

The Editor & Publisher

and The Journalist

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

Vol. 48, No. 2

NEW YORK, JUNE 19, 1915

10 Cents a Copy

To Sales Managers

Many a Sales Manager has been up against the same hard problems you are facing now.

Many a Sales Manager has racked his brain to find a way to swell his volume of Chicago sales—without success.

Many a Sales Manager has sat up nights to figure out new plans to capture this rich territory, but found the selling cost *too high to leave a single penny's profit for his pains.*

Many a Sales Manager has given up, surrendered, moved his forces out, and left one of the fattest and most fertile fields in all the world to his competitors.

And yet it isn't hard at all to get this trade if you go at it right.

It isn't hard if you CONCENTRATE your efforts on the fertile land and skip the barren spots.

It isn't hard if you spend your sales promotion dollars ONLY where they'll yield you golden profits in return. It isn't hard if you direct your salesmen's energies and time in such a way that there is no motion lost, nor precious hours wasted in shaking trees that never had persimmons on them.

And you can find out *how* to do all this as easily as you can find out how to go from here to Kokomo.

You can get a chart that will show you how to *save your advertising money* and how to *cut down sales expense—AND AT THE SAME TIME BOOST YOUR SALES.*

You can get a chart that will show you the exact location of every real persimmon tree that's now in bearing in the whole Chicago territory.

You can get some plain, cold facts that will enable you to *double* the results you get from every dollar spent on advertising and every dollar spent on salesmen.

You can get all this right now, *today*, at The Tribune office — Merchandising Service Department—it's waiting here for any Sales Manager or Manufacturer who *wants more business from this Chicago territory and WANTS IT AT A PROFIT.*

It's waiting here for men like you who *want RESULTS, the biggest possible results, from every dollar that you spend*—and it's offered to you freely, without cost or obligation.

Come up and get it.

The Chicago Tribune.

The World's Greatest Newspaper
(Trade Mark Registered)

Merchandising Service Department — 5th Floor — Tribune Building, Chicago

Eastern Advertising Office, 251 Fifth Avenue, New York City. Pacific Coast Advertising Office, 742 Market St., San Francisco

In Fort Worth It's The Star-Telegram Over 35,000 Daily Net Paid Over 38,000 Sunday

**RECENT A. B. C. AUDITS OF FORT WORTH NEWSPAPERS
FURNISH INTERESTING INFORMATION FOR ADVERTISERS**

Be sure to get a copy of these audits and look them over carefully—you will find some interesting and valuable information which will be of service to you in making up your future lists.

AS A RESULT OF THESE AUDITS THE STAR-TELEGRAM NOW SHOWS

60% MORE NET PAID CITY CIRCULATION.

(This includes carrier, newsboys and street sales)

25% MORE NET PAID SUNDAY CIRCULATION.

**10% MORE NET PAID TOTAL DAILY CIRCULATION THAN
ANY OTHER NEWSPAPER IN FORT WORTH.**

as shown by audit for first quarter, 1915.

SWORN CIRCULATION MAY, 1915		
NET PAID	Daily	Sunday
City	15,366	14,948
Suburban	1,692	1,823
Country	18,711	21,459
TOTAL NET PAID.....	35,769	38,230
Unpaid	1,349	1,495
TOTAL PAID AND UN- PAID	37,118	39,725

ADVERTISING EXCESS MAY, 1915	
Local Display	13%
Foreign Display	101%
Classified	27%
MORE THAN WAS CARRIED BY ANY OTHER NEWSPAPER IN FORT WORTH.	
For the First Five Months of 1915 Excess Over Next Nearest Paper	
Local Display	18%
Foreign Display	67%
Classified	25%

FORT WORTH STAR-TELEGRAM is now second paper in State of Texas in **NET PAID DAILY CIRCULATION** and in **NET PAID DAILY AND SUNDAY AVERAGE CIRCULATION** and is third in **NET PAID SUNDAY CIRCULATION**.

BE SURE TO INCLUDE THE STAR-TELEGRAM IN YOUR NEXT LIST if you wish to reach the rich livestock and grain territory in West and Northwest Texas more thoroughly than it is covered by any other newspaper. This territory is in very prosperous condition and its people are financially able to buy advertised goods of merit.

**IN FORT WORTH IT'S THE STAR-TELEGRAM
OVER 35,000 NET PAID DAILY
OVER 38,000 SUNDAY**

More Advertising, More Circulation, More Spizzerinktum

Member Audit Bureau of Circulations.

Amon G. Carter, Vice Pres. & Gen'l Mgr.

The Editor & Publisher

and The Journalist

Vol. 48, No. 2.

NEW YORK, JUNE 19, 1915.

10 Cents a Copy.

CHICAGO READY FOR ADVERTISING HOST

Program Complete for the Eleventh Annual Convention of the Associated Advertising Clubs—Street Railways Strike Won't Interfere—Sidelights on the Big Event

(Special Correspondence.)

CHICAGO, June 16.—Unless all signs fail the convention of the Associated Advertising Clubs of the World, which opens in this city on Monday, will be the biggest and the best ever held by that body.

Everything is ready, the stage is set and the play will begin promptly on time. The members of the Advertising Association of Chicago, who are hosts of this year's convention, have put in nine months of hard work perfecting the arrangements. That they have planned well is shown by the details of the arrangements already published. It takes brains to plan for the entertainment of five thousand delegates and only a few cities are large enough to supply the necessary funds.

Douglas N. Graves, of Boston, chairman of the program committee, has, with the assistance of the chairmen of the departmental and conference committees, arranged for a series of addresses by prominent men in the field that in timeliness of subjects and in the character of the matter to be presented have certainly not been surpassed.

SUNDAY THE DAY OF ARRIVAL

Nearly all of the delegations will arrive in Chicago by noon on Sunday. They will be met as they arrive and escorted to their hotels by members of the Chicago Advertising Association. Sunday forenoon lay sermons will be delivered in forty churches by visiting ad men. At the mass meeting in the afternoon President Wilson will speak if conditions at Washington will allow him to do so.

The opening session of the convention will be held in the Auditorium Theatre Monday morning, when the delegates will be welcomed on behalf of the State by Governor E. F. Dunne; on behalf of the city by Mayor W. H. Thompson; and on behalf of the Advertising Association of Chicago by President C. H. Porter. Responses on behalf of the A. C. W. will be made by George W. Coleman and S. C. Dobbs, former presidents. Reports of officers will then be in order.

The afternoon session will be taken up by addresses by Bishop Warren A. Cruikshank, chancellor of Emory University, Atlanta; Dr. Charles R. Van Hise, president of the University of Chicago, and by Henry A. Esterbrook, of the New York Bar.

THE DEPARTMENTAL SESSIONS

All of Tuesday and Wednesday morning will be given over to departmental sessions. On Wednesday afternoon, the Educational Session, presided over by Lewellyn E. Pratt, chairman of the educational committee, will be held. At the same time there will be a meeting of the Vigilance interests taking the form of a mock trial of "Objectionable Advertising." Thursday morning and afternoon will be devoted to general sessions.

It looked for awhile this week as though the street railway strike might interfere with the pleasure of the delegates in visiting Chicago, but fortunately the men went back to work on Wednesday, after consenting to have their grievances referred to an arbitration committee.

"But strike or no strike," said James M. Dunlap, chairman of the convention committee, today, "we had made up our minds that next week's convention is to be the world's greatest gathering of advertising men, and so it is going to be. The street cars never would have been missed anyway, thanks to the enterprise of our Emergency Committee, which had set about to corner down town hotel accommodations. This done, the street cars

The seventeenth annual convention of the International Circulation Managers' Association will open on Tuesday, June 22, at Manoir Richelieu, Murray Bay, Canada.

As this story is being written the circulators from Western and Southern points are gathering at Detroit, from which point the party will proceed to Buffalo, Niagara Falls, Toronto and Montreal, under the direction of E. S.

CIRCULATION MANAGERS AT MURRAY BAY

International Association to Hold its Seventeenth Annual Session Next Week—Program Contains Many Interesting Features—Outline of the Trip the Members Will Enjoy

Convention sessions will be held at the Hotel on Tuesday and Wednesday. On Thursday morning a trip will be made by boat to the lower St. Lawrence and up the justly famed Saguenay river.

WILL RECEIVE NEWS BULLETINS.

President MacKinnon, who has supervised all arrangements and promises a good program and good times, states that the Canadian Press Association will bulletin important news three times a day to the Hotel Richelieu, and that at no time will the active men of the distribution departments of important papers be out of touch with big news developments.

Unfortunately the indications are that the attendance this year will not approach the high water mark of last year. This is no doubt largely due to the critical international situation and the conflict of dates with the ad club convention.

The board of directors will meet on Monday evening, at which time the following reports will be received and acted upon: Entertainment committee, auditing committee and convention report.

The following names appear on the official program as authors of papers or in charge of special sessions:

TAKE PART IN PROGRAM.

D. B. G. Rose, Post, Louisville, Ky.; W. J. Little, Star, Montreal, Can.; W. M. Inman, News, Chicago, Ill.; Daniel Nicoll, Evening Mail, New York; R. S. Weir, Journal, Detroit, Mich.; W. Boechans, Gazette, St. Joseph, Mo.; Louis Cohen, Times-Record, Ft. Smith, Ark.; Thos. Downey, Globe, Boston, Mass.; M. W. Florer, News, Dallas, Texas; J. H. Miller, Chronicle-Telegraph, Pittsburgh, Pa.; W. S. Dunston, The News, Birmingham, Ala.; J. A. Mathews, Oklahoman, Oklahoma City, Okla.; G. R. Mundy, Inquirer, Philadelphia, Pa.; Max Annenberg, Tribune, Chicago, Ill.; Mr. Levy, Post, Cincinnati, O.; E. R. Sterbenz, Republic, St. Louis, Mo.

E. S. Dohson, News, Detroit, Mich.; W. J. Darby, Mail and Empire, Toronto, Can.; R. L. McLean, Bulletin, Philadelphia, Pa.; J. M. Schmid, News, Indianapolis, Ind.; J. R. Taylor, The Press, Grand Rapids, Mich.; A. S. Bier, Star-Journal, Sandusky, O.; W. S. Scott, Argus, Rock Island, Ill.; T. V. Armstrong, Journal, Ottawa, Can.; J. Mc Kernan, World, New York, N. Y.; D. A. Maloney, The Post, Boston, Mass.; P. L. McCrary, Telegram, Superior, Wis.; J. J. Lynch, Press, Cleveland, O.; F. M. McClure, Plain-Dealer, Cleveland, O.; W. B. Baker, News, Chattanooga, Tenn.; Harry L. Starkey, Herald, Chicago, Ill.; J. T. Toler, Constitution, Atlanta, Ga.; H. H. Bliss, Gazette, Janesville, Wis.; E. L. Simpkins, Mercury-Herald, San Jose, Cal.

J. H. Lackey, News-Scimitar, Memphis, Tenn.; Harold Hough, Star-Telegram, Ft. Worth, Tex.; R. S. Craft, Citizens-Press, Jackson, Mich.; Sidney D. Long, Eagle, Wichita, Kan.; E. C. White, Houston, Tex.; F. L. Frugone, Boiettono Della Sera, New York; Charles Pavne, Star, Indianapolis, Ind.; L. P. Ruther-

(Concluded on page 30.)



