

# The Editor & Publisher

## and The Journalist

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NEW YORK, MAY 22, 1915

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### EVENING MAIL TO CHANGE OWNERSHIP

**S. S. McClure Newspaper Company, Organized by Dr. E. A. Rumley, of La Porte, Ind., With a Capital of \$3,000,000, Will Take Over Property on Monday—Mr. McClure to Be Editor**

The New York Evening Mail, one of the oldest and most respected newspapers of the great metropolis, has been purchased by the S. S. McClure Newspaper Company, a new corporation, with a capital of \$3,000,000, of which \$2,000,000 is preferred and the rest is common stock. S. S. McClure, founder, and for many years owner of McClure's Magazine, will be the editor and general manager; Frank Parker Stockbridge, for two years city editor of the Globe and since 1912 managing editor of Popular Mechanics, will be the managing editor.

In talking to a representative of THE EDITOR AND PUBLISHER at the Union League Club on Thursday Mr. McClure said:

"It has been my ambition for several years to be in a position to conduct a daily newspaper upon the same lines that made McClure's Magazine successful. My old-time friend, Dr. Edward H. Rumley, of La Porte, Ind., head of the M. Rumley Company, which is capitalized at \$32,000,000 and manufactures agricultural machinery, has given me the opportunity I have desired in organizing a company to take over the Evening Mail and in giving me the editorship of that newspaper.

#### NOTHING REVOLUTIONARY.

"In undertaking the work I am not assuming that I shall be able to revolutionize newspaper practice. I have a few ideas that I desire to try out on the Mail, but none of them will upset the general order of things. I believe that the same principles that contributed to the financial and literary success of the magazine that I founded and conducted will be successful now.

"The Mail has a circulation of 150,000 copies, and it will be my aim to retain the readers this circulation represents. In other words, whatever features we may adopt or changes we may make will be with a view of strengthening the hold the Mail already has upon its present readers and to attract others.

"The Mail will be conducted upon the same general policy that now obtains. It will be Republican in politics. I have for many years personally worked for good government, and in my conduct of the Mail I shall devote much attention to that subject. I do not intend to make wholesale changes in the staff. Such a course I believe is inadvisable in a publication that already has a well-organized and efficient body of men behind it.

#### MR. STODDARD TO REMAIN.

"I shall have the assistance of Henry L. Stoddard, the present editor, a most able and thoroughly responsible journalist, who has brought the Mail to its present high standard through the hardest kind of work. The paper has been fortunate in having such an excellent staff of workers.

"I see that one of the evening papers seems to think that the Mail is to become a pro-German newspaper because Dr. Rumley's father came from Germany. Such is not the case. I am an American, and so is Dr. Rumley, and neither one of us would consent for a moment to adopt any policy that would make the Evening Mail any less a patriotic American newspaper than it is at present."

The sale of the Evening Mail to the new corporation will not be confirmed until Monday, when the company's offer will be laid before the board of directors. There is no doubt as to its acceptance, as Henry L. Stoddard, who owns three-fourths of the stock of the company, has already agreed to the proposition.

#### THE MAIL'S FINANCES.

Besides the \$400,000 of capital stock there are \$400,000 of first mortgage bonds on the property, and there will be issued \$140,000 second mortgage bonds, making a total bonded indebtedness of \$540,000. These bonds will be held by people outside of the S. S. McClure Company.

Mr. Stoddard, in speaking of the sale of the Mail to a representative of THE EDITOR AND PUBLISHER, said:

"Negotiations for this sale have been going on for several months. As a matter of fact, Mr. McClure spoke to me a year ago about the possibilities of a newspaper feature syndicate and how strongly it appealed to him at that time. Mr. McClure made his first success in life as the owner of a newspaper feature syndicate, which was organized in 1884.

"His love for digging out new ideas and new features still remains with him, and from what I know of his plans I have not the slightest doubt that he will more than repeat the success he made in his early life.

"It will also be recalled that Mr. McClure introduced more writers to the American public than any other living man. These include Rudyard Kipling, Robert Louis Stevenson, Ida Tarbell, Rider Haggard and J. M. Barrie. It is not unreasonable to suppose that a man with such a record of successful "finds" has a few more in store.

"When the syndicate idea took definite form in Mr. McClure's mind he also concluded that it would be best to have a New York newspaper as a basis. For that purpose he interested Dr. Edward A. Rumley, of La Porte, Ind., and a number of other gentlemen in his project. Dr. Rumley's interest increased as the negotiations went on and he will be the moving spirit in the newspaper.

#### SAME POLICY TO BE CONTINUED.

"I am very glad to say that the new organization will have my active co-operation and good-will. I have made up my mind not to be in the harness quite to the extent that I have the past 35 years, but I shall be in the game actively just the same.

"The policy of the paper will be precisely what it has been in the past—aggressively, independently Republican. It will stand for the best things in the community regardless of politics.

"When Mr. McClure first came to me he said that he would like to make an alliance through purchase or otherwise with the Mail because it had established itself in the minds of the newspaper men of the country with the features it already possesses and which had gained for it a distinct popularity in the city of New York. He was good enough to say that a feature from the Evening Mail commended itself to newspaper publishers because it was good enough for the

(Concluded on page 1077.)

### \$30,000,000 PULP MERGER

#### Important Amalgamation of Large Pulp and Paper Companies

The organization is now under way of the North American Pulp and Paper Company, a corporation formed under the laws of Massachusetts, with the following officers: President, J. E. A. Dubuc, managing director of the Chicoutimi Pulp Company and president of the St. Lawrence Pulp and Lumber Corporation; vice-president, John H. Duffy, president of the Tidewater Paper Mills Company and president of Perkins-Goodwin & Co. Advisory Committee: John H. Duffy, W. H. Sharp and J. B. A. Dubuc. Directors: J. E. A. Dubuc, Chicoutimi, P. Q.; John H. Duffy, New York; William Hanson, Montreal, Quebec; Parmely W. Herrick, Cleveland, Ohio; Hon. George T. Oliver, Pittsburgh, Pa.; George W. Robertson, Philadelphia, Pa.; W. H. Sharp, Philadelphia, Pa. Chandler Brothers & Co., bankers and brokers, Philadelphia, Pa., are the underwriters.

The new company will control through stock ownership the following companies:

Chicoutimi Pulp Company, Chicoutimi, Quebec, manufacturers of 90,000 tons of ground wood pulp annually.

St. Lawrence Pulp and Lumber Corporation, Chandler, Gaspé County, Quebec, manufacturers of 36,000 tons of sulphite pulp annually.

The Tidewater Paper Mills Company, Bush Terminal, Brooklyn, N. Y., manufacturing news print paper, 27,000 tons annually.

The capital involved is about \$30,000,000.

#### RIDDER'S COMPANY SUED

#### Trust Company Forecloses Mortgage on Intertype Concern.

A mortgage foreclosure suit was brought this week by the Guaranty Trust Company of New York against the International Typesetting Machine Company of New York, of which Hermann Ridder, editor of the Staats-Zeitung, was president. Erskine Hewitt, of No. 50 Church street, was named receiver for the company, which has a plant in Brooklyn.

The Guaranty Trust Company holds a mortgage against the company securing a \$1,000,000 6 per cent. gold bond issue. This mortgage was executed March 18, 1912, and the suit was brought because of default on \$30,000 interest due January 15.

Previously Judge Hough had appointed Mr. Hewitt receiver for the company in a friendly suit brought because it was unable to liquidate its liabilities. Hewitt was authorized to continue its business under bond of \$50,000.

#### Editor Guilty of Libel

As a result of a campaign waged against the nomination and election of Senator James A. Peasley last fall by the Waterbury Republican, a suit for libel was brought against William J. Pape, the editor. Judge John J. Walsh, of the Superior Court of Common Pleas, in the Waterbury City Court last week, found the defendant guilty of the charge and committed him to the New Haven County Jail for 30 days.

#### London Paper Changes Hands

Edward Hulton and Son, leading newspaper proprietors of Manchester, England, are reported to have purchased the London Evening Standard.

### PRaise Wilson's Stand

**Illinois State Press Association at Golden Jubilee Celebration Records Its Endorsement of President's Note—Senator Sherman Speaks—Editors Want Cheaper Insurance and a State Commission**

(Special by Wire.)

CHICAGO, May 20.—The Golden Jubilee Convention, commemorating the fiftieth anniversary of the founding of the Illinois Press Association, ended the third day of its sessions here tonight. A hundred down-state editors are in attendance. They will go home tomorrow after election of officers and a banquet.

The clean advertising problem, the regulation of insurance premiums in the state, and the needs of a closer organization of country newspaper publishers were the principal topics discussed.

The editors endorsed the policy of President Wilson in the Lusitania case by adoption of a resolution presented by H. N. Wheeler, editor of the Quincy Journal. Tonight United States Senator Lawrence F. Sherman, addressing the editors, commended this action.

"The press of our country," said he, "in this crisis has been a potent agent for international righteousness."

Professor Merle Thorpe, of the University of Kansas School of Journalism, urged upon the state editors the policy of clean, truthful advertising. Papers make themselves great, he said, because they deal fair in their advertising columns. A brilliant editor and an unwary advertising manager, he asserted, would never make a great newspaper.

Fred Leroy, editor of the Streator Independent-Times, led a fight for cheaper insurance. The editors went on record as urging the appointment of a state insurance commission to which individuals might carry appeals from the rulings of companies.

"Premiums in fire insurance in Illinois are double the amount of those in New York state," said he. "Property in Illinois is no more inflammable than it is in New York."

James Keeley, editor of the Chicago Herald, said the papers of twenty-five years ago were better printed than those of today. He decried the tendency that led an editor to print a 30-page paper Sundays when it would be the policy of better business to print a 16-page one.

J. M. Page, editor of the Jerseyville Democrat and president of the association, presided at the session.

#### PATTISON BUYS SCRANTON NEWS

W. J. Pattison, who for twelve years was the publisher of the New York Evening Post, has acquired the principal proprietary interest in the Scranton (Pa.) Daily News, from George B. Markle, of Hazleton, Pa., and will hereafter manage the paper. No changes in its policy or in the personnel of its staff are contemplated. Robert D. Towne remains as editor.

James R. Murphy has been appointed general manager of the Broadway Subway and Home Boroughs Car Advertising Company, Incorporated. Mr. Murphy has been associated with Joseph P. Day for twenty years, during which time he has managed many extensive real estate advertising campaigns. He is a good executive and widely known in advertising circles, and brings to his new business a keen, alert, analytical mind.

## CHICAGO NEWS BUDGET

Theodore Sutros' Mysterious Dinner of Pro-German Sympathizers—Four Press Conventions in Session This Week—Agricultural Publishers Endorse Presidents Action in Lusitania Case—Other Matters of Interest to Newspaper Men.

(Special Correspondence.)

CHICAGO, May 18.—Theodore Sutro, editor of the New York Deutsches Journal and president of the German Publishers' Society, came to town Saturday and departed Sunday, leaving in his wake a popular mystery. He was accompanied by the secretary of the society, C. S. Huntley. They rented the Francis I room at the Congress hotel and made arrangements for a banquet, requesting of the management that no publicity of the affair was desired. When reporters presented themselves in the evening they were not admitted. Mr. Sutro would not be interviewed, declined to discuss his visit or identify his guests. Thirty leading pro-German sympathizers of Chicago attended the dinner. Waiters said they discussed the war.

There will be four press conventions in Chicago this week—the Illinois Press Association, the Illinois Daily Newspaper Association, the Illinois Women's Press Association and the International Labor Press of America.

The Illinois Daily Newspaper Association will be in session at the Hotel La Salle on Wednesday. Roy Howard, managing editor of the United Press and lately returned from the European war, will be the chief attraction. Prof. Merle Thorpe, of the University of Kansas School of Journalism, will talk on journalistic education.

The International Labor Press of America met today at the Morrison hotel. George W. Perkins, president of the Cigarmakers International Union; Mrs. Raymond Robins, suffrage leader and wife of the State Progressive party chief, and John Fitzpatrick, president of the Chicago Federation of Labor, spoke.

The Illinois Women's Press Association meets at the Eleanor Club on Thursday and Friday.

The directors of the Agricultural Publishers' Association of America held an executive session at the Hotel La Salle last Thursday, at which resolutions were adopted indorsing the attitude of President Wilson in the Lusitania case. Burridge D. Butler, president of the association presided. These directors attended: Frank E. Long, secretary, Chicago; F. T. Meredith, Des Moines; Lieutenant Governor S. R. McKelvie, Lincoln, Neb.; J. Lewis Draper, Chicago; Marco Marrow, Topeka, Kan.; H. N. Owen, Minneapolis; Irvin F. Paschall, Des Moines, and W. A. Whitney, Springfield, Mass.

Newspaper artists and illustrators on Chicago papers will have a banquet on May 21. Albert Green, of the Examiner, is directing arrangements.

The Chicago Press Writers' Club has "an evening with picture players" at the Sportsman's Club on Thursday night. Scenario work was discussed by Frank Minor, Wilma Minor and Betty Subject, photoplayers.

The American, which is always particular to remember the little folks, will be host to 5,000 Chicago children when the 101 Ranch Wild West Show comes to town next week. Every child who solves a simple puzzle printed in the American will get a free ticket.

The Press Club last week witnessed a private exhibition of the moving pictures taken by the Dorsey expedition to the Orient. Dr. George E. Dorsey, curator of anthropology at the Field Museum of Natural History, still is in India taking films for the United Photo-Play Company.

The Post is carrying on a campaign to bring about the commutation of the death sentence imposed on Leo M. Frank for murder at Atlanta, Ga. Through the Post's enterprise petitions containing more than 75,000 signatures have been forwarded to the governor of Georgia.

The Examiner announces that its educational bureau this year has received 6,000 inquiries regarding various public

and private schools. Each was answered separately.

The public service department of the Tribune has inaugurated its second annual anti-mosquito campaign. Last year's campaign, started late in the season, brought surprising results. The Tribune's methods were operated successfully in California, South Carolina, Louisiana and other distant states. Each day an article is published bringing home the disease perils of the mosquito and giving simple and inexpensive formulas for the extermination of the pests. The suburban villages of Ravinia Park, Glenco, Wilmette and others already have acted on the Tribune's suggestion and sent out crews to oil water holes, drain roadside gutters and take other precautions against the breeding of the insect. Dr. W. A. Evans, the Tribune's medical expert, and Ralph Waldo Emerson, of the local staff, have the campaign in charge.

Thousands of mothers received letters from their grown-up children in Chicago last week, which might never have been sent had it not been for the "Write to Mother on Mother's Day" propaganda inaugurated by the Herald and carried on by all Chicago papers. A. G. Fegert, of the Herald staff, is credited as originator of the idea.

The well known local sporting paper, "Daily Racing Form," has added eastern territory to its field by publishing an edition each morning at Buffalo, for circulation in the east and in Canada. It will be practically a duplicate of the Chicago edition.

Iowa advertising clubs have engaged rooms at Hotel Sherman for the June convention. Boston clubs will be at the Congress Hotel, and New York clubs at the Auditorium.

The May tournament of the Press Golf Club will be held at the Park Ridge Club Monday, May 27. It will be 18 holes medal play. Some unable to play Monday will play Sunday morning. Prizes will be offered.

Merton V. Wieland, of the Herald staff, and Miss Edith F. Mulholland were married last week.

Dr. Jerome H. Salisbury, assistant editor of the Journal of American Medical Association, died suddenly at his home in Wheaton late last week.

Pierce Underwood, an advertising agent for a local automobile concern, is under arrest charged with having defrauded an Ohio woman some time ago by selling her alleged worthless stock.

S. R. McKelvie, of Lincoln, Neb., was elected president of the Associated Farm Papers at its meeting here last week. F. P. Holland, Jr., Dallas, Tex., vice president. F. O. Long, Chicago, secretary and treasurer.

Three artists from the Herald won the prizes at a drawing contest held in the Bentley studio late last week.

The new Catholic daily is seeking a name, and offers a prize for one.

Local police are investigating the lottery scheme of the Wilkes-Barre (Pa.) Weekly World, a sporting paper which circulates largely but not through the mails. Its agents claim that it thus does not violate the law, and are prepared to contest any prosecution.

## Poughkeepsie Paper Sold

The Poughkeepsie (N. Y.) Daily News-Press has been transferred to the Eagle, of that city. Both dailies are old-established properties, the News-Press having been in existence for 63 years. The consolidated newspaper is owned by the Platt Brothers, the senior member of which firm is Congressman Edmund Platt. The Press was started in 1852 and became the News-Press in 1883. Up to the time of the consolidation it was owned by the Hinkley Estate, who are also large owners of traction interests in Poughkeepsie and Dutchess County. As a result of the consolidation there will be but one morning newspaper in the Poughkeepsie field. The negotiations involving the transfer were conducted by Harwell, Cannon & McCarthy, brokers in publication properties, New York City.

John Nelson, of Vancouver, has bought at a court sale the Vancouver (B. C.) World.

## HEADLESS PHOTOS ON TRIAL

Boston Post Fights Ban Put on Papers By Postmaster.

An interesting point has been brought up by the controversy between the Boston (Mass.) Post and William F. Murray, the Boston Postmaster, over the Post's "headless photographs." The Post has been photographing women shoppers, without their knowledge, if possible, and then publishing the photographs, minus the heads. The originals upon identifying themselves at the postoffice receive \$5 in gold.

To this the postal authorities objected, claiming it was a lottery within the meaning of the United States statutes, and that all matter of every kind relating to it was therefore unmailable.

On May 14 the Post Publishing Company filed a bill in equity in the United States District Court against Postmaster Murray, seeking to restrain him from excluding the Post from the mails. The Post maintains that it is largely dependent on the mails for the circulation of its papers, and that such exclusion would cause it irreparable injury.

It points out further that it does not require any person photographed to purchase any copy of the papers, or produce any coupon, or to make any payment whatever, or in any way to notify the Post that she is concerned in this scheme, or is a candidate or applicant for any prize.

Identification is entirely optional with those photographed.

## PRESIDENT WILSON'S MESSAGE

How It Happened to Be Published Before Being Delivered at Berlin.

In compliance with a request made by the Department of State none of the New York morning newspapers containing the text of President Wilson's message on the sinking of the Lusitania were sold on the streets or elsewhere on Friday, May 14, until after 5 a. m. The Herald carried across the top of its first news page in heavy black type these words: "By restriction of the Department of State this newspaper is not to be put on public sale before 5 a. m." Such a thing has not happened before in years.

A somewhat amusing outcome of the incident was this: The State Department cabled the message Thursday to Thomas Nelson Page, the American Ambassador at Rome, by whom it was to be telegraphed to Ambassador Gerard at Berlin, who, in turn, was to present it to the German Foreign Office on Friday. Through some delay in the transmission of the message from Rome to Berlin it did not reach Ambassador Gerard until too late for presentation that day. Therefore all the precautions taken by the State Department to keep the message from becoming public until after it had been formally delivered to the German Government proved ineffective.

## WILL AWARD PULITZER PRIZES

Columbia University Trustees Also Elect Journalism School Board.

At a meeting of the Columbia University Board of Trustees, held in New York City on May 3, a plan was discussed for the awarding of prizes established under the will of the late Joseph Pulitzer for excellence in journalism, in American drama, American music and American fiction. Details of the plan are not yet ready, but will be announced soon.

The new Administrative Board of the Pulitzer School of Journalism, which will serve three years from July 1, was elected as follows:

President Butler, Dean Keppel of Columbia College, Dean Williams of the School of Journalism, the associate director of the school, John W. Cunliffe, and Profs. William P. Trent, Henry R. Seager, James T. Shotwell, Ashley H. Thorndike and Charles A. Beard.

Albert W. Attwood, Amherst, '03, who has been on the staffs of the Sun and the Press, was made associate in journalism on the faculty of the Pulitzer School.

## CLUB SWINDLERS BUSY

Arrest at Dayton of Man Engaged in Selling Bogus Memberships in Washington Gridiron Club "to Build \$84,000 Club House."

(Special Correspondence.)

WASHINGTON, D. C., May 19.—The famous Gridiron Club of Washington, composed principally of newspaper men, has sent warnings broadcast against men who have been going through the Middle West and New England selling associate memberships to the club.

Sumner M. Curtis, Washington correspondent and member of the Gridiron Club, will represent the club at the trial of a man giving his name as George Allen, arrested in Dayton, Ohio, on the charge of conspiring with another in the "sale" of membership in the Gridiron Club.

Prominent professional and business men are believed to have been victims of the swindlers whose game was to "sell" life memberships in the club for two hundred dollars, and ten-year memberships for half that sum.

Their story to prospective purchasers was to the effect that the club was raising funds by selling memberships to build a club house "to cost \$84,000 on the site of the old Department of Justice place."

E. C. Snyder, of the Omaha Bee, president of the Gridiron Club, has received from Mr. Curtis a detailed story of the swindle. Immediately upon the receipt of the same he issued a warning directed to all professional, business, and newspaper men, that the Gridiron Club has not authorized the sale of memberships, had not the slightest intention of building a club house, and would vigorously prosecute any persons attempting to use the Gridiron Club's name for ulterior motives.

Mr. Curtis has been instructed by the Gridiron Club to investigate the alleged operations of the swindlers in Dayton. In a letter from Mr. Curtis to Mr. Snyder he says that he saw "Allen" in the Dayton jail.

Allen's story to Mr. Curtis was to the effect that he met a man using the name of H. B. Forbes in Detroit, and that Forbes told him he was commissioned by the treasurer of the Gridiron Club to travel over the country disposing of memberships, and he offered "Allen" twenty-five per cent. as assistant.

Mr. Curtis declared "Allen" representing himself as a newspaper man using the name of Don Buell, of the Sun Bureau, of Washington. Enclosed with Mr. Curtis' letter was a copy of a receipt given E. A. Deeds, president of the Delco Co. and formerly manager of the National Cash Register Co.

"The receipts," Mr. Curtis said, "was written on mottled stationery, with an embossed Gridiron emblem, crossed with a grill in gilt for a crest. The serial number was sixty-two, indicating that others has been written before it."

In addition to the official warning issued by President Snyder, Gridiron members in various cities have been urged to warn bankers and others who are liable to fall prey to the hoax. President Snyder left Washington Tuesday for Ohio to give his personal attention to the prosecution of those involved in the swindle.

## PECK LEFT NEWSPAPER TO WIFE

C. C. Peck's Will Directs Her to Keep Brooklyn Times.

By the terms of the will of Carson C. Peck, filed Monday in Monmouth County, N. J., the Brooklyn Times, which Mr. Peck bought about a year before his death, will remain in the family. Mr. Peck was vice-president and treasurer of the F. W. Woolworth Company. He died early this month at his home in Brooklyn.

The will, which is very brief, was dated July 1, 1898, and bequeaths all Mr. Peck's real and personal property to Mrs. Peck and makes her sole executrix. The value of the estate is given at \$540,000.



**There are more people within 50 miles of Boston than there are in the States of New Mexico, Montana, Arizona, Colorado, Delaware, Idaho, North Dakota, Nevada, Utah and Wyoming combined.**

In planning to secure your share of the business of this rich territory, bear in mind that the Boston American goes into nearly one in every two of these homes as evidenced by sworn figures.

The value of the normal factory output of New England totals \$2,670,000,000, and you've no doubt noticed in the newspaper accounts of the European war how frequently and in what variety New England factories are called upon to furnish needed supplies, running many factories at full capacity on double shifts.

This naturally follows, as New England produces over one-seventh of the goods manufactured in the United States and thus must secure a lion's share of war orders. Almost 50% of these manufacturing plants are in Massachusetts.

This extra bulk of new business is immediately reflected in the increased buying power of the people living in this thickly populated territory,

for money in pay envelopes makes ready buyers.

Another thing to consider just at this time is the fact that New England is America's greatest vacation territory. It is estimated that Summer tourists spend \$60,000,000 annually in New England.

It is safe to assume that this amount will be greatly augmented this year with Europe's doors closed against American travelers.

In planning your campaign, make every advertising dollar count by using the paper that offers you the greatest number of readers at the lowest cost. The Boston AMERICAN offers you exactly this in this rich Evening and Sunday field.

***The Boston American is now selling over 400,000 papers daily, which is more than all the other Boston Evening Papers combined.***

***The Boston Sunday American has by far the biggest Sunday circulation of any New England Sunday Newspaper—now over 330,000.***

The lowest advertising rate per line per thousand of circulation of any Boston newspaper.

*New England's Greatest Home Newspaper*

**Boston American**

80 Summer Street

Boston, Mass.

New York Office  
1789 Broadway

Chicago Office  
504 Hearst Building

## MERCHANTS WARRING AGAINST COUPONS

### Action Taken by Organizations in Several Cities—Experiences of Retailers in Baltimore, St. Joseph and Atlanta—Views of Advertising Agents on the Subject.

Interest in The Editor and Publisher's campaign against coupons increases from week to week. Below will be found some valuable correspondence from Baltimore and elsewhere in which is set forth the action taken by merchants who regard the coupons as objectionable.

#### THROWN OUT AT BALTIMORE

#### Experience of the Merchants with Coupons which They Regarded as Parasites.

(Special Correspondence.)

Baltimore, May 17, 1915.—The facts in the trading stamp proposition as they concern the newspapers and the merchants of Baltimore are about as follows: A law was passed which was intended to legislate them out of business. It was vigorously supported by most of the merchants in Baltimore. The newspapers, I believe, too, were strongly in favor of that law.

Immediately upon its passage the newspapers of Baltimore declined to accept further trading stamp advertising, and having had an opportunity to study the effect, maintained that attitude even after the law was declared unconstitutional.

The newspapers here had all figured for quite a while that stamps were a tax quite as much upon them as upon anybody else, and the sharp increase in volume of the advertising which practically every paper in Baltimore received following the discontinuance of stamp advertising would seem to have borne out our belief.

Certainly in the writer's mind there is absolutely no doubt that trading stamps and their broad advertising in the columns of a newspaper are directly detrimental to its advertising volume.

