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STATE PRESS MEETS.

NEW YORK EDITORS AND PUBLISHERS IN THREE-DAY CONVENTION AT SYRACUSE.

President Charles H. Betts Deplores Tendency to "Yellow" Journalism—Chancellor Day Defends Business and President Schurman Makes Plea for Short Ballot—Address by Louis Wiley on the Newspaper.

Editors and publishers from all parts of the State assembled at the Onondaga Hotel, Syracuse, Thursday, for the sixty-first annual convention of the New York Press Association. President Charles H. Betts, of the Lyons Republican, was in the chair. The Convention was the largest numerically in many years and the delegates were highly enthusiastic of the work accomplished during the past year.

Mr. Betts, in his opening address, talked of the "yellow" tendencies of many publications and expressed the belief that cheap literature, as an expression of the nation's life, was an indication of mental, if not moral, deterioration.

PUBLISHER AND THE ADVERTISER.
James H. Lee, of the American Press Association, spoke on "The Publisher and Advertiser from the Observer's Viewpoint," and Garry A. Willard, of the Booneville Herald, gave a treatise on how to build up the circulation of a country newspaper. W. E. Gardner, publisher of the Syracuse Post Standard, was another speaker.

At the dinner which followed, speeches were made by President Betts of the Association, Chancellor Day of Syracuse University, President Schurman of Cornell University and Louis Wiley, business manager of the New York Times.

Chancellor Day, speaking on "Sane Politics" devoted most of his time to a defence of big corporations and a protest against recent and proposed legislation for the regulation of business. He took a fling at President Wilson.

President Schurman made a strong plea for the short ballot urged the centralizing of responsibility in the administration of State affairs and suggested reforms in legislation to minimize the possibility of corruption and waste. He criticised legislators who leave it to the courts to remedy faulty measures and opposed what he declared to be a growing tendency to permit the courts to legislate.

ADDRESS BY LOUIS WILEY.

The last speaker of the evening was Mr. Wiley, who discussed the business management of newspapers. He said:

"The best business management cannot make a poor newspaper successful, and a good newspaper frequently fails of success because of lack of sane business management. I believe the best training for the business management of a metropolitan newspaper is in a country newspaper office.

"Newspapers can maintain confidence only by honesty, fearlessness, and a strict devotion to duty. The public demands as much from the journalist as from the preacher or the soldier. Here and there may be men who subordinate the public weal to private interests and permit the play of passion for selfish individual ends, but the great majority of newspapers in the United States owe their success to integrity, self-denial, good judgment and strict independence, guided by a code of honor equalling that of the knightly orders of the age of chivalry."



See editorial page.

LIEUT.-GOVERNOR WILL H. MAYES.
HEAD OF UNIVERSITY OF TEXAS'S NEW SCHOOL OF JOURNALISM.

GAVE TOO LITTLE PUBLICITY. WILL USE MAGAZINES ONLY.

Judge, An Advertiser, Asks Damages from Paper Advocating His Defeat.

The Roanoke (Va) Times is the defendant in an interesting suit the outcome of which may prove a precedent in other cases involving editorial responsibility. Judge James T. Hinton, a candidate last year for Democratic nomination as commissioner of the revenue, asks \$25,000 damages in a complaint which sets forth that errors of omission and commission on the part of the paper in failing to give notice of his candidacy due prominence in news columns, are responsible for his defeat and consequent loss of salary placed at from \$6,000 to \$13,000 per annum "more or less."

The judge complains that in the face of the fact that he was carrying a card in the Times and World-News to the effect that he was a candidate for nomination as commissioner of the revenue, the papers published news articles, which the declaration classifies as "false and defamatory," with the intent to mislead voters into the belief that he no longer was a candidate, and had withdrawn from the race, acknowledging defeat.

The declaration is voluminous and reiterates that the omission of his name from the articles specified, has ruined his career financially, and almost every other way.

A fire last week threatened the destruction of the Youngstown (O) Vindicator plant. Loss is placed at \$2,500.

None of San Diego Exposition's \$100,000 Appropriation Given to Newspapers of Country.

(Special Correspondence.)

SAN DIEGO, May 30.—When asked about a report that the San Diego exposition management had decided to spend \$100,000.00 for advertising in magazines and that it might possibly spend some money later in newspapers, Director-General Davis said:

"The San Diego exposition has appropriated \$100,000.00 for advertising in twenty-nine weekly and monthly magazines during the balance of the year. On the result of this campaign, mainly, will depend the amount of the later appropriations and the mediums used. It is too early to make any statement concerning the class of publications being considered for the later campaign."

Mayor Signs Billboard Ordinance.

Mayor Mitchel has signed the billboard ordinance, recently passed by the Board of Aldermen, which goes into effect immediately. The ordinance is based upon considerations of safety and health, it having been found that the legislation based upon aesthetic grounds would not be sustained by the courts. Although the most important provision of the ordinance is that which affords better protection against fire, there will be a commission to settle disputes about the artistic qualities of billboards and signs. It is said that a test case will soon be made.

ADOPTS SHORTER NAME

BOARD OF CONTROL DECIDES ON AUDIT BUREAU OF CIRCULATION AS NEW TITLE.

A. B. C. of Circulation, a Significant Abbreviation—President Bruch Appoints Executive Committee Who in Turn Name Members of Standard Forms and Audits, Data and Membership Committees of Body.

The Board of Control of the Advertising Audit Association and Bureau of Certified Circulation was authorized to adopt a shorter title for the organization at the recent meeting held in Chicago. In accordance with this instruction, the board has substituted for the old name the new name, Audit Bureau of Circulation. This makes it the A. B. C. of circulation—a significant abbreviation.

President Bruch has appointed the following as members of the Executive Committee: Louis Bruch, chairman; Edwin B. Merritt, Stanley Clague, Burridge D. Butler, Curtis Brady, Waltham Wrigley, Jr.

At a meeting of the committee held last week the following committees were named:

Standard Forms and Audits Committee—G. H. E. Hawkins, N. K. Fairbank & Co., chairman; Stanley Clague, of the Clague Agency; Hopewell L. Rogers, business manager of the Chicago Daily News; Frank C. Hoyt, advertising manager of the Independent; M. C. Robbins, Armour & Co.; Burridge D. Butler, Prairie Farmer.

Data Committee—O. C. Harn, National Lead Co., New York, chairman; F. H. Squier, Pabst Brewing Co., Milwaukee; G. M. Rogers, the Plain Dealer, Cleveland; Frank E. Gauss, the Leslie-Judge Co., New York; Hugh McVey, Successful Farming, Des Moines; F. D. Porter, National Builder, Chicago.

Membership Committee—Bert M. Moses, Omega Chemical Co., New York; Jason Rogers, New York Globe, New York; Frank C. Grandin, Postum Cereal Co., Battle Creek, Mich.

These committees are already at work. Uniform circulation statements will be adopted by the board at an early date, and a competent staff of auditors and examiners will be chosen at once.

Comerford Buys Kingston Leader.

The Kingston (N. Y.) Daily Leader, a morning newspaper published by John E. Kraft, has been purchased by Thomas J. Comerford, of Poughkeepsie, who takes over the active editorship of the paper. Mr. Comerford is an experienced newspaper man. He entered the profession about ten years ago, first serving for a time on the Fraternal News of Poughkeepsie, and later becoming editor of the Evening Star, which position he filled until he purchased the Duchess Democrat, which was afterwards consolidated with the Evening Enterprise, all Poughkeepsie newspapers. Mr. Comerford was also for a time associated with the Beacon Evening Journal.

Newspapers Win Flood Damages.

Damages were awarded by Judge Egeman to several Ft. Wayne, Ind., newspapers as the result of the flood of March, 1913. The Journal-Gazette and the News sued the Lake Shore Railroad Company. The Journal Gazette will receive \$461.80, and the News \$445.55 for paper destroyed during the flood.

IT'S TOO MUCH BOTHER

Dockery Says It Is Impracticable to Allow Any One to Examine Publishers' Statements.—Would Interfere in the Work of P. O. Department.—Correspondents Commend Editor and Publisher's Position.

POST OFFICE DEPARTMENT.

WASHINGTON, May 25.

THE EDITOR AND PUBLISHER:

In reply to your letter of the 21st instant, requesting that you be permitted to examine the statements of the ownership, management, circulation, etc., of daily publications filed under the provisions of the Act of August 24, 1912, for the purpose of ascertaining the average circulation of such publications to paid subscribers, I have to say that it is not practicable to give you access to the Departmental records in this respect. The statements of such publications could not be located in the files except by a person familiar with the system under which they are filed, and a clerk could not be furnished to draw the statements from the files for you without interfering with the work of the Department.

The Act of August 24, 1912, contemplates that the information contained in such statements shall be accessible to the public through the publications themselves, it being required that publication thereof shall be made in the second issue printed next after the filing of the statement, and I do not know of any other manner in which it will be possible for you to secure the information you desire other than through this source.

A. M. DOCKERY.

The insistence of THE EDITOR AND PUBLISHER that the Bourne Newspaper Law be enforced without fear or favor by the Post Office Department continues to bring commendatory letters to the office of this paper. One subscriber writes:

"The correspondence with the Post Office Department published in your recent issues is most interesting, to me at any rate. It is so typical of that Department. Years ago there was an official who, when an awkward question was put up to him for a ruling would direct that the inquirer be given an 'evasive answer.' That practice seems still in force."

Another reader sends this:

"KEEP UP THE FIGHT."

"Keep up your agitation anent the Bourne Law. Regarding the Bulletin, of Philadelphia, let me remind you that about fourteen years ago, when Mr. Madden started in to clean up the second-class abuses, all postmasters were directed to report the names of all publications mailed at their offices as second class. In the cases of newspapers, new certificates of entry were issued without any formality and that will account for the fact that some of our oldest newspapers bear a notice of entry of comparatively recent date. I think the New York Tribune carries the new date. Other publications were called upon to show that they were conforming to the requirements for second class matter before new entries were authorized. That action, in effect, cancelled the old entries and upon consideration of the evidence submitted re-entry was often denied. The result of that was the Depew Resolution prohibiting the Department from cancelling an entry without a hearing.

AS TO THE BULLETIN.

"To return to the Bulletin. It will unquestionably be found that the entry of that paper has been authorized and is of record in the files of the Department. If, as seems to me to be the case, the title does not contain the word Philadelphia that would possibly account for the fact that they say they are unable to find a record of its entry."

A third friend writes to us:

"Your correspondence with Mr. Dockery certainly shows the lack of information in the hands of the third Assistant Postmaster General. He must have a very poor system indeed when

he states that the Bulletin is not reported as being entered as second class matter, and further it would seem he should know from his records whether the Bulletin had made their report."

HONEST MEN WANT LAW ENFORCED.

The Chicago Tribune, among many other good things it has had to say about the Bourne law, has declared: "There is not a reputable newspaper publisher in the United States who is not anxious that the federal laws relating to circulation be enforced. There is not an advertiser in the country who does not wish for like action. The good citizen, who is affected indirectly but nevertheless substantially in the moral standard of the community, will place his shoulder behind the reputable publisher and the advertiser in securing this respect for the law.

"If one circulation liar could be put behind the bars he would serve as an example for others of the same stripe. The effect would be for a higher level of honesty in the business end of newspapers and to cause advertisers to place confidence in the circulation figures furnished them."

LAW UPHELD THEN FORGOTTEN?

In a recent issue the paper just quoted also gives this information and incident arraignment of the Post Office Department:

"The publicity law was enacted on Aug. 24, 1912. The Taft administration made arrangements for its enforcement, issuing regulations and the like. An injunction of the Supreme Court prevented action until the constitutionality of the statute was sustained last June. Since then only in a few cases has the department taken steps to compel newspaper publishers to tell the truth in their circulation statements.

"In fact, it is a current view in Washington that the administrative officers of the government have so conducted themselves as to nullify an act of congress and to overrule the Supreme Court of the United States.

"These officers have the power to say whether or not they shall make an investigation. They can be provided with evidence which establishes the falsity of the circulation claims of a newspaper, and yet they can delay or refuse to act thereon. They are in absolute control, with their consciences as the only guide."

Dunkirk Daily Herald Bankrupt.

The Herald-Advertiser Publishing Company, of Dunkirk, N. Y., publisher of the Daily Herald, has filed a petition in bankruptcy. The schedule shows liabilities amounting to \$28,145.84. The assets are listed at \$22,125, of which \$4,700 represents the value of real estate. Stock in trade is claimed to be worth \$16,425 and debts due the petitioner on account are \$1,000.

W. R. Hearst Entertains Gov. Glynn.

A dinner in honor of Gov. and Mrs. Martin H. Glynn was given last week by Mr. and Mrs. William Randolph Hearst in their home, 137 Riverside Drive, New York. Among the other guests were Mr. and Mrs. Elbert H. Gary, Mr. and Mrs. Lewis Nixon, Mr. and Mrs. Montgomery Hare, Mr. and Mrs. Julian M. Gerard, Mr. and Mrs. Walter Wayne Irwin, Mr. and Mrs. Clarence J. Shearn, Mrs. O. H. P. Belmont, Mr. and Mrs. Lewis L. Clark, Frank A. Munsey, Mr. and Mrs. Theodore Douglas Robinson, Arthur Brisbane, Miss Nana Sigourney and Miss Hazel Bliss. A dance followed the dinner.

New A. N. P. A. Associate Members.

The following newspapers have been elected to associate membership in the American Newspaper Publishers' Association: Bath (Me.) Times, Jamestown (N. Y.) Journal, Batavia (N. Y.) Daily News, San Jose (Cal.) Mercury-Herald, Asbury Park (N. J.) Press, Amsterdam (N. Y.) Evening Recorder.

C. F. Davison has resigned as manager and editor of the Urbana (O.) Daily Citizen, but expects to continue in the newspaper business.

PULITZER GIFT UNVEILED.

Jefferson Statue Formally Presented Near the School of Journalism.

The statue of Thomas Jefferson, for which the late Joseph Pulitzer, owner of the New York World, made provision in his will, was on June 2, on the eve of Columbia University's 160th annual Commencement, unveiled in the presence of a distinguished company in



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RALPH PULITZER.

front of the School of Journalism, which was founded by Mr. Pulitzer, and was dedicated by city officials and members of the faculty. Mr. Pulitzer left \$25,000 for the memorial, which sum was increased \$3,000 by public subscriptions.

Ralph Pulitzer, son of the donor, in presenting the statue to the city said in part:

"Joseph Pulitzer, when he died two and a half years ago, instructed his executors to erect a statue of Thomas Jefferson in the City of New York in these words: 'It is my hope that a statue of that great statesman may at last adorn some public place in New York, the foremost Democratic city of the new republic.'

"My father also bequeathed to this city through Columbia University a school of journalism. He might well have done so in these very words of Jefferson spoken eighty-nine years ago:

"I am closing the last scenes of my life by fashioning and fostering an establishment for the instruction of those who are to come after us. I hope its influence on their virtue, freedom, fame and happiness will be salutary and permanent."

George McAneny, President of the Board of Aldermen, accepted the memorial in the name of the city and recalled his own days as a reporter back in the eighties. Dr. Nicholas Murray Butler, president of Columbia University, accepted the statue on behalf of the trustees and the faculty. Professor William P. Trent, who unveiled the statue, delivered a scholarly oration on the life and character of Jefferson.

Holdeman Sells Leipsic Tribune.

W. H. Holdeman has sold his interest in the Leipsic (O.) Tribune to E. R. Vandever, formerly of the Dayton Free Press. George F. Gilbert, who recently took an interest in the Tribune, will continue with Mr. Vandever and edit the paper. Mr. Holdeman was owner and editor of the Tribune for years. His paper was conducted along conservative lines and enjoyed good patronage.

CUMBERLAND, MD.—The Cumberland Press; capital stock, \$70,000; incorporated to establish a publishing plant.

R. B. MCCLURE A SUICIDE.

Former Owner McClure Newspaper Syndicate Shoots Himself in the Head.

Robert B. McClure, ex-president and former owner of the McClure Newspaper Syndicate, and youngest brother of S. S. McClure, the magazine editor and publisher, committed suicide on May 29 by shooting himself in the head.

Mr. McClure was born in Ireland fifty years ago and was brought to this country when a child. He went to the public school at Valparaiso, Ind., where the family settled, and later took a course at Knox College, Galesburg, Ill. He joined his brother, S. S. McClure, in 1884, when the latter founded the McClure newspaper syndicate. When S. S. McClure founded McClure's Magazine in 1893 the younger brother transferred his attention to that and was sent to London to look after the magazine's interests there. He represented McClure's Magazine in London for ten years, returning to New York in 1903.

While in London it was Robert McClure's duty to find contributors to the magazine among promising but relatively unknown authors. One of the men Mr. McClure was credited with thus "finding" was Rudyard Kipling. When Mr. McClure returned to New York he became the manager of the McClure-Phillips Book Company, another firm organized by S. S. McClure. When the book business was sold to Doubleday, Page & Co. in 1908, Robert McClure bought the McClure Newspaper Syndicate from S. S. McClure. He conducted the syndicate with profit until 1912 when he sold it to Clinton T. Brainard.

Canada Passes Pure Ad Law.

The House of Commons, Canada, has passed an amendment to the Criminal Code making fake advertising a crime. The amendment follows: "Every person who knowingly publishes or causes to be published any advertisement for either directly or indirectly promoting the sale or disposal of any real or personal movable or immovable property or any interest therein, containing any false statement which is of a character likely to or is intended to enhance the price or value of such property or any interest therein or to promote the sale or disposal thereof, shall be liable upon summary conviction to a fine not exceeding two hundred dollars or to six months' imprisonment, or to both."

Plan New Savannah Newspaper.

The Progress Publishing Company of Savannah, Ga., has petitioned for a charter to publish a weekly newspaper in that city. The name of the paper has not yet been made public. The incorporators are Charles Fleming, Horace M. Woods and W. G. Cooper.

