chicago, June 20-24, 1915, or as hereafter amended.

The affairs of this Association shall be conducted by a board of six directors, two of whom shall be elected to serve for one year, two for two years, and two for three years. After the first year two directors shall be elected annually.

The board of directors shall convene immediately after its election and elect from its number a president, a vice-president, a secretary and a treasurer, to serve for one year until their successors are elected.

A vacancy in the board of directors or in any of the above offices may be filled by a majority vote of the board of directors, the person filling such vacancy to serve until the next annual meeting of the board of directors.

It shall be the duty of the president to preside at all meetings of the Association and of the board of directors.

It shall be the duty of the vice-president to perform the duties of the president in the absence of the latter.

It shall be the duty of the treasurer to keep the funds of the Association on deposit, in the name of the Association, in such depository as the board of directors may designate. The treasurer shall have the power to withdraw the funds of the Association by check when properly authorized by the board of directors, and he shall keep an accurate record of all receipts and disbursements.

It shall be the duty of the secretary to keep an accurate record of the proceedings of all the meetings of the Association and of the board of directors, and to perform such other duties as may be assigned to him, from time to time, by the board of directors or by the president.

The annual meeting of this Association for the election of officers and for the transaction of other business shall be held at the time and place of the annual meeting of The Associated Advertising Clubs of the World. Special meetings may be called by the president, but only upon the written request of at least one-fourth of the membership of the Association.

The annual meeting of the board of directors shall be held immediately after the annual meeting of the Association. Special meetings of the board of directors may be called by the president. Four members shall constitute a quorum.

The annual dues shall be \$10, payable in advance.

This constitution may be amended by a two-thirds vote of the members present at any annual or special meeting, provided, however, that proposed amendments shall be mailed by the secretary under authority of the board of directors to all members at least 30 days before the date of the meeting at which they are to be considered. Amendments may be passed without such submission, but shall not become operative until submitted by referendum to the entire membership and ratified by a two-thirds vote of all the members within 30 days after such submission.

## NEWSPAPER DEPARTMENT

(Continued from page 53.)

## FOUR NOTABLE ADDRESSES.

Four notable addresses chock full of worth-while-helpful suggestions and ideas, a talk by President Woodhead on organization matters, and a "thrilling" movie film entitled "Racing the Dead Line," stamped the Tuesday afternoon session as one long to be remembered, the influence of which will perhaps be far-reaching.

Lafayette Young, Jr., business manager of the Des Moines Daily Capital, read an able paper on the subject "The Newspaper Advertising Rate Card."

His address will be found elsewhere in this issue.

Louis Wiley, the versatile business manager of the New York Times, spoke on "The Effect of Advertising Censorship on the Cost Drawer." An abstract of his remarks appears elsewhere in this issue.

Joseph H. Finn, president of the Nichols-Finn Agency, Chicago, introduced by Chairman Field as a master craftsman, spoke to the subject "The Advertising Agent and the Newspaper." He paid a remarkable tribute to the newspaper, epitomizing the newspaper as the voice of now—the incarnate spirit of the times. He said:

## A CLOSER RELATIONSHIP SECURED.

"One of the advantages of the greater intelligence and broader understanding which the years have brought is a closer relationship between the advertiser and the newspaper man. It has reached almost a millennium, when, at a convention like this, the lion and the mouse (your pardon—I have got my animals mixed)—the lion and the lamb lie down together—each one with one eye closed—and the other on the fire-escape.

"Seriously, the interests of the newspaper publisher and those of the advertiser are identical.

"Advertising is the news about merchandising—and, when all's said, there is nothing that is closer to the hearts of the reading public than the live news concerning buying opportunity.

"People do sit up night to read about those things which offer them greater happiness, added security, richer profits, finer luxuries, improved advantages. Merchandising news appeals to that proper, innate selfishness, of which people who deny it possess the largest quantity. It talks to a man about himself. "A newspaper without advertising is like lady's bathing suit without the girl—eloquently empty.

"Generally speaking, the best newspaper is the one which secures the best advertising. And the best advertising is what helps to make it the best newspaper. So you see, there is a division of credit right there.

"Truth is the slogan of this convention. Truth is the slogan of the newspaper that hopes to win the most lasting success—the widest influence.

## THE PAPER THAT PAYS BEST.

"It is the paper that prints the true news which pays the advertiser best.

"It is not my province to discuss editorial methods. There is more than one way of presenting news. There are many people of different tastes to whom a newspaper should appeal. Some prefer a dignified, repressed style of news-story. Others are keen for life and sparkle—action. There should be features—styles of treatment—for all kinds of readers, if you are going to keep your newspaper up to the point that will make it most highly efficient as an advertising medium. This, I believe, is the real solution of the problem of making a good, sound, growing newspaper property: make the most of the material at hand. That is wise, progressive journalism.

"Which suggests the tale of one Martin Rafferty, who was a large manufacturer, the most influential member of his parish and the most liberal contributor. A new church was built and Rafferty headed the subscription list with 500 iron dollars. After the church was completed and ready for occupancy, it was found

## I Am the Newspaper

By JOSEPH H. FINN

President Nichols-Finn Advertising Company, Chicago

(From an Address at A. A. C. W. Convention)

BORN of the deep, daily need of a nation—I am the Voice of Now—the incarnate spirit of the Times—Monarch of things that Are.

My "cold type" burns with the fire-blood of *human action*. I am fed by arteries of wire that *girdle the earth*. I drink from the cup of every living joy and sorrow. I sleep not—rest not. I know not night, nor day, nor season. I know no death, yet I am born again with every morn—with every noon—with every twilight. I leap into fresh being with every *new world's event*.

Those who created me cease to be—the brains and heart's-blood that nourish me go the way of human dissolution. Yet I live on—and on.

I am Majestic in my Strength—Sublime in my Power—Terrible in my Potentialities—yet as *democratic* as the ragged boy who sells me for a penny.

I am the consort of Kings—the partner of capital—the brother of toil. The inspiration of the hopeless—the right arm of the needy—the champion of the oppressed—the conscience of the criminal. I am the *epitome* of the world's Comedy and Tragedy.

My *responsibility* is *Infinite*. I speak, and the world stops to listen. I say the word, and battle flames the horizon. I counsel peace, and the war-lords obey. I am greater than any individual—more powerful than any group. I am the dynamic force of *Public Opinion*. Rightly directed, I am a Creator of Confidence. A builder of happiness in living. I am the Backbone of Commerce. The Trail-Blazer of Prosperity. I am the teacher of Patriotism.

I am the *hands of the clock of Time*—the *clarion voice of Civilization*.

I am the *Newspaper*.

that the fund was exhausted and there was no money to buy a bell. So Lannigan was deputized to call on Rafferty for a second contribution. Said Lannigan, "Rafferty, the church is done—the pews are in—everything's ready—we've coal in the basement. We've even got steam up. But we have no bell!" Rafferty saw the touch coming. "You have coal in," said he, "and steam up?" "We have," said Lannigan. And Rafferty said "T'ell with the bell. Put a whistle on it."

"So, whether you print your news with a bell or a whistle, if it's good, true news, it has a following among readers—buyers. It co-operates with the advertiser.

## EVERY MEDIUM USEFUL.

"This business of advertising has grown and broadened until it is far beyond the man with the single-track mind. The one-class-of-media advertiser is almost extinct. Business men have learned that every medium has its uses, and that the four-square campaign overlooks no legitimate means of promotion.

"I believe in the efficiency of newspaper advertising.

"Consider the foreign advertiser. Remember that, though foreign, he is not an alien.

"Remember that the regular local advertiser is an established institution with your paper. Your readers are educated to reading his announcements regularly. With the foreign advertiser, it is different. He has a primary, pioneer work to do. He needs your help, as well as ours, in getting all possible impression-value. Often his success—his permanence with you—depends to a large extent on what you do for him in the way of position, co-operation and service.

## NEWSPAPER ADVERTISING INCREASING

"Newspaper publishers are beginning to realize that national newspaper advertising is tremendously on the increase. Welcome it. Foster it.

"The creative advertising agency is the working partner of the live newspaper in building permanently profitable

newspaper publisher, every newspaper representative, every journalist who attends this convention a *call to optimism*.

"If every newspaper here represented were to inaugurate an individual Prosperity Parade and let that Prosperity Parade march straight across its *editorial page* just at this time, the good effect upon public sentiment—upon business—upon public welfare and happiness—would be simply beyond calculation!

"That is the kind of wholesome cooperation that advertisers and advertising interests need and want and deserve from you—Mr. Newspaper Publisher."

## GETTING MOTION PICTURE ADS.

Walt Blaeser, manager of the Motion Picturing Advertising Division of the Chicago Tribune, a rather youthful appearing man with the punch, spoke to the subject "How to Get Motion Picture Theater Advertising."

After describing the different kinds of moving pictures and the ways they are handled by exhibitors, Mr. Blaeser said:

"Motion picture concerns like the licensed producers do not have to advertise because their sales are made before their product. The feature companies which I have treated briefly, should advertise and will in the future advertise because their products are shown under more favorable circumstances for advertising. It is to this end that the newspapers should encourage the feature companies to the use of their columns. That newspaper advertising has been successful for them is proven every day, not alone in the Tribune's own pictures, but with other newspapers throughout the country.

## ONE COMPANY SPENDS \$200,000 A YEAR.

"Among the most enterprising and aggressive large groups are the Universal Company and the Mutual Company, the former spending to my knowledge about \$200,000 yearly in newspaper publicity, and the latter, through their various groups, about the same amount.

"Publishers should give some very serious thought to the astounding decline of amusement advertising, and will find the institution of so-called movie directories a splendid counterbalance for the loss in regular amusement lineage.

"In order to establish a movie directory it is necessary to meet the requirements of the neighborhood theater. These requirements consist in serving a new type of advertiser, a special rate, a new method of maintaining credits, a copy service and sufficient free publicity to educate your public to the habit of reading your columns for programme information. Taking each of the aforementioned classifications separately and treating each briefly in the order of their mention, the following will be of interest:

"The movie exhibitor might be divided into three classes—first, showmen of the Marcus Loew type, who conduct their chain of theaters on a large scale and in a business-like manner; second, cirecuses, theatrical offcasts, and plain everyday money grabbers, who forsake everything for the pleasure of increasing the cash till, and third, businessmen, who venture into the game, having become intoxicated with the thought of fortunes made by others in the movie business. This is not altogether an immodest statement. I have seen the shrewdest and hardest products of our money-laden Wall Street—men of brains and ability, credited with huge success in the merchandising world—and theatrical men with bulging bank-rolls (who should have known better) plunged headlong into this movie mire and led with bank-roll and reputation to the abattoir and slaughtered like so many helpless lambs.

"One of the greatest stimulants to local business we have had in Chicago was the recent Prosperity Parade which proved an earnest belief in the sound reason for good times—in the actual existence of good times here and now.

## A CALL TO OPTIMISM.

"Its psychological effect was wonderful. I firmly believe that there is nothing I could propose which would mean more for the good of the newspapers—for the good of the advertisers—for the good of the advertising agent—for the good of the public—than to urge upon every

## RESULTS FROM ADVERTISING.

"A theater, in order to run at a profit, must have from three hundred seats upwards and charge ten cents admission. Results from advertising are manifested (Continued on page 57.)

# Solving the Problem of Economic Distribution

*It is every manufacturer's aim to get his goods before the greatest possible number of people at the lowest possible cost.*

*The Boston American solves the problem in New England by offering the largest evening and Sunday circulation in this territory at the lowest advertising rate per line, per thousand of circulation.*

- ¶ In the **Evening Field**, competing against five papers, the Boston American has a circulation larger than the combined circulation of all the other evening papers.
- ¶ In the **Sunday Field** the Boston American leads with the largest circulation in New England.
- ¶ New England people buy the Evening and Sunday Boston American in preference to all other Boston evening and Sunday papers.
- ¶ The Boston American is an Evening and Sunday newspaper. It is brought home to the wife instead of being taken away from her in the morning.
- ¶ The Boston American has the greatest home-going circulation in a territory that ranks second in population in the United States and in a city which is first in per capita wealth.

Detailed information regarding this rich territory and facts that will prove valuable to you in the careful planning of your advertising campaign in New England, will be gladly furnished by the business office of this paper without obligating you in any way.



80 Summer Street, Boston, Mass.

New York office,  
1789 Broadway.

Chicago office,  
504 Hearst Building.

Circulation Greater Than All the Other Boston Evening Papers Combined.

## AD DELEGATES AT PLAY

**Five Thousand Marchers and 150 Floats in Night Advertising Pageant—Quarter Million People See It—“Frolix,” Boat Rides and Other Features Provided.**

(Special Correspondence.)

CHICAGO, June 24.—All work and no play would have made Jack a dull delegate. More than likely he would have gone back home with a brain fact-clogged by a hodge podge jumble of odds-and-ends impressions, serving only to promote further confusion of mental arrangement when at his leisure Jack should seek to turn his convention ideas to account.

Realizing this, the far-sighted authors of the A. A. C. W. conclave program punctuated it appropriately with all manner of timely features designed for the entertainment of Chicago's visitors. And as it worked out Delegate Jack went home with a head full of 18 karat card indexed ideas, conveniently separated, one from another, by carnival memories of fete and frolic.

And for the visiting ladies the convention was, truly, one continuous round of pleasure.

The most spectacular item in the carnival line was the night pageant of Monday. There was plenty of fun, but the pageant's usefulness didn't end there. This red fire visualization of modern advertising carried a message to Chicagoans which they will not soon forget.

## Editors Who Know



C. W. DANZIGER, Chronicle Telegraph, Pittsburgh — The Bain News Service is the best in the world for illustrating current events. Whenever a big piece of news breaks, I go to my file of photographs with the certainty that I will find there a BAIN picture which will illustrate the telegraphed story about it.

BAIN SERVICE MOTTO IS "ILLUSTRATE TODAY'S NEWS TODAY." Try it.

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

### 5,000 ALREADY

The campaign on the Courier-Journal and Louisville Times, which we are conducting for them, has already added over 5,000 new paid in advance subscribers. In view of the fact that the last four weeks of the campaign are yet to come, this is a record, and further evidence that our system produces the new business—the kind of circulation that increases a newspaper's profits.

WHAT WE HAVE DONE—10,000 new paid in advance subscribers for the San Antonio Express, over 7,000 new paid in advance subscribers for the Los Angeles Times. And many other similar records on the best newspapers. What we have done for others can be done for you. Secure the services of our large and thoroughly experienced organization, which has been established for the past ten years.

Write us for details of our Circulation Campaigns. Temporary address—The Courier-Journal, Louisville, Ky.

THE NORTH EASTERN CIRCULATION CO.  
Davenport, Iowa.

C. B. HOLLISTER, General Manager.

## 460 Daily Newspapers

are profiting by the use of  
**WINTHROP COIN CARDS**

Less trouble to collect small amounts due.

Remittances made more promptly.

Loss through failure to collect reduced to a minimum.

A letter will bring prices and details.

THE WINTHROP PRESS  
141 East 25th Street New York City

Five thousand marchers were in line, and it is estimated that 250,000 persons witnessed the animated and colorful chain of floats, trade-marks, pretty girls, caparisoned horses and uniformed marchers. The procession was an hour and a half passing the reviewing stand opposite the Auditorium Hotel, on Michigan avenue. In the official boxes sat Lieutenant-Governor Barratt O'Hara, President Woodhead and associate officers. There were 150 floats in line.

### HEAD OF THE PARADE.

Chief of Police Healey, a member of the Advertising Association of Chicago, led the parade at the head of the mounted squadron of Chicago's "finest." Following were the marchers of the Advertising Association of Chicago in Palm Beach suits. Members of the Chicago Trade Press came next, bearing illuminated signs with the names of 105 publications.

Led and followed by a band next came the renowned Order of Red Roosters, masked in full regalia. A score of initiates were conducted in the procession. On a float was mounted an enormous rooster which crowed lustily.

The Thomas Cusack Company display comprised a whole division of the parade. It was preceded by heralds in mediæval costume, and there were floats galore, bands and whole companies of marchers.

The Boston Pilgrims carried the name of their organization on placards which they turned from time to time to complete the spelling. Iowa delegates carried the name of their State in big letters on their backs. Waterloo, Ia., was represented by an illuminated factory building on a float. Los Angeles had a beautiful municipal display. A girl, perched high on an auto float drove the delegates with golden reins. On the float danced the California bear. Optimists are those Cincinnati folks.

### SEARCHLIGHTS SEEN TWENTY MILES.

The Twenty Mule Team Borax Company had its score of mules of the Death Valley variety on the job. They didn't seem at home on the boulevard.

From the floats the white fingers of powerful searchlights groped the sky, and folks twenty miles away could know the greatest of all advertising pageants was on. Col. A. G. Newmeyer, of New Orleans, who is no colonel at all, just business manager of The Item, said the Mystic Krewe of Comus down in his home town, would have to go some if they beat Chicago and the ad men in the parade line next Mardi Gras.

Next in the entertainment line was the famous "Frolix," presented by the Advertising Association of Chicago at the Auditorium Theatre on Tuesday and Wednesday nights. There were three acts burlesquing advertising of the past, present and future. The first act portrayed the dark and nefarious "past" of advertising. The old catchem and skinem game prevailed. Verily, as the Chicago ad men portrayed it, a publicity man of those dark days was a pirate—nothing less. A glance at the names of a few of the leaders of the dramatis personæ is enlightening. L. A. Hodges was "All-over Bunker," Frank L. Lee, magnate of the Killa-Child Soothing Syrup Company, "I. Killa-Child," and found no trouble placing his ads in all the papers. Old Doctor Gunn, of the No-Cure-No-Pay Medical Institute (M. G. Rollins) and Wetmore Coats, of the Skin-the-Farmer Clothing (H. B. Fairchild) were great pals.

### POKED FUN AT THE BIG WIGS

Act two, the "present" of advertising, was a faithless reproduction of the present convention. President Woodward, W. H. Ingross, George W. Coleman, Samuel C. Dobbs, H. E. Myers, James M. Dunlap and other dignitaries of advertisingdom were shorn of their dignity and burlesqued in a most shameless fashion.

The third act, an appropriate corollary to the preceding acts, sees the forces of truth in triumph over the plotters. They foil the villain, drive out the money changers and advertising is elevated to the Utopian heights where the Vigilance Committee and Bishop Candler says it ought to be.

Supported by a chorus, some of the musically inclined brought out the popular favorites and rendered other ditties composed just for the occasion. "The Little Ford Rambled Right Along," by Morris Eversole, about brought down the house. There were some Ford owners in that crowd.

In the Florentine room of the Congress Hotel there was a free moving picture show every afternoon and evening during the convention. Every delegate saw it as did thousands of Chicagoans. The film "You Want Something" was the attraction. This photoplay won the \$100 prize offered by the association for a picture to replace the famous "Mr. Noah's Adless Day," which is now en route in other countries. The picture, a side-splitting comedy which teaches a good lesson, is centered about the old farmer who has no use for advertising. In the end, after many humorous episodes, he advertises for a wife and gets her.

On Monday and Thursday nights there

learned that it ought to become commercially independent. Great Britain's weakness is her body politic. Ours is a neglect of details. With all our resources, brains and capacity we haven't paid any attention to the little things."

"Europe is as far from peace as in the days of Napoleon."

## Movie

Strip, seven or eight columns, 1" deep. NEW, INTERESTING AND CLEVER. Price, especially low.

### WANT PROOFS?

World Color Printing Co.  
R. S. Grable, Mgr.  
Established 1900. St. Louis, Mo.

### 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 colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service  
M. Koenigsberg, Manager  
41 PARK ROW NEW YORK

## Sport Service

Everything for Your Sport Page  
News Pictures  
Letters Box Scores

### DEMAREE CARTOONS

Write or Wire for Samples and Prices

International News Service  
238 William St., New York City

### USE

**UNITED PRESS**  
FOR  
Afternoon Papers  
General Offices, World Bldg., New York

## JOSEPH P. SCHILLER SYNDICATE

Newspaper SUNDAY Supplement

Schiller Building CHICAGO

### OLYMPIAN SPA FASHIONS

A regular FEATURE with progressive Publishers.  
A colored pictorial supplement, printed from half-tone plates in four colors on coated stock.

**CURRENT FASHIONS**  
for women and children.  
Dresses, Wraps, and Hats can be cut out and fitted on the lay-figure printed on each Supplement.

**OLYMPIAN SPA PATTERNS**  
will be largely advertised during 1915-16.  
Write for our proposition and sample supplement.

## NEWSPAPER DEPARTMENT DEPARTMENTAL OFFICERS

(Continued from page 54.)

not in increased patronage, not in all the other benefits advertising gives, but in the indirect result that an added service gives to the exhibitor's patrons. In the final analysis, an exhibitor does not have to advertise to get business these days. Advertising from his viewpoint is like serving ice water to his patrons, and will not be a necessary part of his business until the public gets the habit of reading and relying on the newspaper columns. Fortunately, the task of getting the reading public—the motion picture going masses—into the habit of reading the newspapers for programmes of motion pictures is allotted to the newspapers alone.

"A rate must be determined on the lowest possible basis so that an exhibitor can afford to advertise his business at a cost not to exceed the price he ordinarily pays for printed heralds.

"Being a cash business, and one in which the proprietors of theatres change hands to the extent of 20 per cent. every three months, all bills should be payable at the end of seven days, and secured cash in advance wherever possible. The typical showman cannot appreciate the value of long credits, being accustomed to doing a cash business himself and preferring not to keep unwieldy ledgers, journals, or books of any sort. His is the province of the loose jitney, the easy come the easy go, and you publishers must get in line while the coming is good.

### DAILY COPY SERVICE NECESSARY.

"A regular daily copy service must be given the exhibitor, he relying almost entirely on the integrity of the publishers' advertising staff to take care of such details as pleasing set-up of ads., appropriate wordings, phrases with punch, etc., etc.

"Such a feature being news to the reading public must receive encouragement through the newspaper's own columns, must tend in every particular to stimulate the habit of seeking the directory column for program information.

"Such a directory in a city the size of Chicago should bring publishers from 100,000 to 150,000 lines of space annually. The business is substantial, the money good, and the proposition, besides having exceptional news value, is a very lucrative form of advertising.

"As a circulation builder, the series serial motion picture reigns supreme. It fetches a class of readers who at least have five and ten cents a day to spend for amusements, who are educated sufficiently to appreciate in his or their way the pictures that are shown today readers who have ambitions, whims, motives and desires, and withal readers whom any publishers can consider an asset to offer the average advertiser. It gets the men, women and children, rich and poor, foreign and American born, including every law abiding citizen in the community and delightfully eliminates the riff-raff who menace our public and who don't patronize the advertiser because they can get it just as easy by stealing or begging.

"Gentlemen, the motion pictures today and tomorrow offer untold possibilities in newspaper development."

### Ex-Secretary Bryan and the A. P.

When Mr. Bryan resigned as Secretary of State and proposed a campaign throughout the country, the question arose how far the Associated Press should go in carrying the statements of a private citizen. The executive committee of the organization met and passed the following resolution: "Resolved, That the general manager is instructed to carry ex-Secretary Bryan's statements on their news merits, subject to the traditional and obviously proper principles of the association that it will not carry matter that may be harmful to the government of the United States in its relation with foreign nations."

### Newspaper Swindler at Work

A swindler representing himself as a Chicago Tribune representative, and giving his name as Emerie de Szelnar, has been working the country districts. The Tribune has offered to prosecute the man

Newspaper Section Holds Enthusiastic Session and Hears Five Strong Papers by Men of National Prominence as Advertising Experts—225 Delegates Attend—Lafayette Young, Jr., Vice-President.

The largest attendance in the history of the newspaper section, 225, marked the closing session, Wednesday morning, of the new newspaper departmental.

The members elected six directors, three members of the National Commission, a member of the National Exhibit Committee and a member of the National Vigilance Committee.

The directors in turn elected the following officers who will serve under the new constitution for the ensuing year or until the next annual meeting:

President, Lafayette Young, Jr., Des Moines Capital; vice-president, G. Edward Buxton, Jr., the Providence (R. I.) Morning Journal and Evening Bulletin; secretary and treasurer, H. E. Crall, New York special representative.

The report of the nominating committee read by John B. Woodward, of the Chicago Daily News and unanimously adopted, was as follows:

Your committee reports the following nominations:

Directors: One year—H. E. Crall, special representative, New York; Frank D. Webb, Baltimore News. Two years—A. G. Carter, Fort Worth (Texas) Star Telegram; David B. Plum, Troy (N. Y.) Record. Three years—Lafayette Young, Jr., Des Moines Capital; G. E. Buxton, Jr., Providence Journal and Bulletin. Members: National Commission, Hopewell L. Rogers, Chicago Daily News; Lonis Wiley, New York Times; W. S. Jones, Minneapolis Journal.

Member National Exhibit Committee, John C. Martin, Philadelphia Ledger. Member National Vigilance Committee, Jerome D. Barnum, Syracuse Post-Standard.

The elections followed the reading of five strong papers by men of national prominence as newspaper advertising experts. They were: Geo. M. Brown, W. R. Hotchkiss, Wm. T. Ellis, Wm. A. Thompson and Walter G. Bryan.

Geo. M. Brown, president General Roofing Company, a recent magazine convert to the power and force of newspaper advertising, talked on the subject, "What Newspaper Advertising Has Done for My Business." Mr. Brown's address will be printed in full in an early issue of THE EDITOR AND PUBLISHER.

### MORE SMALL ADS NEEDED

W. R. Hotchkiss, of the Cheltenham Advertising Service in an address on, "How a Newspaper Can Sell More Space to the Local Advertiser," declared too much attention was given to department store business, and that the advertising possibilities in small businesses are strangely and gigantically neglected.

"I do not advocate that the newspapers should try to sell more space to department stores," he said. "I think department stores buy too much space and pay too little for it.

"The department store advertising is top-heavy and throws too great a cost burden on the other advertisers.

"The most profitable field for the newspaper is the small dealer. Not one-half of a dozen newspapers in the United States are getting one-half, one-fourth, or even one-tenth of the possible small business in their respective cities.

"When it comes to writing an advertisement or to knowing what to put in an advertisement, the small dealer is helpless. All he knows how to do is to insert his business card, expecting customers in response. But customers don't respond; and he concludes that advertising is no good for the small dealer.

"If I were a newspaper advertising manager, the first thing I should do would be to organize a good advertisement writing staff.

The usual newspaper advertising solicitor has no idea except to sell more space. If he would take a look around among the dealer's stock and select one good value, he could advertise that and so bring customers to the small dealer.

"If a classified page were properly de-

**The NEW YORK AMERICAN  
is accepted by the big men  
in the Financial District of New  
York as a great aid in sustaining  
the integrity of the district.**

It is accepted by them, also, as a consistent, intelligent, always a fair booster of legitimate business.

They say that the Financial Pages of the NEW YORK AMERICAN present their transactions accurately and give the public very complete information.

They approve of the course of the NEW YORK AMERICAN in maintaining the integrity of its advertising columns, making it impossible for any questionable promotion scheme to secure publicity.

The advertising columns represent Financial Houses that are known to be reliable—that have won for themselves a reputation for integrity and sound financial judgment.

The Business Editor of the NEW YORK AMERICAN does not write hearsay news. He will not write anything unless he is sure of his facts. Consequently, he has builded a confidence in the Financial Pages that make them very powerful in shaping events in Wall Street.

The NEW YORK AMERICAN is supported very generously by Financial advertisers who say that they get fine results.

That is always the test of the value of advertising.

But results are sure to follow through appeal to ONE-QUARTER of all of the people in New York—the actual constituency of the NEW YORK AMERICAN—especially as readers appreciate the integrity of the advertisements they read.

## NEW YORK AMERICAN DAILY AND SUNDAY

MEMBER AUDIT BUREAU OF CIRCULATIONS

## THE EDITOR &amp; PUBLISHER AND THE JOURNALIST.

veloped and its utility explained, its benefits would be tremendous. Every time you look at a classified page you realize that nobody is on the job. There are only two or three real classified pages in the country.

"Think of the idea of developing a parcel post page of classified advertising! The newspaper could solicit the farmer to advertise his eggs, poultry, butter, cheese and what not. And the house wife could be solicited to insert a classified want ad explaining her special need.

"You label an ad, 'Help Wanted,' and put it on your classified page, expecting the reader to imagine all that the ad means! You must educate your readers to look at the classified page and to read carefully the sections devoted to their respective businesses or wants.

"Think of such special needs as that of the housewife who runs around almost crazy because she can't get a dressmaker who will do her work on a certain day. Yet we all know there are plenty of dressmakers who are anxious for work.

"Co-operate with your advertisers. 'Good Housekeeping' has vigorously and ably instilled into its customers the truth that of all the information that the housewife can find in the magazine, none is as important as the advertising.

"The New York Globe has conducted a similar campaign to educate its readers, and its success has been remarkable."

## GETTING CHURCH ADVERTISING

William T. Ellis, religious editor of the Philadelphia North American, told the conference a few things about "How to Get Church Advertising."

"The ethical movement in advertising comes into being just at the birth of the publicity movement in the churches," he said. "The Christian church has committed itself irrevocably to the idea of advertising its wares to the public.

"Some newspapers waste leg-power in running after church advertising. They can't get it, and if they could get it, they couldn't retain it. That is because you can't separate the advertising section from the editorial and news pages. You can't get church advertising if the body of your paper is filled with salacious matter."

Mr. Ellis declared that a newspaper should appeal to what he denominated the "law-abiding, prosperous people" in the community.

"The value of church advertising," he continued, "consists in this, that the churches are the backbone of the community, and if you convert the churches to advertising in your paper, you convert not only a string of institutions, but you convert the community to a belief in your paper and its advertising."

## PRAISED ADVERTISING BUREAU

William A. Thomson, Director of the

Bureau of Advertising of the American Newspaper Publishers' Association, spoke on "Newspapers and National Advertising."

"Today in the United States and Canada, as a result of the bureau of advertising's efforts, live dealers demand and appreciate newspaper-advertised products.

"It is not necessary to attend a conference in order to learn our faults. I should be carrying water to Lake Michigan if I spoke of our faults; let us rather emphasize our virtues. After all is considered, it is a fact that the newspaper is the best medium for national products."

Mr. Thomson concluded with a plea for support of the Bureau of Advertising. Chairman William H. Field added: "The Bureau of Advertising is working for all of you. Those of you who are not members are getting something for nothing; which is something nobody wants to do."

## ADS THAT ARE READ

Walter G. Bryan of the W. G. Bryan Organization, in his address on, "How to Make Your Readers Read Your Advertising Columns," asserted that, *theoretically* "you gentlemen believe in advertising; you believe in it for the butcher, the baker and the candlestick maker. But when it comes to your own business, you don't believe in advertising."

"All," he continued, "that has ever been said by you regarding advertising as applying to other business applies also to your business. Persistent and attractive advertising about your own product will interest both the readers and the advertisers.

"If, say, twenty-five per cent. of your readers now read your advertising columns, can you not by hammering away in your editorial and news pages, get another twenty-five per cent. to read your ads?"

A. L. Shuman, of the Fort Worth Star-Telegram, made an announcement regarding the plans of the educational committee, and W. R. Hotchkiss's book.

The convention recorded in no uncertain manner its appreciation of the high quality of leadership manifest by its chairman, W. H. Field, and then adjourned.

## Ad Bureau's Booklet

"The Newspapers" is the title of a handsomely printed folder handed out at the exhibit. It contained a foreword by Director Thomson and a logical presentation of the force and power of newspaper advertising. It was shown that "national advertisers need newspapers." Short, pithy, pungent paragraphs, artistically typed, related the experiences of some advertisers who have won success by using newspaper space.

## NEWSPAPERS' BIG SHOW

**Exhibit of the Press Draws Crowds—Miniature Daily Issued Under Direction of W. H. Field—Its Distinguished Staff—Some Advertising Accomplishments Set Forth in Appealing Form.**

(Special Correspondence.)

CHICAGO, June 24.—Get it down in black and white. That is another way of saying advertise in the daily newspapers. The daily newspaper exhibit at the eleventh annual convention of the Associated Advertising Clubs of the World represented the most ambitious joint effort the newspapers have yet made to set forth the value of their columns to the national advertisers and agents attending conventions.

Under the direction of William H. Field, business manager of The Chicago Tribune, there was set up in the gold room of the Congress Hotel a miniature newspaper office. "The Daily Newspaper," a four-page periodical, was issued at 3 p. m. each afternoon. It was written by W. A. Thomson and T. H. Moore, of the Bureau of Advertising, set up on a Mergenthaler and run off on a large press of the job type, right in the exhibit.

"The Daily Newspaper" had the following all-star editorial staff: J. F. McKay, Toronto Globe; Jason Rogers, New York Globe; Harry Chandler, Los Angeles Times; Fleming Newbold, Washington Star; D. B. Plum, Troy (N. Y.) Record; J. R. Rathorn, Providence (R. I.) Journal; Louis Wiley, New York Times; John B. Woodward, Chicago Daily News; Lafayette Young, Jr., Des Moines (Ia.) Capital. These comprise the directors of the Advertising Bureau of the American Newspaper Publishers' Association.

The Tuesday issue carried a three-column cartoon of an attractive miss presenting a map of Canada and the United States, nearly every inch of which was covered with a daily newspaper. The caption was "Mapped." "Busy Day of Departmental Sessions" was the five-column streamer running across the first page.

## WHAT TUESDAY'S ISSUE CONTAINED.

The titles of first page stories were these: "Live Conferences Show No Tired Feeling Lingers After Great Night Pageant," "First Visitors Come to Place Advertisements," "What the Bird Whispered as We Passed," etc.