I read with considerable interest statements by Sperry & Hutchinson at the time of the A. N. P. A. meeting in New York, and couldn't help but be struck with the fact that the Sperry & Hutchinson people themselves did less advertising in the entire year before the newspapers of Baltimore threw out trading stamps than was embodied in the one advertisement I saw in the Times.

They spoke of being large advertisers. They were nothing of the sort. When the

trading stamp people get a town sewed up the way they had Baltimore, they sit back and laugh at the idea of advertising. The merchants do the advertising, true enough—that is, they put the stamp and the stamp cut in practically every ad they run, and charge stamps to advertising, as a general thing, cutting down their newspaper space just that much, but the Sperry & Hutchinson and other stamp companies do practically nothing.

A 1,000-line contract was about as high as any newspaper ever had from a trading stamp company in the history of the stamp craze in Baltimore. That it cannot live and grow and have its being without newspaper advertising is pretty well exemplified by the present situation here. Baltimore was one of the worst stamp-ridden towns in the universe, but now you rarely ever hear of them any more.

Certainly firms that previously felt that they couldn't possibly get along without stamps, have since discontinued them with easy confidence that they can get along without them and go ahead without them and do business without them and at their own sweet will and pleasure as long as they please.

Furthermore, the merchants who were most in favor of doing away with them, are still most in favor of not having anything to do with them, which would seem to be pretty strong evidence of the fact that from the point of view of all concerned it is a good thing that they are no longer given the prominence which they formerly were in the advertising of almost every merchant who gave them. They were a sort of a parasite on newspaper advertising, and as such were naturally objected to by the publishers. I can only say by way of conclusion that the newspapers are glad not to be carrying their advertising at the present time.

J. M., Jr.

#### Rhode Island Grocers Against Coupons

The Rhode Island State Retail Grocers' Association, at its convention a few days ago, placed itself on record as opposing strenuously the manufacturer's coupon in package goods. The following resolution was unanimously adopted:

"That the custom practiced by manufacturers of using coupons with their goods is viewed with alarm and that the matter be brought to the attention of the national association for action."

## BURDENSOME OVERHEAD EXPENSE

### How St. Joseph Merchants Arose and Ended the Stamp Evil for Several Years.

Frederick Neudorff, president of the St. Joseph (Mo.) Retail Merchants' Association, in a letter to THE EDITOR AND PUBLISHER, says that twelve or fifteen years ago St. Joseph was in the throes of the trading stamp craze. It had its beginning in the formation of a local concern known as the Brown Stamp Co. The co-operation of the leading grocer was secured. The city was divided into zones and one firm in each line was given the exclusive right to use the stamps. Each firm paid 5 per cent. on the stamps, but the grocer got his for 2 or 2½. The merchants who were not in on the deal started premium departments of their own. Continuing Mr. Neudorff writes:

"It is said that one clothing store paid out considerably over \$5,000 per year for stamp business and the large grocery house an equal amount. Not content with the original plan of giving stamps for cash purchases only, it became the rule with some to give them on payment of accounts 30 days old, and it is a fact that one merchant at least gave double stamps if accounts were paid in 60 days. Some merchants held to the original plan, which caused friction with their customers, loss of trade and general cussedness.

"The burden got to be unbearable and the Retail Merchants' Association invited the Retail Grocers', Butchers' and Bakers' Association to join them in a fight to destroy the life-sucking evil; a combination was formed, and a committee of thirty put in one solid month, driving the hydra-headed monster from out the business life of this city—the last merchant to capitulate being the aforementioned retail grocer.

"For ten years St. Joseph has now enjoyed immunity until about two years ago, when the green stamp got a small foothold in the city, due, it is said, to making an advantageous lease (for the firm) of the third floor of a dry goods store just opening up for business. The aforementioned grocer also became again interested and a few small stores on the outskirts also fell for them, but the great and reliable houses of the city, who do business upon merit and recognize that it is a burdensome overhead expense, would not, will not touch them. The best proof that the system is not countenanced by the purchasing public, who have discernment about merchandise, is in the fact that the stores that give stamps are not doing anything near the business done by competitors in their immediate vicinity—out of 700 to 800 retailers there are not over 25 who give

stamps and not two of them can be considered merchants of the first rank.

"The coupon and stamp system are brother evils and law should compel manufacturers to put their value in the merchandise for the protection of those buyers who thoughtlessly purchase their goods and never pay any attention to the cheap bait of a trading stamp, coupon, or bond."

#### VIEWS OF OUR READERS

The Guenther, Bradford Co., advertising agents, Chicago, writes:

"The coupon craze is a tax on both buyers and sellers, a hindrance to legitimate business progress, a menace to honest and efficient advertising development. Its advantages are illusions, as nobody can get something for nothing. It is intended for fools and enriches only the coupon manufacturers. Otherwise, it benefits nobody. The sooner public opinion eliminates this craze the better it will be for all business."

Charles J. O'Malley, of the O'Malley Advertising and Selling Co., Boston, Mass.: "I wish to congratulate you on your very complete and far-seeing analysis of the situation. Your campaign is of vital interest to the advertising agents, as well as newspaper publishers.

"I noticed recently that Marshall Field & Co., of Chicago, have refused absolutely to handle any merchandise involving the distribution of so-called profit-sharing stamps and coupons, and they have called upon the retail merchants of the country to refuse to handle such inducements.

"The profit-sharing coupon is quite a great deal of an attraction to the average consumer, as he thinks he is getting something for nothing, and as a matter of course his assumption is not always correct. The wisest course of every merchant is to give value for cash.

"There are some phases of this matter which require a great deal of attention, and it is good to know that such a distinguished publication as THE EDITOR AND PUBLISHER has taken up the question."

Albert V. Hibson, of Hibson & Bro., general advertising agents, New York: "We thoroughly agree with you in your stand against the coupon craze."

J. L. Grees, manager of the Dennison (Tex.) Herald, writes: "I have been reading your articles on the trading stamp and coupon evil, and want to compliment you upon your fight against it. I regret that I am not able to contribute to what has already been said against this pernicious attack on newspaper advertising."

J. V. Beckman, of the Louisville (Ky.) Retail Merchants' Association: "Personally I should like to see the day when

(Continued on page 1077.)

# THE AUSTRALASIAN NEWS COMPANY

(Limited)

# THE NEW ZEALAND NEWS COMPANY

(Limited)

## PUBLISHERS' AGENTS

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

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

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

**THE AMERICAN NEWS COMPANY**



## 'WAY DOWN IN TEXAS

Lone Star Ad Men, 500 Strong, Going in Style to Chicago Convention—Fuller Company Expert Says Advertising Business is Doing Very Well, Thank You!

(Special Correspondence)

The On-to-Chicago Committee of the Associated Ad Clubs of Texas at a meeting in Waco last week completed arrangements for the trip of Texas advertising men to the annual convention of the Associated Advertising Clubs of the World in Chicago in June.

It was decided to have a special train, the "Texas Ad Men's Special," leave Fort Worth June 17.

The opinion was expressed that about 500 would go on this special.

The Shreveport (La.) Ad Club requested that a car be attached to the Texas special for the Shreveport delegation. The matter was referred to a referendum.

Gus W. Thomasson, of Dallas, and A. L. Shuman, of Fort Worth, were appointed to select a hat band design.

In the parade in Chicago Texas ad men will have a large float bearing an illuminated map of Texas, with incandescent light bulbs, representing the cities where ad clubs have been organized.

The Congress Hotel in Chicago will be headquarters for the Texas delegation.

### ADVERTISING GOOD, HE SAYS.

F. B. Schwartz, vice-president of the Charles H. Fuller Company of Chicago, one of the leading advertising agencies of the Middle West, visited Dallas this week on his way West. Mr. Schwartz expressed the opinion that the advertising business was now on a firm and substantial basis.

"The advertising business is very good in the North," he said, mentioning one contract his agency had handled, which embraced twelve double-page insertions during the year at a cost of \$224,000. He said the artist was paid \$2,000 for the drawings.

"The merchants do not put enough time on their ads," he said. "It seems as though merchants were prone to believe that they were supporting a good newspaper when they advertised, instead of doing themselves a powerful good. Why, I know a shoemaker in Chicago who ran a full page ad on several occasions."

The Texas Women's Press Association in annual convention at Waco selected Austin as the convention city in 1916, and voted to have the convention continue one week and be held with the School of Journalism of the University of Texas.

Officers were re-elected as follows: President, Mrs. William Christian, Houston; vice-presidents, Mrs. C. M. Cross, Fort Worth; Mrs. Fred Scott, Austin; Mrs. Bettie Magruder, San Angelo; corresponding secretary, Mrs. Belle M. Costello, Houston; recording secretary, Mrs. J. M. F. Gill, Cameron; treasurer, Mrs. J. S. Rozell, Pearsall; poet laureate, Miss Jessie Andrews, Austin; parliamentarian, Mrs. E. S. Tracet, Houston.

The association voted a scholarship to send one girl each year to the School of Journalism.

### BROWNWOOD AD CLUB ELECTS.

The Brownwood (Tex.) Ad Club has elected, the following: Albert Moore, president; W. L. Smith, vice-president; John T. Yantis, secretary and treasurer.

Officers have been elected by the Waco Ad Club as follows: C. B. Harman, president; Louis Crow, first vice-president; W. H. Hoffman, second vice-president; A. J. Eberhardt, secretary-treasurer; E. A. Miller, J. W. Carlin, R. T. W. Robertson, W. P. Killingsworth and T. H. Jackson, directors.

D. R. Harris, president of the Texas Press Association, has announced the appointment of the following delegates to the International Press Congress, to be held in San Francisco, July 5-10: R. M. Thompson, Goldthwaithe Eagle; Sam P. Harben, Richardson Echo; T. B. Lusk, Italy News-Herald; C. H. Abbot, Southwestern Telephone News, Dallas; Miss M. E. Neal, Carthage; F. P. Holland, Farm and Ranch, Dallas; Will H. Mayes,

Head School of Journalism, University of Texas; Austin; W. S. Potts, Bonham Favorite; G. H. Boynton, Hamilton Herald; J. J. Taylor, Dallas Morning News; W. A. Johnson, Memphis Herald; Fred B. Robinson, Waco Times-Herald; Henry Edwards, Troupe Banner; Lee J. Rountree, Georgetown Commercial.

Sam B. Anson and John A. Kern, city editor and advertising manager, respectively, are among the incorporators of a new corporation to bid for the News if it is ordered sold by the court.

News has been in the hands of a receiver.

The following gentlemen dined together at the Hotel Rome the other night and took the first steps toward forming a press club: Alfred Marschner, Clem Chase, Charles Burnatxki, B. L. Metcalf, Frank Kennedy, Benjamin Serkovich, A. E. Long, G. K. Murray, J. J. Isaacson, John G. Rayley and Ralph S. Dodd. A tentative list of some eighty eligible men was made up, and the charter members organized themselves into a committee for organizing and membership.

The Oklahoma Press Association had one of its more successful meetings at Guthrie on May 8 and 9. President I. B. Campbell, sometimes jocosely known as "Buck," editor of the Wankous Hornet, presided. Last year a succession of floods and washouts kept down the attendance, but this, the twenty-fourth annual gathering, was unmarred in any way. The editors were lavishly entertained by the Guthrie citizens, and partook with special pleasure of a "Made in Oklahoma" dinner.

### PERSONALS.

C. M. Shelby, formerly wire chief for the Texas circuit of the Associated Press, has been made night editor for the A. P. at Dallas headquarters.

J. Ed Spill, for some time marine and commercial editor of the Galveston Tribune, later in newspaper work at Ballinger, and secretary of the Ballinger Young Men's Business League, has become city editor of the Temple Telegram.

C. E. Hill, editor of the Granite (Okla.) Enterprise, has been elected mayor of Granite, Okla. Several years ago Mr. Hill was connected in an editorial capacity with the Dallas Morning News.

### STATE HOME FOR EDITORS

Oklahoma Railroads Buy Space Contract, Thus Assuring New Edifice.

At the twentieth annual meeting of the Oklahoma Press Association in Guthrie, May 7 and 8, it was announced that a State home for editors was assured.

The editors of the State long ago promised to contribute advertising space to be sold for this project. Recently T. H. Beaton, general manager in Oklahoma for the Rock Island Railroad, representing the allied roads of the State, agreed to buy these contracts for use by the railroads in presenting their side of matters of public interest. The money is available at once.

The new home will cost not less than \$15,000, and will be built at Medicine Park, a lake resort near Towton. Work will begin June 1.

### New Writers Guild Organized

The Missouri Writers Guild is the name of a new literary association organized during Journalism Week at the University of Missouri early this month. It started with twenty-four active members and nine associate members, while fifty-eight attended the luncheon following its formation. Requirements for active membership in the Guild are: Residence in the State and the authorship of books, plays or magazine articles. The officers elected were: President, William H. Hamby, of Chillicothe, a magazine short story writer; first vice-president, J. Breckenridge Ellis, of Plattsburg, a novelist; second vice-president, Mrs. Emily Newell Blair, of Carthage, editor of the "Missouri Woman"; secretary-treasurer, Floyd C. Shoemaker, of Columbia, librarian of the State Historical Society.

**B**USINESS MEN SHOULD GET IT FIXED IN THEIR MINDS THAT THE READERS OF THE NEW YORK AMERICAN REPRESENT ONE-FOURTH of New York and ONE-SIXTIETH of the United States.

If they will carefully consider what this means to them they will never fail to include the NEW YORK AMERICAN as one of the newspapers in which to advertise.

All of the other New York newspapers represent three-fourths of New York. All of the other newspapers in the United States represent fifty-nine-sixtieths of the whole reading public in the entire country.

You may ask "what about the evening newspapers in New York?" They are all right. But the quarter of the community that reads the NEW YORK AMERICAN, while it also reads evening newspapers, still remains the NEW YORK AMERICAN'S quarter.

Advertisers should use both morning and evening newspapers in the New York field as a matter of good advertising, instead of confining their efforts to one or the other. **Advertising's power is always enhanced by repetition**—reaching the same people as often as possible.

The NEW YORK AMERICAN is willing to divide fairly the New York field with the evening newspapers—but that is all it is willing to do.

Since it represents **one-fourth** of all readers of newspapers in New York territory, and while willing to admit that all of its readers also read evening newspapers, **it maintains that it is poor business** for any advertiser not to give the NEW YORK AMERICAN at least **one-eighth** of his advertising appropriation for the New York field.

The morning newspaper is the complete newspaper of the day. The evening newspaper is mostly a feature newspaper. The people want both. The advertiser should want both.

**THE NEW YORK AMERICAN**  
DAILY AND SUNDAY

EMBER AUDIT BUREAU OF CIRCULATIONS

## WHAT WIRELESS IS DOING FOR HAWAII

Enables Honolulu Newspapers to Print News of the World in Creditable Form—How the System Was Installed and Perfected After Years of Patient Effort.

By W. A. KELSEY

[Mr. Keisey, the writer of the following entertaining letter, is the owner of the Meriden (Conn.) Morning Record. He has traveled widely and his observations are always interesting and valuable.—Ed.]

HONOLULU, April 15.—The traveler arriving at this port—the natives call him a Malahini—finds far different conditions existing than he had been led to expect. He is pleasantly disappointed, for the Hawaiian Islands seem like a paradise.

The newspaper situation is highly interesting because of the perfection of the wireless service in common use throughout the islands. Both the morning and evening papers of Honolulu are surprisingly good for such a field. Honolulu is a big city, but not more than 20,000 people can be depended upon to support the two dailies. The Advertiser, a morning paper, is under the capable direction of Roderic O. Matheson, well known in the States and Canada. Rumor has it that the Associated Press is after Matheson for one of its important posts in the Orient.

The Bulletin, in the evening field, is now under full charge of Riley H. Allen, whose old friends in the South and Middle West will be pleased to learn that he is handling his job well. He says he loves Hawaii and everything Hawaiian.

Albert P. Taylor, so many years on the Advertiser staff, is doing big work as the moving spirit of the Island's Promotion Committee.

### FIRST TO ENJOY ITS USE.

Wireless telegraphy was undoubtedly used successfully for the first time in the Hawaiian Islands. Long before wireless telegraphy became an accomplished commercial fact in the so-called densely civilized centers of the world, the people of the Hawaiian Islands enjoyed the privileges of air transmission of messages.

The need of telegraphic communication between the various islands of the Hawaiian group had been felt ever since the first cable was laid across the Atlantic, and attempts were once made to lay a cable between the islands but resulted in failure owing to the extreme depth of the channels and the crudity of the methods of manufacture and laying of cables. The commercial possibilities of the wireless were quickly recognized by F. J. Cross, of Honolulu, as a solution of the difficulty of inter-island communication and a franchise of the Marconi system was secured from Marconi by Mr. Cross while the inventor was in America demonstrating his discoveries. The Marconi "experts" sent from London, put up a system, which, while not a failure, very much resembled it, and but for the discovery by Mr. Cross of a coherer of his own design, the entire system would have failed.

### INTER-ISLAND CO. ORGANIZED.

In December, 1899, the Inter-Island Telegraph Company was organized, and on March 1, 1901, the system was opened for business, but for three years it worked very unsatisfactorily, although it was constantly improved. On the date of opening for business the stations were located as follows: At Waialae, Oahu; Ka Lae O Ka Laau, Molokai; Keomuku, Lanai; Makena, Maui; Lahaina, Maui, and at Mahukona, Hawaii. Later on a station was established at Kaena Point, Oahu, and another at Nawiliwili, Kauai. This arrangement did not work well; in fact, it was impossible to work between the last two named stations. This fact was due to the proximity of the mountains in rear of the Kaena Point station.

The legislature of 1903 granted a subsidy of \$1,000 a month for a period of two years, provided the company made certain changes and brought the Island of Kauai into communication.

The system by this time had been improved to such an extent by local scientific perseverance that it was possible to work greater distances, relay stations being eliminated.

Through early failures and insufficient patronage, the company had become hopelessly in debt to such an extent that the \$24,000 subsidy did not save it, and finally it was sold at sheriff's sale. The system, as now operated, consists of a station on Oahu, one on Maui, one on Hawaii, and one on Kauai.

Three years ago the Federal Wireless Telegraph Company of the United States suddenly invaded the Hawaiian Islands by establishing a plant at Heeia, on the windward side of Oahu, about fifteen miles from Honolulu. It was successful in the transmission and receiving of messages to and from San Francisco by night, and finally succeeded in operating by day as well, and became an active competitor of the Pacific Commercial Cable Company which laid its cable between San Francisco and Honolulu in 1901.

Two years ago the Marconi Wireless Company of America decided upon the Hawaiian Islands as one of the units in its around the world wireless telegraphy system, and in November, 1914, formally opened its San Francisco-Hawaiian service. Its plants on the Island of Oahu constitute a million dollar outlay. The receiving station is at Koko Head on the eastern extremity of Oahu, about ten miles from Honolulu. The buildings are entirely concrete and include, in addition to the service buildings, a hotel for the use of the employees. The operating station includes thirty men who work in relays day and night. The sending station is at the opposite extremity of Oahu, at Kohuku, where the largest power plant in the world is located. The messages are sent from the Koko Head station to Kohuku by telegraph, where they are automatically transmitted to other parts of the world. Messages have already been successfully sent to Japan.

### SIX CENTS A WORD.

Competition between the two wireless companies and the cable company is keen, and the price for messages has been greatly reduced until it now averages eight and six cents per word on deferred night and week end lettergrams. Probably no other insular community has such an exceptional opportunity for communication with the rest of the world as the Hawaiian Islands, for, in addition to wireless and cable systems, each island has a splendid telephone system, that in Honolulu and for the Island of Oahu being of the automatic type and successful from its installation, three years ago. On the other islands one may call central from a point on one end of the island and ask for John Smith living at the opposite end and be placed in immediate communication with him by the manual system.

The establishment of cable and wireless systems with the rest of the world has enabled the newspapers of Honolulu particularly to become as modern and up-to-date as almost any newspaper on the mainland. It is the surprise of visitors to the Hawaiian Islands to pick up a morning or afternoon paper and find news there from practically every part of the world, the news being handled expertly with headline displays as unique and appropriate as will be found in any model daily.

### AN UP-TO-DATE DAILY.

The Pacific Commercial Advertiser, the oldest newspaper in the islands, is published every morning, and lays before its readers at the breakfast table a first page of war, political and other news, as ably as any San Francisco or New York paper. The local field is covered by staffs of trained newspaper men, and, in fact, the so-called "foreign" and local news is exceptionally well handled.

The Honolulu Star-Bulletin, published every afternoon, except Sunday, is quite as up-to-date as its morning contem-

porary. The Associated Press furnishes the news to both papers, and this in turn is wireless to the Maui News at Wailuku, the Hawaiian Herald and the Hilo Tribune at Hilo, Hawaii, and to the Garden Island at Lihue, Kauai. Acknowledgments are made in both papers with the date lines, to the Associated Press, to the Pacific Commercial Cable Company, to the Mutual Wireless Company, etc., showing the diversified methods by which news is received.

Both daily newspapers have up-to-date rotary presses, batteries of linotypes and art rooms where cuts and photographic work are handled with the same facility as in the States. In fact, the newspaper publishers put out papers of a metropolitan aspect handled in a metropolitan manner.

The Advertiser publishes not only the Advertiser, but the Hawaiian Gazette, the Nupepa Kuokoa, a Hawaiian paper; the O Luso, a Portuguese paper; various monthly publications, and in addition operates an extensive job room, employing in all about two hundred people. The Star-Bulletin, while not publishing so many other papers, has an extensive job printing establishment and is modern in every respect. There are other printing establishments, some of whose work is exceptional, particularly in color work.

W. A. KELSEY.

### COUNTRY WEEKLY TO GO

Senator McCullum Thinks the City Dailies Are Crowding Them Out.

Within the next two or three decades the small country weekly newspaper as we know it will have almost disappeared, Senator A. R. McCullum, editor and owner of the Waco Semi-Weekly Tribune, told a class in the School of Journalism of the University of Texas recently. Increase in transportation facilities, the low-priced city papers and other forces now at work will sound the knell of the country weekly, he said.

"I may be in error," Senator McCullum declared, "but I believe the little country paper will go the way of the crossroads store. The time has almost passed when a man can go into a small town with \$500 or \$600, start a newspaper and make a success of it. In former days a man who had made a failure of everything else went into the newspaper business, sometimes without a dollar of capital.

"But in the years to come the people will demand that an editor be specially fitted for the work he has to do, and for that reason I believe that special training for journalism will be essential to the newspaper man of the future.

"Like many newspaper men, I was skeptical of schools of journalism. I doubted their worth. But now that I have been here and have seen what schools of journalism are trying to do, it occurs to me that they will do much to raise the standards of the greatest profession you can go into."

Senator McCullum has been in the newspaper business in Waco for more than forty years. He is one of the pioneer editors of the state.

The plant of the Cleveland (Tex.) Herald, T. L. Tucker, owner and publisher, was burned on the night of May 11. Loss will amount to about \$3,000, with no insurance.

"The Old Swimm' Hole" and seven other poems of James Whitcomb Riley, first edition of the works as they appeared in the Indianapolis Journal under the nom de plume "Benj. F. Johnson," sold recently at auction for \$185.

## OUTDOOR LIFE

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

We have something DIFFERENT and best of all it is SEASONABLE. Pictures really good enough for framing. Service furnished in matrix form.

World Color Printing Co.

R. S. Grable, Mgr.  
Established 1900. St. Louis, Mo.

3

## THE TEST

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

Newspaper Feature Service

M. Koenigsberg, Manager  
41 PARK ROW, NEW YORK

## Sport Service

Everything for Your Sport Page  
News Pictures  
Letters Box Scores

DEMAREE CARTOONS

Write or Wire for Samples and Prices

International News Service  
238 William St., New York City

### USE

# UNITED PRESS

### FOR

## Afternoon Papers

General Offices, World Bldg., New York

Joseph P. Schiller Syndicate

Newspaper Sunday Supplement  
Schiller Building, CHICAGO

Polly's Paper Playmates

again make their bow to the Sunday Newspaper Publishers.

A colored, pictorial supplement, 8x10 in size, printed from the very best half-tone plates in four colors on coated stock; each supplement has printed thereon a coupon calling for a ten cent pattern. The money received by the publishers for the patterns pays a margin of 50 per cent. to the newspaper. We mail and pay postage. Write or wire for sample in colors.

This is a great CIRCULATION producer and maintainer.

## 460 Daily Newspapers

are profiting by the use of  
WINTHROP COIN CARDS

Less trouble to collect small amounts due.

Remittances made more promptly.

Loss through failure to collect reduced to a minimum.

A letter will bring prices and details.

THE WINTHROP PRESS  
141 East 25th Street New York City



**AFFILIATION MEETING**

**Annual Session Held in Rochester Proves an Interesting Occasion—E. F. Ridgeway Maintained That More Money Was Being Spent in Magazines Than Ever Before—Visitors Entertained at Dinner.**

Delegates from the advertising clubs of Buffalo, Rochester, Detroit and Cleveland gathered at Rochester on May 14 for the annual convention of the Advertising Affiliation. Mayor Edgerton welcomed them at the morning session, and response was made by the president of the Affiliation.

The afternoon session began with a discussion of "The Picture as an Asset in Advertising" in which Claude Bragdon, of Rochester, and Joseph Meadon, of the Franklin Press, Detroit, took part. George L. Johnson, secretary of the Outdoor Advertising Association of Chicago; William P. Perry, of the Rochester Button Company; William J. Raddatz, of Cleveland; Charles B. Thomas, of Buffalo, and Professor Ernest Clark, of the East High School, participated in a warm discussion on the question "Will Public Sentiment Rout the Billboard?"

One of the most interesting subjects taken up during the afternoon session was "What Are the Causes Back of the Slump in Magazine Advertising?" Erman F. Ridgeway added point to the debate by asking if such a "slump" really existed. Mr. Ridgeway, who is the publisher of Everybody's Magazine, was willing to concede that the number of lines in magazine advertising had fallen off, but he maintained that this was due to the higher cost of advertising. In his opinion the advertisers were paying more money to the magazines than ever.

W. W. Wheeler was disposed to admit that there was a slight falling off but thought that it had been rather overstated. In Mr. Wheeler's opinion advertising was merely sharing the slowing up which affected business itself.