Changes on Peoria Herald-Transcript.

Charles H. May, for many years chief owner and business manager of the Peoria (Ill.) Herald-Transcript, has retired from the paper and is succeeded as business manager by D. B. S. Stannard, of St. Louis. Fred A. Stowe, editor of the Herald-Transcript, remains president of the corporation and Fred G. Buffe succeeds Mr. May as secretary.

Pulitzer Journalism Graduates.

The Pulitzer School of Journalism, Columbia University, graduated the following students with the degree of Bachelor of Literature in Journalism, Wednesday: O. Bronson Batchelor, Goshen, Ind.; Thomas Gilbert Brown, Norwich, Conn.; Clarence Bland Edwards, Kingston, R. I.; James Englander, New York; Harold A. Knight, Mt. Vernon, Ia.; John Irby Koon, Prosperity, S. C.; William Stewart Lahey, Jersey City, N. J.; Burnett Olcott McAnney, Carlisle, Pa.; Lester Markel, New York; Claudia Moritz, Montgomery, Ala.; Grace A. Owen, Upper Sandusky, O.; Theodore N. Pockman, Alden, N. Y.; Edward M. Powell, Grand Rapids, Mich.; Stanley S. Sheip, Wyncote, Pa.; Frederic Franklyn Van de Water, New York.

CHICAGO HAPPENINGS.

Inter Ocean Debts to Correspondents Unpaid—Press Club's Annual Number of Scoop—Ad Club's Golf Tournament—New Baseball Weekly—W. D. Boyce's New Steam Yacht—Servian Editor Slated for Office.

(Special Correspondence.)

CHICAGO, June 3.—It turns out that the Inter Ocean did not sell for near enough to pay its debts, so many correspondents and others do not get a cent on their claims for services for the few months just before the paper failed. The paper was several months behind in its bills, so the loss is considerable. The paper was sold free from all debts and it was thought Mr. Kohl-saat would see that all were paid, but it seems this is not so.

The Press Club has issued the annual special number of its weekly paper, the Scoop. It contains stories by some of the best known writers in America, including Samuel Blythe, George Fitch and Irvin Cobb. It also contains pictures of many local newspaper men.

AD MEN'S GOLF TOURNAMENT.

The Advertising Association of Chicago will soon hold a handicap golf tournament. The Advertisers are quite strong on golf.

Douglas Malloch addressed the Grand Rapids Lumbermen's Association at its annual dinner at the Kent County Club, Grand Rapids, Mich., last week.

A new weekly newspaper devoted to baseball, the Baseball World, has made its appearance. It is published by M. W. Lanigan and W. A. Stuart.

Wilbur D. Nesbit has been elected president of the Forty Club.

The Advertising Association of Chicago is arranging for a trip to Toronto June 20, to attend the annual convention of advertising men. It will be by special train over the Grand Trunk railroad. It is expected that about two hundred will go. It is planned for members to take their families along where possible.

BOYCE'S NEW YACHT.

An elegant new steam yacht, the Halcyon, 135 feet long, has just been added to the Chicago fleet by W. D. Boyce, publisher of the Chicago Ledger and the Saturday Blade. It is said to have cost \$65,000.

Mr. and Mrs. James Lee Mahin go to Lake Forest for the summer the last of June.

John J. O'Connor, theatrical writer, had a new sketch called "A Midnight Appeal" played at the Kedzie Theater last week.

John R. Palandech, publisher of the United Servian, is said to be slated for appointment of superintendent of social surveys in the new Public Welfare Commission.

WOMEN GOT OUT THE PAPER.

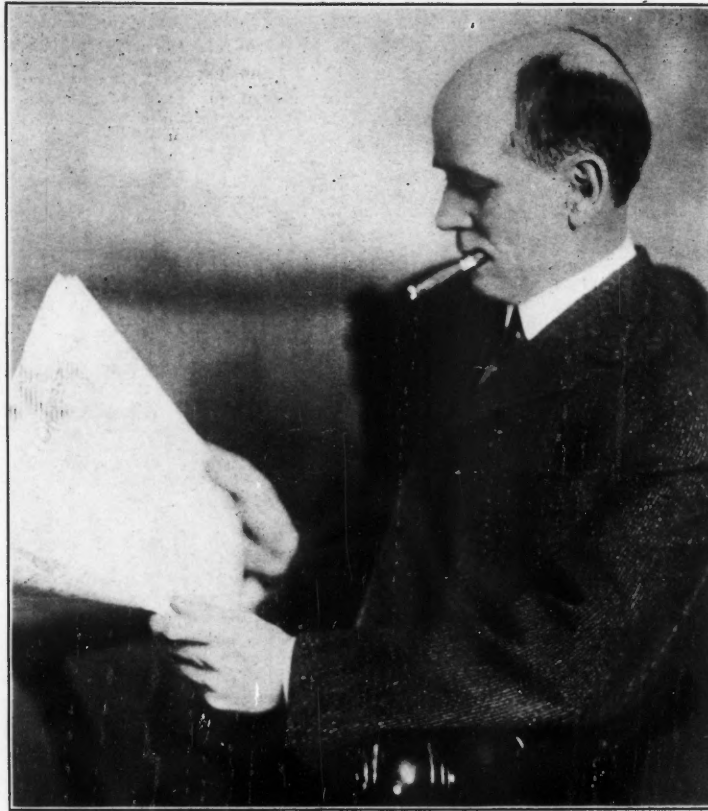
Schenectady (N. Y.) Union-Star Gave Them Full Swing for a Day.

The Schenectady (N. Y.) Union-Star on May 16 turned its plant over for the day to the Women's Political Union and let the women get out the paper. That the ladies did it well is evidenced by the women-edited copy of the Union-Star which has reached THE EDITOR AND PUBLISHER.

Mrs. Harold B. Lane acted as city editor, and her fair and bright reporters, some of whom had automobiles of their own, covered the city thoroughly and brought in a lot of news.

It was a novel experience for the women, few of whom knew anything about newspaper work. The multitudinous details of the daily routine of gathering the news, writing it up, editing it and heading it up for the printer, reading the proofs, and getting the paper finally ready for the press, were all something new for them, and it interested them deeply.

The Chattanooga (Ga.) County Times, a weekly, has suspended publication.



G. J. PALMER,
GENERAL MANAGER HOUSTON (TEX.) POST.

HOUSTON POST'S MANAGER.

A Few Facts About Mr. Palmer's Career and the Paper's Progress.

G. J. Palmer, vice-president and general manager of the Houston Post, at one time had the distinction of being the youngest man in the United States in charge of the business affairs of a daily newspaper of state-wide circulation and influence.

Although for a number of years Mr. Palmer has been able to part his hair with a brush, he is still a young man, as successful business men are considered.

During his twenty-five years' connection with the Post he has, in conjunction with his intimate associate, R. M. Johnston, built up a newspaper of nation wide reputation, both as a newspaper and as a business success. Ten years ago the Post built what was said to be at the time one of the most ornate and complete exclusive newspaper buildings in the United States. Although the entire building, containing 25,000 square feet of floor space, was devoted to its exclusive use, the Post has outgrown the building, and to accommodate this growth is erecting an annex which will double the space of the original building.

Mr. Palmer is justly proud of his organization of men and the constant growth of the Post, which has never failed to show a substantial increase of circulation year by year. A new sextuple Hoe press is being added to the equipment with the completion of the new building.

MICHIGAN NEWS NOTES.

(Special Correspondence.)

GRAND RAPIDS, MICH., May 29.—Jay Hayden, political writer for the Detroit News, has been made secretary of the Municipal Ownership Commission. The News, with Hayden on the job, campaigned for this commission.

Grand Rapids Sanctum, Knights of the Ivory Skull, has elected Harold Harvey, dramatic critic of the Press, as its first High Brow. Other officers are as follows: Low Brow, Talbot T. Smith; Welder of the Sacred Paste Brush, Arthur G. Hunter; Illustrious Grafter and Worthy Clip, Charles R. Angell, and Gink, William P. Lovett. Only newspaper men are eligible to active membership.

The Brooklyn Exponent was a heavy loser in a fire that destroyed most of the business street of that town May 25.

The Grand Rapids Herald last week moved into its own building. The building is three stories with a terra cotta front, and contains among its improvements a new Hoe sextuple press and a new Hoe stereotyping equipment. The old press will be rebuilt and used as an auxiliary in the new plant.

Hubert H. Teller, who for several years has been a reporter on the Jackson Citizen-Press, has gone over to the Patriot in that city.

Bryant's Civic Work in Paterson.

Paterson, N. J., has just completed a campaign for membership in a new civic organization to take the place of the present Board of Trade, and to be known probably as the Paterson Chamber of Commerce. One of the hardest workers for a new and up-to-date association was W. B. Bryant, publisher of the Paterson Press and Sunday Chronicle. Mr. Bryant is chairman of the Ways and Means Committee, consisting of 100 representative citizens of the city to push the good work along.

Canton Ledger's Booster Number.

The Canton (Ill.) Daily Ledger recently issued a "Greater Canton Number" of 26 pages, devoted to boosting Canton and its many interests. It puts Canton on the map as one of the best cities on earth, if not the best. In return, the Canton merchants gave the Ledger a lot of good advertising.

SEEKS TO RECOVER MONEY. LOW RATE TRIPS FOR AD MEN.

Chicago Man Sues for Release From Contract to Take a "Course."

The Page-Davis Advertising School of Chicago, Ill., has been haled to court by Henry H. Lindsey of that city, who has sued to have set aside a judgment obtained against him by the school.

Lindsey, who is 22 years old, said he had come to Chicago from Asheville, N. C., a year ago. Through an illness of six weeks he had reaped a crop of debts. He was looking for a job. He answered a "want ad" and received a letter from the Page-Davis company, requesting him to call at the company's office. His aunt, with whom he lives, had given him a dollar to buy milk to build up his weakened constitution, he said. He had the dollar when he called upon the Page-Davis people.

Lindsey says that at the school office he met Charles E. Boughner, manager for the school, who took Lindsey's dollar and had him sign a contract with a confess judgment clause binding him to pay \$110 for an advertising course. Lindsey says he received no lessons but that the Page-Davis people asked him to pay up and hence the suit for release.

Fred Ulrich, a court reporter of Chicago, also told of his experiences with the alleged "fake school." Charles E. Boughner, manager for the school, acknowledged that he had possibly a thousand persons calling at his office during the year for interviews in regard to advertising. He could not remember anything about young Lindsey—only that he was sure that the young man was interested in advertising.

Vancouver's First Two-Cent Daily.

The Vancouver (B. C.) Evening World, one of the four daily newspapers printed in English, recently reduced its price from 5 to 2 cents per copy, giving that city its first 2-cent paper. In Vancouver, as elsewhere in the Canadian Pacific Coast country, there are few copper coins in circulation, and comparatively few articles sell for less than 5 cents. This is regarded as the beginning of cheaper newspapers throughout the Province.

Rare Chance to See the St. Lawrence and Saguenay Rivers After Toronto Convention.

An unusual opportunity will be afforded to delegates to the Toronto convention of the A. A. C. A., with their ladies, to make a trip down the St. Lawrence, the Saguenay, or on Lakes Champlain and George, at a very low rate. These trips have been arranged and conducted by the Lehigh Valley Railroad. On the Canadian rivers' trip, lasting three days, the travelers will be special guests of the City of Quebec and the Ad Club of Montreal.

At Ottawa a committee from the government will entertain the visitors at the new \$1,500,000 hotel, the Chateau Laurier. Those who must leave the party at Montreal can return from Montreal to New York by special Pullman direct, arriving in New York on the night of June 28, or by way of Lake Champlain, Lake George and the Hudson River, arriving June 29, at 6 a. m. For the three days' cruise on the St. Lawrence and Saguenay, the fine new steamer Saguenay has been chartered. Some of the finest scenery in the world will be found on this trip.

Dinner will be served at Murray Bay, at the Manoir Richelieu. In Quebec special observation cars will be used. There will be a luncheon at the Chateau Frontenac and a side trip to Sainte Anne de Beaupre and the Falls of Montmorency.

Many ad men have already booked their passage on this trip, enjoying a rate which the Lehigh Valley folk say is "ridiculously small."

Boston Revives Sign Tax Ordinance.

The city authorities of Boston have revived an old ordinance by levying taxes varying from 25 cents to \$1 on all advertising signs on buildings, fences and roofs. A census of the signs, including size and location, was made by policemen. The fact that advertising signs are subject to fees was not discovered until recently. Mayor Curley hopes to add several thousand dollars to the municipal income as the result of the levy.

NEW UNIFORM RATE CARD.

Hartford Courant Issues One Arranged by the N. Y. General Agents' Association.

The Hartford Courant's new rate card is attracting favorable attention among advertising and newspaper men. It was suggested, arranged and approved by the rate men's committee of the New York General Advertising Agents Association.

The agency rate men have found great difficulty in preparing estimates from the various rate cards furnished them by the newspapers, each of which differs from the others, and on many of which vital information is carried on obscure parts of the card that may be easily missed by any one not thoroughly conversant with such particular card. This had led to frequent and embarrassing errors in estimates made by fully competent agency men, particularly when compelled to prepare estimates in haste and under pressure.

The uniform rate card is intended to obviate this difficulty and to offer a card for the agency men who prepare the estimates which will carry all information of a like character on the same part of each card. It is not the idea that the newspapers should discard their present rate cards but the Agents Association asks for a special uniform rate card for their own use which shall have on it only matter pertaining to rates arranged in accordance with their design all cards to be of the same size to simplify filing.

The New York General Advertising Agents Association is the largest body largest and most important association of the kind in the country and is allied with the Chicago, Boston, Philadelphia and other General Advertising Agents Associations so that the adoption of this uniform rate card by the New York Association will undoubtedly mean the adoption of the idea by all the associations throughout the country.

A number of leading newspapers have signified their intention of furnishing this uniform card and thus eliminate one serious point of friction between the advertising agent and the newspaper and have the direct effect of increasing the newspaper advertising handled by the agencies.

A uniform order blank and also a uniform information blank is in preparation by the Advertising Agents Association. The order blank will eliminate the clauses which the publishers have found so objectionable in the orders issued by certain agencies. The information blank will standardize the requests for information which now come in all shapes from the different agencies compelling the publishers to go to a great expense of time and labor in their preparation.

Johnstown Flood Reporters Dine.

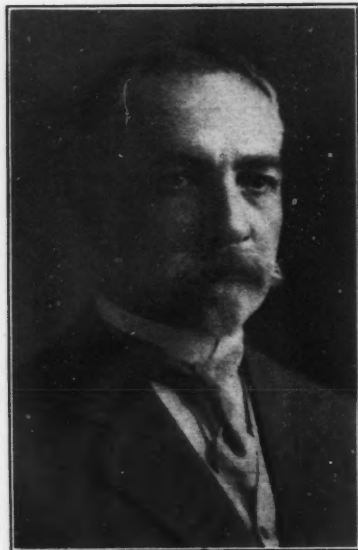
The Johnstown (Pa.) Flood Correspondents' Association celebrated its Twenty-fifth anniversary at Pittsburgh Monday night. Toastmaster Charles S. Howell made each member tell something new about that memorable time. The new officers are Fred J. Heinz, president; C. A. Vaughn, vice president; Harry W. Orr, secretary; executive committee, Charles S. Howell, John Ritenour, Gen. A. J. Logan, Erasmus Wilson, Dr. A. R. Cratty, A. S. McSwigan and E. H. Heinrichs. Among those present were General Logan, Dr. Thomas A. Hazzard, Capt. John Reed, Capt. L. L. Carson, N. C. Dean, A. P. Moore.

JACOB SAPHIRSTEIN DEAD.

Founder and Publisher of New York Jewish Morning Journal Dies After an Operation.

Jacob Saphirstein, founder and publisher of the New York Jewish Morning Journal, and one of the most prominent Jews in this country, died in the Brooklyn Jewish Hospital early Monday morning, following an operation. He was ill but a week. His wife survives him.

The funeral took place Wednesday from Mr. Saphirstein's home in Brooklyn, and was attended by thousands who



JACOB SAPHIRSTEIN.

took part in the procession through the principal streets of Williamsburg to Washington Cemetery, where the interment took place. There were more than 200 coaches. Members of the Journal staff were pall-bearers.

Ex-President Taft sent the following telegram of condolence: "I greatly regret to hear of the sad news, and I extend to the family and the editorial staff my sincere sympathy."

Mr. Saphirstein was the Pulitzer of the Yiddish newspaper field. Born in Bylestok, Russia, Nov. 14, 1853, he grew up in mercantile pursuits, but literary predilections showed themselves early and he went to Warsaw, where he engaged in the publishing business. In 1871 Mr. Saphirstein married Miss Hannah Gershuni of Bylestok.

Coming to New York in 1887, he soon afterward opened a printing shop in Canal Street. He was a pioneer in this field, particularly through the publication of the serial story in Yiddish. In the meantime the field for a Jewish newspaper, hitherto barren, had begun to look brighter and in 1898 Mr. Saphirstein put forth the Daily Jewish Abend-Post, which was an instant success.

In 1901 he founded the Morning Journal, the only Yiddish morning paper in this city, which soon crowded the Abend-Post out of existence. One of his monumental works, now nearly completed, is a new English-Yiddish dictionary having the scope of the New Standard Dictionary.

Mr. Saphirstein was always interested in matters of charity and religious

activities. He was a special patron of the Home of the Daughters of Jacob, one of the most active directors of the Hebrew Sheltering and Immigrant Aid Society and a prominent member of the Adath Israel.

A brave fighter in the open by nature, he took part in most movements for the benefit or protection of the Jewish immigrant classes, who formed the bulk of the readers of his publications. He was a leader in the directorate of the Foreign Language Newspaper Association and served in several committees which went to Washington to discuss immigration matters with the President during the last ten years.

OBITUARY NOTES.