ON THEIR WAY TO THE TWO CONVENTIONS.

and elevated trains which will be at the delegates' disposal should be considered in the nature of luxuries."

"And in addition to this the larger outlying hotels are located along the lines of steam railroads, which during the strike are operating trains on a three minute schedule. So the strike affords no reason at all why one should remain away from this, the greatest of all conventions. If one, actuated by misguiding reports, has decided to pass up the big meeting he should change his plans as quick as he reads these lines. Pack up that grip and catch the next Chicago train. Better a day late than miss the convention.

"Just a word more. This convention (Continued on next page.)

Dobson, manager of the promotion department of the Detroit News, who is chairman of the transportation committee.

The New York and Eastern delegates will arrive at Montreal Sunday morning, and the convention trip proper will start from Montreal Sunday evening, June 20, when greetings take place aboard the palatial steamer Montreal, of the R. & O. Line. At Quebec the party will transfer to another steamer for the trip from Quebec to Murray Bay, at which place arrival is scheduled for Monday afternoon, June 21.

The beautiful Hotel Manoir Richelieu has been opened several weeks earlier than usual to accommodate the visiting circulators, their families and friends.

NEXT A.A.C.W. PRESIDENT?

Career of Herbert S. Houston, the Only Candidate Who Has Thus Far Been Named for the Position.

It is a signal compliment to Herbert S. Houston, of New York, for several years chairman of the Educational Committee of the A. A. C. W., that his name is the only one thus far mentioned for next president of the association. If there are any other candidates no one outside their circle of intimates knows anything about it.

Advertising clubs all over the country during the past month have passed resolutions naming Mr. Houston as their candidate for the position. At this writing it looks as though Mr. Houston will be nominated and unanimously elected at the Chicago convention, for it is conceded that no one has done more to advance the interests of the association or to spread the gospel of good advertising than he.

Mr. Houston has had an interesting career. He was born in Champaign, Ill., has father, Mayor Samuel Houston, of the Twenty-fifth Illinois, being a kinsman of General Sam Houston, of Texas. As his parents moved to southwestern Kansas when he was a boy he fitted for college in the University of Kansas. He graduated from the old University of Chicago in the class of '88, and immediately thereafter engaged in newspaper work.

He covered the Lugalbs-Peffer legislature in Kansas for the American Press Association, the Chicago Evening Post and a number of other newspapers. After that he was on the staff of the Sioux City Journal, becoming city editor of the paper. In 1890 he went with Russell Harrison to Montana as city editor of the Helena Journal. He returned to the staff of the Sioux City Journal and later went to Chicago, where he joined the staff of the Tribune under Van Benthynsen, the great managing editor. On the staff of the paper at the time were James Keeley, who had just come from the Kansas City Journal; R. W. Ransom, night editor; Henry M. Hyde, special writer, and John McCutcheon.

Mr. Houston's health broke down under the strain of night work, and he took up advertising writing with the Price Baking Powder Company. Twenty years ago he came to New York and joined the staff of Outing as advertising manager. During his connection with Outing he was asked by the publisher of the Topeka Capital to take the management of the famous Sheldon edition of the Capital. He got leave of absence for 60 days and acted as publisher and manager of the Capital during the editorship of Rev. Charles M. Sheldon of Topeka. He built up a circulation of 350,000 copies a day, working through the memberships of the Christian Endeavor Society, the Epworth League and the Baptist Young People's Union, allowing a commission for their activities to go to the missionary funds of these societies. The earnings of the societies from this work amounted to over \$40,000.

Mr. Houston recalls with a good deal of pleasure that the first announcement of the Sheldon edition appeared as a back cover of the Christian Endeavor World, whose advertising manager at that time was George W. Coleman, the president of the Associated Advertising Clubs in the term preceding President Woodhead.

When the Sheldon edition was published Mr. Houston returned to the staff of Outing and continued there until he was invited to join with Frank N. Doubleday and Walter H. Page in the firm of Doubleday, Page & Company. He has been with that publishing house for the past fifteen years, and is at present its vice-president. He became interested in the advertising club work ten years ago and was the first chairman of the National Educational Committee of the clubs, serving in that capacity for four years. He has recently been the chairman of the Publication Committee, and in that capacity has brought out the Cherington, Mahin and Tipper books, which bear the imprint of the clubs, and which have had a very wide sale.

AUDIT BUREAU MEETS

Reports of the Several Committees Show An Excellent Year's Progress.

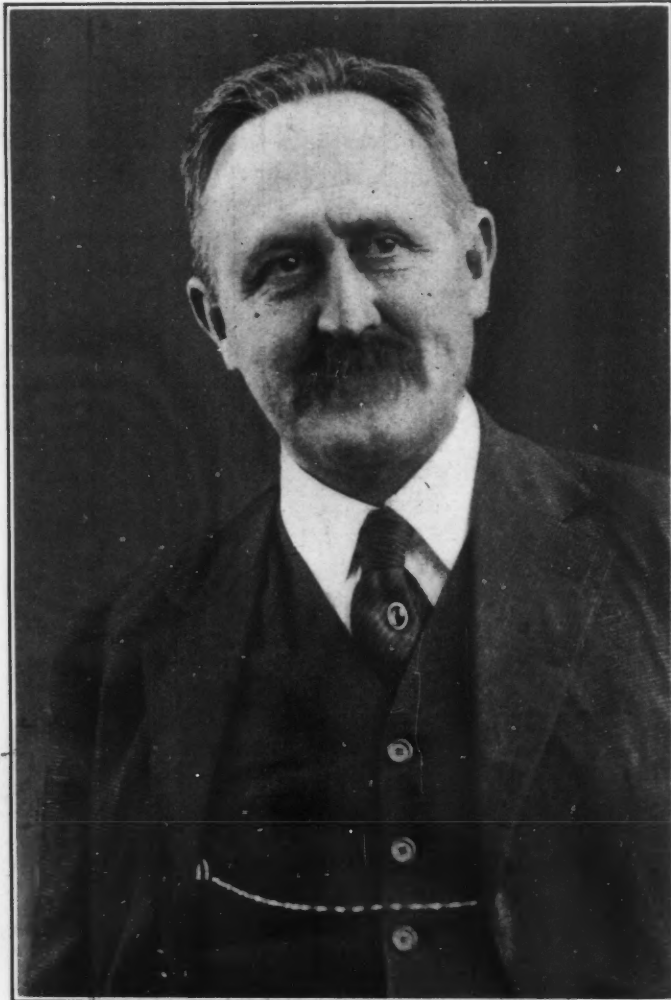
(By Telegraph.)

CHICAGO, Ill., June 18.—The first annual meeting of the Audit Bureau of Circulation convened at the Roof Garden of the Hotel Lasalle, at 10:30 this morning, with about 200 delegates present, representing a total membership of

CHICAGO CONVENTION

(Continued from page 27.)

represents an annual advertising expenditure of \$685,000,000. For fifty-one weeks out of the year the advertising man and the man who advertises must pay and pay dearly for the things he will hear and see at this convention. Next week it's free. Don't neglect the opportunity. And there you are.



HERBERT S. HOUSTON

WHO WILL PROBABLY BE CHOSEN PRESIDENT OF A. A. C. W.

978, President Louis Bruch, of the American Radiator Co., presiding. The personnel of representation was about as follows: Advertisers, three; agents, six; farm papers, twelve; trade papers, ten; magazines, twenty, and balance newspaper publishers and representatives.

M. F. Harris, of Armour & Co., was elected temporary secretary, to succeed H. R. Dumont, resigned.

The name of the board of control was changed to board of directors. Committees on resolutions and credentials then made reports, after which nominations were named by the president.

The president's annual address was well received. It emphasized the good feeling that has characterized the work, and brought out the fact that since the organization meeting, May 21, 1914, the membership has increased 476.

The report of the board of control complimented the standard forms and audit committee, consisting of Messrs. Hawkins, chairman; Clague, Hopewell, L. Rogers, Hoyt, Robbins and Butler, and related that during the period from September 21, 1914, to June the 15th, 321 audits have been made as follows: 221 newspapers, 20 magazines, 32 agricultural publications, 48 trade class and technical papers.

There are 63 audits under way, according to this report. The bureau has now in service 33 competent auditors.

The 1915 convention stands without peer or parallel in advertising opportunities. The time has come to see advertising with its coat off and its sleeves rolled up.

THE NEW YORK DELEGATION

The New York delegation, many of the members of which will leave for Chicago this morning on a special train over the New York Central, consists of the following:

Ahern, H. A., The Evening Post, and Ahern, Mrs. H. A.
Arnold, F. A., Countryside Magazine.
Barrett, T. A., Orange-Judd Company.
Bartsch, A. H., Bosch Magneto Company.
Bergerman, L. G., Good Housekeeping Magazine.
Bird, W. S.
Brearley, H. C., C. Ironmonger Agency.
Brearley, Mrs. H. C.
Britton, Mason, Hill Publishing Company.
Bromfield, P. B., Bromfield & Field.
Bromfield, E. T., Bromfield & Field.
Budd, John, The John Budd Company.
Budd, Mrs. John.
Burd, G. A., Erickson Company.
Bursley, H. C., Valentine & Co.
Carle, Nelson, General Vehicle Company.
Carroll, Dan A., Newspaper Representative.
Child, T. H., Vickery & Hill Pub. Company.
Cholmeley-Jones, R. G., Review of Reviews.
Clayton, H., Japan Paper Company.
Daych, Herman, Advertising Men's League.
Doornbos, A. C., Ewing & Miles.

Estabrook, H. D.
Fernald, Luther D., Leslie-Judge Company.
Foote, G. L., W. H. H. Hull & Co.
Foote, Mrs. G. L.
Ford, J. H., Reuben H. Donnelley Company.
Fowler, Geo. E., Colgate & Co.
Francis, Charles, Charles Francis Press.
Frederick, J. Geo., Business Bourse.
Freeman, W. C.
Gillette, G. W.
Gillam, Manly M., The Gillam Service.
Gillroy, J. P., O. J. Gude Company.
Gilmore, Robert, Advertising & Selling.
Greener, A. H.
Gude, O. J., O. J. Gude Company.
Hahn, Lew, Woman's Wear.
Harding, A. J., Harding Advertising Service.
Harn, O. C., National Lead Company.
Hart, John, London Opinion, London, Eng.
Haskell, H. L., New York Tribune.
Hedges, D. L., Good Housekeeping Magazine.
Hermes, F. H., Blackman-Ross Company.
Hirschberg, C. A., Ingersoll-Rand Company.
Hoffman, A. C., Scientific American.
Hoge, F. Huber, Frank Seaman, Inc.
Hollis, R. C.
Holmes, H. A., Peoples Popular Monthly.
Holmes, Mrs. H. A.
Hotchkiss, W. R., Cheltenham Agency.
Hotchkiss, Prof. G. B., New York University.
Houston, Herbert S., Doubleday Page Company.

Houston, Mrs. H. S.
Hurd, C. W., Printers' Ink.
Hutaf, A.
Ingersoll, W. H., Robt. H. Ingersoll Bros.
Jenkins, W. R., Comfort Magazine.
Johns, W. H., George Batten Company.
Johnston, H. V., Capper publications.
Jones, H. L., Doubleday Page & Co.
Jones, Owen, Good Housekeeping Magazine.
Katz, G. R., Katz Special Agency.
Koenig, Otto, Christian Herald.
Lalng, W. T., Capper publications.
Larned, W., Livingston, Ethridge Company.
Larned, Mrs. W. L.
Lee, David D., Lee & Williamson.
Lelth, Sam E., Associated Farm Papers.
Lesan, H. E., H. E. Lesan Adv. Agency.
Levey, Harry, Animated Advertising Company.