Harry Goodwin blamed impartially the advertisers, the magazines and the public. He blamed the advertiser for trying to make the dealers think he is spending more than he is toward pushing his product, the magazines for boosting rates faster than circulation warrants, and the public for the idea that the man who does not advertise sells cheaper.

Roland B. Woodward, secretary of the Chamber of Commerce, gave it as his opinion that if there had not been a slump there soon would be if the magazines continued to carry warped views on political and commercial subjects which were injurious to business.

At a mass meeting in the evening Wilbur D. Nesbit, of Chicago, pleaded for the humanizing of advertising, so that it might reach the hearts of the people. "The best advertising," he said, "follows the line of human appeal, which is by the way of the heart and mind. Let us humanize our profession, make it mean something more to our friends and our country."

After Harvey R. Young, of Columbus O., had taken up "The Big Problem of the Small Advertiser," Harold Whitehead, of Boston, president of the American School of Business, spoke on "Salesmanship."

Just to relieve the tension and to avoid the brain fog so likely to follow the consideration of such serious subjects the luncheon and the evening dinner were more or less given over to frivolity. Various national figures were impersonated by versatile ad men, and even a fistie encounter was staged.

On Saturday the ad men settled down again to serious things. There were three discussions: "Will the Government Permit Eventually Supersede the Postage Stamp for Mailing Advertising and Sales Letters, and Has It the Same Pulling Power?" "How Can We Improve Our Filing Systems?" and "What Will Be the Ultimate Effect of Premium Giving with Merchandise?" The afternoon was largely devoted to a "Bull Ring" discussion of advertising questions. The members also listened to addresses on "What Publicity Can Do," Ivy L. Lee, personal representative of John D. Rockefeller; "The Broader Aspects of

Publicity," F. Irving Fletcher, special writer of advertising; "Merchant Marine," Mayor James M. Curley, of Boston; "Publicity a Cure for Evils," George W. Perkins, of New York.

The annual banquet in the evening afforded the ad men a much needed opportunity to relax again, of which they made good use.

The following officers were elected for the coming year: W. G. Rose, of the Cleveland Advertising Club, president; Harry T. Ewald, of Detroit, vice-president; T. W. Garvin, of Cleveland, secretary, and H. W. Bramley, of Rochester, treasurer.

**EVENING MAIL SOLD**

(Continued from front page.)

Mail. He felt that this newspaper could do more for it in that respect than most evening papers in New York City.

"Of course, I do not mean that the Mail is to be altogether a feature paper. It will have ample funds to make an aggressive new department to increase materially the net paid circulation that it now has."

The new management will assume change of the property on Monday.

A dispatch from Albany on Thursday announced that the S. S. McClure Newspaper Corporation, of Manhattan, had filed articles of incorporation with the Secretary of State with a capital of \$3,000,000, of which \$2,000,000 is preferred and entitled to 60 per cent. for cumulative dividends and 10 per cent. of the remaining surplus profits before any dividends are paid on the common stock. The incorporators are: Frank P. Stockbridge, F. J. Lambin, T. E. Niles, J. C. Cook, all of 203 Broadway; E. L. Orvis, of 1046 Lexington avenue, and William E. Stephens, of 2469 Grand avenue, the Bronx. The directors are S. S. McClure, Frank P. Stockbridge and E. L. Orvis.

**THEATRES CANNOT BAR CRITICS**

**Justice Hendrick Decides for The Times Critic in Suit Against Shuberts**

Supreme Court Justice Peter A. Hendrick, in Special Term, Part I, Wednesday handed down a decision for the plaintiff in the case of Alexander Woollcott, dramatic critic of the New York Times, against the Shubert Brothers, theatre owners and managers.

Following the publication in The Times of an unfavorable criticism of the play "Taking Chances," the Shuberts attempted to exclude Mr. Woollcott from their theatres, refusing to accept purchased tickets.

Mr. Woollcott brought an action under the civil rights statute and Justice Nathan Bijur granted a temporary restraining order against the Shuberts, under the protection of which Mr. Woollcott saw and reviewed the play "Trilby." In the following week the case came before Justice Hendrick for argument on the question of making the temporary order permanent. Justice Hendrick at that time reserved decision, pending which he suspended the operation of the restraining order.

In his decision, announced Wednesday, Justice Hendrick sustained the view of the law set forth by Mr. Woollcott's attorney. He dwelt especially upon the amendment of the civil rights statute made by the Legislature of this State since decisions were entered in the Metcalfe case and other cases. The statute provides that all persons shall be entitled equal privileges in any public place of amusement.

Justice Hendrick said that an order would be entered in form similar to the other made by Justice Bijur restraining the defendants. But as an appeal is to be taken immediately, the justice also announced that he would grant a stay of all other proceedings in the case until the appeal is determined by the Appellate Division. The effect of this is to suspend the operation of Justice Hendrick's order pending appeal.

**WAR AGAINST COUPONS**

(Continued from page 1074.)

the merchant can eliminate all these 'profit killing' schemes and make a respectable profit on their merchandise."

E. J. Stackpole, president of the Harrisburg (Pa.) Telegraph, writes: "The newspapers and merchants of Harrisburg joined in a movement some years ago to crush the trading stamp evil, and with such good effect that the trading stamp business in this city amounts to but little. Our merchants felt that the trading stamp evil was more serious than any adverse element with which they had to deal, and were gratified when the newspapers declined to accept advertising of trading stamps or similar devices."

Hilton U. Brown, of the Indianapolis News, writes that "the Indianapolis Retail Merchants' Association has never gone on record formally in relation to trading stamps, but its attitude is hostile to them. They have made headway because their individual members have refused to use stamps and the Indianapolis newspapers have discountenanced trading stamps as a matter of principle."

The Atlanta Retail Merchants' Association's executive committee went on record last fall as being opposed to stamps or coupons of any kind. The association is now at work to have the present law against trading stamps strengthened. The merchants of Savannah are also working to the same end.

EAST PALESTINE, OHIO.—The Daily Leader published its first edition on May 1. It is issued by the Reveille Echo Company.

**Press Fight on Coupons**

Two officers of the National Retail Dry Goods Association, F. Colburn Pinkham, secretary-treasurer, and John T. Kirby, field manager, are visiting the important cities of the United States to push the association's fight against trading stamps and coupons. They will give local merchants the latest news on the situation nationally. Mr. Pinkham has gone South, and will later visit the Pacific coast and the Northwest. Mr. Kirby will visit the remaining territory.

**Prints Text of 1828 Treaty**

The New York Times showed commendable enterprise in reproducing in its issue of May 14 a copy of the treaty of 1828 entered into by the United States and Prussia, which was cited by President Wilson in his protest to the German Government on the destruction of the Lusitania.

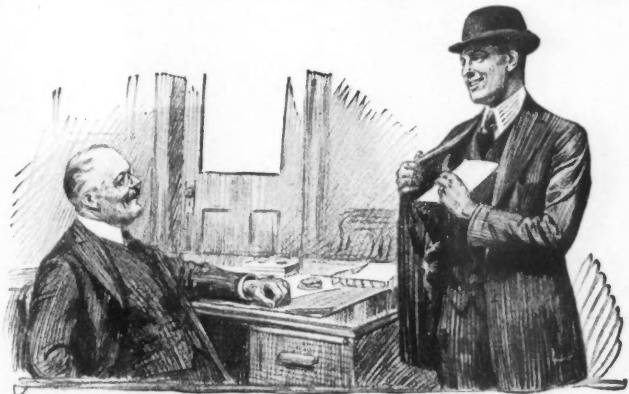
"A world of facts lies outside and beyond the world of words."

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

That is why THE GLOBE costs less per line per thousand.

Average net paid circulation for year ended April 30, 1915..... 184,929  
Net paid circulation for April, 1915 188,300

**The Globe**  
and Commercial Advertiser, Inc.



**What "A. B. C. Service" Means to the Publisher**

"A. B. C. Service" puts your publication in the **fact** class—on a merit basis absolutely.

It puts every statement of every one of your representatives in a light where it can be verified. You sell your space as a commodity—as real and tangible as white lead or brown bread.

That is what **audited** circulation means to you. You've got your feet braced against facts when you sell.

Your representatives are able to apply their entire time to creative and constructive work—"A. B. C. Service" does the pioneering for them.

"A. B. C. Service" puts the facts concerning your publication—along with over eight hundred other live ones—at the finger ends of advertisers and space buyers in the leading advertising agencies.

"A. B. C. Service" means to you the prestige that secures **preferred** consideration from the men who have the "say-so" as to where and how an advertising appropriation shall be spent.

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

**Audit Bureau of Circulations**  
15 East Washington Street, Chicago

## NEWSPAPER MAKING

No matter how much newspaper men wish and think to the contrary our modern newspapers are bought about as much for the advertising they contain as for the news and feature matter generally supposed to be the attractions which win popular favor.

A careful study of the dominant newspaper successes of the country proves beyond argument the fact that largest circulations seem to go to the papers printing the most advertising. Of course some time in the development circulation drew the advertising, but today advertising seems to draw more circulation.

A few years ago a large city newspaper put on an extra 120,000 circulation through gift enterprise schemes. The volume of advertising did not follow the mushroom growth. Sooner or later the new circulation commenced to crumble away for no apparent reason.

The business manager determining to find out what was wrong started a force of investigators out to interview the people who had dropped the paper. In sixty-eight per cent. of the cases the report was "Because it don't have as much advertising as the —."

Further investigation, this time among the men of the different households, showed that while the paper was entirely satisfactory to them, that the women influenced them to bring home the other newspaper which carried the larger amount of advertising.

The newspaper in question which had grown from about 80,000 to 200,000 slowly but surely receded from high-water mark to about 100,000 where it stood for a long time, showing a growth of only 20,000 net for all the expense and effort that had been put into its campaign for expansion.

Along the same line of experience I have seen enterprising newspapers put through business promotional campaigns which in one way or another brought them in a different light before their communities with increased circulation by means of service to advertisers.

For instance, a newspaper which has started out on a campaign to stimulate real estate advertising through exploiting real estate, attracts the attention of a wider and wider circle of people interested in real estate, winning their support and friendship in a more effective and lasting way than by presenting gifts of various kinds.

One of the great newspaper successes of the country undoubtedly owes much of its growth to the really wonderful manner in which it has gradually, step by step, interested its readers in its advertising. Day out and day in for years it has pounded away until today it stands almost in a class by itself among newspapers as a veritable business exchange.

Regardless of foolish traditional policy to the contrary, by thus exploiting its advertising columns to its readers a news-

paper does not cheapen or degrade itself in the eyes of its readers or constituency.

Our American people are a business people. The vast majority of us must of necessity be interested in business and take advantage of the money saving advantages represented by the valid offerings of advertisers in the columns of our newspapers.

Any newspaper by intelligently conducting a campaign of education directed to teach its readers the great advantage of more closely reading its advertising columns and trading through them, must eventually build up a live community spirit which spells not only better results for all advertisers but increased circulation.

It is obvious that any newspaper sincerely interested in building up such a business must keep its columns as free as possible from objectionable or fraudulent advertising. This being the case how foolish it is for certain newspaper publishers to continue printing everything that pays their rates.

Instead of being a factor making for lower rates, this acknowledgment that advertising is as interesting as news or feature matter, works the other way. Advertising ceases to be a matter of mere rates just as soon as it produces definite and satisfactory results. The minute you can show any one that he can increase his business through using your space, he wants to buy the space perhaps just as much as you want to sell it.

Through cultivating reader interest and reader confidence in your advertising columns you are establishing a higher value per line per thousand of your circulation than in almost any other way. Mere quantity of circulation is only essential as a measure by which to estimate the value of quality.

The advertising business is fast emerging from the condition where merchants and manufacturers look upon the purchase of space as a gamble. The circulation liar has been practically annihilated, and our mediums are gradually learning that they can prove results that warrant rates sufficient to yield definite and reasonable returns on the investments they represent.

NORTHCOTE.

## BIG PRINTING EXPOSITION

Great Things Promised for the Chicago Convention June 19 to 26.

The Third National Exposition of the Printing and Allied Trades, which has been scheduled to be held at the Coliseum, Chicago, June 19 to 26, promises to be the greatest and most important exposition of its kind ever held.

The fact that this exposition is to be held co-incidental with the convention of the Associated Advertising Clubs of the World, the International Association of Manufacturers' Photo Engravers, the Audit Bureau of Circulations and the American Envelope Manufacturers' Association, makes it possible to draw together what will, perhaps, be the greatest conglomeration of humanity vitally interested in such things that has ever been in one city at one time, and this, of course, has been an incentive for manufacturers to arrange elaborate exhibits. Almost every machine shown will be in actual operation; the manufacturing paper people will have elaborate displays. Many companies which have never exhibited their products in any printing exposition will have comprehensive showings in this fair.

A new feature at this exposition will be the offset exhibits fair, which have never been included in the shows heretofore.

Liberal allotments of free tickets will be given all exhibitors for distribution among their regular and prospective customers, and in addition to this the management will be glad to furnish two tickets free of charge to any interested person upon receipt of an addressed stamped envelope.

Cleveland, Lorain News Company, just incorporated at Columbus by Cleveland and Lorain interests, contemplates the publication of a Democratic daily at Lorain.

## IN AID OF BETTER PRINTING

Cleveland Engraving Co. Offers Plant for Workmen's Instruction.

The Eclipse Electrotype and Engraving Company of Cleveland, Ohio, has addressed a letter to the employing printers of Cleveland and vicinity cordially inviting them to make use of its plant for the instruction of their workmen. The entire plant is to be thrown open as a school of instruction for printers.

It is particularly suggested that lock-up men be sent to learn how a form must be prepared for moulding. Even the most experienced man, says the Eclipse Company, can learn much when he sees what a form has to go through.

There is absolutely no obligation expressed or implied, in accepting this invitation. The Eclipse Company admits frankly that it has an interest in having it accepted, and that is, that its engravings and electrotypes may be properly printed.

In order that no one day may be devoted entirely to this feature, and in order to distribute it throughout the season, these visits must be by appointment. It is the intention to devote one or more hours, or even longer if necessary, to the practical instruction of the employees by detailing an expert operator to demonstrate personally the things it is intended to impart. Apprentices are specifically included in this innovation.

## NEW INCORPORATIONS

HOUSTON, TEX.—Globe Printing Company. Capital, \$10,000. Incorporators: Sam C. Judd, E. Milroy and B. V. McKnight.

TEMPLE, TEX.—Home Industry Magazine. Capital, \$1,000. Incorporators: Stanley H. Watson, E. K. Williams and N. A. Clay.

UNION HILL, N. J.—Hudson Printing Company, printing and publishing, \$10,000; William Rubel, Percy Limouse, of Weehawken, and Raymond Radcliffe, Union Hill.

INDIANAPOLIS, IND.—The Consolidated Printing Company; capital, \$20,000; publishing. Directors: C. E. Crippin, G. W. Hargitt and D. P. Porterfield.

SYRACUSE, N. Y.—The Craftsman Press; \$25,000; W. J. Irvine, W. B. Baigrie, W. J. Cook, Syracuse.

CHICAGO.—Slovak Publishing Company; capital, \$3,500; general printing and publishing business, edit daily, weekly, or monthly newspapers, and daily, weekly, monthly or other periodicals; incorporators, Stefan Svatik, Stefan Kovac, John Galosine.

## CHANGES IN INTEREST

WELLINGTON, KAN.—Chester Leasure and Burns Heglar, of Wichita, have purchased the Daily Journal and Weekly People's Voice from Chas. R. Havens.

PARKERSBURG, W. VA.—T. E. Homer, formerly of the Sentinel, is now editor of the State Journal. P. W. Morris and Ben W. Morris, editor and business manager, respectively, having withdrawn.

VANCOUVER, B. C.—John Nelson and his associate, have acquired the World, formerly the property of Mayor Taylor. UPPER SANDUSKY, O.—Charles H. Lewis, of Harpster, has bought the Union Republican for \$21,000.

BURLINGTON, N. J.—The Daily Enterprise, of Burlington, has gone back into the hands of its original owner, I. Snowden Haines. It was bought last fall by a syndicate from Atlantic City.

L. E. Skinner, publisher of the Blanket (Texas) Signal, has sold his interests to Frank L. Turner and Elvin C. Lowe, formerly of the Gorman (Texas) Progress. Mr. Skinner has accepted a position as copy reader on the Brownwood (Texas) Bulletin.

Senator Zim, of St. Augustine, Fla., has introduced a bill in the State Legislature requiring railroad companies to publish their passenger train schedules in newspapers and authorizing payment for same with transportation.

## 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

## THE EMPIRE STATE ENGRAVING COMPANY

165 WILLIAM STREET  
NEW YORK

Open Day and Night

Tel. 3880 Beekman

TAKE IT TO

# POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.  
54 Nassau Street Tel. 4200-4 Beekman

## THE PROVIDENCE JOURNAL

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

Let Us Figure It Out for You.

Walter Scott & Co.  
Plainfield, N. J.

## Successful

Men in every walk of life are all familiar with

## Romeike's Press Clippings

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

## Romeike Clippings

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

HENRY ROMEIKE, INC.,

106-110 Seventh Ave., New York City.

JACOB FRIEDMAN,  
Lawyer.

302 Broadway New York, N. Y.  
Telephone, Worth 1676.

ADVERTISING ACCOUNTS COLLECTED.

Probably 60% or more of your suspense accounts are collectible.

Pleased to have you send them to me.

References: Publishers, Advt. Agts., etc.



**BOSTON HAPPENINGS**

**Post Brings Action to Compel Postmaster Murray to Accept Its Paper—Have Been Excluded Because of Headless Photograph Scheme—Pilgrims Organize Eight Bells Get-together Group to Benefit New Members**

(Special Correspondence.)

BOSTON, May 20.—The Pilgrim Publicity Association has organized what is known as the "Eight Bells" get-together group, the object of which is a weekly meeting in the P. P. A. rooms, in the publicity building. In a letter sent out to members Maxwell Copelof, chairman of the committee says, "Will you spend a few minutes now and then, preferably once a week, in the capacity of hosts at the P. P. A. rooms?" President Gallup, of the P. P. A., conceived the "Eight Bells" idea as a get-together scheme to benefit new members. Eight bells in the language of the sea is high noon on land. A ship's bell will be installed in the club rooms.

In the college of business administration of Boston University there is a course in advertising of 60 hours. Advertising is considered as a branch of business organization. Analysis of the market, analysis of the goods, theory of advertising, psychology of advertising, comparison of advertising mediums, various forms of advertising and the ethics of advertising will be discussed. There will be frequent lectures by advertising experts.

Courses 29 and 30 of Boston University School of Journalism, which is under the direction of Harry B. Center, of the Post, is made up as follows:

**News Reporting and Writing.** Friday, 5:30 to 7:30. Sixty hours elective. This is a practical course in the gathering and writing of news. The study of relative news value, sources of news and methods of covering news stories will be taken up. There will also be practice in writing newspaper English, with study in detail of form and structure. The writing of feature stories, study of copy editing and headline writing, will also be taken up. Each student will be required to write a minimum 6,000 words during the year, and will be given an opportunity to cover Boston police headquarters, to do some actual reporting for a Boston daily paper and cover news assignment outside of class hours.

Course 30 consists of newspaper practice. Practical course in rewriting, copy editing and headwriting. Stories to be rewritten in class and in outside work. Discussions of current news stories, with regard to structure and style. The preparation of copy for the printer, proofreading, the mechanics and psychology of the headline.

**TRADE POINTERS.**

Brackett, Parker Company is placing a considerable amount of advertising for the Ralston Health Shoe Company in newspapers.

The Greenleaf Company is placing many lines of Poster Rubber Heels in newspapers and magazines in the large cities. "Catspaw" is the slogan of the advertising.

The Barbonr Agency is placing good sized orders of Aquas Roofing in New England newspapers.

The Post claims to have had the biggest and best story of the Lusitania disaster. Figures compiled by the Post statistical department show that the Post ran 1,131 inches of reading matter on the tragedy and 33 cuts. The Herald had 933 inches and 9 cuts; the Globe 816 inches and 17 cuts, and the Journal 579 inches and 19 cuts. **ROY ATKINSON.**

**New Shorthand System**

Newspapermen have shown interest in the recent announcement of Otto M. Whitstock of 31 Nassau street, New York City, that after sixteen years of research work and study of previous systems, he has devised a new system of shorthand. Mr. Whitstock says the new system is truly phonetic, and is so simple that it can be acquired by self instruction in six lessons.

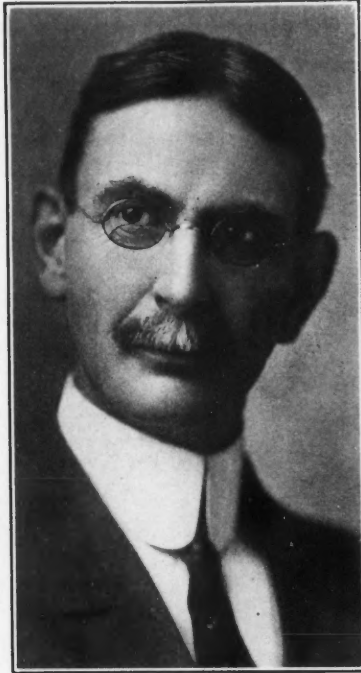
**JOLIET NEWS GIVES UP FIGHT**

**Herald is Now the Only Daily Published in the Progressive City.**

The Joliet (Ill.) Evening News, which was founded in 1877 and for years was the leading newspaper of this city, has ceased publication. Three years ago there were three daily newspapers in Joliet where now there is only one, the Herald.

Financial difficulties brought the News to the last ditch and at a meeting of stockholders to be held June 1 the disposition of the plant will be settled.

In connection with the newspaper situation in Joliet, it is interesting to note that as late as four years ago the



A. S. LECKIE.

News was considered the leading paper and carried the greater amount of advertising, both local and foreign. Since that time the News has steadily lost, particularly in foreign advertising, while the Herald has forged to the front, having built and equipped a new and modern plant, setting a pace that the News was unable to maintain.

A great deal of the credit of the success of the Joliet Herald and the position the paper now occupies in the field must be given to A. S. Leckie, president of the Herald Printing Company, who acquired an interest and became associated with the Joliet Herald in 1905. Mr. Leckie began his newspaper career on the Chicago Daily News in 1881. Later he was connected with the City Press Association of Chicago, the Rockford Register Gazette, and the Chicago Chronicle.

The Herald in the future will be published seven days in the week, instead of six as heretofore. The first issue of the Saturday paper was published on May 1. The representation of the Herald in the foreign field will continue under Alcorn-Henkel, New York and Chicago, as heretofore.

**THE ONE CENT SUNDAY PAPER**

**R. F. R. Huntsman Points to One Successful Paper of This Kind.**

Anent the story recently published in THE EDITOR AND PUBLISHER as to the New York Press going to publish a one cent Sunday paper. R. F. R. Huntsman modestly rises to remark that the Brooklyn Standard Union has been doing that little thing since October 10, 1910, and that it now has a Sunday circulation of 65,551. He also says it is one of the real money makers of Brooklyn and demonstrates the fact that such a paper can find a field.

**NEW YORK HERALD CHANGES**

**Randolph Marshall Now in Charge of All News Departments.**

Randolph Marshall, formerly news editor of the New York Herald, has been put in charge of all news departments of that paper including city and general news. Mr. Marshall has as his assistant Howard C. Hillegas, on the day city desk, and George W. Daly as assistant in the news department. The plan of two night editors alternating each month which has been in vogue at the Herald for the past two years, has been abolished and Frank L. Jones made night editor.

Owen W. Oliver, who has been handling the war desk without missing a day since the beginning of hostilities, will leave shortly on a well earned vacation.

Frank H. Pierson, for more than thirty years on the Bennett publications, and recently city editor of the Herald, has resigned. Mr. Pierson has not announced his new connection.

The family of John T. Burke, who is editor of the Paris edition of the Herald, arrived safely in Paris where Mr. Burke expects to make his permanent home.

The Herald will on June 6 put out a 12-page half-tone magazine section, printed on special machine-finished paper in tints.

**DETROIT TO HAVE NEW DAILY**

**Rumor that New Paper Is to Be Launched Soon, Veon to Manage.**

Ever since the Detroit (Mich.) Tribune ceased publication, rumors have been afloat that there would be another morning and Sunday paper launched in that city.

For the most part they have been regarded as more or less wild rumors, but recently they have taken a more concrete form, and it is understood that certain newspapermen are endeavoring to interest local capitalists in a project.

Fred C. Veon, who is at present business manager of The Detroit Saturday Night, is said to be slated to be the business head of the new daily, and it is reported that plans are very close to materialization.

**POLICE REPORTERS ORGANIZE**

**New Organization at Dallas—El Paso Times Sold for \$100,000.**

(Special Correspondence.)

Dallas, Tex., May 10.—Under the direction of R. L. Winfrey, newly elected police and fire commissioner of the City of Dallas, Tex., the police reporters of the various newspapers of that city have been organized into the Police Reporters' Association. They will be given commissions as regular police officers. Commissioner Winfrey says that by this means the people of Dallas will be taken into the confidence of the police department, the department will be given the advantage of the information and work of the reporters, and the reporters will be on the "inside," when it comes to gathering police news.

Bruce Hoskins of the Dallas Morning News was elected president of the association, and Phil Fox, of the Times-Herald, secretary. Frank Merrill of the Evening Journal; Garfield Crawford, of the Dallas News, Ralph Millet, of the Dallas Dispatch; Ed McDaniels, of the Evening Journal, and Phil Fox, of the Times-Herald, were appointed to draft constitution and by-laws.

F. Wyche Greer, general manager of the El Paso (Tex.) Times, has just returned from New York, where, he announces, he completed arrangements for the purchase of the Times, a corporation with a capital of \$100,000. The consideration was said to have been \$300,000. Mr. Greer was formerly manager of the Beaumont (Tex.) Enterprise.

A code of principles showing the dividing line between legitimate and illegitimate advertising, is being prepared by the Fort Worth (Tex.) Ad Club. The code is intended to protect both the public and merchants from fake advertising schemes and untruthful advertisements.