ALBERT S. PEASE, retired publisher and former postmaster of Poughkeepsie, died May 29 at his home in Baldwinville, near Carmel, N. Y. He was born eight-five years ago. From 1852 to 1856 he conducted the Poughkeepsie Telegraph, and in 1853 was made postmaster by President Pierce. He was a veteran of the Civil War, and later went to Troy to edit the Press. Later he founded the Saratoga Life. He retired twenty years ago.

JULIUS LOOS, managing editor of the Rochester (N. Y.) Abendpost, died in a hospital on May 27. For many years he was blind, but in spite of this was able to do his work, having learned to typewrite. He formerly worked on the editorial staffs of the Cleveland Sendbote and the Syracuse Deutsche Post.

JOHN W. CARBERRY, a reporter on the Boston Daily Globe for more than twenty years, was found dead at Washington, D. C., week ago Saturday. Mr. Carberry went there from Boston five weeks ago to assist in gathering the news of the Mexican situation for his paper, and later he covered the New York, New Haven & Hartford Railroad investigation. He was about fifty years old. During his long career on the Boston paper, he traveled to all parts of the United States, and reported many important trials.

MRS. LILY WOOD MORSE, wife of Edmund H. Morse, of the Doremus & Morse Advertising Agency, died on May 21 at her home in this city. Funeral services were held Sunday afternoon, at the Madison Avenue Methodist Episcopal Church. Interment at Litchfield, Conn., last Monday.

CHARLES G. BENNETT, son of George C. Bennett, first owner of the Brooklyn Daily Times, and secretary of the U. S. Senate from 1900 until 1913, died last week at his home in Brooklyn, in his fifty-first year. He was active in civic enterprises.

HENRY TOWNSEND SMITH, for many years a newspaper editor and political worker in Westchester county, died of Bright's disease at White Plains, N. Y., last Tuesday. He was sixty-six years old and began as a newspaper worker under his father, who founded the Yonkers (N. Y.) Herald, now the Gazette. He was the author and publisher of the "Westchester County Manual and Civil List."

STEPHEN O. SHERMAN, long identified with newspaper work in Boston, died in Ashmont, Mass., May 12. He was a poet of ability and a student of history. He started his journalistic career in 1874 and was connected at one time or another with the old Boston Traveller, the Standard, the City Press and the Advertiser.

W. S. BAXTER, editor of the Wilson (Kan.) World, former editor of the Kanopolis Journal and a paper at Baxter Springs, Kan., died last week at Wilson. He began his newspaper career a number of years ago and had worked on papers in Kansas City, Lawrence, Topeka and Salina.

Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation in May, 1914 - - - 34,374

Net Average in Topeka in May, 1914 - - - 9,848

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

Only 7-day-a-week paper in Kansas.

TOPEKA, KAN. Publisher

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

In its prospectus over 112 years ago, dated Nov. 16, 1801, *The New York Evening Post* stated that its design was to diffuse among the people correct information on all interesting subjects, to inculcate just principles in religion, morals and politics; and to cultivate a taste for sound literature.

Steadfast adherence to this policy has made *The New York Evening Post* the daily newspaper of refined and cultured families—of people with the greatest purchasing power. Its concentrated circulation in and around New York City, a wide distribution among thousands of thinking people throughout the United States and Canada, places it with no rival in its field.

Paid Circulation is the circulation that pays advertisers

The Hartford Times

HARTFORD, CONN.

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

THE TIMES is a 3c. paper—and every seventh individual in Hartford buys it.

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

Deutsches Journal

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

INTERTYPE**"THE BETTER MACHINE"**

SUPERIOR in design and construction; built for speed, low cost of maintenance, and long service.

Send for catalogues.

International Typesetting Machine Co.
World Building, New York.

OLD KANSAS EDITORS.

The Influence That They Exerted in Pioneer Days Had Much to Do With the Prosperity of the Present Day.

The Kansas editor of bygone days and his influence on state affairs in present-day journalism in Kansas received high tribute at Lawrence, Kan., from Captain Henry King, editor of the St. Louis (Mo.) Globe-Democrat, before the present editors of Kansas gathered at the sessions of Kansas Newspaper Week at the University of Kansas. Captain King declared that the State's present greatness was due in a large measure to the brilliant optimism, the abundant cheerfulness, and the unflinching courage of the early Kansas editor.

Captain King told of the old days, the bold days in Kansas history when "the civil war had just ended and the air was yet plangent with its heroic echoes;" when "frontier trials and deprivations pitifully attested how much a heart could stand and not break." And as he told how the primitive journalism of Kansas induced her people "to go on hoping against all odds until the act of hoping itself produces the results desired and makes assets instead of liabilities of all the ills of a State," every listener thrilled with that pioneer spirit which is as natural to a Kansan as the prairie air he breathes.

"When I was as young as you are young, I attained some proficiency in the use of Kansas language," declared Captain King, "and I helped to scatter it abroad in the good work of assisting the dreams of the Sunflower State to come true. For Kansas as I first knew it was largely a matter of dreams, in the sense that its future depended not so much upon its certainties as upon its possibilities. That was a time of opportunity with an urgent appeal to the spirit of youth.

NO SCHOOLS OF JOURNALISM THEN.

"We had no schools of journalism in those embryonic and arduous days. But we had newspapers in which all the philosophy of journalism was illustrated, and many a lesson of original and practical value was taught. The editors somehow drifted into uniformity of theories and practice. Their governing influence was loyalty to the State and activity in its service. All else was subordinate, excepting only the Stars and Stripes and the Glory of God. The Kansas papers of that era established a habit of independence which your papers of today are proud to claim as one of their characteristic virtues. And they provided many suggestions which have since been developed into so-called new features of journalism."

Captain King pointed out the miracle of transformation by which Kansas in less than a single lifetime, from the sinister influence of calamity, has developed into the splendid Kansas of today. He described the change largely to the service of the State's newspapers.

"They evolved a new and striking order of publicity," he said, "in which the tribulations of the State were so advertised as to serve a beneficial purpose. The repeated blows of adversity were set forth to attract profitable interest abroad while conserving the strength and stimulating the faith of the victims at home. More than once Kansas escaped by such means the danger of going back to the primeval grass and weeds from which the pluck and toil of her citizens had partially redeemed her.

WERE HAPPY AND OPTIMISTIC.

"These papers were not merely material agencies, aiming only to extend the area of cultivation and to multiply the crop reports. They were not lacking in any point of interest of attractiveness. It was their constant aim to please their readers and keep them cheerfully expectant. They avoided dullness as though it were a penal offense. Now and then, indeed, they pushed the glad mood to a point of excess, and then laughed at themselves to restore their balance. They liked to blow bubbles and watch them drop back to elemental

suds, they never tired of hitching wagons to stars, and the wagons came tumbling down, of course, but the stars remained in the heavens, and on the Great Seal of the State.

"All the time they stood for something, and all the time continued to send out messages that were sound and salutary. Was not that a genuine and practical journalism? Will the time ever come when it will be wise to discard the foundations thus laid for a press that should always signalize Kansas spirit and Kansas conquest?"

"You editors of this later generation have improved on those former methods and appliances, undoubtedly, but I beg of you not to forget the men who pioneered the State's journalism, and made it possible, figuratively, for you to stand on their shoulders, and look much further ahead than they were able to see.

"You can readily imagine how lonesome I seem to lag in a Kansas editorial meeting where there are so few of their faces and voices. I can recall only a scant half-dozen: Beck and Caveness and Wasser, and the Yoe brothers, and Aleck Reynolds. Kansas continues to be Kansas largely because of what they did to make it such. They were my comrades, friends, brethren, and I loved them so!

"That was when I was young as you are young. This, perhaps, is my last chance to pay tribute to them under appropriate auspices. Do not expect me to mention them individually, each of their names would put a lump in my throat.

"Let me simply ask you to bear them in reverent and grateful memory, as the men who put the Kansas press on its feet, and gave it the Kansas language with which to tell the story and exalt the fame of this gallant and invincible State."

CHANGES IN INTEREST.

JACKSON, IA.—The Republican has been sold by its editor, R. G. Grant, to the Jackson Sentinel and Record-Excelsior.

TROY, O.—The Daily News has been sold to the Miami Union.

MARYVILLE, N. Y.—Charles C. Taylor of the Chautauqua Press has purchased the Sentinel, a weekly newspaper, from a company of which A. B. Swetland, W. S. Patterson and G. W. Colegrove were chief stockholders.

WINNECONNE, WIS.—The Local has changed hands again. H. E. Roate has sold his entire interest to W. R. Coons and G. E. Richards of Ohio, who took possession this week.

FREEMONT, TEX.—C. P. Kendall, formerly the editor and publisher of the Velasco World, has acquired the Freeport Facts from R. Roy Ruff, becoming its editor and owner this week. Mr. Kendall was until recently the publisher of the Velasco World, whose plant was destroyed by fire several months ago, acquiring that publication from Oscar Nation in 1913.

SABETHA, KANS.—Drew McLaughlin has sold the Herald to Walter H. Hanson, who will take over the plant July 1. Mr. McLaughlin has owned the Herald five years, and in the sale receives over twice as much as he paid for the plant.

MARIANNA, ARK.—S. F. Liles of Osceola, Ark., has purchased the Index Publishing Company, succeeding Dr. Bennett as managing editor of the Index, a weekly publication.

HARTFORD, S. D.—R. R. Thompson, formerly of the Baltic Minnehaha, has bought the Herald.

FAYETTE, MO.—The Democrat has been sold by Harry Mason to Henry T. Buckhart.

INDIANOLA, NEB.—The Reporter has been taken over by Edwar Sughroue.

DE BENNEVILLE R. KEIM, one of the New York Herald's civil war correspondents, historian and life-long friend of President Grant, died at Washington, D. C., Sunday. He was buried at Reading, Pa., Tuesday.



The "TRAMPING" Boot

Fitted with Waterproof Chrome Soles

Strongly recommended for hard wear. This boot will stand any amount of wet or swamp and is equally suitable for dry rough wear. A perfectly designed boot. Strong and thoroughly waterproof but light weight.

No. 2505—Superfine flexible Brown waterproof uppers, unlined, no toe cap, uppers sewn with wax thread by hand, double waterproof chrome soles, real hand-sewn welts, stitched and screwed with brass screws, large eyelets, raw hide unbreakable laces, waterproof tongues to top of boot, finest quality throughout. \$5.10

No. 2506—Ditto, but in black \$5.10

Also in Ladies', when specified, at the same prices.
No. 1098—Large 1 lb. tins R.E.T. Dublin for waterproofing and preserving the boot. \$0.60

Hub-nails (ALUMINIUM) and very light can be fitted in groups of three to this boot at an extra charge of \$0.24

Gentlemen's sizes 6 to 11. Width No. 3, slender; No. 4, medium; No. 5, wide; No. 6, extra wide. Ladies' sizes 2 to 7. Width No. 4, medium; No. 6, wide. Or send outline of foot standing without boot and state whether Ladies' or Gent's.

OUR REGISTERED SELF-MEASURE FORM POST FREE
SEND FOR A PAIR BY THIS MAIL



Real Hand-sewn Welts

\$5.10

Duty free

Postage \$0.50 extra

R. E. TRICKER & Co. BRITAIN'S . . .
HAND-SEWN BOOT FACTORY, BEST . . .
NORTHAMPTON - England BOOTMAKERS

ENGLISH BOOT MANUFACTURER'S AD IN DETROIT.

THE ABOVE ADVERTISEMENT IS FROM THE DETROIT SATURDAY NIGHT. IT IS THE ANNOUNCEMENT OF AN ENTERPRISING FIRM OF BOOT MANUFACTURERS OF NORTHAMPTON, ENGLAND, THAT IS ADVERTISING DIRECT TO THE AMERICAN CONSUMER, OFFERING "REAL, HAND-SEWN WELTS \$5.10, DUTY FREE, POSTAGE 50c. EXTRA." THE DETROIT SATURDAY NIGHT HAS BEEN CARRYING THIS ADVERTISEMENT FOR SOME TIME. IT IS SAID TO HAVE A REPRESENTATIVE IN LONDON, ENGLAND.

NEWSPAPER OWNERSHIP.

Its Effort in Influencing Public Opinion Pointed Out By A. M. Lawrence.

"The actual ownership of a newspaper should never be in doubt," says A. M. Lawrence, publisher of the Chicago Examiner. "Money men generally, and particularly those whose fingers have been burned, are forced to a realization that moulding public opinion from ambush is a lost art. Their motives are generally understood and it is hopeless for them to exercise any real control over public thought by simply using printers' ink.

"But they are dangerous and call for exposure whenever and wherever discovered. The danger has been recognized by the federal government and with the design to avert it Congress provided in the new postal law that the names and residences of all stockhold-

ers should be published twice a year in the columns of the paper itself. It is possible that unscrupulous publishers may attempt concealment on the theory that money received from certain sources is merely "borrowed" and no stock actually issued, but the law will probably find a way to reach and correct even this condition.

"A real newspaper is not simply a publication. It is a thing with a soul. It lives and each day enters the home, conveying its message to those who love it and have confidence in it."

NEW INCORPORATIONS.

OLYMPIA, WASH.—State Capital Record; capital, \$5,000; incorporated by H. Brown, Nat U. Brown and R. A. Brown.

JASONVILLE, IND.—Leader Printing Company; capital stock, \$5,000; newspaper business; directors, Stanley D. Dempsey, and W. W. Keith.



EDITORS AT UNIVERSITY OF MISSOURI NEWSPAPER WEEK.

THE EDITORIAL PAGE.

Impersonal Character of Modern Newspaper—Importance of Interpretation of News As a Basis for Public Confidence—Broader View-point and Fairness in Editorials of Today As Compared With the Past.

By H. W. BRUNDIGE,
Managing Editor Los Angeles Tribune and Express.

[Address delivered during Journalism Week at the University of Missouri, Columbia, May 19, 1914.]

The lowest point reached by the editorial page may be placed at about twelve or fifteen years ago. Since that time the pendulum has been swinging in the opposite direction. Now it is recognized generally that the news and the editorial departments are equally important. Neither can be neglected. The successful newspaper must publish comprehensive and accurate news; it also must entertain intelligent opinions and be courageous enough to express them.

The editorial is an expression of the views of the newspaper itself. In its larger sense the editorial is an interpretation of events, viewed from the standpoint of certain definite principles or policies adopted or advocated by the newspaper. The modern newspaper has become impersonal. Today there are few great editors, but many great newspapers. The identity of the editor has been largely merged and often completely sunk in that of the newspaper itself.

What the editor has lost in reputation the newspaper itself has gained. The impersonal publication has acquired personality and individuality. The newspaper has come to have a defined character and reputation. This character is moulded and shaped by adherence to well-defined principles which in turn confer character and reputation upon the newspaper itself, rather than on any one of the large group of men who are concerned in its preparation and publication.

KNOWS WHAT PUBLIC THINKS.

Many things may be said both for and against the editor. One of the things that may be said in his favor is that he always and ever is the first person to know what the public thinks. That is why he is an editor. If he can't find out before anyone else what the public is thinking, then he isn't an editor, no matter how many printing presses he may control. One of the things that may be said against the editor is that usually he is an egotist.

Due to his ability to learn what the public thinks, the editor soon discovered that the public didn't take much stock in his editorial page. He also learned that a certain supposedly cultured and well-educated portion of the community has been overheard to confess a lack of interest, if not disregard, for his views and opinions on divers and sundry topics. Some of his not over-ardent admirers had told him, possibly in language too forceful to be employed on his vapid editorial page, that they were not concerned with his opinions—what they wanted was the "news"

and they would formulate their own opinions.

The editor knew that his editorial page was not appreciated by the public. Being an egotist, he imputed the lack of appreciation to a low order of public intelligence rather than to lack of merit in the wares he offered for consumption.

DECADENT PERIOD PASSED.

The period of the greatest decadence in the editorial page happily is passed. During this period there were editors who contended that the editorial page was of less consequence than the style or size of the type used on the first page. The editor today who belittles the importance of the editorial page is looked upon as archaic or ignorant.

The decadence of the editorial page was coincident with the ascendancy of the business office over the editorial department. The rehabilitation of the editorial page began when the business office learned that the character of the publication and the quality of its circulation were factors in achieving success too important to be neglected.

It was found that the publishing business did not differ materially from any other business. The quality of the goods offered for sale had much to do with the success of the business. The character of the publication was found to be of value when counted in terms of dollars and cents. The largest circulation did not always mean greatest results to the advertisers. The paper must have "pulling power." That power depended upon the confidence the readers placed in the newspaper. Confidence in turn depended upon the character of the publication. Chiefly this character was formed through the editorial page, wherein the views and opinions of those responsible for it were set forth.

EDITORIALS AND PUBLIC CONFIDENCE.

To most publishers and to many editors there came with something like a rude awakening a realization of the fact that the public forms its opinion of a newspaper more upon the merit of its editorial page than upon the quantity and quality of the news published. It is the opinions expressed on the editorial page that win the respect and regard of readers or incite their disapproval or displeasure.

The spirit of the publication finds expression in the editorial page. By this expression of opinion the reader judges the publication. He finds it either broad or narrow, prejudiced or unprejudiced, fair or unfair, tolerant or intolerant, sympathetic or unsympathetic, kind or brutal, clean or vulgar, sincere or tricky, truthful or untruthful.

The character of the paper as expressed in its editorial page gives tone to the whole publication and lends credibility to, or casts suspicion over, the news columns.

These facts becoming widely recognized by intelligent publishers, they at once began to pay more careful attention to the editorial page. A thing so vital to success was worth the spending of more money. Better talent was employed. More real merit was put in the page. The "policy" of the paper was more carefully guarded. The importance of being right was more generally recognized.

It was the much-abused and some-

times maligned "business office" that discovered that the editorial policy, expressed in the editorial page, was an aid or a hindrance in securing business, and the revival of the editorial page dates from that discovery.

TYPES OF EDITORIAL PAGE.

