

25 1915

THE EDITOR AND PUBLISHER

AND JOURNALIST

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

Vol. 47, No. 46

NEW YORK, APRIL 24, 1915

10 Cents a Copy

To EDITORS *and* PUBLISHERS: AS The Chicago Tribune GREW SO YOU CAN GROW!

For the six months ending September 30, 1912, the average circulation of the *CHICAGO SUNDAY TRIBUNE* was 304,325. On March 14, 1915, the circulation of the *CHICAGO SUNDAY TRIBUNE* reached 600,745.

This enormous growth of 296,420 within thirty months is the result of the *TRIBUNE'S* superior features and the advertising of them.

Most of the features that have helped the *TRIBUNE* are for sale by the Tribune Syndicate. Among these big circulation builders are:

COLOR FEATURES—Printed in one, two and four colors. From two to four pages available weekly for printing anywhere.

THE WORLD'S GREATEST COMICS—"Old Doc Yak," "Mamma's Angel Child," and "Bobby Make-Believe."

RING LARDNER—America's foremost sport humorist—"You know me, Al!"

DR. W. A. EVANS—"How to Keep Well." **THE STATE**, of Columbia, S. C., says in a letter to Dr. Evans: "Your medical advice service is the most popular feature we print. You are a household friend to everybody in the Carolinas."

JOHN T. McCUTCHEON—This famous cartoonist, war correspondent and writer draws a cartoon for the *TRIBUNE* every day.

MARION HARLAND—This great housekeeping expert has been writing for the *TRIBUNE* for years and is known all over the country.

LILLIAN RUSSELL—This woman of perennial charm tells *TRIBUNE* readers how to be beautiful.

FASHIONS—This department includes the famous Clotilde patters, the latest embroidery designs, articles by the *TRIBUNE'S* fashion editor, Louise James, and a weekly fashion letter from New York by the *TRIBUNE'S* New York society reporter, Mme. Y.

"RIGHT OFF THE REEL"—Moving picture page, edited by Mae Tinee.

ROBERT HERRICK—His essays on current topics are the most graceful in the country and are widely quoted.

THE TEENIE WEENIES—The best children's feature in America.

"YOUNG AMERICANS"—A Page for REAL Boys, Not Namby Pambies, divided into four departments, "Out in the Open," "Famous Adventurers," "The Trail of the Boy Scout," and "Popular Science."

\$10,000 FOR 1,000 WORDS!

"**THE DIAMOND FROM THE SKY**"—The *TRIBUNE'S* latest moving picture serial and its greatest. The story was written from the scenario submitted by a *TRIBUNE* reader, for which a prize of \$10,000 was paid. Another \$10,000 will be paid for a 1,000-word idea for a sequel to "THE DIAMOND FROM THE SKY." This is one of the best chances the newspapers of the country ever had to build up circulation. Write for particulars.

Recognizing the value of the Great Eastern Market, and confident it has the goods and can deliver, the *TRIBUNE SYNDICATE* has opened a branch office in New York City. Wallace F. Kirk is in charge and will give especial attention to all territory east of Cleveland, Ohio. The New York office is located at 251 Fifth Avenue, corner of 28th Street. Editors visiting New York City are cordially invited to make this their headquarters. A full line of *TRIBUNE* feature samples will be found there.

Add *CHICAGO TRIBUNE* features and they will add circulation to your paper.

FOR FURTHER INFORMATION ADDRESS EITHER

GUY F. LEE
Manager Tribune Syndicate
CHICAGO

(or)

WALLACE F. KIRK
Eastern Syndicate Representative
251 Fifth Avenue, NEW YORK

THE TRIBUNE COOK BOOK—Edited by Jane Eddington, whose word is law in the kitchen.

THE GREATEST SPORT PAGE—Contains articles by Harvey T. Woodruff, sporting editor of the *TRIBUNE*; Ray Pearson, fight expert; I. E. Sanborn, one of the greatest baseball writers in America, and others.

KING'S CARTOONS—This funny young man has much sport with human foibles and follies in a half-page he draws weekly, and in a small comic strip he draws three times a week.

MARY KING'S TALKS TO BUSINESS GIRLS—A feature appreciated by thousands of young women who must face a multitude of problems in their daily lives.

THE TRIBUNE'S GREAT WAR SERVICE

Special representatives reporting the war exclusively for the *TRIBUNE* include:

ROBERT R. McCORMICK, war correspondent at the front with the Russian army.

JAMES O'DONNELL BENNETT, war correspondent at the front with the German Army.

HENRY J. REILLY, "Observer," war correspondent at the front with the French army for five months.

FLOYD P. GIBBONS, war correspondent at the front with Villa's army in Mexico.

OSCAR KING DAVIS, war correspondent in the Far East.

JAMES SUTHERLAND, war correspondent in South Africa.

ROBERT J. THOMPSON, special German war correspondent, with headquarters at The Hague.

CAROLYN WILSON, war correspondent, headquarters in Paris; scene of activities: France, England, Germany, Austria, Italy and elsewhere.

EDWIN F. WEIGLE, war photographer at the front. Weigle got the only real moving pictures of the war in Belgium.

DONALD THOMPSON, war photographer at the front. He was arrested thirty times, but kept right on taking pictures.

The Minneapolis Tribune

The greatest daily and Sunday paper published in the Northwest.

The Tribune renders to advertisers the best service of any paper published in the United States for the price charged.

The Tribune renders to advertisers the best service of any paper published in the Northwest at any price.

Member Audit Bureau of Circulations.

Average paid circulation for the six months preceding April 1st, 1915, according to sworn statement made to the government.

Daily, 114,008
Sunday, 161,154

W. J. MURPHY, Publisher

GERALD PIERCE, Manager of Advertising

Western Representative
C. GEORGE KROGNESS
Chicago

Eastern Representative
J. C. WILBERDING
New York

THE EDITOR AND PUBLISHER

AND JOURNALIST

Vol. 47, No. 46.

NEW YORK, APRIL 24, 1915.

10 Cents a Copy

The President's Address on Neutrality and News

"I am deeply gratified by the generous reception you have accorded me," he said, in beginning. "It makes me look back with a touch of regret to former occasions, when I have stood in this place and enjoyed a greater liberty than is granted me today. There have been times when I stood in this spot and said what I really thought, and I pray God that those days of indulgence may be accorded me again. But I have come here today, of course, somewhat restrained by a sense of responsibility that I cannot escape. For I take the Associated Press very seriously. I know the enormous part that you play in the affairs, not only of this country, but of the world.

CLIMAX APPROACHING NOW.

"It is, therefore, of very serious things that I think as I face this body of men. I do not think of you, however, as members of the Associated Press. I do not think of you as men of different parties or of different racial derivations, or of different religious denominations. I want to talk to you as to my fellow citizens of the United States, for there are serious things which, as fellow citizens, we ought to consider. The times behind us, gentlemen, have been difficult enough: the times before us are likely to be more difficult because, whatever may be said about the present condition of the world's affairs, it is clear that they are drawing rapidly to a climax, and at the climax the test will come, not only of the nations engaged in the present colossal struggle, it will come for them, of course, but the test will come to us particularly.

"Do you realize that, roughly speaking, we are the only great nation at present disengaged. I am not speaking, of course, with disparagement of the greater of those nations in Europe which are not parties to the present war, but I am thinking of their close neighborhood to it. I am not now thinking so preposterous a thought as that we should sit in judgment upon them—no nation is fit to sit in judgment upon any other nation—but that we shall some day have to assist in reconstructing the processes of peace. Our resources are untouched; we are more and more becoming by the force of circumstances the mediating nation of the world in respect of its finance.

"I am not speaking in a selfish spirit when I say that our whole duty, for the present, at any rate, is summed up in this motto, 'America first.'

"Let us think of America before we think of Europe, in order that America may be fit to be Europe's friend when the day of tested friendship comes. The test of friendship is not now sympathy with the one side or the other, but getting ready to help both sides when the struggle is over.

THE BASIS OF NEUTRALITY.

"The basis of neutrality, gentlemen, is not indifference; it is not self-interest. The basis of neutrality is sympathy for mankind. It is fairness, it is good will at bottom. It is impartiality of spirit and of judgment. I wish that all of our fellow citizens could realize that. There is in some quarter a disposition to create distempers in this body politic. Men are even uttering slanders against the United States as if to excite her. Men are saying that if we should go to war upon either side, there will be a divided America—an abominable libel of ignorance.

"America is not all of it vocal just now. It is vocal in spots. But I for one have a complete and abiding faith in that great silent body of Americans who are not standing up and shouting and expressing their opinions just now, but are waiting to find out and support the duty of America. I am just as sure of their solidity and of their loyalty and of their unanimity, if we act justly, as I am that the history of this country has at every crisis and turning point illustrated this great lesson.

NO HAMPERING AMBITIONS.

"Did you ever reflect upon how almost all other nations, almost every other nation, has through long centuries been headed in one direction? That is not true of the United States. The United States has no racial momentum. It has no history back of it which makes it run all its energies and all its ambitions in one particular direction; and America is particularly free in this, that she has no hampering ambitions as a world power.

"If we have been obliged by circumstances, or have considered ourselves to be obliged by circumstances in the past to take territory which we otherwise would not have thought of taking, I believe I am right in saying that we have considered it our duty to administer that territory, not for ourselves, but for the people living in it, and to put this burden upon our consciences, not to think that this thing is ours for our use, but to regard ourselves as trustees of the great business for those to whom it does really belong, trustees ready to hand over the trust at any time, when the business seems to make that possible and feasible. That is what

A Memorable Address Delivered Tuesday Afternoon Before The Associated Press.



I mean by saying that we have no hampering ambitions. We do not want anything that does not belong to us. Isn't a nation in that position free to serve other nations, and isn't a nation like that ready to form some part of the assessing opinion of the world?

"My interest in the neutrality of the United States is not the petty desire to keep out of trouble. I have never looked for it, but I have always found it. I do not want to walk around trouble. If any man wants a scrap that is an interesting scrap and worth while, I am his man. I warn him that he is not going to draw me into the scrap for his advertisement, but if he is looking for trouble that is the trouble of men in general and I can help a little, why, then, I am in for it. But I am interested in neutrality because there is something, so much greater to do than fight, because there is something, there is a distinction waiting for this nation that no nation has ever yet got. That is the distinction of absolute self-control and self-mastery.

"Don't you admire and don't you fear if you have to contest with him, the self-mastered man who watches you with calm eye and comes in only when you have carried the thing so far that you must be disposed of. That is the man you respect. That is the man who you know has at bottom a much more fundamental and terrible courage than the irritable, fighting man.

"Now, I covet for America this splendid courage of reserve moral force, and I wanted to point out to you, gentlemen, simply this: There is news and news. There is what is called news

from Turtle Bay, that turns out to be falsehood at any rate in what it is said to signify, and which, if you could get the nation to believe it true, might disturb our equilibrium and our self-possession. We ought not to deal in stuff of that kind. We ought not to permit things of that sort to use up the electrical energy of the wires, because its energy is malign, its energy is not of the truth, its energy is of mischief. It is possible to sift truth.

"I have known some things to go out on the wires as true when there was only one man or one group of men who could have told the originators of the report whether it was true or not, and they were not asked whether it was true or not, for fear it might not be true. That sort of report ought not to go out over the wires.

"There is generally, if not always, somebody who knows whether that thing is so or not, and in these days, above all other days, we ought to take particular pains to resort to the one small group of men or to the one man, if there be but one, who knows whether those things are true or not. The world ought to know the truth, but the world ought not, at this period of unstable equilibrium, to be disturbed by rumor, ought not to be disturbed by imaginative combinations of circumstances, or, rather, by circumstances stated in combination which do not belong in combination.

"For we are holding, not I, but you and gentlemen engaged like you, the balances in your hand. This unstable equilibrium rests upon scales that are in your hands. For the food of opinion, as I began by saying, is the news of the day. I have known many a man go off at a tangent on information that was not reliable. Indeed, that describes the majority of men. The world is held stable by the man who waits for the next day to find out whether the report was true or not.

"We cannot afford, therefore, to let the rumors of irresponsible persons and origins get into the atmosphere of the United States. We are trustees for what I venture to say is the greatest heritage that any nation ever had, the love of justice and righteousness, and human liberty. For, fundamentally, those are the things to which America is addicted, and to which she is devoted. There are groups of selfish men in the United States, there are coteries, where sinister things are purposed, but the great heart of the American people is just as sound and true as it ever was. And it is a single heart; it is the heart of America. It is not a heart made up of sections selected out of other countries.

"So that what I try to remind myself of every day when I am almost overcome by perplexities, what I try to remember, is what the people at home are thinking about. I try to put myself in the place of the man who does not know all the things that I know, and ask myself what he would like the policy of this country to be. Not the talkative man, not the partisan man, not the man that remembers first that he is a Republican or Democrat, or that his parents were Germans or English, but who remembers first that the whole destiny of modern affairs centers largely upon his being an American first of all. If I permitted myself to be a partisan in this present struggle, I would be unworthy to represent you; if I permitted myself to forget the people who are not partisans, I would be unworthy to represent you. I am not saying that I am worthy to represent you, but I do claim this degree of worthiness, that before everything else I love America."

ASSOCIATED PRESS ANNUAL MEETING.

The Year's Most Important Journalistic Congress Convened and Decides Long Pending Matters, Elects New Directors and Talks of the Return of Prosperity.

Had the weather been made to order it could not have been better than that which greeted the editors and publishers of the leading newspapers of the United States who attended the annual conventions of the Associated Press and



VICTOR F. LAWSON.

the American Newspaper Publishers' Association held in New York this week. The warm spring sunshine put life and animation into the delegates, some of whom had ridden across the continent, and they had a chance to see New York in one of its best moods.

The newspaper men began to arrive as early as Friday and Saturday of last week and by Tuesday morning, when the Associated Press convention opened there were between three and four hundred in the city from all parts of the United States and Canada.

The corridors of the Waldorf Astoria, where the conventions were held, were crowded during the entire week, not only with the newspaper men but also with the representatives of the principal news, syndicate and supply concerns of the country. It was almost like the gathering seen in the corridors of the leading hotel in a city where a large political event was to be pulled off, the principal difference being that on this occasion there was a more intimate friendliness and cohesiveness among those in attendance than when a political convention is on. All were more or less acquainted with each other and the heartiness of the greetings indicated the close friendship that exists between the newspaper men and their helpers. The progress of a prominent publisher through the corridor was like that accorded the chairman of a state or national political delegation.

The first event of the week that claimed the attention of the publishers was the annual meeting of the Associated Press which met in the Astor Gallery Tuesday morning. The opening session was late in getting started owing to the fact that the tickets for the luncheon, which was to take place after the session, had to be distributed at that time. It was, therefore, half past eleven when Frank B. Noyes, president of the organization, called the members to order and introduced the regular business program. It must have been a source of satisfaction to him to look down upon the 250 men assembled before him and see some of the most famous newspaper men in the United States. Among them were Gen. Charles H. Taylor, the veteran editor of the Boston Globe, one of the foremost journalists of his day; Charles Hopkins Clark, editor of the

Hartford (Conn.) Courant; Alden J. Blethen, editor of the Seattle (Wash.) Times, who carries the burdens of years as lightly as a man half his age; Victor F. Lawson, who has made the Chicago Daily News one of the most successful newspapers published on this continent; Cyrus H. K. Curtis, publisher of the Philadelphia Ledger, who has only recently entered the rank of daily journalism, but who is already making a profound impression upon Pennsylvania journalism; R. A. Crothers, publisher of the San Francisco Bulletin, and M. H. DeYoung, editor of the San Francisco Chronicle, two of the best known newspaper men of the Pacific Coast; Adolph S. Ochs, publisher of the New York Times; Don C. Seitz, business manager of the New York World; Jason Rogers, publisher of the New



MELVILLE E. STONE.

York Globe; D. D. Moore, editor of the New Orleans Times-Picayune; Charles M. Palmer, president of the St. Joseph News-Press, and Louis T. Golding, the publisher of the paper; Charles W. Knapp, president of the St. Louis Republic; W. F. Wiley, editor of the Cincinnati Enquirer; Elbert H. Baker, president and general manager of the Cleveland (Ohio) Plain Dealer; R. M. Johnson, editor of the Houston Post; Louis J. Wortham, editor of the Fort Worth Star-Telegram; C. A. Rook, editor of the Pittsburgh Dispatch; William H. Dow, business manager of the Portland (Me.) Express; William H. Field, business manager of the Chicago Tribune, and John C. Shaffer, of the Shaffer group.

The first business to come before the meeting was the presentation of the annual reports of the Board of Directors and other officials of the organization. Of these reports, the most interesting was that of the Board of Directors which will be found in another column.

The next important matter to be taken up was the passage of a resolution striking out from the by-laws of the Associated Press Section 7, which prohibits members from purchasing news from other associations. The section reads as follows:

Sec. 7. Experience having shown that it is very difficult, if not impossible, to avoid or prevent violation of the rules prescribed by the last preceding section, or to detect or prove any such violation, if the members are permitted to purchase news from other associations, and that such purchase may be seriously prejudicial to the interest and welfare of this Corporation and its members, the Board of Directors may, in their discretion, forbid the members to purchase intelligence from any other such association.

When the Board of Directors by a vote of two-thirds of all its members shall decide and notify any member that the purchase or receipt of news from any other person, firm, corporation or association, not a member of this Corpora-

tion or represented in this Corporation by a member, or any other action by such member, establishes a condition that will be likely to permit the news of the Corporation to be disclosed to unauthorized persons, such members shall immediately discontinue purchasing or receiving such news, or such other objectionable action. The decision of the Board of Directors as to the establishment of such condition shall be final, and the fact shall not thereafter be open to question by a member.

The abrogation of this section of the by-laws was made in conformity with the advice of the Attorney General which was to the effect that the section seemed to be in violation of the spirit of the Sherman law and tended to the creation of a monopoly in the handling of news. This action was the direct consequence of the New York Sun's complaint to Attorney General Gregory that the Associated Press, through the force of this by-law, was a combination in restraint of trade, as a result of which complaint, and of Mr. Gregory's action upon it, a promise was obtained from Manager Melville E. Stone that the by-law would be repealed.

A circular signed by the general manager was distributed among those present. It reads as follows:

"By resolution adopted Dec. 10, 1914, the board of directors unanimously amended the by-laws by striking out section 7 of article 8, as follows, and



FRANK B. NOYES.

desire ratification of their action by the membership at the annual meeting on April 20.

"Sec. 7. Experience having shown that it is very difficult, if not impossible, to avoid or prevent violation of the rules prescribed by the last preceding section, or to detect or prove any such violation, if the members are permitted to purchase news from other associations, and that such purchases may be seriously prejudicial to the interest and welfare of this corporation and its members, the board of directors may, in their discretion, forbid the members to purchase intelligence from any other such association.

"When the board of directors by a vote of two-thirds of all its members shall decide and notify any member that the purchase or receipt of news from any other person, firm, corporation or association not a member of this corporation or represented in this corporation by a member, establishes a condition that will be likely to permit the news of the corporation to be disclosed to unauthorized persons such members shall immediately discontinue purchasing or receiving such news, or such other objectionable action. The decision of the board of directors as to the establishment of such condition shall be final, and the fact shall not thereafter be open to question by a member."

The next regular order of business was the election of directors. The following were the nominees: Victor F. Lawson, W. H. Cowles, Herman Ridder, R. W. Johnson, D. E. Town, N. E. Mack, A. N. McKay, and B. F. Anthony, Don C. Seitz refusing to permit his name to go before the convention. The surprising thing about the election was the strength of David E. Town, general manager of the John C. Shaffer groups, who was nominated by the southern division from the Louisville (Ky.) Herald.

After the ballots had been duly deposited the announcement was made that

the result would be announced at the afternoon session.

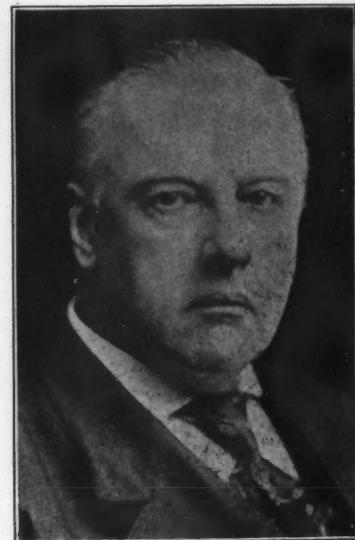
Adjournment was then taken for luncheon.

TUESDAY AFTERNOON SESSION.

Spirited discussion marked consideration of the proposed amendment to the by-laws affecting the hours of service for morning and afternoon papers. The present by-law sets the latest time for morning newspapers to receive their despatches from the Associated Press at five o'clock in the morning and for publication between eleven o'clock at night and eleven in the morning. Afternoon papers may receive news not later than four o'clock in the morning and eleven at night. This is with the provision "that the board of directors may authorize that upon extraordinary occasions despatches may be used in extra editions or for bulletins outside of the hours named."

Many newspapers, evening and morning, have stretched these rules, sending their editions to press at times that interfere, the morning with the evening, and vice versa. Some of the morning newspapers have issued Sunday morning editions so early on Saturday night that they have interfered greatly with the legitimate sales of the evening papers. The following amendment is proposed:

"The time for the receipt and publication of news by members shall be (standard time in all cases at the place of publication) as follows: Morning papers to receive not later than nine o'clock in the morning and to publish not earlier than nine o'clock at night, except that for editions to be circulated only outside of the city of publication not earlier than the following morning, morning papers may publish not earlier than five o'clock in the evening, and that Sunday editions so published may be circulated in the city of publication after eight o'clock at night on Saturday; afternoon papers to receive not later than six o'clock at night and to publish



HERMAN RIDDER.

not earlier than nine o'clock in the morning.

"The service to the afternoon papers between four o'clock in the afternoon and six o'clock in the afternoon to be of bulletin character; provided, that the board of directors may authorize that upon extraordinary occasions the Associated Press despatches may be used in extra editions or for bulletins outside of the hours named."

There was a vigorous line-up for and against the amendment. Those most strongly in favor of changing the time limits were Victor F. Lawson, of the Chicago Daily News; Clark Howell, Atlanta Constitution; Don Seitz, New York World; Joseph Garretson, Cincinnati Times-Star, and Charles W. Knapp, St. Louis Republic. The principal opponents were M. H. De Young, San Francisco Chronicle, and Adolph S. Ochs, New York Times. The argument lasted so long that after the vote was counted it was decided to adjourn until Wednesday morning before announcing the result.

(Continued on page 985.)

PRESIDENT THE GUEST.

MR. WILSON DELIVERS STRIKING ADDRESS AT ASSOCIATED PRESS LUNCHEON TUESDAY.

Chief Executive Wins Hearers With Splendid Talk on News—Pays Tribute to Press Association and Its Work—Big Gathering of Officers and Members at Annual Meeting.

Immediately upon the adjournment of the morning session on Tuesday, the annual luncheon of the Associated Press members was held in the Grand Ball-



D. E. TOWN.

room of the Waldorf-Astoria. Owing to the late hour at which the session began and the amount of business that had to be transacted, it was 1:30 before the two hundred and sixty diners were seated and the serving of the luncheon started.

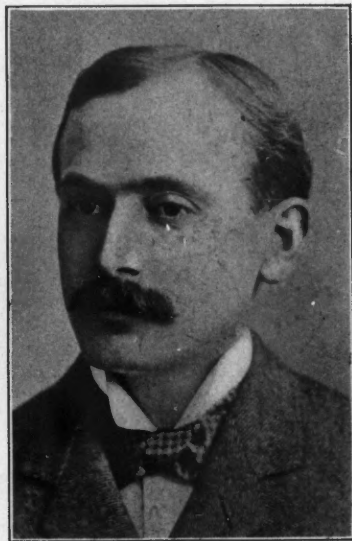
Beside each guest's plate was an elaborately engraved menu, upon which was printed an autographed picture of the President of the United States, the guest of honor. The menu also contained a list of the officers and members of the organization and maps showing the several divisions into which the country is divided as regards service. At the guests' table, on a raised platform at the southern end of the room, were seated the following guests and officers of the Associated Press: L. B. Palmer, secretary of American Newspaper Publishers' Association; W. Y. Morgan, Hutchinson News; Charles A. Rook, Pittsburg Dispatch; W. H. Cowles, Spokane Spokesman-Review; W. L. McLean, Philadelphia Bulletin; Charles W. Knapp, St. Louis Republic; Dr. Cary Grayson, Aide to the President; Adolph S. Ochs, New York Times; Clark Howell, Atlanta Constitution; Daniel D. Moore, New Orleans Times-Picayune; Melville E. Stone, the Associated Press; the President, Woodrow Wilson; Frank B. Noyes, Washington Star; Secretary of Navy Josephus H. Daniels; F. W. Lehmann, St. Louis, Mo.; H. L. Bridgman, Brooklyn

Standard-Union; C. H. Clark, Hartford Courant; Victor F. Lawson, Chicago Daily News; Joseph P. Tumulty, Secretary to the President; Gen. Charles H. Taylor, Boston Globe; M. H. de Young, San Francisco Chronicle; R. M. Johnston, Houston Post; A. C. Weiss, Duluth Herald.

The wall behind the guests' table was draped with flags in appropriate design, in the centre of which, directly above the chair occupied by President Wilson, was a banner bearing a reproduction of the seal of the United States.

When President Wilson escorted by President Frank B. Noyes and Melville E. Stone entered the room and advanced to his seat on the dais the guests arose and gave him a cheer of welcome that seemed to make a deep impression upon him.

An orchestra concealed behind a screen of palms and ferns played continuously during the serving of the meal and added not a little to the pleasure of the occasion.



W. H. COWLES.

Because of the pressure of business only scant justice could be done to the culinary perfection of the luncheon and little more than an hour after the serving of the luncheon began Melville E. Stone, general manager of the Associated Press, rapped for order and requested all reporters to refrain from taking any notes of the President's speech, as an official stenographer was present to make a verbatim report which would be given out by the Associated Press after it had been approved by the President.

Frank B. Noyes, president of the Associated Press, then graciously referred to the genius of the guest of honor. As he talked the air seemed electrified, the silence was intense, the heart beats quickened and every one seemed to feel that the President in his person typified the highest ideals and aspirations of the American people. He was interrupted several times by hearty rounds of applause and at the conclusion of his remarks the members gave the man Woodrow Wilson a hearty five-minute ovation that seemed to delight the honored guest.

Mr. Frank B. Noyes, President of the Associated Press, said:

"We are gathered here today, the membership of what is, I believe, in scope and importance of activities the greatest cooperative, non-profit-making organization in the world.

"The function of the Associated Press is to furnish its members a service of world news that shall be untainted and without bias of any sort.

"To insure this we have formed an organization that is owned and controlled by its members and by them alone, one that is our servant and not our master.

"So we are here today, Democrats and Republicans, Protestants, Catholics and Jews; conservatives and radicals;

wets and drys; differing on every subject on which men differ, but all at one in demanding that so far as is humanly possible no trace of partisanship and no hint of propaganda shall be found in our news report.

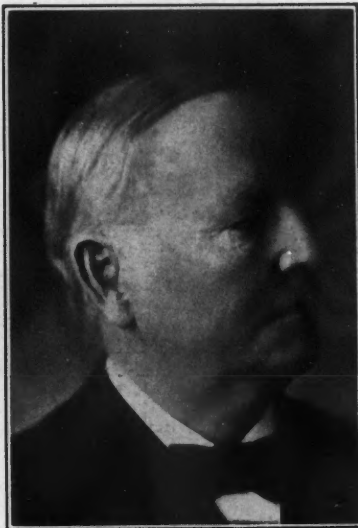
"Furnished with the news we are quite able and more than willing to individually supply the necessary views.

"Thus by easy steps I have come to the fact that because of its traditions and its code, and perhaps also because of the never ceasing watchfulness of nine hundred members, it has come to pass that few people on earth are capable of giving the management of the Associated Press any points on maintaining a strict though benevolent neutrality on all questions on which we can be neutral and still be what we are—loyal Americans.

"We point with pride to the years and the occasions through which we have balanced on every discoverable fence.

"We know, too—none better—that the genuine neutral, the honest neutral, is always the target of every partisan and we find some solace that this fact is now being demonstrated to the world at large.

"Today, however, we willingly lower our crest to one who has demonstrated



R. M. JOHNSTON.

in these agonizing times his mastership of the principles of true neutrality, and who, fully realizing the dreadful consequences of any departure from these principles, has nobly borne his terrible burden of responsibility in guarding the peace, the welfare and the dignity of our common country.

"Our distinguished guest who so honors us today may surely know that in the perplexities and trials of these days so black for humanity he has our thorough, loyal and affectionate support.

"God grant him continuing success in his high aims for the peaceful progress of the people of the United States.

"At these annual gatherings it is our custom to offer but one toast.

"I ask you to drink to the health of Woodrow Wilson, the President of the United States."

The diners arose in their seats and lifting their glasses drank to the President's health while the orchestra played the "Star Spangled Banner," and then broke out into cheers.

When the members and their guests were again seated President Wilson delivered a masterful and memorable address that will be found on page three of this issue.

No address delivered before the publishers was ever received with closer attention and heartier approval than this address of President Wilson. It was quite evident that from the very start he had his hearers with him. Their response to the striking sentences of his speech was spontaneous and generous. He had been on his feet but a few minutes before his hearers realized they were listening to one of the most sincere and earnest talks the President has

ever given. When he had finished he received an ovation of applause.

Mr. Stone then arose and said that the President had consented to shake hands with all the publishers who desired to meet him. This announcement was received with applause.

President Wilson took a position near the door and as the guests filed out gave each a hearty handshake. The members and guests, one and all, deeply appreciated the President's courtesy.