**DOESN'T PRINT WAR NEWS**

**Beloit, Kas., Editor Is Afraid of Offending German Readers.**

(Special Correspondence.)

BELOIT, Kan., May, 18.—Most of the European nations are at war; a half million lives have been lost in fighting around Ypres; the Russians have invaded East Prussia; aeroplane battles have been fought; the Lusitania has gone to the bottom.

But all these things the people of Beloit do not know, so far as their daily paper, the Beloit Daily Call, has informed them. A. B. Adamson, the editor, is an Englishman and does not allow any war news to be printed for fear of offending his German subscribers. In conversation Mr. Adamson expresses his hope for the success of the allies. But personal views are not allowed to intrude themselves in the Call. The paper has a very large circulation among the Germans, who are its best friends and warmly praise its policy.

Behind the unique course of the Call, Editor Adamson says there is a story 22 years long. In 1893, before he took charge of the paper, it boasted 350 subscribers and more debts than the plant was worth. The creditors did not bother him then, for the paper was in such tangled shape that they refused to have anything to do with it.

"I simply ran it because no one else would. The paper had been mixed up in factional affairs. We saw at once that we would have to cut loose to make a go of it."

It was put in the Independent column. Other Kansas editors, neck deep in factions, snorted at the time. They said that Kansas people demand agitation; they want excitement.

But the Call remained neutral. Today it has ten times the circulation it had then and the paying confidence of its advertisers.

This summer he will build a \$10,000 residence.

**Western Teachers to Meet**

The Western Association of Teachers of Journalism will hold a meeting in Eugene, Ore., May 21 and 22. Among the subjects to be discussed are: "Writing and Drill Courses in Schools of Journalism," "Fiction Writing and Special Story Work," "Informational Courses," "Advertising," "College Publications," and the "Business and Mechanical Education" which the student of journalism should receive.

**Topeka Daily Capital**

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

**33,971**

*Arthur Capper*

TOPEKA, KAN. Publisher

**Deutsches Journal**

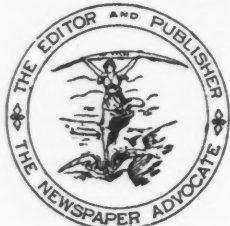
The N. Y. German Journal is America's Greatest German Newspaper

# The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



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

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

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

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

See Publisher's announcement for subscription and advertising rates.

New York, Saturday, May 22, 1915

## FREEDOM OF THE PRESS NOT LICENSE

The absolute freedom of the press is essential to the success of a democratic form of government. Freedom, however, does not imply that an editor can print anything he chooses, no matter what its character may be. Probably there is no country in which a wider latitude is allowed, with the possible exception of France, than in the United States. Here there is no government censorship of the news, no hard and fast rules applicable to expressions of opinion. And yet care must be exercised to keep newspaper columns morally clean, free from libelous statements and willful misstatements or misrepresentation of facts.

When, a few weeks ago, the Lusitania was sent to the bottom of the sea by a German submarine, the Department of Justice had its attention called to half a dozen newspapers of the country which had editorially endorsed the speeches of Dr. Dernburg, Germany's representative, approving of the sinking of the ship.

Lawyers whose attention has been called to the subject declare that such action comes under Section 211 of the Penal Code, which forbids, under penalty of \$5,000 fine or five years' imprisonment, or both, the mailing of obscene or indecent literature, "indecent" within the intendment of the statute being matter "intended to incite arson, murder or assassination."

It seems to us that it is wholly improbable that the government will pay the slightest attention to this alleged violation of the law, even if there were grounds upon which such action could properly be based. The opinions expressed by the editors were, to say the least, if not criminal, in extremely bad taste. There are always a few hot-heads who say in print, on the impulse of the moment and without sober consideration, things they are sorry for the next day. The editors who approved the cold-blooded murder of the passengers on the Lusitania are beneath the contempt of patriotic Americans. Public opinion, not law, has condemned them already and, in our opinion, that is a more drastic punishment than any fine that could be inflicted by the courts. Moreover, none of the papers they conduct have any standing among those who love America and are loyal to her interests.

The representative Germans who have made this country their home and who are educating their children in our public schools may still entertain a warm feeling for the Fatherland, but when a great crisis

comes and the land of their adoption is threatened there is not one intelligent, broad-minded man among them all who will not stand up for and fight for the United States against all foreign foes, including Germany itself.

## SEND YOUR BEST MEN TO CHICAGO!

One of the departmental divisions of the Associated Advertising Clubs of the World, the personnel of which needs strengthening, is that of the newspapers. During the last three years, and especially in 1914 at Toronto, nearly all the various advertising activities were adequately represented at the annual conventions. Those that have exhibited the greatest strength were the magazines, out-door advertising, including billboards, electric and painted bulletins, and the advertising agents.

For several years newspapers were not represented on the national executive committee, but at Dallas W. C. Freeman, of New York, was given that honor. The showing made at Toronto last year gave indication of what may be expected when the newspaper publishing public fully realizes the importance of these ad club conventions, and sends to them their ablest men.

It is generally agreed that the newspaper, of all advertising mediums, is the best for quickly reaching the largest number of intelligent buyers of merchandise. This being true it follows that any organization that represents the entire advertising business should number among its members a strong delegation from the newspapers. There was a time, a few years ago, when the newspaper ad men had such a high opinion of themselves and their mediums that they did not consider it necessary to organize to advance or protect their own interests. It was not until the magazine ad men had discovered the advantages of organization and had made successful inroads on the general advertising field and captured a large proportion of the business that the newspaper men woke up.

These annual conventions of the Associated Advertising Clubs should be attended each year by the cream of newspaper ad men for nowhere else can they secure so much information that will be of value to them in their work. Here they can listen to or participate in the discussions of subjects in which they are vitally interested. Then, too, as an enthusiasm breeder an ad club convention is a wonder. Those who attend them are among the ablest and keenest advertising experts in the country. They are a clean cut body of men, and any one with red blood in his veins cannot but be glad he is one of them. One newspaper ad man who was at Toronto said to the writer: "I was never so proud that I am an ad man as I was at that convention when I looked about and noted that I was associated with the finest bunch of men I ever saw in my life."

Newspaper publishers should send to Chicago the best men in the business department, for it will be money well invested. If this is done the sessions of the newspaper department will be the most profitable ever held in this country.

When fire gutted the basement of the Three Rivers (Mich.) Commercial a few days ago, William H. Shmucker, the owner, telegraphed the Carpenter-Sheerer Company, his special representatives, in New York, as follows: "Fire gutted basement Thursday night. Paper will be out on time tonight (Friday) as usual." Showed the right spirit, didn't it? If there is any one class of business men who refuse to let fires, floods, hurricanes or earthquakes interfere with the active continuation of their enterprises it is the newspaper publishers.

According to the decision of Justice Hendrick in the Supreme Court, theatres or other public places of amusement must grant equal privileges to all who seek them. The contention made by Mr. Woolcott, the dramatic critic of The Times who was denied admission to one of the Shubert theatres because his articles had offended the owners, that they had no right to take such action, was sustained. Hereafter theatrical managers who do not like the newspaper

criticisms of their plays cannot refuse to admit to their places of amusement the men who wrote them. There are few critics who are not honest. Hence their opinions, as a rule, are dependable, whether they happen to be favorable or not to the productions they describe. Why, therefore, should a critic be denied admission to a theatre because he tells the truth?

## TOM W. JACKSON'S ALONG THE ROW

THE AD.

I am the Ad.  
I'm to be had  
By one and all.  
My size, good friends,  
On you depends.  
I'm big—or small.

But small or big  
For Biz I dig,  
And get it, too!  
I never sleep  
But always keep  
At work for you.

But treat me fair  
If I declare  
Your goods are fine,  
See that they are,  
Or you will mar  
Your name—and mine.

Be square and true  
And I'll get through  
With your goods—see?  
But understand  
No underhand  
Fake game with me.

THE STEREOTYPE.

The stereotyper is a man who wears fashionable clothes when he is off duty, and a union card all the time. He goes to work looking like a banker. And when he reaches the place of his employment he puts on the upper section of a bathing suit and a pair of armor-plated pants. He then juggles with liquid metal—out of which he makes plates for the big presses. Sometimes, between plates, he goes out to take a drink, for the fumes from the liquid metal make him very dry. When the stereotyper goes for a drink he never puts on a coat. The thermometer may show that it is below zero, but he goes out just the same in his bathing lingerie, exposing as much of himself as ladies who attend grand opera. No one on the row ever saw a stereotyper, during working hours, taking a drink in an overcoat. If he did so he would be looked on with suspicion and create a sensation among typos and others in William and Frankfort streets. The stereotyper earns good wages, for he is a very skilled man. He can make the dullest news hot—at least for a while, which is more than an editor can do.

NEW PUBLICATION.

Brooklyn is to have a new paper called The Advocate. It will be published in the interests of Afro-Americans. If successful it may issue a colored supplement.

SEE HIS AD. FOR PARTICULARS.

While Sister Susie's sewing shirts for sailors and Bessie Brown is baking beans for Belgians, and Etta is expressing cats to England, the German Ambassador is scrawling screeds to scare seagoing steamers.

THE ONE-CENT SUNDAY PAPER.

See that Mr. Munsey is going to make the Sunday edition of the New York Press one cent, and publish nothing but news. He has grown weary, he says, of freak magazine sections which resemble an old-style Bowery dime museum, with a Chamber of Horrors on the side, and also of colored comic section, which has got to be a very dreary affair, and about as funny as a red label on an eight-cent can of tomatoes. Can't tell, of course, how a one-cent straight Sunday newspaper without frills, will go in Manhattan, but it's a success in Brooklyn. For years the Standard Union has published a one-cent newspaper on Sunday, with no trash attachments, and its circulation is growing all the time. May go all right in Manhattan, too—a Katzenjammerless Sunday paper.

YES, INDEED.

Begins to look as if Mr. Ridder had seen a great light.

WELCOME HOME.

Glad to hear that Col. Caleb Van Haum is coming back to New York, and so is everyone else who has ever worked with him, or under him, in New York. The Lord never made a finer, kinder-hearted man than the Colonel.



## PERSONALS

Charles A. Rook, editor and president of the Pittsburgh Dispatch, has been appointed a member of the staff of the Governor of Pennsylvania, with the rank of lieutenant-colonel.

Professor Frank L. Martin, of the Missouri School of Journalism, has sailed for Tokio, to spend a year working on the Japan Advertiser.

Sloane Gordon, a well-known New York special newspaper writer, is visiting the several neutral countries of Europe to secure material for a series of articles on neutrality.

Leo M. Doody, of Albany, N. Y., who left newspaper work in September last to become chief deputy collector of internal revenue for the fourteenth district of New York, has resigned the federal job and returned to the newspaper field. Mr. Doody has become associated with Herbert E. Hill, the new president of the Albany Telegram Company, and will assume full charge of the editorial work of the Sunday Telegram.

Harry Hetherington, managing editor of the Detroit (Mich.) Journal, has been critically ill, following an operation for intestinal trouble. Previous trouble with his leg, left him in a weakened condition which nearly resulted fatally.

C. Harrison Green, late circulation manager of the Seattle (Wash.) Post-Intelligencer, has been appointed business manager, with general supervision of both advertising and circulation departments.

James A. Eltinge, who has had a wide experience in the business departments of a number of Ohio newspapers, has become business manager of the Springfield (Ill.) Evening News.

Arthur Davis, of the Delaware State News of Dover, will shortly join the forces of the Philadelphia (Pa.) Public Ledger.

Hubert R. Evans, city editor of the Nelson (B. C.) Daily Press, has enlisted for overseas service. He is the sixth member of the Daily News staff to join the colors.

Gilbert D. Leach, formerly managing editor of the Tampa (Fla.) Morning Tribune, has acquired the Leesburg Commercial.

Joe Mitchell Chapple, the Boston publisher, who is popular speaker at Ad Club conventions, has been given the degree of L. L. D. by Lincoln Memorial University, Harrogate, Tenn.

Elwood S. Ela, publisher of the Manchester (Conn.) Evening Herald, was in New York this week.

W. C. McGintie, city editor of the Dallas (Tex.) Morning News, has been appointed private secretary to Mayor Henry D. Lindsley of Dallas. Mr. McGintie has been city editor of the News for about a year and a half, prior to that time for several years occupying the sporting editor's desk. R. R. Penn, court reporter on the Evening Journal, has succeeded Mr. McGintie as city editor of the News.

Tom Finty, Jr., editor of The Dallas (Tex.) Evening Journal, will deliver the commencement address at the College of Industrial Arts at Denton, Texas, on the evening of May 26.

F. W. Sanborn, editor of the Norway (Me.) Advertiser, is spending a month at Sugar Island, Moosehead Lake.

William H. McDonald, night editor of the Portland (Me.) Argus, who is water district trustee, has been nominated for re-election.

Leonard Withington, editor of the Newburyport (Mass.) Herald, has been appointed secretary of the publicity committee of the Portland (Me.) Chamber of Commerce. Mr. Withington purchased the Herald in 1912.

Preston W. McGoodwin, United States Minister to Venezuela, formerly managing editor of the Cincinnati Commercial Tribune, and Mrs. McGoodwin are expected to arrive in New York this month for a brief stay.

By a vote of 13 to 31, the Illinois State Senate has refused to kill the Bailey bill permitting the exchange of newspaper advertising for railroad transportation.

## IN NEW YORK TOWN

Brock Pemberton, dramatic editor of the New York City Times, has collaborated with Arthur E. Krawns, press representative of Winthrop Ames, in producing a melodrama, entitled "Master of Myself."

Ryan Walker, a New York cartoonist, gave, May 10, to 1,800 prisoners in Sing Sing, the first talk on cartoons ever given in a prison.

Granville Vernon has become dramatic editor of the Tribune, of New York City.

Hamilton Owens, present Sunday editor of the New York City Press, will become dramatic editor.

M. Koenigsburg, manager of The Newspaper Feature Service, New York, sailed last week for a brief trip to London and Paris.

T. M. Alexander, on the copy desk of the New York Sun, was this week called to Rome, Ga., by the death of his brother.

Andrew Gilman, of the New York Sun, is at his home in Boston owing to the serious illness of his mother.

The New York Sun will move into its new quarters in the American Tract Society Building during the second week in June.

M. J. Sullivan, of the cable department of the New York Sun, has undergone a serious operation. At the hospital it was reported that he is in a serious condition.

John A. Sleicher, president of the Leslie-Judge Company, New York, was tendered a breakfast at the St. Louis Club, that city, on May 5, by Tom Randolph, president of the National Bank of Commerce. The Mayor of St. Louis, Henry W. Kiel, and the presidents of six banks and railroad companies sat at the table.

F. P. Albertant has succeeded Fred A. Wenck as sporting editor of the Evening Mail.

Jerome Beatty has succeeded Grantland Rice as columnist of the Evening Mail.

J. P. Smetton is doing race track news for the Evening Mail.

John J. Spurgeon, editor of the Philadelphia Ledger, but formerly managing editor of the New York World, was in town this week.

John Gavin, day city editor of the World, is spending a week at Atlantic City.

## CHICAGO PERSONALS

Walter Noble Burns, formerly Sunday editor of the Inter Ocean and the Examiner, has joined the night force of the Associated Press.

E. G. Westlake, automobile editor of the Post, is the guest of John C. Shaffer, editor and publisher of the Post and other newspapers, on Mr. Shaffer's 3,000 acre ranch in Colorado.

George A. Johnson, financial editor of the Herald, was seriously injured Sunday night, when his automobile was struck by a street car. He was pinioned under the wreckage and was taken to a hospital suffering from a fractured skull, internal injuries and a fracture of the right leg.

## NEW ENGLAND PERSONALS

Lead by Carroll Swan fifteen members of the P. P. A. left for New Haven today to take part in the Ad Club Show in that city.

Mayor Curley recently spoke before the affiliated advertising clubs of Rochester, Buffalo, Detroit and Cleveland, at Rochester. The first part of his speech related to the activities of the P. P. A. in Boston.

Charles Winston, formerly with the Post, has given up his theatrical venture at Winthrop and has joined the sporting staff on the Boston American.

Walter "Bunny" Grannon, formerly Newton and Wellesly district man for the Post, has recovered from his recent sickness and is busily renovating the Post library.

## Adams to Resume Tribune Articles

Samuel Hopkins Adams will resume his work for the New York Tribune before the end of the month. He has been absent in South America gathering material for a novel which he has long been under contract to write. His return has been delayed through the destruction and internment of steamships, both British and German. The gathering of data for Mr. Adams' articles is in the hands of C. E. LaVigne, director of the Tribune Bureau of Investigations. The experience of Mr. LaVigne in government service, where he made a notable record in special investigation work for the Department of Commerce, has fitted him particularly well for the new undertaking. He already has in hand enough material to assure that Mr. Adams' new series will be at least as interesting as the first one was.

## Bancroft Among the Missing

Although the name of William Blanchard Bancroft appeared in the New York American's list of those who were saved from the Lusitania wreck, later advices indicate that this was an error. Mr. Bancroft was a great nephew of Hubert Howe Bancroft, the well-known historian of the Pacific States, who was a partner of Mr. Bancroft's father in the publishing house of Bancroft & Co. of San Francisco. He was also a great nephew of William Power, the historical painter. Mr. Bancroft was connected with the house of George Newnes of London for more than six years. The past year he had resided in New York.

## OBITUARY NOTES

EDWARD PAYSON POWELL, at one time editorial writer on the Globe-Democrat (St. Louis, Mo.), died at his home in Sorrento (Fla.), last week; aged 82.

Mr. Powell became an editorial writer on the St. Louis Globe-Democrat in 1886, and since 1900 had been with the Independent of New York. He was an associate editor of Unity of Chicago and the Arena of Boston. He was a member of the American Arbitration Congress, the American Historical Association, and a vice-president of the Congress of Religion. He was the author of several books, the last, "How to Live in the Country."

WILLIAM DOBELBOWER, one of the pioneer newspapermen of Indiana, died at his home at Lafayette (Ind.) on May 15; aged 76. Mr. Doberbower started the Daily Dispatch, of Lafayette, and after its suspension served on the Lafayette Journal.

GEORGE H. WHITNEY, the oldest retired employe of the Baltimore (Md.) Sun, died suddenly at his residence at Baltimore on May 7.

MARSHALL CUSHING, a newspaperman of wide experience, died at the New York Post-Graduate Hospital on May 12, after an operation for appendicitis; aged 55 years. He began his newspaper work on the Boston (Mass.) Globe, eventually becoming night editor of that paper.

WILLIAM O. KYDD, for 32 years attached to the Montreal (Que.) Gazette, died at the Montreal Homeopathic Hospital on May 7, after an illness of a few days. He was a former president of the local Typographical Union, No. 176.

J. B. TANEY, publisher of the Wheeling (W. Va.) Register, and one of the best-known Democrats of West Virginia, died at his home in Wheeling on May 19, aged 74. Mr. Taney was United States consul at Belfast, Ireland, from 1892 to 1896.

## Kelley's Easy Job

When Jake Kelley started to work for the railroad, a man met him one day and asked him what he did for a living.

"I work for the B. & O.," said Jake.

"What kind of a job have you got—do you sell tickets, or handle baggage?"

"Oh, I've got a better job than either of those," said Jake. "You know the man who goes alongside of the train and taps the wheels with a hammer to see that everything is all right? Well, I help him listen."

## WASHINGTON PERSONALS

N. O. Messenger, chief of the capitol staff of the Washington Star, is now in Indianapolis, Ind., where he is securing interviews for his paper on the Lusitania incident and other important matters.

Laurence Todd, of the International News Service, and Miss Constance Leupp, daughter of Francis E. Leupp, formerly chief of the New York Evening Post Bureau, and more recently Commissioner of Indian Affairs, were married here May 15.

Edward B. McLean, part owner and business manager of the Washington Post, is one of the principal exhibitors at the Horse Show which is in progress here now. His entries have taken many prizes.

W. L. McPherson, formerly identified with the local bureau of the New York Tribune, is in the city now for some special correspondence.

Oswald G. Villard, of the New York Evening Post, is in the city for a few days.

The engagement of William Vernon Richardson, correspondent for Kentucky newspapers, and Miss Elise Browning, of this city, was announced a few days ago.

J. Fred Essary, chief of the Baltimore Sun Bureau, delivered a lecture on Tuesday before the Columbia Historical Society on "Maryland's Part in the Formation of the Federal Government."

A second son has been born to William A. van Benschoten, of the Detroit Journal and Detroit Free Press, and Mrs. van Benschoten.

Wingrove Bathou, of the Washington Star, was in New York last week to write the story of the assembling of the Atlantic fleet there, for his paper.

Thomas R. Shipp, a well known newspaper man, is now president of Thomas R. Shipp and Co., publicity experts, located in the Riggs Building of this city.

Gus J. Karger, of the Cincinnati Times-Star, has just returned from a visit to his mother, who lives in Ohio.

J. W. Bryan, publisher of the National Press Club Yearbook, is now in Havana, Cuba.

Howard G. Bartling, of the Pen and Pencil Club of Indianapolis, was a visitor in Washington last week.

## WEDDING BELLS

Edwin Hobby, owner of the Beaumont (Tex.) Enterprise, and lieutenant governor of Texas, and Miss Willie Cooper, daughter of former Texas Congressman Bronson Cooper of Beaumont, but now of New York, were married at the St. Charles Hotel in New Orleans, Saturday, May 15. Among those present from Texas were: Col. R. M. Johnston, editor of the Houston (Tex.) Post; R. M. Colquitt, son of former Governor Colquitt of Texas; Louis J. Wortham, editor of the Fort Worth (Texas) Star-Telegram; Chester Bryan of Houston, and Walter Crawford, editor of the Beaumont (Tex.) Enterprise. Mr. and Mrs. Hobby returned to Texas Sunday night and will spend their honeymoon in the Governor's Mansion, as Mr. Hobby will be acting governor of Texas for thirty days during the absence of Governor Ferguson from the state.

R. K. Phillips, editor of the Weatherford (Texas) Democrat, and Miss Abbott Watkins, also of Weatherford, were married at Paris, Texas, May 9, at the home of Mr. and Mrs. J. M. Barr. They are spending their honeymoon in Dallas and Galveston.

George E. Dealey, vice-president and general manager of the Dallas News, the Dallas Journal and the Galveston News, speaking at the journalistic week of the Missouri University, said:

"A good newspaper is like a good neighbor—honest, courageous, virtuous and friendly, and not like a bad neighbor—vindictive, spying, gossipy and mischievous."

The contract for the construction of the Corning (N. Y.) Evening Leader's new building has been awarded to Henry O. Dorman, of Corning.

## CIRCULATION NEWS, VIEWS AND OBSERVATIONS

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

By Harvester

**ED. E. COOPER**, a circulation man of considerable experience, one who has been connected at various times with the Memphis News Scimitar, Houston Chronicle and Oklahoma Oklahoman, has been made circulation manager of the San Francisco Thinkograph which has recently opened a branch office in the Marbridge Building, New York City.

**ROBERT E. CARNEY**, circulation manager for the Hartford (Conn.) Courant in eastern Connecticut, and correspondent for the paper at Manchester (Conn.), has been selected as deputy judge and clerk of the Manchester town court.

**EMMOTT A. BRISTOL**, formerly circulation manager of the Washington (Pa.) Reporter and the Observer, and a member of the I. C. M. A., has become business manager of the Passaic Daily Herald, Passaic, N. J., and has started in on his new duties.

**ARCHIBALD B. HARRIS**, formerly of the business department of the Albany (N. Y.) Knickerbocker-Press, has taken charge of the circulation work of the Telegram, of that city.

**BUFORD O. BROWN**, writing for the Inland Printer, gives some interesting information regarding various methods employed in increasing newspaper circulation.

He points out the fact that it is comparatively easy to get circulation—that the question confronting the publisher is how to hold it. Contests, he says, will get subscribers, but nothing but real newspapers will hold them.

In writing of contests he points to the fact that circulation obtained that way is of doubtful value in more ways than one.

Coming down to the last analysis, eliminating the idealism, the so-called ethical viewpoint, circulation is worked to make a publication more valuable to the advertiser—and the wise advertiser of today is more or less gun-shy of circulation obtained by premium schemes of any kind.

It is generally considered that a newspaper, like a store or a manufacturer who resorts to premiums of any kind to get business is acknowledging, in a way, that he has to give something more than he has in order to meet competition—that his product does not measure up to the price or that it fails to meet a competing proposition on equal grounds.

Citing some safe and sane solicitation methods he says:

"C. C. Rosewater, publisher of the Omaha Bee, says that the reading of a certain newspaper is largely a habit. 'Six months may form this habit; a year probably will, and two years certainly will do so.'

"The Bee started a two years' campaign for circulation by authorizing its solicitors to place a copy of the paper in every home in Omaha. Where the solicitor was unable to get a subscription he was authorized to offer to prepay the charge for six months—a gift. At the expiration of this period Mr. Rosewater offered the Bee to any address, daily and Sunday, for 25 cents a month. At the end of two years fewer than 400 names were taken off the subscription list when Mr. Rosewater increased his subscription price to 40 cents a month. The campaign cost \$100,000. It is regarded as very successful.

"Of course, the publishers kept the service ideal prominent. They printed all the news.

"Mr. Rosewater's plan can be adapted to the field of any county paper. It must be taken in full. That is, individual solicitation or personal letters must 'follow up' any campaign for readers. You must look after delinquents immediately.

Carefulness about details counts for much.

"A publisher can better afford to pay a wide-awake solicitor \$15 to \$18 a week, and add a reasonable commission for specially good work, than to inaugurate a voting-contest, except in rare instances.

"Many publishers have found it profitable to offer a commission on all new business, or on receipts above a certain amount. A graduated commission has proved satisfactory. For example, the solicitor is paid a stipulated salary, with \$10 bonus for each 100 subscribers; or maybe \$30 bonus if he secures 250 readers for one year; perhaps \$75 extra if he secures 500 subscribers within a specified time.