Today there is no recognized editorial page standard, but there are two distinct types. Of each type the pages are of varying merit and quality. The editorial page in each of these groups is written from entirely different conceptions of the objects and purposes of a newspaper.

One of these groups holds that the newspaper is a mirror in which should be reflected events of interest. The mirror should be perfect and the reflection true. It should reflect human life as it is; the good, the evil; the joys, the sorrows; the hopes, the disappointments. But after all the mirror is only a mirror. It is a passive thing, lacking in understanding, in force and in human sympathy.

The other group holds that a newspaper should not only truthfully portray the events of the day, but it should do more. It also should interpret these events and show their relation to other similar occurrences. They hold that the purpose of a newspaper is to be helpful and educational in an active way; that it should discuss vital public questions, stimulate interest in them and lead intelligent public opinion.

Each of these groups find expression on the editorial page. The one is active, sometimes militant. The other is passive, sometimes cowardly. Each frequently is carried to extremes. When the active or militant exceeds the bounds and becomes unfair, and abusive, it is hated. When the passive becomes supine and vapid, its cowardice is reflected in the news columns and the publication is received with contempt.

INFLUENCE OF ADVERTISERS.

Much has been heard of late years concerning the influence of advertisers upon newspaper policy. That there has been and is basis for this criticism cannot be denied. There are few newspapers that, through expression of editorial opinion, have not offended some business interest and have suffered a corresponding decrease in advertising revenue in consequence. Some of these newspapers have struggled against and stoutly resisted any attempt on the part of advertisers to exercise a hurtful influence over their opinions. Others have accepted the situation and surrendered.

But the evil resulting from the attempt to control editorial opinion through patronage has not been so widespread as believed by many and, while still existing, is rapidly decreasing. The more intelligent advertisers do not now attempt, nor do they desire, to control editorial policies. They have found that such control exercised by them merely decreases the advertising value of the medium. Advertising to be effective must command the confidence of the readers. Advertising, appearing in a publication that is without character and in which the public reposes no confidence, is regarded with the same suspicion that is entertained toward the publication itself, and therefore is not the best or most effective advertising.

(Continued on page 1071.)

Buys Two Sioux (Ia.) Weekly Papers.

John J. Biddison, who has been identified with the Sioux (Ia.) Tribune for the last five years, and has been city editor for the last three years, resigned last week, having purchased an interest in the Morningside Leader, a suburban publication. He was presented with a gold fob by the reporters and other co-workers of the paper. In addition to being identified with the Leader, Mr. Biddison will issue a weekly publication known as the Construction Reporter.

NOT SPOILED.

The Editor—Look here! You've engaged a married woman to run our "home-and-mother" department.
The Sub—Yes, but she's only been married three months, and she lives at a hotel. She'll be all right, I think.—Cleveland Leader.

NEW PUBLICATIONS.

BRYAN, TEX.—A new publication has been launched. It will be known as the Southern Farm and Dairy and is to be published by the Southern Farm and Dairy Publishing Company, the stockholders of which elected the following directors: C. M. Evans, H. H. Williamson, J. W. Ridgeway, Dillon T. Stevens and M. E. Wallace. Mr. Stevens is the editor of the new publication, which appears this week.

MEDFORD, WIS.—The Leader is a new publication to be started by W. G. Liebig, as editor and publisher.

BATESVILLE, ARK.—The first issue of the Commercial, owned by T. A. Gray, Hubert Cooper and Ben Williamson, appeared this week.

KINGSLAND, GA.—The Camden County News is the title of a new weekly owned and edited by Emmet McElreath. A. H. Prince is business manager.

The May 7 issue of the Phoenix (Ariz.) Gazette contained a single advertisement for a local merchant of that city which occupied 17 pages. This is the largest newspaper advertisement ever printed in a newspaper in Arizona or New Mexico.

Quality Wins

During May the gain in paid advertising over the corresponding month last year in **The New York Evening Post** was

23,851 Lines

Most other New York evening newspapers showed a heavy loss.

Advertisers value **The New York Evening Post** because its circulation is 100 per cent. efficient.

The Globe
AND GAMMA ADVERTISER

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

Net paid circulation for year ending May 31, 1914

151,560

Net paid circulation for May, 1914

180,117

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 the four months ending April 30, 1914, **99,427**

The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.

The Jewish Morning Journal prints more **HELP WANTED ADS.**

than any paper in the city, excepting the New York World.

I. S. WALLIS & SON, West'n Representatives
1246 First National Bank Bldg., Chicago

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The Johnstown Leader

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

S. G. LINDENSTEIN, INC.

Special Representative

118 East 28th Street New York City

BUILD YOUR CLASSIFIED MEDIUM RIGHT

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

THE BASIL L. SMITH SYSTEM

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

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

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

- THE CHICAGO EVENING POST**
(Evening Daily)
- INDIANAPOLIS STAR**
(Morning Daily and Sunday)
- TERRE HAUTE STAR**
(Morning Daily and Sunday)
- MUNCIE STAR**
(Morning Daily and Sunday)
- THE ROCKY MOUNTAIN NEWS**
(Morning Daily and Sunday)
- THE DENVER TIMES**
(Evening Daily)
- THE LOUISVILLE HERALD**
(Morning Daily and Sunday)

The Shaffer Group

The Seattle Times

"THE BEST THAT MONEY CAN BUY"

Circulation for last six months of 1913—
Daily, 67,080 Sunday, 86,877
47,000—In Seattle—50,000

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

During March, 1914, The Times gained 2,587 inches, leading nearest paper by 25,906 inches. The foreign advertising gained 468 inches. The next paper lost 2,768 inches, including foreign loss of 460 inches.

The Times led both other evening papers combined by 1,954 inches.

Buy the best and you will be content

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

Los Angeles Examiner

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

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

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

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

The Florida Metropolis
FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

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

G. A. McCLELLAN, Pres.

YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN 150,000

PRESS ASSOCIATIONS. HARMON HEADS PRESS CLUB.

The Mississippi Press Association, which recently held a convention at Jackson, elected the following officers for the ensuing year: President, C. S. Glasco, Cleveland Enterprise; first vice-president, James Faulk, Leakesville Herald; second vice-president, S. Jo Owen, New Albany Gazette; treasurer, A. C. Anderson, Ripley Sentinel; secretary, W. Alfred Bean, Armory Times-Progress; chaplain, L. T. Carlisle, West Point Leader; orator, Frank D. Lander, Hattiesburg News; essayists, George Brown, Guntown Hot Times; Mrs. Margaret Thompson, Jackson Advocate; poets, Mrs. B. T. Hobbs, Brookhaven Leader; John D. McInnis of Meridian. Next year's convention will be held at West Point.

The forty-second annual meeting of the Arkansas Press Association came to a close last week at Little Rock with the election of officers and the selection of Harrison as the place for the 1915 spring meeting. The new officers are as follows: V. A. Beeson, Morrilton, president; T. L. Pound, vice-president, and Erwin C. Funk, recording secretary.

The fifty-eighth annual meeting of the New Jersey Press Association, formerly the New Jersey Editorial Association, will be celebrated at Watch Hill House, R. I., on June 26 to 30. The party will leave New York on Friday and will return the following Tuesday morning. The committee in charge of the outing includes D. P. Olmstead, J. W. Clift and W. B. R. Mason. Robert Carey, of Jersey City, will make the principal address. A very interesting program has been prepared.

Elaborate preparations are being made for the entertainment of the Tennessee Press Association, which meets in Memphis this week. In addition to the regular entertainment committee of the Business Men's Club, of which Paul Towner is the chairman, T. R. Winfield, the president, has appointed the following newspaper men to assist: Peter Tracy, A. C. Floyd, E. M. Holmes, C. P. J. Mooney, L. P. Foley, J. W. Hays, M. W. Connolly, George Williamson, B. L. Cohn, Harper Leech and Eugene Harrison.

The Michigan Printers' Cost Congress passed out of existence last week at a convention at Saginaw, having merged with the press associations of the State under the name of the Michigan Press and Printers' Federation. A. D. Gallery, of Caro, who has been president of the press federation, will appoint two commissioners in each of the twelve districts, one representative each of a daily and a weekly paper. They will, with the printers' commissioners, form the executive committee. The Michigan Women's Press Association has been asked to merge with the new association.

The Austin (Tex.) Press Club at its semi-annual meeting last week elected Jack A. Fernandez president. He succeeds William M. Thornton, correspondent of the Galveston-Dallas News. Other officers elected are: Lloyd P. Lechridge, first vice-president; Glen Pricer, second vice-president; Allie Estill, secretary-treasurer. J. A. Fernandez, H. M. Ogg, A. G. Smoot, A. G. Walton, Carey Storey, William M. Thornton, R. W. Lorange and Ed S. Newton, board of governors.

The Southern Illinois Editorial Association meeting at Carbondale last week elected the following new officers: President, Henry J. Schmidt of Nashville; vice-president, Frank Coles of Albion; secretary, Ed Preston of Gillespie; treasurer, B. Jarvis of Troy; chairman of executive committee, L. C. Heim of Marine.

The Kilmichael (Miss.) Record, R. P. Ellis, editor, has suspended publication.

Times Editor Elected President of Brooklyn Organization.

Officers for the third year of the Brooklyn Press Club were elected Tuesday night at the annual meeting, held at the club-rooms at 365 Fulton street. The proceedings were lively. These were the officers elected:

President, John N. Harmon, editor of the Times; vice-president, C. A. Hebb; secretary, Joseph E. Mulvaney; financial secretary, A. A. Mowbray; treasurer, John F. Lane.

Governors—To serve three years, Francis H. Deane, Walter M. Oestreich and Eric H. Palmer; to serve two years, Richardson Webster, Theodore M. Stitt and Harry A. Bullock; to serve one year, Joseph F. McKeon, W. M. Horner and Maurice Seelman, Jr.

After a long discussion it was voted to admit associate members, and the new president was empowered to appoint a committee to revise the constitution to provide for associates. The club is to have a baseball game with the District Attorney's office on Saturday, June 20, at Federal League Park.

Woman Wins \$10,000 Prize.

Winthrop Ames, the theatrical manager and owner of The Little Theatre, has announced that Miss Alice Brown of Boston had won the \$10,000 prize offered by himself for the best play by an American author. The prize is the largest ever offered in an open contest for a play. "Children of Earth" is the title of Miss Brown's play. It is a serious drama, and is the writer's first effort at writing a long play. She is 57 years of age. Miss Brown is a well known writer of short stories, and has written several short plays for the stage. For many years she was on the staff of the Youths' Companion, and still is a contributor to that periodical. She has published a volume of poems, a book of essays on travel, a large number of short stories and several novels, the best known of which are "The Story of Thyra" and "Rose MacLeod."

Post Standard Changes.

W. E. Gardner, general manager of the Syracuse (N. Y.) Post-Standard Company, has recently announced promotions in the staff of the Post-Standard as follows: W. P. Baker, late associate editor, to be editor-in-charge with supervision over the editorial and news departments; Jerome D. Barnum, until recently advertising manager, to be business manager with jurisdiction over the advertising and circulation departments and business office; Samuel G. Gosnell, for the past ten years' foreman of the composing room, to be mechanical superintendent with supervisory authority over the stereotype room, composing room, press room and Post-Standard office building.

Socialist Editor Gets Two Years.

Alexander Scott, editor and publisher of the Weekly Issue, a Socialist paper published in Lodi, N. J., was arraigned last week before Judge Klenert in the Court of Special Sessions, Paterson, N. J., on a charge of libel against Jacob Benson, Chief of Police. Scott pleaded guilty and was sent to State prison for two years. The objectionable article referred to Mr. Benson as the "boss anarchist" of Paterson.

East St. Louis Gazette Suspends.

The East St. Louis Gazette has suspended publication after a career of forty-seven years. It has been under the management of the Sues Brothers for twenty-three years. One of the brothers died a few years ago and Adolph Sues continued the publication.

Find Dead Man in Brisbane House.

The body of an unidentified man, who had been murdered, was found last week in a bedroom of Arthur Brisbane's Point Pleasant, N. J., home. No clue could be found to the tragedy. The house had not been occupied.

R. J. BIDWELL CO.

Pacific Coast Representative of

- Los Angeles Times
- Portland Oregonian
- Seattle Post-Intelligencer
- Spokane Spokesman-Review
- Portland Telegram
- Chicago Tribune
- St. Louis Globe-Democrat
- Kansas City Star
- Omaha Bee
- Denver News
- Salt Lake Herald-Republican

742 Market Street
SAN FRANCISCO

IN MAY
The Daily Average Circulation of
The Omaha Daily News
"Nebraska's First Newspaper"
WAS
74,842
Two Contemporaries
No Competitors
Distinctly First
In Quantity and Quality Circulation
C. D. BERTOLET, Boyce Bldg., Chicago
New York Representative
A. K. Hammond 366 Fifth Avenue

THE HERALD
HAS THE
LARGEST MORNING CIRCULATION
IN
WASHINGTON
C. T. BRAINARD, President.
Representatives:
I. C. WILBERDING, A. R. KEATOR,
Brunswick Bldg., 601 Hartford Bldg.,
NEW YORK. CHICAGO.

The Detroit Saturday Night
is printed on super-calendered paper and justly suited to half-tone work, providing the best results to advertisers. The first form closes Wednesday morning, and the last form closes Thursday afternoon, preceding date of publication.
We do not accept whiskey, beer or cigarette advertising.
We do not accept patent medicine advertising.
The publishers reserve the right to reject any advertising which in their opinion is undesirable or does not conform to the general policy of the paper.
We guarantee the reliability of every advertisement appearing in our columns.
Foreign Advertising Representatives
GEO. H. ALGORN F. STANLEY KELLEY
Tribune Bldg. Peoples Gas Bldg.
New York City Chicago, Ill.

THE NEW HAVEN Times-Leader
is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

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

By The Editor and Publisher Co., Suite 1117, World Building
New York City. Private Branch Exchange Telephones, 4330-4331
Beckman. Issued every Saturday. Subscription, \$2.00 per year,
Canadian, \$2.50; Foreign, \$3.00.



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

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

New York, Saturday, June 6, 1914

DOCKERY'S QUEER ATTITUDE.

We have taken pains on several occasions recently to call attention to the somewhat surprising attitude of the Third Assistant Postmaster General in regard to the Bourne Publicity Law. In his letters to THE EDITOR AND PUBLISHER in reply to inquiries made by us, Mr. Dockery has shown his indifference to any efforts that are being made to secure the enforcement of the law. Elsewhere in this issue will be found another letter in which he unhesitatingly announces that his department will not render any assistance to anyone who makes requests for information contained in statements filed by the publishers. He says:

"I have to say that it is not practicable to give you access to the departmental records in this respect. The statements of such publications could not be located in the files except by a person familiar with the system under which they are filed, and a clerk could not be furnished to draw the statements from the file for you without interfering with the work of the department."

It was hitherto supposed that the departments in Washington were established for the benefit of all the citizens of the United States and that those in charge of them would furnish any information they may possess, not of a strictly secret nature, on request.

Evidently the Postoffice Department, in the light of Mr. Dockery's letter, is an exception to the rule. The Bourne law requires the filing of circulation and ownership statements with the government. When received at Washington these are packed away where no one can see them except the officials of the Postoffice Department themselves. Mr. Dockery's position in the matter is wholly untenable as there is no valid reason why these statements should not be open to the inspection of anyone who desires to consult them. Of whom is Mr. Dockery afraid? Is it the newspapers that do not comply with the law? Does politics have anything to do with his attitude?

WHAT DO YOU THINK OF THIS?

A southern newspaper advertising manager sends us a letter he has received from N. W. Ayer & Son, of Philadelphia, offering 46 weekly insertions of a 40-inch advertisement of the R. J. Reynolds Tobacco Co. on condition that the newspaper will give 4 free insertions of a 40-inch ad. This, we believe, is a new way of holding up the publisher. There is, of course, no concession made in the commission to the agents, which is 15 and 5 per cent., and the rate for the business is figured at the lowest possible

amount the newspaper would accept. In order to get the contract the newspaper must give the agency or its client 160 inches of advertising without charge. It looks to us as though N. W. Ayer & Son are liable to get bumped pretty hard in the near future if they continue this policy. The newspapers do not, of course, have to accept the proposition, and a majority of them will not. Those who do will soon find that other agencies will follow the N. W. Ayer & Son's example, and in a short time they will discover that their columns are full of advertisements for which not a cent will be paid. Is there any particular reason why a newspaper should give any advertising agent a single line of free publicity when it quotes him its lowest rate and pays him his full commission?

EDITORIAL COMMENT.

Copies of next week's issue of THE EDITOR AND PUBLISHER will be distributed among the three hundred or more members who will attend the convention of the International Circulation Managers' Association, which will be held on board the steamship Noronic June 13 to 19. If you have an advertising message for them the very best medium of reaching them is through this number of the paper. Send in your copy not later than Wednesday. The issue of June 20 will be the Associated Advertising Clubs of America convention number, which will be distributed among the three thousand delegates at Toronto June 22 to 25. This will be the golden opportunity for reaching the largest gathering of general advertising managers, agents and advertisers in the world under the most advantageous circumstances. Don't neglect it!

P. E. Burton, of the News Herald, Joplin, Mo., writes us that he has looked over the columns of THE EDITOR AND PUBLISHER and also of other papers in our field for a list of houses or advertisements of concerns furnishing an advertising mat service for newspapers and could not find a single one. Here is an indication that concerns dealing in mat advertising service are neglecting a most valuable opportunity in the columns of THE EDITOR AND PUBLISHER, for placing their wares before the men who can make use of them. THE EDITOR AND PUBLISHER is read each week by more newspaper men than any other paper in its field.