The back page was devoted to an ad of the Bureau quoting a testimonial letter from J. W. Morton, Jr., who handles Nemo Corset advertising. The inside pages contained three columns of editorials, a department headed "The Kidding Tower"

(not censored by Truth), cuts, ads, etc. The paper will be mailed daily to a selected list of advertisers.

The paper devoted itself exclusively to the activities of the convention, and covered the field entertainingly. It was a great help to delegates.

## GET IT DOWN IN BLACK AND WHITE.

The big point made in the newspaper exhibit argument to "get it down in black and white" was that the daily paper goes directly into the American home, and that's the place the sales are made. The assertion was made that national advertisers within the past year generally have increased their appropriations for newspaper advertising, and that new enterprises, hitherto not newspaper advertisers, have become such.

The war in Europe was cited as an acid test for newspaper advertising. England raised an army by advertising largely in newspapers.

The exhibits showed how newspaper advertising sold the Canadian apple crop after export markets had been cut off. Apples by wholesale lots had not been generally advertised in daily papers heretofore. On the heels of this came an announcement from the agents of the Florida Citrus Exchange increasing their newspaper advertising for the coming year.

The newspaper exhibit made conspicuous the fight, editors and business managers are waging for clean advertising columns, thus insuring protection for the buyer of advertised commodities. The following statement by James Keely of the Chicago Herald was displayed prominently:

## NO DOUBLE STANDARD OF MORALS.

"The double standard of morals has no place in a newspaper. You can't preach morality on the editorial page and take in dirty dollars on the advertising page."

It was shown how newspaper advertisers are co-operating in this campaign. A Minneapolis department store prints this with announcements of its sales:

"We are subscribing to the movement in the interest of honest advertising inaugurated and superintended by the vigilance committee of the Minneapolis Advertising Forum."

In Kalamazoo all daily papers have refused the advertisements of a dry goods merchant who made too extravagant claims. The merchant began getting out handbills attacking the papers and other merchants of Kalamazoo. He has been arrested, the exhibit notes.

On the outside walls of the exhibit appeared the largest reproductions of newspaper pages ever attempted. The posters were just double the size of the standard newspaper page. The effect was strong and forceful.

# THE AUSTRALASIAN NEWS COMPANY (Limited)

# THE NEW ZEALAND NEWS COMPANY (Limited)

## PUBLISHERS' AGENTS

We beg to announce that the above News Agencies have now been in operation almost two years, supplying the news trade throughout the Commonwealth of Australia, including all of Tasmania and the Dominion of New Zealand, with American and English periodicals, as well as Literature of all kinds. The Home Office of The Australasian News Company, Limited, is at 226 Clarence Street, Sydney, New South Wales, with branches at Melbourne, Victoria; Perth, West Australia; Adelaide, South Australia; Brisbane, Queensland, and The New Zealand News Company, Limited, at 150 Wakefield Street, Wellington, N. Z., supplying all the North and South Islands of New Zealand.

We are prepared to handle all American publications and anything in our line.

Arrangements may be made through our United States agent,  
9-15 Park Place, New York City.

**THE AMERICAN NEWS COMPANY**

# NEW ENGLAND QUALITY CIRCULATION

Advertisers Need to Be Reminded of the Enormous Buying Power Available Through the Ably Edited Newspapers That Serve This Great Community

By HENRY B. HUMPHREY

Though it takes two good long looks at a wall map even to discover New England—with the chances that “Little Rhody” will be overlooked at that—there are in this little corner of the map nearly 7 per cent. of the entire population of the United States and nearly half of all the manufacturing establishments that employ 500 or more hands.

Eloquent, indeed, is the fact that the world pays some two and one-half billions of dollars annually for the manufactures of the New England states. These manufactures are quality goods produced by skilled labor that earns 80 per cent. more than the average paid for labor in any other equally populous section.

So it happens that Boston, the metropolis, has the highest per capita wealth of any large city in America and that the buying power of the citizens of New England is most amazingly high.

Here is a marvelous market for the national advertiser; and the easiest approach to this market is through the New England daily newspapers. I give this as the result of my observation and experience during 28 years in the advertising business.

Where distribution warrants magazine advertising, the advertiser gets “full measure and running over” of advertising value from the New England portion of national circulation.

Where, however, the advertiser is not ready for national work, New England offers a concentrated market that is accessible economically, promptly and directly through newspapers. This market achieved, expansion of

MAINE.			
	Circulation	2,5001	10,0001
Portland Argus (M).....	7,258	.0178	.0178
Portland Express (E).....	19,382	.0535	.0375
Waterville Sentinel (M).....	5,558	.02357	.01215
Maine totals .....	32,198	.09487	.06745
Population, 762,787.			

NEW HAMPSHIRE.			
Manchester Union & Leader (M&E) .....	26,593	.08	.05
Population, 438,662.			

VERMONT.			
Burlington Free Press (M)....	9,814	.0228	.0157
Population, 361,205.			

MASSACHUSETTS.			
Boston American (E).....	377,419	.35	.35
Boston Globe (ME).....	226,823	.30	.30
Boston Herald-Traveler (ME).....	164,808	.28	.25
Boston Journal (M).....	53,816	.16	.125
Boston Post (M).....	425,943	.40	.40
Boston Transcript (E).....	28,911	.15	.15
Fall River News (E).....	7,153	.02	.02
Fitchburg Sentinel (E).....	4,812	.0172	.0129
Haverhill Record (S).....	15,000	.0285	.0285
Lawrence Telegram (E).....	8,986	.0286	.016
Lawrence Tribune-Eagle (M & E comb).....	11,613	.03	.02
Lowell Courier-Citizen.....	16,182	.03	.03
Lynn Item (E).....	13,004	.0536	.0357
Lynn News (E).....	8,101	.0357	.0207
New Bedford Standard and Mercury (ME).....	20,900	.03	.03
Springfield Daily News (E).....	14,159	.0357	.025
Springfield Union (MES).....	27,370	.07	.06
Taunton Gazette (E).....	*5,917	.0215	.015
Worcester Gazette (E).....	*23,094	.0435	.032
Worcester Telegram (MS).....	26,299	.05	.05
Massachusetts totals .....	1,480,310	2.1271	1.9664
Population, 3,605,522.			

RHODE ISLAND.			
Pawtucket Times (E).....	21,367	.05	.0325
Providence Bulletin (E).....	49,248	.09	.09
Providence Journal (M).....	21,850	.07	.07
Providence Tribune (E).....	20,230	.05	.05
Rhode Island totals.....	112,695	.26	.2425
Population, 591,215.			

CONNECTICUT.			
Bridgeport Post (E).....	*11,944	.035	.025
Bridgeport Standard (E).....	8,400	.035	.015
Bridgeport Telegram (M).....	*10,870	.035	.025
Danbury News (E).....	6,168	.0118	.0118
Hartford Courant (MS).....	15,984	.06	.035
Hartford Post (E).....	13,500	.025	.02
Hartford Times (E).....	23,901	.06	.04
Meriden Journal (E).....	4,722	.025	.0143
Meriden Record (M).....	7,000	.0357	.015
New Haven Journal-Courier (M).....	12,020	.03	.025
New Haven Union (E).....	16,076	.05	.03
New London Day (E).....	7,793	.0285	.0171
New London Telegraph (M).....	3,550	.00857	.00714
Norwich Bulletin (M).....	9,210	.04	.018
Connecticut totals .....	152,413	.47957	.29644
Population, 1,114,756.			

New England totals.....	1,812,748	3.07	2.64

\*Government statements, October, 1914.  
Other ratings Government statements, April, 1915.  
Population for New England, 6,874,147.

territory and national advertising should logically follow.

The New England manufacturer is in the midst of his best potential market. Every manufacturer should consider New England the great goods-buying as well as goods-producing section.

If you are making quality goods, goods that stand the test of critical, careful buyers, you can build up a following in New England that will be loyal and permanent—dealer distribution and consumer demand based on a solid foundation.

No other section is blessed with such a large number of powerful dailies. In no other section are newspapers so thoroughly read. Every important city and town has at least one local paper that yields an influence built up by years of service.

There was never a time when the important newspapers had a stronger hold on their constituency than they have now, or when they gave so much circulation for the money. The national advertiser who buys space in New England dailies for use this year will have invested his money thoroughly well.

These states that have given the nation the types of men who have represented New England in every walk of life and in every period of North American history demand closer study from an industrial point of view.

The native New Englander is a distinctive personality with certain defined characteristics and habits of thought. His average is high in intelligence and in the practical quality of mind. He has the means to buy—and once convinced, he becomes a permanent customer.

I feel it a plain duty to do my part to lead manufacturers in and out of New England to a recognition of the possibilities of intensive work in this territory.

One Million Eight Hundred and Twelve Thousand Seven Hundred and Forty-eight Circulations at \$2.64 Per Line.

Assuming that it would be possible to buy exclusive New England circulation in twenty-one leading magazines on a pro rata basis, it would cost \$6.29 per line for a gross circulation of 1,339,006.

The 43 leading New England dailies listed on this page offer 1,812,748 circulation at \$2.64 a line, or over 400,000 more circulation at about one-third the cost per line.

General advertisers seeking further light in respect to marketing conditions and distribution facilities in the New England territory are requested to communicate with THE EDITOR AND PUBLISHER AND JOURNALIST, The Newspaper Advocate, Suite 1117 World Building, New York. Phones BEEKMAN 4330, 4331.

## CROWNING ACHIEVEMENT

**A. A. C. W. Convention Endorses President Woodhead's Sustaining Membership Plan—Many Subscriptions—Plea for Eytinge's Parole—Vigilance Committee's Report Submitted by Sidener.**

The crowning achievement of the entire convention and of President Woodhead's two years of self-sacrificing endeavor in behalf of the cause he loves as typified by the association's emblem "Truth," and his slogan, "Co-operation—Not Coercion," was the adoption at the Monday afternoon session of the amendments to the constitution and by-laws permitting the inauguration of the sustaining membership plan. This was the subject so long and earnestly considered in the executive sessions of the national commission on Saturday, when the full membership of the commission debated the plan for three hours, passing up a ball game that they might realize the president's ambition to put the association on a strong financial footing as a "going concern."

The report of the committee containing the proposed amendments to the constitution and recommended by the Ways and Means Committee, consisting of Walter B. Cherry, chairman; Herbert S. Houston, Harry Tipper, E. T. Meredith and P. S. Florea, read to the convention by Harry Tipper, and unanimously adopted was as follows:

### WAYS AND MEANS REPORT

"The committee appointed to consider ways and means has given consideration to the various suggestions made in joint meeting of the executive committee and the National Commission and has unanimously reached the conclusion that President Woodhead's proposal for the establishment of some form of individual membership offers the best and probably the soundest methods of financing the Association under the conditions.

"The committee therefore recommends: "(a) That the constitution be amended by the addition of section 4 of article IV under membership to read:

"Sustaining members are those individuals or firms interested in advertising and in sympathy with the objects of the Association and willing to contribute to its support.

"(b) That the constitution be amended by the addition of section 5 in article XVIII under dues, to read:

"The dues for the sustaining members shall be at the option of the applicant and in accordance with the value of the service to him—\$25, \$50 or \$100 annually—payable annually—always for a term of not less than three (3) years.

"That the activities which have been conducted in the interests of advertising by the vigilance, educational, research and other fixed and special committees present definite and actual values which can be arranged and placed before the prospective members in such manner as to provide a plan of service of immediate and permanent interest to him.

"Further, the plans at present outlined for the extension of those various activities and the addition for a fixed and definite service through all good mediums to bring advertising to the public in such manner as to convince the public that advertising does not increase the cost of goods, but improves the service and in many well known instances has enabled the manufacturer to actually reduce the price, and the possibility of increasing the scope and activities of the A. A. C. of W. through the extension of clubs throughout the United States give a prospective value to the sustaining members far in excess of even the immediate and actual value at present in existence.

"The committee cannot at this moment arrange from the mass of data available in the files of the Association such material as would outline in detail alternative selling talks, but is convinced that a reasonable investigation will present for the sales machinery at the disposal of the organization more than all the information required.

"The committee submits the following suggestions as to the vital parts of the sales machinery which would be immediately available:

"(1) The organized departments composing the National Commission representing similar interests can from the selling information secured, arrange such data as would invoke the immediate interest of the individual members of these departmental organizations and through them the whole business interest they represent.

"(2) Through the headquarters office of

the Association and its close touch with all sections of the country a campaign can be conducted which will place in the hands of the individual prospective sustaining member the valuable work of this Association.

"(3) Through the clubs making up the membership of the A. A. C. of W. personal contact of the individuals who have been in close touch as committee members with the work of the vigilance, educational and other activities, can be more familiar with its value in the field in which he is interested.

"Your committee asks the privilege of presenting five-minute talks from leaders in five of the activities of the Association who will, by specific examples, show the value of the work done and the possibility of presenting these accomplishments under an organized selling plan so that the value of the work is visible to any prospect.

"We suggest Mr. Florea, finance; Mr. Sidener, vigilance; Mr. Hunt, advertising; Mr. Martin, research.

"The committee recommends that the matter herein presented be disposed of by this meeting without delay in whatever final form may be acceptable, in order that it may be presented to the convention during its present sessions by the president and if adopted put into immediate operation.

"Your committee urgently recommends that, in line with good business practice and in view of the representative attendance of our members in Chicago at this time, provided this plan be adopted, the executive committee take advantage of the situation to institute a preliminary try out campaign before the convention adjourns.

"Your committee has been told so thoroughly upon the value of the activities of this body that it has unanimously agreed that each member will become either individually or as a business organization a sustaining member of the A. A. C. of W. under this plan if carried."

Under the provisions of the new by-laws and constitution any one interested in advertising or the principles for which the organization stands may become a sustaining member by subscribing annually for three years to the club's treasury either as an individual or for a firm or corporation, and the maximum dues being \$25 a year and the maximum \$100.

### GRAND RUSH TO SUBSCRIBE

O. J. Gude, of New York, was the first to subscribe from the floor as a sustaining member and in rapid succession, as fast as Harry Tipper could record them, the following sustaining memberships were subscribed:

W. C. D'Arcy, St. Louis, \$100; Coca Cola Co. (will be responsible for 25 M.), \$100; Successful Farming, Des Moines, Ia., \$100; Walter B. Cherry, Syracuse, N. Y., \$25; P. S. Florea, Indianapolis, Ind., \$25; Orange Judd Co., \$100; A. M. Briggs Co., Chicago, \$100; Wilson H. Lee, New Haven, Conn., \$100; Van Buren Co., \$100; Ida Dyeing Co., \$25; Spark Plug Co., Marshalltown, Ia., \$25; National Lead Co., \$50.

Carl Wellendorf, Louisville, Ky., \$25; Hill Publishing Co., New York, \$50; New York American, New York, \$100; Hyter Brick Co., \$100; Association Men, New York, \$25; Postal Life, New York, \$100; San Antonio Express, San Antonio, \$100; Sunset Magazine, San Francisco, \$100; John Shelleto Co., Cincinnati, \$100; Chas. F. Berg, Portland, Ore., president Portland, Ore., Club, \$25; M. & C. Stewart Co., Boston, Mass., \$50; Toledo Weekly Blade, Toledo, O., \$100.

M. C. Peters Co., \$50; Anheuser Busch Co., St. Louis, \$100; Gatchel & Manning, Philadelphia, \$25; Thos. Cusack Co., Chicago, \$100; House of Wm. Green, New York, \$25; H. H. Cooke, New York, \$25.

James Gilroy, New York, \$25; Ivan B. Nordheim Co., Pittsburgh, \$100; Geo. Batten Co., New York, \$100; Associated Farm Papers, \$100; Ft. Worth Star Telegram, Ft. Worth, Tex., \$50; H. J. Mahin, New York, \$25; Duval Separator Co., New York, \$50; Doubleday, Page & Co., New York, \$100; Texas Co., New York, \$50; Sidener & Van Riper, Indianapolis, \$25. Total, \$2,775.

On the authority of the convention regularly expressed the president was authorized to appoint the presidents of the clubs a committee to secure sustaining membership and to report to the Executive Committee.

Article six, section B, of the constitution was also amended and approved on the following statement of the president:

"Your executive committee is now composed of sixteen members, and we propose to have a number of them remain—seven of those sixteen members shall hold over. Six of the members shall be voted for from the local clubs and so on, which makes a total of sixteen, of which ten are voted practically by this convention and six from the national commission. If this amend-

ment to the constitution is adopted by you it will result in seven of these members holding over from one year to another, thus insuring that there will be, at least, seven men familiar with the work as being carried on."

Geo. W. Coleman, of the Pilgrim Publicity Association of Boston, past president of the Associated Clubs, then made a strong plea in the interest of Louis Victor Eytinge, a life prisoner in the Arizona State prison, introducing resolutions which were unanimously adopted, asking the parole board of the State of Arizona to grant Eytinge such a parole as in their judgment will best enable him to continue unfettered the wonderful new life and great work which under the kindly laws of Arizona even a life prisoner has been given the chance to initiate and develop."

### VIGILANCE COMMITTEE REPORT

The first business of the Monday afternoon session was the report of the chairman of the National Vigilance Committee. Merle Sidener, the vigorous chairman, submitted the report. It was enthusiastically received. A few excerpts on the fly were the following.

Among other things the Vigilance Committee report said:

"The movement for truth-in-advertising and integrity in business generally has completely outgrown the national vigilance committee of the Associated Advertising Clubs of the World.

"In fact, it is so much bigger than any one organization that it would be the rankest kind of fraudulent advertising for this committee to attempt to take the whole credit for the advance which has been made along this line during the last few years.

"It is becoming increasingly difficult to reach offenders against the truth because those who still defy the movement are becoming more cautious. They are not willing to surrender and therefore must be whipted. This means more militant effort in these isolated instances and it has been proven that modern war costs money.

"The time is near at hand when a paid staff of men shall be engaged in this work, serving, possibly, under the direction of a volunteer chairman. There must be available legal and detective service, chemists and physicists—trained investigators whose ability and dependability may not be questioned.

"To this end, it is the recommendation of this committee that an amount of money be appropriated, commensurate with the opportunity which opens itself to the Associated Advertising Clubs of the World, to make this movement a really constructive force. The time has come for more action and less talk. The time has come when some central body shall place itself in position to speak with authority concerning the truth or untruth of specific advertisements. The time has come when the publications have a right to look for guidance from those who assume to tell them they are headed in the wrong direction. The publications are entitled to the facts about advertising which is criticised, rather than opinions and suggestions. The time has come when the advertisers themselves have a right to demand that those who advocate truth in advertising shall point out the individual offenders and not merely include a class under generalities. The time has come when this organization can no longer depend on unofficial sources for information concerning frauds and fakes.

"In the case of flagrant violations and in the case of defiant fakers the committee has urged immediate and positive action. But such cases are becoming fewer each year. Usually one court action in a community has the effect of keeping the would-be crooked advertiser in the straight and narrow path. Prosecutions of flagrant violations of law have also helped to show to the legitimate advertisers of the community the value to their business of having the frauds put out of existence.

"The foundation has been laid for a 'rouges' gallery, of fraudulent advertisers which in time will render a great service to the mediums which seek honestly to shut out the fakers. For several months a cleric has been engaged in gathering data for this record and more or less information has now been filed concerning about 700 different advertisers. Most of this is merely historical, but as current information is obtained through special investigations the file in individual cases will be conclusive. There is no thought of giving any general publicity to this report. The committee has been compelled to deny an erroneous report which has been persistently circulated, to the effect that a 'directory of frauds' would be 'published' by the committee. Nothing is further from the truth. This record of the transgressions of adver-

tisers will be for reference only, and confidential information will be furnished to those who are sincerely interested."

The president named Johnson, Wilson and Dunlow as Committee on Credentials, and Mac Martin, Gallop and Simpson committee on Resolutions.

### THURSDAY MORNING SESSION.

The wonderful advertising exhibit on display at Congress Hotel during the convention is to become a permanent institution for the betterment of organized advertising. Irvin F. Paschall, Philadelphia, chairman of the National Exhibit Committee, made this announcement at the general session on Thursday morning:

"The exhibit, as you have seen it," said Mr. Paschall, "will be preserved as a unit for a still more comprehensive exhibit which we plan for the future. The parts of the present exhibit we decide to retain will be shipped to Secretary Florea, at Indianapolis. The exhibit will be available at all times for advertising conventions, newspaper conferences, and gatherings of publicity men of any nature; also for schools and colleges that the coming generation may know what the ideals of associated advertising stand and fight for."

S. De Witt Clough, of Chicago, speaking on publicity work for advertising clubs, urged that every organization maintain an energetic publicity committee.

"And for publicity man," said Clough, "get a trained newspaper man. He knows how to write your stuff so it will get in print."

More persons registered at \$2.50 per national headquarters convention than at any other session of ad men ever held. According to Secretary Florea, the number was 4,193, of which 647 were ladies, and 600 of the Chicago Advertising Association. The Baltimore truth trophy for efforts toward cleaner advertising was won from the Minneapolis club by Indianapolis Advertisers Club. R. R. Schuman, of Chicago, in making the announcement, praised the commendable and enviable record of the Minneapolis Advertising Forum. "Newspapers in Minneapolis," said he, "are cleaner as regards their advertising columns than those of any other city. Mae Martin, the guiding genius, is largely responsible for this. Who knows but what his name some day will be mentioned along with Woodhead, Coleman and Dohbs?"

At the mention of Mae Martin's name in connection with those of former presidents, the crowd cheered, and someone shouted: "Mae Martin for president."

The Kalamazoo cup, another truth trophy for vigilance work, went to Nevada, Iowa, on evidence the club submitted as a foe quackery advertising. A. S. Cale, of St. Louis, presented the cup, and D. M. Grove, of Nevada, accepted.

Quoin Club trophies to Chicago stores for best window displays were presented by Hammesfahr, of Collier's to C. D. Peacock & Co., jewelers; Maurice L. Rothschild, clothier; Mandel Brothers, department store; Rothschild & Co., clothiers; Beachey & Lawlor, men's furnishings; Buck & Rayner, drugs; S. Ledner & Co., clothiers; Forsman & Co., clothier, and the Washington Shirt Company.

### Agricultural Night Addresses

The addresses delivered at the recent "Agricultural Night" of the Association of New York Advertising Agents, have been published in pamphlet form by the George Batten Company. With these addresses are also given copies of clever ads showing the value of rural advertising. They emphasize the fact that more than half the population of this country is agricultural, that 60 per cent. of American farmers get their instruction from farm papers, and that almost 40 per cent. of the rural population is reached by R. F. D. routes so that advertised articles can be delivered at the farmer's door. The George Batten Company will furnish copies of the addresses on request.

Fred Flanders, managing editor of the Aurora (Ill.) Beacon News, has been discharged as cured from the St. Charles Hospital of that city after an operation for appendicitis.

## CONVENTION NOTES CAUGHT ON THE FLY

**Bits of Personal Gossip—Chatty Notes on Topics of Interest to Advertising and Newspaper Men—Views of Men Who Are Conspicuous in the Publicity Field—Picked Up at the Chicago Convention.**

William A. Whitney and Thomas G. Barrett, of the Orange Judd Company delegation from New York, jumped into instantaneous fame on Monday as "Cane Men." Everybody wanted one of the striking ash walking sticks they gave away.

F. A. McJunkin, that tall "Handsome Man From Texas," lead the Texas delegation into the limelight. His mascot was a pet crocodile, led by a silver chain leash. It caused a lot of trouble at the Congress. It certainly was not welcome by the hotel employees, and the elevator man refused to let it ride.

Everybody turned a head to look at the Shreveport (La.) delegates when they marched down Michigan avenue on the opening day. Each one wore on his head a miniature oil well derrick, which was lighted by electricity. A large banner on which was written "Shreveport, La., 4,802 miles from Petrograd," was carried by J. E. Cowles, who headed the delegation. The conspicuous hatbands were always shouting "Shreveport."

## THE IOWA ARMY

The delegates who came from Iowa marched four abreast into the convention like a well drilled regiment of soldiers. Each line of the marchers showed the letters "I O W A" on its backs.

The Los Angeles Ad Club sent a live crowd of delegates who were strong boosters. Jack Wilson, a big agency man, said the club was doing big things in stirring up interest for truthful advertising. They brought with them the news that Governor Hiram Johnson has signed a new State law, drafted by the Los Angeles Ad Club, making it a felony for any one to knowingly insert an untruthful advertisement. The Los Angeles Club badge was a metal design of a bear carrying the Los Angeles Club emblem in one hand and the "Truth" emblem in the other.

Each of the Chicago dailies carried three full page advertisements giving interesting statistics concerning Chicago. The first ad of the series was headed, "The Greatest Family of Buyers in America." In the center of the page was data on the population, nationalities, citizenship, dwellings, families and occupations in Chicago, presented in a form which could be easily torn out and preserved.

Patriotic scenes in the Revolutionary War were presented on the float that marked the entrance of the delegation from Lexington, Ky., which was led by Edwin L. Quarles.

Orange and black hatbands were the distinguishing mark of the Baltimore delegation under the leadership of W. C. Clond, president of the Ad Club of Baltimore.

The Chicago Daily News displayed a generous spirit in registering all its local solicitors and advertisers. It gave each advertiser a badge and a book of tickets with the invitation to "Come right out and be one of us."

Many people who visited the newspaper exhibit wanted to know where they could get copies of the mammoth newspaper pages which adorned the booth. These fac-simile newspaper pages are the largest ever made. They sure did "get attention."

## COOL FOR PALM BEACHER

The opening day of the convention held out a chilly hand to the Palm Beach suit brigade. The fellows looked "nice" but "cool."

J. M. O'Hare and E. C. Davis, of the El Paso Times, flooded the convention with hales of money which General Francisco Villa sent to Chicago to be sold for souvenirs.

All those who attended the meeting at the Auditorium Monday received a beautiful carnation, a gift from Friedman, in Congress Hotel, and the "Maid of America" company. Each carnation was attached to a card with this announcement:

"Maid of America—A question asks this nosegay—"Does direct advertising pay?" Mr. Advertising Man—Yours for flowers—Friedman."

M. Martin Kallman, an expert on advertising efficiency from Los Angeles, and H. A. Robert, advertising manager of La Presse of Montreal, attended the convention.

The Cincinnati Chamber of Commerce was represented by Carl De Honey, manager of the Trade Expansion Department of that association.

Dr. Munyon, of homeopathic fame, was a familiar figure around convention headquarters. The doctor is nearly seventy-two years of age, but he claims conventions like the Chicago affair make him feel young again.

About forty members of the "Town Criers" from St. Paul flagged their way through the crowds with white hats and large red bands, which announced the name "Town Criers" boldly.

The biggest thing about the decorations worn by the St. Louis delegates was the name "St. Louis," which appeared in heavy cut-out letters on the badges.

"A Bright Spot" was the slogan that stood out in white on a four-inch red badge worn by the sixty delegates who came from Milwaukee. Everybody knew the Milwaukee Advertisers' Club was in the crowd—the badges spoke for themselves.

A large number of advertising representatives of publications in New York, Philadelphia, Boston, St. Louis and other cities were initiated into the Order of Red Roosters at a special dinner at Hotel La Salle.

While the "Ad Special" from Indianapolis stopped for water and coal in Danville, Ill., William R. Morris stepped from the train and was married to Miss Alice Cox, of Danville, Ill.

The only representative from Manila, P. I., was R. E. Murphy, who is connected with the Bulletin, a newspaper that is doing big things on the island.

John L. Hunter, sales manager of the A. T. Lewis & Son Dry Goods Company, a concern that believes in using big newspaper space, was greatly in evidence. His card was illustrated with a black and white drawing of Hunter himself. Below was the phrase "This is Hunter."

George D. Lee, president of the George D. Lee & Deute Advertising Agency, of Portland, Ore., one of Portland Ad Club's delegates, said he was glad to come such a long distance just for the privilege of getting in touch with the men who are revolutionizing the advertising business of the country and carrying back home some of their enthusiasm.

The first words Mayor Thompson said after he was enthusiastically greeted at the meeting Monday were "It pays to advertise."

## DENVER FOR 1917

John F. Reardon, president of the Denver Ad Club, believes that the delegates who come long distances should stop over at cities en route and get acquainted. He said the Denver delegates had stopped in Kansas City and St. Louis, and that they had a "bully time." Denver wants the 1917 convention, and its hustlers are planning to get it. All the work of the Denver Club is educational. They have courses in advertising, salesmanship and public speaking, and this practical work has been the means of building up a strong organization. The Denver boys wore hatbands that were so loud they fairly yelled "Denver—a mile high!"

David M. Botsford, of the Botsford Advertising Company, of Portland, Ore., was conspicuous for his height, his hat and his stunning looking suit, with a red rose adorning the left coat sleeve.

Some of the delegates wore so many badges, labels and rattles that when they walked they made a noise like a "hell cow." It was impossible for them to get lost.

George B. Gallup and Carroll Swan

received bushels of compliments for the manner in which they drilled the Pilgrim Publicity Club of Boston. When this bunch trotted into a meeting in zouave fashion in white ducks and straw hats they owned the hall.

Cyrus H. K. Curtis, president of the Curtis Publishing Company and the Public Ledger, of Philadelphia, said: "Liquor advertising and patent medicine and fake clothing and fake mining and promotion advertising must go—they are going now."

P. C. Larkin, of Toronto, Canada, who has made Salada tea famous, said: "Nothing gives results like newspapers."

The delegation from Fargo, N. D., were busy Monday distributing the "Truth Editor" of the Fargo Forum, which was issued under the direction of the Town Criers' Club of Fargo. The front page gave a history of the club and the other 24 pages were generously filled with the big advertisements of local advertisers.

Herbert Palen, "The Slogan Man," of Los Angeles, who is said to be the highest paid advertising man in the country, presented the Los Angeles Ad Club with a beautiful 12-foot silk pennant containing the slogan "Boost in Unity for the Land of Prosperity." The pennant was on display on the parlor floor of the Auditorium Hotel.

On Sunday night the Chicago Advertising Association gave a banquet to the members of the Executive Committee, the national officers and the national commission of Associated Advertising Clubs of the World at the Hotel La Salle. The speakers were Charles H. Porter, president of Chicago Advertising Association, and Herbert S. Houston, vice-president of Doubleday, Page & Co. of New York.

Oscar Rozier, president of the Ad Club of Sydney, Australia, took a chance of meeting a few German submarines to attend the convention.

## ONE MAN FROM LONDON

John Hart, advertising manager of the London Opinion, was the only representative from the war zone present at the convention. He had a lot of interesting stories to tell the boys about the war's effect on London. Mr. Hart is president of the Associated British Clubs, and has served on the London Times and other large newspapers.

## WOMEN VISITORS.

Among some of the women who added charm to the convention were Mrs. Geo. B. Gallup, head of the Boston Woman's Publicity Club, one of the few feminine chiefs of ad organizations; Mrs. Bruce Reynolds, wife of the ad manager of Randolph Wirlitzer Company of Cincinnati; Mrs. M. P. Garlock, wife of the circulation manager of the El Paso Times; Mrs. Robert E. Murphy, from Manila, whose husband is with the Manila Bulletin; Mrs. Nelson J. Peabody, wife of the advertising manager of the Atlantic Monthly.

## TEXAS PERSONALS

Rufus Steele, of San Francisco, newspaper writer, lecturer, author and head of the Steele Magazine Syndicate, is in Galveston for a brief visit, and for recuperation and rest.

Joe Mitchell Chapple, editor of the National Magazine of Boston, will visit Houston July 1, and arrangements are being made for his entertainment by the Houston Rotary Club.

Jack Harper, formerly employed in the Fort Worth Bureau of the Dallas Morning News, has been transferred to Dallas, and is now employed as a reporter on the News.

Grady Triplett, formerly reporter on the Fort Worth Star-Telegram, has succeeded Mr. Harper in the Fort Worth Bureau of the Dallas Morning News.

## Detroits Read Home News in Buffalo

A front page of the Detroit News was used by the Buffalo News Friday, June 11, as a compliment to the members of the Detroit Board of Commerce who were visiting Buffalo on that day on their annual cruise. The enterprise of the Buffalo News in thus enabling the visiting Detroiters to read a page of their favorite home paper was appreciated.

## CURTIS WON'T STAND FOR IT

## Will Bring Suit Against Street &amp; Smith for Mutilating a Serial Story.

On Wednesday last, June 23, Messrs. Street & Smith began the publication in the Popular Magazine, of what purports to be a serial novel called "The Gambler," by David A. Curtis, the well-known newspaper story writer, whose yarns about Old Man Greenhut and various other poker players have delighted the readers of the New York Sun for the past twenty years.

The same day Mr. Curtis instructed his attorney to bring a suit for damages against Messrs. Street & Smith for publishing over his name a work which he emphatically declares is not of his authorship, and which is eminently liable to injure, if not to destroy altogether, the reputation as an author which he has built up by forty odd years of hard work.

"It is true," said Mr. Curtis, when he was asked about the suit, "that I sold the serial rights to my novel 'Bill Blair, Gambler,' to Street & Smith. I did so with the full understanding that I was to publish it afterwards in book form, and with the positive assurance from the editor of the Popular that no changes would be made in my manuscript, which would alter the general character of the book.

"I have been studying for a number of years the plan of writing what should be a minute character drawing of the high-class professional gambler—such a man as Canfield was supposed to be. This is something that has never been done before, so far as I know, and I do not forget or underrate Bret Harte's 'John Oakhurst.' Brilliant as his sketches of that character were, they were onesided and incomplete. I do not hesitate to say that 'Bill Blair, Gambler' is unique in literature, regardless of its literary merit. Such as it is, it is the best work of which I have ever been capable, and I have been encouraged to believe that it will enhance my reputation greatly if it shall be published as I have written it.