"Commissions may lead to price-cutting, particularly if there is keen competition among solicitors. This is seldom the case on a county paper. Larger papers frequently keep up enthusiasm among solicitors by offering weekly or monthly prizes for the largest number of new subscriptions turned in, the largest number added for one year, or most cash collected.

"Keep your solicitor on his territory, if possible. It is just as important to let a man 'cultivate' his territory for a newspaper as it is in the case of a wholesale grocer. The solicitor ought to be a 'special' reporter, particularly in rural districts, as well as a salesman. He ought to find out something about every farmer at whose home he calls. Whether or not he secures a subscription, he ought to learn the hobby of each individual in the community. He should know how unusual crops were grown; how farmers dispose of their produce most profitably; what is their favorite breed of hogs, cattle, horses, sheep, and what strain of chickens the housewife prefers. This may be made the best reading a county paper publishes. It is almost certain to land the individual's name on the subscription list if a marked copy of the paper containing his interview is sent to him and a letter or personal call follows it up.

"The solicitor is able to 'cash in' heavily on acquaintanceship and friendly interest.

"There is a difference between subscribers and readers. A subscriber is a man or woman who agrees to receive a paper, but he or she may be induced to agree to receive the paper for some other reason than interest in what the paper has to say. A reading list is an audience. A subscription list is a number of names. The paper discloses in itself if it has a list of readers or a list of subscribers only. Every paper has a purpose which is disclosed in what it has to say and how it says it, and the quality of the readers is determined by the reading matter in the paper, and in this way the paper confesses itself to the advertiser."

### CIRCULATION AND ADS

#### Indianapolis Circulation Man Points Out Relation of this Department to Advertisers and Gives Pointers.

The following is from an address delivered before the Advertisers' Club of the Chamber of Commerce of Indianapolis May 11 by John M. Schmid, circulation manager of the Indianapolis News:

"The advertiser is no longer misled, hoodwinked or even impressed by violent claims and unreasonable figures. The publisher may have a million or only a thousand readers, but what the advertiser wants to know is what kind of readers they are. The publisher nowadays sells circulation as clearly defined, segregated and tagged, as bolts of ribbon in the department store, or books on the shelf.

"How many of you gentlemen have a personal acquaintance with the circula-

tion manager of publications in which you advertise? I mean by this, how many of you become acquainted in a business way? Very few of you, I dare say. Why is it? Can the advertising manager or solicitor satisfy you in every instance as to his circulation? Is there nothing that you want to know in detail, which you can only learn by going to the man who knows?

"Has it never occurred to you that he can tell you definitely and with the utmost accuracy how much circulation his paper has in any city or town, or any section thereof, the class of people who read it, and can even give you a fair estimate of what the 'other fellow' does in the same locality. He has nothing to conceal; every figure may be verified, even to the extent of examining individual accounts.

"How best to add to the efficiency of the department is a question requiring careful study. One factor, and not the least important one, is the relation of the circulation department to the editorial. The most complete harmony should exist between these two departments, and frequent conferences held for the purpose of taking up complaints against the paper, and to consider suggestions which promise to add to its popularity. The fact must not be forgotten that the selling end of a newspaper is necessarily in close touch with those who buy.

"There is not a single successful manufacturer who has had a popular article for sale or who expects to market one that can afford to disregard reports and suggestions from the sales force.

"It is true that many complaints against a newspaper and suggestions for its improvement are based upon foolish and impracticable ideas, and it is also true that many subscribers who discontinue a paper are unable to explain exactly why it does not please them; nevertheless, among the complaints received some of them contain valuable suggestions that can well be taken up.

#### MAINTAINING EDITION SCHEDULES.

"A very essential point on which the editor can co-operate with the circulation department is on edition schedules. A time for each edition should be fixed, and under no circumstances should editions be delayed. One of the most successful newspaper publishers of today has frequently stated that only two things are of sufficient importance to hold an edition, "the death of the President of the United States and a breakdown in the press room." When editions come with unflinching regularity, on the minute, it enables the distributing end to work with a system and confidence that results in perfect service.

"Advertisers using Indianapolis newspapers get more for their money than do advertisers in other cities, because of the compactness of the Indianapolis trading territory, which is further augmented by superb traction and railroad facilities.

"In other large cities newspapers frequently make violent claims about their great volume of circulation. They fail to tell, however, that thousands of their subscribers live two, three and even five hundred miles away, and I have personal knowledge of one newspaper, with which I was connected at one time, having 1,500 daily circulation 710 miles away."

A handbook on journalism has been written by Frank G. Kane, dean of the School of Journalism of the University of Washington (D. C.)

The World Publishing Company, which publishes the Toronto World, has had a summons served on it on behalf of the Morality Department on a charge of violating the "Lord's Day" act. It is charged that the World was exposed for sale on Sundays.

## R. J. BIDWELL CO.

Pacific Coast Representative

of

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

742 Market Street  
SAN FRANCISCO

### Pittsburgh, Pennsylvania HOUSEWIVES

Look upon the GAZETTE TIMES, morning and Sunday, CHRONICLE TELEGRAPH, evening except Sunday, as the two greatest Pittsburgh newspapers published. Every member of the family depends upon them entirely to solve the buying problem. They are good teachers, because they stand for the highest ideals in public and private life. They fill all requirements of a newspaper. Population of Metropolitan District, 1,042,855. Number of dwelling houses, 172,294. Number of families, 207,747. The flat combination rate is 22½¢ per agate line.

For further information or co-operation write  
URBAN E. DICE, Foreign Adv. Manager, Pittsburgh, Pa.  
J. C. WILBERDING, 225 Fifth Ave., New York City  
THE JOHN M. BRANHAM COMPANY, Mellers' Building, Chicago; Chemical Building, St. Louis

### THE ORANGE LEADER

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

ORANGE, TEXAS and Orange County, and the only paper that covers the richest section of Southeast Texas and Southwest Louisiana.

"Circulation books open to all!"  
THE LEADER PRINTING CO.  
Orange, Texas

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

### THE NEW HAVEN Times-Leader

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

The only evening paper in New Haven, member of Audit Bureau of Circulations.  
Bryant, Griffiths and Fredericks  
225 Fifth Ave. 716 Peoples Gas Bldg.  
New York Chicago

IN  
Colorado Springs  
IT'S  
THE TELEGRAPH  
J. P. MCKINNEY & SON  
New York Chicago

In South Florida It Is  
THE NEWS  
Trib. Florida.

A weekly newspaper of the progressive type, somewhat out of the ordinary. Samples free.



PHILADELPHIA BUDGET

Ledger Advocates a World-Wide Conference of Neutral Powers—H. M. Watts Brings Out a New Book of Verse—Musical Critic Wins Prize for a One Act Play—Other Matters of Interest.

(Special Correspondence.)

Philadelphia, May 20.—The Public Ledger this morning inaugurates a national movement of colossal importance, with its suggestion for a world-conference of neutral powers to be held this coming summer, presumably in Washington. There has been some discussion of the idea in the columns of a few newspapers, especially the New York Evening Post, which on Tuesday ran a despatch from one of its Washington correspondents, but while the others have been merely talking the Ledger has taken the field to actively bring about such a notable proceeding by sending a telegram on the subject to many publicists, jurists and specialists in international law.

With the exception of the two ambassadors, who decry the plan, the responses have been an unqualified endorsement of the idea as presented by the Ledger.

Harvey M. Watts, the brilliant art critic and general editorial writer of the Ledger, whose opinions are accepted as the most discerning, well-informed and spirited on his special subjects of any in Philadelphia, and the author of the splendid poem on Pennsylvania which was read at the opening of the state building in the Panama-Pacific Exposition, is the author of a book of verse of great significance recently published by a local house, which is entitled "The Faith of Princes." It is in the form of a soliloquy by Caesar Borgia, and the Machiavellian reasoning is a scathing commentary on the present doctrine maintained in some quarters, and not alone in Germany, though it would be treason to say where, that might makes right. Since real poets are always prophets and leaders of current thought, the appearance of the volume at this time is valuable, though it is notorious that the wisdom of such, is chiefly appreciated in the retrospect. Besides the soliloquy, there are sonnets addressed to the nations at war and a prologue and epilogue in 18th century style which develop the irony of the title. James M. Beck, who has made a study of the Renaissance, a field in which Mr. Watts is particularly at home, has written a most flattering introduction to the book.

Fullerton L. Waldo, musical critic of note, another clever member of the Ledger staff, has been awarded first honors in a one-act play contest held by the Plays and Players, a society which has rank locally as a cultural influence. The prize winner was a farce entitled, "A Day of Reckoning," and despite its title, has no connection with the war. Second place was given to Arthur D. Rees, who is well-known as a University extension lecturer and a writer of informative special articles for the press.

Charles Frohman, whose loss all America deploras, was once a "newsboy" in this city. It happened at the time of the Centennial, in 1876, when he sold the New York Graphic, a five-cent illustrated daily. The lad was sent over here from the New York office to push sales. He took charge of the boys, but not satisfied with merely managing distribution, he "hustled the papers from the trains, got them to the newsstands, and often retailed them from the door or over the counter." All of which goes to prove again that the newspaper trade is the greatest school for developing general ability of any business or profession on earth.

The Evening Ledger, by the way, scored a beat on the other afternoon papers by getting first on the streets with the news of the Lusitania disaster. Downtown readers had the story 20 minutes in advance of that of any of its rivals, outlying city districts, it is said, were covered a full hour, and the suburbs an hour and a half ahead of competitors. The first confirmation of the wreck reached the Ledger office at 1.15 p. m.

Three minutes after the last word was ticked off, the staff was on the press and 25,000 copies were on the streets by 1.30. Some speed. The paper announces that 2,000 new readers are being added every week to its circulation records.

Harry W. Shoemaker, publisher of the Altoona Tribune, an authority on Pennsylvania history and a personal friend of Governor Brumbaugh, is one of the new appointees on the governor's military staff. Many changes were made, but Col. James Elverson, owner of the Philadelphia Inquirer, who has been a member of the staff more years than one can stop to count, was retained, and John Gribbel, associated with the Ledger interests and president of the Union League, added to the honor list.

CURTIS WAGER-SMITH.

LIVE WASHINGTON TOPICS

Number of Correspondents at the White House Has Been Largely Increased.

Washington, D. C., May 18.—Owing to the prominence of the part the United States is to play in international matters, the eyes of the world being focused on the United States for its action in regard to the Lusitania incident, the importance of the work of the Washington correspondents is now apparent. The audiences given by the president to the newspaper men every Tuesday and Friday are now attended by three times the usual number of correspondents, in fact the number of the White House press representatives has been materially increased. The importance of anything the President may say or do at this time is regarded as of the greatest news value and his movements are closely watched. Usually only four correspondents travel with the President, one representing each large news association, but ten accompanied him on his trip to Philadelphia Monday, many of the metropolitan dailies sending their special representatives.

The advertisement inserted in the principal papers of the United States by the Imperial German Embassy warning Americans not to take passage on the Lusitania has now become of world-wide interest. The ads were said to have cost the Embassy about twenty-five thousand dollars, and were inserted in newspapers in all parts of the country. It is said the German Ambassador gave his personal attention to the placing of these advertisements.

The Washington Star has again inaugurated its "Swat the Fly" crusade, which it has carried on successfully for two seasons. The Star has been highly commended by the health department and prominent citizens for its aggressive campaign against the pestiferous insect, and it is universally agreed that the Star's campaign has brought material results in the elimination of this annoying pest.

The Times Beauty Contest, which attracted unusual attention in Washington has come to a close. The thousands of photographs submitted are now in the hands of the judges and the many beautiful maidens are waiting anxiously to

know which one will be chosen to make the free trip to the San Francisco Exposition. Mrs. Champ Clark, wife of the Speaker, has consented to be one of the chaperones of the party of young ladies that will be the guests of about forty newspapers other than the Washington Times.

Newspaper editors in the United States who approved the action of Germany in torpedoing the Lusitania, resulting in the loss of more than 100 American lives, may be liable to a fine of five thousand dollars and imprisonment for a term of five years or both.

Since the sinking of the Lusitania German-American newspapers published in this country have editorially approved the destruction of this passenger ship and the great loss of life which resulted.

The justice department officials are giving consideration to the question of whether publications containing matter such as editorials seeking to justify the sinking of the Lusitania and advising the repetition of such acts can be kept out of the mails under the provision of the penal code making it an offense to circulate "matter of a character intending to incite arson, murder or assassination." Some officials think the law might be construed to apply to published speeches of a similar character.

The Washington Post has made a big hit with the Washington baseball fans by arranging so they can get the returns of the baseball team while it is on the road by providing a comfortable seat in one of the local theaters, in which a score board has been placed giving every detail of the game, by the payment of five cents and a coupon from the Post.

Broke Worcester Ad. Record

In celebration of the fact that the Worcester (Mass.) Gazette in April carried the largest amount of advertising any paper in Worcester has ever had, 41,000 inches. George Booth, the publisher, gave the advertising staff of the paper a banquet with lobster, champagne and all the fixings. Charles Pugh, the business manager, was warmly congratulated for the record made.

A Missouri Feast

The University of Missouri held a "Made in Missouri" newspaper banquet on Friday evening, May 7, in the University gymnasium. The menu was entirely composed of foods from Missouri, from "soup to nuts," or rather, from creamed sweetbreads to ginger snaps, which is perhaps the way they say it in Missouri. An interesting commentary on banquets in Missouri was presented when a "fly swatter" was found at each plate. No one could charge the dinner committee of slavish imitation when it is known that the dinner souvenirs included such widely different articles as knife sharpeners and shoe blacking.

More than two hundred sat down to a feast easily ample enough to cure the Belgian famine. When the coffee and ginger snaps were reached, the banqueters listened to addresses by Champ Clark, William R. Painter, acting governor, and other good and loyal Missourians.

OUR NEW CHICAGO SPECIALS

Ryan & Inman to Represent Editor & Publisher in That City.

Ryan & Inman, with offices in the McCormick Building at No. 332 South Michigan avenue, have been appointed special advertising representatives for Chicago and adjacent territory of THE EDITOR & PUBLISHER.

The firm is made up of James F. Ryan and Harry P. Inman. Ryan, after 11 years of daily newspaper work in Omaha, went to Lord & Thomas, Chicago, with whom he remained 14 years. He then became vice-president of the Taylor-Critchfield Company. After the death of Mr. Taylor he bought the Johnson Advertising Corporation of Chicago, which he recently disposed of to organize his present firm.

Inman was in daily newspaper work for a number of years in Chicago, with the American and the News. For two years he was in the general agency field with the Johnson Corporation.

NOTES FROM CANADIAN FIELD

President O'Beirne and Secretary Imrie Resign from Press Association.

(Special Correspondence.)

Toronto, May 18.—With the resignations of President W. M. O'Beirne and Manager John M. Imrie before them, the members of the executive committee of the Canadian Press Association decided that a meeting of the board of directors should be called to deal with the situation.

The condition of President O'Beirne, who suffered a stroke of paralysis two weeks ago, shows slow improvement, but there is said to be no hope of complete recovery. Mr. Imrie, who returned from Atlantic City last week, has been ordered by the New York specialist whom he consulted to take a complete rest for six months. In view of all the circumstances he deemed it advisable to offer his resignation to the Association.

Two Toronto newspapermen were in the wreck of the Lusitania. J. K. Rogers, editor of Jack Canuck, a popular weekly published here, lost his life. Ernest Cowper, formerly on the staff of the Toronto World and now publicity man of the Personal Liberty League, was saved.

Victor H. Ross, financial editor of the Toronto Globe, has been spending a couple of weeks in New York and Atlantic City. He is one of the best-known newspaper men in Canada.

C. J. Hanratty has resigned from the staff of the Montreal Daily Mail, on which paper he was assistant city editor, and has taken a commission as lieutenant in the Montreal Composite Regiment. He is in charge of the guard on the Victoria Bridge.

M. W. Rossie, editor of the Port Arthur Chronicle, formerly city editor of the London Advertiser, is spending a short vacation in Toronto.

Fraser S. Keith, who has been living for some years in Vancouver, has returned East and accepted a position with the Maclean Publishing Company. He was formerly editor of Canadian Machinery, published by this company.

Clarence T. Solomon has resigned as manager of the Gagnier Advertising Service, Toronto, and has become vice-president of the Advertising Service Company, Limited, of Montreal. This company is opening an office in the Nordheimer building, Toronto, of which Mr. Solomon will be in charge.

F. E. Mutton, manager of J. J. Gibbons, Limited, advertising agency, Toronto, has severed his connection with the company.

Weston Wrigley, who has been manager of the trade newspapers published by the Commercial Press, Limited, has resigned to become manager of the trade papers of the Gagnier Publishing Co., publishers of Toronto Saturday Night. Mr. Wrigley's father was a well-known newspaper man in London and Toronto twenty years ago and he himself has had considerable experience in the same line, having had his training with the Maclean Publishing Co., Canada's largest publishers of trade papers.



GROUP OF SPEAKERS AT UNIVERSITY OF MISSOURI JOURNALISM WEEK

First row, left to right: Judge Henry Lamm, of Sedalia, Mo., former chief justice of the Missouri Supreme Court; President A. Ross Hill, of the University of Missouri; Champ Clark, Speaker of the House of Representatives; Marshall Gordon, of Columbia; Dean Walter Williams, of the School of Journalism; John Clyde Oswald, of New York, editor of the American Printer.

Second row: Herbert S. Houston, of New York, vice-president of Doubleday, Page & Co.; William Southern, Jr., editor of the Independence (Mo.) Examiner; Fred G. Cooper, cartoonist of Collier's Weekly; Guy U. Hardy, editor of the Canon City (Colo.) Record; Lee Shippley, editor of the Higginville (Mo.) Jeffersonian; Judge John D. Lawson, of the Missouri School of Law; H. S. Sturgis, of Neosho, Mo., president of the Missouri Press Association; C. B. Rollins, of Columbia, a curator of the University of Missouri.

## PROFITABLE NEWSPAPER ADVERTISING

### SUNSHINE BISCUIT A GROWING NEWSPAPER PROPOSITION.

An Account Where Newspapers, Starting as a Side Idea, to Back up Magazine Copy, Now Carry 65 Per Cent. of the Appropriation, and the Outlook Is for More and More Newspaper Advertising.

By H. R. DRUMMOND.



SUNSHINE BAKERY, LONG ISLAND CITY, N. Y.

The story of the Loose-Wiles Sunshine Biscuit advertising is a story of interesting developments, of plodding, of doing things apparently backward, of fighting competition and fighting it hard, and of winning big success.

The original factory was started in Kansas City, Mo., fourteen years ago and was, of course, a local proposition. The second factory was located in Dallas, Tex., the third in St. Louis, Mo., and the fourth in Omaha, Neb., which shows that in the beginning it was a case of "the winning of the West."

Then the next factory, the fifth, was built in Boston, the sixth in Chicago, the seventh in Minneapolis, and the eighth and newest factory in Long Island City, N. Y.

The factories are not uniform in size. Each one has been a bit larger than the one before it, and the last one, which went into commission last August, represents an investment of \$4,500,000, which, it might be remarked in passing, is some investment and creates in the mind of the casual reader a more or less concrete idea that the cracker business is a business.

For years this company expanded gradually, and it seems they did not have a terribly tremendous idea of advertising as a business force. Of course they used billboards to some extent and took occasional fliers in magazines, particularly as to sampling their goods, but it seems from investigation that they were more or less interested in producing merchandise and building factories so that they could deliver fresh goods, and gave more attention to such details than to that of telling their story in print, especially when they had what might be termed a half-baked story to tell.

#### HOPKINS SALES MANAGER.

Some six years ago George W. Hopkins was made sales manager and put in charge of the advertising. He found that he had a well-balanced organization back of him, an organization that was busy producing biscuit and factories. The firm was not advertising crazy, and neither was Mr. Hopkins. He was a salesman, he was, and he believed in men getting out and getting names on dotted lines, said dotted lines being conveniently placed on order blanks.

You see the whole blooming thing was gone at backward, or at least not the way a great many commodities are advertised into popularity or oblivion.

When he started in to advertising, instead of making the usual "price" appeal and telling the public what cheap goods the Loose-Wiles Company produce,

they began advertising their most expensive lines and talking quality. Just think of that. And they have kept up that same gait consistently, persistently and insistently for some six years, and are still doing it.

There is not a whole lot of system in the advertising policy of Sunshine Biscuit. Conditions are met and studied and methods applied when and where they are most needed and when they are needed.

There is a publicity campaign running in magazines, but newspaper space is used as occasion arises, and was, of course, originally intended as a side line.

Finally, in 1913, it figured up that newspapers got about 60 per cent. of the appropriation and at the present time it is running about 65-35 in favor of newspapers.

#### WORLD'S BIGGEST FACTORY.

The Loose-Wiles Sunshine Bakery at Long Island City is the biggest in the world. It went into commission September 1, 1914. Prior to the opening of this bakery the New York trade had been handled by a branch office, and the goods supplied from Boston and Chicago, but with the opening of the new bakery a crew of salesmen were put to work doing something real, and the goods were placed in stores.

Four years of work by the branch house had, of course, shown some results, but the competition was doing 90 per cent. of the business.

Eight months were given over to salesmanship, and then the newspaper campaign was started in New York in March, and it was a campaign.

Full pages, half-pages, quarter-pages and running down to two-inch, single-column ads., well displayed, well written and well illustrated, they caught on.

After the newspaper campaign was started and as a direct result of the newspaper advertising one single sale of 300,000 packages was made.

It is a successful campaign, a very successful campaign, and still it has worked out from a vastly different angle from many precedents.

First, years and years of quietly getting ready for salesmen; then long, hard work of the salesmen getting the goods where the public could get them, and then the advertising—but not the advertising until the other details of distribution had been thoroughly arranged and on smooth working order.

It is pleasing, too, to note how surely the preponderance of the advertising is drifting to daily papers. This, of course, is a recognition of the pulling power of newspapers as against all other media,

and is also recognition of the fact that intensive advertising placed in territory that is absolutely prepared for it is better, much better, than the shooting in the air for general results.

An acknowledgment of the value of Sunshine Biscuit advertising has been made by the packers of Peek's Tea, a comparatively new brand, now being advertised. These people make an introductory offer to give a package of Sunshine Biscuit with each purchase.

Mr. Hopkins, under whose direction this advertising has been carried on, claims that he is not an advertising man—and far be it from us to quibble with him on this question, but we have a hunch that if he is not an advertising man he could be a regular *whale* of an advertising man if he should ever try his hand at it—this premise being made on the ground of the success he has made of the work he has planned and directed.

#### NEW MERCHANDISE INQUIRY.

#### Ad Men to Broaden Scope of Investigation This Year.

In the Educational Exhibit at the ad men's convention in Chicago next month considerable space will be devoted to the work of the Educational Research Committee.

This exhibit will show the way the first merchandising investigation was made and how this vital information on where to look for 1915 business was secured by the members of the advertising clubs from the merchants of the leading cities of the United States and Canada.

The exhibit will show the original maps and charts, together with the completed report. There will also be exhibited letters expressing the opinions of the report which have been received from such men as President Wilson, Premier Borden, Secretary McAdoo, Secretary Houston, and Director of the Census Harris.

All the investigators who contributed to this work are expected to make their headquarters at the exhibit.

Plans have been completed for a second merchandising investigation, which will be made next December.

Clarence Tolg, the statistic of the Minneapolis Civic and Commerce Association, who did such wonderful work on the first investigation, has consented to give his services another year, provided there are a sufficient number of business men interested.

Last year the consumer demand was measured in the department store, grocery stores, hardware stores and drug stores. This year jewelry stores and clothing stores will be added. Last year the committee communicated with 170 cities and towns in the United States and Canada. The second investigation will be extended to cover, probably as many as 300 cities and towns. When it is remembered that there are but 228 cities in the United States with a population of 25,000 or over, it will be seen how completely this investigation will cover the leading market centers of North America. A special effort will be made to obtain a larger representation in the Canadian cities.

While the second report will probably contain fully double the amount of information in the report of the first investigation, the price will remain the same—\$5 per copy.

The Republican Editors of Ohio have organized at Columbus a State Republican Editorial Association with the following officers: President, Merritt C. Speidel, of Piqua; vice-president, Samuel G. McClure, of Youngstown; secretary, J. H. Shearer, of Marysville; treasurer, James Hopley, of Bucyrus.

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

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

#### PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

#### THE SEATTLE TIMES

"The Best That Money Can Buy"

Daily, 73,000  
Sunday, 90,000  
57,000 in Seattle

A copy to every family.

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

During 1914, the Times led the P. I. by 3,500,000 agate lines. The Times gained 33,000 lines and P. I. lost 650,000 lines.

Largest Quantity Best Quality Circulation

The S. C. Beckwith Special Agency  
Sole Foreign Representatives

New York Chicago St. Louis

#### Los Angeles Examiner

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

Circulation { Week Days, 82,500 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

#### IL PROGRESSO ITALO-AMERICANO

Established 1880

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

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

IL PROGRESSO ITALO-AMERICANO  
CHAV. CARLO BARSOTTI,  
Ed. and Pub.

42 Elm Street, New York City 2

Connecticut's Biggest and Best  
Daily Newspaper

#### The Hartford Times

Hartford, Conn.

THE TIMES' circulation is 3c. circulation  
Home circulation

"One paper in the home is worth  
a hundred on the highway."

KELLY-SMITH COMPANY  
Representatives

220 Fifth Ave. Lytton Bldg.  
New York Chicago



## AMERICAN PRESS BEST

Dean Williams of University of Missouri School of Journalism Reaches This Conclusion After Visiting 2,000 Newspaper Offices in All Lands—Finds Tone Here Is Rapidly Becoming Conservative.

The University of Missouri has published in one of its booklets the observations of Dean Walter Williams, of the School of Journalism, made during his tour of 2,000 newspaper offices of the world in 1913-1914. Some of the material has already appeared in the form of newspaper articles, but much of it is new. No one ever had such an experience as Dean Williams, for no one ever started out to do what he did. As a journalist of wide experience Dean Williams' conclusions are worthy of serious attention. He says: "The American type of newspaper is more audacious than any of its foreign contemporaries, more smartly written, more attractively printed. It is more liable to error because it emphasizes swiftness of publication and, frequently, has cheap labor in its production. It shows the ill effect of undue haste in matter and manner.