It sometimes requires weeks and even months of hard work on the part of a solicitor to land an advertiser. Michael Wilson, of the Blackman-Ross Company, once told me that he called on a prospect seventy-seven times by actual count before he landed the account. It took William E. Moffitt, advertising manager of the Pittsburgh Leader, four months to bring into the fold one of the paper's new and largest advertisers. He attributes his success to the fact that he co-operated with the representative of the manufacturer by writing a personal letter to twenty-six wholesalers and jobbers in the Pittsburgh district. The solicitor who is easily discouraged or who is not ready to take advantage of every legitimate method for securing business, had better quit advertising and take the position of ticket seller for a popular moving picture theatre.

The Pittsburgh Leader's advertising manager, W. E. Moffet, has just pulled off a stunt that brought to its columns a lot of special advertising. The last week in May it printed each day until Thursday two column box articles calling attention to the fact that Friday, May 29, was Low Shoe Day in Pittsburgh, and that on that day high shoes should be discarded for the more comfortable and cooler footwear. It still further emphasized the idea by printing cartoons on the subject. As none of the other papers made mention of the matter and as the publication of this article set people to talking, the Leader got a lot of credit for its enterprise from the shoe dealers who expressed their appreciation of its efforts by using liberal space in that publication.

JOTTINGS BY THE WAY.

While at the University of Missouri, two weeks ago, I was much interested in what Dean Walter Williams had to say regarding American newspapers as compared to those of other countries. The Dean had just returned from a trip around the world. During his travels he had visited the offices of over two thousand newspapers. He had carefully studied these publications—their physical appearance, their editorial policies and their mechanical production—and, as a result of his observations, reached what seems to me to be a most interesting conclusion, namely: that, all things considered, the American newspaper is the best newspaper in the world. It possesses serious faults, many of which have been pointed out by other foreign conferees, but nevertheless Dean Williams is convinced that it is the best of them all, because it comes nearer to fulfilling its real purpose.

During the sessions of Newspaper Week the Dean used, for the purposes of a gavel, a novel gong which had been presented to him by one of the Japanese press clubs. This gong resembled a flower pot, which stood on a special pedestal on the top of his table. When he wanted to call the editors to order, he struck it with a club-like hammer. The sound produced was pleasing and yet penetrating.

Among other interesting things brought back by Dean Williams was a jacket, or blouse, such as is worn by the newsboys in the larger cities of Japan. Its color is deep blue, and on the back is outlined the trademark or symbol of the newspaper the boy is selling. Newsboys in Japan are not allowed to cry out their papers, as in New York. The Japanese public, however, has no trouble in identifying the boys who have papers to sell, a long way off by these deep blue blouses.

One of the prominent figures present at the newspaper conferences held two weeks ago at the Universities of Kansas and Missouri was Lieutenant Governor Will H. Mayes, publisher of the Brownwood (Texas) Bulletin. Mr. Mayes is a wiry, small sized man, sandy complexioned, with a quick, nervous manner, and a face that clearly indicates his Scotch-Irish ancestry. A short time ago he was appointed Dean of the new college of journalism which is to be established at the University of Texas, at Austin, this fall, and his purpose in attending these editorial conferences was to secure information that may be of assistance to him in organizing the work of the new school.

Mr. Mayes was born in Kentucky in 1861. He was educated in the public schools, and studied law at Vanderbilt University, from which he was graduated in 1881. After practicing law for about a year in Kentucky, he moved to Texas, where he was elected County Attorney of Brown County.

In 1886, because of ill health, Mr. Mayes gave up the practice of law. Fifteen years ago he purchased the Brownwood Bulletin, a semi-weekly newspaper which, in 1891, he converted into a daily newspaper which, since that time, has been one of the most influential papers in Texas.

Mr. Mayes has taken an active interest in the development of Texas and in the promotion of its interests. In 1900 he was elected president of the Texas Press Association. Eight years later he was chosen president of the National Editorial Association. He was elected Lieutenant Governor of Texas in 1912. Although his term expires this fall he tendered his resignation as Lieutenant Governor when appointed Dean of the new school of journalism last spring, but up to this time it has not been accepted. Mr. Mayes is active in religious work and is a frequent speaker at Y. M. C. A. and other services.

One of the distinctive features of the Texas School of Journalism will be that candidates for the degree of Bachelor of Journalism must have previously received the Degree of Bachelor of Arts from some college or university.

FRANK LE ROY BLANCHARD.

PERSONALS.

Medill McCormick, of the Chicago Tribune, and Alexander P. Moore, of the Pittsburgh Leader, were in New York last week to confer with Theodore Roosevelt previous to the latter's departure for Spain.

Samuel Bowles, editor and owner of the Springfield (Mass) Republican is on a Western trip for the benefit of his health. Mrs. Bowles is with him.

John B. Dampman, former editor of the Reading (Pa.) Herald, is seriously ill at his home in that city.

Melville E. Stone, general manager of The Associated Press, is at Niagara Falls, Can., where the mediators are holding their conferences.

J. B. Maccabe, publisher of the East Boston (Mass) Argus-Advocate, recently sailed for an extended tour of Europe covering a period of several weeks. He is a well-known sportsman.

Henry D. Carbury, general manager of the Rocky Mountain News of Denver and the Denver Times, has resigned. He is succeeded by J. H. Smythe as business manager of both papers.

J. Montgomery Brown has been appointed business manager of the Fort Worth (Tex.) Record.

Louis A. Hornstein, advertising manager for the Mergenthaler Linotype Company, with headquarters in the New York office, spent the week of May 23, at the Grand Hotel National, Luzern, Switzerland. He writes that he is sailing for home on May 31 and will arrive in New York about June 8.

Etienne Grosclaude has been appointed editor of Le Journal, Paris.

Moses R. Glenn, editor and publisher of the Dawson (Ky.) Tribune, has been appointed Printing Commissioner of Kentucky.

A. K. Hammond, of the Clover Leaf Papers, is sojourning at St. Augustine, Florida, where he recently purchased a winter home.

Jerome B. Bell has retired from the editorship of the Wilmington (Del.) Sunday Star and will rest in his old home in North Carolina.

John C. Applegate, who recently sold his paper, the Cannon Falls (Minn.) Beacon, has moved to a farm near Bordeaux, Wash.

Earl Thomas, formerly connected with the Rockham (S. D.) Record, has become editor and publisher of the Orient (S. D.) Argus.

Oscar B. Sutherland has been appointed general manager of the Scranton (Pa.) News, succeeding S. F. Towne, president of the publishing company and advertising manager of the paper.

Joseph H. Newton has retired from the editorship of the Newark (O.) Advocate after thirty-four years of service and will give his full time to his duties as postmaster of the city.

GENERAL STAFF PERSONALS.

William Kemp Starrett, cartoonist for a number of years with the Albany (N. Y.) Knickerbocker Press, and whose cartoons of American editors and publishers in the recent convention numbers of THE EDITOR AND PUBLISHER attracted considerable attention, is now with the Philadelphia Times.

William H. McDonald, night city editor of the Portland (Me.) Daily Argus, has been elected a trustee of the Portland Water District.

George M. Smith is managing editor of the Pilgrim, a new twice a month

paper published by the negroes of Grand Rapids, Mich. It is printed in Magazine form, twenty pages six by nine inches. Daniel B. Lampkin is business manager and Harry Lester advertising manager.

E. C. Hackett, for nine years on the Rochester (Minn.) Daily Post and Record, has been elected secretary of the Commercial Club of that city, effective July 1.

J. Harry Woods, city editor of the Passaic (N. J.) News, has been appointed city clerk of Passaic.

Dr. Frank Crane, associate editor of the New York Globe, delivered an address entitled "Castles of Atlantes," at the St. Nicholas Avenue Presbyterian Church Sunday night.

Fred Austin, of the editorial staff of the Real Estate Magazine, has become telegraph editor of the New York Tribune.

Charles E. Chapin, city editor of the New York Evening World, and Mrs. Chapin, have sailed for Panama.

Frank N. Challen has become connected with the advertising department of the Columbus (Ga.) Ledger.

James M. Ross, managing editor of the Lexington (Ky.) Leader, spent several weeks vacation in Buffalo and New York.

WASHINGTON PERSONALS.

Joseph P. Annin of the Washington Herald, who went to Vera Cruz, Mexico, to represent his paper, has returned to his duties here.

William Leavitt Stoddard's automobile was struck by an unknown machine on Monday, but no serious damage was done.

F. K. Stauffer, for many years Washington correspondent of the Reading Eagle and other Pennsylvania newspapers, has been nominated for Congress from his home district.

A son has been born to George A. Mosshart of the Cincinnati Enquirer and Mrs. Mosshart. The youngster has been given the name of Crockett, the family name of Mrs. Mosshart.

The recent consolidation of newspapers in Chicago has necessitated a number of changes in the personnel of several Washington bureaus. John Callan O'Loughlin, for many years head of the Chicago Tribune bureau, relinquished that position on June 1, to become chief of the new Chicago Record-Herald-Inter-Ocean bureau, succeeding Sumner M. Curtis and Oswald F. Schuette.

Arthur S. Henning, who succeeds Mr. O'Loughlin as the head of the Tribune bureau, has been with the Chicago Tribune for nearly twenty years. He began his newspaper career with that paper when a student in the University of Chicago, covering college sports and campus news. Upon leaving college he became a regular member of the local staff. After two years of service he took a leave of absence and made a trip around the world, and upon his return he again became a member of the local staff. Four years ago he came to Washington as assistant to Mr. O'Loughlin.

Oswald F. Schutte has retained the old Washington office of the Inter-Ocean, 31 Wyatt Building, as the Washington bureau of Leslie's Weekly, of which Mr. Schuette is the Washington correspondent.

VISITORS TO NEW YORK.

George H. Larke, publisher and editor of the Indianapolis Sun.

O. M. Phillips, business manager of the Youngstown (O.) Telegram.

WEDDING BELLS.

Eugene Jared Young, telegraph editor of the New York World, and Miss Josephine Armitage, daughter of the late Charles Armitage, of East Orange, N. J., were married on June 3 at the home of the bride's sister, Mrs. Andrew Morison, in East Orange. Only relatives and a few friends were present, as the bride was in mourning. Mrs. Herbert C. Bradley, twin sister of the bride, was matron of honor and the best man was Walter S. Young, brother of the bridegroom.

William Geppert, editor of the Musical Courier Extra of New York, and Mrs. Katherine Hawley of Los Angeles, Cal., were married at the court house, Portland, Ore., by Judge Robert G. Morrow, May 27. Mr. Geppert is on a tour of the Coast.

Miss Ellen Lincoln Merrill, daughter of W. F. Merrill of Plainfield, N. J., was married to Henry C. McMillen of that city Tuesday afternoon in the home of her parents by Dr. J. S. Zelic of the Crescent Avenue Presbyterian Church. There were no attendants and the guests were limited to relatives. Mr. McMillen is an assistant editor of the New York Evening Post.

William H. Lawdraig, fraternal editor of the Washington (D. C.) Star, and Mrs. Eddie M. Walton, of Augusta, Ga., were married at the Capital recently.

Joseph H. Newton, 78 years old, veteran Democrat editor and postmaster of Newark, O., has confirmed the report that he was married on April 21 in Louisville, Ky., to Mrs. Frances Montrose, of Columbus, by the Rev. J. H. Kuffess, editor of the Gospel Advocate.

The engagement of Miss Edna L. Stern, of New York, to R. R. Guinzburg, of Yonkers, N. Y., is announced. Mr. Guinzburg will be the managing editor of Westchester County Budget, a weekly, to be launched in Yonkers the early part of this month.

The Green Bay (Wis) Free Press, a new newspaper, has absorbed the Herald, a weekly paper organized three years ago.

PUBLISHER'S NOTICE.

Advertising Rates: Display, 15 cents per agate line; 25 per cent. discount on yearly contracts. Classified, 1 cent per word.

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

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

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

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

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

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

BUSINESS OPPORTUNITY

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

MISCELLANEOUS

"FEATURES, NOT FILLERS"—Daily editorial, sporting and news features, unusual quality and price. Samples. Editors' Press, Box 961, New York.

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, one per page. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

LINOTYPE MACHINES

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

RICH & McLEAN,

51 CHURCH ST., New York.

EASTERN DAILY

and job business. Well equipped. Four linotypes. Annual volume \$55,000. Profit \$2,100. Rapidly improving. Needs individual owner-manager. Much of the price can be deferred by buyer with record of success. Proposition "J. Y."

C. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

Development Opportunity

Daily newspaper property in field of over 250,000 population can be acquired for \$50,000. The equipment is modern and ample to take care of three times the present gross business.

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

SITUATIONS WANTED

Advertisements under this classification will cost 1c. per word; Display, 15c. per Agate Line.

MANAGER OF PROMOTION AT LIBERTY

JUNE 1st
Position as manager of promotion desired, or I would consider a place as advertising manager in city of 75,000 or over. Have filled chair of the latter recently and have shown results, but have made a study of newspaper promotion in all its branches. My experience in many cities during the past eight years gives me unusual qualifications.

Present contract expires June 1st. Exceptional references from past and present employers. Address A. M. E., care Editor and Publisher.

CITY EDITOR—Experienced and a hustler will consider first-class proposition after June 1st. Now employed in a responsible position. Address D. 1244, care The Editor and Publisher.

YOU CAN'T GET HIM ON A SALARY.
A newspaper business builder wants position as manager or business manager small daily or daily and weekly. University graduate, 23 years old, married. Six years' experience—both business and editorial departments. Wants to go to work on paper whose advertising, circulation and job departments are not growing as fast as they should. Wages must depend on business produced. Address T. T., care The Editor and Publisher.

YOU NEED A MAN

One who can take charge of your Advertising Department and make it grow faster. AN ADVERTISING MAN with experience, initiative and reliability. This I have to offer to the publisher who can use the services of a trained ADVERTISING MAN with ability to write copy and devise and execute practical sales methods. THIS ADVERTISEMENT is directed to any executive who has an opening, or to the few who are always ready to MAKE an opening for such a man. Address T. A. Brown, care Moulton, 519 5th Street, Brooklyn, New York.

DO YOU REALLY WANT BUSINESS?

The writer, who has had seventeen years of actual experience closing contracts with large advertisers, is open for any good proposition, either large newspaper or Trade paper. To the Publisher who is willing to pay what those kind of services are worth will be only too glad to demonstrate that I can deliver the goods. Address D 1194, care of the Editor and Publisher.

FOR SALE

FOR SALE: 50 cents on the dollar. Daily and weekly newspaper, Nowata, Oklahoma. Live city of 5,000; big country population; daily circulation 1,000; weekly 1,200. Politics—democratic. Terms: half cash. Owners now in oil business. Would consider live, experienced man taking an interest and running paper on salary. A real bargain. Address W. P. HENRY, Tulsa, Oklahoma.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago—New York—Philadelphia, for 20 years the cata trades' leading journal. Write for rates.

New Jersey's
Leading 7 Day Paper
Trenton Times
 More circulation than corresponding period in 1913
 U. S. Report, 23,985 Paid
 and 200,000 more lines of display advertising . . .
Kelly - Smith Co.
 CHICAGO NEW YORK
 Lytton Bldg. 220 Fifth Ave.

May
 The New York Times published in May 932,536 lines of advertisements, 77,639 lines more than in May, 1913, and a greater volume than in any previous May.
 The more than a quarter of a million daily purchasers of The New York Times represent the greatest buying power in the world.

The Catholic Tribune - (English)
Katholischer Westen - (German)
Luxemburger Gazette - (German)
 Net average weekly circulation for the year 1912:
 January 30,908 July 32,935
 February 30,996 August 33,730
 March 31,053 September 34,821
 April 30,998 October 35,406
 May 31,332 November 36,067
 June 32,102 December 36,487
 These figures are net, all exchanges, ad-
 vertisers' copies, free and unsold papers
 having been deducted. Write for sworn
 statement.
CATHOLIC PRINTING CO.
 Dubuque, Iowa

Buffalo News
EDWARD H. BUTLER
 Editor and Publisher
 "The only Buffalo newspaper that
 censors its advertising columns. Many
 of our advertisers use our columns
 exclusively. The above is one of the
 many reasons why."
 Foreign Advertising Representatives
KELLY-SMITH COMPANY
 220 Fifth Avenue Lytton Building
 NEW YORK CHICAGO

If your Product or
 Proposition is Worthy,
 tell about it in the
NEW YORK
TRIBUNE
 and be fully assured of
 Satisfactory Response.

THE NEW ORLEANS ITEM
As They Told It to Uncle Sam
3D U. S. P. O. STATEMENT
 The New Orleans Item..... 53,901
 The Daily States..... 32,532
 The Times-Democrat..... 25,242
 The Picayune..... 20,837
 That's why The Item every week in the
 year carried more paid advertising of any
 and all kinds.
THE JOHN BUDD COMPANY
 Advertising Representatives
 New York Chicago St. Louis

CIRCULATION FORMS.

Necessity That They Shall Be Uniform Emphasized by John M. Schmid—Effort to Bring This About Now Being Made by the I. C. M. A. and the Recently Organized Audit Bureau of Circulation.
 By JOHN M. SCHMID.

At last it is possible for the publishers of this country to adopt a standardized circulation form.

The incorporation of The Audit Bureau of Circulation in Illinois last month, which organization is made up of most of the largest advertising agencies and publishers in the United States, brings together all the elements necessary for the adoption of a uniform circulation statement, which it seems has been impossible heretofore.

Nearly every large advertiser or advertising agency has had a different idea as to his needs in the way of circulation figures, to the extent that it has become almost impossible for the circulator to dig up the figures and other information desired.

One would ask for a statement for a specified period within the calendar year; another would ask for figures during a similar period divided into two years, and a third would ask for something entirely different than the others asked for, and so it went until the sight of an advertiser's blank would drive the average circulation manager into a frenzy.

TAKES A LOT OF WORK.

Few advertisers have any conception of the work involved in compiling figures beyond the usual record kept in newspaper offices.

The International Circulation Managers' Association has for years made an effort for the adoption of a statement that would answer all purposes, and in most instances the publishers were ready to adopt some form acceptable to circulation managers, but when the form was submitted to the advertising agency or to the national advertiser, he would either reject it as unsatisfactory, or present it for action to some organization that would pigeon-hole it, and that was the last of the circulation manager's ideas, as to a uniform statement.