Some of the newspaper men who attended the A. P. luncheon were the following:

- E. P. Adler, Davenport Times; H. C. Adler, Chattanooga Times; J. H. Allison, Nashville, Tennessean; W. T. Anderson, Macon Telegraph; Benj. H. Anthony, New Bedford Standard; Lynn J. Arnold, Albany Knickerbocker Press; George Atkins, Montpelier Argus; Joseph Auld, Burlington News; Henry J. Auth, Newark Star.
- W. H. Bagley, Raleigh News & Observer; Prentiss Bailey, Utica Observer; Elbert H. Baker, Cleveland Plain Dealer; E. W. Barrett, Birmingham Age-Herald; F. G. Bell, Savannah News; Henry L. Berdan, Paterson Guardian; Francis W. Bird, Boston Record; Tams Bliby, Muskogee Phoenix; Herman Black, Milwaukee Journal; N. E. Black, Grand Forks Herald; Van Lear Black, Baltimore Sun; F. L. Blanchard, Editor & Publisher; C. K. Blandin, St. Paul Dispatch & Pioneer Press; Alden J. Ebleth, Seattle Times; Theodore Bodenweil, New London Day; Scott C. Bone, Seattle Post-Intelligencer; Edmund W. Booth, Grand Rapids Press; George F. Booth, Worcester Gazette; Ralph H. Booth, Flint Journal; E. R. Boyle, Oil City Derrick; O. D. Brandenburg, Madison Democrat; A. E. Braun, Pittsburg Post; J. F. Brennan, Hudson Register; William L. Brice, Wheeling Register; Ernest Bross, Terre Haute Star; D. Russell Brown, Providence News; W. O. Brown, Youngstown Vindicator; George W. Brunson, Jr., Greenville News; L. H. Brush, Salem News; John Stewart Bryan, Richmond News-Leader; Millie Bunnell, Duluth News-Tribune; R. E. Burns, Joplin Globe; Edward H. Butler, Buffalo News; G. E. Euxton, Jr., Providence Bulletin.
- W. A. Campbell, Lima Republican Gazette; John W. Campsie, Milwaukee Evening Wisconsin; Percy P. Carroll, Evansville Courier; C. P. Chamberlin, Hartford



L. B. PALMER.

Times; M. B. Claggett; Thos. M. Clark, Buffalo Times; William H. Clark, Cortland Standard; E. L. Clifford, Pottsville Republican; Daniel F. Cook, Fort Jervis Gazette; Charles E. Coffin, Muncie Star; John J. Collier, Philadelphia Telegraph; W. B. Collins, Gloversville Leader-Republican; H. H. Conland, Hartford Courant; John F. Conners, Oakland Tribune; John C. Cook, New York Mail; Kent Cooper; Gardner Cowles, Des Moines Register & Leader; James R. Cowley, Freeport Journal-Standard; James M. Cox, Dayton News; R. A. Crothers, San Francisco Bulletin; Cyrus H. K. Curtis, Philadelphia Public Ledger; E. R. Davenport, Elmira Star Gazette; Howard

(Continued on page 985.)

DISTRIBUTION

The problem of distribution is lessened for advertisers who come into the Greater Pittsburgh field if they use

- The Pittsburgh Gazette Times Morning and Sunday
- Pittsburgh Chronicle Telegraph Evening except Sunday
- 22½c. Per Agate Line

is the flat combination rate for both papers. For further information or cooperation write.

URBAN E. DICE, Foreign Advertising Manager, Pittsburgh, Penna.

- J. C. Wilberding, 225 Fifth Avenue, New York City
- J. M. Branham Company, 919 Mallery Building, Chicago
- Chemical Building, St. Louis



A careful observer recently said he never saw anybody throw away a copy of The New York Evening Post—did you?

A. N. P. A. CONVENTION.

The Largest and Most Enthusiastic Meeting Ever Held—Important Matters Up For Consideration. Optimism the Keynote of the Meeting—Big Men in Attendance. Cooperation the Keynote.

The newspaper publishers were slow in getting together on Wednesday morning for the opening session of the American Newspaper Publishers' Association convention. This was due in part to the fact that many of them had attended theaters and other entertainments the night before and were in no great haste to get down to business that morning. Another cause of delay was that the adjourned meeting of the Associated Press was being held in the room in which the American Newspaper Publishers' Association was to hold its convention.

During the hour preceding the opening, the corridors of the hotel were thronged with men connected, not only with the newspapers but with the various manufacturing concerns having exhibits in the Waldorf-Astoria and also with the representatives of the various supply houses located in New York and elsewhere. The publishers, almost to a man, seemed to be in a most hopeful frame of mind regarding business. It was generally agreed that the depression that followed the war had passed away and that the country had entered upon better times as was indicated by the increased output of factories and of a brisker movement of their products among retail dealers.

It was 11 o'clock when Herbert L. Bridgman, of the Brooklyn Standard-Union, president of the American Newspaper Publishers' Association, called the members to order. Not more than one hundred and fifty were present as the gavel fell but during the next hour the room filled up, so that by the end of the session there were fully three hundred in attendance.

The first business to come before the association was the presentation of the annual reports of the several officers and committees. Then followed the address of the president which was as follows:

PRESIDENT BRIDGMAN'S ADDRESS.

"It hardly seems necessary to occupy time with compliments and formalities. We are business men, met for business and time is money. The directors ask me to bid you, in their name, welcome, and bespeak your co-operation in a harmonious and efficient convention. Our custom of direct reports from the manager, treasurer and special standing committee, all of which are commended to your careful study, obviates necessity of comment, or twice traversing their ground, and places directly in your hands the opportunity and responsibility for action.

"For the first time in its history, the association faces a deficit, neither large nor grave, nor the result of any other than normal evolution of deliberate policy but sufficient to suggest sharply careful administration and intelligent adjustment of expense to earnings. For that reason the directors submit, also for the first time, a budget, believed to be safe and conservative, and upon which it invites the most thorough consideration, that the convention in the light of all the facts, may determine a policy sound, workable and satisfactory.

"Unquestioned solvency, prompt and automatic payment of all obligations, even a steadily accumulating surplus are among the most potent factors of efficiency, and the association may do each member no less service by a vigorous and continuous demonstration of efficient management, of early collection of all its dues, of enforcement of its regulations and agreements, of its ability to command obedience within and respect without its ranks, than by a general propaganda in wider and more inviting fields of legislation, litigation and controversy.

"Outstanding incidents of the year are the conservatism, not to say indifference, of the postal officials at the intimation of investigation of the sworn semi-annual reports of circulation. Formal correspondence on the subject in the abstract has been deliberately waived, but personal interviews have no reasonable doubt. The department says that it bases its attitude upon the expense of investigation of each report, but that complaints in good faith, backed by prima facie evidence, will be investigated. It is suggested that as a new Congress with new committees is in sight it may be well to take steps look-



H. L. BRIDGMAN,
BROOKLYN STANDARD-UNION.

ing to a recasting of the statute to the mutual satisfaction of the government and newspapers. The American Bankers' Association announces publicly that it will take no steps officially to test the constitutionality of the Federal Reserve Act or any part of it.

"Recent facts indicate that resumption of work by the paper committee, in only nominal existence during the year, may be wise. Overtures in the fall of 1914 from the president of the international committee have not taken definite form.

"Execution of the Panama Pacific mandates of the last convention has been difficult in consequence of uncertainties and hesitation arising from European conditions. Representatives from California newspapers will supply members with abundance of latest and most persuasive information.

"Legislation ostensibly designed to reform and correct newspapers, in most cases to restrict and embarrass them, is constantly increasing. Discussion of its merits, if it has any, and motives are beyond the province of these remarks. Newspapers have never yet failed to protect their rights when seriously threatened, nor is it likely that the public, dependent today more than ever on them, will suffer their usefulness to be impaired or independence to be curtailed.

"All other vocations, forgetting their own defects and all that newspapers have done to overlook and cure them, seem to believe that they have a special mission to regulate the press. No one familiar with events needs to be told that the newspapers have amply demonstrated their ability to improve their service, enhance their value and power. Overhead, outside restriction and repression will not only be futile and disappointing but destructive and intolerable."

The remainder of the morning session was taken up with the discussion of

topics selected from the list distributed among the members.

When President Bridgman called the members to order after lunch, the discussion of topics was continued. Four that were taken up and that engaged the attention of the association the greater part of the afternoon were these:

What has been the experience of members regarding the advertising of trading stamps, security vouchers and similar trade devices? Have the labor unions objected to such advertisements, and has it led to any complications with advertisers?

What is the status of legislation in the different states regarding trading stamps? Has any law been passed to stand the test of the Supreme Court? What is the attitude of the home merchants and newspapers?

In what manner have members dealt with the new form of the trading stamp idea revived on the Pacific Coast and the West, in which is included railroad mileage, theatre tickets and merchandise coupons?

What has been the final result of the litigation in Salt Lake City to force the newspapers to accept trading stamp advertising?

It was while these topics were being discussed that James Keeley, editor of the Chicago Herald, arose and read a letter written by Frank Presbrey, on the coupon evil, to the Editor and Publisher, and which will be found elsewhere in this issue.

Mr. Kelly then introduced the sub-



HENRY N. KELLOGG,
COMMISSIONER OF LABOR.

joined resolution which was unanimously passed by the members.

Whereas, The alleged profit distribution coupon plans and similar schemes having obtained such growth and having, in the judgment of merchants, become such a menace to legitimate business that legislation prohibiting the same is pending in various State Legislatures; and

Whereas, In the opinion of close students of economics such schemes are believed to be fundamentally opposed to the growth of trade and the expansion of legitimate business; therefore, be it

Resolved, That the American Newspaper Publishers' Association hereby expresses its belief that the best interests not only of the newspapers of the country, but of all business enterprises, are not served by such methods of exploitations.

Among those who spoke on the resolution were Hilton U. Brown, Jason Rogers, Charles W. Knapp, and Charles Rosewater.

A resolution presented by the Bureau of Advertising and passed after brief debate provides:

First, that the committee in charge of

the Bureau of Advertising be hereafter constituted by the Board of Directors of the American Newspaper Publishers' Association in the same manner as are other standing committees of the Association, making reports from time to time to directors and members.

Second, that the membership of the Bureau of Advertising shall be open to any daily newspaper in the United States, and Canada, and that the funds of the Bureau be separated and distinct from the other association funds.

Third, that the Bureau must at all times be conducted within its own revenue without resort to, or obligation upon, the treasury or resources of the American Newspaper Publishers' Association.

Fourth, that the directors commend to the favorable consideration of the membership of the Association to report to the Bureau, submitted at this meeting, and urge upon all publishers the wisdom of heartily supporting the excellent work of the bureau in behalf of newspaper advertising.

The last important topic to be taken up during the afternoon was the following.

Should not the A. N. P. A. urge and secure the passage of an amendment to the present law, compelling semi-annual statements of sworn net paid circulations of newspapers, that the Government shall investigate these statements, and shall prosecute criminally for perjury, publishers who utter false statements?

That the association rescind its action of last year in supporting the iniquitous Federal law requiring daily newspapers to give circulation and debts?

The report of the committee on the John Norris Memorial Fund was read and the members voted to devote a fund to removing the mortgage from the home of the late Mr. Norris. Mr. Norris was a well-known and greatly admired figure in the newspaper world for many years. It was he who led the association's fight to have the tariff removed from news print paper, which



COL. R. A. CROTHERS,
SAN FRANCISCO BULLETIN.

ended after years of effort when President Wilson signed the Underwood Tariff Bill in 1913. Mr. Norris died at his home, 906 St. Mark's avenue, Brooklyn, on March 21, 1914. He was at one time the business manager of The New York Times.

(Continued on page 973.)

THE AD BUREAU LUNCHEON.

One Hundred and Fifty Publishers and Ad Men Listen to Some Capital Speeches.

The Waldorf Apartment has been the scene of many luncheons and dinners since the Waldorf-Astoria was opened twenty or more years ago, but few of these functions have been more enjoyable than the luncheon of the Bureau of Advertising which took place on Wednesday. The apartment is beautifully furnished and gives one the impression that it is a part of a luxurious private mansion. This helps amazingly in making those who attend dinners in the apartment feel at home.

Those who attended the luncheon on Wednesday were either members of the Bureau of Advertising or its guests. Among them were to be found many of the prominent special and general advertising agents in addition to the publishers. One hundred and fifty men were seated at the small tables in the dining room when J. F. MacKay, chairman of the committee in charge of the Bureau of Advertising, who presided, gave the signal for the serving of the luncheon. The menu was as follows:

- Chicken Gumbo, Strained, in Cups
- Celery Radishes Almonds
- Mixed Grill, a la Waldorf
- Baked Potatoes, Paprika
- Apple Dumpling, Hard Sauce
- Roquefort Cheese Toasted Crackers
- Coffee
- Cigars Cigarettes

In addition to the speakers, there were seated at Chairman MacKay's table, L. B. Palmer, Hopewell Rogers, Louis Wiley, Herbert Houston, John R. Rathom, Russell R. Whitman and F. St. John Richards.

Mr. MacKay in explaining the delay in the starting of the luncheon said that owing to the demand for tickets that forenoon it became necessary at a late hour to increase the number of luncheons ordered from 60 to 150. In order to give all the seven speakers a chance to deliver the five minute addresses for which they were scheduled it would be necessary to begin the talks at once. Therefore he himself started the ball rolling by saying:

"This Association is organized on the broadest basis upon which it is possible for men to co-operate one with another. Even the man who does not contribute one penny to the support of the institution, if he publishes a daily newspaper, receives the benefit of this work just the same as does the man who pays the highest assessment. As 'competition' was the dominant note in the business life of the nineteenth century, so 'co-operation' is to be the ruling factor in the business life of the twentieth century.

"This Bureau was not launched without a struggle. Opinion in circles which commanded our respect was not unanimous that it was possible to successfully carry on a broad-gauge co-operative propaganda on behalf of newspaper advertising. The fact, however, that there were at that very time at least three separate organizations in existence trying to work out a plan to accomplish this was, we thought, substantial evidence that there was a need for some such body. Out of the amalgamation of these three bodies the Bureau of Advertising came into being. I am going to leave to our capable and enthusiastic Director the task of telling you something of the internal working of the Bureau, but on behalf of the Committee in Charge—and no Chairman was ever surrounded by a more loyal self-sacrificing group of men—I want to say that we feel today that we have emerged from the difficulties incident to the birth of an infant and that we are now resolved to put off our swaddling clothes and to go out into broader fields to do new work. We appeal to every newspaper published on this continent to do his bit to back up our efforts.

"We have kept well within our rev-

enues and I am happy to say that we close our second year with a tidy surplus of several thousand dollars in the treasury. But, we have not scratched the surface of the work that is opening to us. The newspapers of the Associated Press are spending gleefully about three million dollars on telegraphic news in a co-operative effort, and yet a paltry \$25,000 is all that has been contributed to develop the revenues which must pay for this news, must pay the deficit on subscriptions and pay the dividends if there are any. The publishers are not contributing one-twentieth of one per cent. of their



GEN. CHARLES H. TAYLOR.

foreign advertising towards an effort to develop and protect their business. "The Bureau of Advertising is no longer an experiment. It has proven its right to exist. It is on the map to stay. We look for an enlarged support so that it may adequately meet the opportunities opening before us."

The first speaker to be introduced by the toastmaster was William A. Thomson, director of the bureau, who was warmly applauded as he arose and faced the diners.

"It is a pleasure as well as a splendid inspiration to see at close range so many of the men who are factors in the Bureau of Advertising. Every workman likes to meet the real bosses of the job now and then. If he thinks he is an able workman and that his machine is running smoothly, he wants to be sure that the heads of the concern are appreciative. If he's a lemming he is glad of an opportunity to try to square himself.

"The time allotted to those who speak at this luncheon is brief. The Bureau of Advertising had a small amount of money to spend last year, but it got a remarkably good run for that money. So into the five minutes at my disposal I am going to crowd as much advertising for the Bureau as possible.

"The Bureau needs advertising to many of its subscribers as well as to those who ought to subscribe. I wish some genius would arise and show us how we can give our supporters a better idea of what we are accomplishing.

"Too often our light must be hidden under a bushel, simply because so much of our work is of a confidential nature. The dread that the average citizen has of getting into the papers—unless he is a free publicity grafter—seems to pervade the minds of advertisers who are considering campaigns.

"Frequently every publisher in the country knows all about an account

long before the Bureau is permitted to divulge the fact that it has been rendering able service developing it.

"If you will read the annual report of the Bureau of Advertising—and I hope every man here will do this—you will be impressed by two things: first, the extent to which we have succeeded in interesting general advertisers in newspapers; and, second, that the basis for this interest is the concerted effort that you are making through this Bureau. In other words, the things that the Bureau has accomplished have been made possible by the fact that it represents an effort by the newspapers as a whole.

"I think that the thing of most far-reaching importance that we started during the past year was the general movement among newspapers to interest retailers in newspaper-advertised products. As a result of this, retailers in every line in virtually every city of importance in this country—barring a few of the larger communities—are acquiring a more intelligent conception of the advantages to be derived from pushing newspaper advertised products.

"A concerted effort set in motion by the Bureau, and carried out by the newspapers subscribing to it, made this possible.

"The dealer movement has given us a splendid entering wedge solicitation with national advertisers. It gives point to the recognized facts about



MARCELLUS E. FOSTER.

our medium. It brings home to the general advertiser the pertinent question, "If you value dealer support, are you going to give the dealer the kind of advertising he wants?"

"From among the many instances of advertising development work done by the Bureau, which you will find in the annual report, I should like to refer to a few cases that illustrate our organization's opportunity to be useful to newspapers in the general advertising field.

"A general advertiser making women's clothing and selling it through one dealer in a city became interested in the possibilities of newspaper advertising and asked us to submit to the Executive Committee of his company a brief to prove that products in kindred lines had been advertised to success through the dailies.

"I believe that no other organization could have served him just as we did, because I think he recognized that our advice was uncolored by any bias in favor of one publication or one group of publications over another.

"His advertising is running to-day in four hundred newspapers, and I don't think it would have been run-

ning if there had been no Bureau of Advertising.

"Another advertiser, whose name you all know, was induced to use about a dozen dailies last year. He was influenced to a large degree to make the experiment because of the work newspapers were doing to interest the retailer in newspaper advertised products. He is using close to one thousand newspapers now, and his business is increasing by leaps and bounds.

"Another concern sent for us some months ago and announced that it was discouraged with advertising in general, and that it had cancelled its newspaper contracts. The head of the concern, however, paid us the compliment to say that he wanted our advice because he believed that the breadth of our organization made it possible for us to give him the benefit of unprejudiced suggestions.

"We did many useful things for this advertiser, carried on a long investigation and suggested a complete change in his style of copy. That account is back in the newspapers again and it will amount to more than \$250,000 this year. And in passing I might say that the Bureau of Advertising has spent about \$25,000 in the year ended, March 31st. I believe you will agree with me in thinking that it was worth every cent of that \$25,000 to save this one account alone—although in the year's effort this was merely a 'drop in the bucket.'

"It is harder than I thought to crowd in this brief period a comprehensive idea of the Bureau's work, and for that reason I wish again to express the hope that you will read the details of our year's activities in the annual report, which will be available this afternoon.

"But I have cited a few instances chiefly for the purpose of emphasizing the actual need of the newspapers for an organization like the Bureau of Advertising, an organization that is enabled, through its solicitation, to crystallize the newspaper story; an organization that carries the prestige of all the daily press and is welcomed by the heads of the firms it solicits.

"Scarcely a day passes—certainly not a week—but what our services and our advice are sought by some national advertiser or some agency with an advertising problem on its hands.

"The eventual hope of the newspaper, from a general business standpoint, lies in concerted effort; in the adoption of fundamental principles that will weld together our highly individualized units into one strong national medium. The principle underlying all the Bureau's work is just this standardization idea. We have been confronted by the need for it at every turn in the two years we have been in existence. The adoption of these fundamental principles will offer the remedy, I am convinced, for every problem that confronts us in the national advertising field.

"If every publisher would realize the part his individual action plays in effecting the business as a whole, we should have no press agents, we should have no bargain-hunting advertising agents, we should not be carrying certain departments at an expense instead of a profit, and there would be fewer advertising failures among national manufacturers.

"The Bureau of Advertising represents a far bigger work than any man or group of men concerned in its administration. It is a movement that will survive in principle long after those of us who are interested in it to-day are gone, but its continued success depends upon the individual support that it receives from you gentlemen. Our competitors are organized fully and effectively. We have only scratched the surface of the possibilities of united effort. If every man here will make it his business to interest one fellow-publisher during the coming year in the work of the Bureau, the sum total of your efforts will mean, in the very near future, that the daily newspaper will be na-

tionalized, and that the dailies will form the nucleus of every national advertising campaign instead of the adjunct."

Harry Tipper, president of the Association of National Advertisers and advertising manager of the Texas Company, the next speaker, said that it was the function of the newspaper to intensify local demand and secure rapid fire action on sales.

"One thing I desire to emphasize is this," continued Mr. Tipper, "and that is that you don't know the value of your own mediums. I do not believe you have in your own hands enough information to aid the advertiser in intelligently determining how and where he can spend his money to the best advantage. The publisher should be able to present the advertiser all the important facts he needs concerning the field in which his newspaper circulates. He should be prepared to co-operate with the advertiser in every legitimate and reasonable way.

"I regret to say that I have noticed of late a tendency on the part of advertisers to ask too much of the newspapers. You should therefore be on your guard. When you can offer a service that is of value to all advertisers you are doing the right thing. When, however, you are called upon to render a service that is of value to only one advertiser the latter is asking what you should not give in justice to yourself and to the other advertisers. Such a service places too great a burden upon the publisher and one he should not be asked to bear."

Richard H. Waldo, of the New York Tribune, who has only recently deserted the magazine for the newspaper field, was introduced as the debutant of the occasion. Mr. Waldo began by saying that he was a reformed magazine man. "My only regret," continued Mr. Waldo, "is that I did not get into the newspaper game before."

Mr. Waldo referred to the statement made by Mr. Thomson, director of the Bureau of Advertising, that only \$26,000 had been contributed to carry on its work during the past year, saying that he was surprised at the work that had been accomplished by the bureau on such a small amount of money.

He said that there were general agents in and out of New York who secured contracts with advertisers solely upon their promise to put things over on the publisher in the way of free publicity. The agent who will recommend to advertisers the use of magazines rather than local newspapers was doing the cause of advertising a rank injustice.

M. P. Gould, the New York advertising agent, chairman of the Executive Committee of New York Advertising Agents' Association, spoke for the advertising agent. He said:

Community co-operation is one of the great movements of the day.

The great co-operative movement of England, France, Germany, Russia, Austria, Scandinavia, Denmark, represent the combination of individuals for the betterment of their common condition.

In the advertising business there have been some very marked tendencies and accomplishments in community building.

The advertising managers joined together in an association for gaining general information, and for their own betterment.

The Quoin Club was an association formed among magazine publishers for the better understanding of magazine advertising.

The great American Newspaper Publishers' Association, with all of its ramifications, is merely another form of community building.

The Association of New York Advertising Agents was the forerunner of a similar association in Chicago, one in Philadelphia and one in Boston. These various sectional associations represent the common feeling of Advertising Agents toward bettering the common conditions under which they have to labor.

In the great Associated Advertising Clubs of the World, all of these

various advertising associations have been brought together.

In that associated club movement are gathered together the publishers of directories, the manufacturers of specialties, the publishers of trade journals, the bill posters, the painted sign and electric sign people besides the agricultural publications association, the Agents Association, the Magazine Association and all of the other interests connected with advertising.

This movement of your Bureau of Advertising towards bringing all newspapers into a common working understanding, is extremely commendable and timely.

The greatest amount of advertising



CHARLES HOPKINS CLARK.

is being spent in newspapers, yet the newspapers have not one-half of the advertising that they should carry. This is particularly true of national advertising.

At the present time, taking the newspapers of by and large of the whole country, probably 85 per cent. of their revenue is from local advertising, and not more than 15 per cent. of it from national advertising.

If the newspapers had been working together as the magazines have, there is no reason why 50 per cent. of their advertising should not be of a national character.

Some very remarkable and valuable work has been done by individual publications, as, for example, the market plot of Chicago, done by the Chicago Tribune.

But that is only a beginning. There is no real reason why, for example, the newspapers of Philadelphia should not join together and get out a big market map of Philadelphia. This map should show the shopping centres, should give the names of the big stores in the shopping centre, and indicate the character of these stores. It should show the lines of travel, that is the lines of trade running into the center so that a national advertiser or an Advertising Agent would know the character of the population and of the great type of dealers in each section. He should know how to cover Philadelphia with his salesmen. If he wanted to cover all of the stores quickly, say in two weeks, he should know that it would take fifteen men to do it. If he only wanted to reach fifty of the more prominent stores, having one representative in each shopping center, he should know that two men could do it in two weeks.

In addition to this, he should know the territory in Eastern Pennsylvania which is really tributary to Philadelphia. In this tributary territory you will find, within a hundred miles of Philadelphia, sixteen or seventeen prominent cities besides a large number of smaller towns. The population of the tributary territory is a little larger than the one million

seven hundred thousand population of Philadelphia proper.

Now, if you look at your circulation statement of all of the Philadelphia newspapers you will see that 60 per cent. of their circulation is in Philadelphia and 40 per cent. is in the tributary territory, but, if you will take a town like Reading, Pa., you will find that the circulation of Philadelphia papers amount to about 5,000 daily. But that is not sufficient to move goods in Reading, but it is of enough consequence that an advertiser does not want it wasted, therefore, he uses the Reading Eagle to back up his work in the Philadelphia newspapers. Now all of this makes for the economical use of newspapers. It is what the advertiser is thinking.

If the Philadelphia papers want Philadelphia to be used as a trial territory for prospective newspaper advertisers they could do nothing more profitable than to work up such a marketing map of Philadelphia and its tributary territory.

An example of how this plan worked out in a small way is shown by Julius Mathews' organization of thirty-five or forty well-known New England news-



LAFAYETTE YOUNG, JR.

papers. These representatives have put in some splendid work in showing advertisers what the New England market is in the various cities. As a result, I was informed some time ago that the eleven different experimental campaigns of advertising were being handled by these representatives in these New England papers at that time.

When the New York agents first met together each man was extremely suspicious of his neighbor, and it was some time before we found out that there was a common work to be done which no one agent could do, or could afford to do. As year after year passed by we found that we were helping ourselves more than by working together than we ever could hope to do by working individually.

Just so, we believe that the newspapers of any locality will help themselves more if they will get together and market plot their territory, so that every advertising agent in the United States can understand each territory and form an intelligent judgment of what is necessary to market the particular product that he is working on in any particular territory.

This is the work which the agents have been doing in many parts of the country for the year. Their knowledge of how such marketing should be done is one of their most valuable assets, but the newspapers should do this market-plotting for themselves. Not individ-

(Continued on page 966.)

OUTDOOR LIFE

Series of 16 half pages. The very highest class Service obtainable; proofs will convince you.

We have something DIFFERENT and best of all it is SEASONABLE. Pictures really good enough for framing.

Service furnished in matrix form.

World Color Printing Co.

R. S. Grable, Mgr.

Established 1900.

St. Louis, Mo.

THE TEST

CIRCULATION is the big asset. To earn it and HOLD it you must "deliver the goods." RESULTS are the true test. ASK OUR CLIENTS what the output of Newspaper Feature Service has done and is doing in the way of circulation-making. LET US SEND YOU samples of our colored comics, daily magazine pages and Sunday magazine pages in black and colors.

NEWSPAPER FEATURE SERVICE

M. Koenigsberg, Manager.

41 PARK ROW,

NEW YORK

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

PUBLICITY MEN

Who want to cover the Middle and Southern states BEST always use our clipping service. It's prompt, thorough and discriminating. Special rates to advertising agencies. Mailing lists furnished.

THE CENTRAL PRESS BUREAU

Pittsburgh, Pa.

Deutsches Journal

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

Within 50 Miles of Boston

there are more people than within the same distance of any other city in the United States, except New York.

Three million four hundred and seventy thousand people live in this limited radius, or 1-26th of the entire population of the United States.

The Boston American, Sunday and evening, enables you to secure your share of the rich trade of this vast army of consumers at the lowest possible cost and to get the maximum business for every dollar you invest.

The Boston American opens the road, for with its great circulation you can reach the greatest number of these people.

The Boston American has the largest Sunday circulation in New England and The Evening American has a greater daily circulation than all the other Boston evening papers combined.

You are missing a wonderful opportunity if you fail to get your share of the money these thousands of readers spend with the advertisers of their favorite paper.

More than 400,000 people are now buying the Boston American every evening. More than 340,000 buy the American every Sunday. They buy the American because they like it, because they believe in its policies, because they enjoy its unmatched features, and they'll buy just as readily the products of the advertisers who use its columns. That's being demonstrated every day in a big, substantial way.

Such a vast circulation must necessarily be quantity-quality circulation for it "blankets the field." These hundreds of thousands of readers spend millions of dollars annually for necessities and luxuries.

Through the Boston American you can secure the share of trade you're entitled to in this rich industrial territory.

New England's Greatest Home Newspaper



Boston American

80 Summer Street, Boston, Mass.

New York Office:
Broadway at 59th Street

Chicago Office:
504 Hearst Building

BUREAU LUNCHEON.*(Continued from page 964.)*

ual newspapers. The Chicago Tribune is said to have spent upward of \$50,000 on its marketing plot of Chicago, but if all of the Chicago papers should cooperate in that respect the cost would be adjusted to each and the benefit would be far greater for the advertising of Chicago.

This Bureau of Advertising of the A. N. P. A. could take up such a work of plotting the market of each locality, could get all of the members of the A. N. P. A. of each locality interested in co-operating to work up such a marketing plot and could do a very valuable work for the A. N. P. A., for newspapers as a whole, for the agents as a class and for all advertisers as well.

This association movement, or call it co-operative association movement, is only in its infancy. Ways of working together are being devised and perfected every month for all classes of trade.

In the beginning it was thought that the combination of associations might be in danger of the Sherman law, might invite investigation as to restraint of trade, but such fears are groundless, and that association can work wholly within the law, wholly in an upright and honorable way, and wholly not only to their own common good but to the common good of all people with whom they deal.

J. F. MacKay introduced the next speaker on the program, Henry C. Brown, Victor Talking Machine Company, as a man who stimulates and virtually controls advertising investments of upwards of \$2,000,000 a year.

Mr. Brown spoke in his usual happy vein. He observed that the keynote of all speeches seemed to be co-operation. That advertisers have a right to ask for co-operation. "We spend a million dollars," said Mr. Brown, "and will spend more if you publishers will give us the right kind of co-operation." "There's a movement on foot in Washington," he continued, "looking to the standardization of prices. Every manufacturer wants it. Mankind and woman-kind is woefully ignorant of values. Manufacturers ought to know values. He would be a fool if he did not. Consider the Kellogg decision rendered yesterday, then co-operate with advertisers by placing on statute books the Stevens Bill now before the House, a perfectly good bill, it gives the manufacturer the right to say at what price his goods shall be sold. The only man who wants cut prices," Mr. Brown went on, "is the bargain fellow or the mail order houses. Do they give you any business? We want your co-operation with the advertiser and the manufacturer to establish for all time the manufacturers' God-given right to say what his goods shall bring."

Lafe Young, Jr., Des Moines Capital, talked extemporaneously in a fearless, forceful way emphasizing the need of "a real clean up-and-get-together." He told how that he had spent some time recently getting the advertisers' and agents' point of view, both in the East and in the West. "Everyone recognizes," he continued, "that the management of many newspapers has been very bad. Newspapers are still cutting rates and practising dishonorable tactics. In Chicago," he went on, "one advertising agent had made the statement that out of 500 newspapers approached over one-third of them would cut rates. Advertising agents are human and it is only natural that they will do business where it is easy to do it. Every man in Chicago with whom I talked favored the flat rate on foreign advertising.

"We must put our house in order and cut out the dishonest circulation and advertising statements as to volume and rates. Louis Bruch recently pointed out in Printer's Ink that in one instance a special representative of a daily newspaper claimed that his paper carried the bulk of the department store advertising but he failed to show that the department store was owned by the publishers

of the paper. Unclean and dishonest advertising is holding back newspapers.

"We must eliminate the petty dirty things newspapers collectively do. Mr. Waldo is to be congratulated on real leadership. Work of bureau priceless. We will get more advertising when we deserve it. The Cyrus H. K. Curtis organization spends more money in real development work than all the newspapers in the country. Every member of the A. N. P. A. should be a member of the Bureau of Advertising."