"Street & Smith are not publishing it. Beginning by emasculating the title, they have proceeded to make excerpts from my manuscript leaving out approximately one-half of my work and presenting to the public over my name a bare skeleton of a plot with more or less sensational incident, such as almost any hack writer might evolve over night. They have castrated the book, producing something that I would not sign for money. The editor or proofreader who mangled the manuscript does not even know anything about draw poker. Fancy me writing that a player has to put up an ante because he holds the ace. That is what they make me say twice in 'The Gambler.' Of course, what I wrote was 'the age.'

"There are wounds also in the mangled carcass of the work which would bleed if they had left any blood in it, but there's no use in discussing the details of the crime. What they are publishing does not accord with my regulation proofs.

"I am not unduly sensitive. A lifetime of newspaper work has made me callous to the minor outrages of editors, proofreaders and compositors, but I shall not stand for such a monstrous act as this. If a judge and jury will give me satisfaction, I will have it if it takes the rest of my life and the last dollar I can raise to get it. Practically all I have in the world is my reputation as a writer, and I don't believe that any publisher has any right to destroy that."

## Maine Reporters Dine

The first annual banquet of the Maine Legislative Reporters' Association was held on June 19 at Takoma Inn, ten of the active members being present. There was no speech making, the party having just an informal good time. This association is composed of newspaper men who have covered at least half a legislative session.

## PHILADELPHIA NOTES

**Interesting New Feature of the Press—Industrial Section Succeeds—Restraint in Sad Story—Personals**  
(*Special Correspondence.*)

PHILADELPHIA, June 23.—The Philadelphia Press as another step in the vigorous upward and onward movement, which under the management of Samuel W. Meek is making every other city and state newspaper sit up and take notice, last Sunday discontinued the syndicated Sunday magazine for which it has paid \$84,000 a year for the past 13 years, and started in with a truly splendid magazine of its very own. The new venture is 32 pages, is printed in two colors, and is profusely illustrated. It carries three serials, a number of the very best short stories, and is chock full of "human interest." Most notable of all, however, is the Digest of the World's News for the preceding week, which summarizes for the busy man and suffragist in the most approved labor-saving style, all the important events of two hemispheres, on which a properly intelligent person should keep tabs. This will be prepared in the Press office, and it is possible that it may be syndicated since the idea of the "Current Topics Ticker" has aroused much generous envy.

### HAD FIRST SUNDAY MAGAZINE.

The Press was the first local paper to use a special Sunday magazine, the Record and the North American later adopting the plan, which they still maintain. The new magazine shows on its first page a photograph of a charming child representing the Velasquez painting of the Infanta Margarita, and on the back page appears a portrait of Bishop Rhinelander in ecclesiastical purple and black, with a striking story of a little known side of the prelate's activities. Later covers will be either drawings or photographs, the staff of artists being increased in consequence, and the map includes local articles, written in the characteristic Press style, which happily succeeds in being animated and sympathetic without growing inaccurate or "yellow."

The Industrial Section of the Press, which has been running for several weeks a series of special articles on great manufacturing concerns and real estate developments, is making a marked success. These articles cannot be bought, and are in consequence written to interest the reader rather than please the vanity or advertise the ware of the merchant. Such concerns as the Stetson Hat Company, the Campbell Soup Company, and the Baldwin Locomotive Works if I remember correctly, have been among those which took their place in the lime-light, in a number far different from the usual stupid trade "puff." The automobile advertising carried by the paper might also be tossed a bouquet in passing since it leads all other records in kind in the state, averaging 35 columns a Sunday. The paper is also carrying more real estate and resort advertising this season than ever before in its entire history.

### "WANTED, A MOTHER."

A few weeks ago a pitiful little expectant mother, not quite 17, shot and killed her betrayer. The circumstances were unusually pathetic, and the Press, responding to the great human appeal in the drama, printed a two column page-length editorial, headed "Wanted—A Mother," in which the child's immense lack of a maternal parent before her rash act, and after, when she faced the inevitable consequences, was told in one logical, heart-stirring sentence after another.

It is not every day that an editorial has a \$500,000 pull—apart from the altruistic world of finance or big business, but that is what happened in this case, for an unnamed, big-hearted woman on reading the editorial, wrote the Press and offered to go bail for the young girl to that amount if necessary, offering her later when a \$5,000 bond has been deemed sufficient, a home in the suburbs where she might await her

double ordeal in seclusion and safety.

This was not all the editorial did. A famous lawyer, who is never associated with criminal cases, proffered his services without charge, and many others wrote in praise of the article or offering help. The place of retreat was kept a secret until it was uncovered, and the Bulletin, the Evening Ledger and the North American straightway sought out the poor girl and wrote sob-sister stories on her feelings and looks and ideas.

Then arose in its wrath the Record, and smote the gossipers hip and thigh with another much-talked-of editorial, "Scoop," in which respects were paid to the "Evening Gutter-snipe" and the "Puhlie Scavenger" (think of it—the erstwhile calm and contented Record using such language), and the world at large was informed that said paper gloried in its scoperness, in its "old-fogey" ideas, in its respect for "an obsolete standard of ethics" and "outworn rules of journalistic decency."

There was more, all straight from the shoulder, good thumping blows, winding up with: "This newspaper has been scooped, and nobody knows it except the people who hunt for delectable tid-bits in the social garbage pail."

### PHILADELPHIA PERSONALS.

Colonel James Elverson, Jr., owner of the Inquirer, and a member of the governor's military staff, has presented a fine flag to the Philadelphia Paper Carriers' Association.

The University of Pennsylvania conferred the degree of L. L. D. on John Wanamaker at the commencement exercises this week. The Record in an editorial speaks of him as one of the leading citizens of the world, and fitly extols his wonderful genius for organization and administration.

J. C. Watson, former Premier of Australia, who has been making an observation tour through the country preparatory to returning to Australia and establishing a number of newspapers in Sydney and elsewhere, inspected the Curtis Publishing Company's immense plant the other day.

CUETIS WAGER-SMITH.

### SHUBERTS ENTER AN APPEAL

**Insist They Have Right to Exclude the Times Critic From Theatre.**

Another stage has been reached in the controversy between Alexander Woolcott, a dramatic writer on the staff of the New York Times, and the Shuberts, the theatrical managers, has been reached. It will be remembered that Mr. Woolcott was excluded from entering any of the Shubert theatres, and he began legal proceedings. On June 18, before the Appellate Division of the Supreme Court, attorneys for the Shuberts and for Mr. Woolcott argued an appeal from an order of Justice Peter H. Hendrick, of the Supreme Court, taken by the Messrs. Shubert. Justice Hendrick had issued an order restraining them temporarily from excluding Mr. Woolcott from their theatres.

Presiding Justice George L. Ingraham and Justice Victor J. Dowling showed lively interest in the case by asking questions in the course of the argument. Decision was reserved.

Charles H. Tuttle represented the Shuberts and Alfred A. Cook represented Mr. Woolcott.

### Sun Men Will Dine July 11

The dinner of the employees of the New York Sun, which is to celebrate the passing of the old Sun building, has been set for July 11. Originally it had been planned to hold this dinner the first week in June, but this date was abandoned when it became evident that the top floor would not be clear by that time. E. P. Mitchell, the editor in chief, is to be toastmaster, and efforts are being made to persuade Governor Whitman to attend. Great regret is felt because Chester Lord is away in Canada and cannot be present.

## DANA WROTE THE FACTS

**How Former Boston Newspaper Man Insured Accuracy of Story of His Wife's Tragic Death — Chandler's Friends Laugh—Color Pressmen Laid Off—President Berry to Be Less Active.**  
(*Special Correspondence.*)

BOSTON, June 23.—The newspapers of this city have devoted many columns of space during the past week to stories of the suicide of Mrs. Jessie Halladay Dana, wife of Edmund Trowbridge Dana, who is a grandson of the poet Longfellow. Mrs. Dana was found in the sea at Nantucket, where the Danas were spending a vacation. At first the death was thought due to heart failure, but later Mr. Dana issued a statement to the effect that his wife had killed herself. He characterized her death as "tragic but beautiful."

Then followed columns of interviews, in which the fact was developed that Mrs. Dana had become melancholy and despondent. She was, like her husband, an ardent socialist, a worshipper of Bernard Shaw and a believer in the use of vegetable foods. After the birth of her son, who was brought into the world by Caesarian operation, Mrs. Dana failed in health. At the last, according to her husband, she believed that she had failed to do her duty by her son.

On Sunday Dana was interviewed by a representative of the Post. At the time Dana was in bed, suffering from the reaction of the affair. Monday he granted an interview to a representative of the Boston American, but insisted that he be allowed to write the stuff himself. When his strength failed, towards the last, he dictated the balance of the interview with the understanding that he should be paid \$10 if it was changed except by typographical error. Calling himself an "intellectual," he feared that the public would not understand his full meaning of his position towards the suicide of his wife unless the newspapers quoting him followed copy exactly.

After his marriage Dana worked for a time as a reporter on the Post. Members of the staff remember that he always lunched from raw vegetables, sometimes topping off with a few pansies or other flowers for dessert. He now occupies a chair of professor of philosophy in a Western college.

### CHANDLER IN NEW ROLE.

The news that Carl H. Chandler, treasury agent in New York, former member of the staff of the Boston Herald, and member of the Press Club, had been arrested in New York as the mysterious "Oliver Osborne" in the Rae Tanzer case was received with consternation by his many Boston friends. They believe, however, that it is all a huge joke. Carl vigorously denies that he is Osborne. He held up his hand: "Do you see any wrist watch on me?" he asked. "Do I look like a lady killer?" The reporter admitted that he did not seem to measure up to the popular conception of a love brigand. Chandler got his government job while doing the Federal building for the Herald. He is well known among Boston newspapermen, especially those who have seen several years' service in this city.

### THE AMERICAN'S OUTING

The Boston American's third annual outing for mothers and children will be held at Nantasket on June 30. It is expected that many mothers and children will be present. The Moxie Company has given 50,000 sanitary paper cups for the outing and expects to dispense 60,000 free drinks of Moxie.

Dealers who handle Columbia records have been using large space in the Boston newspapers of late. They have clubbed on a large advertisement, calling especial attention to summer music.

On Sunday the Boston American started a world's series base ball contest. The contest will end September 12, when 25 fans will be sent to the world's series without a penny of expense to themselves. A vote will be printed in each issue of the American.

The New York Sunday American has just given its color pressmen two weeks' notice of intention to discontinue printing The American's color sheet and that hereafter it is to be printed outside. This condition has arisen over a dispute between the union and the American's new color expert or efficiency man, Mr. Kiser.

As THE EDITOR AND PUBLISHER exclusively announced last week, the seceding unions connected with the I. P. P. and A. U. have settled their differences and will join forces once more. President Berry will eliminate himself from active participation in the affairs of the union. The newspaper pressmen will rejoice in this result because they always felt that President Berry's break with the A. N. P. A. was a mistake and under his administration they met with reverses in San Francisco, Chicago, Atlanta, St. Paul and Sacramento.

John Todd, representing the New England Newspaper Supply Company, spent the past week in New York City, where he signed contracts for newspaper supplies with newspapers in Rio Janeiro, Christobal, Buenos Aires and Valparaiso. Theodore Ellis, president of the company named, reports that since the war in Europe started, practically all newspaper supplies to South America are coming from the United States.

Harry Hughes, of the Ault Viborg Ink Company, formerly of the Boston American, will make a trip from New York City to Chicago in his new 65 horsepower auto.

## OUR PRESS FOR HUMANITY

**Talcott Williams Pays Tribute to American Newspaper Treatment of War.**

Speaking at the Brown University alumni dinner on June 21, on "The New Sovereignty," Director Talcott Williams, of the Pulitzer School of Journalism, said:

"In no modern war has the press of each country had less opportunity to collect news for itself and give it to its readers. In none has the press of England and America done a larger service in its nation and wielded a larger influence.

"With half the world at war, the need of a new authority was never plainer. A new sense of the sovereignty of humanity, greater than any one land and heard above the noise of the captains and the shouting has filled the utterance of the American press for a year past. When our Government could not speak, the American press has spoken for the American people and for humanity. Never has there been less desire to seek collision or conflict in defense of our own lights. Never has there been a firmer determination to maintain on the ocean the rights and safety of all men."

"Without malice, without rancor, with conscious regard for the stress of a great struggle and for national passions inflamed by a grapple for life or for death, the American press has never been more sober, more dignified, more free from partisanship, more determined to be just."

### Mr. Ochs Brings Suit for Libel

Adolph S. Ochs, publisher of the New York Times and the Chattanooga Times, filed suit through his attorneys, Brown & Spurlock, in the United States District Court, Chattanooga, Tenn., last week against W. B. Cleage, publisher of the Hamilton County Herald, for \$25,000 damages, charging libel. The suit is based upon an article which appeared in Mr. Cleage's paper, the Herald, in its issue of last Saturday. The article in question concerned the proposed purchase of the negro park site in South Chattanooga, of which Mr. Ochs is part owner, by the city for the sum of \$40,000.

Purdue University, of Lafayette, Ind., plans to have a new course of study at the opening of the new term, when the English department will include the subject of journalism. It is expected that this course will become very popular with students throughout the state.

## NATION THE AD FIELD

General Manager S. Wilbur Corman, of N. W. Ayer & Son, Gives Able Talk on "The Newspaper and National Advertising" to Southern Newspaper Publishers' Association at Asheville.

Much interest was manifested at the recent meeting of the Southern Newspaper Publishers' Association, at Grove Park Inn, Asheville, N. C., in the address on "The Newspaper and National Advertising," by S. Wilbur Corman, general manager of N. W. Ayer & Son. Mr. Corman said, in part:

In my judgment, the newspaper so far outstrips, as an advertising vehicle, all other forms of media that they are scarcely to be mentioned in the same breath, BUT this great form of advertising is so hampered and malhandled and abused and abased in the hands of its owners that it is really progressing backward at an alarming rate of speed.

Now then I've promulgated the platform of my belief in two planks. The first plank is that newspapers constitute the greatest form of advertising medium; the second plank is that you newspaper publishers have a gold mine that you don't know how to work, and that, as far as national advertising is concerned, it is being accomplished without your aid in proper degree, because you Heralds of Modernity are the most behind-the-times men in appreciation of your own opportunities and your own values that the business world can exhibit.

### ADVERTISING IS A BUSINESS

Advertising is a business proposition, supposed to be sold on a business basis to business men, but the man who attempts to measure the business management of the average newspaper by the yardstick of modern business efficiency in other lines will have a sorry job on his hands. Tell me that progress has been made in newspaper conduct and I shall not deny it. But here is the test. Measure the progress that has been made in general industry—in steel production and chicken farming and pickle packing and biscuit baking and railroading and periodical publishing and lay your progress in newspaper management alongside of it and draw your own conclusions.

The newspaper publisher with his stock of merchandise (which is white space for the advertisers of this nation to utilize to their high advantage) does not, broadly speaking, fix his prices, terms and conditions with any scientific regard for today or tomorrow, but with almost slavish fidelity does he face the past and ask, "How have these things always been done and what do my fellow-publishers do?"

The whole newspaper rate question needs disinfecting, fumigating and deodorizing. You will gather from my remarks that I consider it to be in a bad state of decay. A similar price to all customers under like conditions is generally regarded as simple business honesty, and yet the newspaper which, under any circumstances or conditions, will not in any manner, shape or form make any rebates, discounts or concessions of any kind or character, is a rara avis.

### FLAT RATE PRINCIPLE RIGHT

I am advocating no impractical, Utopian ideals, and I do not mean to offer the suggestion that conditions are ripe for such a revolutionary move, but it is very clear in my mind that the flat rate principle is right, and that newspapers are great sufferers because so many mediums of general circulation are proving it to be right.

Under a flat rate, the little fellow has a square deal. Beginners in advertising, like beginners in anything else, are apt to start small. Protection and help for the beginner is very desirable. Advertising badly needs the beginner. The death rate is alarmingly high, so let's keep up the birth date.

Short rates, foolishly extravagant discounts for space, local rate arrangements to meet the requirements of some one store or class of stores—all these things must pass away before the correctness of the flat rate principle—if not now, eventually.

Advertising is shifting and changing



GROUP OF DELEGATES TO SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION CONVENTION HELD AT GROVE PARK INN, ASHEVILLE, N. C., LAST WEEK.

very rapidly. No worth-while agent talks much about the glittering generalities of advertising nowadays. The best advertising man is neither a literary genius nor a spell-binding solicitor. He is a student of the flow of merchandise. He is investigating the purchasing habits of stores and consumers.

The making of a modern advertising plan involves a study of distributive methods and channels and a proper understanding of trade relations or lack of them. Advertising is now generally considered as an item of sales cost, and may only be made fully effective through intelligent retail-co-operation, sales efficiency of road men, and numerous other contributing factors.

### NEWSPAPER SPACE A PRIZE

Newspaper recognition should be a highly prized franchise. It should be impossible of obtainance except on a basis of demonstrated ability to create and develop new advertising accounts and unquestionable financial responsibility.

There are not above a score or so of agents with whom you are doing business who could pay their bills tomorrow if their leading client were to fail, but this great business of newspaper publishing takes no heed of that fact.

Running a newspaper is a simon pure business proposition, like running a laundry, or a coal mine, or a shoe shining parlor, or a street railway system. Business in any line succeeds in almost direct ratio to the efficiency with which it understands and meets the requirements of its customers.

The American newspaper owes its strength to its local sufficiency. It is the palladium of local interests. It is the reflector of local sentiment. It is the stimulator of local enterprise. It is the booster of local talent. It is the recorder of local endeavor. It is the reporter of local accomplishment. It is the herald of local ambition. All these things it is, should be and will continue to be.

But a spirit of nationalism is in the air. Men are thinking with a national mind. What the nation eats, wears, does and feels, is reflected in Decatur, Alabama; Decatur, Illinois, and Decatur, Texas.

### ALL THE NATION CONCERNED

Advertising fundamentals are safe. Advertising principles are certain. We have become a nation. The nation is made up

of segments called states; the states are made up of sections represented by their towns and cities.

### SOME PERTINENT QUESTIONS

I think I know what the average newspaper means to its town or city. Shall I attempt to sell this nation and not regard the newspapers of its towns and cities? Shall I attempt to write my thoughts without learning my A-B-C's? Shall I attempt to run before I walk? Shall I attempt to count ten before I count one?

When the whole becomes greater than all its parts—when  $2 + 2$  equals more than four—when the newspapers of this country all simultaneously suspend publication—when the people all go blind—when no one cares who is born, married or dead—when we have all taken our places in the Celestial Orchestra, respondent to the toot of Leader Gabriel's old trumpet—then, and only then, may the national advertiser cease to concern himself with newspaper advertising.

### THE LIGHT THAT FAILED

#### Tribute Paid to the Memory of H. B. Ladd in the Providence Journal.

The Providence Journal on June 9 printed an editorial appreciation of Henry Brewster Ladd, a member of the staff who died the day before. It expressed so well the feeling of his associates that we reproduce these sentences from it:

"For some little while we, his associates, have watched with solicitude the evidences of a flickering spirit. In a body always fragile in appearance, but stout enough to endure beyond the years of the Psalmist, that spirit, to the last, was cheerful—never more buoyant, apparently, than when Mr. Ladd finished, for the last time, the night's task at which he had been engaged for forty-two years. He saw the Journal 'sent to press,' bade his associates 'good night,' and sought his bed. Sleeping, he passed out."

"We shall miss him. Throughout the Journal establishment, from top to basement, he will be missed. It is not easy to satisfy ourselves that, tonight, sharp at the hour of seven, we shall not find that desk opened, and Mr. Ladd sitting at it, ready for the work he has performed steadily, faithfully and competently, for a long lifetime."

### TAFT WOULD CENSOR NEWSPAPERS

#### Speaks Against Publishing Details of Criminal Cases.

Ex-President William H. Taft, speaking before the Judiciary Committee of the Constitutional Convention at Albany, N. Y., on Friday, June 11, recommended a censorship over the publication of news of crime or of criminal trials.

"One of the greatest evils we have today," he said, "is the practice of trial of cases by newspapers. This practice creates an atmosphere which it is hard for the court and jury to overcome. My suggestion would be that the constitution modify the freedom of the press provision to the extent, at least, of authorizing the Legislature to pass laws to protect the administration of justice against the abuse of the press."

### HORACE GREELEY MUST GO

The massive statue of Horace Greeley, that so long has sat in a chair in front of the Tribune office, is to be moved. A new drug store is contemplated for the southwest corner of the Tribune building, and the editor, in his present position, would seriously interfere with that display of tooth paste and fly paper which is the vested right of every such store.

For years he has sat there, with one leg slightly extended as if he were on the point of getting up and going away. Just where Mr. Greeley will come to rest again is not yet decided. He has seen many changes since he first took his seat there and will perhaps be glad to go to some less noisy location where he can finish that paper he has held, unread, in his hand for a generation.

### California's New Advertisement Law

Governor Johnson, of California, has signed the bill which makes it a misdemeanor for anyone to publish an advertisement known to be false. Varying only slightly from similar measures in force in twenty other States of the Union, the bill, which will become a law 90 days after the adjournment of the legislature, is a great victory in the interests of honest advertising.

Copies of this issue of the E. & P. will be mailed to any address on order.

# 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 advertising rates.

New York, Saturday, June 26, 1915

## CONVENTION RESULTS

Viewed from every standpoint the convention of Associated Advertising Clubs of the World, held this week in Chicago, was the largest in attendance and the most important in accomplishment ever held by that body.

To the newspaper world the organization of a newspaper departmental and the election of Lafayette Young, Jr., business manager of the Des Moines Capital, as vice-president of the association, were, perhaps, the most important features of the convention—important in that they indicate that the daily press of the country has at last awakened to the tremendous significance of the work in which the ad clubs are engaged and has expressed its desire to participate in it.

The standard of practice adopted by the departmental is short, but each sentence contains a whole volume of wisdom. No newspaper man who believes in honesty and truth in business can consistently refuse "To make none but true statement of circulation," "To maintain advertising rates as published," "To reject fraudulent advertising," and "To oppose free publicity."

Upon such declarations as these the newspapers can build such a reputation and business as they have never enjoyed before. Co-operation of effort among all publishers is now needed to put them into effect everywhere. We are not visionary when we predict that the influence of the action of the Newspaper Departmental will be felt to the finger tips of the body journalistic before the year is ended. If the newspaper publishers will live up to the four declarations newspaper advertising will be placed upon a more secure and profitable basis than heretofore.

The action of the convention in establishing sustaining memberships in order to provide funds for carrying on the legitimate activities of the organization meets with popular approval. If the service rendered by the A. A. C. W. possesses the value ascribed to it by thousands of persons who have been benefitted, then it is worth paying for. No one of those who have served on committees and given freely of their time and money are animated by any other than the loftiest sentiments. They should not, however, be expected to bear all the expenses of carrying on the various campaigns launched by the association.

The new president, Herbert S. Houston, is a man

of broad business experience and high ideals, and under his administration the A. A. C. W., it may be safely predicted, will reach a still higher degree of efficiency and of achievement.

## HASTENING THE REWARD OF MERIT

If there is any one quotation that is frequently and often aptly employed by speakers upon business topics it is this: "If a man can write a better book, preach a better sermon, or make a better mouse-trap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door." It is ascribed to Emerson, but whether or not the Sage of Concord wrote it is immaterial, it sounds good and is an encouragement to many timid persons who possess talent.

Advertising men should, however, be careful how they employ this quotation, or some quick witted hearer may make a disconcerting counter thrust by remarking, "If Emerson is correct what's the need of advertising, any way?" Of course the saying is meant to emphasize the idea that real merit is sure to be recognized and rewarded. Accepting the statement as true, although we fear there are many instances in which it is not, it behoves the ad man to be ready with a reply to any skeptic who may seek to trip him up.

He might answer, of course, that as Emerson says, real merit is eventually recognized, but why wait for a quarter of a century for the financial reward when, by judicious advertising, it can be gained in four or five years? People in these days are in too much of a hurry to travel into the woods to find the maker of the best mouse trap when there is one "just as good" advertised in the newspapers and to be found on the next block.

It is singular, but true, that manufacturers of articles for general consumption seldom advertise for business in the newspapers of the city in which they are located. Just why this is so is hard to determine. If an article has merit it certainly ought to have a good sale in the city in which it is made. Reputation at home is a good thing to have, as it is an excellent recommendation when it comes to selling it in other cities. It seems to us that a manufacturer ought to supply local dealers direct with the goods he turns out as a matter of home pride if for no other reason. Do the newspapers go after the advertising of these concerns in an intelligent and forceful manner? Do they conduct their canvass on any other basis than that of duty to support local institutions? These are questions worth thinking over and discussing in editorial and advertising conferences and in the trade press.

Funny things sometimes happen in newspaper publishing. A few days ago one of our contemporaries reproduced from the Chicago Evening Post a notice of the incorporation of the Chicago Enquirer Publishing Company, capitalized at \$1,000,000. The names of the committee appointed to sell stock consisted of Alexander J. Jones, William B. Brunton and C. E. Crafts. In commenting on the news the editor said that the publication of the incorporation "has solicited wide-spread interest." It turns out that the "news" was twenty years old. The Evening Post has been running a column headed "Twenty Years Ago Today" in the Evening Post, and the item printed by our contemporary was clipped from that column. Hence the cause of much laughter among the Chicago newspaper men.

The Chicago Tribune announces that hereafter it will charge for the actual cost of composition of advertisements that are set up in its composing room and subsequently killed without having been published in that newspaper. The publishers feel that this rule will relieve to some extent the composition waste that is at present burdening the composing room, and that more prompt and efficient service will be the result. Why wouldn't this be a good rule for all newspapers to adopt? There is no valid reason why newspapers should go to the expense of setting up advertisements for which they receive no pay.

## TOM W. JACKSON'S ALONG THE ROW

### FROM GLOOM TO GLADNESS.

His trade was bad,  
The man was sad,  
He used an ad.  
And now he's glad.

So is his wife,  
Since trade came back.  
She's wearing shoes,  
Laced in the back.  
To hit the pace that wins the race,  
One must use advertising space.

### JOHN'S IDEA.

John Mahoney says that all German, French, Italian, Bohemian and Yiddish speaking papers, should be printed in English.

### HOW WOULD THIS DO?

Correspondent writes to inquire if we know what candidates The Commoner is likely to support in the next national campaign. We can't tell, but suggest the following ticket:

For President  
William J. Bryan, of Nebraska.  
For Vice-President  
William Sunday, of Illinois.  
Platform  
Peace—Prohibition and Plunks.

### SUMMER NOTE.

Had your vacation yet? We mean the kind you get paid for.

### WHY SURE.

"Why do telegraph operators call their typewriters 'mills'?"  
"I guess it's because they grind out their daily bread on them."

### SAW JACK POT.

"Is the editor in?" asked the visitor.

"I think not" answered the boy at the door. He was at the Press Club last night, and touched the cashier this morning for a ten spot.

### FROM THE SKINNERSVILLE SIGNAL.

"The Anti-Saloon League of this town held a meeting last Wednesday and passed resolutions requesting the Signal to eliminate all its cafe and liquor ads and to support prohibition. Right here we declare that we are not going to do either. Some of our best subscribers and largest advertisers are men who take a nip now and again, and there have been occasions when we have been induced to join them without undue pressure on their part. We learn that at the League meeting they served lemonade, root beer and grape juice, and that several of those who partook of these beverages have since been laid up with colic, so it will be seen that prohibition also has its dark side. We will not support prohibition, because it curtails a person's liberty. Silas Smith, our esteemed fellow-townsman, had at one time some trouble with his interior which prevented him from eating eggs. They made him deathly sick. But Silas didn't run about town, pointing to his stomach, and crying out that no one must eat eggs because they disagreed with him. Prohibitionists should take a lesson from this. We have no objections to a man not drinking—that's his own business, but when he tries, by force, to stop others, he violates the sacred Constitution of the United States. Prohibitionists love to point out now and again some poor wretch as a horrible example of the curse of drink; but strong drink has never yet produced anything like Bryan. Send for our list of non-can-using summer resorts and boarding houses."

### HERE'S YOUR ANSWER, NELLIE.

We have received the following:  
"Along the Row. Dear Sir: I am a young girl of 22 and am in love with a brilliant young man who is a reporter on a New York morning newspaper. He has asked me to marry him. Should I do so? I ask you, because you, I judge, have been a reporter, and could tell me what my chances would be for future happiness. Yours Very Truly,

NELLIE, R."

It is not in our line, Nellie, to butt in with advice on affairs of the heart. Besides, if you love the reporter you will land him no matter what we might say. However, if you are prepared to get up at 3 a. m. and welcome him home, or stay up all night and sleep all day, and not worry about him because he is suddenly sent away for a week to cover a murder mystery, or the Wisconsin State Convention of German-American Prohibitionists, at Milwaukee, and to make allowances for his meeting some of his co-workers, now and again, at Perry's (He will explain this to you), we see no reason why you should not be reasonably happy. If you do marry him, however, urge him to work for a day editor's job, for then you can have dinner before 4 a. m.—when he's home.

## PERSONALS

Col. Henry Watterson, the famous editor of the Louisville Courier Journal, arrived in the city last week, and is staying at the Prince George Hotel. He usually spends several weeks in New York during the summer, as he regards it as the best summer resort in America.

Grant M. Hyde, instructor in journalism at the University of Wisconsin, will work on the New York Evening Mail during the summer.

F. D. Carruthers, of the New York World, and Mrs. Carruthers, wife, F. D. Carruthers, Jr., advertising manager of Standard Mail Order Company, and F. Porter Carruthers, of the S. C. Beckwith Special Agency, are spending the summer at Hotel Sibley, on the Sound, Greenwich, Conn.

Thomas Lambert, foreman of the New York Herald press department, visited Boston recently, and was the guest of Frank Ellis, foreman of the Boston Herald press plant, also Thomas Roulette, of the Boston American.

And now comes a rumor from Ohio that Capt. David A. Murphy, one of the State's oldest editors—he admits he is seventy-three—is contemplating matrimony. The object of his affection is only eighteenths.

The engagement is announced of Miss Rose Caroline Tillotson, editor of the Woman's Page of the New York Evening Telegram, to Bernard Sanders Van Rensselaer, of New London, Conn.

C. W. McMorran, a member of the New York Press Club, and a writer of wide experience, has recently contributed to the Syracuse Journal's editorial page a series of four articles on "Let America Be Our Country" to All Foreign Born." The aim of the article is to urge those who were born abroad but have made this country their home for a number of years, to become citizens of the United States, and thus declare their allegiance to it in these times of stress and turmoil. The arguments presented by Mr. McMorran were of a most convincing character.

J. Albert McCullum, for several years automobile editor of the St. Louis Republic, has been appointed to a similar position on the St. Louis Star.

Mrs. Valerie Bell has been appointed supervising editor of the fashion department of the Chicago Tribune. Mrs. Bell was employed for three years by the New York Sun, and for a year by the London Times. Then for several years she wrote signed articles for Le Petit Journal and Le Figaro in Paris. She is practically the only American who has written fashions in Paris for the French. Mrs. Bell was also engaged for several years as fashion expert on the Dry Goods Economist and allied trade papers. At various times she was employed by the Butterick Company, the Standard, McCall's and the Ladies' Home Journal.

James E. Callahan, New Jersey, editor on the Philadelphia Inquirer, is recovering from an operation for appendicitis at St. Francis Joseph Hospital, Philadelphia. Mr. Callahan was formerly city editor of the Asbury Park Times.

John T. Robinson, at one time connected with the Portland (Me.) Press, has become manager of the Sanford News.

P. A. Bennett, editor of the Buffalo (Mo.) Reflex, was unanimously elected president of the Ozark Press Association at its annual convention, recently.

Emerson D. Owen, recently managing editor of the Scranton Daily News, has become city editor of the Scranton Republican.

George K. Mentzer, who was at one time circulation manager of the Daily News of Connellsville, Pa., has become circulation manager of the Greensburg (Pa.) News Record.

Reese B. Ogg, member of the circulation staff of the Waco (Tex.) Morning News, has resigned to take up newspaper work at El Paso.

Joseph Auld, of the Burlington (Vt.) Free Press, spent part of last week in New York on business.

## WEDDING BELLS

Robert W. Hand, of Newark, N. J., of the staff of the Newark Evening News, and Miss Ruth Lyon, daughter of

Frauk S. Lyon, of New York, were married on June 12 in the Roman Catholic Church of St. Thomas, 117th street and St. Nicholas avenue, New York City. After a brief wedding trip Mr. and Mrs. Hand will reside at East Orange, N. J.

John C. Walter, sporting editor of the Rochester (N. Y.) Post Express, and Miss Mary Edna Rinn of Rochester, were married on June 19 at Holy Rosary Church, that city. After a trip to the Great Lakes Mr. and Mrs. Walter will make their home in Rochester.

Norton Francis Pratt, owner of the Weymouth Gazette, and Miss Grace Mildred Bicknell were married Thursday, June 17. The groom is a graduate of the Weymouth High School, class of 1910. He entered newspaper work on the Boston Transcript and on resignation became connected with the Weymouth Gazette, soon being made assistant editor. April 1 of this year he purchased the paper, which is the oldest in Weymouth.

## CHICAGO PERSONALS

Roger Walcott, formerly railroad reporter on the Tribune, left the paper a few months back saying he was "going West." A letter bears the tidings that Roger now is "professor of the English language" at Soochow Academy, Soochow, China.

Mrs. Elizabeth Armstrong Reed, author, died last week. She was for four terms president of the Illinois Woman's Press Association.

Maurice McLaughlin, tennis expert, has been signed by the Herald to write articles on that game for it exclusively.