When the A. B. C. was organized in Chicago last month, I appeared before the convention as an official representative of The International Circulation Managers' Association to bring about the adoption of a uniform circulation statement, and presented, briefly, the advantages of such a form. I believe that the time is now at hand when the audit committee of that organization will find it wise, as well as necessary, to invite experienced circulation managers to offer suggestions and submit their ideas.

HOW FORM WILL HELP.

A form that is adopted which will include all the information required from the big publisher will naturally also take care of the "little fellow." Any form that is officially adopted by the A. B. C. should prevent the presentation of dishonest figures.

There are many publishers who print ambiguous statements, changing them from month to month, so that comparisons are impossible; in fact the publisher himself does not know half the time whether his circulation is going up or down.

Other publishers send copies of their paper out promiscuously, refusing to allow agents the return privilege, substituting therefor a cash discount for the prompt payment of bills. There isn't an agent anywhere who always sells all the papers he receives, and without the return privilege he must either pay for his unsold copies or lose his agency. What becomes of these unsold papers as far as the publisher's books show?

They show that the papers have been sold regardless of conditions, and the result is that the publisher gets credit for a bona-fide cash circulation, although his real circulation is unknown either to himself or anyone else.

The publisher, under this system, not only misleads himself but the adver-

tiser as well, and no publisher should be permitted to offer circulation figures on the non-returnable basis, unless he also submits a monthly statement from each agent, giving detailed information as to the number "LEFT OVER" each day, whether the agent is arbitrarily compelled to pay for them or not. Circulation statements are valueless to the advertiser unless they are based on FACTS and are TRUE. This is a point which should be taken care of when a uniform circulation statement comes up for consideration.

Another matter that is important is the promiscuous distribution of sample copies which are usually charged to agent's accounts as bona-fide circulation, and are "paid for" at the end of the month by a "Profit and Loss" charge, or by carrying the amount due for samples sent as a "balance due" for an indefinite period; some newspapers make an "allowance" for the distribution of samples and charge it to "expense." All these things are done to cover up the true conditions, and instead of "samples" being charged as "free circulation" in the first place, they are "juggled" through the books in various ways to even defy the expert auditor in getting in the real facts.

A circulation auditor may be an expert accountant and may know how to determine the circulation of a newspaper from the books, but that alone will not give the real facts and figures, and the BONA-FIDE PAID CIRCULATION.

The general system in effect in the circulation department must be considered, country agents should be consulted, news-dealers and street-boys, as well as carriers, should be seen in order to assist in disclosing any irregularity in the books of the publisher. Circulation cash is usually a good barometer in determining paid circulation but it is worth nothing unless the various channels through which this cash is received are examined and found to be straight and narrow, with no possibility of any "cash" originating within the office making its appearance on the books, which cash will later be found as an expense item in some form or other on the general books, which the circulation book-keeper never sees.

By having a uniform and standardized circulation form, each publisher who is a member of the A. B. C. must necessarily keep his records in such a manner that the figures will balance and give the information asked for; furthermore, with a uniform system in vogue in all offices of a certain class, it would be an easy task for the circulation auditor to check up and determine what the real bona-fide circulation of a publication is.

A uniform statement means much to the publisher, advertiser, advertising agent, and to the A. B. C., and it's up to every circulation manager to put forth every effort to bring about what we have been fighting for since the organization of the I. C. M. A., sixteen years ago.

NEW AD INCORPORATIONS.

TERRE HAUTE, IND.—Standard Advertising Company; capital stock, \$10,000; advertising; directors, A. R. Weldele, A. Wayne Kehoe, Charlotte F. Weldele.

CHICAGO, ILL.—Package Advertiser Publications; capital stock, \$2,500; publication and distribution of advertising publications; Charles M. Carr, Hunter Anderson and Charles C. Bombaugh, incorporators.

CAMDEN, N. J.—Standard Publicity Service; general advertising business; capital, \$50,000; incorporators, W. B. Wolcott, C. I. Evans and J. M. Laneer.

CHICAGO, ILL.—The Advertising and Service Company; capital stock, \$5,000; general advertising business; incorporators, Frank Hamlin, Samuel Topliff and Homer H. Cooper.

BUFFALO, N. Y.—Salmaus, Adkins Company, to carry on a general advertising business; capital, \$1,000; directors, Martin Salmaus, Bert W. Adkins and Edward C. Haudwork.

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

THE NEW YORK EVENING MAIL
 carries more advertising than any other high-class evening newspaper in its field. It pays to advertise in a paper that enjoys the full confidence of its readers.
 Average net paid circulation for month of April, 1914,
161,365
 For highest efficiency advertise in
THE EVENING MAIL

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

Reach the men and women who can afford to buy advertised products through
THE PITTSBURGH POST
 (Morning)
THE PITTSBURGH SUN
 (Afternoon)
CONE, LORENZEN & WOODMAN
 Foreign Representatives
 New York, Kansas City, Chicago

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

The Peoria Journal
 "Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarantees as much city circulation, in Peoria and Pekin, as both other Peoria newspapers combined."
H. M. Pindell, Proprietor
 Chas. H. Eddy, Fifth Ave. Bldg., New York
 Chas. H. Eddy, Old South Bldg., Boston
 Eddy & Virtue, People's Gas Bldg., Chicago

THE EDITORIAL PAGE.

(Continued from page 1066.)

The "big" advertiser is the most intelligent advertiser. When he spends his money to advertise his wares, he expects to get more money in return. To him advertising is a detail of his business. Long ago he learned that a newspaper to have real drawing power as an advertising medium must possess the confidence of the reading public. Public confidence is not possible in a newspaper whose opinions are for sale or are shaped and slanted to mercenary ends. It must be free.

PRESENT-DAY VIRTUES.

While the editorial page of the present era has many faults that are grievous, it also has some virtues. It is only by comparing the best of the present with the best of the past that we are able to secure a true perspective. On the whole, the editorial page of the present is less mercenary, less partisan, less abusive than that of a generation ago. It discusses issues from a broader viewpoint, and is fairer to individuals. You may recall that it was Horace Greeley, the greatest editor of his time, who in an outburst of narrow partisanship declared: "Not all Democrats are horse thieves, but all horse thieves are Democrats." The editor, who today would indulge in such silly and insulting twaddle would be regarded with deserved contempt.

Another thing that may be said for the modern editorial page is that it is better written than ever before. In the period of experimentation some things were learned. One was that words are intended to convey thought. The people are too busy with their own affairs to waste time on superfluous verbiage. The old florid style of editorial writing, abounding in rounded sentences interspersed with quotations and classical allusions has given way to the direct method of expression.

The editorial of today has a purpose. It is prepared because it is deemed necessary or desirable that something be said upon a subject. The object, therefore, is to say that thing and stop. If the editorial is to be read by busy persons, it must be short, concise and to the point. Two words must not be used when only one is needed. Clarity of expression, obtained through the exact use of words, is sought rather than rounded periods and rhetorical effect.

The modern editorial is more forceful, more nearly epigrammatic. In that the editorial is more condensed it follows that it also is better digested. The short editorial is the more difficult to prepare and the writer must give the subject more careful consideration. Another improvement is in the greater number and variety of subjects discussed. There also is evident a broader viewpoint, and tolerance for the opinions of others and more human sympathy and understanding.

PUBLIC DEMANDS ON PRESS.

Particularly in the last decade the public has been demanding more from the newspapers than ever before, and the improvement in the editorial page has been a response to that demand. Not only does the public demand truthfulness and accuracy in the news columns, but fairness, sincerity and intelligence in the expression of editorial opinion. The journal that ignores any of these demands can exert little if any influence upon the public mind.

The newspaper should occupy the most exalted plane. It should be broad, fair, just, impartial, sincere, conscientious. It should be accurate and truthful, holding high ideals of collective and individual morals. It should be unswerving in its devotion to the public welfare. It should be the friend of the friendless, the helper of the oppressed, the foe of injustice, it should be sympathetic with and helpful to all that is good, and a scourge and terror to all that is evil.

Such newspapers can shape and direct public opinion aright. Public opinion, just and correctly formed, can right all wrongs, wipe out all evils, purify all human institutions, and promote the welfare and happiness of the race.

R. H. WALDO ON TRUTHFUL ADS.

Appeals to Kansas Newspaper Men to Light "Second Candle of Journalism" and Tells How.

An appeal to the newspaper men of Kansas to light the "second candle of journalism" was made by Richard H. Waldo, business manager of Good Housekeeping, who addressed the National Newspaper Conference at the University of Kansas recently. Mr. Waldo's subject was "The Second Candle of Journalism," by which he meant truthful advertising. Modern journalism, he maintained, was falling behind in essentials, and a renaissance was vitally necessary.

"The topic assigned me is "Advertising That Draws Trade," explained Mr. Waldo, "and in this audience, where promise is made performance and vision becomes a fact, I find the best possible setting for what I have to say.

"It has been suggested that I talk the Kansas language to you. It is worth trying. To us in the effete East, Kansas' language has about it a strong flavor of William Allen White. He told you in a famous editorial to 'raise more corn and less hell.' I'm going to suggest, in the course of describing 'what's the matter with newspapers,' to raise more faith and less bunk in your advertising columns.

"As a man in close touch with national journalism, I hold that the great future of the publishing business is in the development of advertising efficiency. Therein lies the second candle of journalism, alike for the publisher of the country and the national magazine.

"In every community of the greatest commercial nation in the world today, there is need of a newspaper whose advertising is absolutely reliable. The public wants it, and men grow rich giving the public what it wants."

Mr. Waldo emphasized the necessity, often neglected by the publisher of advertising his own wares.

"You can get your points quickly from the toughest advertising prospect," Mr. Waldo continued. "He will give you material for a month's advertising in a morning's interview: If you set down the items your hard-shell has told you would look good to him, you will find the list surprisingly short. These are the things, of which if any prospect is convinced, his trade is yours: That your circulation is accurately stated; that you know what kind of people read your paper; that all of your readers are interested in all of your advertisements, because you only carry those that are reliable.

"If you can furnish these three things you won't need a genius to write advertising copy that will bring home the bacon. It was the Topeka Journal that suggested that there should be at least three children in every family, so that if one was a genius the other two could support him.

"According to figures gathered in the past few years, 88 per cent. of all manufacturers in the United States turn out goods fit to be advertised under the highest standards. It is a fact, however, that many among the remaining 12 per cent. are the best spenders.

"But theirs is the advertising that draws trade for themselves alone, and the harm they do in shattered confidence, in other advertising is coming to be clearly understood. The great body of American manufacturers is getting back of the clean-up policy that seeks to make advertising pay as it really should pay.

"It is truthful advertising—advertising in which 'brevity is the soul of wit,' and in which nothing but news is presented, but that to its full value. Of its typography I shall say nothing, nor of its frequency or size—since richness and quantity of clothes count for little on an unhealthy body. But of its need for sincerity, I have said all, in endeavoring to show you that the public want it and that it will pay."

The Kingsburg (S. D.) Kodak ended its career last week.

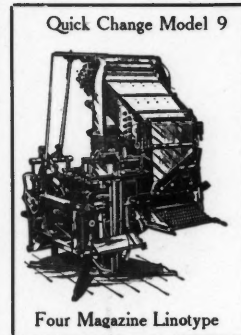
Mr. Charles W. Knapp

of the

St. Louis Republic

says of his

4 Model 9's



"Our investment in these machines has been unquestionably wise, as they are saving annually an average of at least forty per cent of their cost."

THE MULTIPLE LINOTYPE WAY IS THE MODERN WAY

Mergenthaler Linotype Company

Tribune Building, New York

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

POST'S PROMOTION MANAGER.

W. P. Rose Will Co-operate With National Advertisers for Washington Daily.

Wm. P. Rose, who has recently been appointed promotion manager of the Washington Post, is one of the newer generation who prepared for the advertising business to make it a profession. In preparation Mr. Rose carried special work under Prof. Jeremiah W. Jenks, of Cornell University, after which he entered the main organization of Lord and Thomas in Chicago. Later he joined the staff of Suburban Life Magazine in New York city.

As advertising manager of the Erie (Pa.) Herald, Mr. Rose began to specialize in promotion work. Under his

direction the Washington Post is now offering national advertisers co-operation in investigating and promoting distribution and sales. Mr. Rose is said to be the youngest promotion manager of a big city daily in the country.

Budapest Editor in New York.

Sigismund von Farkashazy, director of the Pesti Napalo, the Budapest organ of the opposition in the Hungarian Parliament, arrived in New York Tuesday by the North German Lloyd liner Kaiser Wilhelm II. A representative in this city of the Hungarian Conservatives made an effort to have Von Farkashazy detained by the immigration authorities because he had spent a term in jail for duelling, but the immigration boarding inspector decided that Von Farkashazy might come in, as he is merely a visitor and as his friend, Alexander Konta, whose guest he will be for several weeks at the St. Regis, guarantees to take care of him while he is here and see that he departs later.

Old Editor Kept Marriage Secret.

The Rev. Washington Frothingham, 94 years old, of Fonda, N. Y., who has been called the dean of American journalism, has just announced his marriage fourteen years ago to Miss Ella Leavitt, of Tribes Hill, N. Y. It is said that announcement of the wedding was withheld because of the wish of a sister of Mr. Frothingham, who died a few days ago. Mr. Frothingham is especially well known as "The Hermit," a name which he signed to many newspaper articles published in the Mohawk Valley. Many years ago Mr. Frothingham was a contributor to the New York Herald. His books include "The Literary Rambles of a Journalist" and "A History of the French Revolution."

The Oregon City (Ore.) Courier has leased property, upon which a building 75x50 feet will be erected for the use of the paper.



WILLIAM P. ROSE.

MAINTAINING RATES.

George E. Marcellus Urges Editors to Adopt a Fair and Profitable Ad Charge and Then Stick to It Without Exception.

Speaking at the Kansas Journalism Conference, Lawrence, May 14, George E. Marcellus, manager of the advertising department of the American Press Association, after explaining the scope and methods of the Association's advertising efforts, took up the question of maintaining rates. On this theme he said in part:

"Laxity in maintaining advertising rates is by no means confined to the weekly local press. It is the curse of many a more pretentious publication, and is a handicap that keeps below its proper proportions a vast volume of newspaper advertising.

"The publisher must know accurately the cost to him of the space which he has for sale and set upon it a price which will yield in the aggregate, after deducting the cost of obtaining same in commissions, solicitation, etc., a profit not out of proportion to his investment in equipment and service. Then he must adhere to the rate he has adopted without fear and with rigid faith and confidence in the ultimate satisfactory outcome. The members of this conference have been studying scientifically and more thoroughly than ever before the cost of producing newspaper advertising space and this action gives promise of an adjustment of advertising rates to a more compensatory basis.

The present is no time for haphazard methods.

"One of the most important utterances ever made on the subject of the maintenance of advertising rates comes from Mr. Mason Warner, of the well-known Snitzler Advertising Agency of Chicago, before the recent National Editorial Association at Houston. Among other things, he said:

NEGLECT OF SMALL PAPERS.

"Every national advertiser knows the possibilities of newspaper advertising in larger cities. But the great majority of national advertisers are neglecting the small newspapers.

"The field covered by the small newspaper is just as profitable as the large cities. The man who is confining his advertising to cities of 25,000 population and upward is neglecting 69 per cent. of the total population of the United States, for only 31 per cent. of our people live in cities of more than 25,000. The rest dwell in small towns and country.

"The great field of the national advertising is among the so-called common people. Fully 80 per cent. of all national advertising is to create a demand for the advertisers' brands of food products, clothing, household furniture, musical instruments, toilet articles and patent medicines.

"Advertisers who have gone after the small town trade have found it a good trade. There is not the competition in the country that there is in the metropolis. Another point is that the small town trade is a loyal trade and not so fickle as the city trade, where there is a constant desire for novelty.

QUESTION OF FAIR RATE.

"Notwithstanding the inviting condition of small town trade—with merchants ready to stock the goods and customers with money to buy them—the field is neglected by four in every five national advertisers. The advertiser fears that he cannot buy space in the small newspapers at a fair rate.

"The fair rate demanded by the national advertiser is the lowest rate for which the publisher sells his space to any other advertiser. It makes no difference if space is actually worth 25 cents per inch, if it is sold for 20 cents an inch to one advertiser and for 15 cents to another the man who pays 20 cents an inch is paying more than a fair rate.

"Many publishers of small newspapers accuse large advertisers and advertising agencies of continually endeavoring to batter down their rates. This accusation is not founded on fact. What the large advertiser is trying to do is to buy space at the lowest rate at which the publisher sells it.

"If the publisher will establish a rate for his advertising space, stand pat and not deviate from his rate card the advertiser will cheerfully pay that rate, if it is based on actual paid circulation and is fair and just.

NEED OF STANDARD PRICE.

"Those publishers of small newspapers who do not cut their advertising rates, do not lose the patronage of national advertisers. Quite the contrary. I believe that if an investigation were made it would be found that the small newspapers with standard rates carry more advertising than those that accept business at any price offered. If they do not carry more advertising, the publishers who do not cut their rates at least receive a greater income in dollars and cents from their advertising columns.

"In conclusion Mr. Warner says: 'The publisher must establish a rate and stick to it. It should be as low as possible, but not so low that he will not make a profit on it. The advertiser realizes that the publisher must have a good income from his advertising or he cannot get out a paper that will have any influence with his readers. Let the rate be a fair one for the publisher and for the advertiser, and then never deviate from it. If established rates become the general rule for small town newspapers there will be more national advertisers in the small town field.'

"The lesson is plain: Adopt a fair and profitable rate and then, without exception, stick to it. If the newspapers will do this, an enormous volume of desirable advertising will be developed for them. This is, therefore, one of the most thoroughly important subjects that can be discussed at meetings of press associations all over the country."