Mr. Young's indictment was tolerantly and generously received. He was accorded hearty applause.



LOUIS J. WORTHAM,
FORT WORTH STAR-TELEGRAM.

William Woodhead, president of the Associated Advertising Clubs of the World, made an excellent impression in his five minute talk. He said he had been much gratified with the co-operation the newspapers had given the Advertising Clubs' movement, and especially in spreading the gospel of truth in advertising. He did not believe there was a publisher in the country who would not be glad when all newspapers were free of misleading or untruthful advertising.

Mr. Woodhead urged the Bureau or the A. N. P. A. itself to become affiliated with the organization he represented. It was the only great body directly interested in advertising that was not affiliated with the A. A. C. W.

WAR STIMULATES PAPER SALES**Shipments to Australia and Other Ports Now Going Out.**

The war is having a stimulating effect upon the manufacture of news paper in the United States. The check to German competition in South America has led to largely increased shipments to those countries. Australia is also buying paper here and in Canada.

Manufacturers here contend that if they can only get ships in which to forward consignments of paper that it would not be very long before the United States will control the market. It should not be forgotten, however, that in spite of the war British mills are sending large quantities of paper to the Australian market. Owing to the heavy import duty in force in Australia and the prohibitive insurance rates, American manufacturers are making all sales to the Australian newspapers on the F. O. B. steamer New York basis. As Great Britain does not have to pay the war tax, British manufacturers will seem to have a slight advantage in this regard.

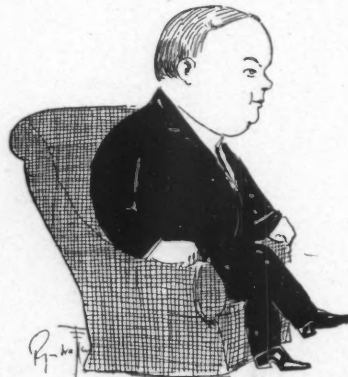
CONVENTION PROGRAM.

Preparations for the Big A. A. C. W. Convention Nearly Completed—Outline of the Principal Events—President Wilson Expected to Speak on Sunday Afternoon—Night Parade on Monday a Big Feature.

Signs of a business awakening are revealed by the preliminary plans for the 1915 convention of the Associated Ad Clubs of the World, which will be held in Chicago June 20-24. Public interest in the event is greater than last year in the Toronto convention.

President Wilson, war conditions permitting, will head the notable array of speakers. William Jennings Bryan, the Secretary of State; John H. Fahey, president of the Chamber of Commerce of the United States; Henry Waterson, George Horace Lorimer, editor of the Saturday Evening Post; Arthur Brisbane and Elbert Hubbard will be among the others heard. According to present plans, as outlined by Chairman Graves, of the program committee, the President of the United States will address a great meeting on Sunday afternoon preceding the day of formal opening of the convention proper. On the same day 50 business men of national reputation will deliver lay sermons in Chicago churches.

Three great speakers will lead off Monday afternoon, June 20, with an inspirational uplift. One of these will speak from the spiritual standpoint, one from the educational standpoint, and a third along the lines of building a conscience in business. Monday night there will be a wonderful street pageant.



GARDNER COWLES.

Of more importance than ever before will be the departmental meetings Tuesday and Wednesday forenoons when men of the same line of endeavor, such as those interested in newspaper, magazine, outdoor, or numerous other phases of advertising, gather together to discuss their own problems. Attendance at one of these meetings, where oftentimes competitors are working in the closest harmony, would enlighten the average man on the new freedom in business.

Everybody will take in the Gridiron Show produced at the Auditorium Theatre by 150 Chicago advertising men, Tuesday and Wednesday nights. There will be beautiful lake trips also.

Every attention will be given to the entertainment of the ladies. There will be an automobile trip through Chicago's peerless parks and over the superb boulevards. There will be a luncheon at the South Shore Country Club on Monday, a luncheon and afternoon at the Art Institute Tuesday, and a visit to the famous State street retail stores, with luncheon in their various tea rooms Wednesday.

Mrs. Charles H. Porter, wife of the president of the Advertising Association of Chicago, is general chairman of the committee on entertainment of visiting ladies at the convention. Mrs. Porter, who will be assisted by the wives, daughters and sweethearts of Chicago

advertising men generally, already has assurance of a large staff of enthusiastic helpers.

The 1915 convention of the Associated Advertising Clubs will not only be the biggest gathering in the history of that organization, but it will assume such proportions as to command national attention in the business world. It will be the most important convention of its kind ever held.

WOODHEAD ALDINE GUEST**Gives Interesting Talk Before Big Business Club Tuesday.**

William Woodhead, president of the Associated Advertising Clubs of the World, who has just reached New York after a trip from the Pacific Coast, during which he has stopped in the principal cities, addressed the Aldine Club on Tuesday at their weekly luncheon.

His address, which took thirty-five minutes to deliver, was a symposium of his views on business conditions as he found them, and was new, fresh and optimistic. He also laid before the members of the club the purposes of the ad club movement and what it is doing for the betterment of business. There were about 250 covers at the luncheon.

HUNTER MANAGING EDITOR**Minneapolis Tribune Makes Popular Appointment.**

The Minneapolis Tribune has announced the appointment of W. H. Hunter as managing editor.

Few newspaper men are more widely or more favorably known than Mr. Hunter as reporter, sub-editor and writer on American politics. He has served on the Omaha Bee, Kansas City Journal, St. Louis Globe-Democrat, St. Louis Republic, Toronto Telegram, Denver News, Denver Times and newspapers in Detroit, Rochester, Buffalo, Chicago, and as he puts it, "way stations."

In Washington, D. C., he was Washington correspondent of the St. Louis Globe-Democrat, paragraph editor and later managing editor of the Washington Post and editorial writer to the Washington Times. Following this service he was for three years managing editor of the St. Paul Pioneer Press, for two years managing editor of the Tacoma Tribune and from Tacoma he came to Minneapolis. He was born in Missouri but, in his own phrase, he "has been naturalized and speaks both languages," and he was graduated from Cornell College, Iowa, in the class of '93.

Week End Soldier Specials.

P. L. Jones, of the London Bureau of the International News Service, who is spending several weeks in New York, was among the visitors at the International News Exhibit at The Waldorf, during Convention week.

Mr. Jones stated that while quiet, business in London was fairly sound, and that export and import business was keeping up.

The great event that Londoners look forward to each week, Mr. Jones said, is the coming of "The week-end soldier specials." These trains, arriving at the London stations, bring batches of officers and men straight from the firing line, for a few days of rest after several weeks of strenuous work in the first trenches. Before they are given leave the soldiers are explicitly instructed which train they must catch from Belgium to the Coast, the boat they must take, the train they must catch to London, and the same back to the fighting lines, where they must report at a certain hour, thus reducing war to a recognized business.

The same thing applies to portions of the sailors of the fleet in the North Sea, but these men, owing to circumstances, are not able to get away so frequently as the soldiers. The sailors are probably doing by far the hardest work, being on continual duty around the coast, in face of the enemy's submarines.



E. S. CONE,
New York.



A. F. LORENZEN,
Chicago.



J. E. WOODMAN,
Chicago.

Cone, Lorenzen & Woodman Publishers' Representatives

Phone, Madison Square 4713 225 Fifth Avenue



C. E. MILLER,
New York.



J. B. DIGNAM,
Chicago.

Mr. Publisher, New York, April 23, 1915
Daily Newspaper,
Anywhere.

Dear Sir:

Is the cost of securing your foreign advertising governed by the amount of money you collect from foreign advertising?

Are you paying a salary or a commission? Are you paying only a commission for securing business and not for unnecessary guaranteeing, bookkeeping, etc? Is the expense the minimum consistent with the best possible service in the foreign advertising field?

Our organization offers you an opportunity to have your paper represented at a minimum cost for the best and most complete special representative service in the country. We work on a commission and do not bill. You only pay us for actual cash results and payment is made only after you have the cash in your possession.

We refer you to any paper on our list as to the results we secure, and will be glad to submit a proposition to any publisher of a daily newspaper who is interested.

We now represent the

New York Herald & Telegram
Chicago Evening Post
Buffalo Courier & Enquirer
Pittsburgh Post & Sun
Grand Rapids News
South Bend News-Times
Ottumwa Courier
Muscatine Journal

St. Louis Republic
New Orleans Times-Picayune
Denver Post
Kansas City Post
Davenport Times
Salt Lake City Herald-Republican
Hannibal Courier-Post
La Crosse Tribune
Racine Times

We maintain offices in New York, Detroit, Chicago, Atlanta, Kansas City and Des Moines. We cover the entire United States completely, promptly and efficiently.

Yours very truly,
CONE, LORENZEN & WOODMAN.
New York Office: 225 Fifth Avenue.



E. E. PATTON,
New York.



H. G. SCHRYVER,
Chicago.



R. J. BUELL,
Detroit.



GEO. M. KOHN,
Atlanta.



G. W. TODD,
Des Moines.



O. G. DAVIES,
Kansas City.

What We Have Done and Are Doing

In January, 1913, we secured the ANNE RITTENHOUSE SERVICE, consisting of two weekly pages, fashion and household, and a daily column. We began the service with The New York Sun and The Washington Star. They are still on our list. And we have added sixty more. The number of subscribing papers increases weekly.

Our SANDMAN STORY FOR TONIGHT by Mrs. F. A. Walker brought eighteen orders when we first offered it in the spring of 1913. It now appears in over sixty papers.

One year ago we began our MAGAZINE FEATURE SECTION. Now eighteen papers are using all or part of that section. In subject matter, art work and mechanical production it excels any other on the market.

Eighteen papers subscribed for our daily comic, THE DOINGS OF THE VAN LOONS, when we first offered it. We have over seventy papers now. At different times the Kansas City Journal and the Louisville Courier Journal thought it time to give their readers a change from the Van Loons. Each paper had to wire us to resume. The Louisville Courier Journal said: "Our readers simply won't submit to the substitution which we have tried to make." The Kansas City Journal wrote us: "The Journal's thousands of subscribers began to be heard from: and they have been heard from daily and unceasingly and insistently ever since."

GRAMPY AND THE FOLKS is another of our daily comics which sticks. Mr. Dwiggins has recently introduced a new idea which is fuller of possibilities for real wit and funny situations than anything we have seen in years. And it is absolutely new—there has been nothing else like it. This is a good moment to request options on this comic.

We have good reason to be proud of our STAFF OF COMIC ARTISTS. R. L. Goldberg is without question the foremost comic artist of the day. His cartoons mean increasing and continuous circulation. Clare Victor Dwiggins is nationally famous as a real humorist. For fourteen months his daily comic strip, HOME WANTED BY A BABY, was the most popular human interest and home strip in the papers. We have recently, at the suggestion of many papers made HOME WANTED into a Sunday page, where the greater space for funny situations and the color work are already making it a bigger success than ever.

We have recently added to our staff of comic artists J. Campbell Cory, who is everywhere recognized as one of the great living cartoonists. He is expressing his genius to the full in our new Sunday page, CORY'S KIDS, which overflows with real, genuine boy nature and boy stunts.

The combination of Walt McDougall, the Dean of comic artists, with his HANK AND HIS ANIMAL FRIENDS; Fred I. Leipziger, with his daily and Sunday VAN LOONS; Clare Victor Dwiggins, E. W. Carey in his famous PA'S IMPORTED SON-IN-LAW, which we have recently changed from a half to a full page; J. Campbell Cory, C. C.

Hungerford and R. L. Goldberg would be difficult if not impossible to beat.

Howard Garis is at last with us. We have been trying for three years to get him. He is the author of thirty-one volumes of children's bedtime stories. We consider him to be without exception the greatest writer living of children's stories. We have taken the judgment of children as well as of their parents and we know we are right.

One of our big successes during this year has been THE MARRIED LIFE OF HELEN AND WARREN by Mabel Herbert Urner. Every publisher knows of her success with "Their Married Life," of which our series is a continuation, "The Diary of a Neglected Wife" and "The Woman Alone." Despite the fact that we began the service just about the time of the European war we have built up an exceptional and continually increasing list.

THE DAILY HOLLAND LETTER by Dr. E. J. Edwards is in its twenty-sixth year. No other business letter of the scope, importance and news value of the Holland Letter is being or has been produced. The numerous stockbrokers' and market letters which are published cannot compare with this financial letter by Dr. Edwards. It treats of the great forces and undercurrents back of and beneath the business life of the nation. On the strength of this one feature any paper publishing it would be certain to have a large circulation among business men.

Our two WEEKLY FULL PAGE FICTION SERVICES consist of stories by the most famous English and American writers—E. Phillips Oppenheim, Arthur B. Reeve, May Edginton, E. W. Hornung, John A. Moroso, George Randolph Chester, Wallace Irwin, Arthur Stringer, Gilbert K. Chesterton, Jack London, etc., etc.

Our latest big daily feature is OUR COUNTRY BY OUR PRESIDENT, a column a day by President Woodrow Wilson. We have already an unusually long list of papers on this series. We believe it will be, for the next fourteen months, the biggest circulation maker appearing.

OUR METHOD in doing business is to consider in every way possible the convenience and the wishes of our clients. Our prices represent only a reasonable profit for ourselves. There is no service we handle that cannot be secured by itself. We do not STAR a few headliners and insist on publishers buying services they do NOT want in order to obtain one or two that they do want. We take a great deal of business in budget form, with a proportionate discount in price over single orders. BUT THE BUDGET CONSISTS OF WHAT YOU WANT—nothing is forced on you.

That is our way of conducting our business, and we feel that it is generally satisfactory because, despite the war and general business depression, THE LAST YEAR HAS BEEN THE BIGGEST that we have ever had.

THE McCLURE NEWSPAPER SYNDICATE

45 WEST 34th STREET, NEW YORK

Some of Our Biggest Circulation Making Features

DAILY COMICS

Grampy and the Folks, by Clare Victor Dwiggin
The Doings of the Van Loons, by Fred I. Leipziger
Goldberg's Comic Cartoons, by R. L. Goldberg
Snoodles' Diary, by C. C. Hungerford
Ophelia's Slate, by Clare Victor Dwiggin

COLOR FEATURES

Supplied in Mat Form or Four Page Printed Parts

COMIC PAGES

Cory's Kids, by J. Campbell Cory
Home Wanted By a Baby, by Clare Victor Dwiggin
Hank and His Animal Friends, by Walt McDougall
Pa's Imported Son-in-Law, by E. W. Carey
The Doings of the Van Loons, by Fred I. Leipziger

MAGAZINE FEATURE SECTION

Two Pages in Four Colors
 Two Pages in Two Colors
 Two Pages in Black

DAILY FEATURES

Daily Short Stories
Susanna Cocroft on How to Be Healthy
Horoscope
Daily Holland Letter by Dr. E. J. Edwards
Housewife's Daily Economy Calendar
Editorials by Steen Van Wyck
Sandman Story for To-night by Mrs. F. A. Walker
Laura Jean Libbey's Talks on Heart Topics
A Line o' Cheer by John Kendrick Bangs
What Anne Rittenhouse Says—Fashions and Household Column
A Bedtime Story by Howard R. Garis
History Builders by Dr. E. J. Edwards
Our Country by Our President—a Daily Column

WEEKLY AND TRI-WEEKLY FEATURES

The Married Life of Helen and Warren by Mabel Herbert Urner
According to John by Frances Garside
Uplift Talks by Orison Swett Marden
Getting a Start by Nathaniel C. Fowler
Anne Rittenhouse Fashion and Household Service—
 two pages
Frances Marshall's Fashion and Home Service—two pages
Weekly Detective Fiction Page
Top Notch Fiction Page by the Best Known Authors
Weekly Sunday School Lesson by Dr. William T. Potts
Corner in Ancestors by Frances Cowles
M. Quad Humor Page by C. B. Lewis
Full Page Historic Series by James Morgan

A FEW OF OUR SERIALS

What Will People Say? by Rupert Hughes
In the Hollow of Her Hand, by George Barr McCutcheon
The Shadow of the Rope, by E. W. Hornung
The Ball of Fire, by George Randolph Chester
Prince of Graustark, by George Barr McCutcheon
The Teeth of the Tiger, by Maurice LeBlanc
The Vanished Messenger, by E. Phillips Oppenheim

The above Features, and many others too numerous to list here, constitute a Syndicate Service in which there is something to appeal to every reader every day—and that means Continuous Circulation.

LET US KNOW YOUR REQUIREMENTS

THE McCLURE NEWSPAPER SYNDICATE

45 WEST 34th STREET, NEW YORK

LEHMAN'S SPEECH TO A. P.

Former Solicitor General of U. S. Deliver Interesting Talk.

Frederick W. Lehman, former Solicitor General of the United States, addressed the members at the afternoon session.

"The original attitude of the law toward the press was one of repression," he said. "It was a governor of Virginia who thanked God that they had no printing press in the colony, and would not have for a hundred years. It was the General Court of Massachusetts which suppressed, upon its first appearance, the first newspaper attempted to be published in what is now the United States.

"There are two possible systems of news-gathering: one to deal with it as a purely commercial enterprise for profit and the other by a co-operative institution like the Associated Press, in which any element of immediate profit to the association itself is left out of account. In a co-operative institution like the Associated Press you have not only the better restraints of men but even the baser forces work in counter-poise against each other. With a membership like yours, distributed through all the states of the Union, representing every shade of religious and political belief and every variety of commercial and industrial interest, there is but one tenure of office possible to those who

manage its affairs, and that is good conduct approved by substantially all of the members of the association.

"News cannot be reprinted without every day something being said disparaging of some individual and libelous if untrue. In the fifteen years' history of the present Associated Press it has not been mulcted in damages for a single dollar, and yet it is subject to prosecution for libel for every word libelous that its report may have contained, because its transmission of its news reports to its members is just as much a publication as the printing of the same news by the newspaper afterward. And today there stands against it but a single suit for libel, and that predicated upon a report made by it of what one public man said of another public man, and not upon the ground of misreporting what was said.

"It is objected that the Associated Press is a monopoly. If so, it has not succeeded, as monopolies usually do, in restricting output. We publish more newspapers in the United States than in all the rest of the world, but it is said that the members monopolize their news for their own columns, and do not open them to those who are not members. What is news? Roughly speaking, news is the first report of an event of public and current interest. News signifies nothing in the world except personal service. A man has as much right to say what shall be done with a 'scoop' as Caruso has to the use of his voice.

"To receive everybody who publishes a paper to membership would be to de-

stroy the association itself, because while there is much that may go into a newspaper that may be mere routine—as market reports—still every man wishes to make his paper a distinctive publication; and if there is nothing distinctive in its general news report a newspaper will become indifferent and undertake to gain distinctive quality by something altogether aside from the budget of news furnished by the Associated Press, and it seems to me that an essential condition of maintaining a co-operative news-gathering association is that that association shall have the right to determine its own membership.

"While the Associated Press has always had a very large proportion of the leading newspapers of the country, it has never had them all. The general plan of the organization has been approved by the Attorney General, allowing the association to discriminate and to determine its own membership. But the Attorney General found that in one respect, namely, in the power given to the board of directors to require members to desist from purchasing news from any other agency, you had, perhaps, trenched upon the law. The effect of that opinion and your action here this morning in amending your by-laws to conform to that opinion has been to bring your profession up to the standard of your practices, and now profession and practice are in harmony with the law, and you have before you, I hope, a long and unbroken career of usefulness to the public and prosperity for yourselves."

AD MEN PLAN PAGEANT.

Chicago Men to Stage Fine Display on First Night of Convention.

J. R. Waltz, chairman of the Chicago Ad Club Convention Pageant Committee, has issued a folder giving detailed plans.

The pageant will move along Michigan Boulevard, one of the finest thoroughfares of Chicago, where are located many of the city's finest hotels, clubs and office buildings. Both sides of the street will be bordered by clusters of lights, blending into wonderful electrical displays at frequent intervals.

At some point along the line of march the Essanay Company will have a huge battery of lights and as each section of the parade passes its glories will be recorded in motion pictures which will be at the disposal of all advertising clubs and will be shown throughout the country.

The pageant will be headed by a platoon of Chicago's finest mounted policemen, after which will come what is said to be the largest brass band that has ever appeared in a parade—many bands in one. The Illinois National Guard is expected to be next in line, and then will come the members of the Advertising Association of Chicago, one thousand men, all wearing evening clothes and silk hats. Behind them will be the electric-lighted floats representing many of the nationally advertised goods that are manufactured in Chicago and other Illinois cities. Mr. Waltz estimates that half a million people will see the pageant.

Marching! Marching! Marching!

ADVERTISING MEN have been blessed of God with the power of self-expression and a heart-desire for a return to simple truth in business. Fortified with a faith in humanity that lives and breathes, the Associated Advertising Clubs of the World can not fail in their high aspirations.

The Clubs are marching! marching! marching! You can not hear the measured tread of the dust-laden, faithful feet! You can not see the Army of the Simple Truth marching! marching! marching!

Then you are not a reader of ASSOCIATED ADVERTISING, published by the Associated Clubs.

Once a month ASSOCIATED ADVERTISING carries new courage to the battlefield. It carries messages of success. It is necessary to the Club movement on the very face of things. Ask for a sample copy.

ASSOCIATED ADVERTISING

Published by the ASSOCIATED ADVERTISING CLUBS OF THE WORLD At Indianapolis, Ind.

P. S. Florea, Business Manager Indianapolis

F. 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.....



What "A.B.C. Service" Means to the Advertiser

"A. B. C. Service" means unprejudiced information on the various publications in which your advertising appropriation is being expended.

It is as definite as the measurements, weights and other specifications which govern the uniformity of your product.

It means that right in your own office, you have a gauge on the working capacity of every dollar put into your advertising.

It means that you now have the advantage of established facts as compared to previous guess work—on quantity,

quality and distribution of the circulation—standardized audited facts—of the various classes of publications—on a basis that enables you to compare the actual value of one publication with another, as particularly applied to the thing you are selling.

"A. B. C. Service" costs only a fraction of the cost of doing without it.

The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes nearly one thousand Advertisers, Advertising-agents and Publishers, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing—Russell R. Whitman, Managing Director.



Audit Bureau of Circulations 15 East Washington Street Chicago

EVERY WEEK has settled some Circulation Worries —and started others

MORE than a dozen newspapers for one reason or another, are unable to secure territorial rights for *EVERY WEEK* at the present time. Of these, four telegraphed too late, because competing papers wired ahead of them.

Although the first issue of this new Weekly does not come out until May 1st, several publishers at the Convention, after seeing advance copies, decided quickly to ask for exclusive rights. Territorial control in twenty-five cities already contracted for. Many others pending.

Every Week

3¢

THE FIRST ILLUSTRATED 3 CENT WEEKLY IN AMERICA

As we have announced before, our arrangement with the Associated Sunday Magazines gives us rights to print simultaneously any Associated Magazine features. But *EVERY WEEK* is an independent weekly magazine—independent in editorial policy—filled with new live articles and interest-teasing pictures—and it sells at the independent price of 3c a copy.

The newspapers who sign up for *EVERY WEEK* service get the full control and benefit in their localities. Nobody else can touch it. Every Week will be as much the newspaper's own property as if they published it themselves.

What is the keynote of *EVERY WEEK*? In a word: quick reading at a quick price.

We promise your readers that *EVERY WEEK* will give one best story instead of five fair stories each week.

We promise that *EVERY WEEK* instead of stretching 2 page articles to 3 pages, will boil them down to one page.

We promise that *EVERY WEEK* will whip long-drawn-out features into 20 live short ones each issue.

We promise *EVERY WEEK* will give your readers stirring human pictures instead of ordinary illustrations. We promise 6-color covers.

And lastly we promise that *EVERY WEEK* will remember there is a woman in every American home as well as a man.

EVERY WEEK comes as a result of careful study of the reading habits of the people. It gives much quickly. It gives busy people what they want, in full measure at low cost.

For a portfolio giving complete details of exclusive territorial rights, copies of the first issue and samples of advertising material and circulation plans, wire at once.

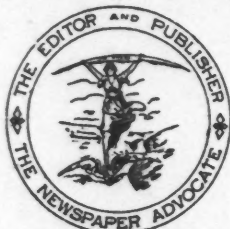
EVERY WEEK CORPORATION
52 EAST 19TH STREET, NEW YORK

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



The Journalist, Established 1884; The Editor and Pub-
lisher 1901; The Editor and Publisher and Journalist, 1907.
James Wright Brown, Publisher; E. D. DeWitt, General
Manager; Frank Leroy Blanchard, Editor;
George P. Leflier, Business Manager.

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

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

S. J. Waggaman, Jr., Special Representative.

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

New York, Thursday, April 24, 1915

THE RESULTS OF THE A. P. CONVENTION.

The members of the Associated Press who at-
tended the convention on Tuesday, now realize that
they were present at what was perhaps the most
important meeting of that organization held in
recent years. The subjects discussed were of vital
importance to the service and the conclusions
reached were epoch making.

The two most important things done were, first,
the repealing of Section 7 of the by-laws which
prohibited members under certain conditions from
taking the services of any other news gathering
association. This action was effected at the sug-
gestion of the Attorney General of the United
States, who pointed out that it was contrary to
the spirit of the Sherman law. The section which
has been practically a dead letter for some time,
has been considered objectionable by the repre-
sentative men of the organization.

The second important action was the adoption of
an amendment to Section 6, providing for an ex-
tension of the time limit for the receipt of news.
Under this amendment the afternoon papers are
allowed to receive news up to 6 p. m., the service
between 4 and 6 being of a bulletin character ex-
cept upon extraordinary occasions. They are also
allowed to begin publication as early as 9 a. m. The
overwhelming majority in favor of the latter amend-
ment showed conclusively that it was the sentiment
of the bulk of the membership that the afternoon
papers were entitled to a longer period of service
than they had been accorded heretofore. It is be-
lieved that the action taken by the Associated Press
at this convention will have a most beneficial effect
upon the entire body and that it removes two of the
most serious obstacles in the way of strengthening
the standing of the organization.

Undoubtedly the present convention was the
largest in point of attendance ever held. The an-
nual report of the directors shows that it now has
over nine hundred members and that notwithstand-
ing the enormous extra expense entailed by the
war, its affairs have been so judiciously and eco-
nomically conducted that it has not been necessary
to assess the members to make up the deficit. The
Associated Press has stood the test during one of
the most trying periods in its history. All the
hundreds of correspondents in its employ have en-
deavored to carry out to the best of their ability
the idea of the President of the United States in
regard to preserving a spirit of neutrality in all

they have written. No one who has read the dis-
patches from the seat of war and read them care-
fully can entertain for a moment the idea that the
Associated Press has shown a preference for any
one of the belligerents. If, at times, dispatches
have seemed to favor one side or the other this has
been due to the character of the news events them-
selves and not to any editorial or other opinions
that have been covertly or otherwise expressed in
the articles themselves.

It is our opinion that the Associated Press is
now in a much stronger position than it has occu-
pied in years. Its integrity is due to the able of-
ficers who have so successfully administered its af-
fairs and to the broad spirit of impartiality and
earnestness that has animated the entire body.

OUR SERVICES ARE APPRECIATED.

In last week's issue we reproduced excerpts from
letters written by thirty-eight of the principal ad-
vertising agencies complimenting THE EDITOR AND
PUBLISHER upon its enterprise in gathering and
printing on April 3 the official statements of circula-
tion made to the government by the daily news-
papers of the United States during 1914. Else-
where in this issue will be found many others.

That such a large number of advertising agents
should express their hearty appreciation of our work
is exceedingly gratifying to us. Moreover, it proves
that THE EDITOR AND PUBLISHER is not only being
widely read by those busy men out on the firing
line, but that it is rendering them helpful service,
which is best of all.

THE EDITOR AND PUBLISHER has made its way to
the front because it prints news gathered first hand
by its correspondents in all parts of the country,
and because it presents original articles on news-
paper publishing and on advertising that enable its
readers to save money and to make money. It is
generally recognized as the foremost advocate of
newspaper advertising. Other publications attempt
to cover the entire field of advertising and there-
fore can devote only a little space to any one me-
dium. We regard the newspaper as the best of all
mediums for selling goods to the public, and, there-
fore, in presenting its claims to advertisers we are
able to devote an unusual amount of space to its
advocacy.

That advertising agents and advertising managers
appreciate what we are doing to make two blades
of advertising grass to grow where only one grew
before, and that the information we present each
week has a money value to them, are facts of which
we are mighty proud.

But in looking so carefully after the interests of
the advertising men we are not neglecting the in-
terests of the publishers. Every line of advertising
that goes into their newspapers as the result of our
co-operation with advertisers is so much gain for
them. Do they also appreciate our work? For
answer look over the pages of THE EDITOR AND
PUBLISHER for the past month and note how gen-
erously they have employed our columns to reach
space buyers. They are not doing this out of charity
or because they think they are under obligations to
support this publication, but because they know that
it pays them to do so, as it reaches the men who
place the advertising of the largest concerns in the
United States.

"PITILESS PUBLICITY," WITH A STRING TO IT."

With respect to the President's dissertation on
"News and News and Turtle Bay News," the New
York Herald said editorially on Wednesday:

"The President in his address before the Asso-
ciated Press yesterday naturally dwelt upon the
topic of news, and, while he refrained from defin-
ing that vital if intangible factor in modern life,
sought to be explicit when he referred to what he
believes not to be news. To illustrate his point
he said:

"There is news and news. There is what is
called news from Turtle Bay that turns out to be

falsehood, at any rate in what it is said to signify,
and which, if you could get the nation to believe it
true, might disturb our equilibrium and our self-
possession."

"Comparing the various newspapers, by a process
of elimination it becomes clear that so far as the
publication of the Turtle Bay news is concerned
Mr. Wilson had the Herald despatches in mind
when he sought to conjure up a horrible example.
The Herald is at a loss, however, as to who en-
dangered the nation's equilibrium by attaching an
unwarranted signification to its statement of fact.

"It may be that the President does not know that
departments of the government weeks ago were
extremely curious as to the occasion of the strong
Japanese force in a Mexican harbor. When Ad-
miral Howard's first report was made it was put
in the archives, because then was a time when 'pit-
iless publicity' did not fit into the scheme of things.

"The Herald's report of the facts cleared the air.
The mystery which had been nursed along in de-
partmental bureaus was dissipated by the rays of
'pitiless publicity.'

"And the Japanese embassy conveyed to the gov-
ernment at Washington assurance that the Japanese
occupation of Turtle Bay was not to establish a
PERMANENT base."

ALONG THE ROW.

SPRING JOYS.

The circus soon will camp upon
The verdant village grass,
And editors will get an ad
Likewise a family pass.
They love to see the circus come
'Tis one of life's events,
For it puts money in their clothes
And gives them joy in tents.

HERE'S A TIP.

"If I had money," said the man who claimed to
be a student of human nature, to a friend on the
Row, "I would start a daily paper; call it the 'Pluto-
crat,' or some name like that, and charge ten cents
a copy for it. Then I would advertise it something
like this: 'If you can afford it, buy the Daily Pluto-
crat.' And every eight and ten-dollar-a-week clerk
and thousands of others would be seen with it in
their hands every morning."