Lippmann, C. R.
Little, F. H., George Batten Company.
McCarthy, Cal., J. W. D. Boyce Company.
McGramm, F. G., Guaranty Trust Company.
Mahlin, H. J., O. J. Gude Company.
Mann, C.
Marchbanks, Hal., Marchbanks Press.
Martin, Miss J. J., Sperry & Hutchinson.
Mettee, F. G., I. H. Blanchard Company.
Mettee, Mrs. F. G.
Morrison, Frank E., Associated Advertising.
Morrison, Mrs. Frank E.
Morse, E. H., Doremus & Morse.
Morton, W. J., W. J. Morton Company.
Nast, Cyril, New York Edison Company.
Neal, W. J., Doubleday Page & Co.
Neal, Mrs. W. J.
Newbarn, C. A., Capper publications.
Patman, C. W., Association of National Advertisers.

Perlitz, A. O., Bromfield & Field.
Pfeifer, J. C., D. Appleton Company.
Pratt, Lewellyn E.
Mrs. Lewellyn E. Pratt.
Richards, F. St. J., Newspaper Representative.
Reed, H. R., Christian Herald.
Robert, H. A.
Rosenblatt, Miss A., Business Bourse.
Schooley, W. B., Reuben H. Donnelley Company.
Sharpe, G. B., De Laval Separator Company.
Sheehan, Mr.
Sisson, F. H., H. E. Lesan Agency.
Sioman, L. M., Inland Printer.
Sturgis, W. A., Today's Magazine.
Sullivan, Geo. L., Bromfield & Field.
Sullivan, John.
Tipper, Harry, The Texas Company.
Thompson, S. A., Simplex Lithograph Company.

Thompson, Mrs. S. A.
Toeller, J. C.
Walcutt, Mr.
Walker, H. H.
Whitney, W. A.
Wiener, A.
Williamson, P. E., Lee & Williamson.
Willoughby, T. F.
Whiting, P., Comfort Magazine.
Wright, Harland J., Schuykill Silk Mills.
Wright, Lynn C., Printers' Ink.
Wood, Harvey C., Reuben H. Donnelley Company.

Wood, F. D., Good Housekeeping Magazine.
Young, Harvey.
Zeese, Gustav, Zeese-Wilkinson Company.
Zobian, James, Newspaper Representative.

According to an announcement made at Columbia University, New York, early this week, Solomon B. Griffin, managing editor of the Springfield Republican, has been chosen a member of the advisory board of the School of Journalism, in place of the late Samuel Bowles, of the same newspaper.

Hosts and Officers of Chicago Convention. A.A.C.W. 1915



*A. E. Chamberlain,
National Commission*



*Charles H. Porter
President A.A. of C.*



*H. E. Myers,
Secretary Chicago Comm.*



*Douglas N. Graves,
Chrm. Program Com.*



*William Woodhead,
President A. A. C. of A.*



*P. S. Florea
Secretary A.A.C. of A.*



*James M. Dunlap,
Chairman Chicago Com.*



*Frank A. Howard,
Convention Committee*



*J. R. Woltz,
Pageant Committee*



*Homer J. Buckley,
Convention Committee.*

CIRCULATION MANAGERS AT MURRAY BAY

(Continued from page 27.)

ford, Record, Philadelphia, Pa.; H. B. Baker, News, Reading, Pa.; W. F. Herron, Gazette-Times, Pittsburgh, Pa.; H. H. Fris, Herald, El Paso, Tex.; E. M. McSweeney, American, Boston, Mass.; R. J. Corrigan, Times, St. Louis, Mo.

Among the important topics programmed for discussion are the following:

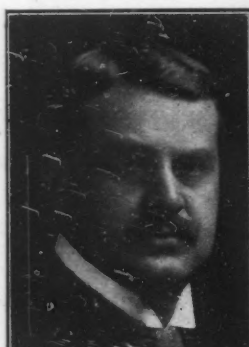
"War Tax on Bundles"; "How do newspapers, that are publishing gross figures in the Government statement, instead of net, expect to justify their action, etc.," "What is the one best feature, idea, premium or contest, which has given you this past year the largest increase?"

Returning, the party will be the guests

Windsor (Ont.) Record, and Mrs. Adams are conducting the winners of a voting contest on a trip to the San Francisco Exposition, returning through the Canadian Northwest.

C. S. Persons, circulation manager, Rochester Herald, regrets very much that business conditions have arisen which prevent him from being present.

Albert G. Bier, circulation manager of the Sandusky Star-Journal, has written a letter stating plainly that he will not attend the convention "because the water trip does not appeal" to him. "I live in a lake city," he writes, "where we have all the pleasures of the water, and get so much of it that we are glad to get away from it."



J. N. CHEVRIER.



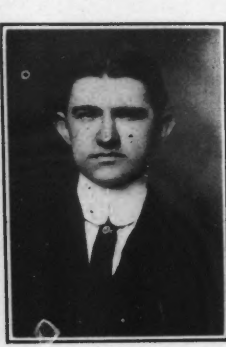
J. M. SCHMID.



J. R. TAYLOR.



W. L. ARGUE.



HAROLD HOUGH.



I. U. SEARS.

on Friday the 25th of the Quebec members and civil authorities, arriving in Montreal Saturday, June 26, at 7 a. m., to be the guests of W. J. Little, of the Montreal Star and other Montreal circulationers.

MAC KINNON'S ADMINISTRATION.

The administration of President A. E. MacKinnon has been an altogether successful one. While the membership has not increased there has been a greater degree of co-operation as between members than ever before.

It is likely that Mr. MacKinnon will be succeeded in the office of president by J. U. Chevrier, Montreal Le Devoir, the vice-president, although at the last meeting some little opposition developed.

The present officers and directors are as follows: President, A. E. MacKinnon, vice-president, the Hamilton Corporation; first vice-president, J. N. Chevrier; second vice-president J. M. Schmid, Indianapolis News; secretary-treasurer, J. R. Taylor, Grand Rapids Press. Directors: A. G. Lincoln, St. Louis Post-Dispatch; D. B. G. Rose, Louisville Post; J. A. Mathews, Oklahoma City Oklahoman; I. U. Sears, Davenport (Ia.) Times; J. H. Miller, Pittsburgh Chronicle-Telegraph; W. L. Argue, Toronto Star; M. Levy, Cincinnati Post; Harold Hough, Fort Worth Star-Telegram; L. L. Ricketts, Des Moines Capital.

Committee chairmen—Membership, J. M. Schmid, Indianapolis News; general welfare, Davenport Times; official bulletin, Sidney D. Long, Wichita Eagle; entertainment, Macon (Ga.) Telegraph; publicity, R. B. McLean, Philadelphia Bulletin; transportation, E. S. Dobson, Detroit News; program, A. G. Lincoln, St. Louis Post-Dispatch; convention, J. R. Henderson, Montreal Gazette; audit, W. R. Elder, Toronto Telegram; necrology, Joseph R. Taylor, Grand Rapids Press.

FAMILIAR FACES THAT WILL BE MISSED.

Walter M. Inman, circulation manager of the Chicago Daily News, who was to have read a paper, has found himself unable to attend and will therefore be obliged to have his paper read by some one else.

R. D. M. Decker, of the circulation department of the London (Ont.) Advertiser, who has just finished conducting a very successful voting contest, finds that business matters require too much time and attention to permit him to attend.

W. H. Adams, circulation manager,

H. L. Starkey, of the Chicago Herald, announces himself as sorry that he cannot get away.

John D. Simmons, manager of the circulation of the Atlanta Journal, is another who finds that much to his regret he will be unable to attend.

G. E. Johnson, circulation manager of the Louisville Courier-Journal, and secretary to "Marse" Henry Watterson, has been quite ill recently, and is hardly able to attend to business. He has been asked to prepare a paper, but found himself unable to do so.

Neither Clayton P. Chamberlain, business manager of the Hartford Times, nor any other representative of that paper, will attend the convention. Just at present the Times is not doing anything special in the way of circulation, although plans are being formulated for a campaign later on.

Henri Gagnon, Le Soleil, of Quebec, is among those who regret the fact that attendance at the A. A. C. of W. at Chicago will prevent him from attending the convention.

WAR KEEPS HIM HOME.

The foreign situation is one of the reasons which have decided Edward S. Lord, manager of circulation, Indiana Daily Times of Indianapolis, not to make the trip. "I am sure," writes Mr. Lord to THE EDITOR AND PUBLISHER, "that the circulation managers of this country appreciate the efforts of your publication."

E. B. Mason, circulation manager of the Flint (Mich.) Daily Journal, reports himself as anxious to attend, but not quite sure that he can get away.

E. C. Johnson, until recently of the Springfield (Mass.) Republican, still remains a member of the I. C. M. A., but considers himself on the retired list, and therefore will not make the trip.

D. C. Frame, a circulation manager of note, has written to a friend, "I am out of the newspaper game, for the present at least, for which I am thankful."

A. E. Clarkson, business manager of the Houston (Tex.) Post, makes no secret of the fact that he considers himself unfortunate. He is unable to attend the Southern Publishers' meeting, the circulation managers' trip, or the Associated Advertising convention.

D. A. Maloney, of the Boston Post, is another circulation manager who doubts his ability to be present.

"I don't expect to go to the I. C. M. A.," writes H. H. Bliss, of the Janes-

ville (Wis.) Gazette. "We must miss some of the good things."

J. T. Toler, circulation manager Atlanta Constitution, reports that conditions at the present time are such that he cannot get away. In a letter to THE EDITOR AND PUBLISHER he says, "I will appreciate whatever you have to say in reference to the convention, and will read your report with a great deal of interest."

Harry B. Clark, director of circulation for the Capper Publications, has recently purchased control of Corn Magazine, published in Waterloo, Iowa, and with the care of that added to his other duties he finds it impossible to get away.

The following note on the letter paper of the St. Joseph (Mo.) Gazette, needs no extended commentary, "The writer will not be able to attend the conven-

made it impossible for him to leave. His paper will be read by another member.

BEAUTY DETAINS HIM.

J. F. Jones, manager of the circulation of the Macon News, is another man who is conducting triumphant youth and beauty to the California Exposition. This, incidentally, was Mr. Jones' sixth successful voting contest. This year he cannot attend the convention, but he states that he "will be there with bells on, next year."

W. H. Harrington, St. Louis Globe-Democrat, is among those who deeply regret not to be able to attend the convention this year.

F. M. Ball, business manager, New York Tribune, laments that although he loses half of his summer pleasure in not making the trip, he cannot go, as things

tion. Yours truly, William Boeshans." A. E. Bischoff, of the circulation department of the London, Ont., Free Press, is kept away by important business.

A. D. Goodman, of the Houston Post, like his colleague, A. E. Clarkson, is not to be in attendance. "I will, of course, be more than pleased," he writes to THE EDITOR AND PUBLISHER, "to be of assistance to THE EDITOR AND PUBLISHER in any way possible, and will be glad to have you call upon me."