Militants Assault Belfast Editors.

Militant suffragettes committed serious personal assaults upon the managing editors of two of the leading newspapers in Belfast, Ireland, Wednesday, because of press criticism of the militant campaign. Two well-dressed women, one of them a giantess, went to the office of the Telegraph and were ushered into the editor's room. Without speaking a word the giantess walked straight up to Mr. Stewart, the managing editor, and with her clenched fist knocked him out of his chair. At the same time her companion hurled a muclage bottle at his head. The women then proceeded to the office of the News Letter and made a similar attack on Mr. Anderson, managing editor of that newspaper, with the result that he has since been confined to his bed, and is under surgical treatment.

Indiana Dailies Consolidate.

The Noblesville (Ind.) Daily Ledger and the Daily Enterprise of that city, were merged last Monday and will be known as the Noblesville Ledger-Enterprise. The company will be incorporated for \$25,000, and the officers will be as follows: President E. E. Neal; secretary, Charles S. Neal; treasurer, Will H. Craig. Mr. Craig, who has been the editor of the Ledger for eighteen years, will retire from the active management of the paper. Vern Wicker, who has been city editor of the Ledger for twenty years, will continue in that capacity with the new paper.

San Jose Paper's Ownership in Court.

Legal complications preventing the consummation of the recent sale of the San Jose (Cal.) Times-Star, has necessitated throwing the matter into the courts in order to settle the question of ownership. Attachments were levied against the paper last week by creditors. The paper appeared in reduced form but it is stated that the situation will soon be cleared and regular publication resumed.

NOTES FROM THE AD FIELD.

Hasbrook, Story and Brooks have been appointed Eastern representatives of the Dayton (O.) Journal and the Dayton (O.) Herald, succeeding John M. Branham & Company, who will continue to represent these publications in the West.

The Dubuque (Ia.) Telegraph Herald will hereafter be represented in the east and west by Frank W. Hinkel, Metropolitan Building, New York, and Peoples Gas Building, Chicago.

Miller Saw-Trimmer Saving Stunts.

The Miller-Saw and Trimmer Company, Point Building, Pittsburgh, Pa., has issued a neat little folder, entitled, "Thirty-two Money Saving Stunts for Live Printers." The folder is printed in two colors and contains reproductions of the Miller-Saw Trimmer in the act of drilling holes in plate admitting the jig saw, routing out shallow cut, sharpening tools, cutting off the tops of dead linotype slugs, reducing the thickness of a slug, and making itself generally useful. The "stunts" make a convincing argument for the practical value of this time-annihilating and money-saving device.

If you want a little fun—clean, innocent, wholesome fun—then send for some sample pages of the

Bingville Bugle

A page of fun—quaintly illustrated with homely scenes, in keeping with the text, at a price so low that you cannot afford to ignore this opportunity.

World Color Printing Co.

ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

The Proof—RESULTS

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

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

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

Newspaper Feature Service

M. KOENIGSBERG, Manager

41 Park Row New York City

Pony Reports

BY TELEPHONE

Day or Night

All the news up to press time.

For rates and details write to

International News Service

200 WILLIAM ST., NEW YORK CITY

Half Column Daily Comics

A New Service—36 weekly—furnished only in mats, without type matter.

The International Syndicate

Baltimore, Md.

MOST CONVENIENT

News matrix service in the market—saves time, patience, money.

Central Press Association, Cleveland

NEWS IS NEWS, AS BOYS ARE BOYS

Sometimes it's rather thin but COLORING is DISLOYAL, and FAKING is a SIN For an AUTHENTIC, UNCOLORED, PROMPT NEWS SERVICE apply to

THE CENTRAL NEWS OF AMERICA,
26 Beaver Street, New York.

More Circulation at a Profit.

We have succeeded in showing several publishers of TRADE AND CLASS PUBLICATIONS how to get more subscriptions—the yearly paid-in-advance kind—at less cost than any other method ever tried by them before. In several instances a substantial profit was secured on each new subscription.

Get in touch with our Service Department, and it's very likely that we can obtain

SIMILAR RESULTS FOR YOU

The Winthrop Coin Card method of securing subscriptions can be applied successfully to any publication.

Write for details, prices and samples. Send sample copy of your publication, and we'll submit plans for a result-producing effort.

THE WINTHROP PRESS

141 East 25th Street, New York City.

Newspaper Correspondents

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

National Association Newspaper Correspondents

Germania Savings Bank Building
PITTSBURGH, PA.

John B. Gallagher & Co.

Feature Industrial Trade Editions

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

ON YOUR VACATION.

Trial Editorials will be sent free before you leave and you can pick out suitable ones for use in your absence. Remember, they cost you nothing.

BRUCE W. ULSH
Prestige Builder Wabash, Indiana

CONVENTION PUBLICITY.

Remarkable Response to Appeals for Advertising Space Made by A. A. C. A. Committee.

Richard H. Waldo, business manager of Good Housekeeping, who is chairman of the general publicity committee of the A. A. C. A., is much gratified at the response the committee's appeals for publicity for the Toronto convention have received from those in charge of advertising mediums throughout the country, and from advertising men generally. In a letter to the editor of THE EDITOR AND PUBLISHER he says:

"It may interest you to learn that we have been given twenty-five thousand street car cards, three ten-inch insertions in each of over five hundred daily newspapers, two hundred and fifty trade papers, sixty-two national magazines and weeklies, over one hundred farm papers, and some sixty religious papers. A special set of novelties have been sent to every member of the Associated Clubs, and twenty thousand booklets, written by Edward Mott Woolly, provided by good friends in the paper and printing business have been distributed besides an amount of outdoor publicity—poster and paint—that will even exceed the wonderful showing of a year ago. On top of this, the United Cigar Stores are distributing two hundred and fifty thousand booklets descriptive of the convention and are displaying window bulletins calling attention to these free booklets."

All of which goes to show that the Advertising Club Convention of 1914 is the best advertised convention ever held in the U. S. A.

Will Spend \$100,000 in Advertising.

The Metropolitan Magazine will spend \$100,000 in newspaper and periodical advertising this fall in its circulation campaign. J. Mitchel Thorsen is the advertising manager. During the last six months a limited amount was spent in advertising with the result that the news-stand sales went up a hundred per cent.

The Philadelphia German Daily Gazette

CARRIES MORE

Local and General

ADVERTISING

than any other German daily published in this country

HOWARD C. STORY,
Publishers' Representative

NEW YORK: 200 Fifth Avenue

CHICAGO: PHILADELPHIA,
Peoples' Gas Bldg. 924 Arch St.

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

Every pound guaranteed

F. E. OKIE CO.
PHILADELPHIA, PA.

ALL ABOARD FOR LAKES TRIP.

More Than 200 Reservations Already Filed with I. C. M. A. Transportation Committee.

A good deal of interest centers about the up-the-lakes trip of the I. C. M. A., leaving Detroit June 13th and returning to Sarnia on the 19th. Upwards of two hundred reservations have already been filed with the chairman of the Transportation and Entertainment Committees, A. E. MacKinnon of the New York World.

During the week the entertainment arrangements for Detroit have undergone a slight change, Messrs. Dobson, Wier and Patten, the local committee, having succeeded in interesting the Board of Commerce so that the Board will supply automobiles enough for the party and for a drive about the Boulevard and Belle Isle. The Board will also entertain the visiting circulators at luncheon at the Board of Commerce's rooms, Lafayette Boulevard and Wayne Street, from where the start will also be made at 9.30 A.M.

Following the luncheon, the party will leave for Sarnia by special train for the Northern Navigation Company's new steamship, the "Noronic."

Among the premium and promotion men who will be represented are the following: A. E. Dupell; Ed. Fegan, Jr., New York City; R. S. Grable, World Color Printing Co., St. Louis, Mo.; Frank F. Ford, Collectors' Adjusting Company; Mr. Herbst, American Color Type Company; W. M. Stretch, Powers-Alard Addressing Machine; S. Weinstock; S. Blake Willson & Company, Chicago; The World Syndicate, Mr. L. M. Rankin; John W. Corley, St. Louis, Mo.; Charles L. Sebring, Sebring Pottery Company, Sebring, O.; W. L. Pease, of Buffalo; Frank L. Chaplin, Yost Manufacturing Company; S. H. Engelberg; P. H. Bridge, newspaper boys and carrier sacks.

Noted Editor and Author Dead.

Dr. George W. Hosmer, of the editorial staff of the New York World, died on the night of June 2, at his home in Summit, N. J., aged 84. Twenty years in the service of the World, Dr. Hosmer had behind him when he joined the World's staff thirty years' experience with the New York Herald. Dr. Hosmer was a veteran of the civil war. He wrote articles and books on the battles through which he fought which are authorities respected by historians. His book "Politics and People" was translated into several languages. One of his most notable articles was an account of the battle of Gettysburg, printed in the World at the time of the fiftieth anniversary last summer. It was written with all the vividness and spirit and unflinching accuracy of his best youthful work.

Old Evening Post Employee Dead.

John Young, foreman of the press room of the New York Evening Post for fifty-two years, died May 28 at his home in Brooklyn, at the age of 75 years. He served his apprenticeship in the office of the New York Sun, joined the Evening Post in 1862, and remained with the paper until his death. He is survived by his widow, three daughters, and two sons. Mr. Young is succeeded by his son Alexander, who has been on the Post staff several years.

Cumberland Times Owner Dead.

Col. John W. Avirett, editor and proprietor of the Cumberland (Md.) Evening Times, died at his home May 29. Heart trouble is thought to have been the cause of death. He was one of the first commissioned chaplains of the Confederate army. Colonel Avirett took charge of the Evening Times in 1884. He was a member of the staff of the late Governor Jackson, and for nine years he was the State Game Warden.

The Cincinnati Commercial Tribune has installed a new Goss High Speed Straight Line Press.

FINE ADVERTISING EXHIBIT.

Will Be Notable Feature of the Toronto Convention.

The Exhibit of Advertising at the Toronto convention of the A. A. C. A. promises to be the most comprehensive and authoritative showing of all lines of advertising yet made at a convention. The exhibit will be in the Art Gallery, where conditions will be ideal as to space, environment and lighting.

By vote of the last Convention, this Exhibit of Advertising is to be strictly of an educational character, showing what is being done and how it is being done. The displays will therefore not be classed as individual trade exhibits. The effort will be to show the best in different lines of catalogue making and general printed advertising. Full credit will be given to every one represented, so that visitors to the Exhibit of Advertising will know the source of the work.

The advertising exhibits will include those of newspapers, magazines; the technical, trade, religious and agricultural press; lithography and street railways, calendars, metal signs, novelties, photo-engraving illustrations, business printing and literature.

The chairman of the Exhibit of Advertising is Joseph S. Potsdamer, of the Ketterlinus Company, Philadelphia, who has associated with him a group of twenty-eight live advertising men.

Mayor Preston Takes a Hand.

James H. Preston, mayor of Baltimore, as chairman of the Baltimore Business Men's On-To-Toronto Committee, has sent a formal letter to 1,500 of the leading merchants and professional men of the city urging them to accompany the members of the Baltimore Ad Club to the Toronto Convention. The party will go on a special train, leaving that city on Friday night, June 19.

Kansas Editors Running for Office.

Kansas editors loom large as candidates for office in the Sunflower State's coming political campaign. The list follows: Victor Murdock, Wichita Eagle, senator, on Bull Moose ticket; Henry J. Allen, governor, on Bull Moose ticket; Will T. Beck, Holton Recorder, lieutenant-governor, on Bull Moose ticket; Senator Joseph L. Bristow, Salina Journal, U. S. senator, on Republican ticket; Congressman Dan Anthony, Leavenworth Times, for congress, on Republican ticket; Arthur Capper, Topeka Capital, governor, on Republican ticket; W. Y. Morgan, Hutchinson News, lieutenant-governor, Republican ticket.

DEATH OF B. F. LEFFLER.

GEORGE P. LEFFLER, business manager of THE EDITOR AND PUBLISHER, this week received messages of kindly sympathy from many friends upon the announcement of his father's death, on Saturday, at Fountain Springs, Pa. The funeral was held on Wednesday.

Benjamin Franklin Leffler was born at Orwigsburg, Pa., seventy-one years ago. When the civil war broke out he enlisted in the Anderson cavalry. Later he was transferred to the infantry division of the army, in which he served with honor two more enlistment periods. He came from old fighting stock, one of his ancestors, Major Conrad Leffler, commanding the Associates for the Defense of the Province of Pennsylvania in the Revolutionary war. When the State Hospital was established at Fountain Springs, twenty-nine years ago, Mr. Leffler was appointed to a responsible position in the institution, which he held until his death.

Mr. Leffler is survived by his wife and five children; Dr. William and Prof. A. E. Leffler, superintendent of the public schools of Port Vue, of McKeesport, Pa.; George P. Leffler, of New York; Miss Maud, who lives at home, and Mrs. Norman Geist, of Philadelphia.

The Middletown (Pa.) Sunday Call has been forced to suspend publication.

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

American Newspaper Exchange
Rand McNally Building, Chicago

AT HOBOKEN, N. J.
THE HUDSON OBSERVER
operates two

Scott Four Tiered Quadruple Presses
AND FOR OVER FIFTEEN YEARS

have not missed an edition
You Can Depend on a Scott

WALTER SCOTT & CO.
Plainfield, N. J.

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

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

We can increase your business — you want it increased.

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

BURRELLE

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

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4900-4 Bookman

TIPS FOR THE AD MANAGER.

The Ballard Advertising Company, 1328 Broadway, New York City, is reported to be figuring on a newspaper campaign for the Products Company, Inc.

E. T. Howard Company, 432 Fourth avenue, New York City, is renewing contracts in a few cities in the United States and Canada for L. E. Waterman & Company, "Waterman's Ideal Fountain Pens," 173 Broadway, New York City.

Robert M. McMullen Company, Cambridge Building, New York City, is placing 150 1. 7 t. orders with some Southern and Western papers for the Silvev Company, "Bethlehem Spark Plug," 60 Wall street, New York City.

Staples & Staples, Richmond Va., are issuing orders to some Eastern papers for the Warm Sulphur Springs, Va.

Mallory, Mitchell & Faust, Security Building, Chicago, Ill., are making 5,000 l. contracts with a few Western papers for Ingelhart Brothers, Flour, Evansville, Ind.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are forwarding 18 in. 22 t. and 15 in. 18 t. orders to a few Western papers for the Diamond Match Company, 111 Broadway, New York City.

Walter Harrison Blaker, 41 Park Row, New York City, is handling the advertising account of the Combusto Devices Corporation, 244-52 W. 54th street, New York City.

The Federal Advertising Agency, 231 West 39th street, New York City, is gradually extending the advertising of the Falk Tobacco Company, "Tareyton Cigarettes," Singer Building, New York City.

Chambers Agency, Hibernia Bank Building, New Orleans, La., is sending out orders to Oklahoma papers for the Galvez Hotel, M. K. & T. R. R., Galveston, Texas.

J. Walter Thompson Company, 44 East 23d street, New York City, is now placing orders for the display advertising of the Chichester Chemical Co., 2317 Madison Square, Philadelphia, Pa.

C. Ironmonger Advertising Agency, 20 Vesey street, New York City, it is reported will shortly place orders with a few Western papers for Lash Bitters Company, 1721 Mission street, San Francisco, Cal., and 721 Washington street, New York City.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is asking rates in Illinois papers on 6 in. 2 t. a. w. and 104 in. 2 t. a. w. orders.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing 1 in. 20 t. orders with Middle West papers for the Western Military Academy, Alton, Ill.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is forwarding 42 1 t. a. w. 3 t. and 14 1 t. a. w. 3 t. orders to a few Eastern papers for the Philadelphia Textile School, Philadelphia, Pa.

The Beers Advertising Agency of Havana and New York is now planning an extended campaign for the International Liberty Union of the World for a five-inch, s. c. or 70 line ad, for 13 insertions, taking in the West Indies and Latin American countries. Some countries where this will be placed are Cuba, Porto Rico, Jamaica Isle of Pines, Panama, Mexico, Post of Spain, British Guiana, Peru and Argentine Republic. This Agency is also placing ads for Brooks Classical School in Cuban and Porto Rican papers.

H. W. Kastor & Sons, Advertising Company, Lytton Building, Chicago, Ill., is placing 30 1. 20 t. orders with Middle West papers for the Anti-Kamnia Chemical Company.

J. Walter Thompson Company, 44 East 23d Street, New York City, is making 10,000 l. 1 yr. contracts with Texas papers for the Seaboard Rice Milling Company.

New Orleans States

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

28,427 DAILY

Per P. O. Statement

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

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

New York Chicago St. Louis

NEW A. N. A. M. MEMBERS.

The following concerns have recently become members of the Association of National Advertising Managers:

The Conklin Pen Mfg. Co., Toledo, Ohio. "Conklin's Self-Filling Fountain Pen," represented by W. N. Bayless, Jr., advertising manager.

Cudaby Packing Co., Old Dutch Cleanser Department, Chicago, Ill. "Old Dutch Cleanser," represented by R. E. Moorehead, advertising department.

Federal Motor Truck Co., Detroit, Mich. Motor Trucks, represented by R. P. Spencer, sales manager.

Ferro Machine & Foundry Co., Cleveland, Ohio. Ferro Row Boat Motors, Ferro Marine Engines, etc., represented by Roland Cole, advertising manager.

General Vehicle Company, Inc., Long Island City, N. Y. General Vehicle Electric Trucks, represented by F. Nelson Carle, advertising manager.

The Holt Manufacturing Co., Stockton, Cal. Caterpillar Tractor Engines, Combined Harvesters and Plows, represented by L. W. Ellis, sales promotion manager.

Thomas G. Plant Company, Boston, Mass. "Queen Quality Shoes," represented by Richard L. Prather, advertising manager.

Stewart-Warner Speedometer Corporation, Chicago, Ill. Speedometers, Odometers, etc., represented by Gridley Adams, advertising manager.