PAPER BIRDS.

The "News-Eagle" is now published in Pough-
keepsie. Never heard of an eagle gathering news,
except the one in Brooklyn. Don't know much about
eagles anyway, except that they are called birds of
freedom, and that we never saw one except in a cage.

ONE ON THE BOSS.

There was once a managing editor in this town,
who when he saw an error in a story, or something
he did not like, would clip it out, write a comment
about it, and paste the whole business on the bulletin
board in the city room. One day the paper pub-
lished a story about a meeting of East Side clothing
strikers in which the reporter said: "Several of the
speakers made lurid speeches." This caught the
managing editor's eye, and he cut out the paragraph,
stuck it on a sheet of copy paper, wrote underneath:
"Lurid—Pale—Yellow—Webster," and pasted it on
the bulletin board. When the reporter who wrote
the story saw the call-down, he added this to it:
"The people who spoke were pale from overwork,
and yelled like hell—therefore were pale yellers.
Story as written correct."

BY WIRELESS.

Reports from the vicinity of the Staats-Zeitung
state that several German schooners were interned
in William street last week.

SOMETHING DOING ALL THE TIME.

Paterson, N. J., is a good place for graduates of
schools of journalism to go for practical experience.
Paterson has been visited by fire, flood, anarchy, I.
W. W. riots and Billy Sunday. There is always
something going on there good for a first-page scare-
head.

ALSO FROM THE SIGNAL.

Cease, ye who howl calamity.
It's time you all were goin'.
Today we have a column ad
From Rosenstein & Cohen.

TOM W. JACKSON.

THURSDAY'S SESSION A. N. P. A.

Labor Topics and Mr. Kellogg's Report the Subjects of Discussion.

The attendance at the American Newspaper Publishers' Association convention on Thursday showed a falling off of that of the day previous. Some of the publishers who came long distances decided not to wait for the dinner and took their departure during the day. It is the experience of nearly all conventions that it is difficult to hold a crowd together after the first or second days' sessions. Many of the publishers seized upon the visit to New York to attend to personal business, or to visit the shops and make purchases to carry home.

Attending conventions even of the most interesting kind is tiresome work.



COL. A. J. BLETHEN, SEATTLE TIMES.

No matter how interesting the proceedings may be, delegates usually like to spend a considerable portion of their time in talking with each other about their individual problems and experiences. It was remarked that during the week there had been an unusual number of these personal interviews held in the corridors of the hotel and in the rooms adjoining the Astor Gallery in which the several sessions of the convention were held.

It was late when the morning session opened. There were not more than one hundred and twenty-five present when President Bridgman called the members to order and introduced Henry N. Kellogg, chairman of the special standing committee, who submitted his annual report dealing with labor problems. Mr. Kellogg commanded the close attention of his hearers, his report being very well received. Much of Mr. Kellogg's report was covered in the trade press in January. The following is a brief summary of developments since that time.

There were differences between a member of the Association in Trenton, N. J., and the typographical union, which became acute last Fall, and it was thought a strike would be called, as the publisher had no arbitration contract. Your chairman took the matter up with President Scott who was then in Philadelphia, attending the convention of the A. F. of L. The publisher and the president were brought together with the result that the differences were adjusted with the exception of the definition of a local advertisement and the question of whether or not the publisher should reset an Armour ad with a local address. These matters were referred to local arbitration and the publisher fully sustained. The decision of the arbitration board is given in bulletin No. 967, published on March 27th.

Local unions in a number of cities

have tried, during the past year to induce publishers to reproduce foreign advertisements with local selling addresses even though that had not been the custom before and the contracts did not specifically require it. Most publishers have, of course, declined to change the practices. It is hoped that if further efforts of this character are made publishers will be firm and not submit to the imposition. The Special Standing Committee would like immediate reports of all claims of this sort.

In addition to the withdrawal of the local pressmen's unions in New York City from the International organization, St. Louis Press Assistants' Union No. 43 and Buffalo Feeders' and Press Assistants' Union No. 15, have withdrawn from the International union. The members of the St. Louis union above mentioned voted unanimously for withdrawal. The majority of members of the other local pressmen's unions in St. Louis voted for the proposition to withdraw, but the majority was less than two-thirds. The jority was less than two-thirds. The By-Laws provide that such resolutions shall fail unless supported by two-thirds majorities. It is understood that the unions now operating independently are planning to organize a new National or-



BENJAMIN B. WOOD, TELLING THE NEWS OF THE WOODS.

ganization of printing pressmen and assistants.

Reference has several times been made to the movement among International Unions of the printing trades to establish some sort of system or contract for close affiliation. The Stereotypers, Pressmen, Photo Engravers and Bookbinders endorsed the movement at their conventions last year and approved of a form of tentative contract that had been proposed at a meeting of the Board of Governors of the International Allied Printing Trades Association, a short time before their annual meetings. The International Typographical Union, however, did not endorse the proposed contract. The disposition of that organization seems to be against any plan which will enable other unions of the printing trades to benefit by the strength of the I. T. U. or to take advantage of its power, unless it, the I. T. U., completely controls the situation. Suggestions have several times been made by the printers that the members of these other unions should join the I. T. U. so that there will be one printing trades union instead of five, as at present. This may eventuate, though it is not probable. It also seems improbable that any closer affiliation contract or plan which will be effective can be accomplished in any other way.

It is again recommended that publishers making local agreements endeavor to include in local acts sections providing

that all differences relative to foremen or men discharged by them be referred to local arbitration, and that local decisions in such matters shall be final. A year ago there were 32 contracts containing such provisions. There are now five more such contracts in effect.

Mailers' Unions have been active during the past year and have endeavored to secure recognition in a number of cities where they were not recognized before, but we have no reports of their succeeding in any instance.

During the year 1913-1914 we had reports of 145 contracts made by members of the Association and the various local unions of the printing trades. During the past year 91 agreements have been made, of which 27 provide for continuing former wages and conditions without change, and three provide changes and increases in subsequent years, but that there shall be no increases in wages during the first year, besides the foregoing. Thirty-one unions have allowed operations to continue under old conditions because of the business situation. In 13 other instances propositions were presented and afterward withdrawn.

Your committee believes conditions at the present time do not warrant any increase in scale. Publishers should firmly refuse advances and consult bulletin No. 949, when they receive propositions for new contracts.

A year ago there were 290 arbitration contracts in effect; there are now 308, the increases being 11 typographical, 4 stereotypers and 3 photo engravers. A year ago there were 111 local contracts in effect with pressmen providing for the settling of differences by local arbitration. There are now 125 such agreements. The I. T. U. International



JOHN ROSS ROBERTSON, TORONTO EVENING TELEGRAM.

Arbitration Board has held four meetings and considered 17 cases. The I. S. & E. U. International Arbitration Board has held two meetings and considered three cases. There has been no meeting of the Photo Engravers' International Arbitration Board.

Mr. Kellogg's report was unanimously adopted. President Bridgman then called upon the publishers of the newspapers in New Orleans for statements in regard to the strike in the newspaper offices in that city. Col. Robert Ewing, president and publisher of the Daily States, presented the principal facts concerning the trouble. He was followed by James M. Thomson, publisher of the Item, and by D. D. Moore, editor of the Times-Picayune. Mr. Kellogg recounted his efforts to settle the strike. Charles H. Taylor, Jr., of the Boston Globe, also spoke. The convention then adjourned for lunch.

AFTERNOON SESSION THURSDAY.

At the afternoon session addresses were delivered by Marsden G. Scott, president of the International Typographical Union; James J. Freed, president of the International Stereotypers' and Electrotypers' Union, and Mathew

Woll, president of the International Photoplatters' and Engravers' Union.

Mr. Freed announced that a contract had just been made by the union with the National Association of Employers of Electrotypers, an organization of men using the electrotype for commercial purposes, by which disputes and differences were to be settled by arbitration, the contract being practically the same as that between the union and newspaper publishers. Arbitration of disputes was also discussed by Mr. Woll, who called attention to the fact that, in the reports of the work of the United States Commission on Industrial Relations, the commission was said to be strongly in favor of this method of settling differences. Mr. Kellogg spoke on vocational schools for apprentices.

Each of the speakers emphasized the cordial relation existing between the A. N. P. A. and the organizations which they represented. Mr. Scott suggested extending the scope of arbitration in any difficulties that might arise between the International Typographical Union and the A. N. P. A. and praised highly the work done by the arbitration boards of both bodies in the past. The speakers each received a generous round of applause from their listeners and it was evident that all dealings of the A. N. P. A. and the various unions in the future will be as pleasant as in the past.

The only topic discussed was "Is the Practice of An Exchange of Checks in Payment of Subscriptions to Other Newspapers Increasing?" It seemed to be the general opinion of the members that it was not.

A committee consisting of Jason Rogers, John F. McKay and C. George Krogness, appointed on Wednesday to give consideration to topic seven, submitted its report as follows:

"The committee, to whom was referred Topic No. 7,

"What course has been followed by members in handling automobile



EDGAR W. BARRETT, BIRMINGHAM AGE-HERALD.

contracts, received from agencies, calling for one-half of the amount to be collected from the local dealer? begs to report as follows:

"From the discussion that took place on the convention floor, it will be remembered that, although this difficulty has made its appearance in newspaper offices only within the past year or two, many complications have already arisen. Those may be summarized as follows:

- "1. Extra clerical work involved.
- "2. Divided financial responsibility.
- "3. Readjustment of contract conditions.
- "4. Conflict regarding agency commissions.
- "5. Difficulties encountered in collecting short rates.

(Continued on page 975.)

A. P. DIRECTORS REPORT

Splendid Record of Achievement Through Perilous Times.

The fifteenth annual report of the board of directors, read at the morning session, was as follows:

The European war, with manifestations in nearly every part of the world, the Mexican situation and a prolonged session of Congress made the year an exceptional one in a news sense. On the outbreak of the war the staffs of our various European bureaus were increased by detail of men from the home offices and others secured abroad. The Petrograd bureau was augmented with an adequate force, a bureau was opened in Constantinople and another at Amsterdam, and staff men were sent to various strategic points throughout the war zone.

Notwithstanding the embarrassments of the military regulations of the belligerents respecting war correspondents, the rigor of the censorship, the loss of certain lines of cable communications and the generally upset condition of international communications, the service during the eight months of war has been of a character to bring many expressions of appreciation from the membership.

During the period from August 1, 1914, to March 1, 1915, 1,820,000 words of original cable were received in the New York office, supplemented by from ten to fifteen thousand words a week of mail matter which was distributed to our members. Notwithstanding the pre-eminence of the European war, the domestic field has been covered quite thoroughly and satisfactorily.

At the close of the year 1913 the balance sheet of the Associated Press showed an excess of assets over liabilities of \$178,174.11; in other words, we could have wiped out all our debts, and have had that sum left over. During the year 1914 this excess was reduced to \$166,991.15, a difference of \$11,182.96, the net amount by which our expenses exceeded our income during the operations of the entire year.

The economies which had been made effective during the year 1913 to which attention was called in our report for that year were still operative during 1914. These consisted in the main of reductions in cable tolls, the elimination of needless relay points, purchases of supplies, etc. The opening months of the year continued to show a reasonable excess of income over expenses, which condition would, undoubtedly, have prevailed throughout the year had it not been disturbed by the outbreak of the European war. A comparison of the cost of foreign service for 1914 with that of the previous year accounts largely for the difference in the financial showing:

1914	\$430,362.36
1913	224,543.90
5 months, 1914 (August 1 to December 31)	258,551.42

Close attention has been given to the elimination of extraneous expenditures in connection with this branch of our service, with the result that in December our income again showed a slight excess over our expenses.

It is, perhaps, timely to mention that notwithstanding the heavy drain which the war has made on our resources, your board has not found it necessary to disturb the existing scale of assessments, a signal proof of the wisdom of maintaining a large emergency reserve fund.

The piracy of the Associated Press report by competitive services attracted attention at the outbreak of the war. Efforts to locate the points at which the opposition had access to our news were successful in one case and the investigation is still being pursued. The arrest and indictment of three persons in connection with the case uncovered followed. The manner in which the news was being stolen has been thoroughly explained to the membership.

That such an arrangement could be carried on within the building of a member of the Associated Press points to the necessity of watchfulness on the part of all members in order to safeguard the report.

Efforts were continued during the year to increase the efficiency of the leased wire service, both as to the physical working of the wires and as to more adaptable routing of facilities for the delivery of the news report. In the Southern Division, an important rearrangement of wires was effected which connected the section of the south, east of the Mississippi, direct with Washington and the section west of the Mississippi direct with Kansas City, Memphis thus becoming an interchange point between the east and the west sections.

The legal status of the association during the past year has required the studious attention of the board and of the officers of the organization.



JAMES A. SEAVEY.

A thorough investigation of the objects and methods of the Associated Press has been made by the Department of Justice at the instance of a non-member, the result being shown in a decision of Attorney General Gregory in which the integrity and conduct of the organization were entirely upheld.

The Department of Justice has suggested that article VIII, section 7, be rescinded, although the powers reserved under that by-law have never been used.

This by-law permits the board of directors, by a vote of two-thirds of its members, to forbid the purchase or receipt of news from a non-member whenever such action may be required to prevent the disclosure of our news to unauthorized persons.

In practice this by-law has been a dead letter and the board recommends its repeal.

The board is confident that the members of the organization share with it the gratification it feels that a recognized authority has publicly declared that the methods of the Associated Press are in compliance with law and not in conflict with public interest.

We closed the year with the membership representing 909 papers—340 morning papers, 523 evening papers and 46 Sunday papers—an increase of 14 during the year.

Stamp Concerns Must Pay License.

The Indiana Legislature recently enacted a law requiring concerns issuing trading stamps to pay a license fee of \$1,000. The Louisville Retail Druggists' Association favor such a law.

A. N. P. A. ROSTER.

- Adler, H. C., Times, Chattanooga, Tenn.
- Allison, J. H., Tennessean, Nashville, Tenn.
- Allan, James R., Spectator, Hamilton, Can.
- Ames, George J., Deutches Journal, New York
- Anthony, Benjamin H., Standard, New Bedford, Mass.
- Arnold, L. J., Knickerbocker Press, Albany, N. Y.
- Ashbaugh, L. V., Daily News, St. Paul, Minn.
- Atkinson, J. E., Star, Toronto, Can.
- Auth, Henry J., Star, Newark, N. J.
- Bagley, W. O., News and Observer, Raleigh, N. C.
- Bailey, Prentiss, Observer, Utica, N. Y.
- Baker, Frank H., Plain Dealer, Cleveland, O.
- Baker, Frank S., Tribune, Tacoma, Wash.
- Barnum, Jerome D., Post-Standard, Syracuse, N. Y.
- Bass, J. P., Morning-News, Savannah, Ga.
- Bell, F. G., Daily-Commercial, Bangor, Me.
- Berdan, Henry L., Guardian, Paterson, N. J.
- Berril, Wm., Standard Union, Brooklyn, N. Y.
- Black, A., Journal, Milwaukee, Wis.
- Blethen, A. J., Times, Seattle, Wash.
- Bone, Scott C., Post-Intelligencer, Seattle, Wash.
- Booth, E. W., Press, Grand Rapids, Mich.
- Booth, George F., Gazette, Worcester, Mass.
- Booth, George G., Press, Oil City, Pa.
- Bowman, N. K., Evening Telegram, Toronto, Can.
- Boyle, E. R., Derrick, Oil City, Pa.
- Bridgman, H. L., Standard-Union, Brooklyn, N. Y.
- Brown, D. Russell, News, Providence, R. I.
- Brown, Hilton U., News, Indianapolis, Ind.
- Brown, J. E., News-Observer, Raleigh, N. C.
- Bruder, William C., Herald, Milwaukee, Wis.
- Brush, Louis H., Evening Review, East Liverpool, O.
- Bryant, John Stewart, News-Leader, Richmond, Va.
- Bryant, W. B., Press-Chronicle, Paterson, N. J.
- Burgess, Fred H., Tribune, La Crosse, Wis.
- Burke, H., Public Ledger, Philadelphia, Pa.
- Burrell, M., News-Tribune, Duluth, Minn.
- Burrill, H. D., Journal, Syracuse, N. Y.
- Butler, E. H., Evening News, Buffalo, N. Y.
- Buxton, Edward G., Jr., Journal, Providence, R. I.
- Call, Edward, Journal of Commerce, New York, N. Y.
- Carroll, P. P., Courier, Evansville, Ill.
- Carter, A. G., Star Telegram, Ft. Worth, Tex.
- Carver, R. S., Metropolis, Jacksonville, Fla.
- Chamberlain, Clayton P., Times, Hartford, Conn.
- Chandler, Harry, Times, Los Angeles, Cal.
- Chandler, H. G., Press, Cleveland, O.
- Clark, T. M., Times, Buffalo, N. Y.
- Clark, Wm., Daily Sun, Norwich, N. Y.
- Cook, John C., Mail, New York City
- Cowles, Gordon, Register-Leader, Des Moines
- Cowles, W. A., Spokesman-Review, Spokane, Wash.
- Cramer, H. L., Evening Wisconsin, Milwaukee, Wis.
- Crandall, C. F., Daily Star, Montreal, Que.
- Crane, August S., Journal, Elizabeth, N. J.
- Crichter, E. P., Herald, Chicago, Ill.
- Crothers, R. A., Bulletin, San Francisco, Cal.
- Curtis, N. J., Union and Advertiser, Rochester, N. Y.
- Dailey, G. M., Globe, New York, N. Y.
- Davenport, E. K., Star-Gazette, Elmira, N. Y.
- deYoung, M. H., Chronicle, San Francisco, Cal.
- Dent, Chas. E., World, Tulsa, Okla.
- Dodd, Charles F., Evening News, Newark, N. J.
- Dodsworth, A. W., Journal of Commerce, New York, N. Y.
- Douglas, J. G., Mail and Empire, Toronto, Can.
- Dow, Wm. H., Express, Portland, Me.
- Drinkwater, Quac S., Evening Express, Portland, Me.
- Dwyer, Matthew S., Tribune, Providence, Eastwood, J. M., Times, Hamilton, Ont.
- Ewing, Robert, The States, New Orleans, La.
- Fahey, J. H., Evening Post, Worcester, Mass.
- Feld, Wm. H., Tribune, Chicago, Ill.
- Fleker, Ed., Enquirer, Cincinnati, O.
- Poster, Edgar M., Banner, Nashville, Tenn.
- Poster, M. E., Chronicle, Houston, Tex.
- Gayeau, Henry, Le Soleil, Quebec, Que.
- Gardiner, W. E., Post, Syracuse, N. Y.
- Garnett, F. E., Star-Gazette, Elmira, N. Y.
- Goiding, S. T., News-Press, St. Joseph, Mo.
- Gonzales, A. C., The States, Columbia, S. C.
- Gracey, W. A., Times, Geneva, N. Y.
- Guthrie, Harry F., Star, Muncie, Ind.
- Graves, Frank P., Evening News, Birmingham, Ala.
- Gunnison, H. F., Eagle, Brooklyn, N. Y.
- Griswold, G. P., Daily News, Batavia, N. Y.
- Haldeman, Bruce, Courier-Journal, Louisville, Ky.
- Hall, Frank P., Journal, Jamestown, N. Y.
- Halstead, Chas. N., State-Journal, Lansing, Mich.
- Halstead, W. L., Tribune, Minneapolis, Minn.
- Hanby, O. J., Daily Northwestern, Oshkosh, Wis.
- Hanson, M. F., Record, Philadelphia, Pa.
- Hanson, V. H., News, Birmingham, Ala.
- Hancock, Louis, Sunday Call, Newark, N. J.
- Harris, W. C. K., Star, Toronto, Can.
- Harrison, John H., Commercial-News, Danville, Ill.
- Harey, J. A., Star, Terre Haute, Ind.
- Hastings, C. H., Item, Lynn, Mass.
- Heist, E. J., Times-Herald, Dallas, Tex.
- Himley, Howard T., Herald, Rutland, Vt.
- Hoffman, H. H., Post, Cincinnati, O.
- Holliday, J. R., Georgian, Atlanta, Ga.
- Hooker, Richard, Republican, Springfield, Mass.
- Hough, George A., Standard, New Bedford, Mass.
- Howe, W. B., Free Press, Burlington, Vt.
- Huber, P. S., Ledger-Dispatch, Norfolk, Va.
- Humphry, Louis C., Evening Post, Louisville.
- Jackson, John D., Register, New Haven, Conn.
- Jewell, H. S., Leader, Springfield, Mo.
- Jeffress, E. B., Daily News, Greensboro, N. C.
- Jones, Robt. E., Citizen, Asheville, N. C.
- Johnson, T. E., Gazette, Taunt n, Mass.
- Johnston, C. B., Sentinel, Knc ville, Tenn.

- Jones, O. Q., Evening Review, East Liverpool, Ohio
- Jones, W. S., Journal, Minneapolis, Minn.
- Jones, Wm. V., Daily Press, Utica, N. Y.
- Keller, A. C., Tribune, Terre Haute, Ind.
- Kessinger, A. R., Sentinel, Rome, N. Y.
- Kinworth, Press, Ashbury Park, N. J.
- Klemmker, P., Globe, Boston, Mass.
- Kline, Gardner, Recorder, Amsterdam, N. Y.
- Kline, Wm. J., Evening Record, Amsterdam, Klock, Jay E., Freeman, Kingston, N. Y.
- Knapp, W. C., Republic, St. Louis, Mo.
- Kohn, T. M., Georgian, Atlanta, Ga.
- Krogness, George C., Post, Boston, Mass.
- Lamade, Dietrich, Grit, Williamsport, Pa.
- Lasker, Harry J., Press, Philadelphia, Pa.
- Latham, Robert, News and Courier, Charleston, S. C.
- Lawrence, B. F., Star, Indianapolis, Ind.
- Levins, J. J., Leader, Cleveland, O.
- Lewis, E. S., Star, Lewis Mo.
- Littich, W. O., Times-Recorder, Zanesville, O.
- Long, Chas. E., Times, Chester, Pa.
- Lorentz, J. D., News, Galveston, Texas.
- Long, Jesse E., Daily News, McKeesport, Pa.
- Lynette, E. J., Times, Scranton, Pa.
- MacKay, J. F., Globe, Toronto, Can.
- MacLennan, F. P., State-Journal, Topeka, Kansas
- McLean, W. T., Bulletin, Philadelphia, Pa.
- Mansur, F. E., Grit, Williamsport, Pa.
- Martin, F. G., Public Ledger, Philadelphia, Pa.
- Mark, E. H., Register, Sandusky, O.
- Marks, Arthur B., Post, Washington, D. C.
- Marcus, C. C., Pantagraph, Bloomington, Ind.
- Manson, W., Star, Montreal, Can.
- Martin, E. S., Eagle, Brooklyn, N. Y.
- McLean, R. L., Bulletin, Philadelphia, Pa.
- McKay, A. N., Tribune, Salt Lake City, Utah
- McKenney, R. L., News, Macon, Ga.
- McLean, W. L., Evening Bulletin, Philadelphia, Pa.
- Meade, J. J., Times, Erie, Pa.
- Meek, S. V., Press, Philadelphia, Pa.
- Wellinger, W. D., Press, Cleveland, O.
- Metten, Wm. F., Every Evening, Wilmington, Del.
- Miller, D. A., Call, Allentown, Pa.
- Miller, F. A., Tribune, South Bend, Ind.
- Miner, Louis H., State-Journal, Springfield, Ill.
- Moore, Owen, Jr., Times, Trenton, N. J.
- Moore, D. D., Times-Pleayue, New Orleans, La.
- Newbold, Fleming, Star, Washington, D. C.
- Newmyer, Arthur G., Item, New Orleans, La.
- Noyes, Frank B., Star, Washington, D. C.
- Oder, E. P., Times, Davenport, Ia.
- Oimstead, D. P., Evening News, Perth Amboy, N. J.
- Palmer, Charles M., News-Press, St. Joseph, Mo.
- Palmer, Dean, News-Press, St. Joseph, Mo.
- Pape, Wm. J., Republican, Waterbury, Conn.
- Patterson, Paul, Sun, Baltimore, Md.
- Peck, Wm. E., Daily Gazette, Pittston, Pa.
- Perkins, P. W., Ledger and News, Tacoma, Wash.
- Petibone, W. J., Free Press, Detroit, Mich.
- Pierce, Gerald, Tribune, Minneapolis, Minn.
- Piper, Edgar E., Oregonian, Portland, Ore.
- Pipp, E. G., News, Detroit, Mich.
- Plum, David B., Record, Troy, N. Y.
- Plummer, J. D., Sun, Springfield, Mass.
- Poppendelck, John, Sentinel Milwaukee, Wis.
- Powell, James F., Courier, Ottumwa, Ia.
- Rauch, John W., Eagle, Reading, Pa.
- Rathom, John R., Journal, Providence, R. I.
- Ray, Lansing, E., Globe-Democrat, St. Louis, Mo.
- Rees, Thomas, State-Register Springfield, Ill.
- Reilly, P. W., Courier-Citizen, Lowell, Mass.
- Reilly, W. B., Courier-Citizen, Lowell, Mass.
- Rembold, Chris., Times-Star, Cincinnati, O.
- Richards, H. J., Globe-Democrat, St. Louis, Richardson, Chas. E., State-Journal, Lansing, Mich.
- Robert, H. A., La Presse, Montreal, Can.
- Robertson, Ross, Evening Telegram, Toronto, Can.
- Roelker, W. G., Journal, Providence, R. I.
- Rogers, H. L., Daily News, Chicago, Ill.
- Rogers, Jason, Globe New York City
- Rosewater, C. C., Bee, Omaha, Neb.
- Rudd, Wm. H., Gazette, Taunton, Mass.
- Sands, F. E., Journal, Meriden, Conn.
- Schlegel, Maxon, Evening Journal, Martinsburg, W. Va.
- Schless, C. L., Journal, Beaumont, Tex.
- Scholz, E. M., Evening Post, New York City
- Seacrest, J. C., State-Journal, Lincoln, Neb.
- Seitz, Don C., World, New York, N. Y.
- Shaffer, Carroll, Evening Post, Chicago, Ill.
- Shaffer, John C., Evening Post, Chicago, Ill.
- Smith, E. E., Record, Meriden, Conn.
- Smith, George, Star, Newark, N. J.
- Souham, G. H., Spectator, Hamilton, Ont.
- Spencer, T. B., Sun, New York, N. Y.
- Stevens, F. C., Jr., Journal, Lockport, N. Y.
- Stoddard, J. W., American, Baltimore, Md.
- Stouffer, W. W., Evening Post, Louisville, Ky.
- Sturtevant, J. L., Record-Herald, Wausau
- Tate, L. J., La Patrie, Montreal, Can.
- Taylor, Chas. H., Globe, Boston, Mass.
- Taylor, Chas. W., Jr., Globe, Boston, Mass.
- Taylor, Wm. D., Dispatch, York, Pa.
- Thompson, James M., Item, New Orleans, La.
- Troup, Alexander, Union, New Haven, Conn.
- Town, D. E., Post, Chicago, Ill.
- Underhill, A., Standard-Leader, Corning, N. Y.
- Walbright, J. H., Saratogian, Saratoga, N. Y.
- Warren, F. B., Star, Indianapolis, Ind.
- Washington, A. G., Telegram, Youngstown, O.
- Weirs, A. C., Herald, Duluth, Minn.
- Weich, J. E., Times, Hartford, Conn.
- Whipple, S. F., Courier-Citizen, Lowell, Mass.
- Whitney, H. G., Deseret News, Salt Lake City, Utah
- Whittaker, Milo W., Patriot, Jackson, Mich.
- Wiley, Louis, Times, New York
- Wilkinson, W. N., World, Toronto, Can.
- Williams, G. B., Times, Geneva, N. Y.
- Wilson, C. Lesslie, News, Toronto, Can.
- Wilson, S. Frank, News, Toronto, Can.
- Wilson, S. J., News, Toronto, Can.
- Wolfe, E. R., Deutsches Journal, New York.
- Woodward, J. B., Daily News, Chicago, Ill.
- Worther, Star-Telegram, Fort Worth, Tex.
- Wright, Robert L., Gazette, Haverhill, Mass.
- Young, Lafayette, Jr., Capital, Des Moines.
- Yunker, Arthur H., Republican, Springfield

THURSDAY'S SESSION A. N. P. A.

(Continued from page 973.)

"6. Confusion in offices where foreign and local rates differ.

"The evils incident to this matter are rapidly growing. After considering the whole problem, the committee recommends:

"First—That before any successful action can be taken to reduce and eliminate this objectionable practice, local publishers should unite for common protection in their respective fields:

"Second—That where publishers find it practicable to adopt a flat rate, the difficulties of the problem may be minimized.

"Third—The committee is of the opinion that nothing short of absolute refusal to accept any business on the basis of 50-50 will accomplish the desired result. On the other hand, unless this stand is taken he objectionable practice will undoubtedly grow, not only in the automobile industry, but will be carried into innumerable other lines of national advertising. The committee recommends that the American Newspaper Publishers' Association adopt among its members, as its standard of practice governing this matter, a positive refusal to accept any business on this basis.

"All of which is respectfully submitted."

The report was adopted.

The code of principles suggested at last year's convention was again taken up and tentatively adopted.

FRIDAY MORNING SESSION.

Government Statements Discussed by the Publishers.

The morning session of the closing day commenced with a vigorous renewal of the discussion of the sworn circulation statements required by the government. Several of the publishers who spoke on the subject asserted that at present it is practically impossible for the postoffice department to enforce the present law.

Charles H. Taylor, Jr., of the Boston Globe, said that he personally knew of at least five publishers who were giving incorrect statements regarding the real ownership of their papers. These papers he said he knew were owned by lawyers and trust companies.

Another topic of serious discussion was the federal law requiring that all paid insertions of reading matter be plainly marked "advertising."

Jerome D. Barnum, of the Syracuse Post-Standard, said that his paper and the Syracuse Herald had been running a series of paid life-insurance articles for which 200 men and companies of the city had subscribed to an appropriation of about \$6,000. The campaign was calculated to last a year. Mr. Barnum contended that this advertising was so clearly, on the face of it, an insurance advertisement, that there was no need whatever for marking it as such. The third assistant postmaster ruled that it must be so marked.

The particular advertisement to which he referred, Mr. Barnum described as being in the form of a miniature newspaper occupying a section of the regular news page. It was four columns wide, twelve inches deep, and surrounded by heavy black rule. Between the rule and the regular reading matter of the news columns there was a one-fourth inch white space. The advertisement was headed "Insurance News."

Fleming Newbold, of the Washington Star, volunteered to take up the subject with the postal authorities at Washington with a view of procuring a more liberal ruling for the Syracuse publishers. Four resolutions were handed in at the morning session, but after a discussion all were tabled. It is expected that the directors will give them consideration at a future date.