"It does not respect its readers as does the British journal, nor insist upon craftsmanship as the French, nor does it equal the German in its presentation of reading matter other than news. It is frequently not well-balanced. It is intensely local; often in the largest cities, provincial in the extreme. The headlines are usually out of proportion to the real news.

## EDITORIAL PAGE REVIVING.

"The American newspaper, however, in news facilities, in persuasive appeal to all classes, as a general medium for exchange of thought, is unsurpassed.

"The editorial page, once thought to be lost in the United States, is reasserting itself, though in changed form. It no longer concerns itself wholly or chiefly with politics, but touches upon all human interests, with a brightness that occasionally inclines to superficiality.

"The American newspaper has discovered women and children as readers where newspapers of other countries have neglected them until now or altogether.

"The yellow is fading out of the American news columns. The general tone is becoming conservative. The American type, which is largely influencing the world's journalism, is being influenced to a less degree by the world's journalism. The British information, the French logic and lucidity, the German accuracy and scholarship, are serving to remake the American press."

## THE NEW JOURNALISM.

"The new world's journalism, which the world-traveler sees, is the outcome of the new world-spirit. Perhaps the word most nearly descriptive of the new world-spirit is self-conscious. It is an effort at self-expression.

"Man is not made for the established order, the new spirit asserts; the established order must be made or remade for man. Civilization is a garment—if it does not fit comfortably, let us change it. Of this spirit, at the same time its creature and creator, its prophet and its slave, is the new world-journalism.

"It is an interesting sidelight upon the political condition of the present-day world that the newspapers with decided liberal views have everywhere the most readers, while 25 years ago the conservative press had the largest circulation.

"One outstanding fact that any study, however slight, of the world-journalism of today reveals, is that journalists in every land are more and more possessed of the conviction that their profession is a profession of public service, to be engaged in primarily for public good.

"The new journalism will be the new world-spirit in printed form.

"It will be more and more a social institution directed by men of sound training, large experience, broad vision and high courage, in the interest of society. Despite many and important exceptions, this is the present tendency of the world's journalism."

## NEW YORK PRESS CONVENTION

State Association to Meet in Syracuse, June 9, 10, 11—The Program.

The New York Press Association will hold its annual convention in Syracuse, N. Y., at the Onondaga Hotel on Wednesday, Thursday and Friday, June 9, 10 and 11. The Programme Committee has arranged a very attractive program for the State convention this year, and the convention promises to be as successful as the one held in Syracuse last year, which is said to have been the best and most largely attended convention held in the sixty years' history of the association.

The convention will open on Wednesday, June 9, with an attractive program, and there will be a session in the forenoon and afternoon of each day, and on Thursday night there will be a banquet at which distinguished speakers will be present to address the editors. Governor Charles S. Whitman has accepted an invitation and will respond to the toast, "The Empire State." John A. Schleier, editor of Leslie's Weekly, will respond to the toast "Present Day Delusions." It is expected that either Edwin T. Brackett or former Governor Horace White will also be one of the speakers at the banquet. An attractive list of speakers has been arranged for the regular sessions of the convention which in part are as follows:

Charles H. Betts, editor of the Lyons Republican, Lyons, N. Y., "Presidential Address."

James K. Allen, advertising manager of The Christian Science Monitor, Boston, Mass., "The Tendency of Advertising."

Edward O'Hara, editor of the Syracuse Herald, Syracuse, "The Importance of the Editorial Page."

P. P. Blossom, editor of the Brockport Republic, Brockport, "The Country Weekly Job Office."

Jerome D. Barum, business manager of the Syracuse Post Standard, Syracuse, N. Y., "Some Hints for the Newspaper Business Office."

Walter B. Sanders, editor of the Nunda News, Nunda, "How to Raise the Standard of the Country Weekly."

Edgar L. Adams, Marathon Independent, Marathon, "How to Increase the Circulation of a Country Weekly."

Other speakers are expected to attend, and among those who have been invited are Melville E. Stone, business manager of the Associated Press.

## NEW ELECTRIC METAL HEATER

An Attachment for Linotype Machines That Will Find Favor

The Mergenthaler Linotype Company has made arrangements with the Cutler-Hammer Manufacturing Company, of Milwaukee, to install their new electric metal pot heating device on their linotype machines when desired.

In the electric pot the heat is generated in the midst of the metal itself by means of heating units consisting of resistor ribbons of metal alloy encased in mica, fastened in strips and sealed by antiseptic welding inside of a steel casing and to that casing. Two of these units are immersed in the molten metal; one is applied to the top of the mouthpiece of the pot, and one to the under side of the mouthpiece and throat of the pot.

The entire device is controlled by two snap switches and an automatic, adjustable dynamic thermometer. This thermometer controls the heating of the metal through the coils, and when its working temperature is reached, shuts off the excess current and brings it down to minimum. Any subsequent variation in temperature is prevented by the same device.

## Talcott Williams on Journalism

Talcott Williams, of New York, of the Columbia University School of Journalism, believes strongly that America must take the lead in "putting the Sheriff behind the courts of arbitration."

"We have had courts of arbitration," said Mr. Williams, "and they have not prevented war. We have had treaties for more than forty centuries, and they have not prevented war. The peace of humanity will only come when behind

treaty and international courts there is a strong-armed man able to deal with the sons of violence and the lovers of war. No hemisphere can lead in the organization of humanity but the American hemisphere. No nation can lead the American hemisphere but the United States. Unless America, led by the United States, in due time secures and organizes a force behind courts of arbitration able and willing to insist on all issues likely to lead to war being adjudicated, out of the furrows of this great war no harvest of the peace of humanity can come."

## SELL'S 1915 WORLD PRESS

Attractive Articles Combined with Directory of 30,000 Publications.

The 34th issue of Sell's World's Press, edited by Hubert W. Peet, and known as the "Handbook of the Fourth Estate," has just reached New York. This book gives to the advertiser or other business man a concise directory of 30,000 of the world's principal newspapers and magazines, including three of the South American countries, and even of Turkey and similar far-away lands.

An attractive feature is the series of short articles in the fore part of the book. Their character is indicated by the titles of two or three of them: "The Woman as Reader, or Feminine Influences in Newspapers"; "The Essentials of Newspaper Advertising," and "The Psychology of Type and Format."

"Stars and Stripes, or Some Notes on a Visit to the States," is an article concerning impressions of newspaper matters in America that will interest every American newspaper man. An extended article deals with the newspapers of South America.

Don C. Seitz, of the New York World, contributes a symposium, and tells of the stress he lays on the editorial page as a potential factor in attracting "the most valuable part of a newspaper's constituency."

## The Herald's War Map

An example of useful and effective advertising is the war map on the Broadway side of the Herald building. It has been estimated that something like 200,000 persons pass the Herald building every day—on foot, in cars, automobiles and other vehicles. As the map has been on view for eight months the enormous number of persons that have seen this map can readily be estimated. The map was suggested by Martin Petry, of the Herald staff, when the war started; it was at once approved by the management, and Strauss & Co. put it up in 24 hours. Crowds of persons are constantly consulting it. All nationalities are represented, and while there are some lively arguments between them, there is really no bitter feeling shown. The map has made thousands familiar with the geography of Europe, with which they previously had only a casual acquaintance.

Louis A. McMahon, managing editor, and William B. Smith, city editor of the Richmond, Va., Times-Dispatch, have been arrested charged with criminal libel. The trouble arose out of a statement which the newspaper printed alleging that James Lefew, a former quartermaster sergeant of the Virginia National Guard had been "dishonorably discharged from the service."

The Atchison (Kan.) Champion, which has always been a morning paper, is now an evening paper, with a Sunday morning edition.

## HELP WANTED

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

Circulation Road Man or Canvasser wanted for country work, large metropolitan newspaper; must be bright, energetic, well recommended and of strictly sober habits. Address "Joseph," care Allen Agency, 116 West 32d Street, New York.

## \$5,000 CASH

buys substantial interest in dominant daily of city of 20,000. Owner prefers man competent to act as business manager, advertising solicitor or news editor. Proposition L. Y.

## C. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

## New York State Daily

Evening newspaper located in one of the best cities of the state. Web perfecting press and other equipment is up to date and adequate to meet growth of next ten years. Present business and conditions surrounding this property and field makes opportunity especially attractive to a buyer. Price and terms right.

## HARWELL, CANNON &amp; McCARTHY,

Newspaper & Magazine Properties,  
Suite 1201-1202 Times Bldg.,  
New York City

## SITUATIONS WANTED

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

## CIRCULATION MANAGER.

With excellent qualifications and successful daily newspaper experience, wants to hear from newspaper having position which requires first class man. Full particulars by letter. Address Box B 1450, The Editor and Publisher.

ADVERTISING MAN.—Nine years' experience on newspaper, advertising agency, and feature work. I have been with my present employer over three years, during which time I have effected a raise in rate and have worked features that have more than paid my salary. I have given most of my time to the development of campaigns for small advertisers who were not regular users of space and have shown these people how to use advertising profitably. I write good copy and attractive layouts for firms whose advertising expenditure depends upon the assistance they receive from the newspaper.

I can talk advertising intelligently and have the energy and enthusiasm to back up my arguments. Several of my features have been commented on by the trade papers and I have had requests for them from all over the country. I am willing and do put in many extra hours to accomplish results. I am twenty-nine years of age, married, of good habits and have the reputation for being a hard and persistent worker.

I can furnish enthusiastic references from local advertisers and from publishers with whom I have come in contact.

My present field does not permit of the advancement to which I feel I am entitled, and I am desirous of making a connection in a city of seventy-five thousand or more. Address D 1482, care Editor and Publisher.

## FOR SALE

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

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

## MISCELLANEOUS

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

## WANTED.

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

One half interest in a trade publishing business valued at \$65,000 can be bought by the right man. The ability to manage the office, as well as to solicit advertising, is necessary. Harris-Dibble Company, 171 Madison Avenue, New York.

Would you like to come to Florida? \$2,000 will buy interest in only daily in town of 7,000 with 20,000 surrounding territory, country seat. Field all its own—unique position. Handicapped for lack of capital. Newspaperman would earn money back within eighteen months and assured income of about \$3,000 yearly (including salary). Doing good job business—could do more if free from worry. It will pay you to investigate. Write. D 1481, care The Editor and Publisher.

## 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

### Porto Rico and Latin-America Mailing Lists

A **TRADE DISCOVERY!!!** It pays to use them freely. Here is what one of our customers says: "Mailed fifty letters to Porto Rico and got 45 replies, of which 37 resulted in sales. Mailed one hundred same letters to prospects here in the U. S. and received about 13 replies and No sale!!! You have a **TRADE DISCOVERY**, indeed." Ask for particulars and our list containing hundreds of different classifications of Porto Rico and Latin-America mailing lists. Specify your wants, please.

**THE MAIL ORDER CO.**, Box 148, L. S.,  
San Germán, Porto Rico.  
Reference: Bank de Economías, San Germán.

### Get the Best Always

**The  
Pittsburg Dispatch**  
Greater Pittsburg's Greatest  
Newspaper

**WALLACE G. BROOKE**,  
Brunswick Building, New York

**HORACE M. FORD**,  
Peoples Gas Building, Chicago

**H. C. ROOK**,  
Real Estate Trust Building, Philadelphia

### DETROIT SATURDAY NIGHT

has built up its present valuable clientele—valuable to the advertiser because it is a responsive clientele—by keeping

#### Every Column Clean

This means that our advertising columns are edited with a view to eliminating whatever is unworthy.

Foreign Advertising Representative

**G. LOGAN PAYNE CO.**

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

### Buffalo News

**EDWARD H. BUTLER**  
Editor and Publisher

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

Foreign Advertising Representatives

**KELLY-SMITH COMPANY**

220 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

### YOU MUST USE THE LOS ANGELES EXAMINER

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

## A' TOP O' THE WORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

**THE CHELTENHAM ADVERTISING AGENCY** has been retained as advertising counsel for Lord & Taylor. Already the style, typographically, has been revised, and the old style italic type, which, through years of use, had become characteristic of Lord & Taylor advertising, has given way to a more conventional and somewhat smaller face. A distinctive border has been evolved and the new makeup looks good.

Brevity is no longer the dominant feature. Editorials are now appearing; good editorials, and the advertising is brought up to date.

This is a good sign. It points to possibilities of the most interesting kind. Lord & Taylor's, as one of the Clafin chain of stores, was badly in need of advertising counsel, and, should the management see fit to give the agency enough leeway to prove its efficiency, it may lead to the extension of its activities until the entire string of stores is embraced.

It is the intention of the agency to maintain a complete advertising organization in the store, to write the copy, which will be submitted to the agency to be revised and edited. Wise counsel will, of course, be given, and, while it is not known as a positive fact, it is assured that the agency will also have a great deal to say about the merchandising.

Lord & Taylor's is an opening wedge for an opening that should prove a wonderful opportunity.

\* \* \*

**THE AD MAN** at Titche Goottinger's store at Dallas, Texas, has broken loose and is running some copy that, to say the least, has a punch to it. He has evidently grown sick and tired of the "Bargain" howl and has cut loose to go after business along another line. Witness the following:

"Judging from some of the advertisements I have read in the papers lately, it seems possible for the head of a family to go forth with a \$2 bill and get sufficient raiment for most of those for whom he or she is called upon to provide.

"In fact, it looks to me like the purchasing power of the 'Almighty Dollar' had increased some fivefold or more.

"If the value of the dollar has not increased most wonderfully, then the value of the merchandise offered in these advertisements has decreased most powerfully.

"To be plain about it, I think it is 'junk' merchandise.

"With the constant changing of styles and the ever-changing whims of the public, goods that are desirable one day lose in favor a few days later. It is good merchandising to clear out slow-moving lines, be the loss what it may—but in justice to a store's patrons this action should be taken while the goods or garments still have substantial service value.

"We have found it a good business policy to make the first loss—which is the first cut in price—the big one. At this time the merchandise does possess real service value. It is better than peddling the things out, making first one cut and then another, until the goods—after many efforts, and having lost very nearly all value in service—are closed out.

"Our policy is good in another sense, as it gets rid of merchandise long before it reaches the 'junk' stage, when it is little more than rank injustice to sell it at all.

"The last word in up-to-date merchandising is to have what the people want when they want it. This is our policy.

"We at all times have new, clean, fresh merchandise, marked at a fair margin of profit. Bargains sometimes; unbelievable values never. A dollar's worth for every dollar spent."

Reads as if this ad writer possessed near human intelligence, don't it? And it also indicates that the men back of him are waking up to the fact that a new note is needed in retail advertising.

\* \* \*

**THERE HAS BEEN** more or less speculation in advertising and merchandising circles as to why The New York Tribune discontinued the series of highly interesting and instructive advertising stories which Samuel Hopkins Adams contributed early in the year, and which attracted so much attention because of their fearless, not to say plain spoken, bluntness.

This series started out rather tame. The first few stories being merely a rehash of his "Great American Fraud" series about fake medicines. But they warmed up later on—warmed up beautifully, and many people wondered whose head was to be the next one to be cracked.

Then they stopped. All of a sudden they stopped and have not resumed as yet. Why?

Some there were who wondered if The Tribune had got cold feet. Others imagined that probably outside influence had been brought to bear and the dogs of war had been called off. There were intimations that damage suits had scared the management into silence. Intimations were made that there had been a scrap. Wrong—all wrong. However, like Postum, "There's a Reason."

It is all Samuel Hopkins Adams' fault. He broke away from the habits of a lifetime and did something he had never done before. He got married. Then he arranged a honeymoon trip. He arranged a long trip, in fact, to South America. Perhaps a guilty conscience, a conscience filled with thoughts of inspirational stunts he had been guilty of when friends of his had got married, inspired him to get as far away from said friends as possible—feeling that, if given half a chance, some or all of them would do their best to get even. So he sailed.

Then, because of the war, the steamship line on which he sailed discontinued service and he has been marooned in South America—and can't get back. He should worry—but that's the story anyhow.

\* \* \*

IT is interesting to note that at a recent meeting of the governing board of Wm. Filene Sons & Co., Boston, it was decided that in the future no comparative prices are to be quoted in any advertisement.

This, mind you, in Boston, where Yankee thrift is so dominant. And Filene's is, without doubt, the fastest growing store in Boston.

A prominent New York advertising man, in speaking about comparative prices in advertising recently said that the only excuse for them is that people seem to want them. They are seldom justified, generally untruthful, but they cannot be eliminated until the big boss has sufficient backbone to stand for the change.

Altman's and Bloomingdale Bros. in New York do not use comparative prices, and they both find that backbone really pays.



"From Press to  
Home Within the  
Hour"

Universal Home circulation is what makes the Evening Star of Washington, D. C., the great advertising medium that it is.

**THE average advertiser, whether merchant or manufacturer, or tradesman, can reach more possible customers at less expense through the columns of The New York Times than through any other newspaper or periodical in the world.**

### The New York Evening Mail

enjoys the confidence of its readers.

Its readers have a buying power, per capita, second to that of no other daily paper published in America.

Its average net paid circulation for April was in excess of

**156,000**

A desirable advertising medium.



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

### The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation

of

The Jewish Morning Journal for

six months ending March 31, 1915, **112,056**

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

The Jewish Morning Journal prints more

**HELP WANTED ADS.**

than any paper in the city, excepting

the New York World.

**I. S. WALLIS & SON**, West'n Representatives

1246 First National Bank Bldg., Chicago.

### THE NEW ORLEANS ITEM

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

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



## EDUCATIONAL SESSION PROGRAM

## Brief Reports of the Chairmen of Sub Committees to Show What Has Been Accomplished Past Year.

Lewellyn E. Pratt, chairman of the Educational Committee of the A. A. C. W., announces the following program for the educational session to be held at the Chicago Convention Wednesday afternoon, June 23, at the Auditorium Theatre:

1. Address by President William Woodhead.

2. Report and Recommendations of the Committee on Schools and Y. M. C. A.'s, by Frank Leroy Blanchard, chairman.

Report and Recommendations of the Committee on Libraries, by John Renfrew, chairman.

Report and Recommendations of the Committee on Colleges and Universities, by Harry Tipper, chairman.

Report and Recommendations of the Committee on Lectures, by Harvey C. Wood, chairman.

Report and Recommendations of the Committee on Study-Courses, by Professor Paul T. Charlton, chairman.

Report and Recommendations of the Committee on Work in the Smaller Clubs, by John Clyde Oswald, chairman.

Report and Recommendations of the Committee on Educating the Public, by Charles R. Stevenson, chairman.

Report and Recommendations of the Committee on Research, by Mae Martin, chairman.

Report and Recommendations of the Committee on Publications, by Herbert S. Houston, chairman.

3. Five-minute reports by the Educational Committee chairmen in some of the cities where special educational programs have been carried out.

Advertising Men's League of New York, Mason Britton.

Pilgrim Publicity Association, Boston, John J. Morgan.

Advertising Forum, Minneapolis, Ernest Ackerman.

Chicago Advertising Association, Arnold Joerns.

4. Lecture: "How Truth in Advertising Wins," by Frank Stockdale.

(NOTE—Ample time will be allowed for questions and discussion.)

## PUBLISHERS AT MADISON

## State Convention of Newspaper Publishers to Be Held in Madison May 26-28—Fine Programme.

Preliminary programme for the State Conference on Printing and Newspaper Publishing to be held in Madison, Wis., May 26 to 28, are now being distributed. The conference will open Wednesday afternoon, May 26, and a discussion of prices for printing as determined by cost finding systems. On Wednesday evening, Isaac Blanchard, head of a large printing company in New York City, will give an address on cost accounting and efficiency methods for printers and publishers.

The raising of subscription and advertising rates by daily and weekly newspapers in Wisconsin will be discussed Thursday afternoon. At a dinner to be given Thursday evening, Professor Merle Thorpe, of the department of journalism, University of Kansas, will explain the methods of co-operation now in use by editors and publishers in Kansas to increase their rates for subscriptions and advertising.

How Wisconsin newspapers can help the farmers of the State, and how the farmers in turn can help the newspapers, will be considered at a "Grown in Wisconsin" luncheon Friday noon. Newspaper advertising for "Grown and Made in Wisconsin" products will also be discussed.

More and better advertising for daily and weekly papers will be the topic for Friday afternoon's meeting. Cost accounting for small printing and newspaper offices is another subject for this session.

Richard H. Waldo, of the New York Tribune, one of the liveliest wires in news-

paper advertising in the country, will speak at the last meeting of the conference Friday night. His subject will be "Putting a Newspaper on the Advertising Map."

The conference entertainments will include a dinner and a luncheon, a visit to the new capitol, an automobile trip in and around Madison, and a tour of inspection of the university.

Present indications are that the attendance will make the conference the largest gathering of its kind ever held in the State.

A survey of newspaper publishing conditions in Wisconsin is now being made by Professor W. G. Bleyer, head of the department of journalism at the University of Wisconsin, with the cooperation of the Wisconsin Press Association, the Wisconsin Daily League, and the Wisconsin Franklin Club. He has just sent out a series of questions to the editors and publishers of every State newspaper.

## TAKES OVER FULLER BRANCH

## Martin V. Kelley to Head Big Toledo "Ad" Service.

Martin V. Kelley, widely known among automobile men, has taken over the business of the Toledo office of the Charles H. Fuller Company, of which he has been vice-president. The new concern, which will be known as the Martin V. Kelley Company, will start business June 1 as one of the five largest advertising agencies in the country.

At its start the Kelley Company will be larger than any advertising agency outside of New York and Chicago. During its first year the business will amount to between two and one-half and three million dollars.

The Kelley Company takes with it all the accounts formerly handled by the Toledo office of the Fuller Company, including that of the Willys-Overland Company, which, it is claimed, is the largest individual advertising account in the world.

In addition, the Toledo company will also handle the advertising of the Stewart-Warner Corporation of Chicago. This account is considerably in excess of \$250,000 a year.

Mr. Kelley has handled what is probably a longer list of automobile accounts than any other one man.

It is not the intention of the Kelley Company to specialize in automobile accounts, but to give the highest type of advertising service in all fields.

The Kelley Company, which is incorporated for \$200,000, takes the sixth floor of the Second National Bank Building, Toledo. Ralph E. Keller is vice-president and treasurer.

## Cone's List of Accounts

The Andrew Cone Advertising Agency, Tribune Building, is handling the following general advertising accounts: Fitz Chemical Company, Phillipsburg, N. J.; Dri-Foot waterproofing for shoes and Spri-Foot Rubber Heels; Acme Staple Company, Ltd., Camden, N. J., manufacturers of office specialties; Vanophone Talking Machine Company; Crescent Talking Machine Company; Story & Clark Pianos; Degnon Terminal; Bryan L. Kennelly, Real Estate; Ph. Weinberg & Sons, manufacturers of "Pivot Sleeve" Golf Coats; Rosena Hill, baby outfits, Brooklyn; Automatic Adding Machine Company; North American Review.

## Twelve-Page Motor Section

A 12-page automobile section was printed last week as part of the regular Friday evening edition of the Twin City Daily Sentinel of Winston-Salem, N. C. The section was primarily in celebration of the opening of the motor company's new home in that city, with complete garage and repair shop, show rooms and sales establishment. The section carried a large amount of motor advertising.

Arthur O. Perltz, formerly with the Electric Vehicle Company, of Hartford, Conn., has joined the staff of Bromfield & Field, Inc., advertising agents, 171 Madison avenue, New York.

## NEW AD INCORPORATIONS

CINCINNATI, OHIO.—The Singleton-Tripp Company, Cleveland; capital, \$20,000; general advertising. Incorporators: John F. Singleton, M. H. Tripp, R. H. Singleton, Wilfred Singleton and G. E. Morley.

ALBANY, N. Y.—Davis & Wynick Advertising Bureau, Inc., Manhattan; \$10,000; Wilfred Davis, Louis Davis, Lew Wynick and one other; Edw. E. Rosenblum, No. 46 Graham avenue, Brooklyn.

BROOKLYN, N. Y.—A certificate of incorporation was filed by the Jefferson Advertising Agency of Islip. The capital stock is \$10,000, and the directors are: George R. Lovell, of Port Richmond; Robert A. Young, of New York and Frank T. Pace of Brooklyn.

NEW YORK.—Watrous-Estey Advertising Company. General advertising; capital, \$85,000.

PARAMOUNT Hosiery Form Drying Company. Manufacturing metal articles; capital, \$40,000.

CHICAGO, ILL.—Illinois Advertising Corporation, Chicago, capital, \$2,500. Incorporators: William A. Jennings, William Acott Stewart, Joseph Rolnick.

CAIRO, ILL.—Herald Printing Company; capital, \$10,000; printing daily newspaper and general printing; incorporators, Harris Dante, George Parsons, E. Bucher.

NEW YORK.—Attraction Advertising Company. A general printers and publishers; capital, \$25,000.

BOSTON, MASS.—Daniels Printing Company. Abraham Daniels, Grover B. Daniels, Maurice A. Daniels, Rose Daniels; \$20,000.

OKLAHOMA CITY.—The Oklahoma and Texas Advertising Company has been incorporated with a capital stock of \$10,000 by J. H. Martin, A. E. Streeter, E. A. Haverfield, Augustus Murphy and Lee Settle, all of Claremore. The company will do a general advertising business in Oklahoma and Texas, maintaining headquarters in Oklahoma, with a branch in Texas.

## TIPS FOR THE AD MANAGER

Sherman & Bryan, 79 Fifth avenue, New York City, are sending out contracts for B. V. D. "Erlanger Brothers."

The Amsterdam Agency, 1178 Broadway, New York City, is placing 112 1. 10 t. orders with Sunday papers for the Bretton Woods Hotel.

I. S. Goldsmith, 207 Market street, Newark, N. J., is issuing 10 in. d. c. 8 t. orders to a few papers for the Snellenburg Clothing Company, "Keep Kool."

Staple Agency, Richmond, Va., is forwarding 1 in. 9 t. orders to Middle West papers for the Warm Sulphur Springs.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are putting out 1 in. 39 t. orders to Middle West papers for the Christian College, Columbia, Mo.