Luke Grant, who covered labor on the old Record-Herald for ten years, dropped into town the first day of the street car strike. He waited in front of the Northwestern terminal an hour for a street car and wouldn't believe a policeman who told him there was none running. Mr. Grant is with the federal industrial commission.

Walter Lusk, formerly of the Globe-Democrat and Republic in St. Louis, has joined the publicity staff of the North American Film Corporation in Chicago.

Miss Evern Foley, the eldest daughter of W. B. Foley of the Tribune, was married in Duluth, Minn., Saturday night to Ashton K. Smith, a Duluth newspaper man. It was a complete scoop on father.

Jack Hammond, a son of Percy Hammond, the Tribune's dramatic editor, began his newspaper career last week as a reporter on the City News Bureau.

## WASHINGTON PERSONALS

Frank B. Lord, president of the National Press Club, has returned after a trip to Hawaii with the Congressional delegation.

A. W. Cook, of the New Orleans Item, is a visitor to Washington.

A daughter has been born to Dudley Harmon, of the New York Sun, and Mrs. Harmon.

Herman Landon, formerly of New York, and now of the Washington Herald, is a frequent contributor to Collier's Weekly.

Preston McGoodwin, formerly managing editor of the Daily Oklahoman, now Minister to Venezuela, is in Washington on leave.

Ruth Purcell, winner of the Washington Times Beauty Contest, has been declared the most beautiful girl of all those chosen to represent the different cities.

Byron R. Newton, Assistant Secretary of the Treasury, formerly a New York newspaper man, has recently discovered that he is a direct descendant of Sir Isaac Newton.

Earl Godwin, of the Washington Star; Robert D. Heinl, associate editor of the Nation's Business; Isaac Gregg, of the New York World, and Robert Dougan, of the Associated Press, who accompanied the Pan-American delegates of the Financial Congress on the trip through the Middle West and large Eastern cities, have returned to Washington.

William J. Cochran, Washington correspondent of the St. Louis Republic, and Miss Isabella P. Meagher, of Chicago, were married Monday afternoon. Parker

R. Anderson, associated with the bridegroom in the Republic's Washington Bureau, was the only attendant. The weddung was quietly solemnized in the parsonage of St. Matthews Church.

Oliver P. Newman, former newspaper man, now chairman of the Board of Commissioners of the District of Columbia, has won his fight in the courts against the suit brought to oust him from office on the ground that he was not a citizen of Washington.

W. A. Hildebrand, proprietor of the Greensboro News, Asheville Gazette-News and High Point Enterprise, and Mrs. Hildebrand stopped in Washington Wednesday en route to New York on a business trip. They were joined here by Parker R. Anderson, Washington representative of Mr. Hildebrand's papers.

Henry Beach Needham, newspaper man and magazine writer, who was killed by a fall from an aeroplane in France, was well known in Washington. He was a close friend of President Roosevelt and gained prominence during Mr. Roosevelt's administration.

Frank B. Lord, president of the National Press Club; C. Fred Cook, news editor of the Washington Star; Win-grove Bathon, of the Washington Star, and Louis S. Gottlieb, Washington correspondent, have been elected new directors of the National Defense League.

C. S. Britton, editor of the Cleveland (Ohio) Town Topics, accompanied by his family, is spending a few days at the Hotel Powhatan.

W. C. Campbell, editor of the Free Press of Charleston, W. Va., is a visitor to Washington.

## BOSTON PERSONALS

Howard Kendall Bangs, son of John Kendrick Bangs, has joined the staff of the Sunday Post. Mr. Bangs came to the Post with such a reputation as a humorous writer that Editor Wingate at once gave him an assignment to write a two-column funny story on his impressions of Boston, all of which appeared under Baug's signature in the last issue of the Sunday Post.

Jack Fitzpatrick, of the Boston American night desk, has become an enthusiastic fisherman on his day off, which is Monday. Mr. Fitzpatrick favors the Concord River for his piscatorial efforts. He has been accompanied on several of these pickerel fishing excursions by Harry Benwell, a re-write man on the Post.

Elias McQuaide, secretary to Governor Walsh, who also does work for the Boston American, recently wrote a story for the American about Governor Walsh ordering his breakfast in Chinese from "Highball" John Kelliher, a waiter at the Hotel Lenox. It appeared from reading the story that Governor Walsh got the idea after attending a Chinese banquet given the visiting Honorary Commercial Commissioners from China. Anyway, "Highball" responded promptly, according to McQuaide's story, and when the Governor read the yarn he was one who laughed loudest.

Sam Bowles, son of the late Samuel Bowles, of the Springfield Republican, is still absent from his duties as a rewrite man on the Post by reason of trouble with his eyes.

Ernest I. Jackson, of the Post, is enjoying a vacation at his old home in Jefferson, Me.

Sam Carrick, a well-known Boston newspaper man and philosopher, made a trip to Provincetown one day recently via the boat. Sam now says that he will take a course in sailing in the swan boats on the lake in the public gardens before venturing another voyage to the tip of Cape Cod.

Eugene Sleeper, a Post artist, has returned from a fishing trip to the Canadian line, bringing with him a big string of trout and many stories of the life in the wilds. Captain Percy Dakyn, of the same art staff, will go to Portsmouth, N. H., July 1 in command of Boston Company, Knights of Pythias.

Charles H. Dickson, of the Journal of Commerce, New York, visited the Press Club one day recently. Before he left the place he applied for a non-resident membership. It is the hope of the officers of the Press Club to enroll many

good fellows from out of town on the non-resident list. Mr. Dickson was the guest of Colonel Corr, chairman of the Massachusetts Panama-Pacific Exposition Committee, while at the club.

Louis B. Raycroft, a well-known member of the Press Club, left last Tuesday for the San Francisco Exposition, where he expects to remain several months.

## OBITUARY NOTES

W. W. DOUGLAS, for many years on the staff of the Jacksonville (Fla.) Metropolis and other Jacksonville papers, died at his residence in Jacksonville June 9, aged 74. As a mark of respect all work in the office of the Florida Metropolis was stopped for five minutes at the time of his funeral.

ROBERT H. CARTWRIGHT, a member of the staff of the New York Evening Journal, died recently at his home, New Dorp, Staten Island. For years he had made a specialty of criminal court work, and reported many of the great trials of recent years.

EDWARD CLISSOLD, for 35 years editor of the London (Out.) Advertiser, and one of the best known newspaper men in Canada, died recently at the home of his daughter at Ottawa, aged 82. His first newspaper experience was as a printer, and it was while engaged in that work that he set up the manuscript of Charles Dickens for the New York Tribune.

GEORGE JACKSON, marine editor of the Quebec Chronicle, the oldest newspaper man in Quebec, died there suddenly on June 12. He had been connected with the Chronicle for nearly fifty years.

WILLIAM BUCKINGHAM, who published in 1858, at Winnipeg (then known as the Red River Settlement) the Nor'-wester, the first newspaper published in the west of Canada, died at his home at Stratford, Canada, on June 12. He was ex-Deputy Minister of the Interior, and was private secretary to the Hon. Alexander Mackenzie when the latter was Premier of Canada.

THE REV. DANIEL MOSCHEL BIRMINGHAM, an editor of the Fourth Estate since 1914, and a prominent educator and clergyman, died on June 18 at his home in Oroville, Cal. A large part of his life had been spent in teaching, and he had been connected with the General Biblical Institute, the Cazenovia Seminary, the Wilbraham Academy, Walden University at Nashville, Tenn.; the University of Southern California, and the Methodist Episcopal Deaconess Home and Training School of this city. In 1894 he became associated with his son in the founding of The Fourth Estate and lived here until he was forced by failing health to spend the winter in California.

LEW ALLEN, one of the founders of the Meriden (Conn.) Daily Journal, and for twenty-five years its editor, died on June 21 at his home in Greenwich, N. Y., aged 73. He served with the 123d New York Volunteers in the Civil War.

HORACE FRANK FORD, of England, late sporting editor of the Morning News of Moose Jaw, Sask., was killed in action recently in the north of France. He was educated in a boarding school in France not far from the spot where he was killed.

JOHN W. MITCHELL, a well-known newspaper man who had represented the Associated Press at St. Petersburg and London, died at his home in Virginia on June 19 from disabilities which he incurred in the course of his duties as newspaper representative during the Spanish-American War. Following the battle of El Caney, Mr. Mitchell walked many miles from the battle front to Sihone to get the news out to the United States.

WILLIAM H. RAND, for many years head of the firm of Rand, McNally & Co., and one of the group who brought the linotype machine to its perfection, died at the residence of his daughter, at New Canaan, Conn., on June 20, aged 87. At one time Mr. Rand printed the Chicago Tribune, of which he was part owner. Subsequently he, with Whitelaw Reid, Melville E. Fuller and others, formed the syndicate which improves the linotype machine and put it on the market. It was Mr. Rand who gave it the name it now bears.



THREE THOUSAND DELEGATES TO THE ELEVENTH ANNUAL CONVENTION OF THE ASSOCIATED ADVERTISING CLUBS OF THE WORLD

## H. S. HOUSTON ELECTED PRESIDENT

New Yorker Sweeps the Field—Lafayette Young, Jr. is Chosen Vice President—Printers' Ink Cup Goes to Minneapolis—Convention Winds Up Thursday Night.

(Special Correspondence.)

CHICAGO, Ill., June 24.—The newspaper spirit broke loose at the election of officers of Associated Advertising Clubs held this afternoon. Herbert S. Houston, vice-president of Doubleday, Page & Co., New York, was unanimously chosen president. The sense of the convention was that no other man willing to accept the responsibility was so well fitted to direct the policies of the association. After spirited contest in which there was oratory, polling of delegations and quite little debate, Lafayette Young, Jr., of the Des Moines (Ia.) Capital, was unanimously elected vice-president over Gus. V. Thomasson, of Dallas, Texas.

The surprise of the day, if not of the entire convention, was the forceful and logical plea by William C. Freeman, of New York, for newspaper representation on official staff. He placed Young's name before the convention after the nomination of Thomasson and it was his appeal that won the day for the Iowa publisher.

"I do not come here to bring discord or rivalry or division of sentiment into this convention," said Mr. Freeman, beginning his speech before echoes of the cheers which greeted the name of Mr. Thomasson had yet died away. "I have no axe to grind. I am going to ask nothing personal. I am going merely to ask you advertising men to follow me in what I believe to be the wisest course for our association to take."

"It strikes me that one of the factors which makes this convention notable and worth while is the fact that this year we have had a special conference of newspaper men. It is not necessary to speak of the power the newspaper wields in the advertising field. You all know of that power."

"I sincerely believe the newspapers should be represented in the official family of the advertising clubs of the world. No better man could have been picked to lead us than Herbert Houston, and for the gentleman from Texas who has been nominated as Mr. Houston's right hand man I have only words of praise."

"This is not personal matter, I repeat it is bigger than that, and by the same token this association and its ideals are bigger than any man in it. I will ask you delegates to consider faithfully and

honestly what I am about to propose. It is for the greater good of this great association that one of its high officials be a newspaper man, therefore, I nominate a newspaperman as vice-president, a man capable to represent his profession, a man you all know—Lafayette Young, of Des Moines, Iowa."

A cheer went up. There were dozen seconds to nomination, it was evident, however that supporters of Mr. Thomasson were not ready to concede the issue without contest. The Texan, who had been put in nomination by Douglas N. Graves, urged by his friends, consented to permit the nomination to stand. A roll call was attempted, but because of the evident divisions among delegations a recess was asked for and granted by President Woodhead. After fifteen minutes of caucus debates the roll call proceeded. Twenty-five clubs out of ninety entitled to vote were not represented, among them the Philadelphia club, the winner of the next convention. Several delegations split their vote. The ballot stood 386 for Young, 186 for Thomasson, who immediately moved to make it unanimous. Secretary-Treasurer Florea was reelected by acclamation. Samuel C. Dobbs, of Atlanta, former president of the association, placed Herbert S. Houston in nomination for the presidency, and his action was seconded by Harry Tipper, president of the New York Advertising Men's League. G. Herbert Palin, of Los Angeles; E. T. Meredith, of Des Moines; Fred Johnson, of Dallas; Frank T. Ringer, of Lincoln, Neb.; Frank Rowe, of Toronto, and Robert Murphy, of Manila, P. I., were elected directors.

Earlier in the session three trophies were awarded. The silver cup presented by Charles H. Higham, of London, for the most constructive paper at the convention, expressed in the fewest words, went to Walter B. Cherry, of Syracuse, for his paper before the Advertising Agents Departmental. The Higham medal went to the Syracuse delegation. Shreveport won the Dallas ladies' trophy for delegation bringing to the convention the largest number of ladies, in proportion to their membership. There were ten ladies. Joliet, Ill., won the Boston mileage trophy on a technical decision. The Manila delegate came farthest. The

Printers' Ink cup went to Minneapolis. President Houston, John H. Fahey, and Joe Mitchell Chapple addressed the evening session. William C. Freeman requested permission to take the retiring president's wife shopping. Essanay gave a movie show of convention features.

## EDUCATIONAL SESSION

Chairman Lewellyn S. Pratt Receives a Gift of Appreciation—Valuable Reports Submitted by Chairmen of Various Sub-Committees—Great Progress Indicated by the Work Accomplished.

(Special Correspondence.)

CHICAGO, June 24.—At the meeting of the Educational Committee, Wednesday afternoon, Chairman Lewellyn E. Pratt, of New York City, was presented with a handsome leather traveling bag by the members of the committee. Mac Martin, of Minneapolis, who made the presentation speech, said in closing:

"It may seem empty. It is not. Our hearts are in it—come back and see us."

Another bit of sentiment was woven into the serious educational work of the afternoon when the committee presented to Clarence Tolg, of Minneapolis, a beautiful silver service. It was Mr. Tolg who gave such valuable service to Mac Martin in securing and compiling the data presented in the merchandising report sent out in December.

### OPENING ADDRESS

President Woodhead opened the session with an expression of his appreciation for excellent work being done by the Educational Committee among advertising clubs. He said that the greatest benefit of the committee was that it was turning out practical efficiency men, and bringing about greater truthfulness in advertising. He paid a great tribute to the men in the educational work in securing the loyalty of men through the many educational features that are being carried out.

Harry Tipper, chairman of the New York Committee, in his report and recommendations on Colleges and Universities, said the most important work accomplished was in establishing courses in advertising in colleges and universities. Mr. Tipper explained that it was entirely a work requiring personal correspondence and personal solicitation. A great deal of time had to be devoted in making a careful survey of the field before concrete suggestions could be made as to how to establish a practical course of instruction in advertising for colleges.

Up to the present time the committee has been in correspondence with eighty colleges and universities, thirty of whom now have courses in advertising and ten are preparing to put in courses.

Nearly all educational institutions in the country are interested in learning of the arrangements for such courses as the committee is placing at the present time.

Plans are now being prepared to suggest one, two and three-year courses, modified to fit into the regular colleges. It will be only a matter of a few years until all the larger institutions will have practical courses in advertising.

John Clyde Oswald, chairman of the committee on work in Club Organization, told the remarkable story of Neosho, which has been issued in booklet form by the Educational Committee.

Charles R. Stevenson, chairman of the Committee on Educating the Public, made an interesting report on this work. He said the committee was working with two points in view: First, to educate the man in business, who does not appreciate advertising and its application to his business; and, second, to educate the consumer to pay more attention to advertised goods, and what is best to buy.

### MOTION PICTURES

The motion pictures "Mr. Noah's Adder Day" and "You Want Something" were described and they were offered to any club desiring to use them. The big idea back of the motion picture feature is to make the work constructive by appealing through the eye and showing exactly what advertising is and what it means to the consumer.

Mac Martin, chairman of the Research Committee, related in stirring terms the wonderfully interesting story of how the Research Committee, through its army of co-workers, secured, from the books of retailers in all parts of the country, the figures and information which made up the merchandising report that has been so valuable to manufacturing and advertising interests.

Mr. Mac Martin said plans were being laid to secure another merchandise report on a much larger scale for November this year in comparison with the last two years.

The information secured will cover the additional lines of clothing and jewelry, and it will be a feature of the January issue of Associated Advertising.

He introduced Clarence Tolg, who assisted him in compiling the merchandising report of this year. Mr. Tolg made a short speech, saying that the credit for the work should go to the men



ASSOCIATED ADVERTISING CLUBS OF THE WORLD, HELD AT CHICAGO, JUNE 21-24, 1915.

in the different cities who went to the retailers and made them give up the information.

#### REPORT ON STUDY

Roy Simpson, of St. Louis, read the report of Professor Paul T. Cherington, chairman of the Committee on Study Courses, who was unable to be present. This report covered the excellent results secured through the courses of lectures delivered by Frank Stockdale. Many good suggestions were offered to help other clubs in working out a lecture course.

Mason Britton, chairman of the Advertising Men's League of New York, classified their activities under two heads:

1. Rendering assistance to educational institutions in conducting advertising

courses, and encouraging others to take up the work.

2. Lending their services in formulating sciences of advertising. Mr. Britton said that last year they conducted courses in psychology, advertising English, principles of arrangement and design, and two courses in public speaking. A large percentage of the membership of the New York League join the classes, for which fee is charged. This makes the educational work self-supporting and at the same time yielding a good profit to the club.

Arnold Joerns, of the Chicago Advertising Association, told how the Chicago members got together every week and discussed problems. The Chicago club has a public speaking class with eighteen members. They are instructed weekly by

Professor Blanchard, of the University of Chicago.

#### THE JUNIOR CLUBS

Mr. Joerns described the most important work as the organization of the Junior Advertising Association, which now has a membership of 100 young men and women, who pay \$5 a year membership. This money is used toward financing the Educational Committee's work. Each week educational talks are made by prominent men in different lines of advertising. The idea of the Junior Association is to develop young men and women into prospective ad club members.

H. J. Smith, president of the Junior Association, did credit to the organization in his talk. He said the Junior Association was solving one of the great problems that confront the employers of advertising men and women. First, the employer is able to secure the services of young men and women whose education is made up of the related experiences of men who have had to fight for what they know. Second, it relieves the young man or woman entering the advertising field of the necessity of wasting time experimenting and making the mistakes and failures others have made. They profit by elimination. The members are trained to fill the needs of business men, and it has been found the training secured is of great value to both the advertising fraternity and to themselves.

#### NATIONAL ADVERTISERS TALK

##### Commission Plan and Other Matters of Mutual Concern Discussed.

The session of the Association of National Advertisers, over which Harry Tipper of the Texas Company presided, was largely devoted to a discussion of the national commission plan. Following this three addresses were made.

O. C. Hearn, advertising manager of the National Lead Company, New York, pointed out the benefits to the general advertiser through audited circulation statements.

"Some advertisers go so far as to say they care nothing about the quantity of circulation they get; it is quality they want," he said.

"If we carry ordinary business caution into our advertising expenditure, we will take every precaution to get what we pay for."

"The circulation audit is merely the best method so far conceived to secure an unbiased check on what the publisher

delivers and bills us for. It is no more a reflection on the publisher's honesty than the operations of your receiving clerk are a reflection upon the honesty of the manufacturer who sells you nails, empty boxes or advertising booklets.

"It is to provide a universal language in which such terms as 'circulation,' 'paid circulation,' 'net paid circulation,' 'subscriber,' 'renewal,' 'percentage of returns,' 'bulk circulation,' etc., etc., shall have definite meaning and shall be accurately used.

#### THE BENEFIT OF THE AUDIT

"The benefit to the general advertiser of a systematic and organized audit of circulations is first to assure him that he will get what he pays for; and, second, to afford a broad basis for accurate comparisons. These advantages are so tremendously important that every advertiser is in duty bound to do all that he can to make the movement effective in the shortest period possible."

A. C. G. Hammesfahr, advertising manager of Collier's Weekly, said: "Circulation audits, from the publisher's standpoint, are valuable and necessary, because 'it pays' or 'they pay.' It makes little or no difference which of these forms is used, so long as it pays."

"Present-day circulation audits eliminate all the doubt and unnecessary wrangling that have marked so many transactions between the advertiser or his agency and the publisher," he said. "The result is a greater faith in advertising. This will pay big dividends."

"Circulation is a commodity that should be sold on the same basis as anything else."

"Publishers have a standard of measurement that is just as exact as the standard of any other commodity."

C. W. Patman, secretary-treasurer of the Association of National Advertisers, said marketing is the most vital part of business and is given the least careful attention.

"'Make the money' has been the American business man's creed; 'Go slow' has been his cry in Europe," said Mr. Patman. "Maximum business success lies midway between."

"The average small manufacturer who thinks he knows his own business says that meager capital prevents his coping with his big rival. But it rarely strikes him he is being beaten by those comparatively unknown men in the large corporations who have become expert in applying synthesis to marketing, or reasoning from known facts to the marketing solution."



LAFAYETTE YOUNG, JR.  
New Vice-President of the A. A. C. W.

## THE EDITOR &amp; PUBLISHER AND THE JOURNALIST.

**I**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  
Terre Haute Star  
Rocky Mountain News  
Denver Times  
Louisville Herald

**PROMOTION DEPT.  
SHAFFER GROUP**

12 S. Market Street, Chicago

**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 any daily or Sunday paper on the North Pacific Coast.

In May, 1915, the Times led the other 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. Louis

**ON NEWSPAPER MAKING**

CONTINUING on the subject of the little book of comparative figures recently described in these columns, there are two vital sets of figures which should be kept in every newspaper office, which I know, from large personal experience and investigation, are seldom preserved in a way to make them instantly available for use. One set of figures should reflect circulation results and the other advertising department results.

By taking one page for each month of the year for each of these sets of figures, each page can be made to show comparative results for a period of years. In these figures I start the page crosswise so as to provide for the many columns of figures.

Starting with circulation figures I make the first column show "Gross Print"; the second column, "Net Average Sale"; the third, "Total Expense of Circulation Department"; the fourth column, "Circulation Receipts," and the fifth, or last column, "White Paper Bill." These essential figures enable anyone to grasp the meaning of comparative figures in an amazingly comprehensive way.

**RESULTS SUMMARIZED.**

For the figures covering the advertising department, I make the first column show "Local Advertising"; the second column, "Foreign Advertising"; the third column, "Total Advertising," and the fourth column, "Total Expense Advertising Department." A column of red ink figures at the edge of the page can be made to show the percentage of expense for caring for the business.

At the rear of each of these sets of figures I summarize the results by quarter years, six-month periods and by the year. By going back over the records for a number of years and then inserting the figures from month to month, a record of the greatest possible value can be established.

It is obvious that to have comparative figures of such vital interest completely covering these two most important departments of newspaper efficiency, each reflected on a single page of a book that can be carried home for study, is well worth the trifling trouble it will take to start it and keep the figures up to the minute.

In still another section of the book I keep sets of figures showing the daily net paid circulation figures and the daily net advertising figures, noted from the daily reports to me. This again, takes a series of twelve pages for each set. Each page is headed by the month it represents with figures from 1 to 31 down the front edge. Each page will thus carry the daily record for a number of years with the average for the month at the bottom.

**FRANK STATEMENTS HELPFUL.**

In my own case I find the possession of these figures in such shape that I can frankly discuss them with advertisers has an advantage over any argument I have ever been able to set up. By this I mean that I frankly open my confidential record of circulation analysis, as above indicated, and show actual daily sales from day to day in a comparative way that carries conviction to a business man.

In my opinion the man who is buying advertising is entitled to know what he is getting in exchange for his dollars every time. To be able to prove to a business man that actual results on your business demand a higher rate by reason of increased paper bill and increased circulation, without the necessity of dragging him to your office to examine a whole broadside of hooks, is a distinct advantage.

Many newspaper publishers I know will not agree with the spirit of open methods I suggest, but I have seen it work out successfully in so many cases, that I would strongly urge a trial in situations where a feeling of mistrust has grown up about the relations between a newspaper and many of its largest advertisers.

In subsequent articles I will outline further developments and usefulness of the little home-made hook of comparative

figures. When I say that I can answer practically any question regarding important business details of a daily newspaper for a period of ten years by reference to this book you will realize its value.

NORTHCOTE.

**AN EFFICIENT DELIVERY SYSTEM**

How the Toronto Mail and Empire Distributes Its Papers to Advantage.

Among the many excellent newspaper deliveries must be included that of the Toronto Mail and Empire of which W. J. Darby is circulation manager. Formerly the city circulation was handled by a contractor, but repeated efforts on their part to have this contractor improve the service not meeting with success they took over the delivery in September, 1911, and since that time have handled it direct from the office.

The city is divided into five sections, each one containing about 2,000 subscribers, delivered by, in the neighborhood of, twenty boys. Of course, some districts cover more territory and have fewer subscribers than others, but the amount of work is as evenly divided as possible. Each one of these districts is in charge of a district manager who is responsible for the delivery of all papers, the collection of all accounts, both of individual subscribers and of newsdealers and the locating of all subscribers who move without sending in their change of address.

The boys are directly responsible to the district managers, and they in turn to the city circulator. The routes are sent to convenient corners, not less than five routes being left on a corner, except in two or three cases, one of the carriers working from that corner being appointed to see that all routes are taken each morning. These carrier captains have the telephone number of their district managers in case of trouble.

Not believing in the plan followed by many papers, of fining the route boys for poor delivery, the Mail and Empire instituted a system of bonuses whereby each boy who makes a perfect, or almost perfect, delivery during the month receives a bonus of \$2 at the end of the month. A particular advantage of this plan is that if a boy has a clear record for the first week of the month he realizes that the reward for his good delivery may be forfeited if he does not take care of his customers during the remainder of the month, and as the bonuses are seldom paid until the first week of the succeeding month has elapsed, he is anxious to make a good delivery the first week of each month in order to ensure the receipt of his bonus for the previous month.

This scheme has worked so well that the number of complaints has dropped from an average of about 50 each day to an average of 7 each day. The number of papers delivered in this way is in the neighborhood of 260,000 a month. During the month of April, 1915, there were but 153 complaints and 234 in May. One hundred and one boys take care of the delivery of these 10,000 papers a day, and their routes also include all newsdealers' parcels off the main thoroughfares. Their salaries and bonuses for the year ending May 31, 1915, averaged 84 cents per copy per year.

**Twenty-eight Years An Editor**

C. N. Marvin, president of the Shenandoah (Va.) Sentinel-Post Company and general manager, is the oldest newspaper man in southern Iowa in length of service, having been editor of the Sentinel and its successor, the Sentinel-Post, almost twenty-eight years. H. E. Deater, R. K. Tindall and Miss Merze Marvin are associated with him in the management of the newspaper and printing plant. They have a plant 45 x 100 feet, especially built for the Sentinel-Post by Mr. Marvin a few years ago. The company is installing a new press and some other equipment which will be on display for the first time on Sentinel-Post Day.

The Munyon Company, of Philadelphia, Pa., is putting out 3,000 l. contracts direct.

**R. J. BIDWELL CO.**

Pacific Coast Representative

of

**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-Republican**

**742 Market Street  
SAN FRANCISCO**

**Pittsburgh's Two  
Big Newspapers**

**GAZETTE TIMES**

Morning and Sunday

**CHRONICLE TELEGRAPH**

Evening except Sunday

Nearly all local and general advertisers use them. Flat combination rate 22½c. per page line per insertion.

For further information and co-operation write **Urban E. Dice**, Foreign Advertising Manager, Pittsburgh, Pennsylvania.

J. C. Wilberding The John M. Brantham Co.  
225 Fifth Avenue Mallers' Bldg., Chicago  
New York City Chemical Bldg., St. Louis

**THE  
ORANGE  
LEADER**

is the only Daily (Evening) and Weekly Paper published in

**ORANGE, 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.**

Orange, Texas

W. H. Stark, Owner Hugh K. Taylor, Mgr.  
Foreign Representatives  
Robert W. Sykes, Jr. Walter U. Clark  
1 Madison Ave., Advertising Bldg.,  
New York Chicago, Ill.

**THE NEW HAVEN  
Times-Leader**

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

The only evening paper in New Haven, member of Audit Bureau of Circulations.

Bryant, Griffiths and Fredericks  
225 Fifth Ave. 716 Peoples Gas Bldg.  
New York Chicago

Chicago, Ill.

**IN  
Colorado Springs  
IT'S  
THE TELEGRAPH**

J. P. MCKINNEY & SON  
New York Chicago

**What Do You Do With 'Em?**

In speaking of the value of various kinds of advertising, the Frankfort (Pa.) Dispatch asks these two, apparently irrelevant questions:

What do you do with the circulars you find thrown upon your porch and pushed under your front door?

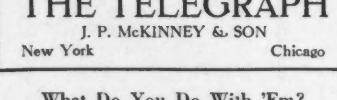
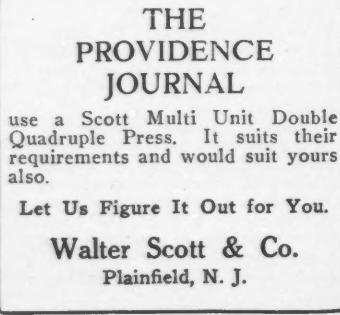
What do you do with the newspaper which you buy, and which is delivered with your mail or by carrier?

**THE  
PROVIDENCE  
JOURNAL**

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.



## PRESIDENT WOODHEAD'S ANNUAL ADDRESS

**Eleventh Yearly Convention of the Associated Advertising Clubs of the World Hears Stirring Words from Head of the Organization**

**—Past, Present and Future of Associated Advertising Touched Upon by Speaker—Ever Growing Opportunities.**

The annual address of President William Woodhead, of the A. A. C. W., to that body at its convention in Chicago was, in part, as follows, after he had paid a warm tribute to Chicago and its hospitality:

"Seth Brown, the first secretary of the association, tells me that at that first convention there were less than 100 men in attendance—and see the throngs here today!"

"The main significance of this splendid attendance, however, is that it stands for accomplishment, for things worth while. This splendid, representative gathering of men from 125 or 130 cities and towns stretching from the Atlantic to the Pacific and from Canada to the Gulf of Mexico, with a few representatives from abroad in spite of the war, could not be gathered together merely out of good-fellowship or only for a good time. Many of them have come at a personal sacrifice of money and time, and some at the sacrifice of their vacations, because they realize that this association and its convention represents a mighty economic development—a development that means much to every man interested in effective advertising, because they realize that here they will find the accumulation of the things the Associated Clubs have accomplished; and because they realize that here they will meet and rub elbows and exchange ideas with the men who are doing things, the men who have made advertising the twentieth century dynamo of American business.

### POTENTIAL GAINS IN ORGANIZATION

"I have not anything of a spectacular nature to report as the result of our year's work. We have not materially increased our membership or the number of new clubs, but we have made potential gains in organization and in the effectiveness of our organization.

"It has been my aim, ever since I was elected at Baltimore two years ago, to effect a permanent business organization for the conduct of our affairs, to give it a real business foundation, so that its activities could be carried on from year to year with a minimum of lost motion with each change in administration. I am glad to be able to report that when I hand over the gavel to my successor at the close of this convention, I will also hand over to him at least the nucleus of a permanent business organization—not a complete business organization, because it will never be completed, but a going concern."

Here President Woodhead highly praised the efficient work of Park S. Florea, secretary and manager of the A. A. C. W.; Carl Hunt, editor of Associated Advertising; Frank Morrison, advertising solicitor for the same magazine; Lewellyn E. Pratt, chairman of the Educational Committee; Merle Sidener, chairman of the Vigilance Committee; Irwin F. Paschall, chairman of the Exhibit Committee; Richard H. Waldo, of the Publicity Committee; Douglas N. Graves, of the Program Committee; Vice-president Cherry and William H. Ingersoll, chairman of the National Commission.

### President Woodhead then continued:

"The business world is ripe for a definite, practical demonstration of the value of the movement for cleaner and better advertising. The one way to make advertising most effective is to create maximum public confidence in it. We hold in our hands today the opportunity to render the business world the greatest service that it has ever enjoyed.

### PUBLIC MUST BE EDUCATED.

"Yet, for lack of a few thousand dollars we are not developing our market. Business men everywhere are ready to help. Newspaper men and other publishers are ready to help, as is every man who is looking for and believes in effective advertising.

"The Vigilance Committee, as at present equipped, is inefficient. It is merely a nucleus, nothing more. We need and

must have the resources, financial and physical, to enforce the written and unwritten law against objectionable advertising.

"The association must be placed in position to determine what is and what is not objectionable and illegitimate advertising; and to determine it so definitely that its decision can be backed up. And this requires money—cannot be accomplished without an adequate appropriation.

"Then there is the big question of educating the public to the value of advertising first, as an economic force, and second, as a guarantee of price and quality. We need to show the public conclusively that advertising, by helping to open up new markets rapidly, is a factor in making lower prices through increased output.

"There are lots of people who still believe that advertising adds to the cost, and that the man who sells his goods without advertising can produce a better article at a lower price.

### PUBLIC NEEDS TO BE TAUGHT

"The public still needs to be taught that advertised, trade-marked articles are guaranteed; that the maker could not afford to spend thousands and thousands of dollars and keep on spending to establish his goods unless he really has the goods and unless he is prepared to keep up and back up the quality. They need to be shown that one-price goods are fair-priced goods, and they still need to be educated against the evil of cut prices and accompanying substitution.

"The Associated Clubs can do this work better than anyone else—they can carry conviction better than anyone else, because this association is composed of all kinds of advertising interests—buyers and sellers and consumers.

"And then again there is the splendid opportunity of research work. There is real need and demand for intelligent research into the trade conditions, distribution, demand, adaptability of various commodities to various and different sections of the country, etc. We have already had a sample of what research work can do. Mac Martin and his associates in Minneapolis conducted a research last winter into the retail trade conditions in various cities of this country, and the result achieved and the interest created was positively inspiring; and above all, it demonstrated the enormous and resultant possibilities of organized effort in this direction.