The discussion of the Government provision in regard to annual statements of circulation and ownership occupied considerable time at the morning session, but no action was taken. It is believed that it will be necessary for

the postoffice to have a special appropriation for the investigation of circulation statements when requested by publishers who question their accuracy. At present the officials claim that they have no money with which to make investigations of circulations.

It was finally decided to refer the matter to the Board of Directors who are to send out through the Bulletin a request to publishers as to express their opinion as to what action should be taken in order that they may agree upon some plan by which the whole situation can be cleared up. It is quite probable that a committee will finally be appointed to go to Washington and endeavor to secure a ruling that will be satisfactory to the members upon the whole subject. It did not seem to be the desire of the majority of the members to have the law repealed but they do want an interpretation of the law which would be satisfactory to them in order that they might carry out its provision as it should be carried out.

Jason Rogers, Publisher of the New York Globe, introduced a number of resolutions looking to the carrying out of suggestions contained in his letter to Mr. Bridgman. It is understood that the conference or executive committee was unanimously adopted.

AFTERNOON SESSION FRIDAY.

Only a handful of members attended the final session of the convention on Friday afternoon. John Stewart Bryan offered a resolution expressing to the families of members who had died during the year the condolences and sympathy of the association. The resolution was unanimously passed.

Owing to the fact that the expenses of the association have been increasing rapidly and are now ahead of the receipts it was decided to increase the monthly dues from 50 cents to 75 cents per machine. This will increase the revenue of the association about \$4,000 a year, which it is believed will be sufficient to take care of the finances for the coming twelve months.

The election of officers was then taken up. As a result of the balloting, the old board of officers was re-elected. The officers, therefore, for the coming year will be president, Herbert L. Bridgman, Brooklyn Standard-Union; vice-president, Hopewell L. Rogers, Chicago Daily News; secretary, John Stewart Bryan, Richmond News-Leader; treasurer, Edward P. Call, New York Journal of Commerce. Executive Committee, Hilton U. Brown, Indianapolis News; Harry Chandler, Los Angeles Times; F. P. Glass, Montgomery Advertiser; Charles W. Knapp, St. Louis Republic; J. F. MacKay, Toronto Globe; Jason Rogers, New York Globe; Charles H. Taylor, Jr., Boston Globe; Elbert H. Baker was elected to the board of directors, this increasing the number to twelve.

At the conclusion of the session, the convention adjourned. Immediately thereafter, the board of directors went into executive session and re-elected H. N. Kellogg and L. B. Palmer.

At the executive session of the Board of directors, held immediately after the close of the convention, the committees for the coming year were considered. The names of the members were not fully determined upon as the chairmen appoint the members of their committee. The work of the selection had not been completed when the board adjourned. It was announced that the names already selected would not be made public at this time.

It is said that the board voted to continue for another year the associate membership plan with same dues and initiation fee.

After the convention had adjourned, several of those in attendance in reviewing the work of the week said that owing to the fact that so much time was spent upon the discussion of labor subjects and especially the New Orleans case, little time had been left for the consideration of other subjects which had been scheduled for consideration.

One peculiarity of the convention this year was the large attendance of busi-

ness managers. More business managers, it is said, were present than at any convention ever held. This was not entirely pleasing to the syndicate men who had hoped to have an opportunity to talk to the editors of the papers instead of the business managers, in order to present their several attractive features. The register shows there were about eighteen more members present at the convention this year than last.

W. R. NELSON'S WILL FILED.

All Property Left to Wife and Daughter as Trustees—After Their Death to Become Public Trust.

The will of the late William R. Nelson, owner and editor of the Kansas City (Mo.) Star, which was filed for probate in Kansas City on April 20, makes Mrs. Ida H. Nelson, the widow, executor without bond. Mrs. Nelson and Mrs. Laura Nelson Kirkwood, the only daughter, are made trustees for life of the greater part of the estate. They are to receive the income, but the principal is to be kept intact for the creation after their death of a fund, the proceeds of which, after providing for any children that may be born to Mrs. Kirkwood, are to be used for the public benefit.

Mrs. Nelson is to receive without restriction all of the personal property in the Nelson homestead in Kansas City and a life estate in the homestead itself. Should Mrs. Nelson die first, this property is to belong to Mrs. Kirkwood. Mrs. Nelson and Mrs. Kirkwood together may sell it and after the death of either it may be sold by the survivor, but if not sold or disposed of by either, it is to become a part of the trust property.

All of the other property is bequeathed to Mrs. Nelson and Mrs. Kirkwood as trustees. Out of the income they are to pay certain sums monthly to Mr. Nelson's two sisters and to the widow of his deceased brother, De Groff Nelson, during their lifetime and to the two daughters of De Groff Nelson for twenty-five years. All of the residue of the next income is to be paid to Mrs. Nelson and Mrs. Kirkwood in equal shares so long as both shall live and after the death of either the whole amount is to be paid to the survivor.

Upon the death of both Mrs. Nelson and Mrs. Kirkwood the management of the property is to be placed in the hands of trustees appointed by the presidents of the Universities of Missouri, Kansas and Oklahoma. When a person ceases to be at the head of his State university he will cease to be a member of this appointing board, otherwise it will not change.

It is provided that "the net income and net rents thereof shall be used and expended for the purchase of works and reproductions of works of fine arts, such as paintings, engravings, sculpture, tapestries and rare books which will contribute to the decoration and enjoyment of the public generally, but are not usually provided for by public fund." The trustees are to select the works or the reproduction of works of artists who have been dead at least thirty years at the time the purchase is made. This was to avoid pressure upon the trustees to induce them to buy works for reasons other than that of merit. All purchases made by the trustees under this provision are to be kept in Kansas City, Mo., for public exhibition.

The sale of the Kansas City Star is directed, "if at the time when the property shall come into the hands of the university trustees the estate owns and is publishing a newspaper or newspapers. The trustees must sell the newspaper as soon as this can be done, without sacrifice," not later than two years from the death of Mr. Nelson's wife and daughter. It is directed that the money thus derived shall be invested in real estate or interest bearing notes on real property within the 100 mile limit or in bonds of Kansas City, Mo., or Kansas City, Kan., Jackson or Wyandotte Counties, school bonds of the two cities or bonds of the two States or United States bonds.

Publisher's Representative

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

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

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

CONE, LORENZEN & WOOD-
MAN,
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. Beekman 3636.

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

VERREE & CONKLIN, INC.,
225 Fifth Avenue, 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. AGCY.,
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.

A. N. P. A. NEW LABOR CODE

Details of Plan Adopted for the Future Government of Employers in Dealing With Labor. A Proposed Standard of Practice to Make Procedure Uniform.

CODE OF PRINCIPLES.

To assure unanimity of action and a uniform standard for administering the mechanical departments of newspapers, the members of the American Newspaper Publishers' Association hereby adopt the following Code of Principles:

Section 1. There shall be no limitation of the right of the employer to reward efficiency on the part of the employe.

Sec. 2. There shall be no limitation on the output of the employe.

Sec. 3. There shall be no imposition of fines or restrictions upon any employe for the purpose of discouraging him from putting forth his best efforts to produce the best quality and quantity of work, or for the purpose of disciplining him for carrying out the orders of the employer.

AGREEMENTS.

Confined to One Union.

Sec. 4. A labor contract shall be with only one trade, and its validity and execution shall not be dependent upon, or affected by, the obligations of either the employer or employe to any other trade. *Consideration on the Part of the Union.*

Sec. 5. A labor contract shall provide that the union shall furnish as many competent and satisfactory journeymen as are called for by the employer.

Employers' Right to Secure Help.

Sec. 6. A labor contract shall provide that if the union fails to meet its guarantee to supply competent and satisfactory journeymen, as called for by the employer, the employer may secure the help needed from any source and retain it without prejudice to his rights under the contract.

Right to Apply Any Wage Scale.

Sec. 7. If a union maintains more than one scale in a city the employer shall reserve the right to elect the scale he will operate under.

Agreement to Be Effected Only by Its Contents.

Sec. 8. A labor contract shall provide that all practices or customs recognized in any city or town by any local union shall be recognized and conceded by such union to all employers in such city or town who elect to apply such practices or customs.

Sec. 9. A labor contract shall include all obligations which may affect relations between employer and employe. Neither party to the contract shall be bound by any rule or regulation which is not specified in, and made a part of such contract. *Provisions to Be Included.*

Sec. 10. A labor contract shall state the method by which it may be extended, renewed, or terminated.

Sec. 11. The employer who elects to renew relations with a union shall provide that his contract continue in effect until a new contract is concluded.

Sec. 12. No contract shall be retroactive.

Sec. 13. A labor contract shall provide for a proper body to consider all differences that may arise in its administration and operation.

RIGHTS OF EMPLOYERS.

Authority Is Absolute.

Sec. 14. A labor contract shall provide that the jurisdiction, authority and control of the employer over the work of, and the employes in, his establishment, and all points whatever concerning the affairs and policy of his newspaper shall be complete and absolute.

Reservations to Be Made.

Sec. 15. A labor contract shall provide that the employer shall:

(a) Determine the number of men necessary for the conduct of his business or to perform any work, or to operate any or all machinery in his establishment.

(b) Determine what is unskilled work, and determine the number of employes necessary for that work.

(c) Determine the competency and fitness of employes.

(d) Use all time of employes, either day or night, coming within the limits set by agreements, as he sees fit.

(e) Provide that all employes shall perform any and all work pertaining to their trades as directed by the employer during regular working hours without extra compensation.

(f) Designate the work each employe shall perform.

(g) Employ such men as he desires.

(h) Discharge employes as he sees fit.

(i) Determine whether the basis of compensation of employes shall be by the week, by the hour, on a time basis, by the piece or upon a premium system.

(j) Introduce into his establishment at any time appliances of any kind and have the same operated by whomsoever he finds it to his advantage to employ thereon.

(k) Transfer men from one position to another as in his judgment the necessities of the work may require.

(l) Refuse to recognize branches or divisions of labor in any trade which prevent or restrict men operating in one branch from performing work in any other branch.

(m) Determine what shall be the product or output of any appliance, machine or machines.

(n) Refuse to permit employes to lay off without his permission.

(o) Refuse to permit chapel meetings to be held on office time.

FOREMEN.

Selection of Employers' Representative.

Sec. 16. The employer may designate a superintendent, foreman, or other officer to act as his representative in any or all departments of his establishment. *Need Not Be a Member of a Union.*

Sec. 17. An employer's representative in any department may or may not be a member of the union whose members perform the work of that department. *Wages of Employer's Representative.*

Sec. 18. The wages and hours of a superintendent or foreman, or other officer acting as the employer's representative, shall be a matter of adjustment between the employer and himself.

REPRODUCTION OF MATTER.

Restrictions Not Permitted.

Sec. 19. No restrictions whatever shall be placed upon the use of the product of any office, nor the use of copy, type, plates or matrices, or ready print of any description. Matter once paid for by the employer or by any other person shall remain the property of the employer to use in any manner he sees fit. No payment shall be made for the reproduction of such matter.

HOURS OF LABOR.

Minimum Working Week.

Sec. 20. A week's work, for which a specific wage is paid, shall consist of not less than 48 hours.

Hours for Day and Night Work.

Sec. 21. A labor contract shall designate the hours during which day work and night work shall be performed.

Sec. 22. The employer may shorten the hours of labor on certain days or nights of the week, and lengthen them on other days or nights to make up the total number of hours per week without extra payment.

Pay for Day and Night Work.

Sec. 23. A labor contract shall provide that all work performed during the day hours shall be paid for at day rates, and all work performed during the night hours shall be paid for at night rates.

Employment by the Hour.

Sec. 24. A labor contract shall provide that men may be employed for less than a full day at an hourly rate.

OVERTIME.

Rate Shall Not Exceed Price and One-Half.

Sec. 25. Where provisions are made in a labor contract for the payment of a premium for overtime, whether on regular days, Sundays or Holidays, the rate of payment shall never exceed price and one-half.

Payment Only for Actual Overtime Worked.

Sec. 26. Payment for overtime shall be only for actual overtime worked.

No Extra Pay for Holiday or Sunday Work.

Sec. 27. No extra rate of wage shall be paid for regular work performed on any holiday or Sunday, unless more than the regular number of hours stipulated as constituting a day's work shall be performed, when the regular rate of overtime shall be paid.

No Overtime Paid if Fault of Union.

Sec. 28. No overtime shall be paid when there is failure to provide men, as called for by the employer, who therefore continues the work of employes beyond the regular hours. In such cases the work shall be paid for at the regular rate.

LUNCHEON.

Luncheon Period.

Sec. 29. The time for luncheon shall be from fifteen minutes to one hour in duration, at the option of the employer. *Time Not to Be Paid For.*

Sec. 30. Luncheon time not being a part of the regular hours of labor, shall not be paid for by the employer.

MEASUREMENT.

Standard of Measurement.

Sec. 31. To make definite a standard for the measurement of type, the following is fixed as the sizes of the type indicated, based upon 72 points to an inch.

Type.	Points.
Agate	5.5
Nonpareil	6
Minion	7
Brevier	8
Bourgeois	9
Long Primer	10
Small Pica	11
Pica	12

Measurement of Type.

Sec. 32. A labor contract shall provide that type shall be measured on the basis of the actual number of ems of the type set contained in each line, where the lines are 12 pica ems or more in length.

APPRENTICES.

Proportion of Apprentices.

Sec. 33. A labor contract shall provide that the proportion of apprentices in any trade shall not be less than one apprentice to the first five journeymen, or less, employed in a department, and one apprentice for each additional five journeymen, or portion thereof—the average number of men employed during the preceding 10 weeks to be the basis of computation.

Selected by the Employer.

Sec. 34. Apprentices shall be selected by the employer.

Wages Fixed by the Employer.

Sec. 35. The wages of apprentices during their apprenticeship shall be fixed by the employer.

Rights of Apprentices.

Sec. 36. The employer shall give to apprentices opportunity to learn their trade in all its branches, may place apprentices, in his discretion, at any work of the trade covered by the contract, and require any employes to instruct apprentices.

Employment May Be Continued.

Sec. 37. If, at the end of his term of apprenticeship, an apprentice shall not be admitted to a union, the employer shall have the right to continue his employment as an apprentice or as a journeyman.

May Wait for a Journeyman Vacancy.

Sec. 38. If, at the end of his apprenticeship, an apprentice shall be admitted to a union, the employer shall have the right to continue the employment of such apprentice at the apprentice wage until such time as there may occur a journeyman vacancy in his office.

Not Governed by General Provisions of Agreements.

Sec. 39. Apprentices shall be subject only to the provisions of labor contracts which specifically refer to their employment and government.

GENERAL PROVISIONS.

Copyholders and Proofreaders.

Sec. 40. Proofreading and copyholding may be done by members of editorial staffs.

No Extra Compensation Allowed.

Sec. 41. A labor contract shall not provide extra compensation to men who work in more than one position or on more than one machine during any regular working shift.

No Payment for Work Not Performed.

Sec. 42. No payment shall be made for work not performed.

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

THE EMPIRE STATE ENGRAVING COMPANY

165 WILLIAM STREET NEW YORK

Open Day and Night

Tel. 3880 Beekman

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

154 Nassau Street Tel. 4994-4 Beekman

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.

THE PITTSBURG PRESS
Has the Largest
 Daily and Sunday
CIRCULATION IN PITTSBURG
 Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

There is no Duplication or Substitution in
Pittsburg Leader Circulation
 Ask us about the Pittsburgh Territory and in what way the Leader is the important paper.
VERREE & CONKLIN
 Foreign Representatives
Steger Building, Chicago
Brunswick Bldg., New York

In Pittsburgh
The Post
 First in Quality of Circulation for 70 Years is growing so rapidly in quantity that we predict it will be first in both quality and quantity within a short time. The combination of energy, experience, money and force now pushing the circulation is producing wonderful results.
CONE, LORENZEN & WOODMAN
 Special Representatives
 New York Detroit Kansas City Chicago

Get the Best Always
The Pittsburgh Dispatch
 Greater Pittsburgh's Greatest Newspaper
WALLACE G. BROOKE,
 Brunswick Building, New York
HORACE M. FORD,
 People's Gas Building, Chicago
H. C. ROOK,
 Real Estate Trust Building, Philadelphia

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

THE **Beers Advertising Agency** OF HAVANA AND NEW YORK is **"SPECIALIZING"** on **"Latin-American" Ads.**

THE A. N. P. A. BANQUET.
The Diners Listen to Speeches and Music Over 3,400 Miles of Wire from San Francisco.

The banquet of the American Newspaper Publishers' Association at the Waldorf-Astoria Thursday evening was given unique distinction by being addressed by the Mayor of San Francisco, Calif., and having other entertainment transmitted over the telephone from the exposition grounds at that city, 3,450 miles away.

By the side of each of the 500 guests was a telephone receiver connected with the long distance wire. A few minutes before 8:30 o'clock Patrick Francis Murphy, of the Mark Cross Company, who acted as toastmaster, told the diners that at 8:30 o'clock if they would place the receivers to their ears they would hear a cornet solo by G. W. Pecheco, a member of the Bohemian Club of San Francisco, over the wire from the Exposition grounds in that city. To say that everybody was surprised is to put it very mildly. That they were to have the opportunity of actually participating in the miracle of the century—listening to human voices in a city so many thousand miles away was indeed a treat that few of them ever expected to enjoy.

Promptly at 8:30 Mr. Pecheco began to play the old song, "All Those Endearing Young Charms." The tones of his instrument were as plainly and distinctly heard as they would have been if sounded in an adjoining room of the Waldorf. At the conclusion of the selection the diners broke out into a whirlwind of noisy appreciation.

Following at intervals over the trans-continental wire were an address by Mayor James Rolph, Jr., of San Francisco, in which his honor spoke of the glories of the Panama-Pacific Exposition; a brief and somewhat humorous talk of Charles K. Field, editor of the Sunset Magazine, and a song by L. A. Larsen, publisher of the Daily Pacific Builder.

Amazement and wonder filled the hearts of all the guests when they realized that they were being entertained by the voices of persons who at that moment were a five days' journey away from New York.

Patrick Francis Murphy, the toastmaster, is the favorite epigrammatic speaker among the publishers. Nearly everything he said during the evening was heartily applauded. His enunciation was so distinct that those sitting in the extreme rear of the ball room in which the feast was spread, had not the slightest difficulty in hearing every word he spoke. Some of the things he said will be reproduced in these columns next week.

Mayor Mitchell was the first speaker in the flesh to be introduced to the diners. The Mayor earnestly pleaded with the newspaper publishers to work for home government for cities, which, he said, would prevent them from getting into the serious financial situation New York City now finds itself in.

Through the press the Government is able to tell the people what it has done, is doing and is planning, said Mayor Mitchell. It has been the press which has been most responsible for the upbuilding of city governments.

The present New York City Administration expects to succeed only through the help of the people of the city, and they get their information only through the press. For myself, I must acknowledge the most valuable aid during the year and a half of my administration, and must say that I have always had a fair representation of the facts. And it has helped us enormously, to carry on our aims and to plan city work.

One of the greatest contributory causes to this situation is the fact that New York City, like many others, is not, in a true sense self-governing, but is one of the cities that is governed by the State Legislature in purely local matters.

APPEALS TO PRESS.
 In the cities, and New York City in particular, are to solve the problem and establish themselves on a sound financial basis, they must be given full power to deal with their own local and municipal affairs, untrammelled by legislative interference.

In one or two States there is genuine

home rule. The demand for such home rule is on in New York this year, as a result of which the gentlemen who are to form the Constitutional Convention will hear this demand not only from New York City, but from at least fifty-four cities of the State.

If there is any one great appeal that I can make to the press of the city and State, it is to strengthen the bands of our representatives by supporting them in this great matter through this year. If we miss the opportunity we may not again have a similar opportunity for years. This city budget which you deprecate and we regret can be controlled if we can get home rule. The present city government has exercised the most rigid economy and cut down the cost of government lower than ever, and nearly to the minimum; but because the Legislature is able to lay additional ordinary expense on the city this budget is necessary. The City Government, given the responsibility, should at least be given the power.

The Mayor concluded with another appeal to the publishers and editors to support the home rule fight.

President Nicholas Murray Butler, of Columbia University, the next to be introduced, spoke on public opinion. It was a product of modern times, he said, and, although individuals had always held opinions of their own, public opinion had come with inventions of the telegraph, printing of newspapers generally, and other innovations of the present time.

Now democracy and a free press have developed that public opinion, is the invisible government that holds the world in its hand. It is silent, invisible, all-powerful. We on the outside ask only you who have the molding of that public opinion in your hands for the plain, simple, unvarnished fact above all things.

The public opinion of the world is dependent more than ever at the present time on the public opinion of the United States. For this reason, he said, it was more than ever essential that editors serve the world with the truth alone.

M. H. de Young, proprietor of The San Francisco Chronicle, brought to the banquet hall with him a two-foot slab covered with beautiful jewels found in the West and along the Pacific Coast, to show his colleagues something of the beauties of the region. During the dinner he distributed the jewels, which seemed to be of every color of the rainbow, among his friends. Some of the stones were two inches in diameter.

One of the significant facts about the dinner was the absence of the Pittsburgh publishers who have in other years been conspicuous at the A. N. P. A. banquets. It will be remembered that the members of the Pittsburgh Publishers' Association resigned from the parent association several months ago.

Gastronomically speaking the dinner was excellent as it always is at the Waldorf. Mr. Oscar saw to it that everything was done to make the menu and the service a success.


The busiest man in New York for a week preceding the banquet was genial John C. Cook, New York Mail, chairman of the dinner committee.

A Talk to the Boy.
 (By Strickland Gillilan.)

Come, boy, to your dad. Let me tell you some things
 Of the man who loved me as I'm now loving you.
 For the heart's but a pendulum heavy that swings
 Aye forward and back as all pendulums do.
 And tonight mine has swung far away to the time
 When your dad had a dad as you have, my son—
 A dad to whose arms I was welcome to climb
 When his day in the cornfield or meadow was done.

I crept into arms that were stronger, my lad;
 And his bands—O so tender—were harder than mine,
 For the world had been harsh with the dad of your dad—
 Yet I wish that my soul was as gentle and fine
 As the one roughly clad in that body of his,
 That so lavishly gave of its strength for the one
 Who now shelters you. And my prayer's burden is
 That you may think thus of your father, my son.

What I've gained, I have gained—his the beaver cost;
 He in embryo beld all the things I have done.
 But I fear—gravely fear—there are things I have lost
 That sadly diminish the triumph, my son.
 So lie close, little man—there's so little we know
 Except that I love you and you can love me.
 And I smile with content that you're loving me so,
 And am glad in that love, as my dad used to be.

 **"From Press to Home Within the Hour"**
 Universal Home circulation is what makes the Evening Star of Washington, D. C., the great advertising medium that it is.

A favorite claim of several afternoon newspapers is that they have part of the circulation of The New York Times. Ergo, admission is made that The Times combines in one medium part of the circulations of many afternoon newspapers.
 The net paid sale of The New York Times, Both Daily and Sunday, exceeds 300,000.

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

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 110,520 six months ending Sept. 30, 1914.
 The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.
 The Jewish Morning Journal prints more **HELP WANTED ADS.** than any paper in the city, excepting the New York World.
I. S. WALLIS & SON, West'n Representatives
 1246 First National Bank Bldg., Chicago

"One paper in the home is worth a thousand on the highway"
THE EVENING MAIL
 goes into the home. Its readers have confidence in it and in the advertising it prints, which is one reason why advertising in its columns brings ready results.
THE EVENING MAIL
 263 Broadway, New York

THE NEW ORLEANS ITEM
 Accepts advertising on the absolute guarantee of the largest net paid circulation of any New Orleans newspaper or no pay.
THE JOHN BUDD COMPANY
 Advertising Representatives
 New York Chicago St. Louis

CIRCULATION NEWS, VIEWS AND OBSERVATIONS

Being a Department Edited by a Regular Circulation Man and
Designed to be Helpful to Circulation Managers Everywhere.

By Harvester

THE active campaign in behalf of the \$250,000 fund for the Newsboys' Club will open Tuesday evening, May 4, with a dinner at the Aldine Club, which will be attended by members of the general committee, the women's committee, of which Miss Anne Rhodes is chairman, and by the members of the men's and women's teams.

Dr. Franklin H. Giddings, Professor of Sociology in Columbia University, said that a well equipped club, managed along lines that would meet the needs of boys not reached by existing institutions, would be a distinct benefit. "There are thousands of boys between the ages of ten and eighteen," he said, "whose parents permit them to roam the streets between school time and bed time without any supervision whatever, and from among these boys will be recruited a large proportion of the paupers and the criminals of the next generation. The very fact that these boys are on the streets proves that they have no more attractive place in which to spend their time. As I understand it, the purpose of the Newsboys' Club is to provide a club house containing assembly rooms, gymnasiums, swimming pool, class rooms and work shops for the use of boys between the ages of twelve and sixteen and to help these boys to develop into useful citizens. I am heartily in sympathy with such a project. The imperative need for an adequate plant for this club, which has been struggling along for several years under very discouraging conditions, is obvious."

* * *

THE Board of directors of the Louisville, Ky., Newsboys' Home have determined upon the erection of a new building for the housing of the institution. The new home will be erected on a site now owned by the association, and in addition to a reading and lounging rooms will have a gymnasium with shower baths and lockers, classrooms, a library, and probably a dormitory. Funds for the new building will be raised by contributions from individuals and committees have been appointed to perfect plans for the campaign.

* * *

THE April circulation statement, which has just been issued by all publications in this country again emphasizes the importance of the circulation manager of every paper. It is only by constant application and the hardest kind of work that he can keep his paper on the up grade, numerically speaking, and upon his efforts depend largely the success of the advertising department, for much of the space is sold on circulation statements.

This statement also brings up the fact that glittering generalities are no longer permitted or recognized in circulation statements, but that it must all be done in the open, and that the whole fabric of the success of the paper depends upon the good work of the circulation manager getting his paper before sufficient number of people with the right kind of regularity.

FROM ACROSS THE BORDER

**Amherst, N. S., Has a New Daily—
New Honor for Frank Carrell,
of the Quebec Telegraph.**

(Special Correspondence.)

TORONTO, April 12.—The Amherst Free Press, a new liberal daily, starts publication this month in Amherst, N. S. The publishers are the Eastern Publishers' Company, Ltd., and the editor is H. F. S. Paisley, who was formerly engaged in newspaper work in St. John, N. B., and Regina, Sask.

The Northern Miner has made its appearance at Cobalt, Ont. It has been launched by Ben Hughes, one of the best known mining journalists in Canada, who has been associated with the Cobalt and Porcupine mining camps almost from the beginning. Mr. Hughes was formerly correspondent of the Toronto Globe at Cobalt and later editor of the Cobalt Daily Nugget. His new venture has been received with much commendation by mining men in New Ontario and, being independent, may be calculated to give the news of the district without fear or favor.

F. H. Flint, recently advertising manager of the Guelph Mercury, has gone to reside in California, where he is going in for fruit and poultry raising. He was formerly connected with the Winnipeg press on the advertising side.

A. C. Hunt, business manager of the Regina Leader, has resigned in order to associate himself with the John Martin Paper Company, Ltd., of Winnipeg. Mr. Hunt has for several years taken a prominent part in newspaper affairs in Western Canada and has held office in both the Western Canada Press Association and the Canadian Press Association. He is this year a member of the executive staff of the daily section of the latter organization. Mr. Hunt's successor on the Leader is Burford Hooke, who was formerly news editor.

Robson Black has been appointed secretary of the Canadian Forestry Association and will assume the duties of the office on May 1. Mr. Black was a former member of the staff of the Toronto News.

Frank Carrel, editor and proprietor of the Quebec Daily Telegraph, has been elected first vice-president of the Canadian Automobile Federation, the body which unites the various provincial auto clubs in the Dominion. Mr. Carrel is an enthusiastic motorist.

Several Canadian papers are running popularity contests to determine what young ladies in their respective fields shall be entitled to participate in a trip to the Panama-Pacific Exposition. The Winnipeg Telegram, Edmonton Journal and Calgary Herald are among those taking part. The winners will

HARRY B. CLARK, director of circulation for the Capper publications, has purchased a controlling interest in Corn Magazine of Waterloo, Iowa, and will leave Topeka in November to take active charge of the publication. Mr. Clark will retain his present position with the Capper papers until November.

More than two years ago Mr. Clark came to Topeka to take charge of the circulation department. For eight years he was with the Hearst newspapers in New York. He is considered one of the foremost men in the United States in the business of newspaper and magazine circulation, and has been highly efficient in his work with the Capper publications.

* * *

WITH a view of impressing on its route boys the value of saving and also with a view of stimulating circulation through their efforts, the Johnstown (N. Y.) Morning Herald announces that it has started a bank account for every carrier boy connected with the Gloversville and Johnstown offices who has held his place for the three months prior to March 15 and who agrees to retain his place the coming six months beginning March 15, unless prevented by sickness or some other good cause to be given due consideration.

The Morning Herald deposited \$1 to the credit of each boy of its carrier force in the two cities who have been with the paper for three months and who agree to stay the succeeding six months. In addition, as an incentive to greater effort and saving, the Morning Herald will allow each carrier boy a cash commission on every subscription turned into the office, with the understanding that the commissions are to be added to their bank account. Further a prize—or series of prizes—will be awarded every three months to the boy earning the largest amount in commissions. The amount of \$10 will be divided into three prizes every quarter, or three months, to boys who show the greatest diligence.

The offer is not entirely a philanthropic one on the part of the Morning Herald, which hopes that it will develop that the money expended will bring returns in a business way, although the paramount idea is to teach the youth the way and value of saving. It isn't what a boy or man earns—it's what they save. And this plan is designed with the hope of bringing home to the Morning Herald boys the value of saving. The circulation managers of the Gloversville and Johnstown offices will have direct charge of the matter, open the bank accounts, make the deposits for the boys and perfect whatever details are necessary in starting between forty and fifty hustling boys in Gloversville and Johnstown on a way to fortune and perhaps fame.

* * *

THE third anniversary of the Lawrence (Mass.) Newsboys' Protective Association was observed at the annual meeting of the organization in the Lawrence Y. M. C. A. Building. Officers for the coming year were installed and James D. Horne, principal of the High School and a trustee of the organization, delivered an address on "Being a Newsboy."

travel together going to the Pacific Coast by Grand Trunk Pacific and returning by American lines, via Niagara Falls.

Edward W. Grange, Ottawa correspondent of the Toronto Globe, Chicago Tribune, London Standard and several other leading dailies, has been nominated for the House of Commons by the Liberals of Lennox and Addington. Mr. Grange hails from this county. He is an old member of the staff of the Toronto News and the Toronto Mail and Empire and is one of the best informed political writers in Canada.

John M. Imrie, manager of the Canadian Press Association, is just recovering from a long and trying illness which confined him to his home for some weeks. He and Mrs. Imrie expect to spend the next fortnight at Atlantic City, where a complete recovery is hoped for. W. A. C.

Paper Chooses Church for Home.

The Columbus (Ga.) Ledger, an afternoon paper, will soon be installed in a substantial brick building, formerly the Broad Street Methodist Church. The Ledger will not be the only southern newspaper issued from a church building as the Montgomery Journal is published in a church building of regulation type in which religious services were previously held.