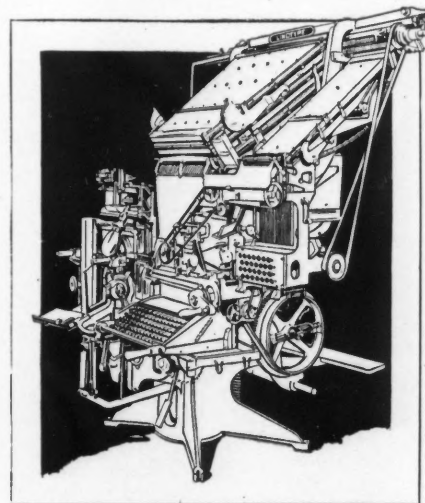
Mahin Advertising Company, 104 S. Michigan avenue, Chicago, Ill., is making 10,000 1. 1 year contracts with Middle West papers for Marshall Field & Co., of the same city.

D'Arey Advertising Company, International Life Building, St. Louis, Mo., is sending out 5,000 1. 1 yr. contracts to a few Texas papers for the Maples Platter Grocer Company.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is placing orders with a selected list of newspapers for the Brookside Inn, Brookside, W. Va., and is also placing 500 1. orders with a selected list of newspapers for the Bedford Springs Hotel, Bedford Springs, Pa.

W. S. Barstow & Co., of New York, are to open a new headquarters for a new publicity and advertising department at Sandusky, Ohio, with E. B. Fenton as director. Mr. Fenton has been general advertising agent of the Sandusky Gas and Electric Company.

## The Multiple Linotype Way Is The Modern Way



There Is a Linotype for Every Purpose

## MERGENTHALER LINOTYPE CO.

Tribune Building, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO

### ADVERTISING ACTIVITIES

The R. J. Reynolds Tobacco Company, of Winston-Salem, N. C., opened up a big newspaper advertising campaign in Chicago, Kansas City, St. Louis and other western cities with 600 line teaser copy on Camel cigarettes. The first ad was illustrated with a picture of a camel with the one word "Camel." Following teaser ads announced in large type "Camels Are Coming." Finally the size of the camel was reduced and a picture of a package of Camel cigarettes was featured in the ad. This special offer was made: "If your dealer cannot supply you, send 10c, for one package or \$1 for a carton of ten packages (200 cigarettes), sent postage prepaid. If after smoking one package you are not delighted with Camels, return the other nine packages and we will refund your dollar and postage." The account is handled by N. W. Ayer & Co.

The Electric Vehicle Manufacturers' Association took advantage of the "Prosperity Parade" in Chicago by advertising that fifty cents would be paid to The Infants' Welfare Society for each electric passenger vehicle entered in the parade. This offer resulted in a great showing of electric vehicles in the parade and at the same time was the means of raising a fund for a deserving charity. The advertising for this stunt was prepared by the Wm. D. McJunkin Advertising Agency, Chicago.

Steele-Weedles Company, Chicago distributors of Tom Keene cigar, recently advertised to give \$25 in prizes to children under 14 years of age for the best twenty-five advertisements on Tom Keene cigars written by children. The prizes were divided into classes so that the child under eight years of age had an equal chance with the child of 14.

The Dunbar Mollasses & Syrup Company, New Orleans, is using newspapers to advertise Dunbar's King-Komus Sugar Cane Syrup.

"Nomordust," a sweeping powder for carpets, rugs and floors, made by the "Nomordust" Chemical Company, Jersey City, is being advertised in newspapers in the Southwest. In the cities where the advertisements appear the selling agent's name is given in the ad.

John T. Stanley, soap manufacturer, New York, is using newspapers in different cities to advertise "Mobo," an automobile soap, which is claimed to save re-painting and re-enameling. The copy also mentions Shofa, a hand soap, and Mobo Metal Polish. The new soap is being distributed through automobile garages, the names of which are mentioned in the advertising copy.

The Geo. H. Lee Company, Laboratories, Omaha, Neb., is advertising "Lee's Shampoo" in the newspapers. A special offer of a free quart bottle is made to barbers and hair dressers.

Some of the recent newspaper advertisements issued by Procter & Gamble, Cincinnati, Ohio, on "Crisco" shortening are illustrated with a drawing of the building devoted exclusively to the manufacture of this product. The copy emphasized the points that the floor and walls are of tile and marble, and partitions of glass; metal surfaces are nickel-plated or enameled pure white; piping of aluminum, and the air entering the building is washed and purified by machines for that purpose. The average housewife is interested in news of this nature concerning the product she buys.

The Metropolitan Street Railway Company of Kansas City is running a series of education talks to the public. Such information as the following is given: "Before a conductor or motorman is given a regular run in the street railway service he is required to attend the company's instructional school. Here practical demonstrations are given in the operation and construction of the electrical and mechanical details of the car. The conductors are also instructed how to be of the greatest assistance to the com-

pany's patrons, how to facilitate quick service with full consideration for the safety and convenience of the passengers. And above all, the conductors are impressed with the rule that the passenger's rights are to be given fullest consideration in case of any question regarding fares or transfers." The copy is set in small space surrounded by a striking decorative black and white border occupying three times as much space as the copy itself.

Lowe Brothers, manufacturers of "Mel-tone" and other liquid paints, are running a newspaper campaign in Chicago. This account is being placed by the Mahiu Agency.

Rudolph Guenther, Inc., 115 Broadway, New York City, is handling the advertising account with New York City newspapers for the Kanouse Mountain Water Company, 50 Church street, New York City.

"Judge Wright" is the name of a new 5-cent cigar being advertised in Cleveland, Ohio, newspapers. It is made by J. C. Newman Cigar Company, of Cleveland.

The Charles E. Hires Company, Philadelphia, has introduced a new advertising character. His name is "Josh Slinger" and he was given this name as a result of an offer of \$500 for a name. Thousands of suggestions were received, but the name "Josh Slinger," proposed by T. H. Warren, of Philadelphia, was the prize winner. The copy announces that "Josh Slinger" has been hired for Hires, because he is as breezy during the hot spell as the hurricane deck of an ocean steamship."

The Deer Island Improvement Company, Inc., New Orleans, has introduced a bathing girl as an advertising character to inject a personality in all their advertising. She is known as the "Deer Island Girl." Through the girl an attempt is being made to popularize the phrase "Meet Me At Deer Island Sunday." The purpose of the advertising is to make Deer Island a popular vacation spot as it offers a seaside home and a home in the woods. Various club-buying plans are offered in the advertisements.

Every Wednesday has been set aside in Kansas City as "Suburban Day." Nearly all the large stores use large space for advertising "Suburban Day" specials to attract the people living in nearby towns.

The Board of Managers of the Eye and Ear Hospital of Pittsburgh, Pa., recently resorted to newspaper advertising in an effort to raise funds to meet the indebtedness of twelve thousand dollars. Each person reading the ad was asked to contribute one dollar toward helping the hospital.

A manufacturer planning to enter a new field had about decided to introduce his product by distributing a half dozen packages to each grocer without charge. But an investigation among the grocers revealed the fact that this would involve a big expense, and would not accomplish a desirable result. After the investigation a plan was adopted by which the grocer paid for his first half dozen packages and the money received was used in newspapers to create a consumer demand. It was learned that the free distribution of a product has a natural tendency to stigmatize the product in the eyes of the dealer. What he gets for nothing enjoys an equal valuation in his estimation. By making the dealer pay for his original order and then going out and creating his own demand among the trade the manufacturer secured the esteem of the dealers and great deal more co-operation than he would on any other basis.

The Massachusetts Breweries Company, Boston, Mass., used newspapers for advertising its official baseball schedule and card counter for 1915, which were offered to be sent by mail for six cents in stamps, or to be obtained where this concern's good were sold. Each card counter advertised different makes of beer.

### "A NOTABLE ACHIEVEMENT"

N. W. Ayer & Son, the well known advertising agents of Philadelphia, write as follows concerning the list of government newspaper statements printed in THE EDITOR AND PUBLISHER April 3:

"We passed this list to the editor of the Annual and Directory to use in connection with the data he has and is all the while gathering concerning the publications of the country. We made the same attempt as you to obtain a full list of these statements from the Government years ago, but, like you, were unsuccessful. Since then we have endeavored to get this information as best we can from the files which we carry here, and from the publishers themselves, but, like your own list, ours is not complete.

"You ask our opinion of your effort in this direction. We think it very commendable and from our knowledge of the difficulties, we call it a notable achievement. You have rendered the advertisers of the country a service, but you have rendered publishers a service likewise. As you may know, for many years we have endeavored to get publishers to state their exact circulation. There is no doubt that the number who are doing this is all the while increasing, but there is yet much to be done.

"In order to make an intelligent purchase of advertising space, the buyer must be informed as to the quantity, the quality and the price. If information on any one of these points is withheld, it is bad for the buyer. Some publishers talk price only; some quality only; some quantity only, but the purchaser has a right to this threefold knowledge.

"We congratulate you on your attempt to induce publishers to give the purchasers of space the same treatment that is accorded to buyers in every other line."

### NEW MEMBERS OF A. N. A.

The following concerns have made application and been elected to membership in the Association of National Advertisers, Fifth Avenue Building, New York:

The American Agricultural Chemical Company, Wm. H. Bowker, chairman advertising committee, 43 Chatham street, Boston, Mass. Fertilizers.

Armstrong Cork Company, H. W. Prentiss, Jr., manager publicity department, 24th street, Pittsburgh, Pa. Corks, cork specialties and linoleum.

Atlas Powder Company, W. H. Dawson, 10th and Market streets, Wilmington, Dela. High explosives.

Beech-Nut Packing Co., R. S. Boyd, advertising department, Canajoharie, New York. Food products.

Champion Spark Plug Co., H. L. Corey, advertising manager, Toledo, Ohio.

Chicago-Kenosha Hosiery Co., H. J. Winston, sales and advertising manager, Kenosha, Wis. "Black Cat" Hosiery.

The Cleveland Foundry Company, J. C. Wallace, advertising manager, 7609 Platt street, Cleveland, Ohio. Oil cooking stoves and heaters.

Hendee Manufacturing Co., R. L. Harriman, advertising manager, Springfield, Mass. "Indian" motorcycles.

Hercules Powder Co., E. I. La Beaume, advertising manager, 10th and Market streets, Wilmington, Dela.

The Joseph & Fells Co., Chas. E. Percy, director of sales promotion, Cleveland, Ohio. Manufacturers of men's clothes ("Clothcraft").

Keesbey & Mattison Company, C. J. Stover, vice-president, Ambler, Pa. Asbestos "Century" shingles, etc.

Kewanee Boiler Company, Charles L. Collette, advertising manager, Kewanee, Ill.

Kirsch Mfg. Co., Hassel W. Smith, sales and advertising manager, Sturgis, Mich. Curtain rods, draperies.

The Krohn-Fechelmer Co., Edgar K. Woodrow, sales and advertising manager, Cincinnati, Ohio. Red Cross shoes.

The Maytag Co., L. B. Maytag, sales manager, Newton, Iowa. Farm machinery and washing machines.

Gerhard Mennen Chemical Co., Wm. G. Mennen, secretary-treasurer, 42 Orange street, Newark, N. J. Mennen's tatum powder and shaving soap, preparations, etc.

Moller & Schumann Company, Carl J. Schumann, secretary, Marcy and Finishing avenues, Brooklyn, N. Y. "Hilo" varnishes.

The New Jersey Zinc Co., G. B. Heckel, advertising manager, 55 Wall street, New York City. Zinc oxide.

New York Central Lines, P. V. D. Lockwood, advertising manager, Grand Central Terminal, New York City.

The North Western Expanded Metal Co., C. O. Powell, advertising manager, 37 West Van Buren street, Chicago, Ill. "Kno-Burn" and "Kno-Fur" expanded metal lath, etc.

Postal Life Insurance Company, William R. Malone, president, 35 Nassau street, New York City.

Pyrene Manufacturing Company, C. Louis Allen, general sales manager, 52 Vanderbilt avenue, New York City. Fire extinguishers.

D. E. Sicher & Co., W. A. Martin, Jr., advertising and sales manager, 45-51 West 21st street, New York City. "Dove" under-mustins.

The Sterling Gum Co., Inc., F. L. E. Gauss, president, 111 Fifth avenue, New York City. "Frozen Mint" and "Sterling" brands chewing gum.

Tuckett Limited, L. R. Greene, general sales manager, Hamilton, Ontario, Canada. Tobacco, cigarettes and cigars.

### BOSTON PILGRIMS ACTIVITIES

The Association Assisted Eighty-three Organizations During the Year.

George B. Gallup, the new president of the Pilgrims' Publicity Association of Boston, before taking up advertising, was the owner of a weekly newspaper at Albany, called Capital Chips. He joined the advertising staff of the American Exporter, and later became advertising manager of the New York Truth. Other positions he has held are advertising manager of the Metropolitan Magazine, editor of Publicity by Specialists, and advertising manager of the Troy (N. Y.) Budget. At present he is New England representative of the Cosmopolitan magazine.

During the past year the Pilgrim Publicity Association has been unusually active. It has helped sixty-eight organizations by furnishing speakers at public meetings and by assisting in the starting of new ad clubs. Eighty-three addresses were delivered under the auspices of the speakers bureau, of which number former President P. F. O'Keefe delivered fourteen, and Harold Whitehead eleven.

### SUSPENSIONS

KEWANEE, ILL.—The Daily Call, a progressive paper, has suspended publication. Both H. L. Thorp, the publisher, and E. P. Rundquist, the editor, ascribe its failure to the lack of interest in the Progressive party.

NORWALK, O.—The Journal has suspended publication. Attorney Henry Young has been appointed receiver of the Democrat Publishing Company, which has been publishing the Journal, pending the taking of an inventory.



ON BUSINESS IDEALS

W. H. Ukers, Editor of The Tea and Coffee Trade Journal, Pleads for Honesty in Publishing and Advertising in an Address at New York University.

[The following excerpts are from a lecture delivered by W. H. Ukers, editor and publisher of the Tea and Coffee Trade Journal, and president of the New York Trade Press Association, at the Forum in Industrial Journalism at New York University, May 5, on "The Standards of Practice of the Business Press."]

"We are living in the beginning of the World's Golden Age—the age of Business—and its motto is EFFICIENCY. All great men and all great businesses have their standards of practice. We are to consider the Standards of Practice of the Business Press of America, the mouthpieces of that invincible army of men charged with the reconstruction of the world's industries and the rehabilitation of the world's commerce.

"The present high efficiency of the most successful trade paper publishing businesses has not been brought about by clinging to the idea of perfection. Such an idea is not involved in standardization.

"An analysis of the standards of practice of the business press discovers that in conception and application they are not too idealistic to be both wholesome and efficient.

"The trade press Standards of Practice have a broader significance than just Codes of Ethics for publishers of business papers. If it is true, as Hugh Chalmers says, that the greatest cause of advertising waste lies in the fact that there is still too much "bunk" in advertising, the Standards of Practice present an opportunity to every advertising man to correct the evil at the source—in his own department.

"Advertising is no longer the slick gold brick game it used to be in the hands of the unscrupulous fakery of the old school. Advertising never did and never will make a lasting success of an unworthy business built on a false foundation.

"Young men coming into the advertising and publishing business cannot be told too often that truth in advertising comprehends an accurate statement of the facts in each case as well as a nice regard for good taste in the choice of English, and in the display factors.

"If it is true that no business is ever more than the lengthened shadow of one man, then in the business of advertising, and in the field of business journalism, as in other lines of industrial effort, it is the men that count.

"Carl Schurz has compared ideals to the stars: 'You will not succeed in touching them with your hands but, like the sea-faring man on the desert of waters, you choose them as your guides, and following them you reach your destiny.'

"Such are the standards of practice in their relation to the cause of truth in advertising. Business press efficiency must not be 'too materialistic, prosaic or utilitarian.' The world of business, the business press, needs more young men with ideals. And when they come to sit in this Forum, which I would liken to the Interpreter's House, shall we not say to them:

"Whatsoever things are true, Whatsoever things are honest, Whatsoever things are just, Whatsoever things are pure, Whatsoever things are lovely, Whatsoever things are of good report; If there be any virtue, and if there be any praise, think on these things."

Des Moines to Advertise

According to the plans of a committee to be called the Greater Des Moines Committee organized at Des Moines, Ia., that city intends to keep itself in people's notice. \$5,000 has already been appropriated to be used in advertising the city and more is promised. It is expected that the campaign will begin at once, and extend indefinitely into the future.

PACIFIC AD CLUB CONVENTION

Outline of Program Arranged for the Big Session Starting May 27.

The convention of the Pacific Coast Ad Clubs, which is to be held at Los Angeles, May 27 to May 31, promises to be the most notable in the history of Pacific Coast ad clubs. The Los Angeles Ad Club members have arranged a program that is considered a corker. "If any one of the delegates doesn't have a good time it will be his own fault," says President H. J. Peiper. Here is the entertainment program in condensed form:

FOR THE LADIES.

Thursday afternoon, May 27.—Automobile tour of city and residence section.

Thursday evening, May 27.—Theatre party, Burbank.

Friday, May 28.—A Day in the Shops, ending at 3 in the afternoon at Bullock's.

Friday, May 28.—Tea in the tea room of Bullock's, served by the Women's Ad Club. Wives and lady friends of Ad Club members to be invited. Entertainment.

FOR DELEGATES AND LADIES.

Friday, May 28, 9 p. m.—Grand ball at Rutherford's. The new Municipal Orchestra of fifty pieces.

Saturday, May 29.—Automobile ride through the Orange Groves and suburbs, and to Schuetzen Park.

Saturday, May 29, 4:30 p. m.—Grand Spanish barbecue at Schuetzen Park under the direction of Douglas White. Dancing, cabaret and other entertainment; the Municipal band.

Saturday, May 29, 7:30 p. m.—Trolley trip to San Gabriel.

Saturday, May 29, 8 p. m.—Special performance of John S. McGroarty's Mission Play at the old San Gabriel Mission. Return to Los Angeles by special trolley.

Sunday, May 30, 11 a. m.—Special train to San Diego, at the invitation of the San Diego Ad Club.

Sunday, May 30, 4:30 p. m.—Organ recital in the Panama-California Exposition grounds.

Sunday, May 30, 6 p. m.—Dinner, as guests of the San Diego Ad Club, on the Zone.

The dinner Sunday evening will be the last formal event on the program. Entrance to the Exposition grounds Sunday and Monday will be free.

Monday, May 31, will be a free day for each visitor to follow his own inclination in viewing the Exposition and the city.

"THERE IS NO BAD ADVERTISING"

Low Efficiency of Some Publicity Due to Extravagant Statements Says S. J. Richardson.

Stephen J. Richardson, late of the New York World, and now business manager of the Daily Eastern Argus of Portland, Me., addressed the members of the Portland Men's Advertising League at a luncheon at the Hotel Falmouth on May 12.

Mr. Richardson declared that there was no such thing as bad advertising; some advertising is better than others, but there is no bad advertising. "It had been estimated," said he, "that \$600,000,000 was spent last year in advertising, and there has been no claim that this expenditure has not been warranted by the returns. The low efficiency, however, of some advertising is due to the extravagant advertising of poor goods."

According to Mr. Richardson, four things are needed to make advertising successful: the goods should be as represented, the prices should be right, the announcement should be timely and the medium selected should be one in which the public has confidence. In conclusion he asserted strongly that success would surely follow the merchant who had the right stuff at the right prices every day.

A. P.'s New Automatic System

The Associated Press has just installed in its New York City office an automatic telegraph system employing what are known as Morkrun telegraph printers.

These machines handle 3,000 words an hour, 1,000 more than a good Morse operator. The Morkrun system employs a paper tape that is perforated on a machine resembling a typewriter.

LIVE AD CLUB NEWS

The following officers were elected at the annual meeting of the Trenton (N. J.) Adcraft Club on May 10:

John T. Spicer, president; William N. Stewart, vice-president; C. Sidney Newell, secretary and treasurer; W. A. Smith, George C. Palmer, E. W. Davis and Irving Rosencranz, members of the board of governors.

The Sacramento (Cal.) Ad Club has elected the following officers: President, Thomas Cody; vice-president, Harry W. Knopp; secretary, E. A. Shoemaker; treasurer, W. R. Kay.

The Advertising Club of St. Louis (Mo.) is to publish a text book on advertising for the advertising course of the Y. M. C. A.

The Lancaster Ad Club, of Lancaster, Pa., has elected the following officers for the coming year: President, R. L. Gerhard, secretary, Oscar A. Smith; financial secretary, J. L. Haines.

The Paterson, N. J., Pica Club at a meeting held on May 1, elected the following officers: Neal G. Adair, president; John J. O'Rourke, vice-president; George H. Burke, treasurer; Emmett T. Drew, secretary. A number of New York and Philadelphia newspaper men who are covering Billy Sunday's meetings were entertained at this time.

The Associated Advertising Clubs of Missouri was organized at Columbia, Mo., during Journalism Week, at the State University. Its objects are co-operation between the advertising clubs of Missouri and the organization of clubs in all the cities of the State of over 5,000 population.

The following officers were elected: President, A. C. McGinty, president of the Neosho Ad Club; vice-president, Walter S. Donaldson, president of the St. Louis Ad Club; secretary, J. B. Powell, instructor in advertising at the University of Missouri; treasurer, R. B. Teachnor, of the Kansas City Ad Club.

A code of principles to govern advertising practice was adopted by the Fort Worth (Tex.) Ad Club at its meeting Wednesday and copies were ordered printed and sent to all members immediately. The club announces that it does not indorse the following advertising: Hotel registers, hotel cabinets or room regulation cards, or similar schemes; advertising in or on railroad time cards, guides, etc. Restaurant menus, cook books, rosters, programs or special publications issued in the interest of any church, order, lodge, society, labor union, amusement enterprise or other organization. Premium trading or coupon stamps. Civic welfare publications unless indorsed by the Chamber of Commerce. When in doubt telephone the president or secretary.

The Shreveport, La., Ad Club has elected ten members as delegates to the convention of the Associated Ad Clubs of the World in Chicago. The delegates will pay their expenses with the \$700 recently raised by the ad club through a minstrel show. The delegates are: President J. E. Cowles, Secretary Allen R. Dickinson, James McCann, Col. James Furlong, T. Foreman Parker, J. E. Howe, Ben Sonneschein, A. J. Frantz and Abrey Cahn. It is expected that the delegation will have a special car which will be attached to the Texas Special.

The Knickerbocker Press Special

The story of the making of a newspaper from the moment the reporters start out on the trail of stories to the time the finished newspaper is delivered to the subscriber is delightfully told in a special magazine supplement recently issued by the Knickerbocker Press of Albany, N. Y. The various processes of newspaper making, including those of the mechanical as well as those of the business and editorial, are interestingly described. Pictures of the owners and of employees in all departments are given in the supplement, which is of 36 pages.

PELLETIER ON AGENCY SERVICE

As noted in these columns last week E. Le Roy Pelletier, who has for the past ten years been engaged in automobile advertising, has opened an agency of his own in Detroit. In a letter to THE EDITOR AND PUBLISHER he says:

My experience as advertising manager with the Ford Motor Company for three years, with Walter Planders in his various activities for about six years, convinced me that the methods of most agencies were wrong—wrong from a money making standpoint and from the standpoint of permanency and efficiency.

At the same time I hesitated about opening my own agency because I did not want to assume the financial worries and the detail.

I did so only when conflicting automobile accounts made it necessary and when the accounts I had were so gilt edged and so big that there is neither financial worry nor petty detail connected with any of them.

I am firm in the belief that the only thing an agency can deliver to a client is copy—copy that sells the client's goods. For that reason, I wanted to leave myself free to devote ninety per cent of my time to that work—writing copy for the client.

I believe that the day of the copy factory is past.

By copy factory I mean a big agency consisting mostly of men who sell, not the client's goods, but the agencies' wares; and who, after securing the account, turn it over to a lot of under paid copy men cooped up in closets where their horizon is limited and their knowledge of the goods they are supposed to sell is nil.

I believe also that the day of the "copy machine" is past—the man who grinds out reams of copy every day for exploiting various articles to none of which he can, in the very nature of things, devote any intimate study and in the sale of which his interest is only secondary.

The still more reprehensible practice of featuring some big copy man to secure an account and then turning it over to a lot of children to write, or artists to fill space, has brought its own reward so that also has been relegated to the discard. For a time it seemed to thrive and perhaps made money, but the end was inevitable and has about arrived.

My own idea of an agency is one that gives concentrated service to only as many accounts as the individual upon whose selling skill it is founded can handle personally. I have only three accounts at this time and I don't want more than one more.

That kind of an agency does not need salesmen because, the output being limited, results obtained will always bring enough clients to absorb the volume.

I may be an idealist—or a fool. I don't know. There are those who call me both. Anyway, I am going to try it along those lines, and when I tell you that since I took hold of the Reo advertising six months ago the product of that concern has increased in volume to a greater extent than that of any other concern in the automobile business you will see that I have fair foundation for my belief in the success of the plan.

NOTES FROM THE AD FIELD

The New York Advertising Agency was registered this week in the County Clerk's Office, New York, and will handle local advertising exclusively.

W. M. Pearsall, advertising agent, has purchased the Lozier Advertising Agency of 173 Sixth avenue, New York, and consolidated it with his own agency. The Lozier agency was established thirty-three years ago.

The eastern representation of the Albany (N. Y.) Sunday Telegram will hereafter be handled by C. A. Menet, 23 West 31st street.

Frank M. Eldredge has been engaged as advertising manager of the Puritan Machine Works of Detroit, Mich.

The Nashville (Tenn.) Publicity Company, with a capitalization of \$100,000, has entered the publicity field.

Publishers' Supplies Market.

Antimony.....	34 1/2
Tin.....	37 1/2
Lead.....	64 1/5
Copper.....	18 1/2
News Print.....	2.00-2.25
Craft Paper.....	4 1/4-5

TIPS FOR THE AD MANAGER

Birch-Field & Co., 110 West 40th street, New York City, are placing orders generally on a 50-50 basis for the Levell-McConnell Manufacturing Company, "Klaxton Horn," 194 Wright street, Newark, N. J.