C. A. Booth, formerly circulation manager of the Milwaukee Wisconsin, now associated with the Democrat Printing Company, of Madison, Wis., State printers, and publishers of the Madison Democrat, feels that his work has very little to do with newspaper circulation, and therefore will not be present.

C. B. Julian, circulation manager of the Peoria (Ill.) Journal, is one of those who feel that they are not justified in going away just at this juncture.

MODEST MR. LINCOLN.

In answer to a request from THE EDITOR AND PUBLISHER for his photograph, A. G. Lincoln, circulation manager St. Louis Post-Dispatch, and chairman of the program committee, writes as follows: "Thanks for your offer to print my picture in THE EDITOR AND PUBLISHER, but let me whisper it, to me stuff of that sort is so repugnant that I must respectfully decline. In fact the subject is so distasteful that I really experience great difficulty in telling you of it for fear that I may be misunderstood. At the present time I have no thought of attending the next convention, nor will I have a paper to read."

"Fortunately, I was able to spare the members listening to a paper, because it happened that I was chairman of the Program Committee. I took particular pains this time to see to it that my name was left out. All this of course is in good nature." Mr. Lincoln will not be present, as he feels it inadvisable to leave the office in these perilous times.

W. A. Elliott, business manager of the Florida Times-Union, of Jacksonville, has been chosen to attend the Southern Newspaper Publishers' Association at Asheville, N. C.

Although W. S. Dunston, of the Birmingham, Ala., News, was on the program for an address, he will be compelled to stay away. His preparations for the trip had all been made, when at the last moment matters arose which

look at the present time of writing.

William E. Potter, who is circulation manager of the Manchester, N. H., Morning Union and Evening Leader, will be obliged to forego this year's convention on account of a press of business.

C. D. Hatcher, who has recently taken charge of the circulation department of the Detroit News, finds that his new duties will occupy all of his time at present. E. S. Dobson will represent the News.

Victor Ryberg, circulation manager of the Morning Telegraph of New York City, finds it impossible to be present.

JUST A FAMILY GATHERING

Shenandoah Sentinel-Post to Entertain Employees June 25.

Believing that a spirit of good fellowship, interest and enthusiasm among the employees of a newspaper and printing company is a valuable asset, the editors of the Shenandoah (Ia.) Sentinel-Post have invited all their correspondents and employees, from the city editor to the printer's devil, to a big, all-day social meeting, June 26. The morning will be devoted to an inspection of the printing plant, registration and to getting acquainted. Then comes a banquet, with informal talks by members of the editorial and business staff. A round-table discussion by the out-of-town correspondents will be one feature. Specialty printing samples will be given as favors at the banquet. After the banquet the guests will be given an automobile ride around the city.

She Is Prettiest of Them All

The Washington Times and the Baltimore News, both owned and operated by Frank A. Munsey, have just finished a large and far-reaching voting contest to find the Queen of American Beauties. Newspapers from every section of the country entered pretty girls for this competition.

Finally a board of judges in Los Angeles picked Miss Ruth M. Purcell, of Washington, D. C., as the prettiest girl in a final bevy of forty. Miss Purcell had recently been chosen as the prettiest girl in the District of Columbia. Miss Clara May McAbee, chosen as the most beautiful Maryland girl in a contest conducted by the Baltimore News, was awarded the next highest honors by the Los Angeles jury. Both young ladies are at present enjoying the San Francisco Exposition.

BOSTON

- ¶ The readers of the Boston American earn and have to spend every week more than \$9,254,000.
- ¶ The readers of the Boston American have on deposit in savings banks and co-operative banks and credit unions upwards of \$130,000,000.
- ¶ The per capita wealth of Boston is the highest of any of the big cities in the United States, \$2,061.84.
- ¶ A good deal more than half of all the evening newspaper readers in and around Boston are readers of the Boston American. The circulation of the Boston Evening American is largely in excess of the combined circulations of all the other Boston evening newspapers.
- ¶ 32.3% of all the Sunday newspaper readers (and there are four Sunday papers) are readers of the Boston Sunday American. The circulation of the Boston Sunday American is 24,196 more than that of its nearest competitor—more than three and one-half times greater than that of its smallest competitor.
- ¶ You can't begin to cover the Boston and New England field without the Boston Sunday and Evening American.
- ¶ Through the American you can get greater results per dollar invested than in any other way.

BOSTON AMERICAN
NEW ENGLAND'S GREATEST HOME NEWSPAPER

New York Office
1789 Broadway

80-82 Summer St.
Boston, Mass.

Chicago Office
504 Hearst Building

Brief History of International Circulation Managers' Association

By D. B. G. ROSE

Circulation Manager of the Louisville (Ky.) Post

[Mr. Rose has been honored by the association probably more than any other member because of his untiring efforts to promote its interests.—Ed.]

ON November 23, 1898, a handful of newspaper men of the central states, among them advertising and circulation managers as well as publishers, met in Detroit, Mich., for the purpose of organizing the National Association of Newspaper Circulation Managers. The first board of directors consisted of:

C. H. Matz, Cincinnati Times-Star; Geo. F. Barnes, St. Joseph Herald; F. L. Thresher, Minneapolis Journal; Bruce Haldeman, Louisville Courier-Journal; F. G. Hay, Indianapolis News; R. S. Weir, Syracuse Herald; J. L. Boeshans, Ohio State Journal; William Boeshans, Ohio State Journal, and W. H. Gillespie, Detroit Free Press.

Out of the nine directors then chosen four are still members of the association.

The temporary officers elected at the Detroit meeting were: President, W. H. Gillespie, Detroit Free Press; vice-president, Bruce Haldeman, Louisville Courier-Journal; secretary, J. J. Boeshans, Columbus State Journal; treasurer, F. L. Thresher, Minneapolis Journal.

None of these are now members of the association, and only "Billy" Gillespie, as he was familiarly and lovingly called by his friends, remained a member, and in 1911 he passed over the river to rest in the shade on the other side.

FIRST ANNUAL MEETING.

The first annual meeting of the association was held June 13 to 15, 1899, at Chicago. Each year thereafter the annual meeting has been held in the month of June, in the following order: New York, 1900; Buffalo, 1901; Detroit, 1902; Boston, 1903; St. Louis, 1904; Toronto, 1905; Louisville, 1906; Milwaukee, 1907; Philadelphia, 1908; Cleveland, 1909; Montreal, 1910; Chicago, 1911; Baltimore, 1912; Cincinnati, 1913; Steamship Noronie, 1914; Manior Richelieu, 1915.

Among those present at the first annual convention at Chicago, or one or two conventions subsequently, were: C. H. Matz, Thomas Downey, H. A. Akin, G. E. Johnson, James W. Brown, Geo. H. Reynolds, F. G. Hay, D. W. Beardsley, I. U. Sears, C. A. Booth, G. R. Mundy, R. L. McLean, L. P. Rutherford, E. P. Hopwood, E. C. Johnson, W. J. Darby, W. J. Irwin, John D. Simmons,

A. L. Dennis, Sidney D. Long, R. S. Weir, E. S. Dobson, C. F. Stout, W. H. Harrington, K. T. Boardman, H. J. F. Berkeley, Wm. L. Argue, O. D. Wolf, J. T. Toler, Wm. Elder, A. G. Lincoln, Harry Solomon and J. R. Taylor.

LIST OF PRESIDENTS.

Those who have served the association as presidents, together with their terms of office, are as follows: William H. Gillespie, 1899-1900; H. J. F. Berkeley, 1901-1902; Thomas Downey, 1903; Frank G. Hay, 1904; Harper Leiper, 1905; William J. Darby, 1906; David B. G. Rose, 1907-1908; Robert L. McLean, 1909; Harry E. First, 1910; John D. Simmons, 1911; William J. Little, 1912; Sidney D. Long, 1913; A. E. MacKinnon, 1914.

There have been only two secretaries of the association since its organization, the first being "Jake" Boeshans, who served the association from the organization in 1898 until 1907, a term of nine years. Beginning with the convention of 1908, Joe R. Taylor has served as secretary and treasurer until the present time.

The writer recalls but few of the members who have crossed the river, among them being our first president, and four others as follows: W. T. Arkison, Buffalo, 1905; E. E. Brown, Manchester, 1906; James H. DeLahunt, Buffalo, 1907; C. W. Scott, Cleveland, 1910; W. H. Gillespie, Detroit, 1911.

Among those who have been on the membership roll during the past fifteen years and have taken up other work than that of managing circulation, some of whom have advanced to the position of publisher-in-chief, others to advertising and business managers and others to various lines of newspaper endeavor. With but few exceptions the writer does not recall one of those whose names follow, but who has been successful. Here they are; there are no doubt others who have passed out of mind: R. S. Grable, George M. Rogers, J. H. Allison, F. E. Murphy, Emil Scholz, J. R. Taylor, F. A. Rodman, Harper Leiper, Frank A. Glass, W. I. Dickinson, C. M. Welch, C. H. Breed, Fleming Newbold, J. W. Brown, John F. Kelly, A. E. Clarkson, John Foley, E. B. Conliss, I. F. Bailey, Frank S. Brant, Ernest Scholz, J. L. Russell, J. T. Toler, F. F. Hoard, W. T. Adair, A. J. Charles, J. W. Magers, F. W. Dowd, Frank L. Frugone, G. E. Johnson, Alfred Zimmerman and James W. Brown.

SIXTY-THREE NEW MEMBERS.

The most rapid strides in the membership of the association were made in 1908-1909, when the Membership Committee, under F. F. Hoard as chairman, brought in sixty-three new members.

The following year, 1909-1910, fifty-seven were added to the list, making a total in two years, from 1908 to 1910, of one hundred and twenty members.

There were one hundred and thirty-nine members in the association in 1905, and our present membership shows three hundred and five, the increase for the past eight years being one hundred and sixty-six members.

One of the most advantageous steps, as well as a very profitable institution, established by the association, was that of the "Official Bulletin," which was first published by the then president on August 15, 1907, as a four-page bulletin letter. Previous to that time, although the by-laws of the association called for the publication of a "Bulletin," it had remained a dead letter. There were six issues of the "Bulletin" during the years 1907-1908, the last issue being on May 15, which was a sixteen-page affair.

Those who have served as editor of the "Bulletin" and have been responsible for its publication, beginning with its establishment by the writer 1907 to 1909: D. B. G. Rose, 1907-1909; R. L. McLean and Emil Scholz, 1909-1910; John D. Simmons, 1910-1911; F. A. Rodman,

1911-1912; W. J. Little, 1912-1913; Sidney D. Long, 1914-1915.

CHANGE IN NAME.

At the Montreal convention in 1910, in honor of the large membership from the Canadian newspapers, as well as from other countries, it was but proper that the name of the association should be changed from that of the National Association Managers of Newspaper Circulation to the International Circulation Managers' Association, saving thereby in the name at least time and type.

If there can be any one reason for the splendid success achieved by the association as an association, it can be placed to the credit of those who have had the most to do with its affairs, in that they have endeavored to avoid the pitfalls that had in the early days of our association come upon the American Publishers' Association, when it was the custom at their annual conventions, held in New York City, to discuss a few topics covering their line of endeavor, elect officers and then have a good time, with a big banquet. Not so with the Circulation Managers' Association. They realized from the very beginning that they attended these conventions for business and business alone, that their time was more important and the money expended more necessary for the upbuilding of their paper than to engage in frivolous and unprofitable conventions.

DISTINGUISHED SPEAKERS AT MEETINGS.