IF 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"

Daily, 73,000

Sunday, 90,000

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.

During 1914, the Times led the P. I. by 3,800,000 agate lines. The Times gained 33,000 lines and P. I. lost 650,000 lines.

LARGEST QUANTITY

BEST QUALITY CIRCULATION

The S. C. Beckwith Special Agency

Sole Foreign Representatives
New York Chicago St. Louis

Chicago Examiner

From the Alleghanies to the Rockies, from Hudson Bay to the Gulf, there is no newspaper that equals the circulation of the great big Chicago Sunday Examiner.

DAILY, 222,887

SUNDAY, 501,277

Member Audit Bureau of Circulations

IL PROGRESSO ITALO-AMERICANO

Established 1880

(Member Audit Bureau of Circulations)
Gained 16,000 Daily Average over last postoffice statement.

Italians in the United States have confidence in Il Progresso Italo-Americano and in its advertisements, which is one reason why advertising in its columns brings good results. National advertisers will be in good company—the advertising columns of Il Progresso Italo-Americano are CLEAN.

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

YOU MUST USE THE

LOS ANGELES
EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation
MORE THAN 150,000

IN

Colorado Springs

IT'S

THE TELEGRAPH

J. P. MCKINNEY & SON

New York Chicago

MISSOURI JOURNALISM WEEK.

Outline of the Program for the Sixth Annual Session at Columbia.

(Special Correspondence.)

COLUMBIA, Mo., April 21.—The program for the sixth annual Journalism Week at the University of Missouri, May 3 to 7, is rapidly taking definite shape. More than fifty speakers are now on the program. At the opening session, the night of May 3, addresses will be made by George B. Dealey, vice-president and general manager of the Dallas News and Journal and the Galveston News, on "The Newspaper, Its Revenue and Its Policies," and by Dr. Henry S. Pritchett of New York, president of the Carnegie Foundation for the Advancement of Teaching, who will speak on "International Window Breaking."

Among the new speakers listed for Tuesday, May 4, is C. A. Vane, editor of the Arkansas Democrat, Little Rock, who will talk on "The New Journalism." The afternoon of that day will be given over to the organization meeting of the Missouri Writers' Guild, at which Will H. Hamby, of Chillicothe, Mo., will preside.

A new speaker for Wednesday will be J. W. Pegler, manager of the St. Louis bureau of the United Press, who will tell how the war news is mobilized. Part of the day will be taken up with a meeting of the Missouri Women's Press Association, with Mrs. Alice Mary Godfrey, the president, presiding. The past presidents of the Missouri Press Association will meet the same afternoon.

Thursday will be Ad Club Day, with speeches by country editors and nationally known advertising experts. Among the latter will be Carl Hunt, editor of Associated Advertising, of Indianapolis; Herbert S. Houston, of New York, vice-president of Doubleday, Page & Co. and chairman of the educational committee of the Associated Advertising Clubs of the World, and Walter S. Donaldson,

president of the Advertising Club of St. Louis. The day will be marked by the organization of a league of Missouri ad clubs. A. C. McGinty, president of the Neosho Ad Club, will tell of the now famous Neosho plan of co-operative retail advertising. The night session will close with a moving picture show in the University Auditorium.

Friday will be the meeting day of the Missouri Press Association. H. S. Sturgis, of Neosho, the president, will preside. The week will close with a made-in-Missouri banquet, at which Champ Clark will be the principal speaker.

JOURNALISM SCHOOL NEWS.

Forty students are enrolled in the two courses in practical journalism at the University of Nebraska started this semester by Professor M. M. Fogg.

Four courses in journalism will be given by the department of journalism during the summer session at the University of Wisconsin this year.

The University of Oregon News Bulletin, edited by the department of journalism, now has a regular edition of 3,000.

Walter Williams, dean of the school of journalism at the University of Missouri, addressed the Florida Press Association at Miami, March 25.

Thirty students of the University of Wisconsin will take a trip to Chicago April 30 to visit the various newspaper and printing establishments of that city.

Supported by both private and public finances, a school of journalism is to be inaugurated at the University of Leipzig, Leipzig, Germany, with the coming semester, under the direction of Dr. Buechner, professor of economics. There is to be instruction in three branches, political, commercial and literary reporting.

THE EDITOR AND PUBLISHER is mighty good value at two dollars the year—better order today.



More facts "touchin' on, and appertainin' to" The Syracuse Newspaper Situation

We thank "the excellent and eminent" POST STANDARD for its recent trade paper advertisement designating THE JOURNAL the "second paper" in the Syracuse field.

That is tantamount to an acknowledgment that it has attained first place in the afternoon field, "and praise from Sir Hubert is praise indeed."

However, we shall never be altogether happy nor perfectly satisfied until the POST STANDARD divides its circulation according to the request of the A. B. C. and thus admits the marked leadership of THE JOURNAL over even the POST STANDARD, by probably more than 5,000 in the City of Syracuse, and possibly by 10,000 in the City and Suburban territory as defined.

All three Syracuse newspapers are good newspapers, the people of Syracuse have said so emphatically in a circulation way.

Now let us make the circulation statements so frank, so complete, so comparable, that advertisers may know exactly how the vote stands.

**The Syracuse Evening Journal
Syracuse, N. Y.**

THE JOHN BUDD COMPANY
Advertising Representatives
Chicago

NEW YORK

ST. LOUIS

Advertising Gain 104,348 lines

Circulation Gain 30,147 copies

**The Evening Sun
Of New York**

Simple Statement of Advertising Gain

The Evening Sun gained in the first three months of 1915 over the same months of 1914 more than 347 columns of advertising, or 104,348 agate lines. This most creditable increase fully proves the general tendency among advertisers to make use of The Evening Sun's large business-producing circulation.

Simple Statement of Circulation Gain

The Evening Sun has passed the 140,000 mark in circulation—strictly paid. During the period ending March 31, 1914, its circulation averaged 110,056 copies daily. With the period ending March 31, 1915, the average circulation reached 140,203 copies, giving an actual gain of 30,147 copies daily. The Evening Sun has the largest high class circulation of any paper in its field.

Advertising History of 1914

EVENING SUN, 381,696 Lines, Gain

Evening Post 35,046 Lines, Gain

Evening Telegram .. 22,049 Lines, Gain

Evening Journal 75,489 Lines, Loss

Evening Globe 278,851 Lines, Loss

Evening World 589,584 Lines, Loss

Evening Mail 827,567 Lines, Loss

The Evening Sun has the Largest high class circulation

"I am a firm believer in the State of Texas"—JAY GOULD.

THE ORANGE LEADER

Daily (Evening) and Weekly, is the **ONLY** paper that covers the richest section of Southeast Texas and Southwest Louisiana.

This fast growing lumber and rice producing section has the highest per capita wealth in this country.

The value of the rice crop of Orange County alone—of which Orange City is the county seat and metropolis, and the Evening and Weekly Leader the only papers published—is over \$600,000 annually.

There is only one way to effectively reach the thousands of prosperous citizens of this rapidly developing section of the Southwest—by telling your story through the columns of

THE ORANGE LEADER CIRCULATION

Daily 1,225
Weekly 1,865
and growing with the country.

Sworn Government Statement of the circulation of The Leader can be verified, either by the books of the company or anyone who wishes to see the presses run.

Investigate the commercial rating of the owner of The Leader and prove to your own satisfaction, that we are a responsible institution.

The Evening and Weekly Leader are strictly home newspapers and are so edited as to exclude all objectionable news and advertising.

The Leader will gladly give advertisers wishing to take up this territory, full local co-operation.

Drop us a line and let us tell you just how complete this co-operation is. Advertising rates on application.

THE LEADER PRINTING CO.,
Orange, Texas.

W. H. STARK, Owner,
HUGH K. TAYLOR, Manager.

Foreign Representatives
ROBERT W. SYKES, JR.
Metropolitan Building, NEW YORK
WALTER U. CLARK,
Advertising Building, CHICAGO, ILL.

"One newspaper in the home is worth a thousand on the highways."—Marsh Field.

The Orange Leader is a home paper.

AMONG THE EXHIBITORS.

List of the Concerns Who Showed Samples of Their Work.

There was a large aggregation of exhibitors distributed throughout the convention floor at the hotel, and a constant stream of visitors were entertained by the various representatives.

THE EDITOR AND PUBLISHER was in rooms 100 and 101.

The Mergenthaler Linotype Exhibit occupied the East Room and room 151. They were in charge of H. W. Cozzens, the sales manager, assisted by D. S. Kennedy, salesman; George E. Lincoln, Chicago representative, and Thomas Bland, of the Toronto agency.

The interesting parts of their exhibit consisted of the first machine, introduced in March, 1883, the first band machine, produced in 1884, the second band machine, of 1885, and the first blower machine, perfected in 1886, together with a copy of the first newspaper page ever set on a linotype, the New York Tribune, of July 3, 1886.

In another group were models 4, 5, K, 8, 9 and 14, all in operation. The comparison between the first and the last machines was striking indeed, and excited a great deal of interest.

"Every Week," the new magazine insert, occupied room 110 and the visitors were received by John H. Hawley, president of the company, and L. D. Gardner. A copy of the initial issue was to be seen, and it is but fair to say that it is a beauty, typographically, as well as artistically, and filled with interesting matter. The distribution plan was outlined very fully and elicited a great deal of interest.

The Lanston Monotype Company had space in the Myrtle room corridor, where two machines were set up and working. One was a plain type caster, and the other was the new automatic cutter with the lead, rule and slug attachment. This exhibit was in charge of R. W. Swift, assistant to the president, assisted by F. H. Green, the New York manager. J. E. Lewis, manager of the New England branch, H. D. Best, manager of the Philadelphia branch, R. Berseford, western manager, and H. H. McMahon, Canadian manager. Mr. Swift was the center of an animated group all busy extending congratulations on the arrival Monday of Master Swift Third, mother and baby are doing nicely, thank you.

The Newspaper Feature Service occupied room 114. Mr. Koenigsberg was assisted by A. L. Fowle and F. R. Margeson.

Their exhibition was comprehensive, consisting of the comics, as well as many other features for which this company is famous.

The International News Company had rooms 102 and 104 and the exhibit was in charge of R. A. Farley, general manager. Traveling representatives and bureau managers from many points were in to meet their clients and try to make new ones. The show consisted of Sunday magazines, comics, war lay outs, news mats and wire reports.

The Intertype Company occupied the Myrtle Room, and had three machines working, models A. B. and Y. F. G. Small was in charge of the exhibit.

The exhibit of the Duplex Printing Press Co. was in room 117. I. L. Stone, chairman of the board; R. Hoe, president; John Griffiths, sales manager, and C. F. White, Wesley Dammes, I. C. Squier, Eugene Jauregur, William May, salesmen, were the men in attendance. There was one of their latest improved tubular plate casting moulds and a cast steel bearing frame for tubular presses erected on the floor, demonstrating the strength and simplicity of the machine, and the walls were tastefully decorated with pictures of the many presses that are working throughout the country.

The National Electric Bulletin Corporation was in room 109. Carl Staahlgren was in charge of this show. This bulletin prints stories much in the manner of the ticker, but on big paper and in letters nearly two inches high.

The World Color Printing Company exhibit was in room 144. It was in charge of Robert S. Grable and W. H.

Haine. The display consisted of comics, fashion and beauty mats, baseball posters and was fully up to the usual standard of this company.

The McClure Newspaper Syndicate occupied the Banquet Hall. C. T. Brainard, president of the company, was in charge of the affairs and C. V. McAdam, P. C. Eastment and E. J. Parker were helping him show the goods. And they were pretty good goods, too, "Our Country by Our President," comics in pages and strips, etc.

R. Hoe & Co. occupied the State Apartments. Thomas C. Worden assistant secretary, was in charge of this room, and had with him Oscar Roesen, Sr., Oscar Roesen, Jr., A. Bowie, H. S. Mount, O. L. Crain, F. S. Parker, R. L. Bouis, A. J. Gallian, H. Reynolds and C. D. Peterson, salesmen.

The New York Sun Feature Service had an exhibit in the East Foyer. It was in charge of James A. Seavy. This exhibit had a direct wire and furnished baseball scores and news bulletins.

Other features of The Sun News Service exhibit are samples of the Sunday edition's layout and original cartoons by members of The Sun's, The Evening Sun's and Sunday Sun's staff of artists.

F. J. Haskin, the Washington newspaper man whose feature letters are largely used, occupied room 107.

The Wood Newspaper Corporation had quarters in the East foyer, where Benjamin Wood was meeting his friends in the business. Nelson Maynard and Herman Winter Jr. were there, too, and they were all distributing copies of their paper, "News of the Woods," containing a most interesting symposium regarding the seven or eight column newspaper, as well as proofs of a model layout first page, which was designed by Henry A. Wise Wood.

The Central News of America had room 116, in which were installed two tickers, which carried their full report. Two additional tickers were set up in the corridor for the convenience of visitors. This work was in charge of J. B. Shale and R. M. Bonifield.

The Associated Newspapers were located in the white and gold room, where S. M. McClure greeted visitors and tried to interest publishers in this service.

The Little Citizens' Corporation, a new arrival in the syndicate field, occupied room 146, where Mrs. L. E. Ray and D. M. Cory explained what they hope to do in the way of syndicating a children's service in the shape of a section of newspapers.

The Cutler Hammer Co. had an exhibit in the East room. Frank Low, sales manager, was in charge, and S. C. Finch was helping him show their specially designed pots for heating linotype and intertype metal with electricity instead of gas. While the exhibit itself was small, all of the linotype and intertype machines being operated on the floor were casting from metal heated with electricity.

A new automatic temperature control was another interesting feature of the exhibit.

The Thompson Type Casting Machine Co. had a machine in operation in the East room. This was in charge of John Murrav, manager, who had with him John O'Sullivan and C. J. Romans.

The Fourth Estate had headquarters in room 106.

Wurzburg to Conde Nast.

A farewell luncheon was given by the members of the Advertising Department of The New York Times, on Saturday, April 17, at Shanley's, 42d street restaurant, to Francis L. Wurzburg, who has been a member of the Advertising Department of The Times. Mr. Wurzburg severs his connection with The New York Times to become vice-president and general manager of Conde Nast's Royal Pattern Company.

Wade Agency, Chicago, Ill., is sending out copy for farm papers for the Albaugh-Dover Company, of the same city.



What philosophical but hard-headed old Moses Irons says about Memphis and THE COMMERCIAL APPEAL in the April issue of System is right to the point, but he is a year old on circulation figures. The recently published Government report shows a nice gain as usual:

Daily (paid) 59,702
Sunday " 94,262
Weekly " 95,403

Incidentally, but equally to the point, 98 per cent. of the city circulation is home delivered and 95 per cent. of the newspaper readers of Memphis read THE COMMERCIAL APPEAL.

And Mr. Good Times is at home again in Memphis.

THE COMMERCIAL APPEAL
Memphis, Tenn.

THE JOHN BUDD COMPANY
Advertising Representatives
Burrell Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis

"A world of facts lies outside and beyond the world of words."

Proving its circulation to be the largest of the better kind in the New York Evening field, THE GLOBE sells it strictly as a commodity and has forced its competitors to do the same.

That is why THE
less per line per
Average net paid circulation ended February 28,
Net paid circulation for
1915

The Globe
Advertising

A. N. P. A. WEEK.

Topics Taken Up by the Great Meeting of Newspaper Publishers—One of the Greatest Meetings From an Educational and Generally Beneficial Standpoint—Matters of Vital Importance to Those in the Publishing Field.

TOPICS PROGRAM.

1. How far should publishers go in censoring exaggerated bargain advertising offered them for publication?
2. What is the practice of members regarding advertising contracts offered publishers conditional on the purchase of a "service" such as poultry columns, dramatic columns, etc.?
3. What charges do members make for the "triangular" copy lately offered by some tobacco advertisers?
4. That the publicity about "fake" advertising is doing more harm than good. The people will really think that there is something wrong when there is not.
5. In which if in any cities do either white or Chinese laundries conduct advertising campaigns similar to those of Toronto and Montreal?
6. Why should newspapers accept book campaigns on contingent fees?
7. What course has been followed by members in handling automobile contracts received from agencies, calling for one-half of the amount to be collected from the local dealer?
8. Have newspapers profited by the Westfield Pure Food campaign advertising?
9. Should publishers not refuse to accept all propositions for advertising which carry with them a provision for the purchase of a service of some sort, either moving picture or otherwise, which the newspaper does not need and does not want, and which amounts practically to a liberal discount from the advertising rate?
10. Many advertising contracts provide for a rebate in the event of decreased circulation. Is it a poor rule that does not work both ways. What newspapers, if any, when accepting such contracts, insist upon an increased rate in the event of increased circulation?
11. In what cities do newspapers not allow commission to advertising agents on local business?
12. What has been the experience of members regarding the advertising of trading stamps, security vouchers and similar trade devices? Have the labor unions objected to such advertisements, and has it led to any complications with advertisers?
13. What is the status of legislation in the different states regarding trading stamps? Has any law been passed to stand the test of the Supreme Court? What is the attitude of the home merchants and newspapers?
14. In what manner have members dealt with the new form of the trading stamp idea revived on the Pacific Coast and the West, in which is included railroad mileage, theatre tickets and merchandise coupons?
15. What has been the final result of the litigation in Salt Lake City to force newspapers to accept trading stamp advertising?
16. Is the publication of motion picture serial stories beneficial to circulation? Would the newspapers generally have benefited more by refusing this co-operation, which probably would have resulted in general advertising by the film companies?
17. Why should publishers of daily newspapers pay out their money at the rate of \$3.00 per week (or page) for moving picture serial stories, when the feature does not half justify the expense? If we stand together we can make them "pay for it."
18. What has been the experience of members with stories published in connection with moving pictures so far as circulation is concerned?
19. Have papers using premiums run into complications with advertisers over same?
20. What experience have members had in prosecuting for thefts of subscription lists?
21. Is the practice of an exchange of checks in payment of subscriptions to other newspapers increasing?
22. What have members found to be the result of putting their publications on a non-returnable basis?
23. "The Bulldog" or predated paper.
24. The competition among newspapers in the giving of circulation figures and advertising lines in comparison with the other papers is a pernicious practice and injures most the paper resorting to such methods.
25. Newspaper conveyors. What members have worked out satisfactory ways that cost less than Samson and other costly devices?
26. What experience have members had with Hoskins Dross Refining Furnace?
27. There seems to be no standards of practice in many newspaper mechanical departments. It is therefore suggested that newspapers combine in the establishment and support of an experimental laboratory which shall seek all methods now in use in connection with each mechanical step and then by careful scientific tests

- select the best method, improve it, and publish results of the investigations for information of all subscribers to the plan.
28. What newspapers do not give free publicity to automobiles and what has been the effect on the advertising columns of those that have discontinued giving such free publicity?
 29. The Canadian Government has conducted various paid advertising campaigns and Great Britain pays for its advertising for recruits, while the Departments of the United States Government seek free publicity. What means if any should be employed to cause the United States Government to discontinue this practice now largely indulged in by the Post Office Department, Reclamation Service, Bureau of Highways, Coast and Geodetic Survey, Department of Commerce and Labor, Navy Department, etc.?
 30. The organization of the Bureau of Publicity of the Department of Agriculture indicates that those departments are awake to the power of publicity. What steps should be taken to constitute these bureaus as advertising departments which shall handle problems of agricultural distribution, etc., in an effective manner?
 31. Has there been a lessening or an increase in the receipt of unsolicited contributions for free publication in the news columns?
 32. What prospect have the paper manufacturers of securing a standard rate of 2 cents at the mill?
 33. What is the best method of checking up overweight of news print?
 34. Should newspapers co-operate with the forthcoming convention of the Associated Advertising Clubs of the World?
 35. Should the A. N. P. A. trade deal with the typewriter companies be abolished?
 36. Does the scale of wages for reporters differ greatly in cities with a population of from 100,000 to 150,000?
 37. What duty does a newspaper owe to its readers as regards clean advertising as well as clean news?
 38. Shall the annual or monthly dues be increased?
 39. Should not the A. N. P. A. urge and secure the passage of an amendment to the present law, compelling semi-annual statements of sworn net paid circulations of newspapers, that the Government shall investigate these statements, and shall prosecute criminally for perjury, publishers who utter false statements?
 40. That the Association rescind its action of last year in supporting the Iniquitous Federal Law requiring daily newspapers to give circulation and debts?
 41. Cannot the A. N. P. A. members, like other business men, adopt and enforce uniform trade customs. If so, how?
 42. Have the newspapers of Ohio profited by the recent court decision under which they may print the contents of papers regularly filed in open court? In what States other than Ohio have members met with similar restrictions that should be abolished?
 43. In what manner have pure advertising laws or other legislation affected newspapers?
 44. What has been the effect of the anti-litour legislation in Alabama and other States?
 45. Have public utilities laws affected the newspapers of Maine or other States?
 46. Now that Colorado has failed to pass legislation that would make newspapers public utilities, is there prospect of such legislation by other States?
 47. Will the idea contained in the trade commission bill, if carried to its logical extreme, result in governmental regulation of all newspapers?
 48. What members if any have paid damages during the year for infringement of copyright? (This refers to Alan Dale's demand for damages.)

LABOR.

- A—Have any local Typographical Unions modified the priority law in accordance with the priority proposition adopted by the last I. T. U. convention?
- B—How many offices appoint the assistant foreman of their composing rooms, as well as heads of ad. and other composing room departments without reference to priority?
- C—How many offices have the right to operate their composing rooms more than eight hours on any one day or night on the basis of a 48-hour week?
- D—How many publishers operate semi-automate machines with one man?
- E—How many publishers have recognized mailable unions during the past year?
- F—Are there any publishers who employ apprentices on autoplating machines?
- G—In how many cities besides New York have local pressmen's unions agitated the question of withdrawing from the International organization?
- H—Should A. N. P. A. contracts with the typographical union continue to be one-sided arrangements with all concessions to the unions and few if any to the publishers? Isn't it time to follow the example of New Orleans and call a halt?

To Obtain Sure Results from Advertising Use This Master Key



for with it you can gain admittance to over 100,000 Italian Homes.

Are you using it? If not, why not?

In circulation and influence Il Progresso Italo-Americano is the leader of the Italian Papers.

It is read by a clientele that all advertisers should reach if considering Italian advertising.

Its circulation is national.

It is the only New York Italian paper member of the Audit Bureau of Circulations.

It is in a class by itself, as shown by the figures given below, same being taken from the circulation statements to Post Office authorities October 1, 1914, and April 1, 1915:

	October 1 1915	April 1 1915	Loss in 6 Months	Gain in 6 Months
Il Progresso Italo-Americano..	82,199	98,425	16,226
Giornale Italiano	34,700	28,000	6,700
Araldo Italiano	21,100	17,920	3,180
Telegrafo	11,400	6,300	5,100
Bollettino della Sera.....	45,004	51,546	6,542

Il Progresso Italo-Americano has a lead of 46,879 copies over its nearest competitor.

When making up lists be sure Il Progresso Italo-Americano is included.

Send for rate card and A. B. C. Statements.

Il Progresso Italo-Americano

Editor and Publisher: Chev. Carlo Barsotti

42 ELM STREET Tel. 3470-1 Worth NEW YORK CITY

LIVE TOPICS DISCUSSED BY READERS

[Under this caption we will print each week letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the cooperation of our readers.—Ed.]

Concerning Pyramid Make-Up.

Winona Republican-Herald, Winona, Minn., March 25, 1915. The Editor & Publisher: Having the interest of its readers at heart, The Republican-Herald, some three years ago, decided that it would be best to segregate the advertising on the right-hand side of every page where advertising appears. We placed the largest ads in the lower right-hand corner, graduating them upward and to the left, so that the smaller ads would not be lost sight of by the readers when looking through the paper.

If any advertiser wanted position next to or preceded by reading matter we charged said advertiser an extra amount, at all times following the style of arrangement as laid out.

We have had several disputes with our larger merchants stating that their ads were being "Snowed Under," and that it was impossible to get results. They acknowledged that they got results at times, yet blamed the paper for occasions when they did not secure as favorable results.

We have contended that a large advertisement properly displayed would be seen, no matter where it was placed on the page, if it had the goods at the right price back of it.

Last week the two largest stores in the city withdrew their advertising from The Republican-Herald because we would not give them position without extra charge—because we favored the small advertiser, seemingly, by giving him the preference as to position, and because we would not place the small advertiser underneath the large ad, thereby placing a handicap upon the small one.

We should like to have your honest opinion as to our ideas, for we have contended that journalism is on the upward trend and we also contended that our method was the proper one.

SCOTT LAIRD, Manager.

Your make-up is according to the best practice. On the "long haul" it should bring the "grist to the mill." The New York Times and other leading newspapers use the pyramid form of make-up.

Pleased to Comply.

Baltimore, Md., American, April 9th, 1915. We have a copy of your publication of April 3rd in which you have us listed under the heading of "Government Statements for April and October, 1914." We note you have us listed as follows:

Baltimore American, Morning and Sunday, 78,135—\$3,910.

This is the circulation of the Daily American; you have made no record of the circulation of the Sunday American. This is no doubt an oversight on your part and if you are going to continue to print these circulation reports, won't you kindly in the future see that the Sunday American is included? We are enclosing you copy of the last Government report of the Sunday American, Daily American and Evening Star.

CHAS. C. FULTON & CO., FELIX AGNUS, Publisher. Per H. M. SCOTT.

Typographical Error.

Cincinnati Post, April 8, 1915.

The Editor and Publisher:

In your issue of April 3rd, page 888, you print the circulation statements of The Cincinnati Post, as filed with the Federal Department April, 1914, and October, 1914. I am writing this to call your attention to a typographical error in the statement for April, 1914, as you show it. Our statement filed at that time showed a net paid circulation of 106,924. In your list you have dropped one figure six and made it read, 106,924, which is 60,000 less than the circulation we had for the period covered. We hope you will find a way to correct the impression, which this error may establish in the minds of your readers.

Enclosed is a copy of our more recent statement filed April 1st, 1915, showing a net paid circulation of 133,917. You will note a small loss, to which I am not particularly directing your attention, except to explain that the October statement covers the baseball period of 1914, while the April, 1915, statement does not have in it any of the additional baseball circulation.

It would appear to be unfortunate for the newspaper business at large, if any great number of publishers should change their postal statements from absolutely net paid figures to gross figures of distribution. It may be that court decisions finding no penalty attached to misrepresentation in these postal statements, would bring about a letting down in the heretofore strict interpretation of their meaning, but it would be unfortunate if that condition should prevail to any considerable extent.

H. H. HOFFMAN.

The Brooklyn EAGLE

Does It Again—Installs Thirteen More Multiple Magazine Linotypes

This makes its composing machine battery the largest complete Multiple Magazine Linotype plant for newspaper work in the country.

Thus the Eagle once again is a leader in efficiency methods and in its determination to maintain its equipment at a standard which means increased service to its clientele.

The Multiple Linotype Way Is The Modern Way

MERGENTHALER LINOTYPE CO.
NEW YORK CHICAGO
NEW ORLEANS SAN FRANCISCO
CANADIAN LINOTYPE LTD., TORONTO

Official Statement to the Federal Government of the Ownership, Management, Circulation, Etc., of THE DULUTH HERALD

Published every evening except Sunday at Duluth, Minn.

MANAGEMENT:

Editor, Stillman H. Bingham, Duluth, Minn.
Managing Editor, Wm. T. Thompson, Duluth, Minn.
Business Manager, Col. Wm. F. Henry, Duluth, Minn.
Publisher, THE HERALD COMPANY, Duluth, Minn.
President, A. C. Weiss, Duluth, Minn.

OWNERS:

THE HERALD COMPANY, Duluth, Minn.
Stockholders: { Alfred J. Frantz, Duluth, Minn.
Kay S. Richardson, Duluth, Minn.
John D. Stryker, Duluth, Minn.
A. C. Weiss, Duluth, Minn.

Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities:

No bonds, mortgages or other securities outstanding.

PAID CIRCULATION

Average number of copies of each issue of this publication sold or distributed through the mails, or otherwise, to paid subscribers during the six months preceding the date of this statement—

30,587

WM. F. HENRY, Business Manager.

Sworn to and subscribed before me this 1st day of April, 1915. (Seal) J. L. DORSEY, Notary Public, St. Louis Co., Minn. (My commission expires Jan. 2, 1916.)

COMPARISON WITH PREVIOUS REPORTS IN EACH CASE THE AVERAGE CIRCULATION DURING THE PREVIOUS SIX MONTHS IS SHOWN.

First report, Oct. 1, 1912.....	27,679
Second report, April 1, 1913.....	27,781
Third report, Oct. 1, 1913.....	28,221
Fourth report, April 1, 1914.....	28,615
Fifth report, Oct. 1, 1914.....	29,922

A Herald in Practically Every Duluth Home Every Night

The Duluth Herald is a member of the Audit Bureau of Circulations, the recognized authority on expert circulation examinations.

FAVORS BUNGALOWS.

F. G. Bonfils of Denver Post Offers to Be One of 15 to Furnish Funds for Journalists' Home.

As Mr. Walker's offer originally made in the March 27 issue of THE EDITOR AND PUBLISHER to donate a tract of forty acres as a site for a journalists' home was sent out by the Associated Press, the subject received wide publicity. Many letters have been written to THE EDITOR AND PUBLISHER and to Mr. Walker approving of the idea of establishing such a home and praising Mr. Walker for his generosity. Quite a number of these letters have already been printed in these columns.

It has been suggested that Frank A. Vanderlip, president of the City Bank, New York City, be made treasurer of the fund to be raised for building and equipping the home. Mr. Vanderlip was a Chicago journalist when Lyman J. Gage appointed him as his assistant when he became Secretary of the Treasury.

There are several sources from which contributions may be expected. First, those newspapers and periodicals that have on their payrolls an honorary list of men who have given the best that is in them to the upbuilding of those properties but have now reached an age where it is no longer possible to perform the exacting duties of the profession; second, those who would be willing to contribute a small sum each week as a sort of insurance against absolute want in old age or in case of disability owing to a breakdown in health; third, wealthy publishers who feel a strong interest in the men with whom they once worked and to whom they desire to be of service; fourth, men who have accumulated fortunes in other lines of work but who got their early start in journalism and take pride in the fact; fifth bequests.

It is regrettable that the rewards for men who give of their genius to the service of the public are too often left unprovided for towards the close of life. Perhaps there has never been a more striking example of this fact than that of Thomas Nast. It was he who ousted the Tweed ring, and New York owed him a debt that was never paid. Nast refused a bribe of \$200,000 offered by Tweed to drop his work and go abroad on a vacation. Nast stuck to his post and Tweed went to prison and to death. Tweed's lawyer became Secretary of State and Nast fell into such straits that he was glad to accept a \$1,400 consulate in a yellow fever country where he perished.

The printers have a beautiful home at Colorado Springs which has proved a harbor of refuge to many a worn-out compositor. Homes for members of various trade unions and fraternal organizations have been provided. It is reasonable to suppose that there are enough newspaper men who see the need of a home for the broken-down members of their own profession and are willing to support it, to make the Walker project a success.