### HOW TO RAISE MONEY.

"But all of this takes money and, compared with our present income, lots of money, though compared with the tremendous interests we represent and the great benefits to accrue, the amount of money required would be a mere bagatelle. Fifty thousand dollars a year would enable this association to render inestimable service to the entire business world and particularly to advertising interests.

"How can it be raised? Not from the local clubs because, as a class, they are not sufficiently or directly interested.

"It must and should come from us advertising men, those who are directly interested—the sellers and buyers of advertising space and services.

"It was thought, and some still think, that it will come from the various departmental organizations constituting and to constitute the National Commission. I for one do not think so. These organizations have their own individual problems, and, like nearly all such organizations, their requirements exceed their resources. And then, too, there is the tremendous difficulty of equitably or satisfactorily dividing the assessments among the various organizations.

"I think the best way to raise the necessary funds is to organize among ourselves a national club—call it what you

will—with annual dues of \$25 a member. I confidently believe that during my travels around the country during the past two years, I could easily have secured 2,000 members to such a club, to be within, and of course a part of, our organization. All that is necessary is to show what is to be done with the money and the benefits to be derived.

"But whatever the method, it is a certainty that the need for the money is here right now; that it can be used to produce the finest kind of results; that it will be an investment that will return handsome and immediate dividends, and that, without it, the splendid work we have already accomplished, or some of it, must go for naught.

### WONDERFUL OPPORTUNITIES NOW.

"We have wonderful and ever-growing opportunities, and they are practical opportunities—they are money-making, business-building opportunities, not only for the years to come, but now.

"We have accumulated enthusiasm and energy, and now we have gained confidence and co-operation.

"We have established our organization on a business basis, and we are ready for business. All we need is capital—a limited amount of capital—and we represent an interest in which hundreds of millions of dollars are invested every year.

"There never was a time when the American business men had such opportunities as right now. The cruel and wasteful war across the water has brought us great responsibilities and great anxieties, but it has also brought us our biggest business opportunity.

"The business scare has passed, the temporary demoralization has vanished. Our business men who see the true trend of things are mobilizing for a great forward movement, a movement that is going to make the United States the greatest commercial, industrial and financial nation in the world.

"The great continent to the south of us should become our market if we go after it with the same persistent, intelligent effort that has brought success to our competitors in the past.

### MADE IN U. S. A.

"And what is still more important, we now have the opportunity to seize and hold our own markets. The word 'Imported' is not going to mean so much to us when this war is over—Made in U. S. A. is going to be the popular brand.

"And advertising and the Associated Clubs must and will share in this great forward movement, because advertising is the big dynamic force of twentieth century business, and because 'Made in U. S. A.' to be most successful, must cover advertised, trade-marked goods of known quality.

"Then let us make this inspiring convention another stepping stone to bigger and better efforts; let us march forward with the business men of our country to the goal in sight. Let us take away from this convention some of the Chicago spirit—"I will."

### Russian Newspaper in Stockholm

A Russian newspaper under the name of Skandinavskij Listok is now being regularly published in Stockholm. It is estimated that there are 15,000 Russian subjects residing in this city, and it is the intention of this paper to meet the needs of these people. One reason for establishing the paper is the difficulty of receiving Russian papers regularly in Stockholm, owing to the uncertainty of mail deliveries. It is also the intention of this paper to devote a large part of its space to commercial interests and attempt to join Scandinavia and Russia more closely in this respect. It will be non-political as far as possible.

### Who Gets the Biggest Crown?

A Sunday-school teacher had been telling her class of little boys about crowns of glory and heavenly rewards for good people.

"Now, tell me," she said, at the close of the lesson, "who will get the biggest crown?"

There was silence for a minute or two, then a bright little chap piped out:

"Him wot's got t' biggest 'ead!"—*Tit-Bits.*

## OWNER

of only evening daily of city of 50,000 will sell \$25,000 interest to satisfactory associate. Property now showing profits at rate of \$1,000 a month.

Agreement can be made covering extrication of investment following dissatisfaction. Proposition M. F.

## CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

## \$5,000 CASH

Balance deferred, will buy a **Daily Evening** newspaper property located in a Southern State which earned for owner last year nearly four thousand dollars. No competition. Splendid equipment. Good opportunity for newspaper man with small capital who wants to own a Daily newspaper.

## HARWELL, CANNON

& McCARTHY,  
Newspaper & Magazine Properties,

Times Bldg., New York.

## SITUATIONS WANTED

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

**WANTED**—Situation as the editor or editorial writer on Republican daily paper; experienced. D 1495, care Editor and Publisher.

Experienced newspaper woman wants work on city publication; specialties literary and dramatic. K. 6, care The Editor and Publisher.

## HELP WANTED

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

**WANTED**—Capable and experienced telegraph and exchange editor and rewrite man. Must be good headwriter, rapid on typewriter, thoroughly dependable and of clean habits. Michigan preferred. Position in 5,000 city and permanent to one making good. State all in first letter. Address Michigan Daily, care of 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. McNeil, Jr., Post Publishing Company, Bridgeport, Conn.

Exceptional Trade Monthly, doing nearly \$25,000 gross business, in growing field—\$15,000 for quick sale. Harris-Dibble Company, 171 Madison Avenue, New York.

## MISCELLANEOUS

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

**REAL EDITORIAL SERVICE.** Not doped out printed stuff, but original Miss. on any subject you wish by many different authors. Exclusive territorial rights. Make your paper a power editorially. Address Literary Bureau, EPZ, Hannibal, Mo.

### A. B. C. MEMBERS.

Circulation records brought up to the standard of modern efficiency by an auditor with A. B. C. experience. Systems introduced; all necessary forms, etc., drawn up to meet your particular requirements. Or, will accept temporary or permanent position in circulation department. D 1492, care Editor and Publisher.

### His Greatest Feat

A correspondent of the New York Sun quotes a remarkable tribute of a negro preacher to a white preacher who had consented to occupy the black brother's pulpit one Sunday. He said: "Dis noted divine is one of de greatest men of de age. He knows de unknowable, he kin do the undoable, an' he kin onserew de onscrutabule!"—*Christian Intelligencer.*

## THE EDITOR & PUBLISHER AND THE JOURNALIST.

### ADVERTISING EXHIBIT

Largest and Best Ever Shown, the General Verdict — Fifteen Departments Represented—Interesting Trade Paper Facts Presented—Agricultural Periodical's Model Farm Attracts Attention. (Special Correspondence.)

CHICAGO, June 24.—Speaking of the advertising exhibit held in conjunction with the eleventh annual convention of the Associated Advertising Clubs of the World, Lewellyn C. Pratt, of New York, chairman of the National Education Committee, remarked:

"I dropped into the exhibit at the invitation of Chairman Paschall of Philadelphia. I just intended to look around and drop back later. I had only about thirty minutes to spare at the time. But do you know, I forgot everything about previous engagements when I got in that room. Two hours passed before I knew it, and I wasn't half through. I'm going to take a whole half-day off before this convention is over and spend every minute of it in the exhibit rooms. It is the most remarkable display of its kind ever assembled. It's worth coming half way across the continent to see that exhibit alone."

Nobody questioned Mr. Pratt's judgment.

The exhibits filled the gold and Florentine rooms of the Congress Hotel. They were a study for the man who buys advertising, an inspiration for the man who sells it and a revelation to the great class of citizenry which daily and hourly is impressed and guided by advertising.

Fifteen departments of advertising were represented. These were advertising agents, agricultural press, business press, business printing, calendars, commercial art, directories, lithography, magazines, newspapers, outdoor advertising, religious press, retail advertising, signs, specialties and street cars.

#### THE MAGAZINE SECTION.

In the magazine section the value of the general fiction magazine as an advertising medium was trumpeted from a set of panels bearing samples of magazine advertisements grouped by occupational classification. The banner ads of all the world's banner advertisers were displayed. The visitor had to "get" his message by suggestion. There were no facts and figures or statistics in sight. A quotation from Kipling, however, occurred on one of the panels. It read:

"Next time you send me magazines keep the front part and send me the ads. I can write the stories myself."

Finley Peter Dunne ("Mr. Dooley") also attested the interest of the reader in magazine ads. Says this sage:

"What I object to is whin I pay ten or fifteen cents f'r a magazine expectin' to spend me evenin' improvin' my mind with the latest thoughts in advertising to find more than a quarter iv th' book devoted to litrachoor."

William J. Neal, of Doubleday, Page & Co., New York, had charge of the magazine exhibit.

#### TECHNICAL PRESS FAVORITE MEDIUM.

In the trade and technical press section it was made apparent at a glance that the 17 per cent. of our population identified with specialized business interests cannot afford to ignore or slight this field. Sixty-four per cent. of the leading firms advertise in the trade journals published in the interest of their special lines and 39 per cent. of them advertise continuously, according to the figures of the statisticians. An interesting item was brought out as to the value of a subscriber to a trade journal publisher. The average subscription price of trade journals in the United States was shown to be \$1.69 a year. The average valuation placed on each yearly subscriber, however, was \$20.50, based on a computation from advertising profits. This sum, it was quoted, "sometimes is willingly spent to get a subscriber."

Trade journals of a highly specialized or technical nature are patronized by 70 per cent. of the advertisers within their scope, according to the data and 58 per

cent. of these advertisers advertise continuously. A. A. Gray, of the Electrical Review, Chicago, explained the trade press exhibit.

#### BOOM OF RELIGIOUS PAPERS.

The advertising boom which has lately come to the religious press was emphasized by J. F. Jacobs, of Jacobs & Co., Clinton, S. C., who had charge of that department's display. According to Mr. Jacobs, there never has been so deep an interest in religion as there is at the present time. And from that premise he draws this corollary: Increased interest and confidence in the religious press—increased results to advertisers.

Mr. Jacobs' exhibit shows the readers of religious periodicals have the money to spend. Eighty-five per cent. of them own real estate, a recent canvass of the situation shows; 47 per cent. are business or professional men, and lastly, and what he regards most important of all, 86 per cent. renew their subscriptions.

The agricultural press, with which Irvin F. Paschall, the national exhibits chairman, is himself identified, was the most attractive in the rooms. A model farm in miniature was laid out. In the meadow toy cows, manipulated electrically, wandered about in the clover. In a wheat field there was a threshing scene reproduced in action in every detail. An engine and a separator were running and harvest hand manikins went about their tasks in an amazingly lifelike manner. In a far corner of the field a man with a traction plow was turning under the stubble, and in another field a man was at work with a traction harrow.

#### A TRULY RURAL SCENE.

There was a corn field—with the ears a little ripe for this time of year, however, and the pumpkins a little mature for June. Along the highway a farmer was driving a span of mules hitched to a wagon, and coming from another direction were the farmer's daughters, it may be presumed, in an automobile. In the yard of the palatial farmhouse a maid was hanging up the week's wash.

While folks flocked over to watch the exhibit they were confronted by bulletins flashed before them on a screen by a projector, which called attention to the advantages of farm publications as an advertising medium. Two-fifths of this country's hundred millions of people receive their mail by rural delivery. The farmers make and spend a few hundred millions a year, and are more dependent on advertising as a guide to what to buy than city people are.

The rural press exhibit was under the charge of Fred W. Lovejoy, of the Wisconsin Agriculturist, Racine, Wis.

In the street car exhibit section one learned that 42,000,000 people ride on street cars every day. Showing the trust national advertisers' place in trolley publicity there were displayed ads known around the world. There was the drink that is "delicious, refreshing", the "ham what am"; the cleanser that "hasn't scratched yet"; and the other brightener with the slogan "Let the — — twins do your work." It's not necessary to fill in names. Everybody knows them, a fact to which John M. Forbes, of the Railway Advertising Company, New York, delighted to call attention.

#### EVERYBODY LOOKS AT THE CALENDAR.

Everybody looks at a calendar every day in the year. Theodore R. Gerlach, of the Gerlach, Barkalow Company, of Joliet, Ill., has charge of the exhibit which showed how dealers in widely varied lines are reaching business possibilities by means of a few words on the indispensable calendar.

In the outdoor advertising section the buyer of publicity was urged to follow the example of firms who have made their trade-marks universally known by their exploitation of billboard and wall signs.

English publications clubbed together and got up an impressive exhibit under the direction of J. Roland Kay, of Chicago. Papers from the British Isles, Canada, South Africa, Australia, New Zealand and India were shown. A placard bore the intelligence that all these are non-manufacturing countries and

with Europe reoccupied now is the chance for the American to set his salesman to speaking from the printed columns.

#### WALL ST. AND THE NEWSPAPERS

##### Financial Editor Thinks That Newspapers Prefer to Feature Crime.

William Peter Hamilton, editor of the Wall Street Journal, in an address before the Virginia Bankers' Association at Old Point Comfort on Friday, June 18, on "Wall Street and the South," pleaded for a fairer viewpoint on Wall Street, and complained that it was still "the target for political attacks by demagogues who argue on conditions which were obsolete and forgotten twenty years ago.

He further gave it as his opinion that Wall Street suffered because the newspapers didn't see as much news value in things that were good as in things that were bad.

"It has never been sufficiently understood anywhere," said he, "that the honest men in Wall Street are in the exact preponderance to the rogues that they are in other parts of the country. You, as bankers, know what the late J. P. Morgan meant when he said he would lend on character in preference to collateral as security. You know what happens to the man who uses your credit once, and abuses it. You, of all men, will recognize how high those standards must be, how stringently they must be enforced.

"You will have noticed in any newspaper that the criminal gets an amount

of advertising out of all proportion to that granted to the honest man. Speaking as a newspaper editor, I can imagine that the student of history three hundred years hence will suppose that the present day-to-day condition of affairs in the United States, as of the year of grace 1915, was made up, for the most part, of outrages by 'gummen' in New York, lynching of colored people in the South, strikes with accompanying violence, the looting of railroads by dishonest financiers, and the enactment of futile and improperly influenced legislation by the politicians.

"We know that this is not true. We know indeed that a society only five percent as corrupt as this would imply would fall to pieces of its own rottenness. The reason for this false notoriety, perhaps, is that the good citizen does not 'get into the papers.'

"Any newspaper sub-editor can make an attractive sub-heading of a murder or a suicide. But suppose he headed a news story with something like 'Young man at Norfolk is good to his mother,' or 'Startling instance of virtue at Richmond, Va.' people would not buy the paper, and I would hesitate to tell you what the proprietor of that journal would say to him. Virtue, in fact, is not news."

#### Green Bay Paper Sold

GREEN BAY, MICH.—John K. Klue, managing editor of the Daily News, and Andrew B. Turnbull, former advertising manager and for the last two years advertising manager of the United States Graphite Company, have purchased the Free Press.

## A Busy Summer on the Pacific Coast

THOUSANDS and thousands of people are coming to California every month, every week. Both Expositions are already pronounced successes. Attendance and finances are ahead of all estimates, and the summer months—the holiday months—THE BUSY MONTHS still to come.

These summer months will be SUNSET's busy months. Shrewd, well-informed advertisers realize this and are sending in their orders. They realize that SUNSET is the one medium that is sure to reach the people where they will be, and where their interest is centered these busy summer months.

SUNSET is also an exhibitor at both Expositions because SUNSET plays a real, vital part in the life of the Pacific Coast. It is the recognized magazine of all that big and rapidly growing section of the country west of the Rockies. It is the only magazine of national scope published west of Chicago—the only magazine telling the Pacific Coast people of the world's happenings from their own point of view.

Read the "Pulse of the Pacific" in SUNSET—it will interest you and you will know why it interests the people you want to reach.

You will miss a great opportunity if you fail to use SUNSET in August and September.

\$200 per page—forms for August  
close July sixth

## SUNSET MAGAZINE



#### EASTERN REPRESENTATIVES

New York.....	William A. Wilson, 515 Candler Building
Boston.....	Charles Dorr, 6 Beacon Street
Chicago.....	Graham C. Patterson, 338 Marquette Building Member Quoin Club and A. B. C.

## ADVERTISING SCHOOLS

Interesting Facts Concerning Their Origin and Growth Presented by the Committee at the Chicago Convention.

*Report of the Committee on Schools and Y. M. C. A.'s read at Educational Session A. A. C. W. Convention.*

The Committee on Schools and Y. M. C. A.'s, the first to be appointed in the history of the Associated Advertising Clubs of the World, was created by President Woodhead last summer. Owing to the late time when the acceptances of the nominations were received the committee was unable to accomplish as much as its members had hoped before the advertising classes were started in the early fall.

A survey of the field to which the attention of the committee was confined revealed a number of interesting facts, the most astonishing being that oral instruction in advertising in schools or Y. M. C. A.'s has only been given since 1905. Previous to that date correspondence courses had been in existence for some time, the most successful being the International, of Scranton; the Paige-Davis, of Chicago; and the Powell, of New York.

### FIRST Y. M. C. A. COURSE

The first systematic course of instruction in advertising to be established in any educational institution, so far as we have been able to learn, was that of the Twenty-third Street Y. M. C. A., which was launched in October, 1905, with Frank Leroy Blanchard, at that time a member of the staff of the Hampton Advertising Company, as instructor, and an enrollment of twenty-one students. The speakers who contributed their services and helped to make the course valuable were Arthur Brisbane, Ben B. Hampton, George Hough Perry, Thomas Balmer, W. A. Lydiatt and Edward Payson Call.

The success of the Twenty-third Street experiment was such that during the next three years courses in advertising were established in several Y. M. C. A.'s in the larger cities, in a few business schools, and in New York University.

### NEED OF STANDARD COURSE

One of the first things to be undertaken by your committee last fall was the preparation of a course of instruction in advertising for the use of schools and Y. M. C. A.'s. A somewhat extended inquiry showed that there was a wide difference of opinion among the teachers as to what subjects should be taken up in a first or elementary course. Some of the lists in use scheduled topics that would appeal to none but the most experienced advertising men. Others were constructed on the hit-or-miss principle, without any idea of continuity. The need of a standardized course, such as would give the student in six months a knowledge of the fundamentals of advertising, seemed, therefore, imperative.

### COURSE OF STUDY OUTLINED

The work of preparing the outline of such a course was delegated to Mr. Blanchard, the chairman of the committee, who for ten years has directed the Twenty-third Street Y. M. C. A. course in advertising in New York City. He not only selected the subjects that should be taken up in a beginners' course, but furnished an outline for the treatment of each one, so that any instructor, whether he had had experience in handling a class in advertising before, or not, could, by a little study, present an intelligent and helpful view of the several topics.

### WORK OF COMMITTEE

The course prepared by the chairman was printed in the November issue of Associated Advertising, and was afterward issued in booklet form for the convenience of educational institutions that either had already established courses in advertising, or have since done so. The several institutions that have made use of this "First Course in

Advertising" have written the committee that it meets class-room requirements better than any other that has been brought to their attention. A copy of this booklet is attached to this report.

The second task to which your committee devoted considerable attention was the preparation of a list of schools and Y. M. C. A.'s that are giving instruction in advertising. As no such list had ever been compiled and published, the committee had to do pioneer work in this direction. The result of the efforts will be found in the attached list, an examination of which shows that during the season of 1914-1915 advertising courses were presented in twenty-seven (27) Y. M. C. A.'s and fourteen (14) business colleges and high schools. New York City leads all other cities in the number of institutions in which courses in advertising form an important part of the curriculum. Five (5) evening high schools gave instruction in advertising for the first time during the season just closed. Courses were also presented by the Twenty-third Street and the Bedford Y. M. C. A.'s, and in the New York University.

### CONCLUSION

In conclusion the committee desires to express its firm belief that before another decade has passed a knowledge of the principles and practices of advertising will be regarded just as essential to the business equipment of a young man as a knowledge of mathematics. During the next five years nearly all of the high schools, business colleges and universities will, undoubtedly, include advertising as a part of their curriculum.

During this formative period the Associated Advertising Clubs of the World will have an opportunity to render the cause of education an inestimable service in formulating courses of instruction that shall economically and accurately present the vital essentials of advertising practice.

### LISTS OF SCHOOLS AND Y. M. C. A.'S.

#### Schools.

Boston—High School of Commerce, J. J. Morgan, Instructor, 147 Summer street; Burdett Business College, J. J. Morgan, Instructor, 18 Boylston street; South Boston Evening High School, J. J. Morgan, Instructor; Young Men's Christian Union, Clifford Davis, Instructor, Boston Post, Boylston street.

Birmingham—Wheeler Business College, John Sparrow, Instructor.

Salt Lake City, Utah—L. D. S. Business College.

St. Paul, Minn.—Central High School.

South Bend, Ind.—High School.

New York—New York Evening High School for Men; Harlem Evening High School; Washington Heights Evening High School; Brooklyn Evening High School; New Lots Evening High School.

Philadelphia—Wharton School of Commerce, Dr. Herbert W. Hess, Instructor.

Young Men's Christian Associations.

Boston—School of Finance and Business Administration, W. J. Boardman, of George Batten Company, Instructor.

Baltimore—L. A. Peard, Instructor.

Binghamton, N. Y.

Brooklyn, N. Y.—Bedford Branch, David E. Campbell, Instructor.

Buffalo, N. Y.—Abraham F. Osborn, Instructor.

Chicago.

Cleveland.

Cincinnati.

Dayton—R. W. Sullivan, Instructor.

Detroit—L. A. Pratt, Instructor.

Kansas City, Mo.

Knoxville, Tenn.

Los Angeles, Cal.—John Renfrew, Instructor.

Milwaukee, Wis.—Vinton M. Price, Instructor.

Montreal, Canada.

Nashville, Tenn.

New York, Twenty-third street branch—Frank Leroy Blanchard, Instructor.

Oakland, Cal.

Pittsburgh, Pa.

Philadelphia—School of Commerce and Accounts, Central Branch, Mont H. Wright, Instructor.

St. Joseph, Mo.

San Francisco, Cal.

Sacramento, Cal.—H. J. Tregallas, Instructor.

St. Louis, Mo.

Syracuse, N. Y.—A. J. Brewster, Chairman, Educational Committee.

Toronto, Canada.

Winnipeg, Manitoba, Canada.

## NEW YORK'S NEUTRAL DAILY

### German-Americans Plan a Newspaper to Be Run on Different Lines.

A new daily paper is soon to appear in New York City to more nearly set forth the views of those who do not find the editorial opinions of the American press quite as neutral as they could wish. The Printers' and Publishers' Association, of 150 Nassau street, is to publish the journal "as soon as sufficient stock has been sold to realize \$500,000."

The men who are to be the guiding spirits of this new neutral paper are: Dr. Hugo Schweitzer, president; Emil Kipper, vice-president; Henry Weiss, secretary, and Max W. Stoehr, treasurer. The honorary vice-presidents include Herman Ridder, Carl L. Schurz, Dr. Edmund Von Mach, Congressman Bartholdt, Wilhelm Ziegel, Rev. William Schoenfeld, Dr. Gust Scholer, Herman Koch and Dr. G. C. Berkemeyer.

A representative of THE EDITOR AND PUBLISHER who called found the Printers' and Publishers' Association occupying half of a suite of rooms on the thirteenth floor, of which the German-American Literary Defense Committee occupied the other half. In answer to inquiries Emil Kipper, the vice-president, stated that the new paper would not appear for at least four weeks, and that in fact no editor had yet been found.

Mr. Kipper was asked what position the new publication would take on such questions as the German occupation of Belgium and the sinking of the Lusitania.

"Now, listen," he said impressively, waving a long finger on high, "it will be

at least four weeks before we can start; we haven't even got an editor yet. When we have an editor, he will decide all those questions according to his best judgment. How foolish it would be for me to say anything about it now."

## XENIA PAPER HELPS CARRIERS

The Xenia (Ohio) Daily Republican has just started a campaign to increase the efficiency of its carrier service. Like all papers of its character the Republican has suffered from the idiosyncrasies of its carriers, and has therefore sought for some way to interest the boys themselves in maintaining a higher standard of efficiency.

The Republican has finally hit upon the plan of offering \$50 in cash prizes of varying amounts to the boys having the most points in the present campaign. Points are to be gained by the boys for promptness, regularity, the holding of old customers and the gaining of new ones.

One of the interesting features of the Daily Republican's plan is that it enlists the co-operation of the general public. A column appeal recently carried the head: "Help Your Carrier Earn Vacation Money" and continued as follows: "If you care to help the boy on your route to have an extra good vacation this year, do what he asks you to do when he calls on you next week, and give him a boost toward his ambition."

Dissensions among stockholders of the Polish-American Publishing Company, publishers of Polish papers, have led to an application being filed for a receiver.

**W**OMEN read The New York Evening Post because on all great questions which pertain to their welfare it is The Evening Post's policy to talk to and for big groups of women—the organizations that list members by the thousands and are banded together for progress.

Because of The Evening Post's editorial attitude and its care in recording events and announcing future meetings, the suffragists have come to regard the paper as almost an official organ. It gives the "Antis" a show, too, and its news columns extend equal courtesy to both sides.

As it reaches the cultured home, the counting-house, the professional man, the master-minds of business, so do its advertising pages convey messages to its readers of permanent value.

No merchant can afford to ignore the substantial return to be had from The Evening Post advertising columns.

In proportion to circulation The New York Evening Post carried over thirteen times as much advertising as the seventh paper (which has the largest circulation).

### The New York Evening Post carried

Nine times as much advertising as the sixth paper
Eight " " " " " fifth "
Five " " " " " fourth "
Four " " " " " second and third papers

Member Audit Bureau of Circulations

PUBLICATION OFFICE  
20 Vesey Street  
New York

WESTERN OFFICE  
McCormick Bldg.  
Chicago

# COMMON SENSE IN ADVERTISING

## How the Newspapers of New York State Co-operate to Develop the Most Facts That Mean Dollars to You

Some years ago, when a Manufacturer facing shortcomings in his Sales Book called in the Advertising Man to suggest some plan to correct the trouble, he was almost invariably offered that universal panacea, Large Space in General Mediums.

Of course, there was a certain satisfaction to the Advertiser in this; it satisfied his vanity for one thing, to see his special product portrayed in full page space in his favorite magazine with his own name prominently displayed, so many a manufacturer fell for it without considering whether his distribution would support such a campaign or whether he had so fortified himself with the dealer, that the full effect of the Advertising would be realized.

Naturally this sort of Advertising Campaign lasted just as long as the Advertiser's pocket book, and no longer, and another advertising failure was added to a list already too long.

Not that this was any reflection upon the value of General Advertising Mediums. It simply proved that the advertiser had taken up a general campaign before he was equipped to do so; before his sales plans and distribution were sufficiently advanced to get the results out of the publicity that was created.

### BUYING ADVERTISING FOR RESULTS

But American business men are pretty close students of their own affairs, and the time came when the idea of buying advertising space on faith, paying for hope, and securing their results in strips of Blue Sky, began to appeal to them as distinctly unscientific and wasteful.

When a business man buys coal, he measures the heat it produces, not the space it occupies; just so when he commenced to apply close analysis to the advertising problem, he demanded that the measure of value be the result it created rather than the number of people it reached.

Of course, if he happened to be a "Mail Order" advertiser, obtaining his sales exclusively from mail inquiries, he could easily "check up," but if, as was usually the case, he was advertising a product of general sale, he found it very difficult to determine, with any definiteness, just what his Advertising was doing for him, and what its ratio of cost should be.

### THE ERA OF EFFICIENCY

Then came the Era of Efficiency, the period in which we are living today, in which every dollar must do a dollar's worth of work, with a certain profit besides, when waste is eliminated to make a gain, and business success is reduced to a matter of certain percentages.

The business man, realizing now that diffusion means expense and waste, and concentration, energy, and efficiency, decided to bend his efforts toward securing the highest percentage of returns out of each territory he entered. "What good does it do me," said he, "to have inquiries from Spokane if I am not selling goods there; if I am selling in Rochester why not get out of Rochester all there is there for me? We will concentrate on that and when we have reached 100% there, then we'll open up in other sections."

### INTENSIVE CULTIVATION

So sprang into existence the theory of Intensive Cultivation, of selecting a locality and concentrating on it to build up the highest percentage of results. It worked, too, and the advertiser learned that this method was accompanied by several marked advantages:

It increased the Sales,

It reduced the Cost of Operation,

It increased the prestige of the House,

It reduced the Cost of Selling,

It solidified the Business,

It reduced the pro rata Cost of Advertising,

It secured the heartiest co-operation from the Dealers.

### THE CORNER STONE OF LOCAL PUBLICITY

Of all the good methods which have been used to develop this Intensive Cultivation of a product in a selected field there are several that are very helpful and combine good results with economy in operation, but the foundation of all permanent publicity in a local field is the local newspaper in that field; the reason is very simple and quite logical.

## NEW YORK STATE DATA

City	Paper	Circulation	Advertis-	Advertis-	City
			ing Rate for 2,500 lines	ing Rate for 10,000 lines	
Albany Journal (E)		°16,982	.05	.033	New York
Albany Times-Union (E)		°41,165	.06	.06	New York
Albany Knickerbocker-Press (M)		°38,511	.05	.05	New York
Albany Knickerbocker-Press (S)		°30,000	.05	.05	New York
Auburn Citizen (E)		°6,580	.0178	.0133	New York
Binghamton Press-Leader (E)		°25,817	.05	.04	Rochester
Brooklyn Eagle (E&S) 3c		°44,227	.16	.16	Schenectady
Brooklyn Standard-Union (E)		°61,970	.15	.15	Troy
Brooklyn Standard-Union (S)		°71,254	.15	.15	Watertown
Brooklyn Daily Times (E)		41,050	.11	.09	Watertown
Buffalo { °°° Courier (M) †59,669 } { °°° Enquirer (E) †50,323 }		†109,992	.14	.12	Govt.
Buffalo °° Courier (S)		†83,357	.14	.12	°° Average
Buffalo News (E)		°104,281	.15	.14	Only Sub
Buffalo Times (E&S)		°57,008	.09	.08	+ Publ. in
Elmira Star-Gazette (E)		°19,577	.035	.03	†† Average
Gloversville Herald (M)		°7,060	.02	.015	* Net
Gloversville Leader-Republican (E)		°5,349	.0143	.010	** Average
Ithaca Journal (E)		°5,750	.025	.015	Other Boro.
Lockport Union-Sun (E)		°5,230	.0157	.012	New
Mount Vernon Daily Argus		°5,279	.0214	.015	
New York Globe (E)		°185,471	.28	.28	

### New York newspapers serve advertisers in their business known locally

Twenty-four (24) leading magazines, with circulation scattered all over the United States and Canada, have in the State of New York alone a combined circulation of 1,787,119.

In order to obtain this New York State circulation, it is necessary, however, to buy the entire circulation of these magazines, in as much as it is manifestly impossible for them to sell circulation by states or by zones.

Therefore, the advertiser who wishes to buy the 1,787,119 magazine circulation in the State of New York must pay the combined rate of these magazines, which is \$79.56 per line.

Now, assuming that the national advertiser could use all the circulations of the magazines, whose combined rate is \$79.56 per line, he will find that the 1,787,116 circulation which he gets in New York State from these magazines cost him a total of \$8.44 per line.

# TISING CREATES PROFITS

Most Fertile Field in the Country for the Sale of Advertised Products.  
to the Manufacturer

## DAILY NEWSPAPERS

City	Paper	Circulation	Advertising Rate for 2,500 lines	Advertising Rate for 10,000 lines
New York Evening Post (E)	.....	†31,189	.18	.16
New York Times (M&S)	.....	°298,248	.45	.405
New York Mail (E)	.....	°157,044	.32	.29
New York World (M) {	.....	°391,944	.40	.40
New York World (S) {	.....	°385,505	.40	.40
Rochester Union & Advertiser (E)	.....	°38,715	.08	.055
Schenectady Gazette (M)	.....	††21,118	.06	.04
Troy Record (M&E)	.....	**22,670	.035	.035
Watertown Standard (E)	.....	°10,621	.021	.0142
Watertown Times (E)	.....	°13,700	.02	.02
		<hr/>	<hr/>	<hr/>
		2,336,664	3.7452	3.4554

°Government Report.

°°Average net paid sworn to by publisher.

°°°Only Buffalo papers, Publisher states, examined daily and Sunday by A. A. A.

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

††Average Gross A. A. A. Audit.

\*Net paid figures supplied by Publisher.

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

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

New York State population, 9,113,279.

Users in the dual capacity of making locally and nationally.

Comparing the cost of this New York magazine circulation with the cost of the combined concentrated newspaper circulation around which this advertisement is written, we find that for \$3.4504 per line the advertiser can buy a newspaper circulation of 2,336,664. On this basis, the advertiser gets in newspapers a bonus of 510,970 circulation at less than half the cost of the magazine circulation.

General advertisers, agents and space buyers seeking further light in respect to marketing conditions and distribution facilities in New York City and New York State and the degree to which the dominant newspapers listed above will aid and assist with local co-operation, are requested to communicate with THE EDITOR AND PUBLISHER AND JOURNALIST, The Newspaper Advocate, Suite 1117 World Building, New York. Phones 4330 and 4331.

The newspaper alone has a Personality which becomes identified with the reader.

The newspaper is either the exponent of his personal views, or the opponent of them.

Long years of habit give the newspaper a place of importance in his thought.

This value is reflected in the Advertising Columns, giving them weight and importance.

Continued repetition in the Advertising Columns standardizes the product advertised in his mind.

Other mediums help this; the newspaper creates it and makes it permanent.

### HIGH EFFICIENCY IN LOCALIZATION

What should you look for, then, in selecting a field for this sort of Intensive Cultivation?

Here's where COMMON SENSE answers the question.

A large population, whose varied needs require supplying,

A concentrated population,

Easily reached by local advertising,

A large number of Towns,

Or population centers, so that distribution is facilitated,

Ease of Communication,

Between towns, making both buying and selling easy.