It has been the custom of the association each year to invite men of capacity along newspaper lines to address the convention. At the Cleveland convention Don Seitz, manager of the New York World, came from New York to Cleveland for the especial purpose of addressing the convention. There have been many notables throughout the country to address the members of the association in convention and from whose instructions and information have redounded the success of not only the individual but the publisher represented.

Several of the Third Assistant Postmaster Generals have addressed the convention, among them the writer recalls General Madden and General Lawshe.

One feature of the association's work should not be overlooked in this sketch, and that is the display of circulation department forms and blanks at the Philadelphia convention in 1908, and which will again this year be one of the features of the Cincinnati convention.

The circulation manager, by and through the association, has become a personage of standing and influence in the publishing world.

It is to be hoped and expected that the association will continue to grow and flourish as in the past, to the end that the publisher, the circulation manager, and the people may be benefited.

He Didn't Eat the Paper

Andrew Carmical, managing editor of a local newspaper in Okmulgee, Okla., was alone in his office when a man entered the door, which he quietly closed and locked.

"Ahe you the editor?" Carmical was asked.

"No, but I represent him," the newspaper man replied.

"Then I'm going to make you eat last night's issue of your paper," the visitor said.

"All right, but before you do you'd better lock the door again. It has come open," Carmical said.

The man turned, but the door was still locked. When he faced Carmical again he looked into the muzzle of an automatic pistol.

The newspaper was not eaten, but the stranger was arrested. In jail he gave his name as John Clark, and said that an article in the paper was a direct slap at him.

Luke M'Glook

7-Column strip furnished in mat form, contains lot of "pep" and is really interesting.

WANT PROOFS?

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

NEWSPAPER
prosperity is based on circulation.

FEATURE
elements of the right kind make and hold circulation.

SERVICE
by experts means material and methods that have been PROVED.

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

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

Sport Service

Everything for Your Sport Page
News Pictures
Letters Box Scores

DEMAREE CARTOONS
Write or Wire for Samples and Prices

International News Service
238 William St., New York City

USE
UNITED PRESS
FOR
Afternoon Papers

General Offices, World Bldg., New York

JOSEPH P. SCHILLER SYNDICATE
Newspaper SUNDAY Supplement

Schiller Building CHICAGO
OLYMPIAN SPA FASHIONS
A regular FEATURE with progressive Publishers.
A colored pictorial supplement, printed from half-tone plates in four colors on coated stock.

CURRENT FASHIONS
for women and children.
Dresses, Wraps, and Hats can be cut out and fitted on the lay-figure printed on each Supplement.
OLYMPIAN SPA PATTERNS
will be largely advertised during 1915-16.
Write for our proposition and sample supplement.

Successful Circulation Campaigns Conducted
Secure the services of our large and established organization. Years of success and experience guarantees your paper good results.

SOME RESULTS!

For one paper in the South we secured \$90,000 worth of new subscriptions. We work on the same papers year after year, and only on the best newspapers. JUST RECENTLY CONDUCTED CONTEST FOR THE LOS ANGELES TIMES securing \$50,000 in new subscriptions. ASK THEM any company who can please this class of newspapers can please YOU, Mr. Publisher.

NOW CONDUCTING CAMPAIGN ON THE COURIER JOURNAL-LOUISVILLE TIMES, LOUISVILLE, KY. WRITE or WIRE. Care Above Paper

THE NORTH EASTERN CIRCULATION CO.
Davenport, Iowa C. B. Hollister, General Manager

460 Daily Newspapers
are profiting by the use of
WINTHROP COIN CARDS

Less trouble to collect small amounts due.
Remittances made more promptly.
Loss through failure to collect reduced to a minimum.

A letter will bring prices and details.
THE WINTHROP PRESS
141 East 25th Street New York City

SOUTHERN NEWSPAPER PUBLISHERS IN SESSION

Hold Annual Meeting at Asheville With Good Attendance—Old Officers Re-Elected—Some of the Valuable Papers Read—Association to Undertake an Advertising Campaign.

(Special Correspondence.)

ASHEVILLE, N. C., June 15.—The thirtieth annual convention of the Southern Newspaper Publishers' Association closed a two days' session of good work and pleasant incidental entertainment at Grove Park Inn Tuesday evening with the adoption of a resolution to make the inn the permanent convention place. The attendance numbered 30 members, 6 of whom joined the association at the meeting, which was said by President W. T. Anderson to comprise more publishers than any recent convention of the body.

The most important feature of the convention to the members was the adoption of a resolution to create by voluntary assessments a fund to be disbursed by a committee in advertising the South and membership papers in such manner as it sees fit. The understanding among the members is that the advertising will be placed in THE EDITOR AND PUBLISHER.

The following officers were re-elected: President, W. T. Anderson, Macon (Ga.) Telegraph; vice-president, Robert S. Jones, Asheville (N. C.) Citizen; secretary-treasurer, W. M. Clemens, Mobile (Ala.) Register. Walter Johnson, Chattanooga (Tenn.) News, was elected second vice-president. This is a new position, which Mr. Johnson is the first to fill.

Executive Committee: V. H. Hanson, Birmingham, Ala.; D. D. Moore, New Orleans; F. C. Bell, Savannah, Ga.; Elmer Clark, Little Rock, Ark.; G. J. Palmer, Houston, Tex.; M. K. Dureson, Lynchburg, Va.; John A. Park, Raleigh, N. C.; Chas. D. Atkinson, Atlanta, Ga.; W. A. Elliott, Jacksonville, Fla.; Edgar M. Foster, Nashville, Tenn.; Robert Latham, Charleston, S. C.; R. W. Brown, Louisville, Ky.

The committee named by the president to have charge of the advertising fund is composed of W. B. Sullivan, of Columbia, S. C.; W. C. Johnson, of Chattanooga, and W. C. Dowd, of Charlotte.

THE OPENING MEETING.

The convention met Monday morning in Grove Park Inn., the unique and luxurious resort hotel on the mountain side built by E. W. Grove, of St. Louis, and controlled by F. L. Seely, founder of the Atlanta Georgian, and was welcomed to Asheville by D. Hiden Ramsey, Commissioner of Public Safety, the response being made by James J. Smith, of the Birmingham Ledger. The following new members were elected:

Charlotte Observer, J. V. Simms; Winston-Salem (N. C.) Journal, N. L. Cranford; Tampa (Fla.) Times, L. D. Reagin; Roanoke (Va.) Times, W. E. Thomas; Greensboro (N. C.) News, E. B. Jeffres, and Gazette News, Asheville, N. C., W. M. Bricken.

Letters expressing regret at inability to be present were read from President Wilson, Adolph Ochs, James Keely, Frank B. Noyes, Hopewell Rogers and Secretary Josephus Daniels.

NEW COMMITTEES.

Committees were appointed and following this came the call for a report on the advertising fund by the committee appointed September 22, 1914, by President Sanford. Chairman C. B. Johnson reported that he had been unable to get a committee meeting. Much difference of opinion was expressed as to the actual status of the advertising matter.

The secretary said that the minutes showed 21 members as assenting to an assessment. Robert S. Jones said he thought the members had been relieved of this promise of contribution. On motion the president named W. B. Sullivan, W. C. Dowd and Walter Johnson as a committee to review all information on the subject and report next day with recommendation.

The members went riding in the late afternoon as the guests of the Asheville Citizen. In the evening they were the guests of F. L. Seely at a dinner which was featured by an address by Congress-

man James J. Britt, of Asheville, former third assistant postmaster-general in the Taft cabinet, on "The Postoffice Department and the Press," and the reading by Wilford W. Fry of a paper prepared by S. Wilbur Coapman, on "The Newspaper and National Advertising." Mr. Coapman being a member of N. W. Ayer & Sou. Mr. Britt said that the cent a pound newspaper rate was in effect a subsidy since it cost the government six times that amount to carry the papers, but that it was a justifiable subsidy since the papers rendered the public a benefit ten times the cost to the public.

At the opening of the Tuesday morning session the president appointed as a nominating committee John A. Park, M. K. Dureson and F. G. Bell. Then followed the discussion of topics on the rearranged program. "Office Accounting" was the subject treated by R. S. Carver, of the Jacksonville Metropolis. "Circulation Income vs. Advertising Income" was discussed by W. T. Anderson, who maintained that it was the duty of a paper to charge subscription rates which would pay all expenses and afford a profit independent of advertising. He maintained that no paper could be sold for less than \$5 a year on this basis, his own selling for \$5 by mail and \$7 delivered by carrier, seven issues a week.

INTERESTING DISCUSSIONS.

"Moving Pictures, Amusement and Political Advertising" was the theme of A. F. Sanford, of the Knoxville Journal and Tribune, who maintained that there should be some uniformity in treating the copy of "movies," while there was none now. He favored a lower rate than the regular theatrical advertising rate, but with reading notices eliminated. C. B. Johnson, of the Knoxville Sentinel, in discussing "The Proper Handling of Advertising Contracts," told of his system of keeping a card index to show at a glance the status of a contract and whether copy was coming in uniformly. If, at the end of three months, it was not, the advertiser was advised that it would be undesirable to have it lumped at the end of the term. "Circulation and the U. S. Government," assigned to E. B. Jeffres of the Greensboro (N. C.) News, served to develop talk as to whether subscriptions obtained by contests should be returned the first year under the income tax law or pro-rated by years.

TO MEET AT ASHEVILLE NEXT YEAR.

F. L. Seely extended an invitation to the association to meet in Asheville again next year, promising to accept advertising for hotel expenses of members. On motion of F. G. Bell the Inn was chosen unanimously as the permanent convention place.

A memorial to the late F. W. Hinman was adopted and resolutions of thanks to Asheville people were adopted.

The Advertising Committee recommended that the papers be asked to subscribe \$3 per thousand of circulation, with a minimum of \$15 and a maximum of \$60, the fund to be spent by the committee named by the chair. Complaint was voiced by Mr. Dowd, Mr. Withers and Mr. Anderson that the maximum included papers with much smaller circulations than the Atlanta and New Orleans papers. On motion of Walter Johnson the maximum was raised to \$100.

Mr. Seely offered a cup to be played for by association members, and the first contest for it occurred Tuesday afternoon, when W. H. Bagley, of the Raleigh News and Observer, was the winner with a score of 99. Others than golfers enjoyed a ride over the roads of Vanderbilt's Biltmore estate as the guests of the Asheville Gazette-News. The convention closed with a ball Thursday evening.

A feature of the remarks made during the course of the convention was the tone of optimism as to financial conditions in the South. President Anderson said that it should be remembered that the cotton crop was only 29 per cent. of the South's total crops.

DONALD GILLIS.

The New Wood Dry Mat

Is Now Ready for Immediate Shipment

Price under yearly contract for
4,000 or more

Size 18x24, **9 CENTS EACH**

Size 20x25, **10 CENTS EACH**

A Continuing Supply Is Now Assured

SAMPLE PACKAGES OF 12

Size 18 x 24 \$ 2.00
Size 20 x 25 2.25

CASE OF 100

Size 18 x 24 12.00
Size 20 x 25 13.00

CASE OF 500

Size 18 x 24 55.00
Size 20 x 25 60.00

All prices net f. o. b. our warehouse, Boston, Mass.

Wood Scorcher, \$65.00

The WOOD DRY MAT is a money and time saver in the newspaper office and in the syndicate office, and is as useful in job plants as in newspaper offices. We recommend its adoption.