Washburn-Crosby Co., Minneapolis, Minn., "Gold Medal" Flour, represented by Benjamin S. Bull.

The following changes in representation have occurred:

The Baker Motor Vehicle Co., Cleveland, Ohio, now represented by E. L. Colegrove, advertising department, vice H. A. Worman, advertising manager.

The Beaver Companies, Buffalo, N. Y., now represented by E. J. Brandel, manager advertising department, vice E. J. Brandel, Eastern advertising manager.

The H. Black Co., Cleveland, Ohio, now represented by A. W. Newman, advertising manager, vice H. H. Creske.

J. I. Case Threshing Machine Co., Racine, Wis., now represented by B. M. Pettit, advertising manager, vice M. C. Meigs.

Globe-Wernicke Co., Cincinnati, Ohio, now represented by O. J. Dreyer, advertising manager, vice Dave E. Bloch.

Hunt Brothers Co., San Francisco, Cal., now represented by J. H. Hunt, president, vice Hamilton Gibson, advertising manager.

Krit Motor Car Co., Detroit, Mich., now represented by Geo. A. Crittenden, advertising manager, vice M. H. Chamberlain, Jr.

National Cash Register Co., Dayton, Ohio, advertising department, vice L. E. Olwell, advertising manager.

Russell-Miller Milling Co., Minneapolis, Minn., now represented by E. A. Sherman, advertising manager, vice Harold M. Barnes.

The Shaw-Walker Co., Muskegon, Mich., advertising department, vice James A. Payant, advertising manager.

Standard Oil Cloth Co., New York, now represented by Geo. M. Prentiss, advertising manager, vice Harold S. Hull, secretary.

Taylor Instrument Companies, Rochester, N. Y., now represented by F. M. Herrick, advertising manager, vice M. A. Pollock.

Yawman & Erbe Mfg. Co., Rochester, N. Y., now represented by H. C. Slein, advertising manager, vice Roland Cole.

George Batten Company, Fourth Avenue Building, New York City, is issuing 7 in. 7 t. and 2 in. 2 t. and one-half page orders to farm papers for W. M. Finck & Company

H. K. McCann Company, 11 Broadway, New York City, is forwarding 16 in. 16 t. orders to Eastern papers for the Polarine Company.

Malcolm Severance, Asbury Park, N. J., is sending to Southern papers 14 1. 26 t. orders for Healing Springs, Va.

Vredenburg-Kennedy Company, 456 Fourth Avenue, New York City, is forwarding 1 in. 104 t. orders to Texas papers for H. Planten & Son.

Greeley's Printer Dies at 95.

Joseph Ulrich, an old-time printer employed by Horace Greeley at the founding of the New York Tribune, died in San Antonio, Tex., May 26, at the age of 95. During the Civil War Mr. Ulrich was United States consul at Monterey, Mexico. Soon after the Tribune was founded Mr. Ulrich was made foreman of the composing room and he attributed his promotion to the fact that he could read Horace Greeley's writing.

Newspaper Men Who Can Sing.

Forty-nine singers from the staff of the Indianapolis (Ind.) News, composing the Indianapolis News Glee Club, made its first public appearance on the

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

ARIZONA. GAZETTE—Av. Gross Cir. Mar., 1914, 7001, Phoenix.	NEBRASKA. FREIE PRESSE (Cir. 128,384) Lincoln
CALIFORNIA. ENTERPRISE Chico TRIBUNE Los Angeles To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	NEW JERSEY. PRESS Asbury Park JOURNAL Elizabeth COURIER-NEWS Plainfield
GEORGIA. ATLANTA JOURNAL (Cir. 57,531) Atlanta CONSTITUTION Atlanta CHRONICLE Augusta LEDGER Columbus	NEW YORK. BUFFALO EVENING NEWS, Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York
ILLINOIS. POLISH DAILY ZGODA....Chicago SKANDINAVEN Chicago HERALD Joliet NEWS Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria STAR (Circulation 21,589) Peoria	OHIO. PLAIN DEALER.....Cleveland Circulation for May, 1914. Daily 125,439 Sunday 153,287 VINDICATOR Youngstown
INDIANA. THE AVE MARIA.....Notre Dame	PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT.....Johnstown DISPATCH Pittsburgh PRESS Pittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADER Wilkes-Barre GAZETTE York
IOWA. REGISTER & LEADER...Des Moines THE TIMES-JOURNAL....Dubuque	SOUTH CAROLINA. DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. Mo., 1914. D. 22,850; S. 23,444)
KANSAS. CAPITAL Topeka	TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville
KENTUCKY. COURIER-JOURNAL Louisville TIMES Louisville	TEXAS. STAR-TELEGRAM Fort Worth Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
LOUISIANA. DAILY STATES.....New Orleans ITEM New Orleans TIMES-DEMOCRAT ...New Orleans	WASHINGTON. POST-INTELLIGENCER Seattle
MARYLAND. THE SUN Baltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	CANADA. WORLD Vancouver
MICHIGAN. PATRIOT (No Monday Issue), Jackson Average 1st qu. 1914: Daily 10,963; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.	ONTARIO. FREE PRESS.....London
MINNESOTA. TRIBUNE, Mon. & Eve....Minneapolis	QUEBEC. LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722
MISSOURI. POST-DISPATCH St. Louis	
MONTANA. MINER Butte	

night of May 12, in a concert at the Third Christian Church of Indianapolis. J. Fremont Frey, head of the stereotyping department of the News, was director. He likewise played the zither and a song composed by him was sung by the club. The chorus singers represented the editorial rooms, business office, circulation department, composing room, stereotyping and press rooms, mailing department, maintenance department, and medical staff of the News.

FORM NEW SPECIAL AGENCY.

Bryant, Griffith and Fredricks Enter the Field With Big List of Papers.

The announcement is made that the publications heretofore represented by the Pullen, Bryant & Fredricks Company and the Griffith-Powers Company will henceforth be represented by Bryant, Griffith & Fredricks, Inc., publishers representatives, 225 Fifth Avenue, New York, with offices in Boston and Chicago.

The new company is composed of M. D. Bryant, H. C. Griffith and C. S. Fredricks. Mr. Bryant will be asso-



H. C. GRIFFITH.

appointed manager of the Boston office two years ago and has had considerable experience in the New England field. Jerome Spanier will be associated with Mr. Bryant in the New York office.

The following papers will be represented by Bryant, Griffith & Fredricks both East and West: Bridgeport (Conn.) Farmer, Norwich (Conn.) Record, Wilmington (Del.) Every Evening, Albany (Ga.) Herald, Lawrence (Mass.) Eagle and Tribune, Lowell (Mass.), Courier-Citizen, New Bedford (Mass.) Times, Great Falls (Mont.) Leader, Reno (Nev.) Gazette, Atlantic City (N. J.) Review, Newark (N. J.) Call, New Brunswick (N. J.) Times, Auburn (N. Y.) Advertiser-Journal, Brooklyn Daily Times, Winston-Salem (N. C.) Journal, Johnstown (Pa.) Tribune, Lancaster (Pa.) Intelligencer and the Journal Westerly (R. I.) Sun, Greenville (S. C.) News, Austin (Tex.) Tribune, Rutland (Vt.)



M. D. BRYANT.

ciated in the management of the Eastern territory, with headquarters in New York; Mr. Fredricks will have charge of the Western territory with offices in Chicago, and the New England office in Boston will be under the management of K. S. Ballou.

Mr. Bryant was formerly part owner of the Brooklyn Times, becoming business manager of that paper at the death of his father, W. C. Bryant, in 1905. The Times had been owned and controlled by members of the Bryant family for more than half a century. In 1911 Mr. Bryant entered the special agency field as a member of Pullen, Bryant and Fredricks and at the death of L. E. Pullen, about 2 years ago, became Eastern manager of the organization. He is 36 years old and has a host of friends in the publishing field and among national advertisers.

Mr. Griffith is favorably known in the ad agency field. He became a member of Griffith-Powers Co., three years ago and was formerly with the John Budd Company. Mr. Fredricks joined the Pullen, Bryant & Fredricks Co. three years ago and has been Western manager ever since. Mr. Ballou was



K. S. BALLOU.

Herald and Calgary (Alta.) Western Standard. These papers are represented in the East only: Bakersfield Californian, Fresno (Cal.) Herald, Rockford (Ill.) Star, Holyoke (Mass.) Telegram, Tulsa (Okla.) World and the Sun, Altoona (Pa.) Times and Walla Walla (Wash.) Bulletin.

To Promote Shaffer Group of Papers.

Fred W. Dickinson, who formerly was in charge of Advertising promotion on the Chicago Record-Herald, has been appointed assistant manager of the publicity department for the seven newspapers of the Shaffer group. He will be actively engaged in campaigns for the Chicago Evening Post, the Rocky Mountain News, of Denver; the Denver Times, the Indianapolis Star, the Terre Haute Star, the Muncie Star and the Louisville Herald.



C. S. FREDRICKS.

Directory of Advertisers Aids.

Publishers' Representatives	Advertising Agents
ALLEN & WARD Brunswick Bldg., New York Advertising Bldg., Chicago	AMERICAN SPORTS PUB. CO. 21 Warren St., New York Tel. Barclay 7095
ANDERSON, C. J., SPECIAL AGENCY Marquette Bldg., Chicago, Ill. Tel. Cent. 1112	
JOHN M. BRANHAM CO. Brunswick Bldg., N. Y., Mallery Bldg., Chic.; Chemical Bldg., St. Louis.	ARMSTRONG, COLLIN ADV. CO. 115 Broadway, New York Tel. 4280 Rector
BROOKE, WALLACE G. & SON, 225 Fifth Ave., New York City. Tel. 4955 Madison Sq.	
BUDD, THE JOHN, COMPANY Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis.	BRICKA, GEORGE W., Adv. Agent 114-116 East 28th St., New York Tel. 9101-9102 Mad. Sq.
CARPENTER-SCHAEFER-SULLIVAN SP. AGENCY Fifth Ave. Bldg., New York. People's Gas Bldg., Chicago	FRANK, ALBERT & CO. 26-28 Beaver St., New York Tel. Broad 3831
CONE, LORENZEN & WOOD-MAN Brunswick Bldg., N. Y.; Mallery Bldg., Chic.; Gumbel Bldg., Kansas City.	
DE CLERQUE, HENRY, Chicago Office, 5 S. Wabash Ave. New York Office, 1 W. 34th St.	HOWLAND, H. S. ADV. AGCY., Inc. 20 Broad St., New York Tel. Rector 2573
HENKEL, F. W. People's Gas Bldg., Chicago Metropolitan Bldg., New York	
KEATOR, A. R. 601 Hartford Bldg., Chicago, Ill. Tel. Randolph 6065.	MEYEN, C., & CO. Tribune Bldg., New York Tel. Beekman 1914
NORTHRUP, FRANK R. 225 Fifth Ave., New York Tel. Madison Sq. 2042.	
O'FLAHERTY'S N. Y. SUBURB. LIST 150 Nassau Street, New York Tel. Beekman 3636	GJENTHER-BRADFORD & CO., Chicago, Ill.
PAYNE, G. LOGAN, CO. 747-8 Marquette Bldg., Chicago; 200 Fifth Ave., New York; 40 Bromfield St., Boston.	THE BEERS ADV. AGENCY Lat. Am. Off., 37 Cuba St., Havana, Cuba N. Y. Office, 1111 Flatiron Bldg.
PUTNAM & RANDALL, 45 W. 34th St., New York Tel. Murray Hill 1377	
VERREE & CONKLIN, Inc. 225 Fifth Avenue, New York Tel. Madison Sq. 962	THE EXPORT ADV. AGENCY Specialists on Expo. Advertising Chicago, Ill.

National Life Underwriters Campaign

The Bureau of Advertising, of the A. N. P. A. in its last bulletin to subscribers, in referring to the proposed advertising campaign of the National Association of Life Underwriters, advises them to communicate with the local life insurance associations in their territories, as the actual placing of the newspaper advertising will be left to the local organizations. The National Association will merely prepare the copy, push the national educational work and place such magazine advertising as the 25 per cent. of the funds raised will permit. Daily newspapers will receive 75 per cent. of the appropriation.

The Empress of Ireland Disaster.

The Toronto Globe, it is believed, was the first newspaper to receive the news of the sinking of the Empress of Ireland, May 29. A Canadian press-telegraph operator was just leaving the office of the Globe at 3:08 that morning when he heard his instrument click. He went back to his key and a moment later was horrified to learn of the disaster that resulted in the loss of a thousand lives. The editorial staff had gone home, likewise the linotype operators. He awoke the news editor, who was abed and asleep and told him what had happened. He sent a man on a bicycle out after linotype operators. He noti-

fied the stereotypers to stay on duty. Soon the Globe office began to hum with activity and in an almost incredible time a special edition was out.

Governor to Be Ad Man's Guest.

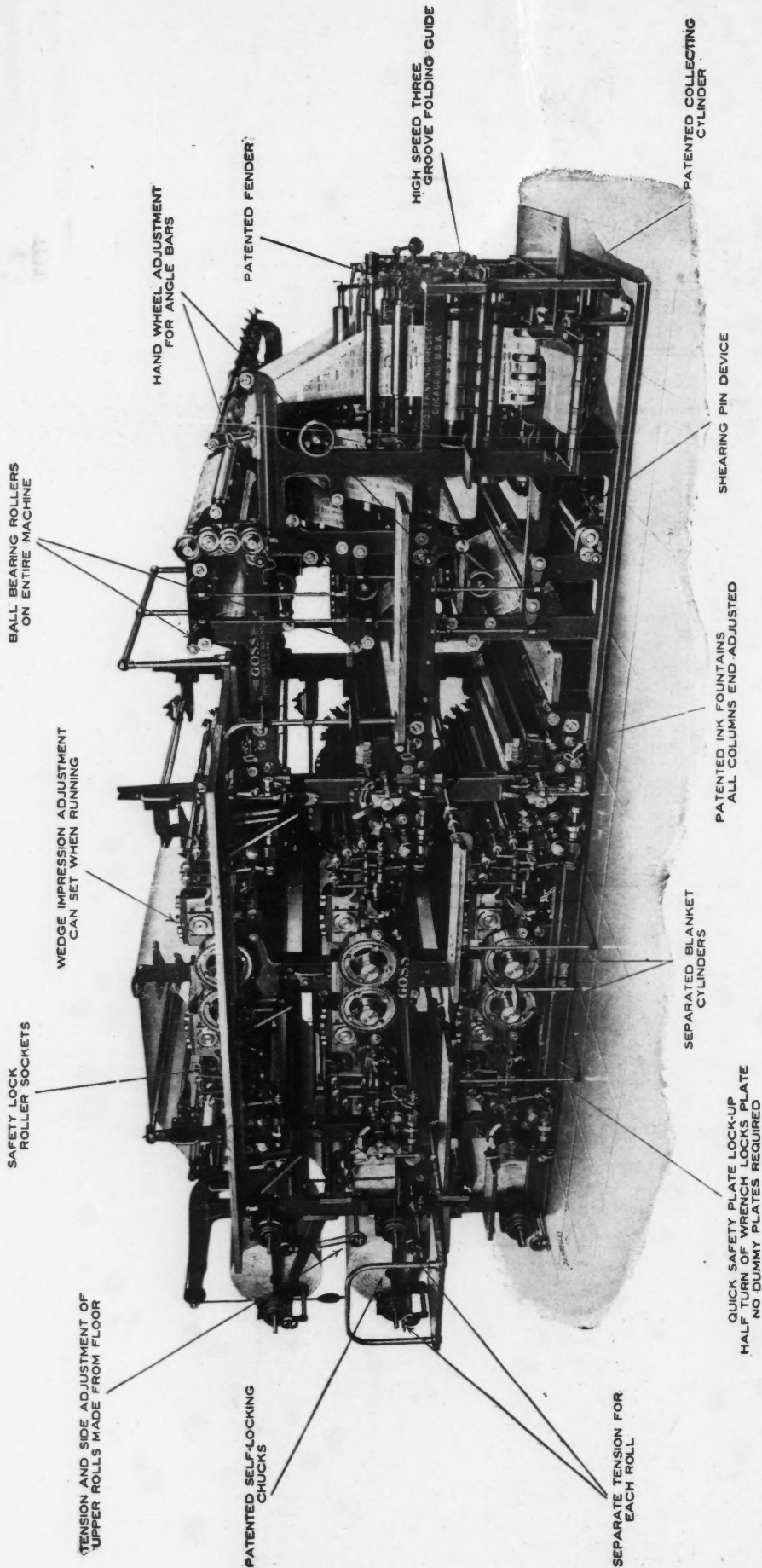
Cleveland A. Chandler, vice-president of the Amsterdam Advertising Agency of New York and Boston, and manager of the Boston office of the concern, is also a member of the Massachusetts Legislature and is much interested in politics. At a meeting arranged by him, to be held in West Bridgewater some time this month, he will have as his guests Governor David I. Walsh and staff and high State officials.

Berkowitz With Boston American.

Mortimer Berkowitz, who has been in charge of all local advertising for the Boston Herald and Traveler, resigned last week to join the advertising department of the Boston American, where he will do special work. Mr. Berkowitz has been connected with the Boston Herald for three years—first in the news department, then in charge of feature supplements on the advertising end, later in building up of the paper's Sunday pictorial section as an advertising medium. More recently he was in charge of all Sunday advertising, and finally, several months ago, was placed in charge of all local advertising.

GOSS PRESSES EFFICIENCY

THE GOSS "HIGH SPEED STRAIGHT LINE" PRESSES



There is a "HIGH SPEED" Press built for your needs. Let us tell you about it

NEW YORK OFFICE|
METROPOLITAN BUILDING
No. 1 MADISON AVE.

THE GOSS PRINTING PRESS CO.

MAIN OFFICE AND WORKS
16TH STREET AND ASHLAND AVENUE
CHICAGO, ILL.