F. G. Bonfils, of the Denver Post, in a letter to THE EDITOR AND PUBLISHER, writes as follows:

"The Post would agree to be one of fifteen of the leading papers in the United States to build, furnish and donate a bungalow along the lines suggested by me in my former communication. I have no doubt I could find an ideal location for this home, and I think the bungalow idea is better than one building for all. It would be more individual and give more freedom and be more homelike."

D. D. Moore, editor of the New Orleans Times-Picayune, writes: "That there should be such an institution everyone will agree, but just how to go about securing it is the problem. I have felt that it would be wise to wait until the meeting of the A. N. P. A., when, no doubt, Mr. Walker's suggestion and his generous offer will be very thoroughly discussed by the publishers of the United States and Canada. Then we will all

An Interesting Letter from the Brilliant "Marse Henry."

THE COURIER-JOURNAL.

LOUISVILLE, April 19, 1915.

THE EDITOR AND PUBLISHER:

Any movement towards some provision for the super-annuate of journalism always commends itself to me. Fifteen years ago such a movement was started in Philadelphia. It was under the patronage and auspices of the International League of Press Clubs. The late Colonel A. K. McClure and the late Chas. Emory Smith were among its promoters. I was drafted into service as another. I have made the last ten years three assaults upon Andrew Carnegie for a money endowment—the last only two years ago. He has remained adamant to my entreaties. The secretary-treasurer of the embryo home for Journalists was James S. McCartney, for a long time connected with the Philadelphia Record. I am as ready now as then to do my best. Let me suggest that you communicate with Mr. McCartney and ascertain what has been done and is being done, if anything. There is no suggestion of Mr. John Brisben Walker which is not worthy of consideration and respect. If you are within reach of him, do me the favor to present him my warmest regards. I would have answered your letter before, but that on reaching home from a winter in the south I face a mountain of work.

Sincerely,
HENRY WATTERSON.

be prepared to express an opinion as to the possibility of accomplishing what Mr. Walker has suggested."

E. R. Haas, of the Richmond (Va.) News-Leader, in commenting upon Mr. Walker's offer says:

"I sincerely believe in the need of such a home and can readily foresee the good it could accomplish. Further, I believe I am only one of the thousands of newspaper men in this country who have the same viewpoint. Therefore I believe that it would be possible to erect a home on this site worthy of our profession and every newspaper man would be glad to contribute his share toward a fund for its erection and maintenance. I have several in mind for the raising of this fund should it be undertaken."

NEWSPAPER MAKING.

The art of getting the greatest possible efficiency out of a force of advertising solicitors is one seldom learned by newspaper publishers for the reason that principles of management more often than not defeat the very purpose for which they were made.

Wide experience among many very successful newspapers shows that it costs from 8 to 12 per cent. of the business carried on to secure and care for it. Taking 10 per cent. as the mean, this indicates that a paper carrying, say, \$500,000 net of advertising per year is justified in spending \$50,000 on its advertising department.

The smaller the volume of business the higher as a rule will be found the percentage of cost of securing business, and the higher the rate per line per thousand. This is of course as it should be, but more often than not the publisher in his effort to hold down costs cripples efficiency.

If the volume is not sufficient to maintain a department capable of securing maximum results the only way out is to increase rates sufficiently to cover the necessary service, which is just as much in the interest of the advertiser as the newspaper.

A well equipped advertising department renders a service to the business men of a community only secondary in importance to the printing of the advertising itself. For a newspaper solicitor to be able to show a non-advertiser how to increase his trade through advertising, as he can if he knows his business, justifies any reasonable rate.

Advertising as it is becoming better understood is meaning results rather than an expense. It makes little difference whether a man spends \$16.20 for an advertisement or \$18.70 if it sells the goods and brings new customers into his store.

Within reasonable bounds successful newspaper publishers are finding that it is a profitable investment to hire first class constructive salesmen able to talk merchandise and business promotion, regardless of what the talent costs, in place of mere copy chasers whose sole

purpose is to separate people from their money.

The man who can call upon a merchant or other business man and talk intelligently regarding the line of trade in hand, and map out a definite continuous campaign of advertising that brings results, whether it be large or small, creates a permanent customer for the paper that will yield a handsome return on the amount paid him today in salary or commission.

The old notion that no advertising solicitor was worth more than a stated small salary is going out of practice. Newspapers are finding that the only way to get maximum results is to pay a man all that he can earn, and to appreciate him more the more that they pay him.

In most offices the advertising man is a mere incident of the moment. He is merely paid for the work he does today. A few years hence and he gravitates into positions elsewhere or goes into business for himself. The publisher reaps the cumulative results of the solicitor's efforts for years to come—as long as he is in business.

Definite theories regarding salaries to be based on certain percentages of new business and certain much lower percentages of renewals have worked out very well as an inducement to increased and continuous effort in many cases.

Some newspapers tell their solicitors that their salaries will be whatever they can earn on some such basis as this: Ten per cent. on new business; 7½ per cent. on increased volume from old customers; and 2½ per cent. on renewals.

Once each month the figures are prepared by the accounting department and each man shown exactly where he stands as a producer, whether he has literally earned his keep, or whether he is on the road to an increase in salary.

Business conditions and other matters considered each man is kept continuously keyed up to a higher pitch than if left to himself without intelligent and definite control. If a man drags behind for a series of months his own record is the best and most satisfactory justification of his dismissal.

NORTHCOTE.

Ad Men Protect Fire Sale Sign.

The Board of Trade and the Advertising Men's Club of Elizabeth, N. J., joined forces in protesting against the misrepresentation made by a firm of that city in advertising a fire sale. The landlord of the building in which the store was located was surprised to see immense signs advertising a "\$50,000 fire sale" across its front. Not caring to have his premises used for such a fake purpose he complained to the Board of Trade. The "Vigilance Committee" of the Board of Trade waited on the proprietor of the store and called his attention to several state laws aimed to protect the public from fraudulent practices in the conduct of sales of goods. The man in charge of the store admitted that he didn't have \$50,000 worth of goods in his store.

THE "FIXED IDEA"

of one of my inquirers is to buy a county seat paper in a civilized community for \$10,000, half cash, balance deferred. Interested owners may inquire about L. U.

C. M. PALMER
Newspaper Properties
225 Fifth Ave., New York

SOUTHERN DAILY

We represent the owner of one of the most desirable Daily newspaper properties of the South. This newspaper will be sold upon reasonable price and terms to a responsible purchaser with \$40,000.00 cash, which is required as a first payment.

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

MISCELLANEOUS

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

WANTED.

Every Editor who desires to get the right dope on Billy Sunday, the great evangelist, who hits Paterson April 4th, to send 25 cents for a five weeks' subscription to the Paterson Press, the city's most influential newspaper.

\$42,000 will buy a good class paper out of which owner takes \$8,000 besides salary. Harris-Dibble Company, 71 West 23rd Street, New York.

SITUATIONS WANTED

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

Somewhere there's a publisher who wants a business or advertising manager, or both. He may be a man who wants to unload responsibility and take things easier, or he may be one who wants more efficient management. In either case, consider these qualifications:

31 years old; nine years handling business and advertising on weekly and daily papers; never touched intoxicants; now advertising manager and assistant business manager daily of 6,500 circulation, and have increased receipts over 60 per cent. and managed advertising department at cost of 10 per cent.; experienced advertising writer, do all this work for advertisers, getting better results and more space; endorsements from advertisers and from agencies I have solicited; highest references from present employers.

Want to make change because quarreling among owners for control makes present position undesirable; full details furnished; prefer position and town that merits permanent location, and will buy stock if mutually satisfactory. An opportunity for a strictly reliable man is more sought than big salary. Address, "Easterner," Care Editor and Publisher.

ARE YOU IN NEED OF AN ADVERTISING MAN?

One who is capable and experienced in writing as well as soliciting copy, with the ability and willingness to give real, efficient service; active; reliable; accustomed to handling foreign as well as local advertising; first-class references; employed, but wish to get in larger field. Address Worker, care Editor and Publisher.

EXPERIENCED DAILY NEWSPAPER EDITOR wants situation as the editor, editorial writer or telegraph editor of Republican daily paper. D. 1463, care 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.

COMPOSITION EXPENSE

Readers Discuss Cost of a Line of Type and Bring Out Some Interesting Facts Worth Knowing.

Few subjects have appealed more directly to publishers of newspapers than the topic, "What is the cost of a line of type?" which has been discussed in these columns during the past three weeks by our readers. Edgar F. Bartlett started the ball rolling in our issue of March 27. The following letters on the subject are worth reading.

G. B. Daniels, publisher of the Oakland (Cal.) Enquirer, writes:

"Your question, 'What does a line of type cost?' it seems to the writer should be divided into two separate questions—first, 'What has a line of type cost?' second, 'What will a line of type cost?' If divided in that way, the first question could, of course, be answered with some degree of accuracy. The second is in the same class of question as 'How old is Ann?'"

"In determining an answer to the first question, 'What has a line of type cost?' each publisher must for himself determine what portion of the general expense of publishing and circulating his newspaper is properly chargeable to the different departments.

"Edgar E. Bartlett, in his article, says that he believes that each department should be made to carry its own proportionate share of the cost. No doubt that would be the ideal way to divide an expense account whether in publishing newspapers or, in fact, in any other business of which the writer has knowledge. In nearly every kind of business there are departments necessarily conducted without profit, or even at a loss, for the good of the general business. I doubt if there is a department store in the country in which every department pays its just share of the expenses of the establishment.

A NEWSPAPER'S LIFE BLOOD.

"With newspapers circulation is absolutely vital or, as is so often said, it is the life blood of the newspaper, and it is absolutely necessary for a newspaper to have circulation in order to live at all. From this, however, it is not to be inferred that the writer believes in the publishing and delivering of newspapers free, for all records show that method to have been an absolute failure. In many localities, however, because of conditions, competition or necessarily expensive methods of delivery, it is not practicable to charge to the circulation department its proportionate share of the cost of the publication and delivery.

"It seems to the writer that there is but one way to treat this department; that is, meet conditions necessary to get circulation, deduct the receipts from circulation from the general expense account and the balance should be the

basis from which to determine the cost per line of advertising space.

"With this as a basis and the figures showing the total cost per month for a series of years of publishing and distributing a newspaper together with the total amount of advertising carried and receipts therefor, it should not be difficult for the publisher to determine just what his advertising space has cost him.

ESTIMATING FUTURE COSTS.

"As to the future cost, the only thing possible to do is to judge the future by the past, allowing a reasonable margin for contingencies. For a newspaper publisher to determine what the space he has to sell is going to cost him any day before his newspaper is published is simply impossible. In the first place, he has no means of knowing how much business he is going to carry, nor can he judge with any degree of accuracy as to the cost of getting out his publication. Something may happen at any moment that will require the expenditure of considerable sums of money above the normal for the covering of some news matter.

"Again, as Mr. Bartlett very properly says in his article, the cost increases rapidly with the decrease in the size of the paper, for it is necessary, as every newspaper publisher knows, to cover the news and cover the news well in order to hold circulation.

"In addition to all this, of course, it is necessary for every publisher to determine for himself the cost of a line of type in his publication as it is dependent on so many different factors. It appears to the writer that a discussion of this kind can be of value only if it causes newspaper publishers to give the matter of costs more consideration in the future than they have in the past."

AUTOMATIC TENSION DEVICE.

Inventors Claim That it Will Save Time and Money in Press Room.

Colonel James Elverson, Jr., owner and publisher of the Philadelphia Enquirer, and Willis S. Morse recently formed a company known as the Elverson-Morse Automatic Tension Company, which took over all patents controlled by Mr. Morse for the automatic control of web extension and margin adjusting on newspaper perfecting machines.

The entire pressroom of the Philadelphia Enquirer was equipped by the company, which expected to continue operations in the soliciting of business, but as the Cutler-Hammer Manufacturing Co., manufacturers of the Kohler press control system, had worked a great deal along the same lines, Colonel Elverson deemed it advisable to turn over to it the manufacture and sale of these devices under the Elverson-Morse patents.

The Cutler-Hammer Manufacturing Co. has been for the last eight or nine months under the direction of Mr. Morse, perfecting this device and getting it ready for the market. The device is already installed on one press in the office of the Milwaukee Journal and is being installed in the plant of Sears-Roebuck & Co., Chicago. Contracts have also been signed by the Jersey City Printing Company for its installation on their presses.

The value of the automatic-tension, as expressed by those who know of its working, is that it effects quite a saving in printing and white paper waste and will, under average favorable conditions, increase output of the machines to which it is applied, as it requires no adjustment when once started, thereby enabling the press to work at maximum printing speed for a longer period than where hang tension is used.

The value of the margin adjustment arrangement is that this is also automatic in its workings, and as it regulates the machine from one side of the web, all that is necessary is to set the margin when the roll of paper is first placed on the press and it will automatically maintain this margin throughout the entire run of the roll.

OF INTEREST TO PUBLISHERS.

"Women Who Have Won" is the title of a new 32 page book issued by The Chicago Tribune. It tells how Chicago women have made big successes through renting rooms. A few weeks ago The Tribune offered a series of eight cash prizes for the best true stories of success from "Tribune Room Renting" advertising. The book contains the eight prize winning letters telling in detail how these women started in with practically no capital and built up independent incomes of hundreds and even thousands of dollars.

The Mabley and Carew Company of Cincinnati, recently advertised 70,000 peach trees given away free to school children and the public of Cincinnati. Cards entitling the children to receive the trees were distributed in all schools. A coupon was published in the newspapers which entitled any person having no children attending school to one tree.

The Jewel Tea Company of Chicago, has started advertising in Chicago newspapers. This concern imports and manufactures all its products and sell direct to the consumer. The first advertisement in the new campaign hooked-up with a local legislative movement by announcing that the company advocates an eight-hour day for women in factories and that such a rule is in force in its own factories.

Pertinent Facts

Regarding the Syracuse Newspaper Situation.

The government reports of the three Syracuse Newspapers for the six months ending April 1, 1915, show net paid averages as follows:

Post-Standard.....	53,843
2nd paper.....	40,954
3rd paper	38,785

It is interesting to note that the second paper for the last six months published figures claiming over 42,500 (or about 1,500 more than the government statement) and the third paper has included its Sunday edition in its "Daily" average. It only claims 34,000 daily.

The actual figures show that the Post-Standard has about 33 1-3% more circulation than the 2nd paper and over 55% more than the 3rd paper.

The advertising figures for the daily newspapers of Syracuse for the first three months of 1915 show that the Post-Standard carried 82,880 lines more than the 2nd paper and 96,880 lines more than the third paper.

Lucy Beane Inc.

New York Chicago Boston Detroit

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 NEW YORK Lytton Building CHICAGO

STATEMENT

Of the ownership, management, circulation, etc., of Erie Daily Times, published daily except Sunday, at Erie, Pennsylvania, required by the Government Act of August 24, 1912, for April 1, 1915.

Editor, F. S. Phelps, Erie, Pa.; Managing Editor, F. S. Phelps, Erie, Pa.; Business Manager, John J. Mead, Erie, Pa.; Publisher, Times Publishing Co., Erie, Pa.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent or more of total amount of stock), F. S. Phelps, Times Publishing Co., Erie, Pa.; John J. Mead, Times Publishing Co., Erie, Pa.

Known bondholders, mortgagees and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities: None.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement. (This information is required from daily newspapers only) **22,617.**

JOHN J. MEAD, Business Manager.

Sworn to and subscribed before me this 3rd day of April, 1915.
(Seal) P. V. GIFFORD, Notary Public.

(My commission expires Jan. 16th, 1917)

The Philadelphia Press

As a Quality Advertising Medium

was again demonstrated in its Sunday issue of April 11th, 1915, when it carried more high class Real Estate advertising than any other Philadelphia paper

And

11,390 lines of paid-for Automobile advertising,—leading all other papers in this field.

The Sunday PRESS circulation, U. S. Government statement, April 1, 1915, was **157,908**—the largest high classed circulation in its territory and

Distributed Where Quality Counts

SAMUEL W. MEEK, Mgr.

Foreign Office
Louis Gilman

1103 World Bldg., New York

Western Office
C. George Krogness

901 Marquette Bldg., Chicago, Ill.

PRESIDENT THE GUEST.

(Continued from page 961.)

Davis, New York American; C. E. Dent, Tulsa World; William H. Dow, Portland Express & Advertiser; W. F. Dummer, Reading News-Times; J. U. Eldredge, Jr., Ogden Examiner; J. S. Elliott; Charles A. Evans, Middletown Argus; Robert Ewing, New Orleans States; John H. Fahey, Worcester Post; C. T. Fairfield, Rutland News; O. L. Fehr, Easton Argus; William H. Field, Chicago Tribune; J. B. Fishburn, Roanoke World-News; M. E. Foster, Houston Chronicle; George B. Freese, Canton Repository; W. E. Gardner, Syracuse Post-Standard; W. A. Garretson, Cincinnati Times-Star; George D. Givens, Henderson Gleaner; Frank P. Glass, Montgomery Advertiser; George H. Godbeer, Fitchburg Sentinel; Louis T. Golding, St. Joseph News & Press; F. C. Grandin, Battle Creek Enquirer; James R. Gray, Atlanta Journal; J. L. Greer, Denison Herald; W. H. Greer, El Paso Times; G. S. Griswold, Batavia News; Bruce Haldeman, Louisville Courier-Journal; E. J. Hale, Jr., Fayetteville Observer; Frederick P. Hall, Jamestown Journal; W. L. Halstead, Minneapolis Tribune; Conde Hamlin, Albany Journal; M. F. Hanson, Philadelphia Record; V. H. Hanson, Birmingham News; O. J. Hardy, Oshkosh Northwestern; J. H. Harrison, Danville Commercial-News; Chas. E. Hasbrook, Richmond Times-Dispatch; Edgar L. Haynes, Wilmington News; W. J. Hill, Hannibal Courier-Post; I. E. Hirsch, Pittsburgh Volksblatt; Richard Hooker, Springfield Republican; Geo. A. Hough, New Bedford Mercury; W. B. Howe, Burlington Free Press; Lewis C. Humphrey, Louisville Post; N. A. Huse, Norfolk News; E. B. Jeffers, Greensboro News; C. B. Johnson, Knoxville Sentinel; H. V. Jones, Minneapolis Journal; O. I. Jones, East Liverpool Review; Robert S. Jones, Asheville Citizen; William V. Jones, Utica Press; John Kaiser, Marietta Register-Leader; James Kealey, Chicago Herald; A. C. Keifer, Terre Haute Tribune; John C. Kelly, Sioux City Tribune; W. F. Kennedy, Fall River Globe; A. R. Kessinger, Rome Sentinel; Edwin J. Kiest, Dallas Times-Herald; A. R. Kimball, Waterbury American; William J. Kline, Amsterdam Recorder & Democrat; C. E. Kloeber; H. H. Knickerbocker, Middletown Times-Press; C. O. Knowles, Canadian Press; Frank Knox, Manchester Union; C. G. Krogness, Minneapolis Tribune; D. Lamade, Williamsport Grit; G. R. Leonard, B. Leopold, Altoona Times; A. M. Llecty, Schenectady Gazette; J. H. Long, Huntington Advertiser; J. D. Lorentz, Dallas News and Galveston News; H. J. McClatchy, Hanford Journal; Samuel G. McClure, Youngstown Telegram; N. D. McGinn, Lafayette Courier; A. N. McKay, Salt Lake Tribune; R. L. McKenney, Macon News; Egbert H. Mack, Sandusky Register; F. P. MacLennan, Topeka State Journal; P. A. Marden, Lowell Courier-Citizen; Arthur D. Marks, Washington Post; C. C. Marquis, Bloomington Pantagraph; Samuel W. Meek, Philadelphia Press; O. H. Mickley, South Bethlehem Globe; F. A. Miller, South Bend Tribune; K. B. Miller, Pittsfield Eagle; J. W. Milligan, Bradford Era; Lewis H. Miner, Springfield State Journal; H. G. More, Binghamton Republican-Herald; Geo. H. Moses, Concord Monitor; L. G. Niblack, Guthrie Leader; Robert L. O'Brien, Boston Herald; J. K. Ohi, New York Herald; George S. Oliver, Pittsburg Gazette-Times & Chronicle-Telegraph; William J. Pape, Waterbury Republican; John A. Park, Raleigh Times; Arthur A. Parks, Poughkeepsie Star; S. A. Perkins, Tacoma Ledger; William H. Pettibone, Detroit Free Press; H. M. Pindell, Peoria Journal; Edgar B. Piper, Portland Oregonian; E. G. Pipp, Detroit News; Edmund

Platt, Poughkeepsie Eagle; D. B. Plum, Troy Record; J. D. Plummer, Springfield Union; John Poppendieck, Milwaukee Sentinel; James F. Powell, Ottumwa Courier; C. H. Prescott, Bluffdale Journal; J. R. Ransone, Cleburne Enterprise; John R. Rathom, Providence Journal; John W. Rauch, Reading Eagle; E. Lansing Ray, St. Louis Globe-Democrat; Thos. Rees, Springfield State Register; C. H. Rembold, Cincinnati Times-Star; Victor F. Ridder, New York Staats zitung; T. O. Robertson, Cleveland News & Leader; Jason Rogers, New York Globe & Commercial Advertiser; C. C. Rosewater, Omaha Bee; F. F. Rowe, Kalamazoo Gazette; Frederick R. Salmon, Port Jervis Union; E. M. Scholz, New York Evening Post; J. C. Seacrest, Lincoln Journal; Carroll Snaffer, Indianapolis Star; John C. Shaffer, Chicago Evening Post; H. W. Shoemaker, Altoona Gazette; R. T. Small; E. E. Smith, Meriden Record; Edwin J. Smith, Newburg Journal; George D. Smith, Newark Star; Albert M. Snook, Aurora Beacon-News; G. A. Somarindyek, Scranton Republican; R. E. Stafford, Oklahoma City Oklahoman; E. B. Stahlman, Nashville Banner; F. C. Stevens, Lockport Journal; I. N. Stevens, Pueblo Chieftain; J. W. Stoddard, Baltimore American; J. L. Sturtevant, Wausau Record-Herald; W. G. Suttle, Savannah Press; Charles H. Taylor, Jr., Boston Globe; William L. Taylor, York Dispatch; A. S. Thompson; C. H. Thompson, New London Telegraph; C. T. Thompson; Frederick J. Thompson, Mobile Register; F. D. Throop, Muscatine Journal; Louis B. Tobin, Lincoln Star; D. E. Town, Louisville Herald; Alexander Troup, Reading Telegram; E. C. Trowbridge, San Francisco Call & Post; E. S. Underhill, Corning Leader & Democrat; George B. Utter, Westerly Sun; Oswald Garrison Villard, New York Evening Post; H. C. Vortriede, Toledo Express; R. R. Wallis, Macon News; B. E. Warren, Nashua Telegraph; R. M. H. Wharton, Harrisburg Patriot; Florence D. White, New York World; H. G. Whitney, Salt Lake Deseret News; M. W. Whitaker, Jackson Patriot; W. A. Wilbur, South Bethlehem Globe; Louis Wiley, New York Times; W. F. Wiley, Cincinnati Enquirer; H. P. Wolfe, Columbus Dispatch; R. F. Wolfe, Columbus Journal; George W. Wood, Lewiston Sun; Urey Woodson, Owensboro Messenger; L. J. Wortham, Fort Worth Star-Telegram; R. L. Wright, Haverhill Gazette; J. R. Youatt; Lafayette Young, Jr., Des Moines Capital; Joseph H. Zerbey, Pottsville Republican.

J. E. Hirsch, Pittsburgh (Pa.) Volksblatt. Van Lear Black, Baltimore (Md.) Sun. SOUTHERN DIVISION. Bruce Haldeman, Louisville (Ky.) Courier-Journal. James R. Gray, Atlanta (Ga.) Journal. Frank P. Glass, Montgomery (Ala.) Advertiser. Col. Robert E. Ewing, New Orleans (La.) States. H. C. Adler, Chattanooga (Tenn.) Times. WESTERN DIVISION. M. H. de Young, San Francisco (Cal.) Chronicle. S. A. Perkins, Tacoma (Wash.) Ledger. A. J. Blethen, Seattle (Wash.) Times. A. N. McKay, Salt Lake City (Utah) Tribune. I. N. Stevens, Pueblo (Colo.) Chief-tain. CENTRAL DIVISION. P. E. Butler, Joplin (Mo.) News. E. P. Adler, Davenport (Ia.) Times. J. L. Sturtevant, Wausa (Wis.) Record-Herald. E. W. Booth, Grand Rapids (Mich.) Press. Thomas Rees, Springfield (Ill.) State Register.

O. D. Brandenburg, Madison (Wis.) Democrat. J. F. Carroll, Portland (Ore.) Telegram. Immediately after adjournment the Board of Directors met for the election of officers which resulted as follows: Frank B. Noyes, publisher of the Washington (D. C.) Star, was re-elected president; D. D. Moore, of the New Orleans (La.) Times-Picayune, first vice-president; Benjamin H. Anthony, of the New Bedford (Mass.) Standard, second vice-president; Melville E. Stone was re-elected secretary and general manager, Frederick R. Martin, assistant secretary and assistant general manager, and J. R. Youatt was re-elected treasurer. The following executive committee was appointed: Frank B. Noyes, Victor F. Lawson, Adolph S. Ochs, Charles Hopkins Clark, Charles W. Knapp, W. L. McLean, Charles A. Rook.

(Continued on page 988.)

A. P. MEETING.

(Continued from page 960.)

The results of the elections of the Associated Press held during the morning were announced, as follows: BOARD OF DIRECTORS. Victor F. Lawson, Chicago Daily News, re-elected, 4,123 votes. W. H. Cowles, Spokane Spokesman-Review, re-elected, 3,783 votes. D. E. Town, Louisville (Ky.) Herald, new member, 3,237 votes. R. M. Johnston, Houston Post, re-elected, 2,597 votes. Herman Ridder, New York Staats Zeitung, re-elected, 2,481 votes. A. P. ADVISORY BOARDS. EASTERN DIVISION. John D. Plummer, Springfield (Mass.) Union. D. A. Miller, Allentown (Pa.) Call. James W. Green, Buffalo (N. Y.) Express.

The Dailies of Philadelphia who prove by their continued orders that they recognize and appreciate the superior excellence of IMPERIAL METAL are: The North American Philadelphia Press Evening Telegraph Philadelphia Record Public Ledger Philadelphia Inquirer Evening Ledger The Most Convincing Evidence of Merit is Home Use Is there a Careless Buyer on this List? Ask our prices Imperial Type Metal Co. Philadelphia

Use RINEHART TYPE METALS Once YOU WILL FORGET ALL OTHERS RINEHART STEREO TYPE RINEHART LINOTYPE RINEHART MONOTYPE RINEHART JOB TYPE All Questions Regarding the Use of Metal; Proper Formulae, Depreciation, etc., Cheerfully Answered. PITTSBURGH WHITE METAL CO. OFFICE AND WORKS: { 3116-18 PENN AVE., PITTSBURGH 160 LEROY ST., NEW YORK OFFICE AND WAREHOUSE: 136 PEARL STREET, BOSTON

Sprague Electric System of Newspaper Press Control WHAT DOES THE PRESSMAN WANT? Safety for the operator.—Protection for the press.—A steady, slow motion.—Smooth and rapid acceleration.—A fine inching movement.—A gradual start.—A quick stop.—No jerks.—No broken wags.—No broken gears.—Ease of operation.—No troubles. WHAT DOES THE PUBLISHER WANT? The best possible equipment.—Reasonable first cost.—Minimum power consumption.—Rapid production.—Lowest maintenance.—Least attendance.—No shut-downs. THEY ALL WANT SERVICE They get it by using the Sprague Electric System A system for every need. Full Automatic Control for small offices. Semi Automatic Control for small offices. Direct Current Equipments. Alternating Current Equipments. Single, Two and Four-Motor Equipments. Ten Horsepower to Two Hundred Horsepower. The most modern in design. The most rugged in construction. The Sprague Works makes the complete system. Send for New Bulletin No. 24282 If you are attending the convention, phone 2000 Greeley for information. SPRAGUE ELECTRIC WORKS of General Electric Company Main Offices: 527-531 West 34th Street, New York, N. Y. Branch Offices in Principal Cities

YOU are cordially invited, when in New York City at the A.N.P.A. Convention, to call at the office of The New York Evening Post and secure exclusive rights for several very valuable features not ordinarily syndicated. 20 Vesey Street, New York Take Subway to Fulton St. Phone, Cortlandt 84 Syndicate Department Main Floor Mezzanine

Polly's Paper Playmates

again make their bow to the Sunday Newspaper Publishers

GENERAL FELIX AGNUS said after using these beautiful colored cutout supplements that they were the sweetest and best feature the Baltimore American had ever used.

COLONEL E. A. GROZIER, Editor and Publisher of the Boston Post, said they were the best circulation builders he had ever used.

MORRILL GODDARD, Sunday Editor of the New York American, was kind enough to say that the fashions were the most up-to-date and the illustrations the best drawings of the kind he had ever used.

GEORGE OCHS, at the time manager of the Philadelphia Ledger, said his readers were perfectly captivated and interested in cutting out and fitting the patterns to the marionette figure, which appears in every supplement.

FLEMING NEWBOLD, Business Manager of the Sunday Star of Washington, D. C., said that not only the great reading public of the Star but all the ladies of the diplomatic corps were fascinated with the cutout features of POLLY'S PAPER PLAYMATES.

POLLY'S PAPER PLAYMATES is a colored supplement, 8 x 10 in size, printed from the very best half-tone plates in four colors on stock coated one side, weighing 62 lbs., finished to the ream of 500 sheets in size 22 x 28. They are delivered cut singly and the price has been reduced more than 20 per cent. since their first issue, and everyone of the foregoing publishers marveled at the low price at which we have heretofore sold the supplements to them.

The colored supplement itself is no longer the main proposition; we now print on each supplement a coupon calling for a ten-cent pattern of which there will be three to five on each plate. The money received by the publishers for the patterns pays a margin of fifty per cent. on the cost. We furnish the mailing envelopes and pay the postage. The patterns are sent out daily from New York, Chicago, or San Francisco, as we carry a large stock of the patterns in all of the three cities named.

WRITE OR WIRE FOR SAMPLE IN COLORS

This is a Great Circulation Producer.

It can be made to pay for itself.

JOSEPH P. SCHILLER SYNDICATE

Patentees and Sole Publishers

Schiller Building, CHICAGO, ILL.

JOSEPH P. SCHILLER SYNDICATE, Newspaper Sunday Supplements

604 Schiller Building, CHICAGO

POLLY'S PAPER PLAYMATES

PATENTED

POLLY READY FOR THE PLAYGROUND

Supplement to the BOSTON

OLYMPIAN SPA PATTERN COUPON
 CUT OUT THIS COUPON AND MAIL WITH **10c**
 TO PATTERN DEPT. THE BOSTON POST.
 YOU WILL RECEIVE A COMPLETE PATTERN.