WOOD FLONG COMPANY

Henry A. Wise Wood, President,
Benjamin Wood, Treas. & Gen. Mgr.

**25 Madison Avenue
New York City**

PUBLISHERS OPTIMISTIC

President of United Press, After a Month's Travel in West, Says Business Situation Is Much Improved—War Situation Now Disregarded—People Want War News.

A decided improvement in the general condition of the American newspaper business is not merely "on the way" but the improvement is actually here. The belief is voiced by Roy W. Howard, president of the United Press, who returned to New York today, after a month's business trip extending to the Pacific coast.

Mr. Howard went West over the Southern Route, moved up the coast from San Diego to Seattle, and returned via the North. It is his opinion that there is a better grounded and more genuine optimism among newspaper publishers today than has been in evidence at any time during the past two years. This optimism appears to be based on statements of earnings and contents of cash drawers rather than on hope.

"The splendid condition of the grain crop everywhere and the evidence that there can be no general European peace before fall is undoubtedly affecting the general business situation most favorably," said Mr. Howard. "However reluctant Americans may be to profit at the expense of Europe's misery, this buoyancy is undoubtedly heightened by the stubborn defense of the Dardanelles, and the probability that last year's Russian wheat crop will continue to be held up from western Europe indefinitely. With the European wheat crop greatly reduced, the American farmer is feeling mighty satisfactory, thank you, and this feeling is being generally reflected, especially among the smaller town newspapers.

INCREASE IN EARNINGS.

"Everywhere publishers report a healthy increase in earnings, and the points where 1915 April and May statements failed to show a decided increase over corresponding statements for 1914 are the exceptions. I think it is generally true that collections have not yet improved equally with earnings, but it is also generally true that collections for every month of 1915 are more favorable than for the corresponding months in 1914, and, generally speaking, May collections seem to have been better with publishers generally than those of any other month of 1915.

"Publishers seem to be considerably in doubt as to just what will happen at the conclusion of the war. The idea of a possible early peace, and the tendency to mark time, in evidence up to the first of the year, have now almost completely

vanished. Publishers say that their advertising earnings indicate that large businesses have almost without exception come to the conclusion that this is a go-ahead time. The doubt prevailing a few months ago seems to have been shoved far into the future, and to concern itself rather with what may happen after the war is over.

CONFIDENCE IN THE FUTURE.

The most marked change of sentiment that I encountered on my trip was the prevalence everywhere of confidence in the immediate future, and general feeling that whatever may come after the war, this country, responding to the European demand for production, is in for an era of immediate prosperity. I do not mean to say that there is any general worry over the prospect of bad conditions after the war—on the contrary, I believe that the general impression is the reverse, but publishers frankly express the opinion that a new order of things will then obtain, and new conditions will have to be met. The situation, while not such as to justify any great amount of worry, is necessarily a bit problematical as to its outcome. "Publishers generally seem to be building up their reserves and contingent funds in a manner that will insure their meeting this new condition whatever turn it may take.

"Editors throughout the country seem to have at last accepted the public demand for war news, and are meeting it. A few months ago—especially during the winter months, when the belligerents were lying rather quiet in their trenches—there was a general effort on the part of editors to subordinate the war news. The characteristic of the American news editor to want 'something different' every day resulted in efforts to sidetrack the war news. Circulation managers, however, report that the readers want war stuff. As a result there has been a swing back, and the war news is being given a heavier play throughout the papers generally now than it was five months ago. No man who listens to the conversation in hotel lobbies, on trains, or on the back end of street cars, can have much doubt as to the chief topic of interest in the country today.

"This pressure has been felt by the United Press to such an extent that we are today shouldering a heavier war expense than we have carried at any previous stage of the story. The one redeeming feature from our viewpoint lies in the fact that editors are today voicing a higher appreciation of enterprise in war news gathering than at any time since the war started."

The Canton (Ohio) Daily News has closed its columns to all advertisements of medicines.

ARGUE'S CAREER IN CIRCULATION

Rounds Out Twenty-one Years in This Department of Newspaper Work.

One of the prominent figures at all I. C. M. A. conventions is W. L. Argue, circulation manager Toronto Daily Star, who is completing twenty-one years' continuous service with that successful newspaper.

Mr. Argue entered the newspaper business on July 11, 1887, with the Toronto Daily News under the management of the late George Darby, father of W. J. Darby, circulation manager of the Mail and Empire.

On June 26, 1894, Mr. Argue was offered and accepted the management of the circulation department of the Star, then a small newspaper with less than 8,000 circulation.

In discussing the rise and growth of the Star and his connection with it Mr. Argue says:

"In twenty-one years I have had the pleasure of watching the circulation of the Star increase rapidly, passing one competitor after another until at the present time the Star finds itself in the enviable position of being able to claim a net paid circulation of over 112,000 daily, the largest circulation of any English daily published in the Dominion of Canada. The European war, of course, is responsible for a portion of this increase, but, even before the war the circulation was close to the 100,000 mark. We carry a mailing list of about 24,000, absolutely paid in advance subscriptions. No name is placed on the list unless a remittance accompanies the order, and all subscriptions are discontinued promptly on expiration unless renewed (no deadwood). We have a downtown street sale by newsboys, who buy at our head office, of about 27,000 daily, which I believe will compare favorably with any daily paper published in a city of the same size in America.

"In stating the above facts I am not taking any credit to myself, but it goes to show what can be accomplished in twenty-one years with careful management and the right class of men in the news and editorial department. A newspaper is similar to any other article manufactured to be bought and sold. In the case of a newspaper the news department can justly be termed the manufacturing department and the circulation department the sales force. The circulation department must sell the output of the news department, and if the material supplied is not of the right kind the most competent circulation manager that ever lived cannot build up and maintain a large circulation.

"I have been a member of the I. C. M. A. for fifteen years, and am at pres-

ent serving my second term on the board of directors. I hope I have many friends in the association, and look forward with great pleasure to meeting these good fellows each year, and trust I will be spared to guide the circulation department of the Star at least another twenty-one years."

INCREASES IN WAGE SCALE

Typographical Unions in Several Cities to Get More Money.

The local typographical union at Great Falls, Mont., has secured an increase of \$1.50 for all classes of work. This gives foremen on morning papers \$42 per week, and assistant foremen, \$37.50; foremen on evening papers, \$36, and journeymen, hand and machine, \$34.50 for night work and \$31.50 for day work.

Marshalltown (Iowa) Union, printers, have signed for a new scale with five employing concerns. Under its provisions foremen and floor men receive \$1 a week increase up to March 1, 1916, and then \$1 more. Machine operators, book and job men, will get \$2 more for the first period and then a \$1 increase.

A new wage scale was adopted at El Paso, Tex., at the last meeting of the local union which calls for a raise of \$3 for the hand men, and \$2 for the machine men. A committee is negotiating with the proprietors.

An agreement has been reached at Utica, N. Y., between the newspaper scale committee of Typographical Union No. 62 and all offices governed by the machine scale, dating from April 1, 1915, to April 1, 1920, with an increase of 50 cents per day, October 1, 1915, 50 cents per week April 1, 1916, and 50 cents October 1, 1916, thus making the scale for day work from October 1, 1916, \$23.50, and for night work, \$26.50.

President Berry of the International Pressmen and Assistant's Union announces the following gains:

Contracts have just been signed with the Daily Oklahoman, Oklahoma City. The dispute has been on for several years, and the adjustment re-establishes union conditions and satisfactory wages. The settlement will have a most decided effect upon all printing trades artisans throughout Oklahoma.

Contracts have been renewed with improved conditions with all of the employing printers and newspaper publishers of Ottawa, Ontario.

Pressmen's Union of Miami, Fla., secured contracts with every employer in the city, establishing most exceptional working conditions.

Subscribe to the EDITOR AND PUBLISHER now and get convention reports next week.

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, **THE AMERICAN NEWS COMPANY**
9-15 Park Place, New York City.

LURE OF THE AD CONVENTION SPEECH

Experience of a Modest Adder Who Yielded to the Blandishments of the Program Committee and Then Got Cold Feet When Told He Was to Address Thousands of People

Were you invited to "Deliver an Address" at the Chicago Convention of The Associated Advertising Clubs of the World? If not, you have escaped, perhaps, the most thrilling and wonderful sensation of your entire existence.

The various wheedling, ingenious, sleight-of-hand chairmen of this-and-that committee are not to be blamed. They have their work cut out for them. You can't conduct a well-regulated, husky, corn-fed convention without speeches. There may be gentlemen just mean and trifling enough to say that less speech-making and more automobile rides might add animation to the program, but the very thought is an unworthy one, and we will hurriedly pass it by. A sprinkling of irreverent members would be at a distinct loss for sleeping quarters, if these discourses were dispensed with. They constitute an economic necessity.

The one encouraging fact your amateur lecturer faces is the almost certain knowledge that audiences of this sort, as a rule, are never wholly conscious of what is going on around them. They sit there in a peaceful trance, with their dreams mid-way 'twixt a lake excursion boat and the Hotel La Salle bar.

Now that the program is in print and the nervous tension is relaxed, there seems to be no good and sufficient reason why we should not tell the "Tale of Jim and The Convention Speech." Perhaps it is a page torn from your own pet book of experience . . . who knows?

TEMPTATION.

On May 22, Jim, who is a nice chap, with a steady job, and friends, and all that, received the following telegram:

"Will you deliver speech at Chicago convention of Associated Advertising Clubs of the World?"

The opening paragraph was prosaic, very much to the point, and peculiarly significant. But read—read! Here is positive proof of the fact that the common or garden variety of convention committee chairman is as shrewd and as sly as a timber wolf. Get this insidiously cunning line:

"You must not disappoint me, for I have great faith in your superior knowledge of the subject in hand. Want you to talk on 'Why Single Column Newspaper Ad. Is Better Value Than a Page in the Post.' Wire your acceptance."

Jimmy was human. Some advertising men are, despite what the manufacturer thinks. For a joyous, exuberant, bristly day Jimmy bumped about the office, all puffed up with the opinion he thought other folks had of him. His top hair scratched the ceiling. When he eaged up to the boss's desk, the buttons of his vest strained at their thread moorings, and he did a fancy side line of Favershamming as to speech. A man is never properly appreciated in his own home town. The office is far too preoccupied to recognize genius. But on the outside—ah, yes—out there in the great big over-yonder land they are fully acquainted with his quiet and unassuming greatness.

ACCEPTANCE.

Jimmy, in the first blissful exuberance of unexpected fame, wired back his willingness to "do that little thing." And, for three consecutive days following, it was nothing but one darned self-approval after another. He informed his fellow-workers of the great event. His wife cooed and sputtered over him. Then a letter came from the aforementioned chairman. It read:

My Dear Mr. Jimmy:—
I was delighted to receive your wire, advising us that you would deliver an address on "Why a Single-Column Newspaper Advertisement Is Better Value Than a Page in The Post." The writer realizes that, from your rich storehouse of knowledge, you will be able to draw forth much that will be of constructive help to the convention. You may be further assured that the thousands present are destined to follow your every word with abiding and profound interest.

There was a hidden thorn in this letter. In the first, happy, warm glow of pride, Jimmy blushed three individual shades of Indian red, No. 1. But, all through the tepid day, his mind went stumbling back to some sentence or other in the note. There were hot-and-cold seconds of time, when Jimmy had a quick catch at the heart, as if his suspender buckles had begun to grow in. After lunch he yanked out the letter for the eleventh time and read it all over carefully again. The chills returned, with greater violence.