Diversified character of Industries,

Not liable to periods of great loss by conditions affecting any particular industry.

High earning power of Population,

Making buying possible when the desire has been created.

High Standing of local Newspapers,

Co-operating with the dealers for you.

### NEW YORK STATE 100% GOOD

Let us see whether the Empire State measures up to these rules. If it does it must represent an ideal territory for this kind of Cultivation we have been talking about.

NEW YORK STATE has the largest population.

Over ten millions of people who use practically every kind of product on the market.

Has a Concentrated Population.

A large number of wealthy cities, the wealthiest in the country.

The richest farms with

### AMPLE FACILITIES OF INTER COMMUNICATION

The greatest possible diversified character of industries,  
Manufacturing,  
Farm products,  
Fruits,  
Dairies.

Natural play grounds and show grounds.

It is the Richest State possessing the highest earning power.

It is the Best Advertised State.

### HOW THE NEWSPAPERS HELP

The Newspapers of New York State have a high standing and splendid reputation. They are helpful and co-operative and the newspapers named here are providing a helpful service to Advertisers that is invaluable.

They will HELP YOU to get YOUR commodity before their readers, and your merchandise on the shelves of the dealers and stores in their Cities ready for delivery, while the Advertising you do in the papers will help to MOVE IT OFF AGAIN.

This is REAL SERVICE, REAL CO-OPERATION, and it means just what it says. The tremendous advertising force in these newspapers operates upon the dealer and the storekeeper as well as the public, and the Manufacturer or Business Man who wants to secure the highest possible results at the smallest outlay should study this situation, and take advantage of these conditions.

WE WILL STUDY YOUR PROBLEM OUT WITH YOU.

Any Manufacturer who desires to develop territory and wants to start where the expense of development is comparatively small and the results are large, can secure a lot of valuable information by consulting THE EDITOR AND PUBLISHER.

We will study your problem out for you and give you some very valuable information and advice. We make no charge for this service, but gladly extend it to our readers.

## CIRCULATION PROBLEMS DISCUSSED

### Seventeenth Annual Convention of the I. C. M. A. Held in Quebec —Attendance Not as Large as Last Year—Banquet on Wednesday Evening—Some of the Papers Read.

The seventeenth annual convention of the International Circulation Managers' Association began in Montreal, Sunday afternoon, when the members embarked on a steamer for a trip down the river to Quebec. Of course, strictly speaking, it didn't begin either there or then. A traveling convention that begins afar off with a little group of men and that grows and grows as it moves along, is like a mighty river.

Such a river begins when the first drops trickle over the edge of a spring somewhere, and a traveling convention begins when the first two circulation men meet, on train or steamer and say, "Hullo." This convention was made up of men who had said "Hullo" at points in the West and in the South, and in nearer places. In fact some of these delegates began to be boastful of the number of conveyances they would have to use before they reached their homes again.

E. S. Dobson, manager of the promotion department of the Detroit Free Press, was the Moses who brought to the promised land the peregrinating children from Detroit, Buffalo, Niagara Falls, Toronto and other localities.

#### FINE NIGHT TO TALK CIRCULATION

Somewhere between five and six score of pilgrims finally hoarded the steamer "Montreal" on that cool Sunday evening and set sail for Quebec. It didn't take long for the evening chill on the great river to persuade the voyagers that it was far too cold to remain on deck to look for a moon, or some other equally remote and chilly luminary. Instead they voted at once that it was a fine night to sit around a table within, where it was warm, and talk about circulation.

This trip from Montreal to Quebec afforded the first occasion for the five score or more delegates to get together and talk things over. It was, of course, a matter of regret that there were not more in attendance, but that expression of regret always occurs as long as there is room to get in one more man. In this case, however, the conflict of dates between the I. C. M. A. and the Associated Advertising Clubs at Chicago was voted annoying and unnecessary.

The next morning those who had not stayed up too late to discuss circulation and other things, were on deck to catch the first glimpse of Quebec, with its great Chateau Frontenac towering high above the ship. There another steamer of the Richelieu and Ontario Line received the delegates, and the next stage of the trip began.

The trip down the St. Lawrence from Quebec is never dull, and the farms of the French "habitants" along the shores are always interesting, provided, of course, that one has not come there to talk about circulation. Murray Bay was reached about three o'clock in the afternoon, and the pilgrims promptly took possession of the place. The beautiful Manoir Richelieu had been especially opened for their benefit some two or three weeks ahead of time, and they had it all to themselves.

#### A BRIEF RESPITE

No meetings of the entire convention body were held on Monday, but the Board of Directors met that evening, and listened to the convention report, the reports of the auditing and the entertainment committees. On Tuesday and Wednesday, however, the serious business began.

All the circulation talk of the first day was as nothing compared to the addresses, discussions and debates into which the delegates now plunged. No feature was overlooked from the smallest smutty-nosed newsboy that ever sold "bulldogs" when he should have been in bed up to the smoothest and biggest addressing machine that ever gladdened a mail room. Wednesday night, however,

the strain relaxed a little, just long enough for the big banquet, at which President McKinnon acted as toastmaster. Five minute addresses were made by D. G. B. Rose, of the Louisville Post; J. N. Chevrier, of the Montreal Star; S. D. Long, of the Wichita Eagle; Joseph Savadel, of the Fourth Estate City; J. Schmid, of the Indianapolis News; J. R. Taylor, secretary, of the Grand Rapids Press; and Charles E. Phenix, manager, of the Marcus Richelieu.

A dance followed the banquet.

On Thursday the whole delegation took a ship again and made the trip down the St. Lawrence and up the Saguenay, and back, arriving at Quebec on Friday.

All the arrangements for the convention were most successfully carried out, for which credit is due to David B. G. Rose, of the Louisville Post; J. M. Mathews, of the Oklahoma; J. R. Henderson, of the Gazette, Montreal; A. E. McKinnon, president; Jos. R. Taylor, the general secretary and treasurer of the I. C. M. A.

The directors elected were D. B. Rose, Louisville Post; J. A. Mathews, Oklahoma Oklahoman; J. H. Miller, Pittsburgh Gazette; W. L. Argue, Toronto Star; M. Levy, Cincinnati Post; Harold Houghs, Fort Worth Star-Telegram; Roy Holton, Detroit Free Press; J. R. Mackerman, New York World; and J. R. Henderson, Montreal Gazette.

The following officers were elected: President, J. N. Chevrier, of La Devoir, of Montreal; first vice-president, J. M. Schmid, of the Indianapolis News; second vice-president, I. U. Sears, of the Davenport (Ia.) Times; secretary-treasurer, Joseph R. Taylor, of Grand Rapids Press.

Grand Rapids was selected as the next convention city. A committee consisting of R. S. McLain, of the Philadelphia Bulletin; J. Schmid, of Indianapolis News; Dan Nicol, of the New York Evening Mail, and Jos. Mackerman were appointed to meet a committee of the American Newspaper Publishers' Association, to encourage association membership.

#### ON CIRCULATION BOOKS

#### How Circulation Managers May Protect Their Papers from Them.

By J. A. Mathews, of the Oklahoma Publishing Company, at I. C. M. A., at Murray Bay, Canada.

"The action for this association to take to minimize the work of the circulation crooks who travel from place to place, is for every member to take advantage of all legislation against fraud, and also give his earnest efforts to educate the public to beware of the subscription crook.

"The practice of counterfeiting has been minimized by the efforts of the secret service to educate all police authorities and bank officials to be constantly upon the lookout for counterfeit money. In this manner many counterfeitors have been apprehended and convicted. To apprehend the bogus solicitor it will be necessary to have the cooperation of the public, and it is up to the publishers to make some inducement that will interest the public. Here is a notice that is similar to the one that is printed every day in a well-known morning newspaper.

#### NOTICE TO THE PUBLIC

Pay no money for subscriptions to the Morning Telegraph to any persons not absolutely known to you as a local agent, or who cannot show a letter authorizing such a person to receive and receipt for money on your account. The names of all authorized traveling agents appear in each and every issue of the Morning Telegraph, and each agent carries a letter to show who he is, and that he is authorized to receive money and give receipts on your account. If in doubt, require identification before you pay out your money. The following are the traveling representatives of

the Morning Telegraph who are authorized to solicit and receipt for subscriptions and advertisers: James Brown, Frank Smith, John Jones, W. W. Miller, Robert Williams and Al A. Wilson.

The circulation crook is of that shrewd, clever criminal type who always takes advantage of every opportunity to practice deception. The notice in the Morning Telegraph does not prevent the clever crook from assuming the name of one of the representatives printed in this notice; nor does it prevent the crook from presenting a fake letter or a forged signature, and in this manner approach strangers whom he will fleece for sufficient funds to enable him to exist in his fraudulent work.

"A notice on the order of the one printed in the Morning Telegraph also

#### GETTING SUBSCRIBERS BY MAIL

#### Methods Which Have Brought Good Business to the St. Louis Republic.

By E. R. Sterbenz, of the St. Louis Republic, at the I. C. M. A. Convention at Murray Bay.

What is the best way to secure paid in advance subscriptions sent through the United States mail?

"A metropolitan city with train service and mail facilities that go with it has many towns within its territory where a delivery cannot be kept up through a newsdealer. A boy can usually be secured to sell the Sunday edition, but the hope of maintaining a daily list is by direct mail subscription.

#### TREND IS AWAY FROM MIDDLE MAN

"While the postmaster and small town publishers are still a factor in gathering subscriptions, the mail order business concerns have educated the public to do business direct and the trend is to eliminate the middle man. We have demonstrated that a direct solicitation to the customer will bring results if made in the right way. Making a campaign for mail subscriptions is getting into the retail business, and you begin to realize how much the public demands.

#### DISTRIBUTED THROUGH DEALERS

"The Sunday edition must be distributed through dealers. Accommodations for Sunday mail subscribers are very few. The majority of small town post offices are closed while other offices are open at an inconvenient hour. The dealer who is supplied by express or outside mail has a decided advantage.

"The best season for the work is during the fall and winter months—crops have been gathered—there is leisure and your patron has money.

"After securing a good live list of names in towns that can be reached on the morning of publication day or on the rural routes where delivery is made on the same day, circularize the list, calling attention to the features which patrons need. Sample copies should be sent for one or two days.

#### NO SHORT TERM SUBSCRIPTIONS

"Having decided to eliminate short term subscriptions entirely and get the value of having a subscriber on your list for a year, and as your work will be in such territory where you can dispense with the services of solicitors, you can afford to be liberal. What your patron wants is, your best cash price, and he will not care for a premium if your price is right. Sell your product at a fair price and with a profit. The subscription rate should be lower than when the paper is distributed through a newsdealer. Hold out an extra inducement by offering a discount of twenty-five per cent. to the man who will send you four or more yearly subscriptions at one time, cash with the order; thus, you offer the club raiser the same rate usually offered to dealers and postmasters on mail subscriptions and some real resultful work will be done for you. A few people will hesitate in ordering a paper for a full year, especially those who are not familiar with your publication. Your final argument to clinch the order will be to say that if the paper does not please the subscriber, the subscription may be discontinued for any reason, or no reason, and the unearned part of the subscription price refunded.

#### NOTICE TO SUBSCRIBERS

"Ten days before the expiration, a notice with subscription blank should be sent to each subscriber and he understands that the paper will be discontinued promptly on its expiration. He has read the paper for a full year and there will be no trouble in getting the renewal. The terms are stated for a single subscription and the club offer is renewed. Sixty per cent. of the expirations should be renewed at once; another ten per cent. will renew during the year and thirty per cent. are absolutely lost, due to removals, deaths, financial trouble, shifting train schedules whereby the delivery of the paper is delayed, and to a desire for a change of paper."



J. A. MATTHEWS

## 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.  
New York

Steger Bldg.  
Chicago

## THE PITTSBURG PRESS

### Has the LARGEST

Daily and Sunday

## CIRCULATION IN PITTSBURG

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

## Get the Best Always

### The Pittsburgh Dispatch

#### Greater Pittsburgh's Greatest Newspaper

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

## 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

## Buffalo News

EDWARD H. BUTLER  
Editor and Publisher

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

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

YOU MUST USE THE  
**LOS ANGELES EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN . . . 150,000

## MANY FAVOR COMICS

Widespread Endorsement of Black and White Funny Pictures Is Proved by Circulation Manager Weir's Canvass.

By R. S. Weir, of the Detroit Journal, at the I. C. M. A. Convention, Murray Bay.

The possible circulation value of black and white comics is very great—much greater in my opinion than some editors or circulation managers seem to realize. Obviously, however, the value from a circulation standpoint depends mainly on the actual merits of the comic itself. If it is a first-class one, you can not only make it a fair circulation getter, but you will find it to be a very strong circulation holder.

"While black and white comics are comparatively new as daily newspaper features, they are now being run by practically all the big papers in the country, and this fact shows the value placed upon them.

"One opinion is worth something, yet a dozen are worth a whole lot more. For this reason I wrote to 15 or 20 other circulation managers for their views, and in doing so, I covered cities both large and small and those situated all the way from the Mississippi River to the Atlantic Ocean, and from Canada to the Gulf of Mexico. Every reply with one exception favors the comics, and this exception came from the Indianapolis News—a paper that was big and almost impregnable in its field before serious competition arose.

"Let me give you extracts from a few of the letters I received:

### IMPORTANCE OF CAREFUL SELECTION.

"The circulation manager of the leading daily in one of the great agricultural States of the Middle West says: 'I just had a talk with our publisher concerning this matter, and we have agreed that the value of black and white comics is in selecting a good, clean one and keeping at it all the time.'

"From a very strong, yet conservative, Eastern daily, came this rather qualified statement: 'Were I you, I do not think I would make that a matter for the convention, as it is something that is purely for the editorial department; I think the managing editor would find fault if the circulation department interfered with the editorial. I do not think that some of the black and white comics are a good thing. Whether or not people buy a paper for that alone is another question. I do not think there could be many people who would buy a paper for black and white, but it is one of the features of a newspaper of the later day and we must make up the paper with something in it that will amuse both young and old.'

"One of our oldest members says: 'We have for several years used the black and white pictures, and they have become a feature of the paper, and are much sought after.'

"This is what I received from the circulation manager of a paper with over 150,000 net paid business: 'I believe that good comics are instrumental in getting a newspaper into a home, especially where there are children. I think they are a strong feature in any newspaper's make-up.'

### GOOD FEATURE AND GET CIRCULATION.

"Here is an opinion from an Eastern city of 100,000 population: 'I am heartily in favor of black and white comics. I look at this subject but from one point of view: that is, the largest and strongest newspapers throughout the country all run comics and spend as much or even more for these features than they pay their best writers. The answer is that it must be a good feature and gets the circulation.'

"One of our members from a small city in the East says: 'Count me on the list of enthusiastic advocates of black and white comics in daily newspapers.'

"This is from a prosperous daily in the Great Lakes district: 'Last fall we started to run about two-thirds of a page of black and white comics. For-

merly we had run two or three strips scattered throughout our paper. Some time after, I had the census taken of about 1,100 families, both in the city and country, to find out how much interest was being taken in our comic page. The result showed that 92.8 of our city readers were reading our comics; 92.6 of our readers in the country were reading our comics, or that 92.7 of the total were following this page. In my mind a good, strong daily comic page is the best feature that a newspaper can run.'

"From Dixieland I received the following: 'You can put me down as favoring the comics, due to the fact I have found they have good pulling power. My only regret in this connection is that we do not have sufficient space to carry more of them.'

"A Canadian member writes: 'There is no other feature in a daily newspaper that gets the same amount of attention. The comics are getting better and more popular every day and appeal to the masses in every walk of life.'

"In closing, let me quote from the letter that came from the circulation manager or probably the greatest daily west of New York: 'I am very much in favor of black and white comics in daily newspapers. In my opinion it is the first step of the youngsters in the newspaper arena; in fact, it is about the only thing in newspapers that youngsters up to nine and ten years old are interested in. If a child is interested in the comic pictures of your paper, it is only natural that when he gets a little older he will become one of your regular subscribers.'

### PLEASED BY WORK OF WOMEN

San Angelo (Texas) Standard Lets Them Handle Advertising and Circulation.

### (Special Correspondence.)

DALLAS, June 22.—The San Angelo (Texas) Standard, J. G. Murphy, editor and owner is trying a new venture in so far as its business office is concerned. Mr. Murphy conceived the idea that women would make better employees of the business department than men and accordingly employed none but capable young women to handle his advertising and circulation. Regarding this experiment, Mr. Murphy says: "The young ladies' connection with the Standard have covered a most successful period and satisfactory period in the history of the paper. They work always to the best interest of the paper. Moreover, they neither smoke, drink nor chew!"

Many times in this office a woman's intuition 'has saved a day' in some situation that is likely to come up in any office. I can see a marked development along business lines in some of the young ladies since they came to work on the Standard. They are alert to their advantages, anxious to please and to progress. Every young woman in the office appears to be wholly in line with her chosen work. In other words, women are a success in the business world, judging by my own experience."

### DEFENDS ONE CENT NEWSPAPERS

Mr. Levy, of the Cincinnati Post, Makes an Array of Strong Points in Their Favor.

By M. Levy, of the Cincinnati Post, at the I. C. M. A. Convention, Murray Bay.

Ayer's Newspaper Annual informs us that there are 2,661 daily newspapers published in the United States and Canada. While I have no statistics at hand to show the number of one cent dailies, yet I think 65 per cent. would prove a fair estimate. Assuming that two-thirds of the daily newspapers in the United States and Canada are one cent, it would be reasonable to assume further that one cent newspapers are profitable, or there would not be so many. If one cent for a daily newspaper is not enough, I think the remedy to an extent at least lies with the publisher, and incidentally the circulation manager.

When some publishers have the courage to run their newspapers along sound business lines, governing the number of

## Fakers and Crooks

The Evening Star, Washington's great home newspaper and advertising medium, makes every effort to bar fakers and crooks from its advertising as well as news columns. Fakers are not helped to exploit their wares on an unsuspecting public.

## The New York Times

MID-WEEK PICTORIAL

### Vivid Pictures of the War

Beautifully Printed by  
Rotogravure Process  
on Fine Paper

Best Illustrated Weekly in America

10c. on all news stands

Times Square New York

## The New York Evening Mail

enjoys the confidence of its 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.

## IN PROPORTION TO THE CIRCULATION

You cannot take a bottle of ink and throw it into a barrel of water and still write with it. Don't let talk about "Class" or "Mass" confuse you.

In proportion to circulation the New York Evening Post carries over thirteen times as much advertising as the seventh paper (which has the largest circulation).

9 times as much as 6th paper  
8 times as much as 5th paper  
5 times as much as 4th paper  
4 times as much as 2nd and 3rd papers  
Member Audit Bureau of Circulations  
Publication Office Western Office  
20 Vesey Street McCormick Bldg.  
New York Chicago

## The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation of

The Jewish Morning Journal for six months ending March 31, 1915, The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people. The Jewish Morning Journal prints more

HELP WANTED ADS.  
than any paper in the city, excepting the New York World.  
I. S. WALLIS & SON, West'n Representatives  
1246 First National Bank Bldg., Chicago.

## THE NEW ORLEANS ITEM

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

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

pages by the amount of advertising carried, it will help to make one cent enough.

"It is my opinion that there will always be one cent newspapers, and big ones, too. As long as circulation makes for advertising, and as long as one cent newspapers make circulation volume, there will be one cent newspapers. In fact, they are a fixture in the newspaper world. Granting that one cent newspapers will always be with us, the circulation manager can do much towards making them more profitable—by thinking of every possible way to keep down 'overhead,' and by procuring the largest financial return for the product he circulates.

"Do we think enough of our distribution cost, and how to reduce it? Do we cut off waste production? Or do we allow returns simply because our competitors do? It has been demonstrated that returns can be eliminated without loss of circulation. Are we making unprofitable concessions to dealers in our aim to strive for volume rather than less circulation on a more profitable basis?"

"Are cut rates to R. F. D. subscribers being made, the price procured not even covering the cost of white paper?

"How closely do we watch dealer accounts and insist on their making payments promptly without improper deductions? How closely do we analyze our losses on outside dealers' accounts? Have we efficient methods on collections? How closely do we study costs for the producing of new business? Do we analyze each promotion campaign to ascertain the cost per subscriber? Do we consider deeply enough from all angles every promotion plan before we go into it—costs, probable increase of circulation, etc.? Do we study and check mail room expense—purchases of wrapping paper, rope, etc.? Do we check closely on transportation charges—express, traction and post office charges?

"I sometimes think our thoughts run too largely on circulation growth at any cost with not enough thought devoted to the financial and expense side of the department. However, this condition will probably be more or less true as long as newspapers fight for circulation supremacy."

## USING R. F. D. ROUTES

**Making Them Pay the Publisher Depends Entirely Upon Circumstances Which Can Be More or Less Controlled.**

By E. C. White, Circulation Manager of the Houston (Tex.) Chronicle, at the I. C. M. A. Convention, at Murray Bay, Canada.

"The intelligent use of sample copies on R. F. D. routes and in small villages does pay, under favorable conditions, if properly handled, and does not pay under conditions that are not favorable or if sent out spasmodically and without a systematic and persistent follow up.

"Predated evening newspaper editions for the country, particularly for R. F. D. circulation, which reach destined territory before the regular morning newspapers, will, if followed up by good letters and advertising matter or short-term subscription offers, bring splendid results in the way of new subscriptions. In other words, in any territory where your paper has the advantage of train service and consequently gives the public the news quicker than your competitor's paper, it will pay you to use sample copies lavishly.

"On routes where the predated edition is not delivered ahead of the regular morning newspaper and is handicapped because the morning newspaper carried some later news, and assuming that the parties you propose to sample are already subscribers to your competitor's paper, your samples would prove detrimental to your interests, because comparison with the morning newspaper would establish the fact that it gave later news than your paper.

"There is no best method of sampling. What might prove the best method in one territory and under certain conditions, might not prove so in another ter-

ritory and under different conditions. All I can do is to tell you of methods that have brought the best results for me and to hope if any of you should use them that you will be equally as fortunate as I in the results secured. The very best method I have ever used, follows:

"First, I secure the names of the heads of families residing on each rural route or in small towns. Then I have typewritten lists of the names made in triplicate on galley paper; these lists are run through the mailers and serve to send three sample copies of my paper to each person on the list, and these are sent three days in succession. Then, on the fourth day, instead of the paper, each prospective subscriber gets a letter asking for a trial subscription at a special short-term rate, with a proviso included in the order that subscriber agrees to continue taking the paper, after the trial subscription is up, and to pay for same at the regular subscription rate (which is quoted) until such time as the paper shall be ordered stopped. In favorable territory, I have secured trial orders from as high as 50 per cent. of the people sampled and been able to renew a very large percentage of them when the trial subscription expired. As the orders are received, they are checked off the original lists; then, when there is news of extraordinary interest in the paper, I hit this list again with samples and follow up with a special letter, which calls attention to the important news already referred to and renew the trial subscription offer.

"Another method which has been a producer for me is to print an illustrated advertisement in my paper which occupies a space of about four columns, full length of page. This illustration and the wording of the advertisement calls attention to some class of news that is of special interest just at this time, and at the bottom of the advertisement I print a trial subscription offer, such as 100 days for \$1. The Mexican War, The European War, The Loss of the Titanic, The Lusitania Affair and other big news items have furnished splendid material for such work; I mark these ads with a blue pencil and mail the papers containing them to lists of prospective subscribers.

## CHURCH ADVERTISING URGED

**Kentucky Clergyman Believes That Religion and not Billy Sunday Should Be Advertised.**

The Rev. T. W. Barker, of Newport, Ky., recently declared before the Methodist Ministers' Association in Cincinnati that he much preferred the spending of a relatively small amount of money in advertising religion than a large amount on a self-advertised individual.

"It is humiliating to me," he said, "to see 200 ministers in Greater Cincinnati stand with hands down and wait for Billy Sunday to come along and persuade God to take a hand in saving the city. Take \$6,000 and spend it in your daily papers in three weeks of advertising, and you will have a greater revival than Billy Sunday ever knew. Where we preach to 10,000 the press reaches 500,000. Give me the exclusive control of the dailies in Cincinnati for three weeks, and I will show you the greatest revival not only in the history of the city but in the history of the American people. I dare the editors to give me a chance to prove the statement true.

"You would pay Billy Sunday \$40,000. You take \$6,000 and spend it in your papers in the next three weeks in advertising, organize a campaign and you will have in 10 days a greater revival than Billy Sunday ever saw."

## Moves Into New Home

The Dickinson (N. D.) Recorder-Post has moved into its new brick and concrete building and installed a new two-revolution Cottrell press. S. O. Barnes is the editor and sole owner of the paper.

## CIRCULATION BY MAIL

**Methods Employed by Michigan Daily to Obtain Subscribers Served by Postmen Have Brought Profitable Results.**

By R. S. Craft, Circulation Manager of the Jackson (Mich.) Citizen Press, at the I. C. M. A. Convention at Murray Bay, Canada.

"I have been asked to explain 'The best method for the promotion of circulation of a newspaper whose out-of-town circulation is virtually all by mail and paid in advance.' As I interpret the meaning of this topic I am asked to tell how the Citizen Press promotes its mail circulation.

"About 75 per cent. of the out-of-town circulation of the Citizen Press is delivered by mail. We, for our own convenience, divide it into two classes, 'R. F. D.' and 'Mail' circulation.

"Our R. F. D. work is started about September 1 and continues until about May 1. Until about three years ago we used no men on the rural routes, securing new readers and renewals by special offers consisting of small premiums or magazine clubbing offers, through circulars. This method could not be called successful as the new business obtained through these channels was small compared with what naturally belonged to us, and what should have come with the amount of money expended.

### SOLICITORS COVER R. F. D.

"Now, however, our R. F. D. promotion work is done entirely by our solicitors. At the start we paid our R. F. D. solicitors \$15 per week and their expenses, we furnishing all premiums. Later, to get more work out of the men, it was decided to put them on a commission basis where they would have to hustle in order to make fair wages. These men were paid \$16 per week (this amount being nearly sufficient to cover expenses) and 50 per cent. commission on new business and 30 per cent. on renewals. While this commission seemed quite large, still it was found that a man had to put in full time each day to make the wages expected. We furnished all premiums, the men paying us the wholesale price for them.

"The advantages gained by us through this plan were: First, when the men had to pay \$1.50 or \$2 a day, out of their own pockets, for livery rigs, they were out working bright and early each morning, and until supper time at night, where formerly they were not particular about an early morning start, and always managed to be ahead of time for supper. Second, while they were always allowed to take a subscription for from three to twelve months, under the commission plan the average length of the subscription was about twice that of the salary plan. Third, we did away with the premium expense entirely.

### FARMERS LIKE MARKET REPORTS

Although the Citizen Press is an evening paper and we do not pre-date our rural route edition, we do not find it hard to secure rural readers. As the farmer is very critical about the market reports, we make a special effort to have them accurate and up-to-date. When he finds that they are absolutely dependable, and the balance of the paper is newsy, it is not so hard to retain him as a regular reader.

"Our mail circulation, that is, papers sent to surrounding towns by mail where we do not have an agent, is worked entirely by one solicitor. These towns are worked every three months in the following manner: The solicitor makes a house to house canvass, taking subscriptions for from three to twelve months, specializing on the shorter period of three months. It is pointed out to the prospective subscriber that he can have a first class daily paper for three months for only 50 cents (the price of the Citizen Press being \$2 per year by mail), and if he wishes, can pay for it at the end of the time subscribed for, the solicitor agreeing to call and make the collection at that time. In this way the subscriber has to advance nothing, and

only has to pay a very small sum at any one time. However, at least 40 per cent. of the orders taken are paid for in advance. If when the second call is made (in three months) the subscriber to whom credit has been extended cannot pay, the paper is stopped unless it is known that he is perfectly good for the amount of credit extended. The subscribers who are paid to date are canvassed, and asked to renew.

"In canvassing these towns, the solicitor carries a list showing the expiration date of each subscription, making the collections as he meets them. The loss from extending these small credits does not reach 5 per cent., and we have built up a fine list of paid subscribers in this way. As the solicitor has to canvass every home, it takes but little extra time to make the collections."

## SHOULD BE SOLD AT ONE PRICE

**Inadvisability of Two Subscription Rates for Same Paper.**

By W. J. Darby, Toronto Mail and Empire, at the I. C. M. A. Convention, Murray Bay.

"Should a Newspaper Maintain a \$3 Subscription Rate for a 1 Cent Daily Rather Than a \$4 Subscription Rate?"

The negative side of this question, at first glance, seems to contain a principal contrary to the usual business practice, and, perhaps, with no other institution than a newspaper would a patron tolerate being charged for an article in the manner indicated. This is practically what a newspaper may propose to do, in fact some are doing it, and others have done so in the past. Of course, when the subscription rate is higher than the selling rate, the real reason is generally that the two have not kept proportionately together in the downward trend of prices gradually brought about by the various conditions which have made the one cent newspaper an accepted standard of price in most centers on this continent.

### HARD TO DEFEND

While it may be possible to maintain a street sale at 1 cent per copy and a \$4 subscription rate, it is not possible to demonstrate to the reader any satisfactory reason for so doing. On the contrary it is a paradox that is too abstract for the average circulation man to explain satisfactorily to complaining customers. It is a source of worry to the circulation manager, and an extremely doubtful financial profit for the newspaper that operates it.

For the reasons stated, every newspaper using two prices in the city in which it is published, feels itself discredited as its inconsistency is being continually pointed out by critical patrons. I think it would be much more satisfactory to the newspaper itself if this incubus could be lifted without entailing loss.

Old prejudices die hard, and it is easy to understand how reluctant a newspaper would feel about reducing the selling price at the present time, even when forced by its competitors in a common field to sell per copy for the lowest coin in the circulation medium. It is very natural to suppose that by retaining the \$4 rate the difference in its favor, as compared with the \$3 rate, will help lessen circulation expenses. This may, to a certain extent, be true, but there is a strong presumption that an unsound principle governing the price of a newspaper will also lessen the growth of its circulation, which is a serious consideration and one that is neither to be ignored nor neglected.

It is reasonable to assume that a newspaper whose subscription rate corresponds with its selling price is a more perfect machine, and will run with less friction than one whose parts are not so perfectly correlated. The difference makes a more satisfactory delivery and eliminates all cause of complaint with regard to rate and price per copy.

Taking this view of the situation, with conditions free from trouble, criticism, objection or cause for complaint, surely subscription business should be easier to get and easier to hold than with two

jarring elements that could never harmonize, and entail much valuable time in the vain attempt to explain and reconcile them. The increased subscriptions which should result from a system of perfect rate and price would, no doubt, soon offset any loss occasioned by dropping the rate from \$4 to \$3, and in the end, by increased profits, prove that in newspaper circulation as well as in everything else, it is best that a harmony of the proprieties should be preserved.

It is true that circulation must be the first consideration with every publication, but it is only a part of the main objective of a daily paper. It may be compared to a navigable river which, in itself, is of minor importance, but is absolutely indispensable when combined with the transportation required by commercial enterprise. Circulation is the stream that carries the advertising to every point where it flows, but it is the advertising that must produce ample revenue to make good much necessary expenditure in other departments.

These features of the newspaper business being the normal conditions of today, and accepted as natural, necessary and inevitable to the production of a successful newspaper, it is not to be expected beyond reasonable limits, that the circulation end should be a source of profitable income.

## SYNDICATED FEATURES

**Chattanooga News Has Not Found Them of Much Value as Circulation Getters—W. B. Baker Gives Interesting Experiences.**

By W. B. Baker, of The News, Chattanooga, Tenn., at I. C. M. A. Convention, Murray Bay.

"It is difficult to tell to what extent features syndicated by the larger newspapers have helped the papers using those features.

"We have used three or four features syndicated by one of the metropolitan papers, and we felt that we were not benefited to the same proportional extent by any of these features as were the papers that syndicated them."

"One of the serial story features used brought about considerable revenue to our paper in additional advertising used by a concern who recognized the value of connecting up with the serial, but so far as circulation was concerned, however, we were not benefited by the use of any of these features.

"Readers of any newspaper who are 'movie fans' enjoy reading the story in the paper, then seeing the pictures at the theatre, but I believe those who read these serial stories are in the minority.

### SERIAL GAINED NOTHING

"During the twenty-six weeks that we ran the serial story our circulation did not increase. If the story had never appeared in the paper we would have had the same number of subscribers.

"In every case where we used these features we advertised them thoroughly in advance in our own paper and in circular form, giving a wide distribution of sample copies containing the advertisements, the circulars being placed in every home in the city and suburbs.

"To sum this matter up in a 'nutshell' I do not believe the newspapers using these special syndicated features are benefited enough either in additional advertising or increase in circulation to warrant their using them.

"For the past twelve months the question of conservation of white paper has been uppermost in the minds of publishers, and no doubt many times a paper has been forced to print an additional two pages to take care of some syndicated matter, which of course means the consumption of more white paper.

"The people as a whole I believe prefer that their favorite newspaper give them the news rather than a lot of features and I think most of us have been delivering the goods in this respect, as more big news has broken during the past twelve months than any similar period in the history of our country.

"These syndicated features are nothing

more than mere news items elaborated, which are not as important or interesting as local items.

### READERS WANT NEWS

"The readers of daily newspapers want the news of their country, or their surrounding territory, and of the city where the paper is published. It is much easier to get a new subscriber by showing him that you print the news that he is mostly interested in, than to show him a newspaper with lots of syndicated matter in it, for which the average newspaper readers care absolutely nothing."