Pattern No.....Bust Measure.....Waist.....
 Name
 Address



TITLE AND DESIGN COPYRIGHT 1915 JOSEPH P. SCHILLER SYNDICATE, CHICAGO, BALTIMORE AND NEW YORK

Cut along dotted lines, and slip doll's head into slits thus made. To make the dolls stand—mount on cardboard and paste a narrow strip of cardboard at waist line, which will form an easel.

Half-tone (showing black only) of Four-Color Sunday Supplement. See opposite page.

A. P. MEETING.

Continued from page 985.

An adjourned session of the Associated Press' annual meeting was held in the Astor Gallery on Wednesday morning. The principal business before the body was the reception of the report of the tellers on the vote for the amendment to Section 6, Article 7 of the by-laws, which provides for an extension of the time during which news shall be received by both the morning and afternoon papers. The amendment is, as follows:

The time limits for the receipt and publication of news by members shall be (standard time in all cases at the place of publication) as follows: Morning papers to receive not later than 9 a. m. and to publish not earlier than 9 p. m., except that for editions to be circulated only outside of the city of publication not earlier than the following morning, morning papers may publish not earlier than 5 p. m. and that Sunday editions so published may be circulated in the city of publication after 8 p. m. Saturday; afternoon papers to receive not later than 6 p. m. and to publish not earlier than 9 a. m. The service to afternoon papers between 4 p. m. and 6 p. m. to be of bulletin character; provided, that the Board of Directors may authorize that upon extraordinary occasions the Associated Press dispatches may be used in extra editions or for bulletins outside of the hours named.

It will be noticed that under this amendment the evening newspapers can begin the publication of editions at 9 o'clock in the morning instead of at 11, and can receive news until 6 o'clock p. m. instead of until 4, as provided under the original section. It will be remembered that a number of newspapers were brought to book last year for getting out editions before 11 o'clock a. m. Several of the publishers were summoned to New York to appear before the Board of Directors to make explanation of their action. It was finally decided to lay the matter over until after the annual meeting this week.

The adoption of the amendment seems to clear up the situation very materially and is a source of much satisfaction to the members, and especially to those who publish evening newspapers. The vote upon the amendment was 602 yeas, and 90 nays, a four-fifth majority being required to pass an amendment to the by-laws. The convention then adjourned.

D. E. Town, general manager of the Shaffer group of newspapers, who was elected a director of the Associated Press, has been associated with the business enterprises of J. C. Shaffer for 20 years. He was one of Mr. Shaffer's business lieutenants in 1901 when he was engaged in the construction of street railways and electric light plants, and purchased the Chicago Evening Post. Mr. Shaffer placed Mr. Town in charge of the paper as business manager. Afterward when he acquired the Louisville Herald, the Star League, consisting of the Indianapolis, Muncie and Terra Haute Stars; the Denver Times and Rocky Mountain News. Mr. Town was made general manager. He is the youngest member on the Associated Press Board of Directors.

Mr. Town, a westerner, accomplished the unparalleled feat of defeating an

eastern member and succeeds to the vacancy caused by the death recently of the late Samuel Bowles, many years editor and publisher of the Springfield Republican. It is said that Town had the solid support of the Chicago delegation. He ran third, defeating B. J. Anthony.

NEW ADVERTISING IDEAS.

The Wallace Novelty Company, New York, manufacturers of "Wallace Electric Lamps," follows up the inquiries to its advertising by offering \$100 to the person who sends in the list of names to whom the largest number of lamps is sold. To the next largest \$50, and the third largest, \$25. Each person is sent a numbered sheet to be filled in with twenty-five names and addresses. All sales made before May 31st are credited to the person sending in the list.

Large space in newspapers is being used to introduce New State Canned Foods which are packed in Oklahoma City. The copy is based on the idea of showing the housewife practical ways to provide the table with the things spring appetites crave.

PERSONALS.

Homer Mooney has resigned his position on the staff of the Reno (Nev.) State Journal and will edit the Nevada Democrat.

A. W. Tracey, formerly editor of the Hartford (Ind.) City Times, but for the past year editor and manager of the Bloomington (Ind.) Evening Journal, has resigned and will be succeeded by Frank Headley, of Bloomington.

W. H. Parsons, former news editor of the Milwaukee (Wis.) Journal, was given a farewell banquet in the rooms of the Milwaukee Motorcycle Club on April 17, on the occasion of his leaving for Chicago to become associate editor of Motorcycling.

Wilbur E. Warr, editor of the Ludington (Mich.) Daily News, has resigned and will begin the publication of the Weekly Signal.

Richard D. McDonough, city editor of the Portsmouth (N. H.) Chronicle for the past twelve years, has resigned to become assistant manager of the Colonial Theatre of that city.

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 Fredricka
225 Fifth Ave. 716 Peoples Gas Bldg.
New York Chicago

R. J. BIDWELL CO.

Pacific Coast Representative
of

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

742 Market Street
SAN FRANCISCO

AGENCY MEN APPROVE.

Opinions of Big Space Buyers on Circulation Statements.

Frank M. Lawrence, of the George Batten Company, of New York—"This is very valuable information and hard to get, as a lot of the publishers seem to give very little publicity to the statement. The only criticism we have is that your report is made too late. To be of value these statements should be published as soon after issuance as possible. The idea of showing two semi-monthly reports we think is fine; but we should have, for instance, within the next few issues the April, 1915, report, and October, 1914."

F. K. Beebe, of the E. T. Howard Company, Inc., of New York—"This information is undoubtedly of very great value inasmuch as it is in compact form and may be easily and quickly referred to. We do not doubt that every agency will find it very valuable."

Joseph E. Barr, Special Advertising Service, New York—"Your method of presenting circulation statements is certainly valuable."

Myer Lesser, president of the Blaine-Thompson Advertising Company, of Cincinnati, Ohio: "The statements presented in your recent number were very interesting and certainly will be useful to agencies."

Louis Honig, of the Honig Advertising Company, of San Francisco, Cal.:

"I do not hesitate to say that your edition which included the government statements of newspaper circulation will prove the most valuable compilation that we have in this office. I took the issue home with me, as is my custom, but brought it back for our file the following day. I have watched the improvement in your publication with much interest, and the eye and mind of a trained newspaper man are hardly necessary to realize the remarkable improvements recently made in THE EDITOR AND PUBLISHER."

S. Greve, of the S. Greve Advertising Agency, of St. Paul, Minn.: "We certainly appreciate your efforts in this issue and must say it is one of the best things of its kind that we have ever seen."

Topeka Daily Capital

Average net paid circulation for six months ending October 1, 1914 (Sworn)

32,917

Arthur Capper

TOPEKA, KAN.

Publisher

Connecticut's Biggest and Best Daily Newspaper

The Hartford Times

Hartford, Conn.

THE TIMES' circulation is 3c. circulation Home circulation

"One paper in the home is worth a hundred on the highway."

KELLY-SMITH COMPANY
Representatives

220 Fifth Ave.
New York

Lytton Bldg.
Chicago

CHARLES SEESTED

DIRECT REPRESENTATIVE

41 Park Row

New York

Telephone 569 Cortlandt.

Lead Daily Call

Published at Lead, South Dakota

Editor and Publisher J. A. Stanley: Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement, 1790. Sworn and subscribed to April 2, 1915.

THE meetings of the Associated Press and the American Newspaper Publishers' Association, which has just been held, has been a splendid inspiration, and shows me that there is business a plenty for publishers who go after foreign advertising in the right way.

I have the right way and can render the right kind of papers the right kind of service.

Write me for my proposition. It will be of interest to you. Sixteen years of intensive cultivation of the foreign field back of the work I offer you.

SOME PROMINENT AGENCY MEN ON THE PREMIUM EVIL



GETS A BLACK EYE.

FRANK PRESBREY CO.
NEW YORK, April 20, 1915.

THE EDITOR AND PUBLISHER:

I have read with keenest interest the article which appears in this week's issue of your valuable paper on the subject of the coupon craze.

I know of no subject before the newspaper and advertising world today of more vital importance. If the publishers of newspapers and magazines do not awaken to the peril of this coupon distribution and take strenuous measures to counteract it, they are going to suffer a far greater diminution of business than they have suffered during the last few years because of the hard times.

Many manufacturers are today hesitating as between coupons or advertising. There are very few products which can stand the expense of both.

Personally, I do not believe that the coupon scheme, as at present carried out, is good advertising for anybody. I do not believe that the manufacturer who adopts coupons in lieu of advertising will benefit in the long run. The only thing, outside of the quality of the goods, which will permanently establish trade is advertising. Any manufacturer who adopts coupons to sell his goods is at the mercy of the next manufacturer who will put in two coupons instead of one, whereas a reputation built up on advertising, without clap-trap premiums attached to it, is durable and lasting.

I hope you will carry on your campaign vigorously and, in doing so, you are serving not only the advertisers themselves but the manufacturers.

Yours very truly,
FRANK PRESBREY.

F.P./1

GEORGE BATTEN COMPANY, ADVERTISING.
NEW YORK, April 21, 1915.

THE EDITOR AND PUBLISHER:

In reply to your inquiry regarding the use of coupons as an advertising medium for national advertisers, I do not regard it as a menace to the more recognized channels. If it is good advertising, I think it will make its own way. If it is unprofitable, advertisers will soon discover that and it will die for lack of nourishment.

Unfortunately, so many seemingly plausible plans are tried out and are found wanting, that in the aggregate they cost advertisers a tremendous amount of money.

Very truly yours,
GEORGE BATTEN COMPANY,
George Batten, President.

G.B./M.H.

CHICAGO, ILL., April 21, 1915.

THE EDITOR AND PUBLISHER:

Replying to wire for our opinion of advertising versus premium coupons, we feel confident of the greater economic value of advertising. Consequently we

trust the business world not to drift far toward displacing it with less efficient methods. Your warning to newspapers, however, may well be heeded to help stem the tide of any temporary false enthusiasm. In any case, it will come to the survival of the fittest, and we trust advertising to be the survivor.

TAYLOR-CRITCHFIELD COMPANY.

CHICAGO, ILL., April 21, 1915.

THE EDITOR AND PUBLISHER:

Deeply regret I cannot endorse your statement that coupons are a menace to newspaper advertising. Your stand, I fear, will discredit newspaper advertising more than you will benefit it. You certainly don't want anyone to think the field of newspaper advertising has been fully developed and is feeling the effect of competition. You know and I know newspaper advertising is only in its infancy as a broad constructive service factor in everyday business life. Agitation, however, is always beneficial to truth, and I hope to see a deeper sense of responsibility on the part of newspaper publishers as the result of the vigorous campaign you are making. I do not question the sincerity of your propaganda against coupons, but I do believe that the greatest economic waste today is misdirected efforts; hence, I am sure that if the friends of newspaper advertising would spend the same time and thought and energy in showing manufacturers specifically how newspaper space could be used to advance their interests everybody would be benefited and no one, not even the very able capable salesmen who show merchants and manufacturers how to make effective the use of coupons, would take exception to such competition. Coupons certainly stimulate the idea of thrift in the minds of those who collect them. They reduce the cost of specialty salesmanship. The greatest menace in newspaper advertising today is the spirit of the knocker and the failure of newspaper publishers to realize that high class constructive salesmanship increases both the value and the volume of newspaper advertising. Nobody would buy coupons if clever, capable salesmen did not go out and show the man who buys them how to make the best use of them. Coupons and newspaper space are both instruments; each have their place in merchandising. The man who prefers coupons to newspaper advertising is as much mistaken as the man who would use a hoe exclusively instead of using a cultivator where it should be used. Newspaper space most valuable to the advertiser is that which is used most effectively. The greatest field I know today for constructive efforts is for men who will study the business of potential advertisers and learn the power and possibilities of newspaper advertising. They will then have both the knowledge and the courage to deter advertisers from using newspaper space along unsound lines; they can then show the enormous group of nonadvertisers how much more economically their business could be handled if they used newspaper space intelligently.

JOHN LEE MAHIN.

A. T. BOND, ADVERTISING,
20 Central Street, Boston.

BOSTON, April 20, 1915.

THE EDITOR AND PUBLISHER:

Your letter of the 17th, with our Massachusetts holiday intervening, did not reach me until this morning. I appreciate the urgency of your request, and would like to reply at length; but I dislike to make "snap" judgment on so serious a question—certainly to express myself without analyzing the subject. There are many angles at which to look: The dear public is always anxious to get something for nothing; and the coupon scheme is deliberately planned to cater to that almost instinct. This coupon business seems to have established itself within the pale of the law—even being made use of by certain influential newspapers for merchandising operations for their own emolument;

and will be very hard to squelch without first "clearing house" by the newspapers themselves—removing from the craft the bad example which is even a worse condition than what now menaces.

It seems to me that the "remedy" lies with the newspapers themselves, logically, to dispel, by an educational series of widespread articles, the impressions of benefit deluded people have formed, explaining, among other things, the pernicious habit of buying unneeded things on the lure of the insidious coupon, which always either adds to the cost of an article or else is, in cases of unreliable quality goods, deducted from the intrinsic value of the product.

But, when one gets down to brass tacks, the same conditions now confront the newspapers as when street car advertising was coming in vogue; and it is understood, I believe, that the newspapers are still on deck and doing business at the old stand.

Consider, for a moment, the plausible outcome of this coupon business. After just so many competing products make use of the coupon principle, the thing adjusts itself, i. e., selective inducement is lost in the shuffle; and the woman crazed to buy "Symkins' Syllabus" just for the sake of a coupon, knowing that she will get a similar coupon with some other brand, has lost the incentive.

And, with the loss of that incentive, she is getting back to the normal; and the advertising manufacturer will be the first to know of it (if he's alive and enterprising) and will return to the legitimate form of publicity—which I believe is the newspaper—if he's ever left it.

Cordially,
A. T. BOND.

CHARLES BLUM ADVERTISING CORP.,

"The Agency of Analysis,"

608 Chestnut Street.

PHILADELPHIA, April 20, 1915.

THE EDITOR AND PUBLISHER:

I have read with interest that article in your issue of April 17 which refers to newspaper advertising's greatest menace.

The distribution of coupons in goods is not advertising. It is a discount given after the order for the sake of creating such good will as it is hoped will lead to re-orders. Surely no manufacturer would say that by allowing a cash discount to his customer he eliminated the necessity for advertising; yet the coupon is similar to the trading stamp from the fact that it is nothing more or less than a form of discount.

Newspaper publishers who attempt to carry only truthful advertising in their columns could, with entire propriety, call upon the manufacturer who was using coupons to restrict his advertising reference to the mere statement of the issuance of such coupons. Personally, I fail to see how a publisher could with justice require a manufacturer to cut that statement out of his advertisement, and at the same time carry in the columns of his newspaper the advertising of a department store giving trading stamps and mentioning the fact that on certain days there were double stamps given.

I believe, personally, that the coupon is sweeping forward in a flood tide now and that it will ebb when the experience of manufacturers leads them to class it rightly as an expense for re-orders—and not as an advertising medium. The coupon could never be an advertising medium in the sense of a newspaper or a magazine as an advertising medium—it does not describe the goods. It does not convert people to the use of new goods. It does not induce the desire to buy; it simply gives a reduction to the person who, through other advertising of some sort, has been brought to the buying point.

Why should not the newspaper publisher meet the coupon issue squarely by educating the retailers of his town to these points, which constitute a real ad-

vertising medium. There has not been enough straightforward educational work done on the real value of media; even the consumer can finally be appealed to, for the many so-called advertising plans which lack of efficiency simply add to the cost of selling goods, and the cost of selling goods must be figured in every article, or the manufacturer will fail.

For some time I have felt that there should be closer co-operation between the publishers and the agents in the development, for instance, of a simple, straightforward booklet calling attention to basic advertising truths in a way that any retailer can understand them, and following this there should be newspaper space given to a series of advertisements talking to the public on the advantages of buying goods, not only that are advertised but that are efficiently advertised. Such educational work will more than pay its cost, for the grave danger which I see in the present mania for coupons is not the present loss of business by the newspapers, but the large additions which will be made to the advertising graveyard. The sweeping of the coupon is based upon the belief that the United Cigar Stores people would not have been successful except for the coupon. Is this true? The United Cigar Stores Company is in position to answer, if it will, one question: "Of the coupons given out, what percentage are redeemed?"

Is it not true that the average man picks up his coupons and puts them in his pocket because of the desire not to leave something lying around loose which he assumes is of value? Ask that average man later whether he ever redeemed his coupons, and note the surprisingly large number of cases where the man says no. Would the coupon or any similar plan be profitable enough for any organization to specialize in it, if it were not for the large number of lapses, that is, the unredeemed coupons; yet the man who fails to redeem has paid in his purchase the selling percentage to cover coupons just as much as the man who does redeem.

Very truly yours,

CHARLES BLUM ADVERTISING CORP.,
Chas. Blum, Pres. and Gen. Mgr.
C.B./L.

LIVE AD CLUB NEWS.

R. R. Shuman, president of the Shuman Advertising Company, of Chicago, urged the use of newspapers as the best advertising medium, in an address delivered before the Advertisers' Club of Milwaukee, Wis., last week.

At a meeting of the newspaper and department store advertisers at Reading, Pa., the Reading Ad Club was organized for the purpose of protecting the public from unscrupulous advertisers and to assist in the elevation of the standard of advertising generally. The following officers were elected: President, John B. Dampman; vice-president, C. E. Esterly; secretary and treasurer, Theodore Davis.

The Toledo (O.) Advertising Club has subscribed for the series of five lectures prepared by members of the Associated Advertising Clubs of the World, the first of which will be delivered on April 26.

E. S. McColgin, secretary of the Harrisburg (Pa.) Chamber of Commerce, demonstrated how advertising in newspapers produced the best results, in an address delivered before the York Chamber of Commerce on April 16. The speaker condemned all premium schemes, as well as advertising by circulars, handbills, etc.

The spring session of the Advertising Affiliation will be held in Rochester on May 14 and 15. At the banquet on May 15, Mayor James M. Curley, of Boston, Mass., George W. Perkins, Ivy Lee, personal representative of John D. Rockefeller and former publicity manager of the Pennsylvania Railroad, and F. Irving Fletcher, all of New York City, will be the speakers.

TIPS FOR THE AD MANAGER.
 Jean Dean Barnes Agency, 354 Fourth avenue, New York, is sending out 112 and 294 1. copy for Priestly Cravenette English Mohair and Courtauld's Cravenette "Efcoorto" to southern and western papers.

The Blackman-Ross Company, 95 Madison avenue, New York City, is placing orders with some newspapers in Greater New York and Chicago, Ill., for Every Week Corporation, Every Week Magazine, Fourth avenue and 19th street, New York City.

Carpenter & Corcoran, 26 Cortlandt street, New York City, are issuing classified orders to a selected list of newspapers for Thos. P. Graham, 150 Broadway, New York City.

The Tomer Advertising Agency, Old South Building, Boston, Mass., is preparing plans for the advertising of the Berlin Mills Company, "Kream Krisp," Berlin, N. H., which will eventually be placed in all the principal cities.

George Batten Company, Fourth Avenue Building, New York City, is issuing new schedules for April and May for Lehn & Fink, 120 William street, New York City; also placing orders with New York City newspapers for a try-out campaign for the Berlin Laboratory, Ltd., "Intesti-Fermin Tablets," 225 Fifth avenue, New York City.

Wm. G. St. Clair Company, Wither-spoon Building, Philadelphia, Pa., is handling the advertising of the Gibney Tire & Rubber Company, "Gibney Wireless Tires," Conshohocken, Pa.

Mahin Advertising Company, 104 South Michigan avenue, Chicago, Ill., is making 10,000 1. contracts with some middle west newspapers for Marshall Field & Company, Chicago, Ill. This agency will in the future place the advertising of Tokalon, Inc., 20 West 22d street, New York City.

Frank Presbrey Company, 456 Fourth avenue, New York City, will handle the advertising with eastern newspapers for the New York, Ontario & Western Railway, Grand Central Station, New York City. This agency is also placing copy on contracts for the American Tobacco Company for "Egyptian Straights Cigarettes," 111 Fifth avenue, New York City.

J. A. Robinson, 185 Madison avenue, New York City, is sending out some orders with southern Sunday newspapers for Wallace Novelty Company, "Wallace Portable Electric Lamp," 20 East 41st street, New York City.

Bloomington-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is placing orders for the World's Fair Company, 1428 Chestnut street, Philadelphia, with papers in Maryland, New Jersey, New York and Pennsylvania; also 3 in. copy to run 2 t. a week with newspapers in Delaware, Maryland, New Jersey, Pennsylvania and Virginia for the Roman Auto Company, 249 North Broad street, Philadelphia.

New Orleans States
 Sworn Net Paid Circulation for 6 Months
 Ending Oct. 1, 1914
33,271 Daily
 Per P. O. Statement
 Local paid circulation averages over 24,000 per issue. We guarantee the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that need in New Orleans.
THE S. C. BECKWITH
SPECIAL AGENCY
 Sole Foreign Representatives
 New York Chicago St. Louis

Fenton & Gardiner, 286 Fifth avenue, New York City, it is reported, are preparing plans for a campaign beginning with New York City papers for Kolynos Company, Tooth Powder, New Haven, Conn.

W. B. Finney Advertising Company, Keith & Perry Building, Kansas City, Mo., is putting out the advertising with large city newspapers of the Western Tire & Rubber Company, "K-C Safety Lock Patch," Kansas City, Mo.

Dorland Advertising Agency, 366 Fifth avenue, New York City, generally place orders with newspapers about this time of the year for the Crex Carpet Company, St. Paul, Minn., and 1134 Broadway, New York City.

The Hanser Agency, Kinney Building, Newark, N. J., is forwarding orders to a selected list of newspapers for the Empress Manufacturing Company, "Instantaneous Hair Color," 36 West 20th street, New York City. It was reported in last week's issue that the Scheck Advertising Agency was placing this account. This statement was incorrect.

Lord & Thomas, 341 Fifth avenue, New York City, are issuing orders to a few newspapers in Metropolitan cities for the American Seedtape Company, "Seedtape Simplifies Gardening," 3919 Woolworth Building, New York City.

Robert M. McMullen Company, Cambridge Building, New York City, is sending out orders to some newspapers in Greater New York only for a try-out campaign for the Ritz Importing Company, Lyons & Ross, "Ritz Cocktail," 51 Front street, New York City.

Redfield Advertising Agency, 34 West 33d street, New York City, it is reported, will shortly start a newspaper campaign with New York City newspapers for the Mutual Profit Coupon Company (Schulte Cigar Stores), World Building, New York City.

Sherman & Bryan, 70 Fifth avenue, New York City, are handling the advertising account with newspapers for the Truly Warner Hats, 811 Broadway, New York City, in cities where they have stores.

The Tomer Advertising Agency, Old South Building, Boston, Mass., will use newspapers in New England, New York state, Illinois, Ohio and Pennsylvania for the Mount Holly Tissue Mills, "Sanigenic Toilet Tissue," Holyoke, Mass. This agency will also shortly place orders with newspapers in New England which will extend to New York state and Pennsylvania for the Bromo-Mist Company, 641 Atlantic avenue, Boston, Mass.

The Federal Advertising Agency, 231 West 39th street, New York City, is again making contracts with newspapers in cities where the agent of the Falk Tobacco Company, "Tareyton Cigarettes," 56 West 45th street, New York City, will call.

Street & Finney, 171 Madison avenue, New York City, are issuing orders to pictorial sections of newspapers for Strouse, Adler & Company, "C. B. a la Spirite Corsets," 45 East 17th street, New York City.

Bloomington-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is placing 3 and 4 inch copy with a large list of newspapers east of the Mississippi for Dr. Brown Medical Company, 10th and Arch streets, Philadelphia, Pa. This agency is also making 30,000 to 35,000 1. contracts with Philadelphia newspapers for the Philadelphia Lager Beer Brewers' Association.

“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.	NEW JERSEY. PRESS (Circulation 7,945) Asbury Park JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
ARIZONA. GAZETTE (Average Circ. Oct. 1, 1914, 6,125) Phoenix	NEW YORK. COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO AMERICANO New York
CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	OHIO. PLAIN DEALER Cleveland Circulation for March, 1915: Daily 128,687 Sunday 165,332 VINDICATOR Youngstown
GEORGIA. JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta LEDGER Columbus	PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
ILLINOIS. HERALD Joliet STAR (Circulation 21,589) Peoria	SOUTH CAROLINA. DAILY MAIL Anderson
IOWA. REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity	TENNESSEE. BANNER Nashville
KENTUCKY. 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.	TEXAS. ENTERPRISE Beaumont Covers East Texas and West Louisiana STAR-TELEGRAM Fort Worth Net Paid Circulation, 35,000 daily. Over 50% more net paid city circulation and over 5,000 more net paid Sunday circulation than any other paper in Fort Worth. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. POST Houston Over 80% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed. TELEGRAM Temple Net paid circulation over 6,000
LOUISIANA. TIMES PICAYUNE New Orleans	UTAH. HERALD-REPUBLICAN Salt Lake City
MARYLAND. THE SUN Baltimore Has a combined net paid circulation of 135,000 copies daily, 100,000 of which go into homes in Baltimore City and suburbs.	WASHINGTON. POST-INTELLIGENCER Seattle
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.	WISCONSIN. PRESS Sheboygan
MINNESOTA. TRIBUNE, Morning and Evening Minneapolis	CANADA. BRITISH COLUMBIA. WORLD Vancouver
MISSOURI. POST-DISPATCH St. Louis	ONTARIO. MINER Butte FREE PRESS London
MONTANA. MINER Butte	

ROLL OF HONOR

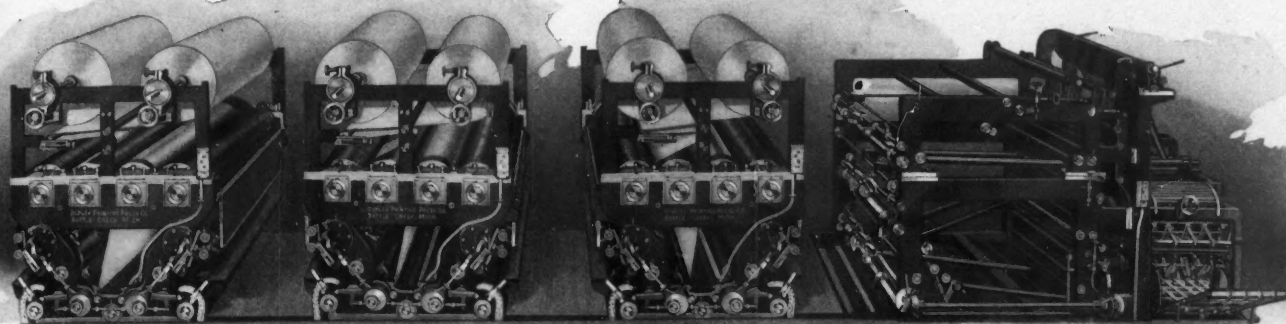
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.

ILLINOIS. SKANDINAVEN Chicago	NEW YORK. EVENING NEWS Buffalo BOLLETTINO DELLA SERA New York
INDIANA. THE AVE MARIA Notre Dame	PENNSYLVANIA. TIMES Chester
NEBRASKA. FREIE PRESSE (Cir. 128,384) Lincoln	QUEBEC. LA PRESSE Montreal Av. circ. 1912, 114,371; '13, 127,722; '14, 140,342

The Tomer Advertising Agency, Old South Building, Boston, Mass., will shortly use newspapers in New York, New England, Ohio and Pennsylvania for the Berry-Dodge Company, 33 Commercial Wharf, Boston, Mass.

Frank Presbrey Company, 456 Fourth avenue, New York City, is resuming the advertising for Nestles Food Company. This company is also placing 30 inches, 34 times, with a selected list for the U. S. Marine Company.

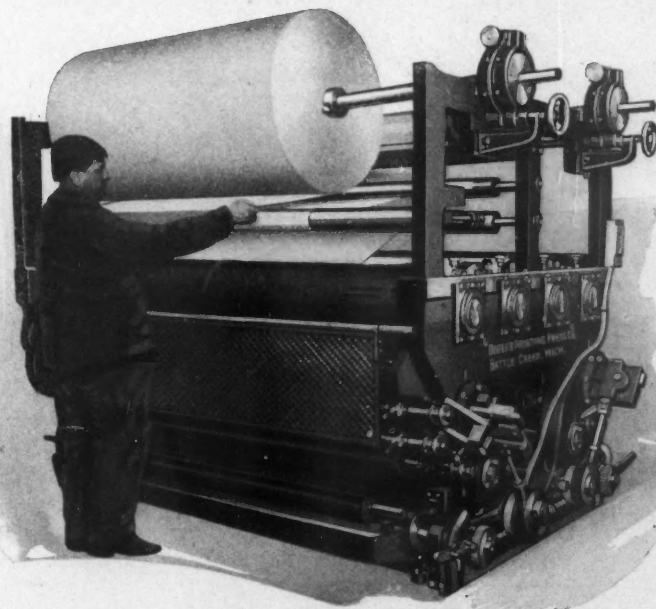
The Duplex Tandem Sextuple



THE above illustration of a Sextuple Press shows one of the presses now running in the pressroom of The New York Tribune. We invite inspection and investigation. Owing to the simplicity and ease of plating, it is possible to start this press up in an incredibly short time, and because of the way the rollers are placed, it is possible to change from an old roll to a new one almost without stopping the press.

For years every press manufacturer in the world has been striving to discover how to construct a rotary press fed from a web of paper, with cylinders carrying one plate around, so that one page could be printed from one plate, and any combination of pages obtained. The Duplex Company solved the problem, and the one-plate-to-one-page press is a reality.

FOR those offices, however, that are already equipped with several semi-cylindrical plate presses, and a complete stereotype outfit, and who hesitate to discard their present equipment, or to install another set of stereotype appa-



ILLUSTRATING THE MANNER OF MAKING THE PASTER

tus, we manufacture semi-cylindrical plate presses that are superior as regards material, workmanship and convenience, to any heretofore offered to the public. These presses are protected by patents owned by us.

DUPLEX PRINTING PRESS CO.

BATTLE CREEK, MICHIGAN, U. S. A.

EASTERN OFFICE: WORLD BUILDING, NEW YORK

ROBERT HOE, President

I. L. STONE, Chairman of the Board

Convention Headquarters, Room 117 Waldorf-Astoria

MAIN STREET, CHICAGO

In hundreds of American cities the leading thoroughfare is called Main Street. There the people congregate, and there are the principal stores.

Chicago has a Main Street. It is not listed in the directory. It is not paved with asphalt or macadam. But it is the busiest highway in Chicago.

Main Street in Chicago is The Daily News

—where the people congregate. (The Daily News is bought by more than four hundred thousand people a day—read by over a million. The Daily News sells more papers in Chicago than any other newspaper, daily or Sunday.)

—where the principal stores are. (The Daily News prints more advertising of local merchants in six days than any other Chicago newspaper in seven.)

Advertise in The Daily News—where the most Chicago people congregate and where they look for buying information.

THE CHICAGO DAILY NEWS
THE MAIN STREET OF THE MARKET OF CHICAGO

Over 400,000 Daily