WHERE HE GOT SCARED.

It suddenly dawned upon Jimmy why he was experiencing these cyclonic spells of temperament—"The thousands present will follow your every word with abiding and profound interest!" Why had this Chicago monster crow-barred that ugly little thought into his convention note? Coldly analyzed, the statement was one calculated to strike terror to even a seasoned speaker of the Billy Sunday type.

And far into the night, Jim fretted with that bugbear paragraph. He grew unreasonably peevisish. The insidious horror of the situation was gradually forming in his mind. "The thousands present"—There were a great many hundreds in a thousand—what a whopping bunch of folks—enough to fill a hall—what sort of a hall was it?—Did it have a raised platform?—Would he be compelled to face those thousand—or more—faces?—Did regular, professional star speakers stop and drink ice water, or was this simply a comic paper superstition?—Where could he borrow a dress suit to do the speaking in?—Did they wear dress suits when they spoke?—What in the blooming dickens would he say when he did get up to speak?—How long was a half hour?—Was it proper to start out by saying, "Dear ladies and gentlemen"?—Could he read his speech?—Nobody but actors were capable of memorizing all that stuff—Would his wife let him go?

TREPUDIATION.

These—and other reflections—made life a pretty sorry and sour proposition for Jim. The seed of an appalling dread had been planted.

Wilbur D. Nesbit, and kindred Chicago wits, hardened by innumerable seasons of Press Club jamboree, would sit in a back seat, chewing the nubbin of a black cigar, and grin and grin and smile sarcastically and remark, in a sardonic aside—"Who is that clam-eared Billiken in the arena now? The man who persuaded him to make an address ought to have his vocabulary cut out. Why, the nut couldn't speak to a conductor when he reached his own street—Put him out!" Then Nesbit would get up and make the speech himself, and the meeting would come back to order again.

DECLINATION.

So early on the following a. m., Jimmy wrote this letter to the Chicago chairman:

Death in the family will prevent my attending Chicago convention. Sorry . . . better make other arrangements.

A telegraphic answer was characteristic:

Will not take "No" as answer. You can hold a Death any old time. . . . Convention like this happens only once in a generation.

Whereupon Jimmy wired:—
Aside from funeral obligations, unprecedented rush of work will make proposed journey out of question. Business before pleasure.

The Twentieth Century brought this from Chicago:—

Dear Mr. Jimmy:—
It is too late to turn back now. You really must come. Name has been given to Program Committee and same has gone to press. Stand by me . . . we need you. Biggest crowds in Chicago's history scheduled to be on hand. You follow
(Concluded on page 44.)

THE NEW YORK AMERICAN has established its value as an advertising medium for the automobile industry.

The NEW YORK AMERICAN is always able to establish its value as an advertising medium for any business.

The NEW YORK AMERICAN does not want the business of any advertiser except upon the basis that it will pay him. Any business will soon feel, or it will not, the influence of the trade of ONE-FOURTH of all of the people in the New York territory.

The NEW YORK AMERICAN is a very strong advertising medium. It cannot fail to be, with ONE-FOURTH of all of the people of New York standing back of it. It does not need to worry about the results it gives to advertisers. RESULTS FOLLOW ADVERTISING IN THE NEW YORK AMERICAN.

The NEW YORK AMERICAN, in the automobile world, had to prove its case, just as it had to in the Financial Field. It has done so in both cases very thoroughly.

NEW YORK AMERICAN readers own ONE-FOURTH of the automobiles in the New York territory. ONE-FOURTH of the future buyers of automobiles are among its readers.

The NEW YORK AMERICAN has received from automobile dealers expressions of its value to them as an advertising medium. They do not play favorites with newspapers. The actual cash return from their advertising is the only thing that interests them.

Mr. C. T. Silver, President of the C. T. Silver Motor Co. (Distributors of the Peerless and Overland automobiles in New York), says:

"The NEW YORK AMERICAN stands 'No. 1' on my list and if my appropriation allowed me to use but one newspaper, I would select, by long odds, the NEW YORK AMERICAN."

Mr. Wm. F. Sternberg, of the Chalmers Motor Co. of New York, says:

"The NEW YORK AMERICAN IS THE BEST 'PULLER' FOR US. We have been advertising in it regularly over a very long period and have yet to experience poor results."

NEW YORK AMERICAN
DAILY AND SUNDAY

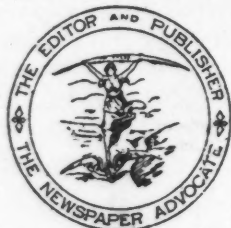
MEMBER AUDIT BUREAU OF CIRCULATIONS

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. Lefler, Business Manager.

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

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

See Publisher's announcement for subscription and advertising rates.

New York, Saturday, June 19, 1915

Ideas are born; they have their infancy—their youth—their time of stress and struggle—they succeed, they grow senile, they nod, they sleep, they die; they are buried and remain in their graves for ages. And then they come again in the garb of youth, to slaughter and slay—and inspire and liberate. And this death and resurrection goes on for ever. In Time, there is nothing either new or old: there is only the rising and falling of the Infinite Tide.

—Elbert Hubbard.

THE COUNTRY'S REAL OPTIMISTS

Unless we are very much mistaken, those who attend the great A. A. C. W. Convention in Chicago will not hear a single pessimistic note struck during the entire week. Advertising men are born optimists. As dispensers of gloom they beat a hot July sun on a foggy morning all hollow.

When general business is bad they can present more reasons why it is going to improve next month or next year than any other body of commercial hustlers. They keep their ears so close to the ground that they can hear the faintest footfalls of returning prosperity.

If, for any cause, all advertising activities should cease tomorrow, it would be a splendid thing for the entire country if the government would engage them all, at generous salaries, to travel about among the people and preach the cheerful gospel of optimism with which they are so thoroughly imbued.

AD MEN AS LAY PREACHERS

Of all the ad men who are to deliver addresses in Chicago next week those who are to preach lay sermons in the churches tomorrow are the most to be envied. No one who has not had this unique experience can conceive the inspirational effect it has upon the speaker.

A majority of those who will occupy pulpits never spoke to a church congregation before. Some of them, it is altogether likely, are not active church members. And yet, when they deliver the moral or religious addresses they have prepared, there will not be a single hearer who will not be impressed by the earnestness of the speaker and the sincerity and force of the truths which he presents.

Advertising men are clear thinkers—they have to be—and know how to present their thoughts in at-

tractive form and in language that all can understand—that is their business.

These are the reasons why lay sermons have become so popular in convention cities, and why they will probably continue a fixed feature on these occasions for many years to come.

THINGS ARE LOOKING UP

There is undoubtedly, at present, a better feeling existing among newspaper publishers over the business outlook than for several months. President Roy Howard, of the United Press Associations, who has recently completed an extended trip through the West and the Northwest, says, in an interview printed elsewhere in this issue, that they are in better spirits and are getting back into their old time swing in thought and action. They have recovered from the war scare—are not even waiting to see how the great conflict will end or how it will affect this country, but are going right ahead with their plans for improvements and the securing of new business. Collections are better, the crop indications are most satisfactory, and nothing short of unusual weather conditions can interfere with big harvests in cereals and in fruits.

The East is slower to recover from a financial depression than the West, but even here the outlook is of a cheering character. The export business has grown rapidly in spite of a shortage of ships and the dangers of submarine encounter. The millions of dollars worth of orders for military equipment, railway supplies and other materials are so heavy that the factories are working day and night, with two shifts of men, to turn them out.

Freight is moving more freely, there is less complaint about unemployment, and a feeling of optimism is more generally prevalent than it has been for some time.

The publisher who has managed to pull through the past year without serious loss and has kept his organization intact, is now in a position to get and to hold business that has been denied him. Our country is not going to be dragged into the great war. We are going to go right along attending to our own business and, in the end, we will come out at the big end of the horn—there's not the slightest doubt of it.

The Warner Brothers Company, manufacturer of Redfern corsets, has addressed the retail trade with respect to a Fashion Letter from the pen of Anne Heaton Channing, in which the statement is naively made that "wide-awake newspapers are glad to reprint these Fashion Letters in their columns free, giving credit to the merchant who hands them in." "Are you one of these merchants?" asks the circular. What is the use of buying newspaper space when the wide-awake newspapers give away the best kind of advertising?

AMONG THE NEW BOOKS

A CONCISE SUMMARY OF THE LAW OF LIBEL AS IT AFFECTS THE PRESS. By William G. Henderson, of the New York Bar. Chemical Bank Note Co., publishers, Rutherford, New Jersey.

To thoroughly understand the law of libel it is necessary for a journalist to put in months of study on the subject. That more suits for libel are not filed is not because the newspapers do not furnish grounds for such actions, but because the public does not know half the time when it has been libelled. The editors of newspapers are not at all anxious to be haled into court and therefore do not knowingly make statements about people that are actionable. Ignorance of the law both on the part of the editors and the public is, of course, unfortunate, but it is especially to be deplored in the case of the former. Unless he has taken up the study of libel in the law school or in the course of journalism in college the average newspaper man's knowledge of it has been derived from actual experience in a newspaper office.

It was with a view of rendering a helpful service that Mr. Henderson has prepared for the benefit of busy newspaper workers this summary of the Law of Libel which lies before us. A critical examination of the volume shows that the writer has succeeded in embodying in its 120 pages about all the facts about libel that are necessary in newspaper practice. Any journalist who carefully studies the contents of Mr.

Henderson's book will be able to reduce the danger of libel suits to a minimum. "Reasonable safety in handling news is only possible," says Mr. Henderson, "by realizing the dangerous character of the matter in hand, by thoroughly considering the facts and by exercising the utmost care." The author has discarded all technical terms as far as possible in setting forth the principal facts in the law of libel, and makes them so plain that no one will experience any great amount of difficulty in mastering them.

WHAT'S WHAT IN CANADIAN ADVERTISING, 1915 Edition, by W. A. Lydiatt: W. A. Lydiatt, Toronto, publisher.

The second issue of Lydiatt's "Pocket Guide" to the Canadian advertising field confirms the impression made by the work on its initial appearance last year, that this condensed compilation of facts and statistics, unique of its kind, is a most valuable *rade mecum* for every man who is at all interested in advertising in Canada. This handy little volume is not a mere directory of newspapers in the Dominion. It does give complete information, in surprisingly compact and convenient form, concerning latest circulation figures and advertising rates of all mediums about which the general advertiser is likely to require such data. This information is condensed into less than 130 of the book's 340 pages. The larger bulk is devoted to facts and statistics about Canada, its people, its markets, its manufactures, such as should enable the buyer of advertising to decide where and how to advertise, as well as what mediums to use, in order to make his advertising investments bring the largest possible return. Besides a commercial description of each of the provinces, and of the important cities in each province, there are statistical analyses of the character and distribution, race, religion and occupation of Canada's population, urban and rural, wealth production of different provinces, earning power of various classes, what Canada buys from other countries and sells to them, the relative industrial importance of various cities and towns, and so on. The book, in short, is a veritable gold mine of information, and the man who wishes to do any merchandizing in Canada cannot afford to do without it.

TOM W. JACKSON'S ALONG THE ROW HISTORY OF JOHN SMITH.