"N-E-W-S spells NEWS. By giving your readers the news from the four corners of the earth, you are carrying out the meaning of the word NEWS—NORTH, EAST, WEST, SOUTH."

## SUBSCRIPTION RECORDS

**How They Are Kept by the Indianapolis News and How Other Newspapers Can Keep Them to Best Advantage.**

By John M. Schmid, Circulation Manager of the Indianapolis News, at I. C. M. A. Convention, Murray Bay.

"Circulation is the life of a newspaper. A newspaper without it would be a dismal failure. An important detail of circulation is speed and accuracy in handling, this being especially true of evening newspapers having a number of editions, with only a limited time between editions to catch trains.

"A good newspaper does not find it difficult to secure a large circulation; a greater problem is to hold it. Service is very essential in maintaining a list of regular subscribers, whether the number is a large or small one. Service consists of many things. Speed, accuracy, regularity, care and reliability are the important factors. Without these, the circulation of the best newspaper published would eventually slip away.

"Shrewd newspaper publishers take advantage of every mechanical invention which will improve working conditions and save time. There would be no need of high-speed presses, linotype machines, or modern stereotyping machinery if the distribution facilities were crude and slow.

"The mailing department of a modern newspaper can dispatch hundreds of thousands of copies in bulk with the utmost ease within a given time, for distribution by newsboys and carriers, but unfortunately all the circulation of a newspaper cannot be handled that way.

"The individual subscription mailed to rural route addresses or to other remote localities where newspapers are not obtainable through agents, is an important branch of circulation to be considered.

### ENTITLED TO GOOD SERVICE.

"These mail subscribers must have the same high class service as is given the city and country town reader, who has delivery made to his door by newsboy or carrier. The country subscriber who depends upon the mail carrier for his reading matter is as valuable to the advertiser as the city subscriber, and is often considered more so, and therefore his subscription is necessary in building up a large volume of productive circulation.

"The individual subscription is the most expensive to secure, and the cost of service is very high, but very few newspapers, if any, are successful without it. The more modern the system of dispatching single subscriptions, the more profitable do they become; slow, slipshod methods make it very expensive to the publisher, and unproductive to the advertiser.

"The Indianapolis News, constantly alive to the great possibilities of modern machinery, is one of the first newspapers in the United States to adopt a mechanical mailing system, than which there is none believed to be better, and after gradually changing its older and slower equipment for new and speedy machinery, its service to individual subscribers is undoubtedly as thorough as exists anywhere. The mailer in use by The News, folds, wraps, addresses and mails at the rate of three copies a second. It is a marvelous piece of machinery, and a great time-saver.

### NEW SYSTEM AVOIDS ERRORS.

"Under the old system of mailing by hand, many unavoidable errors were made, labels were frequently cut in two, were lost due to lack of paste or from too much paste; two copies would stick together, one or both copies being either delayed or lost because the addresses were illegible when papers were torn apart. These human faults are eliminated.

"The News has about 25,000 individual subscribers who receive their papers by mail. Individual subscriptions are received either direct or through agents, and when received in The News office are turned over to the subscription department. The order, if accompanied by remittance, goes to the department cashier, who stamps the order showing date received, amount received, and form of remittance. The order is then turned over to the subscription recorder, who enters it in the cash book, giving it a serial number, which number follows the subscription throughout every subsequent operation, and sticks to it until the subscription expires.

"The Recorder's record gives the name, address, edition, length of subscription, amount paid, and how received, whether by agent or direct, and the total of the Recorder's cash record must agree with that of the cashier.

"The order is then passed to the Card Index Clerk, who examines the records to determine whether it is a 'new' or 'renewal' order, or possibly a *delinquent* subscriber. No card having been found in the files, the order is considered *New*; it is then given to the galley clerk, who places the name on the galley proof, which also serves as a duplicate record.

"The galley, a proof of which is taken once a month, is kept in looseleaf book form, and changes are made therein from day to day, practically providing an up-to-date mailing list in route form, by towns, rural routes, and train runs. Under this system the number of subscribers on any given train, or in any certain town or district, can be quickly determined."

### ECONOMY OF TIME AND MONEY.

"Here Mr. Schmid described the further progress of the subscription record from the galley clerk to the typograph operator who makes the necessary plate for the mailing machine. He also told of the workings of the addressing machine which is essential to complete the mechanical equipment required. In concluding he said, in part:

"The News has provided the way of taking care of its subscription list, which is here described, as a matter of precaution and safety. In the event of the destruction of any part of the records by fire or otherwise, it is reasonable to presume the various units of the system, which would undoubtedly remain, would provide the means of immediate duplication of the original outfit. Part of The News subscription records are always kept in fire-proof vaults.

"Eight clerks can easily take care of any mailing list up to 35,000 or 40,000 under our system and two or three additional clerks would permit the expansion of the list to 75,000.

"The actual operation of our mechanical mailer is simple, and the ordinary intelligent mail-room employee can quickly adapt himself to the machine and learn its mechanism in a short time.

"The mailing machine does not get sick or insubordinate, or show up late or out of condition, nor does it diminish its speed in an emergency. It is a pacemaker, and we are highly pleased at the efficiency and at the change in general."

### Wants Names of Syndicates

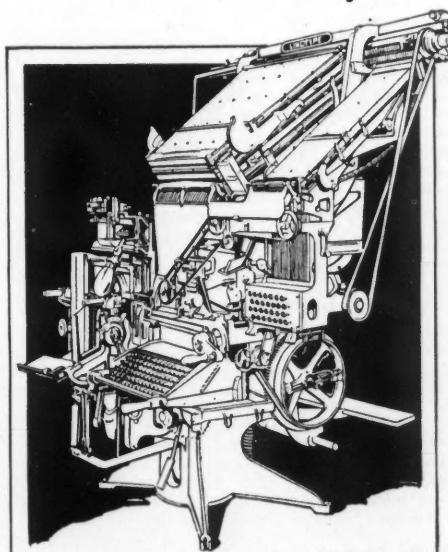
Easton, Md., June 12, 1915.

**THE EDITOR & PUBLISHER:**  
Can you give me a list of syndicates which supply fiction features to newspapers? Please designate also one or more which handle non-fiction feature articles.

Very truly, J. P. M.

The advertising columns of THE EDITOR AND PUBLISHER contain the announcements of some of the leading concerns dealing in feature matter.

## 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

## AUDIT BUREAU DOINGS

An Offer of \$3,000 Increase in Salary Declined by Director Whitman—Some Important Resolutions Adopted—List of Officers Elected for Ensuing Year.

(Special Correspondence.)

CHICAGO, June 21.—The new associate membership plan adopted at the first annual meeting of the Audit Bureau of Circulations makes available to advertisers and advertising agents a single line of limited service that will enable them to secure circulation data by territories or sections, class publications or magazines and periodicals.

The constitution and by-laws were also amended in other important particulars, namely, changing the quarterly statements of newspapers to semi-annual reports to correspond with government requirements and placing the cost of auditing new members on the new members, and leaving it entirely optional with the Board of Directors as to the period of audit. The Membership Committee and the Data Committee was canceled, and all acts of the officers and directors ratified and approved.

### THE NEW OFFICERS

The new officers are President Louis Bruch; first vice-president, Curtis P. Brady; second vice-president, A. W. Erickson; secretary, M. F. Harris; treasurer, Hopewell L. Rogers. Board of Directors: Louis Bruch, American Radiator Company; F. R. Davis, General Electric Company, Schenectady; W. B. Cherry, Merrill-Soule Company, Syracuse; F. H. Squier, Pabst Brewing Company, Milwaukee; L. B. Jones, Eastman Kodak Company, Rochester; M. F. Harris, Armour & Co., Chicago; A. W. Erickson, The Erickson Company, New York City; H. L. Rogers, newspapers, Chicago Daily News; Frank C. Hoyt, magazines, The Outlook; Charles F. Jenkins, agriculture, Farm Journal; E. R. Shaw, Practical Engineering.

Some of the resolutions submitted and adopted were these:

**Resolutions from Farm Trade Press:**  
Whereas, There has been considerable misunderstanding as to the reports and the audits of the Audit Bureau of Circulations as to what names have the right to be listed under the heading of "mail subscribers" in the report and audit forms, and it seems to be the plain duty of this association to establish a definition that will leave no room for misunderstanding;

Therefore be it Resolved, That the Audit Bureau in annual meeting assembled define a "mail subscriber" as those who have paid a subscription price of at least 50 per cent. of the single yearly, two-year or longer time subscription price, and that subscriptions secured with premiums without increase in the subscription price are not eligible.

Be it also Resolved, That bulk circulation, that is subscriptions sold to banks and merchants or others, and by them given to their customers gratis, and subscription agency subscriptions received at less than 25 per cent. of the single yearly or longer time subscription price, be also listed separately.

### DEFINITIONS

A paid subscription is a subscription for which the subscriber himself has paid cash. No other is a paid subscription.

Bulk subscriptions are subscriptions bought in quantities by bankers, merchants, newspapers, associations, or other third parties, and by them sent without charge to customers, prospective customers, friends or acquaintances.

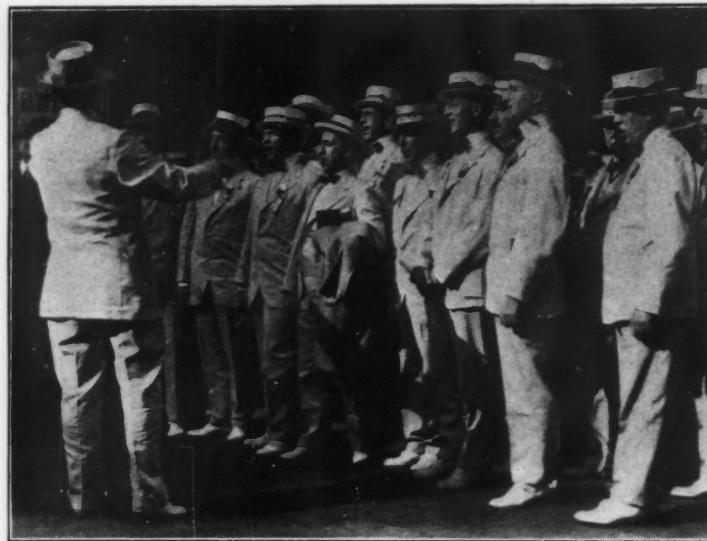
The committee refers this to the Standard Forms and Audits Committee without comment.

**Resolution from Trade Press Division:**

Resolved, That article 2, section 4 of the constitution and by-laws be amended to read as follows: (a) Advertisers:

Annual dues, payable in equal semi-annual instalments in advance, as follows:

\$100 for full service, which shall include all reports, data, bulletins, and other service rendered by the organization; or \$25 for limited service consisting of all reports and other service ren-



CHICAGO ADVERTISING ASSOCIATION CHORUS ENTERTAINING VISITORS

dered by the bureau on any one of the following divisions of the service which he may elect.

Service: 1—All magazines and periodicals. 2—Trade, class and technical papers. 3—Farm papers. 4—Newspapers in New England and North Atlantic States. 5—Newspapers in Middle States. 6—Newspapers in the Southern and Western States. 7—All publications in Canada.

He may pay \$50 for any two, or \$75 for any three of the above divisions which he may elect.

It was the unanimous opinion of the Committee on Resolutions that the recommendations of the Board of Control on revision of fees in Class A membership shall stand as recommended by them with this proviso, that it is the sense of the Committee on Resolutions that every effort shall be made to increase the number of advertiser members, and to this end your committee recommends that this convention authorize the Board of Control to make such changes in membership fees of advertising members as shall increase the number of advertising members.

### FROM THE NEWSPAPER DIVISION:

Whereas it is the custom for some evening daily newspapers to issue a pre-dated edition, and designate the papers included in such edition as morning newspapers, and

Whereas the reports of the Audit Bureau of Circulations heretofore have merely shown such pre-dated editions in a casual way, on an inside page,

Resolved that henceforth the reports of the Audit Bureau of Circulations shall show, on the front page, the number of actual evening copies, and the number of the copies belonging to the pre-dated edition carrying a morning date line for the succeeding day, in separate columns, thus enabling an advertiser to know at a glance the amount of circulation he is receiving in each edition. The committee recommends that this be referred to the Committee on Standard Forms and Audits.

Whereas it is the practice of some newspapers to issue extras in connection with events of unusual interest to the public, which extras consist of only four to eight pages and carry no advertising whatever,

Resolved that such extras shall not be included in the Audit Bureau of Circulations' reports as paid circulation, inasmuch as the advertiser receives no benefit from such circulation.

This was referred by the Committee on Resolutions to the Committee on Standard Forms and Audits for action.

Resolved, That the meeting recommend that three copies be furnished each member of his competitors' reports.

The committee recommends that this be referred to the Committee on Standard Forms and Audits.

Resolved, That we request the Board of Directors to change the newspaper blank so that the bulk sales appear below the net paid circulation; and that a second total be made including the bulk

## LA GUERRE SOCIALE SUPPRESSED

### Gustave Herve's Paper Fails to Appear After He Criticises Army Chiefs.

La Guerre Sociale, of Paris, the somewhat radical paper published by Gustave Herve, has been suppressed by the French Government, because it printed a very frank statement from the pen of Herve himself, alleging that, since September, the allies had made no gains whatever. In this article he deals with the various attempts to pierce the German lines which were unsuccessful and asks sternly where the blame lies.

"Something in this huge machinery is not working well. What is it?" he asks.

"Is there a scarcity of munitions that prevents great results? Are there not enough to carry on a violent offensive for several days in succession? Do the English lack these things? If that is so let the defensive be maintained until a sufficient stock is obtained, but do not, even under the pretext of lending a hand from afar to the Russians, let hundreds of thousands of men be killed in affairs which it is impossible to push through and which can only be continued a few days from want of munitions. Let the nation and the army be told once for all that the offensive will only be taken when the English and we have a full supply of munitions and not before."

It is considered that this outbreak is in line with the recent protests of the Times and Daily Mail of London, against the suppression of news.

Most of the delegates to the Chicago convention left the city on Friday, a few delaying their departure until Saturday morning.

## Money in Your Pocket

THE ASSOCIATED Advertising Clubs of the World are putting money in your pocket if you are in the advertising or publishing business. The Clubs are the expression of a great movement to make advertising more effective—to make better advertising, first, then more advertising as a natural, logical and permanent result.

If you are not familiar with this great movement for the good of advertising and for the good of every man in the advertising business—thoroughly familiar with it—then you need ASSOCIATED ADVERTISING, the voice of the Associated Clubs. It is their magazine. It belongs to the 11,000 forward-looking men who make up the Clubs.

We will gladly send a sample copy. Nor will we pursue you in a disagreeable way following such a request.

## ASSOCIATED ADVERTISING

Published by the  
ASSOCIATED ADVERTISING CLUBS  
OF THE WORLD  
At Indianapolis, Ind.

P. S. Florea, Business Manager  
Indianapolis

Frank E. Morrison  
Advertising Manager  
1133 Broadway, New York

E.P.  
P. S. Florea,  
Indianapolis.  
Please let me  
see a sample copy of  
ASSOCIATED  
ADVERTISING.

Name.....  
Street.....  
City.....  
State.....

**TIPS FOR THE AD MANAGER**

Frank Seaman, 116 West 32d street, New York City, is resuming the summer newspaper advertising of the Bauer Chemical Company, "Sanatogen," 30 Irving Place, New York City.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing 24 in. 4 t. and 16 in. 10 t. orders with Pacific Coast newspapers for Simmons Hardware Company, "Keen Cutter Hardware," 9th and Spruce streets, St. Louis, Mo.

P. F. O'Keefe Advertising Agency, 43 Tremont street, Boston, Mass., it is reported, will again use newspapers this fall for the Winchester Repeating Arms Company, New Haven, Conn.

J. Walter Thompson Company, 44 East 23rd street, New York City, is issuing 1,000 l. orders to some New England and South Atlantic newspapers for the Alaska Freezer Company, "Alaska Freezer," Winchendon, Mass.

W. L. Douglas Shoe Company, "Douglas Shoes," Brockton, Mass., is reported to have made up a list of newspapers the same as last year, copy to begin in August.

Dorland Advertising Agency, Preston Building, Atlantic City, N. J., and 366 Fifth avenue, New York City, is placing orders with some New Jersey newspapers for Feigenspan Brewery Company, "Feigenspan Beer," Newark, N. J.

W. B. Finney Advertising Company, Keith & Perry Building, Kansas City, Mo., is sending out 100 l. 13 t. orders to Middle West newspapers for the Western Tire & Rubber Company, "K. C. Safety Lock Patch," Kansas City, Mo.

Frank Presbrey Company, 456 Fourth avenue, New York City, is again resuming the newspaper advertising of the American Tobacco Company, "Tuxedo," 111 Fifth avenue, New York City. This agency is also placing newspaper orders generally for Nestle Food Company, "Nestle Baby Food," 233 Broadway, New York City.

Hanff-Metzger, 95 Madison avenue, New York City, is forwarding orders to newspapers in Buffalo, N. Y., Detroit, Mich., and Boston, Mass., for Thos. J. Lipton's Tea Company, Lipton's Tea, 149 Franklin street, New York City.

Albert Frank & Company, 26 Beaver street, New York City, are issuing orders to some New England newspapers for the New England S. S. Company, Pier 14, N. R., New York City.

Metropolitan Advertising Company, 6 Wall street, New York City, is placing copy with a selected list of newspapers to run during the summer months for George P. Ide Company, "Collars and Shirts," 521 River street, Troy, N. Y.

Niehols-Finn Advertising Company, 222 South State street, Chicago, Ill., is handling the advertising of the Colonial Soap Company, "Window Cleaners," Chicago, Ill.

Jas. A. Robinson, 185 Madison avenue, New York City, is placing 28 l. tf. orders

with a selected list of newspapers for Chas. H. Scott Company, "Scott Swimming Jacket and Hip Confiner," 202 Centre street, New York City. When the above agent cannot name commission he places this advertising with the Ballard Advertising Company, 1328 Broadway, New York City.

Mahin Advertising Company, 104 South Michigan avenue, Chicago, Ill., is making 5,000 l. contracts with some Western newspapers for the Baltimore & Ohio Railroad Company, Baltimore, Md.

George Batten Company, Fourth Avenue building, New York City, is making 6,500 l. contracts with a selected list for Gibbs Preserving Company, Baltimore, Md.

N. W. Ayer & Son, Philadelphia, Pa., are placing 40 inches, 13 t. with a few papers for R. J. Reynolds (P. A.).

Blackman-Ross Company, Inc., 95 Madison avenue, New York City, is issuing 10,000 l. 1 yr. contracts for the Sterling Gum Company of New York.

M. W. Sales Agency, Chicago, Ill., is forwarding 140 l. 7 t. orders to Middle West papers for Pere Marquette, northern Michigan resorts.

Lord & Thomas, Mallers building, Chicago, Ill., are placing 300 l. 6 t. orders with a selected list for the Chicago Beach Hotel.

MacManus Company, Detroit, Journal building, Detroit, Mich., is making 10,000 l. 1 yr. contracts with Pacific coast papers for R. A. Carmichael & Co. of the same city.

**ADVERTISING TO BEAT THE DEVIL****Ad Man Tells Clergymen How It Can Be Successfully Done.**

F. Happy Day, educational director of the Houston (Tex.) Ad Club, spoke recently at a luncheon of that club at the Bender Hotel before an especially invited congregation of clergymen. He chose to address them on the subject "Advertising to Beat the Devil."

He said in part:

"The commercial man sells business, and you sell religion. You have the goods to deliver. Too much can not be said for the article you deal in. Advertise what you have and deliver the goods. Every church budget ought to include a liberal item for publicity. Don't ask the newspapers to boost you for nothing. Advertising men are standing for absolute honesty in commercial advertising. Surely your standard ought to be as high.

"Use the newspapers for paid display ads. Furnish interesting stories of men made over. Give items of live news of what's going on. Get before the public new features of your business.

"Use billboards to greet the eye. Advertise in street cars. Get your folks busy on their telephone. Be alive."

**In Barnum's Time**

(At the Convention of World's Ad Clubs, delegates occupied the pulpits of Chicago churches Sunday last.)

In Barnum's time the magnate may have been

The biggest humbug in the busy mart: Mayhap the money-makers were the smart And facile scamps, whose machinations mean—

Fraud's wares and wiles, and shoddy's tinsel sheen—

Filled crooked coffers, while below, apart, The struggling trader, scorning pinchbeck art,

Small profits squeezed from methods fair and clean.

Today the rogue of commerce reigns no more.

The master merchant thrives by doing right, And honest men to fortune's guild belong: They reach the goal of riches by a door Whose shining key is Truth; they scale the height

By Honor's golden stair, a sterling throng! Chicago. JAMES C. McNALLY.

**New Orleans States**

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

**33,796 Daily**

Gain over October 1, 1914..... 525 copies  
Morning paper LOST..... 7,045 copies  
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

New York Chicago St. Louis

**"ABOVE BOARD CIRCULATIONS"**

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.

**ALABAMA.**

**NEWS** ..... Birmingham  
Average circulation for 1914: Daily, 36,235; Sunday, 37,762. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.

**CALIFORNIA.**

**EXAMINER** ..... Los Angeles  
A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.

**BULLETIN** ..... San Francisco

**GEORGIA.**

**JOURNAL** (Cir. 57,531) ..... Atlanta

**CHRONICLE** ..... Angnata

**LEDGER** ..... Columbus

**ILLINOIS.**

**HERALD** ..... Joliet

**STAR** (Circulation 21,589) ..... Peoria

**IOWA.**

**REGISTER & LEADER** ..... Des Moines  
**EVERNING TRIBUNE** ..... Des Moines  
Essential to covering Des Moines and vicinity.

**THE TIMES-JOURNAL** ..... Dubuque

**SUCCESSFUL FARMING** ..... Des Moines  
700,000 circulation guaranteed or no pay. Reaches more farmers in the North Central States than are reached by any other publication.

**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

**MARYLAND.**

**THE SUN** ..... Baltimore  
Daily net paid, 146,451; Sunday net paid, 88,161. Over 110,000 copies of The Sun go into homes in Baltimore cities and suburbs.

**MICHIGAN.**

**PATRIOT** (No Monday Issue) ..... Jackson  
Average three months ending March 31, 1915: Daily, 11,349; Sunday, 13,104. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C.

**THE STATE JOURNAL** ..... Lansing  
Leading afternoon daily of Central Michigan; three editions two cents.  
Guaranteed net circulation, 15,000.

**MINNESOTA.**

**TRIBUNE**, Morning and Evening ..... Minneapolis

**MISSOURI.**

**POST-DISPATCH** ..... St. Louis

**MONTANA.**

**MINER** ..... Butte  
Average daily, 11,684; Sunday, 17,971, for 3 months ending March 31st, 1915.

**NEBRASKA.**

**FREIE PRESSE** (Cir. 128,384) ..... Lincoln

**ROLL OF HONOR**

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.

**ILLINOIS.**

**SKANDINAVEN** ..... Chicago

**INDIANA.**

**THE AVE MARIA** ..... Notre Dame

**NEBRASKA.**

**FREIE PRESSE** (Cir. 128,384) ..... Lincoln

**NEW YORK.**

**BOLLETTINO DELLA SERA** ..... New York

**PENNSYLVANIA.**

**TIMES** ..... Chester

**QUEBEC.**

**LA PRESSE** ..... Montreal  
Av. circ., 1912, 114,371; '13, 127,722; '14, 140,342

**Press Club's Grill**

The New York Press Club has opened a grill for the convenience of its members. It will be a great accommodation for those who formerly patronized the restaurant.

## TRIBUNE'S STRIKE BEAT

How City Editor Howey's "Hunch" Helped Chicago Newspapers' Staff to Land Story at 5:30 a. m.—Entire City Covered with Copies Before Breakfast—Glenn's Suit Against Lawrence Fails. (Special Correspondence.)

CHICAGO, June 21.—The morning sun rose at anchor out in Lake Michigan. The loop was uneasily still. The rattle of surface cars and the rumble from the "L" structures were a memory. The street car strike was on. At 5:35 o'clock the growl from the Tribune press room filled Madison street. At 5:36 they were "on the street!"

You could see the eight column ribbon line from the Dearborn street corner. It carried a happy message to Chicago.

## "BIG STRIKE OVER."

It carried a happier message to members of the Tribune staff. Its members claim—and with good evidence to back them—that they scored a "beat" of at least half an hour on both their morning contemporaries in getting the news on the street; and a further "beat" of even greater moment in getting this final edition with the strike settlement news into all corners of Chicago, including the north shore towns and Oak Park and Austin; also South Chicago. Never in local newspaper history was a morning edition issued after 5:30 a. m. circulated so extensively and so generally.

A fleet of taxicabs, assembled conveniently in alleys, swept by the pressroom door. Bundles of papers were thrown in and the taxis shot off in all directions. In an hour the Tribune's extra was for sale at every principal news depot in Chicago and in suburbs twenty miles away. Circulation Manager Max Annenburg had proved himself a newspaper general of high order.

The story of the beat is brief and simple. City Editor Walter Howey had a hunch, that was all. Since the middle of the preceding afternoon traction officials and labor chiefs had been closeted in the offices of Mayor Thompson in the City Hall. "Big Bill," the mayor, was in a fighting mood. He told them there would be no leaving his conference until the strike was settled.

The night dragged on. Tribune men stationed at the conference doors reported deadlock hour after hour. At 11 o'clock Charlie Wheeler, one of the men at the Hall, called in with the word that peace seemed a possibility.

Whereupon came Howey's hunch. He rushed a photographer and all the men he could spare to the City Hall. The regular edition went in at 1:30 and there was no change in the situation. Then came the replate at 4 o'clock.

But Howey's hunch grew stronger. He kept his men on the job and went over to the City Hall and assumed charge in person. At 5:16 the doors of the conference room opened. Sleep weary conferees, pulling on their coats, trooped out.

"It's all over," one said.

Bang! went Elmer Douglas' flashlight camera. The picture was exclusive.

A dozen reporters buttonholed a dozen of men from the conference.

Nineteen minutes later the Tribune "went in" with the story.

Reporters closed their typewriters just in time to rush downstairs and man the taxicabs and aid in the distribution of the world-beating extra.

Chicago was amazed. But not Howey. "Easy," said he. "I had a hunch."

The \$50,000 damage suit brought by John M. Glenn, publisher of the Manufacturers' News, against Andrew Lawrence, publisher of the Examiner and his attorney, Roy D. Keehn, was decided for the defendants, Judge Burke directing the jury to find in their favor. The suit was the outcome of an earlier suit by Lawrence against Glenn based on an article in Glenn's paper.

The marriage of Augustus J. Guild and Miss Felicie Brough, both of the Tribune, occurred a few days ago. Mr. Guild has purchased a paper at Winfield, Kan., where they will go to live.

MARQUIS JAMES.

## WORTH WHILE "STUNTS"

## Activities of Many Circulators Who Are Producing Nice Increases

George H. Reynolds, circulation manager of the New Bedford, Mass., Standard and Mercury, has just concluded a tree-planting campaign, to beautify the old whaling town of New Bedford, and is now deep in a big Fourth of July celebration, which means the obtaining of a fund of \$3,000. Mr. Reynolds is one of the committee of citizens for a "safe and sane" Fourth, and is the moving spirit therein.

\* \* \*

The London, Ont., Advertiser has just finished a most successful voting contest, using as prizes, four trips to the Panama-Pacific Exposition, and as consolation prizes, trips down the St. Lawrence and Saguenay rivers. The total expense in connection with this was 27 per cent, and its net result in new subscriptions to the Advertiser was very gratifying.

\* \* \*

The plan which W. H. Adams, circulation manager of the Windsor, Ont., Record, has adopted, is perhaps a bit out of the common run, but its results are most satisfactory. The only campaign that he ever uses for circulation is a voting contest, which he uses but once every two years. He has just finished the largest contest the Record has ever had, as a result of which, ten young ladies are now being entertained by a trip to San Francisco, and back by the Canadian Northwest. Nor is that all. In addition, ten of the highest losers are also being entertained on a complimentary trip to New York. The Record does not accept subscriptions for longer than two years. Mr. Adams runs these contests himself, in an honest and straightforward manner, and each contest is greater than the one before it.

\* \* \*

Another voting contest with trips to San Francisco as prizes has just been brought to a successful finish by J. P. Jones, of the Macon, Ga., News. Winners of this are just starting for the Pacific Coast on the private car "Idlewild."

\* \* \*

At present the Niagara Falls Gazette is using sewing sets and interwoven all-wool felt rugs in its canvass to secure four months subscriptions. A great deal of attention is also being devoted to the newsboys, and they are receiving sporting goods as premiums for securing subscriptions. Frederick S. Ohr is the circulation manager.

\* \* \*

One of the factors behind the steady increase in circulation of the Sandusky, Ohio, Star-Journal, each month, is believed to be the efforts of the solicitors and the newsboys. Cash prizes and flags are given the boys, and in the rural districts the Star-Journal offers attractive clubbing rates with farm and agricultural papers. It should be said that the real aim of the circulation department is not to see how many subscriptions it can secure, but, instead, how much quality circulation it can add. Despite the fact that the Star-Journal refuses a considerable amount of business, it enjoys a nice, steady increase.

\* \* \*

Ernest J. Kohler, circulation manager of the Republican and Evening Times, of Cedar Rapids, Iowa, has been conducting a big campaign for new subscriptions. Four automobiles have been purchased in order to aid the country solicitor to cover the ground more quickly. The solicitor gets to the farmer, whether he is at home or off in the fields. In one town that had four big routes in it, with an average of 123 farmers on each route, there were only 37 papers to the route. That average has been raised to 97 per route. In order that all this may be worked out expeditiously, a map of every route in the county has been drawn, showing the places where each farmer lives, and designating, by different marks, just what paper he takes. These maps are also used to show the advertiser exactly where the circulation of the paper is, and also to show the comparison between the Republican's circulation and that of other papers.

## USES NEWSPAPERS EXCLUSIVELY

## Experience of the Jacob Ruppert Brewing Co. in Extending Business.

Edward Schott, advertising manager of the Jacob Ruppert Brewing Company, in an address before the Full Copy Club, New York, last week, after outlining the history of brewing and describing the Ruppert method, said:

"In outlining the advertising campaign for the Ruppert brewery we decided to base our copy on arguments and proofs showing that beer contains both food and medicinal properties, making it an educational campaign to influence people to the temperate use of our product. The Ruppert plan is practically a revolution in beer advertising, and instead of indulging in extravagant claims and maintaining our beer to be the best beer brewed, it is our sole purpose to influence more people to drink beer, and not to induce people to drink more beer.

"We therefore decided on a strictly newspaper campaign, as our reading matter needed the close attention of the beer-drinking public. Personally, I believe in all forms of advertising mediums, especially the billboards and street cars, but I honestly feel that the public would not stop at various corners to read a long story on the value of any proposition. We could not do justice to ourselves or to the outdoor mediums in a campaign such as we are running, for our story is based on logic and reason and not on gaudy pictures attractively displayed.

"We have instructed our advertising agent, Irwin J. Rose, to follow these lines. As to the results of our using newspapers exclusively, the fact that we have decided to continue the exclusive use of newspapers during this year speaks for itself.

"Jacob Ruppert, the head of our brewery, is a newspaper enthusiast. He has spent millions of dollars for advertising purposes, and his experience has taught him that the newspapers produce results—results that count and encourage the advertiser to continue his efforts to educate the public to the moderate use of good, wholesome beer."

## "Webster's" Is Not a Trade Mark

The United States Supreme Court has handed down a decision in the case between the Syndicate Publishing Company and the Merriam Company, dismissing the latter company's appeal in the case which it brought to enjoin the Syndicate Publishing Company from using the word "Webster's" as any part of the title of the revised and abridged edition of Noah Webster's dictionary, of which it had sold over two million copies. The Merriam Company claimed that "Webster's" was its trade-mark for dictionaries, and that the word had acquired a "secondary" meaning, indicating solely dictionaries published by the Merriams. Judge Day in his opinion said: ". . . It appears that the registration of the trade-mark relied upon was made long after the expiration of the copyright, securing to the publishers the exclusive right to publish the "Webster" dictionaries. The testimony showed that for 37 years preceding the Merriam's entry into the dictionary business, twelve publishers had been engaged in publishing Noah Webster's dictionary."

## How That Editor Suffered!

A certain St. Louis newspaper used to run a page of religious news every Saturday evening. The editor of this page had an inspiration for an item one day after the copy for his page had "gone down." He wrote out the item and sent it down to the composing room labeled at the top of the sheet in such a way that the make-up man would readily identify it as religious news. But he'll never do it again, for when the paper came out that night, in the middle of one of the religious columns appeared a heavy black slug reading:

## Galley 4. ADD GOD JUNK. nhzzit%

The editor and the make-up man no longer speak as they pass by.

## ROMANCE IN A NEW TONGUE

By C. L. EDSON.

"The nu-speech fad has kum-2-stay," So all the wisest ad. men say. Then, good-by, language of our dads, For here's the nu-speech seen in ads:

Sweet Summer's here, B-kool-&-airy; Wear Daw's Gauze Drawls! They're sanitary.

Pia-safen-bi Gart's Garterette; The garter that you've garter get.

Bill Billson Tests the Stuff that goes In "Billygit-i-mat-crail" Hose.

Drink Safe-T first and U-kant-luz.

Chew Choo-Choo Cheese, the cheese all choose.

Try Tilley's Picadilly Dilis, the pickle with 1,000 thrills.

These signs up in Broadway lights, Hung in the sky like tailless kites. And as I walked the great white way, They fairly drove my wits astray.

There in the crowd, with brain awhirl, I stood-B-4 a stunningirl.

Yes, I was off-mi-nut I vow,

I prestalite kissonebrown.