Clark-Whitcraft Company, 41 South Fifteenth street, Philadelphia, Pa., is sending out orders to a selected list of newspapers for Wildwood-by-the-Sea, Wildwood, N. J.

Sherman & Bryan, 79 Fifth avenue, New York City, will shortly place orders with newspapers in cities where Truly Warner Hats, 811 Broadway, New York City, have stores for their summer hats.

C. Ironmonger Advertising Agency, 20 Vesey street, New York City, is issuing orders to some large city newspapers for Galin Hall, Wernersville, Pa.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is again placing classified orders with some large city newspapers for the Washington Civil Service School, Washington, D. C.

The Freeman Advertising Agency, Richmond, Va., is placing the advertising of the Shepard's Chemical Company in Southern newspapers and farm papers: Was-Cot Ginger Ale in Southern papers and the Home Canner Manufacturing Company in Southern and Western farm papers.

Peruna Drug Company, "Peruna," 115 East Rich street, Columbus, O., is making some contracts with newspapers for their fall advertising.

Sherman & Bryan, 79 Fifth avenue, New York City, are handling the account of Robert Reis & Co., "Magic Leather Belt," Broadway and 19th street, New York City, with New York City newspapers for the present.

Earnshaw-Lent Company, 80 Maiden Lane, New York City, is forwarding 28 l. t. f. orders to some Connecticut newspapers for the Madison Beach Hotel, Madison, Conn.

Franklin Advertising Agency, Bulletin Building, Philadelphia, Pa., is sending out 50 l. t. orders to Sunday newspapers for the Home Supply Company, Philadelphia, Pa.

W. S. Hill Company, Vandergrift Building, Pittsburgh, Pa., is making 10,000 l. contracts with a selected list of Eastern newspapers for Ivan B. Nordham Company, "Ward's Tip Top Bread," Bessemer Building, Pittsburgh, Pa.

The National Advertiser Advertising Agency, 32 W. 25th street, New York City, is again placing new schedules for the Emergency Laboratories, "Poslam," 32 W. 25th street, New York City.

Louis Brown, 99 Nassau street, New York City, is issuing orders to some Pacific Coast newspapers for Deans Apron.

Frank Kiernan & Co., 189 Broadway, New York City, it is reported are now in charge of the advertising of B. F.

Stearns & Co., of Chicago and New York City.

H. E. Lesan Advertising Agency, 440 Fourth avenue, New York City, is forwarding orders to newspapers in selected sections of the New York Central Lines, Grand Central Station, New York City. This agency is also making contracts with some large city papers for the Chalmers Motor Car Company, "Chalmers Automobile," Detroit, Mich.

Frank Presbrey Company, 456 Fourth avenue, New York City, is placing the following accounts: Richard Hudnut, Perfumery, etc., 115 E. 29th street, New York City, with some Connecticut newspapers; The Gramercy Chocolate Company, 205 E. 49th street, New York City, with New York City papers, and it will shortly place orders for the Southern Railway Company, Military Camps, Washington, D. C.

The Cowen Company, 50 Union Square, New York City, is issuing orders to some Eastern newspapers to New England Lines, Vacation Bureau, Boston, Mass., and 171 Broadway, New York City.

The Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is sending out copy as ordered to some Western newspapers for the Pennsylvania Railroad Company, Broad street Station, Philadelphia, Pa.

The American Sales Company, "Parment," "Korein," "Amonized Cocoa," "Kafalized Henna," Binghamton, N. Y., has transferred their advertising to Wylie B. Jones Advertising Agency, Binghamton, N. Y.

Mahin Advertising Company, 104 S. Michigan avenue, Chicago, Ill., is making contracts with some Western newspapers for the Tobey Furniture Company, 33 N. Wabash avenue, Chicago and 669 Fifth avenue, New York City.

Otto J. Koch Advertising Agency, University Building, Milwaukee, Wis., is issuing orders to some Western newspapers for the Miller Brewing Company, of the same city.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is getting up a list of Southern newspapers for the Moon Chemical Company, Rochester, N. Y. This agency is also placing orders with some Western newspapers for the Stearns Electric Paste Company, "Stearns Electric Rat and Roach Paste," 143 Dearborn street, Chicago, Ill.

Eugene McGuckin Company, 105 N. 13th street, Philadelphia, Pa., is forwarding 12 in. 15 t. orders to some Connecticut newspapers.

The Matos-Menz Advertising Company, Bulletin Building, Philadelphia, Pa., is handling the advertising of the Lubin Film Corporation, Philadelphia, Pa.

The Mahin Advertising Company, 104 S. Michigan avenue, Chicago, Ill., is placing 150 l. 8 t. orders with some Western newspapers for the Wisconsin Pea Canners Company, "Lake Side Brand," Manitowoc, Wis. This company is also placing 1,300 l. contracts with some Western newspapers for the Old Hickory Chair Company, Martinsville, Ind.

Moffett-Lynch Advertising Company, Munsey Building, Baltimore, Md., is issuing 10 l. 4 t. orders to some Southern newspapers for the Buena Vista Springs Hotel, Buena Vista Springs, Va.

George W. Edwards & Co., 328 Chestnut street, Philadelphia, Pa., is sending out orders to a selected list of papers for the Atwater Kent Manufacturing Works, Monoplex Horns, 46 No. 6th street, Philadelphia, Pa.

W. B. Finney Advertising Company, Keith & Perry Building, Kansas City, Mo., is forwarding orders generally for The Uncle Sam Oil Company of Kansas City, Kan.



"ABOVE BOARD CIRCULATIONS"



The following newspapers are members of the Audit Bureau of Circulations and grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

<b>ALABAMA.</b>	<b>NEW JERSEY.</b>
NEWS ..... Birmingham Average circulation for 1914: Daily, 36,235; Sunday, 37,762. Printed 2,207,864 lines more advertising than its nearest competitor in 1914.	PRESS (Circulation 7,945)..... Ashbury Park JOURNAL ..... Elizabeth PRESS-CHRONICLE ..... Paterson COURIER-NEWS ..... Plainfield
<b>ARIZONA.</b>	<b>NEW YORK.</b>
GAZETTE ..... Phoenix (Average Circ. Oct. 1, 1914, 6,125)	COURIER & ENQUIRER..... Buffalo IL PROGRESSO ITALO AMERICANO..... New York
<b>CALIFORNIA.</b>	<b>OHIO.</b>
EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	PLAIN DEALER..... Cleveland Circulation for March, 1915: Daily ..... 128,687 Sunday ..... 165,832 VINDICATOR ..... Youngstown
BULLETIN ..... San Francisco	<b>PENNSYLVANIA.</b>
<b>GEORGIA.</b>	TIMES ..... Erie DAILY DEMOCRAT ..... Johnstown TIMES-LEADER ..... Wilkes-Barre
JOURNAL (Cir. 57,531)..... Atlanta	<b>SOUTH CAROLINA.</b>
CHRONICLE ..... Augusta	DAILY MAIL..... Anderson
LEDGER ..... Columbus	<b>TENNESSEE.</b>
<b>ILLINOIS.</b>	BANNER ..... Nashville
HERALD ..... Joliet	<b>TEXAS.</b>
STAR (Circulation 21,589)..... Peoria	AMERICAN ..... Austin ENTERPRISE ..... Beaumont Covers East Texas and West Louisiana STAR-TELEGRAM ..... Fort Worth Net Paid Circulation, 35,000 daily. Over 50% more net paid city circulation and over 5,000 more net paid Sunday circulation than any other paper in Fort Worth.
<b>IOWA.</b>	CHRONICLE ..... Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
REGISTER & LEADER..... Des Moines EVENING TRIBUNE..... Des Moines Essential to covering Des Moines and vicinity.	POST ..... Houston Over 80% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed.
THE TIMES JOURNAL..... Dubuque	TELEGRAM ..... Temple Net paid circulation over 6,000.
SUCCESSFUL FARMING..... Des Moines 700,000 circulation guaranteed or no pay. Reaches more farmers in the North Central States than are reached by any other publication.	<b>UTAH.</b>
<b>KENTUCKY.</b>	HERALD-REPUBLICAN..... Salt Lake City
MASONIC HOME JOURNAL..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	<b>WASHINGTON.</b>
<b>LOUISIANA.</b>	POST-INTELLIGENCER ..... Seattle
TIMES PICAYUNE..... New Orleans	<b>CANADA.</b>
<b>MARYLAND.</b>	<b>BRITISH COLUMBIA.</b>
THE SUN ..... Baltimore Has a combined net paid circulation of 145,592 copies daily, 110,000 of which go into homes in Baltimore City and suburbs. Sunday net paid, 57,376.	WORLD ..... Vancouver <b>ONTARIO.</b> FREE PRESS ..... London
<b>MICHIGAN.</b>	<b>ROLL OF HONOR</b>
PATRIOT (No Monday Issue)..... Jackson Average three months ending March 31, 1915: Daily, 11,349; Sunday, 13,104. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C.	<b>ILLINOIS.</b>
THE STATE JOURNAL..... Lansing Leading afternoon daily of Central Michigan; three editions two cents. Guaranteed net circulation, 15,000.	SKANDINAVEN ..... Chicago
<b>MINNESOTA.</b>	<b>INDIANA.</b>
TRIBUNE, Morning and Evening... Minneapolis	THE AVE MARIA..... Notre Dame
<b>MISSOURI.</b>	<b>NEBRASKA.</b>
POST-DISPATCH ..... St. Louis	FREE PRESS (Cir. 128,384)..... Lincoln
<b>MONTANA.</b>	<b>NEW YORK.</b>
MINER ..... Butte	EVENING NEWS..... Buffalo BOLLETTINO DELLA SERA..... New York
<b>MINNESOTA.</b>	<b>PENNSYLVANIA.</b>
TRIBUNE, Morning and Evening... Minneapolis	TIMES ..... Chester
<b>MISSOURI.</b>	<b>QUEBEC.</b>
POST-DISPATCH ..... St. Louis	LA PRESSE ..... Montreal Av. circ., 1912, 114,371; '13, 127,722; '14, 140,342
<b>MONTANA.</b>	<b>ROLL OF HONOR</b>
MINER ..... Butte	<b>THE following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.</b>

**New Orleans States**  
Sworn Net Paid Circulation for 6 Months  
Ending March 31, 1915  
**33,796 Daily**  
Gain over October 1, 1914..... 525 copies  
Morning paper LOST..... 7,045 copies  
Other evening paper LOST..... 7,873 copies  
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.  
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.  
Circulation data sent on request.  
**THE S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis

<b>ILLINOIS.</b>	<b>NEW YORK.</b>
SKANDINAVEN ..... Chicago	EVENING NEWS..... Buffalo BOLLETTINO DELLA SERA..... New York
<b>INDIANA.</b>	<b>PENNSYLVANIA.</b>
THE AVE MARIA..... Notre Dame	TIMES ..... Chester
<b>NEBRASKA.</b>	<b>QUEBEC.</b>
FREE PRESS (Cir. 128,384)..... Lincoln	LA PRESSE ..... Montreal Av. circ., 1912, 114,371; '13, 127,722; '14, 140,342
<b>NEW YORK.</b>	<b>ROLL OF HONOR</b>
EVENING NEWS..... Buffalo BOLLETTINO DELLA SERA..... New York	<b>The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.</b>
<b>PENNSYLVANIA.</b>	<b>ILLINOIS.</b>
TIMES ..... Chester	SKANDINAVEN ..... Chicago
<b>QUEBEC.</b>	<b>INDIANA.</b>
LA PRESSE ..... Montreal Av. circ., 1912, 114,371; '13, 127,722; '14, 140,342	THE AVE MARIA..... Notre Dame
<b>ROLL OF HONOR</b>	<b>NEBRASKA.</b>
<b>The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.</b>	FREE PRESS (Cir. 128,384)..... Lincoln
<b>NEW YORK.</b>	<b>NEW YORK.</b>
EVENING NEWS..... Buffalo BOLLETTINO DELLA SERA..... New York	EVENING NEWS..... Buffalo BOLLETTINO DELLA SERA..... New York
<b>PENNSYLVANIA.</b>	<b>PENNSYLVANIA.</b>
TIMES ..... Chester	TIMES ..... Chester
<b>QUEBEC.</b>	<b>QUEBEC.</b>
LA PRESSE ..... Montreal Av. circ., 1912, 114,371; '13, 127,722; '14, 140,342	LA PRESSE ..... Montreal Av. circ., 1912, 114,371; '13, 127,722; '14, 140,342
<b>ROLL OF HONOR</b>	<b>ROLL OF HONOR</b>
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<b>NEW YORK.</b>	<b>NEW YORK.</b>
EVENING NEWS..... Buffalo BOLLETTINO DELLA SERA..... New York	EVENING NEWS..... Buffalo BOLLETTINO DELLA SERA..... New York
<b>PENNSYLVANIA.</b>	<b>PENNSYLVANIA.</b>
TIMES ..... Chester	TIMES ..... Chester
<b>QUEBEC.</b>	<b>QUEBEC.</b>
LA PRESSE ..... Montreal Av. circ., 1912, 114,371; '13, 127,722; '14, 140,342	LA PRESSE ..... Montreal Av. circ., 1912, 114,371; '13, 127,722; '14, 140,342
<b>ROLL OF HONOR</b>	<b>ROLL OF HONOR</b>
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## AD FIELD PERSONALS

Walter B. Cherry, vice-president of the Associated Advertising Clubs of the World, addressed the Advertising Club, of Los Angeles, Cal., on Tuesday, May 18.

Godfrey W. Phillips, formerly with Albert Frank & Co., Hugh McAtamney and the New York Tribune, has been appointed advertising manager of the Thinkograph, of San Francisco, which has opened an office in the Marbridge building, New York.

C. B. Harman has been re-elected president of the Waco (Tex.) Ad Club for the second time.

Wells Hawkes has been engaged to take charge of the advertising and publicity of the moving-picture shows to be given at Madison Square Garden, New York City, this summer.

Robert H. Croker has been appointed advertising manager for the Regal Motor Car Company. Mr. Croker has been connected with the advertising departments of the Detroit (Mich.) News and the Burroughs Adding Machine Company.

John H. Angle, advertising manager of the LaSalle and Koch Company, has been elected president of the Toledo Ad Club.

George W. Billings has been elected president of the Buffalo (N. Y.) Ad Club, to succeed DeForrest Porter.

Frank M. Eldredge has been appointed advertising manager of the Puritan Machine Company of Detroit (Mich.).

Ralph E. Dort, of the Dort Motor Car Company, has been appointed advertising manager of the company. He was formerly advertising manager of the Albany Knickerbocker Press.

Louis E. Thayer, one of Connecticut's best-known newspapermen and for many years on the editorial staff of the Hartford (Conn.) Courant, has opened an advertising and publicity office in that city. He was given a farewell dinner by associates of the Hartford Press Club.

Harry R. Drummond, of the editorial staff of THE EDITOR AND PUBLISHER, has been appointed advertising manager of Bloomingdale Brothers department store, New York. Mr. Drummond has had several years' experience in this kind of work in Louisville, Chicago and St. Louis. His articles on profitable newspaper advertising that have appeared in the E. & P. have attracted wide attention because of their forcefulness and originality. His friends in and out of this office wish him the best of success in his new position.

R. F. Hamilton, better known as "Tody," formerly of the Barnum & Bailey Circus, has been appointed associate amusement director of Luna Park.

## Bars All Medical Advertising

The Canton (Ohio) Daily News on Sunday announced that it will no longer accept any patent medicine advertising or other medical advertising, any classified advertising of doubtful legitimacy, such as the advertisements of fortune tellers, or any other objectionable advertising. It will at once ask to be relieved from all its medical advertising contracts now in existence.

## Golf for Ad Men

Every member his own handicapper is to be the rule at the summer tournament of the American Golf Association of Advertising Interests at Hot Springs June 26 to July 3. A beautifully prepared booklet, with a foreword by Grantland Rice, and several pen and ink illustrations has just been sent out by the association to announce its coming week of pleasure and play.

## Ad Agencies Combine

A combination of three large advertising firms is announced at Louisville (Ky.), being the Thomas E. Basham Advertising Agency, of Louisville and Nashville; the L. E. Stockard Advertising Service, of Louisville and Nashville, and the Gilmore Greenlaw-Greenlaw Advertising Service, of Memphis. Mr. Basham is president of the new company; Mr. Stockard, vice-president; W. B. Greenlaw, secretary, and F. M. Turner, treasurer.

## AD MEN'S TENTATIVE PROGRAM

Douglas M. Graves' Idea of What Should Happen at the Chicago Meeting.

Chairman Douglas N. Graves, of Boston, has prepared the following tentative programme for the Eleventh Annual Convention of the Associated Advertising Clubs of the World, meeting in Chicago June 20 to 24.

Fifty sermons will be delivered by laymen in the leading churches of Chicago on Sunday forenoon, June 20, and Sunday afternoon there will be a big mass meeting, at which President Woodrow Wilson is scheduled for the chief address.

Monday forenoon of the convention will be devoted to speeches of welcome and responses, to the reports of President Woodhead, officers and committee chairmen, new business, etc.

Monday afternoon is to be a session devoted to inspiration. It is planned to have three great inspirational addresses on that afternoon; one of them on "Commerce and Christianity," another on "Building an Industrial Conscience" and another on "Education and Business or the Influence of Education Upon Business Morality." For the first of these addresses Bishop Warren A. Candler, of Emory University, Atlanta, Ga., will speak from the spiritual standpoint. For the second Henry D. Estabrook of New York City is expected to speak from the legal standpoint, and for the third some great educator will respond.

Between these three speeches on Monday afternoon there will be the presentation of the Baltimore Truth Trophy and of the Kalamazoo Cup.

Monday evening there will be a wonderful street pageant.

Tuesday forenoon there will be a joint session of three-quarters of an hour in the Auditorium Theatre of all of the departmentals, called at 9 o'clock. At 10 o'clock the departmentals will meet in their respective halls, and the balance of Tuesday forenoon, all of Tuesday afternoon and all of Wednesday forenoon will be given to these departmental sessions.

On Tuesday and Wednesday evenings the Chicago Advertising Association will entertain the delegates at the Auditorium Theatre with a show called "The Chicago Advertising Frolic."

Wednesday afternoon will be given up wholly to a separate session for education and vigilance matters.

Thursday forenoon there will be the reports of various committees, the report of the National Commission and an open parliament.

Thursday afternoon there will be the presentation of trophies, unfinished business and the election of officers.

Thursday evening there will be a big meeting, which will close the convention. This meeting will be devoted to advertising and commerce, and at this meeting will be presented the Printers' Ink Cup, and the chief address of this evening will be delivered by Mr. John H. Fahey, president of the Chamber of Commerce of the United States.

The completed programme will be made public about June 10. It will show clearly the intent of the Executive Committee to make this a business convention of serious interest to every person who buys, sells or is influenced by advertising.

## A. A. C. W. CONVENTION NOTES

A practical side of the big Ad Club convention in Chicago next month will be a display arranged by the National Exhibit Committee, of which Irvin F. Paschall, of Philadelphia, is chairman. In these exhibits will be a world of how. It is proposed to show advertisers just how other advertisers operate. A man in any line who studies the exhibits carefully will get ideas he can take home and use—ideas that will make his own more effective, and will therefore be worth money to him.

One hundred dollars in gold—five double eagles put up in an appropriate case—offered to the man turning out the best piece of copy to be used in the newspapers advertising the convention—has brought forth a country-wide competition. Owing to the unusual number of entries, it has been necessary to extend the time limit several days. The judges are: Joseph W. Gannon, advertising manager Royal Baking Powder Company; W. A. Thomson, director, Bureau of Advertising, American Newspaper Publishers' Association, and William C. Freeman, advertising adviser.

The advertising revival will sweep the country. Newspapers are joining the forward movement. The Chicago American will spend \$35,000 advertising the convention. The Tribune and the Herald will put forth large amounts. James Keeley, the Chicago editor, will run twelve broadside advertising articles in the twelve days preceding one of the greatest business conventions ever assembled. Orders, in advance, for hotel reservations have already broken all records.

It was through the work of Charles E. Barker, vice-president of the United Profit Sharing Corporation, that the Associated Clubs secured the aid of the United Cigar Stores Company in 1914, together with the special booklet prepared by Edward Mott Woolley. Somewhat the same line of assistance will be given by Mr. Barker this year, as director of the Premium Division, but in even greater measure.

The Outdoor Advertising work will not have the assistance of O. J. Gude this year, to the committee's great regret. Fortunately, however, they have secured the aid of Thomas Cusack through Mr. Conover, of his organization.

When Barron Collier returns from Florida it is hoped he will again assume the directorship of the Street Car Advertising Division. An unusually attractive car card prepared by him for Toronto is still remembered for the great good which it accomplished.

With the aid of General Manager Florea, local representatives of the Publicity Committee have been appointed in each of the Associated Clubs. Each local representative will receive a weekly letter or bulletin, calculated to keep enthusiasm going and to get definite action. Several new and valuable suggestions for forms of local publicity have been received and will be acted upon.

It is understood that the fact that the meeting is to be held in Chicago makes the Publicity Committee's task a lighter one than it otherwise would be, and the general attitude appears to be one of extreme willingness to do all that may be done to make the convention a success. The newspapers are responding with generous space to advertise the convention in all parts of the country.

## Publisher's Representative

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

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

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

CONE, LORENZEN & WOOD-  
MAN,  
Brunswick Bldg., N. Y.; Advtg. Bldg.,  
Chic.; Gumbel Bldg., Kansas City.

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

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

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

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

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

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

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

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

## Advertising Agents

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

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

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

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

HOWLAND, H. S., ADV. AGENCY,  
INC.,  
20 Broad St., New York.  
Tel. Rector 2573.

LEVEY, H. H.,  
Marbridge Bldg.  
Tel. Greeley 1677-78.

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

A PUBLICATION ON THE NEWS-STAND  
SAVES MANY FROM THE JUNK PILE

Established 1892

## DUHAN BROTHERS

Distributing  
Specialists  
Daily  
Weekly  
Monthly  
Newspapers  
Periodicals

WHOLESALE DEALERS IN  
NEWSPAPERS AND  
PERIODICALS  
TRIBUNE BUILDING  
New York City

Circulation  
Builders  
Bill  
Posting  
Advertising  
Display  
Periodical  
Promotion

Telephone 3584 Beekman

# History In Corycatures

By J. CAMPBELL CORY

To be released shortly

Options should be made by wire or special delivery. Territory will be sold to newspapers in the order of receipt of application

Better be early than sorry

*Corycatures is something different in daily comics*

CORYCATURES is a daily seven column strip by the famous cartoonist, J. Campbell Cory, depicting in humorous drawing and witty text the life stories of well known historical characters.

CORYCATURES will show each week a different character well known in history. Dates, names, location and other facts will be historically accurate, while the treatment will be intensely funny.

CORYCATURES of the first and sixth chapters in the history of John Smith, as shown below, very much reduced in size, will serve to give some idea of the originality of the conception and the perfection of Cory's work. Samples of the complete week sent on request.

HISTORY IN CORYCATURES—John Smith—Chapter 1



In 1580, George Smith, a well-to-do tenant farmer of Willoughby, in Lincolnshire, England, was congratulated by his neighbors upon the birth of a right comely son. In after life this child was destined to become the hero of many a romantic adventure, the which are to be faithfully chronicled in these memoirs.



At the tender age of fifteen, young John Smith became an orphan with a comforting inheritance, the which he lightly scorned, being minded to seek adventure beyond the seas.



The guardians of his estate gave little heed to the romantic yearnings of the stripling who, finally becoming disgusted with the monotony of country life, sold all of his inheritance for a paltry sum and fared him forth to tempt the jousts of fortune.

BY J. CAMPBELL CORY



Thus it transpired that at the age of seventeen he enlisted as a soldier in the army of France under the banner of the reigning monarch, Henry IV (Look for next instalment tomorrow.)

HISTORY IN CORYCATURES—John Smith—Chapter 6



After his return to Jamestown Sir John Smith was severely injured by an explosion of gunpowder, the results of which so crippled him that his activities were deemed to have come to an end.

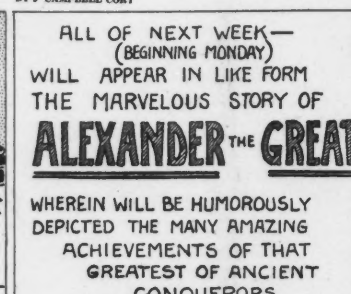


He therefore decided to return to England and to that end took ship October 4, 1609.



He devoted his latter days to literature and to the furtherance of the interests of the American Colonies. He died a comparatively poor man, June 21, 1631, at the age of fifty-one.

BY J. CAMPBELL CORY



ALL OF NEXT WEEK—(BEGINNING MONDAY)—WILL APPEAR IN LIKE FORM THE MARVELOUS STORY OF **ALEXANDER THE GREAT** WHEREIN WILL BE HUMOROUSLY DEPICTED THE MANY AMAZING ACHIEVEMENTS OF THAT GREATEST OF ANCIENT CONQUERORS AS IN THE PRECEDING "CORYCATURES" OF CAPT. JOHN SMITH THE DATES, INCIDENTS AND HISTORICAL SETTING WILL BE CORRECT—

OUR ESTABLISHED DAILY COMICS ARE AMONG THE MOST SUCCESSFUL NOW APPEARING

Let us send you samples and quote prices on any of the following that may be open for your territory:

- Grampy and the Folks, by Clare Victor Dwiggin.
- Goldberg Cartoons, by R. L. Goldberg.
- The New Boarder, by "Kring."
- Snoodles' Diary, by C. R. Hungerford.

- Doings of the Van Loons, by F. I. Leipziger.
- Ophelia's Slate, by Clare Victor Dwiggin.
- Uncle Eph Remarks, by A. E. Curtis.
- Things That Never Happen, by Gene Byrnes.

McCLURE. NEWSPAPER SYNDICATE, 45 West 34th Street NEW YORK



LIBRARY,