A big pollicemanate rose

And smote-a-pote with billy blows.

He baldmeowt—he lost all poise—

"Ubeetit, see! or goat-a-jale

Where all your kashkant bla-bail,"

And so I made my get-away,

Nu-speech, u-c, has kum-2-stay.

—Los Angeles Examiner.

## TWENTY-FIVE YEARS IN SERVICE

## Editor of the Doylestown, Pa., Intelligencer Entertained By His Staff.

Clarence D. Hotchkiss, who has been connected with the Doylestown (Pa.) Intelligencer for twenty-five years, was tendered a banquet recently by the Intelligencer Company in the grill room of the Fountain House, Doylestown, at which past and present members of the Intelligencer staff as well as other newspaper men were present.

Oscar O. Bean presided as toastmaster, and, after referring to the quarter of a century during which Mr. Hotchkiss had been associated with The Intelligencer family, briefly reviewed the history of the paper from the time it was established in 1804 by Asher Miner. Responding to the invitation of the toastmaster, the editorial guest expressed his appreciation of the honor which was being conferred upon him and commented upon the successful careers of his predecessors in the editorial chair during more than a century.

## NEW INCORPORATIONS

POUGHKEEPSIE, N. Y.—Platt & Platt, Poughkeepsie, printing, publishing newspapers, \$50,000; G. W. Davids, F. W. and E. Platt, Poughkeepsie.

GREENWICH, CONN.—The Community Publishing Company of Greenwich will begin the business of printing and advertising on a capital of \$2,000 and with an authorized capital of \$50,000, says a certificate of incorporation filed in the office of the Secretary of State.

MEDINA, OHIO.—The Medina Gazette Company, Medina; \$30,000; W. B. Baldwin, L. F. Garver, Arthur Van Epp, M. H. Flagle and H. G. Rowe.

NEW YORK CITY.—Foreign Languages Advertising Co., printing, particularly in foreign languages, \$25,000; Walter A. Vanness, George B. Hutchings, Dennis Connor, 100 Fifth avenue.

NEW YORK CITY.—Apex Advertising Corp., Manhattan, \$10,000; Philip Simon, 19 Bahrumforth avenue, Danbury, Conn.; Harry E. Feldman, N. Y.; Ben Hyde, Bronx.

NEW YORK CITY.—Eddowes Co., Inc., Manhattan, commercial photography and general advertising; capital \$25,000. Incorporators: F. Eddowes, 307 Lenox avenue, New York City; W. Eddowes and F. J. Eddowes, 516 Sumner avenue, Newark, N. J.

Under the wills of Elbert and Alice Hubbard, who lost their lives on the Lusitania, the Roycroft property, valued at \$100,000, is left to Elbert Hubbard 2nd and the daughter Miriam.

## SENTIMENT AGAINST THE USE OF COUPONS

**Results of a Four Weeks' Tour Made by Secretary F. C. Pinkham and Field Manager J. T. Kirby, of the National Dry Goods Association in Southern and Western States.**

F. Coburn Pinkham, secretary, and John T. Kirby, field manager of the National Retail Dry Goods Association, have recently returned from a trip of three or four weeks through the South and West. They report that they found the sentiment against trading stamps and coupons practically unanimous. During their trip they addressed representatives of about 800 retail houses, including presidents of department, clothing, drug, hardware and shoe stores.

Mr. Pinkham said that the opposition to the packing of coupons is steadily growing. "The retailers recognize that the practice is uneconomic," he said, "and their antagonism is increasing. They are not only passing resolutions against the coupon plan, but are writing to manufacturers requesting that the packing of the premium slips be discontinued. In St. Louis and San Francisco the sentiment is particularly strong."

The trip made by the officials of the Dry Goods Association was in execution of a plan of active opposition to coupons formulated more than a month ago. The association sent letters to the members of the organization, numbering about 325, calling for moral and financial support in combating a practice which they called a "teach upon the economic operation of business." Many of the letters received were published at the time as a series of articles setting forth both sides of the controversy.

### RETAILERS AROUSED.

F. Coburn Pinkham left on May 3 to speak at the larger cities in the South and West, passing through Washington, Atlanta, New Orleans, Dallas, Los Angeles, San Francisco, Portland, Seattle, Salt Lake City, Denver, Kansas City, St. Louis, Chicago and Pittsburgh. At each of these places he spoke to bodies of merchants gathered under the auspices of the local Chamber of Commerce or at the request of existing retail organizations. The speeches of Mr. Pinkham were delivered in opposition both to the use of coupons and to the Stevens bill to establish price maintenance on commodities.

In California, said Mr. Pinkham, the retail distributors have become aroused over the situation to such an extent that they planned a luncheon to which their Senators and Representatives have been invited to listen to the views of the merchants upon these two mooted questions. In St. Louis, was the further statement, a petition which will bear several thousands of signatures is being circulated by the retailers.

John T. Kirby, who traveled through the Middle West in combating the coupon idea, reports a similar unanimity among retailers against the use of coupons. The pressure which is being brought to bear upon manufacturers, he noted, is beginning to tell in productive results. The cities visited by Mr. Kirby include Albany, Troy, Syracuse, Rochester, Buffalo, Cleveland, Toledo, Detroit, Milwaukee, Minneapolis, St. Paul, Des Moines, Dubuque, Indianapolis, Dayton, Harrisburg, Baltimore and Philadelphia.

It was stated at the offices of the association that the results of the initial campaign had so encouraged the speakers

### ANNOUNCEMENT

During the coming year we will occupy this space and have many interesting things to say regarding Press and Stereotype Room Supplies.

An Instance  
Gum Arabic, 16c. per lb  
"Quality Goods Only."

New England Newspaper Supply Co.  
30 Shrewsbury Street  
Worcester, Mass.

**Results of a Four Weeks' Tour Made by Secretary F. C. Pinkham and Field Manager J. T. Kirby, of the National Dry Goods Association in Southern and Western States.**

that a second tour, to begin in June would be undertaken by Mr. Kirby. The program of education in the economics and business value of coupons will be continued. The number of cities visited will be as follows: Rhode Island, one; Connecticut, four; Massachusetts, five; New Jersey, one; Pennsylvania, ten; Indiana, six; Ohio, nine; Illinois, eight; Kentucky, two. The total cities and towns on the proposed visiting list reach forty-six.

The National Retail Dry Goods Association, Mr. Pinkham and Mr. Kirby assert, is in the fight against coupons to the finish. Mention was made that unsolicited contributions and letters were being received to assist in the campaign.

It is understood that the coupon and premium concerns have determined recently that at a meeting to be held shortly at Chicago methods of combating anti-coupon attacks will be adopted.

### CASH PRIZES TO PURCHASERS

**New York Globe Will Give Substantial Rewards for Criticism of Ads.**

To stimulate advertising and give service to the advertiser the New York Globe has launched a campaign by which it hopes to assemble many interesting facts relative to the opinion of the New York public on the various styles of advertising, and experiences in going to the shops and buying the merchandise advertised. The Globe is giving more than 140 cash prizes for the best letters sent in.

The plan is very simple. The Globe asks those who read the advertisements to test the value and the quality of the merchandise advertised. When the shopper buys merchandise from a Globe advertiser it is the buyer's privilege to write his or her experience at this establishment, to give an estimate of the purchase, to say if it is really of good value for the money expended, and to give an opinion of the store, the attention of the employees and particularly to state why the Globe's advertisement captured their interest.

These letters may win such prizes as \$500, \$250, \$100, and downward from \$50 to \$5.

The Globe contends that the campaign is educational for the people; that it sharpens their ideas as to the public's needs, provokes praise or criticism from mutual observation and brings the seller, the consumer, the advertiser and the newspaper into a much closer relationship.

Another interesting feature about the proposition is the daily prizes. This is cleverly thought out for it stimulates the advertising every day. It is said that since the opening day of the contest the responses have gradually increased at the rate of about 15 per cent. a day.

### Had Too Much Pi

A printer in the Eagle office tells this: In the old days when a type laid off he had to provide a substitute. A printer, named Jenkins, wanting a lay off, was compelled to persuade a man who was not a printer to take his place at the case, explained to him that he could be taken suddenly sick and get away from the office before the fraud was discovered.

Shortly after the fake substitute lined up before the case with its curious little boxes full of loose type, he was seized with fake pains.

"What's the matter with you?" asked the foreman, coming to his side.

"I don't know," said the fake printer. "I'm terribly sick. I can't work. You can see that. I'll have to close up for the night."

And he reached up and turned the upper case over on the lower one.—Wichita Eagle.

George E. Graff, editor of the Williamsport (Pa.) Sun, and Mrs. Graff left on Saturday for a six weeks tour to the Pacific coast.

### CHURCH ADVERTISEMENTS

**Baltimore News Campaign Reproduced by the Associated Churches.**

The Christian Publicity Committee of Baltimore, Md., has issued a book of religious advertisements containing reproductions of half pages that have been used in the Baltimore News in advertising the churches. These ads were paid for by a small group of Baltimore men who believe that modern advertising methods can accomplish much good for the church. Nearly every denomination is included in the list of those who helped to bear the expense. Some of the advertisements were written by men of national prominence, including Thos. R. Marshall, Vice-President of the United States; Winston Churchill, the novelist; Prof. Walter Rauschenbusch of Rochester Theological Seminary; bishops and other clergymen of note. One was written by Charles F. Higham, the leading advertising man of London, England.

"The Foreword," which is headed, "And that which ye have spoken in the ear in closets shall be proclaimed upon the house tops," contains the following reference to William F. Cochran of Baltimore, taken from a Stannard Baker's article in the American Magazine for July, 1914:

"Now, during all these weeks this rich young man of Baltimore had continued to read and to think about what is still the most explosive and revolutionary doctrine in the world—the teaching of Jesus. And the more he thought and read the clearer seemed to grow his vision, the stronger seemed to grow his dissatisfaction with many things as they are now. Why, this doctrine, once it gets hold of a man, is worse than Socialism."

The book is nineteen by twelve inches and contains one hundred and five advertisements printed on one side of the sheet, in fact all the ads since the campaign began on Saturday, January 3, 1913. It is the hope of the publishers of the book that it will inspire and help others in similar undertakings. The book has been copyrighted by Arthur G. Turner, manager of the classified advertising department of the Baltimore News, who had active charge of the campaign in association with the Rev. Richard W. Hogue, rector of the Protestant Episcopal Church of the Ascension, and William F. Cochran, will gladly supply further information if desired.

Modern advertising, the Foreword says, is the great stepping stone between the church of today and the army of unchurched. Newspaper advertising offers a direct route to the homes of the people. Advertisements of this character have a wholesome effect in keeping alive in every end of the city that the church is here and is the greatest factor in our lives.

"Foreword" urges individual churches to advertise, and says if their advertisements are worded intelligently the results will be gratifying. Newspapers should co-operate more with the ministers and help them prepare effective advertisements. It is stated that the Baltimore News prints between a page and two pages of church advertising every week and from six to eight pages on special occasions. More than 100 individual churches using at various times space ranging from 5 lines to 300 lines, are regular advertisers in the News.

### Print Paper Scarce in Germany

According to a Berlin dispatch to the Exchange Telegraph Company of London, a syndicate of German newspaper publishers has addressed to the Chancellor von Barthmann Hollweg, a request for the immediate suppression of the duty on foreign print paper. The publishers declare that unless this is done it would be doubtful if they would be able to continue the publication of their papers if the war continued for an extended period of time, as at present, prices are virtually prohibitive and their losses of revenue average 50 per cent.

Order copies of this issue sent to your friends; they will like it.

### SPECIFY CLINE-WESTINGHOUSE

#### Motor and Control Equipments

#### FOR WEB PRESSES

#### SPECIAL MOTOR DRIVES FOR STEREOGRAPH MACHINES

#### LINOTYPE MOTOR DRIVES

#### CLINE ELECTRIC MFG. CO.

Fisher Bldg., Chicago

### Successful

Men in every walk of life are all familiar with

#### Romeike's Press Clippings

Among our patrons are professional and business men and women, public personages and the leading Banks, 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.

#### Canadian Press Clippings

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

#### The Dominion Press Clipping Agency

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

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

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

We can increase your business—you want it increased.

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

### BURRELLE

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

Most Far Reaching Newspaper Reading Concern in Existence

#### ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

#### Our Motto—RESULTS COUNT

218 East 42nd Street New York

TAKE IT TO

### POWERS

OPEN 24 HOURS ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

134 Nassau St. N.Y. Tel. 4208-4 Bookman

## NATIONAL COMMISSION

Some of the Problems Confronting It Touched Upon in an Address by Chairman Ingersoll Before the A. A. C. W. Convention—New York Lawyer Talked on Honesty and Was Applauded.

President William Woodhead, addressing the A. A. C. W. Convention at the early morning session on Tuesday, said: "The most resourceful work of the year has been the progress made by the national commission, the bringing in of the various departmental interests. I believe that eleven or twelve such organizations have affiliated with the advertising club during the year. It has been the most resultful work of the year, because of its great improvements to the association and because it meets with added and tremendous interest, which has accumulated through our various clubs all over the country. We now have with us the leading interests in the advertising business, which means that in addition to the members that we had we have accumulated prestige which applies to the advertising interests and which now comes into this session and makes it a real advertising session, and that was one thing it lacked.

"Therefore, it is the most important and most interesting thing this morning, and we have an opportunity to hear before we go into our departmental meetings, just what the national commission has accomplished, and in line with it it affords me great pleasure to present Mr. Ingersoll, chairman of the national commission."

### MR. INGERSOLL'S ADDRESS

Mr. Ingersoll, addressing the convention, said:

"Last night at the hotel I met a friend who introduced me to some friends of his as the chairman of the national committee, and one of these gentlemen to whom I was introduced by him greeted me and said: 'Chairman of the national commission, don't you mean?' and I said: 'I guess so. I haven't got the hang of this new form of government yet.' That is largely the situation with respect to many of us. Last year at Toronto we did something, but the really significant thing hasn't come home to us yet. But this morning we have got together for a few minutes just to come to a common understanding of what this organization is. In a few minutes we are going to break up and go into departmental session, and it is very essential that we know the general scheme and wherein this convention differs from past conventions; to understand what we are going to do this morning and in all the sessions to follow; to consider the definite way of trying to accomplish the general things that we have talked about in the opening sessions.

### NATIONAL COMMISSION IS READY

"Now the national commission is ready to deal with all these kinds of complaints. The first thing to do is for any of you who feel that you are suffering from any of these abuses to take the matter up in your own departmental organization. Then those organizations can refer the complaints to the national commission, and the members of the national commission will take it up with the other branches of the business and obtain all the information, and then advise the different branches as to what is the best way to cure these ills.

**TESTING TIME HAS COME.**  
"Now we come to the moment when it is time to test this plan of organization. There are still abuses to be dealt with. In the preparation for this meeting some months ago, I wrote to the representatives of each branch of the advertising business and asked them to state, so that we might have it during our departmental meetings, what were some of the greater problems, and asked them to state the trouble they were having with the conditions in their advertising work. I received complaints of 111 different difficulties that the members of the different branches were experiencing in their work, and it will be worth while to run over a few of them. We haven't time to go into all of them, but let us just get a bird's-eye view of some of the things we must deal with in this new form of organization. These things are called complaints and they are not made in any selfish

spirit, but are made simply because it will be a help to correct the abuses.

"Let us take the first. Advertisers and publishers complain about agents that give service to great advertisers, saying that they prepare fake colors and copies, and that the agents allow the publishers to accept such copies. Then we have the advertisers in agricultural publications, directories, magazines, the newspapers, the trade papers, the advertising specialty manufacturers, and the outdoor advertising people, all complaining against their own kind, complaining of their own competitors for accepting copy which is not up to the standard.

they want to sell and the public shall have and enjoy them."

### COMPETITION IS DEADLY.

Henry D. Estabrook, of the New York Bar, emphasized that honest business can compel honesty in others and is bound to do so or go down in the struggle. Mr. Estabrook's address, in part, follows:

"Competition is often as deadly as shrapnel. Moreover, the conflict seems to be from everlasting to everlasting, and every human being is engaged in it—two thousand millions of us. It is the self-imposed mission of your club, I take it,

### STRUGGLE FOR EXISTENCE

"The struggle for existence—the contention of brain and brawn—the competitions of business, are by no means an unmixed evil if conducted according to rules and usages which experience has shown to be reasonable and just; and it seems to be a law of nature that antagonistic forces in their clash and interaction are bound to achieve an equilibrium which, in the case of moral forces, we call justice. But there can be no such thing as justice without honesty. There can be no general rule or law for doing anything that dishonesty does not vitiate. Honesty, therefore, is a *sine qua non*. We must grow cleaner and better or dirtier and wicked, gentlemen or ruffians; we must be brave for the help of men and just for the love of God."

"Business is becoming cleaner and fairer every day. There are a thousand honest business men to one who is intentionally dishonest. Honest business can compel honesty in others and is bound to do so or go down in the struggle. God sees to that. He is careful to make the way of the transgressor so hard that the transgressor is soon known as a traitor and published as a cheat."

### PREMIUM MEN CONFER

#### President Woodhead Tells Them of His Deep Interest in Mooted Subject.

C. E. Parker presided at the session of the premium men. Edward F. Spitz was secretary. The first speaker was President Woodhead, who said:

"I have come to your conference this morning, the first among these departmental organization meetings, for two reasons—first, because I am deeply interested, and, secondly, because I am intensely ignorant. And I want to know. There are a whole lot of advertising men who want to know just what relation the premium business has to the advertising business. I, for one, believe that it has a very close application to the advertising business. Whether it is advertising or not is not material to me, but I do believe that it has a real advertising service, just as much as an intelligent advertisement, or as a beautiful cut, or anything else that makes advertising more beneficial; I believe that you are essentially a part of the advertising service."

### GRAPHIC ARTS ASSOCIATION

#### Plea for Membership Enlargement Was Made by Chairman H. H. Cook, of New York.

At the meeting of the Graphic Arts Association, H. H. Cook, of New York, chairman of the Graphic Arts Department of New York, in a membership enlargement plea said:

"I want to emphasize the benefits of this national association. The only expenses involved are the annual dues of \$5, and I do not believe that there is a man here engaged in the production of advertising literature who will not get many times the value of \$5 out of association work."

"There has been some discussion in regard to eligibility, and I have felt that every man engaged in advertising literature naturally belongs in this department."

J. Marion Emerson, of the Ansonia (Conn.) Evening Sentinel, has been making a tour through Maryland, making observations of Maryland roads.

Irving N. Brant, of Clinton (Ia.), has succeeded Miss Rose Henderson as associate editor of the Register and Leader and the Evening Tribune, both of Des Moines. Miss Henderson intends to engage in journalism and literary work in New York.

### Publishers' Supplies Market

Antimony .....	36.75-37.25
Tin .....	41.00
Lead .....	5.75
Copper .....	19.50-19.75
News print .....	2.09-2.25
Craft paper .....	4.75-5.25



ONE OF THE AMUSING FEATURES OF THE ADVERTISING PARADE.

### DEALING WITH COMPLAINTS.

"Now, all the media have complained against the general advertisers. The general advertisers complain of the retail advertisers cutting prices to retail branches. The newspapers complain of farm papers which give space to mail order houses which make misleading statements of exaggerated bargain offers; and they complain of the city newspapers, and the country newspapers complain of the city newspapers, of exaggerated bargain offers, and so on, and so forth. That only gives you a general idea. They would all make quite a list. Those are the things that we must deal with, those and the kindred things at these departmental meetings.

"You will notice that all of these complaints may be classified into three or four general types. First, the misrepresentations by advertisers and by agents, and corresponding acceptances of such advertising by media, of all kinds; and then the discrimination in prices, and other forms of favoritism; and the cumbersome and wasteful methods in the business which are hindering us all.

### NATIONAL COMMISSION IS READY

"Now the national commission is ready to deal with all these kinds of complaints. The first thing to do is for any of you who feel that you are suffering from any of these abuses to take the matter up in your own departmental organization. Then those organizations can refer the complaints to the national commission, and the members of the national commission will take it up with the other branches of the business and obtain all the information, and then advise the different branches as to what is the best way to cure these ills.

"Now, some of these men who have been retail merchants and have come in to the retail department of the Associated Advertising Clubs should study these conditions, and explain to the community how they can get the best things. Then we want to help the country newspaper service. Some of the country newspapers complain that they can't get service; that they have no one to help them get it. What is this great organization for if it is not to go to the people who need our help in getting service? So that there is a large field of constructive work for us. Take these problems to the departmental organization and make a list of them, so that we can solve these problems of the general advertisers, the factory wage-earners and the other departments; so that we will have stores which can sell the volume of goods that

to mitigate somewhat the evils of this silent warfare—to lay down international rules whereby it shall be conducted honestly—so that if it be nature's edict that we devour each other we may perform the solemn act according to Hoyle peacefully and in order. The Prophet Micah, you know, says that we must not bite with our teeth and at the same time cry peace! peace! for on such terms there cannot be peace.

### COMPETITION IS ETERNAL

"Nobody has the faintest idea when, if ever, the war of competition is to cease. It may be that some time men will live only in thoughts, not deeds—in a beatific contemplation of their own ideas. Some time the valleys may be exalted and the mountains brought low, and we shall all live on a high plateau of co-operative equality, when to supply his wants a man will have only to touch a button and the machinery of government will do the rest. You and I will not live to witness this phenomenon, and, as presently disposed, I am glad that I will not.

"I have never heard described a heaven half so beautiful and wonderful as this same earth of ours might be if only men were righteous—if only men were blessed, only poor instead of wretchedly poor. But righteousness is a personal quality. It cannot be pumped into us by a hypodermic injection, nor can a man be made righteous by act of legislature. There are such things as righteous laws, to be sure, and we have many laws on our statute books called such by their authors. For the most part they seek to dampen the ardor of ambition—to prevent co-operation; to discourage initiative; to set bounds to acquisition; to balk accomplishment. I see no more reason why we should set bounds to the money a man shall accumulate in his lifetime than to the amount of knowledge he shall accumulate. Knowledge is power. Money is power.

### MANY SERIOUS PROBLEMS.

"Neither is of much service to humanity unless righteously employed and properly distributed. The equitable distribution, or redistribution, of wealth, therefore, has to be the problem of the ages. In this country we have done much toward the solution of the problem by abolishing primogeniture and entail. More recently we have levied a tax on inheritances, not only for the purpose of revenue but incidentally as a mode of redistribution; for the tax is usually progressive, based on the size of the decedent's estate.

**AD FIELD PERSONALS**

Nelson T. Gutelius, formerly advertising manager of the Motor Car Equipment Company, New York, has resigned to take a position as metropolitan distributor of the Stull mechanical starter for Ford cars.

E. L. Colgrave, advertising manager of the Baker Motor Vehicle Company, is to become a member of the Benson, Campbell and Slaten Advertising Company, of Chicago, on August 1. He will represent the firm in Cleveland and adjacent territory.

Harry B. Muir, who has been handling the foreign advertising of the London (Ont.) Free Press, has become manager of the paper's advertising department.

Artemus Ward, Jr., who has been vice-president and advertising manager of the King Motor Car Company, is now president of the company.

F. H. McClean has joined the advertising staff of the Chalmers Motor Car Company, of Detroit.

Dave E. Bloch, recently with the Lesan Advertising Agency, has started in business for himself.

Roy Dickinson has resigned as Eastern advertising manager for Puck.

Publicity work for the Grand Army of the Republic Encampment and annual reunion, to be held in Washington in September, has begun actively. The publicity committee, which has donated its services for the publicity campaign, includes Frank B. Lord, president of the National Press Club, chairman; Winfield Jones, secretary of the National Defense League; E. S. Rochester, managing editor of the Washington Post; John B. Smallwood, city editor of the Washington Star; M. H. McIntyre, city editor of the Washington Times; Joseph P. Anquin, city editor of the Washington Herald; Thomas R. Shipp, publicity director, Republican Congressional Campaign Committee, and James D. Preston, superintendent of the Senate Press Gallery.

Frank A. Munsey, owner of the Washington Times, has purchased all the property between the present Times building and that of the Washington Post upon which he is erecting a handsome addition to the already spacious home of the Washington Times.

**WITH THE AD CLUBS**

E. R. Crozies, of Muncie, Ind., recently visited Indianapolis to get such suggestions and help as he could to aid him in bringing into the world a new ad club at Muncie, Ind.

At a meeting of the Board of Commerce of Lexington, Ky., the Lexington Ad Club was formed with a membership of 30.

At the annual meeting of the Tru-Ad Club, of Louisville, Ky., on June 1, an amendment to the constitution was passed by which advertising agencies and sellers of advertising were made eligible for membership. The following were elected officers: Carl A. Wendorff, president; Nat Rubenstein, first vice-president; S. M. Gans, second vice-president; I. B. Henthorn, secretary; Fred Harig, treasurer.

The Publicity Club of Springfield, Mass., held its annual meeting on May 25 and elected the following: President, Harry H. Caswell; vice-president, Charles H. Hall; secretary, Robert F. Wood; treasurer, Guy M. Peterson; executive committee, the officers and E. H. Marsh, Fred A. Webster, of Holyoke, and Ernest Bugbee.

**Coupons for Jitney Rides**

St. Louis has another kind of coupon scheme. This time it is a concern calling itself the Travel Coupon Company, which has offices in the Central National Bank Building in that city. The plan of the company is to sell to retail dealers for \$3, books containing a thousand stamps or coupons which are redeemable at the office of the above-named com-

pany for railroad transportation, rides on street cars or even jitneys. It is the intention of the coupon company to canvass St. Louis thoroughly, paying special attention to grocers. To the representative of a paper, some one in the office made the naive admission that, as rule, 40 per cent. of the coupons were never redeemed. Not the least interesting feature of this situation is that the coupon company itself is engaged in a struggle with another coupon company, the Eagle, which has heretofore had the lion's share of the stamp business in St. Louis.

**Oyster Growers to Advertise**

And now even the retiring and taciturn oyster is to have fame thrust upon him. At the seventh annual convention of the Oyster Growers' and Dealers' Association of North America held at Washington, D. C., recently two out of the four addresses of the first session were devoted to the value of advertising in the oyster business. G. Theodore Ketterer urged the necessity of co-operation of all the members if they expect to attain the desired results from an advertising campaign. The association has adopted a trade-mark, which will be used in the advertisements of members.

**Purchase Stock in Detroit Free Press**

W. H. Pettibone, business manager of the Detroit Free Press, and Otis Morse, advertising manager, have purchased shares in the capital stock of that publication. The Detroit Free Press is a close corporation, and the purchase of stock was only made possible through the efforts of the principal owners. Mr. Pettibone has been with the Free Press for twenty-six years, and Mr. Morse has put in twenty-three years of service.

**Increases Its Capital Stock**

An amendment to the charter of the Langever-Hardy Company, of Fort Worth, Tex., was filed last week at Austin, increasing the capital from \$10,000 to \$20,000, changing the name to the Texas Advertising Company, and including Houston, Galveston and Beaumont, as places where its business may be transacted.

**Golf Association Issues Year Book**

Handsome printed and gotten up, the Year Book of the American Golf Association of Advertising Interests has recently appeared. In addition to being the official Year Book, the little volume contains the programme of the summer tournament of the association to be held at Hot Springs, Va., June 26 to July 3. Handsome prizes have been offered for winners of various forms of golf competitions, and prizes are also to be had for proficiency in bridge and in dancing. This will be the eleventh annual meeting of the association. The first was held at Pinehurst, N. C., in 1905, at which time organization was effected. The present officers are: President, Harry C. Mulholland, of the Pittsburgh Press; first vice-president, Fred A. Sperry, of Chicago; second vice-president, Guy S. Osborn, of Chicago; secretary and treasurer, George S. Oliver, of the Pittsburgh Gazette Times.

**Six Point League Committees**

President F. St. John Richards, of the Six Point League, has appointed the following committees: To issue on September 1 a revised edition of the list of Eastern Advertisers and Agents, as authorized at the annual meeting: J. P. McKinney, chairman; W. G. Carpenter, S. C. Stevens, W. H. Story, Louis Gilman. Standing committees to serve until January 1, 1916: Advertising Agents—M. D. Hunton, chairman; John O'Mara, R. C. Hollis. Promotion—I. J. Benjamin, chairman; E. C. Trowbridge, Louis Klehahn. Membership—W. J. Morton, Chairman; R. R. Mulligan, F. R. Northrup. Speakers' Committee—Dan A. Carroll, chairman; W. S. Bird, W. H. Lawrence.

At the annual meeting a resolution was passed authorizing members to place on business stationery, or cards, the words "Member of The Six Point League."

**OF INTEREST TO PUBLISHERS**

The American Candy Company, Milwaukee, is making this offer through its advertising: "To introduce you to the excellence of Milady Chocolates, we will send a charming 'Will You Remember Me?' favor box containing nearly a quarter of a pound of Milady Chocolates and a handsome Milady Stick Pin, prepaid on receipt of 20 cents in stamps to cover postage and packing."

The sale of Palm Beach suits was boosted in Louisville, Ky., by the newspapers proclaiming June 19 "Palm Beach Day." The campaign was inaugurated with the publication of the following announcement:

**A PROCLAMATION!**

(By the Mayor of Styledom)

Whereas, It is the goodly custom of progressive cities to mark the coming season with some event of moment and

Whereas, The sultry days of summer will soon be with us, finding the people of our fair city the better and richer for its visitation of sunshine,

Therefore, This is to proclaim to the people of the City of Louisville that the celebration of Palm Beach day on next Saturday, June 19, is hereby recognized by me as Mayor and by the authorities duly constituted by law, and that the celebration of the day is hereby given countenance and encouragement as one to be observed by all men and women of our city who feel disposed to keep abreast with the newest styles.

**SMART DRESSER,**  
Mayor of Styledom.

The Chicago Tribune is offering 25 cash prizes: First prize, \$150; second prize, \$100; third prize, \$50; fourth prize, \$25; fifth prize, \$10; 20 prizes, each \$5. For true stories of success and happiness won through inserting "Situation Wanted" ads in the Tribune.

Any one who has in the last four years secured a position through using "Situation Wanted" ads in the Tribune may enter the contest. The closing date is June 28.

**NEW PUBLICATIONS**

MIAMI, OKLA.—The Daily Republican, which suspended publication about a year ago, has resumed publication with Charles D. Hemming as local editor.

TULSA, OKLA.—With the avowed purpose of defeating a proposed issue of municipal bonds to the amount of \$325,000, a new daily paper, known as the Searchlight, has been established in this city by William G. Long, an oil writer.

**ADVERTISING FIELD NOTES**

The MacManus Company, a well-known advertising agency, has decided to change its name to the Power, Alexander & Jenkins Company, largely because there has been no one of the name of MacManus connected with the company for more than three years. The officers of the company are: William S. Power, president; Kirk B. Alexander, vice-president and general manager; W. Haddon Jenkins, Jr., secretary, and Charles E. Will, treasurer. The directors are the officers and Louis Ling, Wetmore Hodges and George P. Fletcher.

The H. E. Lansen Advertising Agency has opened an office at 704 Ford Building, Detroit, with Fay L. Faurote as manager.

The Brearley-Hamilton Company, an advertising agency, has been organized in Grand Rapids, Mich., with the following officers: President, C. B. Hamilton; secretary-treasurer, W. K. Brearley; directors, the officers and J. C. Healy.

The Arkenberg-Machen Company Advertising Agency of Toledo will move into its new quarters, in the Produce Exchange Building, on Saturday, June 26. The new rooms contain about three times the space of its previous location in the Nashy Building.

The Schiele Advertising Agency has incorporated to do business in St. Louis, with offices at 926 and 927 Central National Bank Building.

The Detroit Free Press has just closed a successful advertising contract contest, in which a total of 142 strictly new contracts were closed by the advertising staff. Fred H. Meiser won first prize with a total of 45, with Arthur F. Frost capturing second money with a total of 31.

**Publisher's Representative**

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

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

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

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

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

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

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

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

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

**Advertising Agents**

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

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

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

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

**HOWLAND, H. S., ADV. AGENCY,**  
INC.,  
20 Broad St., New York.  
Tel. Rector 2573.

**LEVEY, H. H.,**  
Marbridge Bldg.  
Tel. Greeley 1677-78.

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

It is planned to issue a daily paper on the special train to be operated between Oklahoma City and the San Francisco Exposition.

# The New York Globe

New York's Greatest High Class Evening Newspaper

*Net Paid Daily Average for Month of May, 198,284*



Adds a *splendid service* to its big productiveness by offering one hundred and forty cash prizes to its readers who go a-shopping on Globe advertisements and write the best letters of their experience, telling The Globe why the advertisements interested them, what they found out when they went to buy the merchandise, how much they paid for it, etc. : : : : : : :

Do you know what this means, Mr. Advertiser? Simply this. If you ever thought of advertising in The Globe, or of doing more advertising in The Globe—**NOW IS UNDOUBTEDLY THE TIME.** : : : : : : :

Think of all the testimonials The Globe is now getting for its advertisers—to say nothing of the great stimulus to the efficiency of its advertising columns. : : : : : : :

You may share in these benefits any day, for there are four cash prizes awarded daily, besides the capital prizes of \$500, \$250, \$100, \$50, down to \$5 and \$2. : : : : : : :

This great service to advertisers will continue until July 10th. But the extra concentration on The Globe's advertising columns will keep on after such an impetus. : : : : : : :

**NOTE**—A booklet giving some interesting data on the first contest—as well as the fifty winning letters—will be mailed to advertisers upon request.

CHICAGO  
Tribune Building

Member of Audit Bureau of Circulations  
**O'MARA & ORMSBEE, Inc.**  
Special Representatives

NEW YORK  
Brunswick Building