John Smith, he used to walk the street
Until his feet were sore.
He now rides in an auto car—
Six cylinders, or more.
And John, he would be walking yet,
And way back in the race,
Had he not seen a light and bought
Some advertising space.

REFRESHING CHANGE.

Managing Editor—"How is that new reporter making out?"
City Editor—"Well, he described a society dance last night without calling it a function."
Managing Editor—"Keep him on the job."

THE BASEBALL MAGNATE.

He handed out a pass for two,
Did it with lordly grace—
And smiled because he knew for it
He'd get a page of space.

REAL QUICK ACTION.

"What became of Bobson who was on the war copy desk?"
"He got St. Vitis' dance and had to quit."
"Poor fellow."
"Oh! Bobson isn't complaining. He's got a star job as a movie picture actor."

NO CAUSE FOR ALARM.

The members of the Brooklyn Press Club went to Sing Sing last Thursday. They returned, however, the same evening.

HAS IS LIMITS.

This city remains neutral. Still our merchants are not advertising spaghetti in the Staats-Zeitung, or frankfurters in Il Progresso Italo America.

VISIBLE.

Truman A. De Weese, of Buffalo, says, "Copy is the soul of advertising." Sure thing, but it differs from other brands because it can be seen.

IMPORTANT QUESTION.

Notice that at the meeting of the Texas State Press Association a paper is to be read on "What Does the Publisher Owe to the Advertiser?" On the level, we can't say, for the subject has not received much attention in these parts. Here the more important question seems to be "What Does the Advertiser Owe the Publisher, and How Is He Going to Get It?" on account of department store failures.

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

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

**PROMOTION DEPT.
 SHAFFER GROUP**

12 S. Market Street, Chicago

THE SEATTLE TIMES

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

A copy to every family.
 Largest circulation by many thousands of any daily or Sunday paper on the North Pacific Coast.
 In May, 1915, the Times led the other three Seattle papers COMBINED by 23,310 extra lines.
Largest Quantity Best Quality Circulation
The S. C. Beckwith Special Agency
 Sole Foreign Representatives
 New York Chicago St. Louis

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

**Since Italy Declared War on Austria,
 IL PROGRESSO ITALO AMERICANO**

has increased its circulation from 98,000 to 160,000 daily, a gain of 62,000 copies since the A. B. C. issued its last report. Newsstand sales outside of New York City are on a non-returnable basis. In cities such as Boston and Philadelphia Il Progresso's circulation vies with that of other New York City dailies.
 Present rate based on card of August 15, 1914, at which time we had but 70,000 circulation.

Here is a tremendous value.
 Let us help you with your copy so that it will have the greatest effect with the Italian reader.

IL PROGRESSO ITALO AMERICANO
 42 Elm Street, New York

**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.

ON BANK ADVERTISING

Edwin Bird Wilson Shows How Financial Institutions May Educate the Public Regarding Their Functions and Encourage Thrift.

An address on bank and trust company advertising delivered before the North Dakota Bankers' Association at Bismark, June 17, by Edwin Bird Wilson, advertising manager of the Bankers' Trust Company, New York, contained a lot of valuable suggestions for newspaper publishers as well as bankers. The following excerpts are worth reading:

"There is an underlying obligation, not yet fully realized by the bankers of this country to make known to the masses the objects and accomplishments of banking institutions and the economic purposes which they serve. It is their duty to protect the public by publicity of the right sort, against the insidious appeals of unscrupulous promoters of brass-edged securities, to try to divert into legitimate channels of trade the hundreds of millions of dollars which annually go into the treasure chests of the pirates of finance who pray on widows and orphans, and sometimes on those who ought to know better than be caught by offers of 70 per cent dividends. Bankers owe it to themselves, as well as to the business world, to encourage a wider exercise of thrift on the part of Americans, than they have been accustomed to in the past."

ADVOCATES CONCERTED PUBLICITY.

Assuming that all the banks and trust companies of a community are sound, Mr. Wilson affirms that, their interests and services are largely alike and, therefore, that concerted publicity action by business institutions is desirable. Continuing he said:

"Many of us believe that what is needed in bank and trust company advertising more than anything else, is cooperation by suitable groups of banking institutions in a campaign of publicity, designed thoroughly to inform all classes and conditions of people of the usefulness of banking institutions, and of the duty which the people owe to the business world, of bringing their surplus moneys into the storehouse of capital for the common good.

"It seems to me that anyone who will thoughtfully and carefully consider the subject of group advertising for banking institutions, must inevitably arrive at the conclusion that the proper way to carry on such a campaign is for the bankers of any given community to combine and use local advertising mediums. The ties that bind banks of any particular town or city, ought to be stronger than the ties between the banks of distant towns and cities or of distant states. If the banks of any community are not carrying on their business in a spirit of helpful cooperation there is something radically wrong, something which needs to be righted. If the bankers cannot get together on a common basis with the common good as the object, how can they expect the full and complete confidence and cooperation of the community at large?"

WOULD INCREASE BUSINESS.

"Permit me to register my firm conviction that a thorough, intelligent, and prolonged campaign of publicity in almost any community, carried on by the banks acting jointly, would result in increased business for all the banks, the greater proportionate share of such increase going to the banks which did the most intelligent work for new business during the period of such advertising.

"I cannot agree with those who contend that in such a campaign the advantage would be with the biggest and strongest institutions; on the contrary, I believe that the advantage would be, and justly so, with those institutions deserving of confidence which did the fairest and most intelligent handling for new business.

"Moreover, a campaign of community advertising ought not to be substituted for the individual advertising of the banking institutions of the community, but should be considered as the foundation for individual advertising and other business getting efforts, as the background which

would make individual advertising all the more effective.

"Let the banks of any given community subscribe to a common advertising appropriation of proper size; have strong, appealing copy written in plain understandable language, and publish it regularly as obvious advertisements (not "reading matter") over a long period, in the local newspaper; let them supplement this newspaper advertising with pamphlets, carefully prepared, which will explain in simplest language the purposes, practices, and services of banking institutions, the same pamphlets being distributed by all of the banks to their customers and prospective customers. Let them use, if local conditions seem to warrant it, advertising space in the local street cars and on the screens of the motion picture theatres. Such a campaign would arouse an interest in the banking institutions of any community that would be of benefit.

RESULTS THAT MIGHT FOLLOW.

"Our second broad principle of bank advertising is, therefore, that the similarity of services and mutuality of interests of banking institutions indicate that they could with advantage, unite by communities to advertise their common functions. The efficient carrying out of a well ordered plan of community advertising by the banking institutions of any town or city should accomplish the following results:

"*First:* Create a greater respect for, and confidence in banking institutions on the part of the general public.

"*Second:* Educate the public to the economic usefulness of such institutions.

"*Third:* Increase the stream of small contributions of capital into channels of legitimate business, and diminish the stream which flows into the illegitimate channels where the money is finally lost in the 'slough of despond.'

"*Fourth:* Educate the people to a higher standard of thrift, and thus actually increase the working capital of the community. America has a long way to go before it can approach the record of France for widespread thrift, and consequent widespread ability to invest in high-class securities.

"*Fifth:* Stabilize the finances of any given community, and, if carried on by many towns and cities throughout the country, exercise a stabilizing influence on the finances of the nation and in turn the finances of the world.

"*Sixth:* Increase the effectiveness of the individual advertising and other new business efforts of all the participating banks. It is a well recognized law of advertising that the more business created for one advertiser the more there will be for all advertisers in the same line. We have it on good authority that the first year's advertising of American Bankers' Association travelers' cheques resulted in a large increase of sales of other kinds of travelers' cheques, as well as in large sales of 'A. B. A.' cheques.

MAKE A YEARLY APPROPRIATION.

"Make up your mind to invest a reasonable sum in advertising each year, and invest that appropriation this year and next year, and the next, without regard to the returns obtained last year, and the year previous and the year before that. It is consistent, persistent, intelligent, year-after-year and week-after-week-during-the-year advertising that permanently counts, that builds a safe and sure foundation in public confidence.

"Herein does bank and trust company advertising differ from some of the ordinary or garden varieties—that returns are usually slow in developing. If any self-styled advertising expert tells you he can take \$5,000 of your good money and so invest it in advertising as to produce quickly a twenty-fold or an hundred-fold harvest, he is a liar and the truth is not in him. A department store can obtain quick results from advertising, but a bank cannot. A bank has no bargain days, no lines of 'specials' to attract purchasers, no alluring cuts in prices of more alluring lingerie fresh from Paris. A bank's line of goods is about the same all the year and from year to year. A bank cannot expend \$5,000 in newspaper advertising and expect to make thereby \$50,000 immediately.

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

In Pittsburgh

The most successful newspaper advertising mediums are the
GAZETTE TIMES
 Morning and Sunday
CHRONICLE TELEGRAPH
 Evening except Sunday

They educate the public and create a buying impulse.
 It is known by actual test that they are vitally necessary in order to insure the
Greatest Possible Return from an Advertising Appropriation.

Flat combination rate is 22 1/2c. per square line.

For further information or co-operation write

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

J. C. Wilberding,
 225 Fifth Avenue, New York City
 J. M. Branham Company,
 219 Mallers 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

Deutsches Journal

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

TEXAS EDITORS INDORSE WILSON

W. B. Whitman, of Dallas, Elected President of the Association.

(Special Correspondence.)

CORPUS CHRISTI, Texas, June 12.—The thirty-sixth annual convention of the Texas Press Association was held in this city from June 10 to June 12. More than 250 editors from all parts of Texas attended and the convention was pronounced the most successful held in years. President Dick R. Harris, of the Rusk County News, presided, and Sam P. Harben, of the Richardson Echo, acted as secretary.

The first real business of the convention was the adoption of a resolution, introduced by Col. F. P. Holland, of Dallas, indorsing President Wilson in his position in regard to Germany and the submarine warfare.

Dean Will H. Mayes, of the School of Journalism of the University of Texas, at Austin, responded to the address of welcome by Mayor Roy Miller, of Corpus Christi.

The proposed establishment of an advertising bureau to handle foreign advertising for Texas papers was declared impracticable by W. C. Edwards of the Denton Record-Chronicle. Mr. Edwards urged, however, that the association appoint an advertising committee to circularize advertisers outside of Texas to impress upon them the importance of placing general advertising with the smaller papers of Texas.

On the third and closing day of the convention the election of officers and selection of the next meeting place composed the program. El Paso secured the convention for 1916 over Texarkana and Austin, both close competitors.

The following officers were elected: Walter B. Whitman, advertising manager of Holland's Magazine, Dallas president; Henry Edwards, Troup Banner, vice-president; Sam P. Harben, Richardson Echo, secretary (re-elected); members executive committee—Lee J. Rountree, Georgetown Commercial and T. B. Lusk, for three years; Frank P. Holland and W. S. Spotts, for two years; J. A. Thomas and Will Whitten, for one year.

A beautiful tribute to the late Harry Lee Marriner, staff poet of the Galveston-Dallas News, was adopted. The resolution was offered by Hon. Clarence Ousley, director of extension of the Agricultural and Mechanical College, formerly editor of the Forth Worth Record.

Among the most important addresses heard by the convention was one by Will H. Mayes, dean of the Texas School of Journalism, on "Why Is the School of Journalism?" Among other things Mr. Mayes said:

"Schools of Journalism do not attempt to make editors any more than West Point attempts to make soldiers, or a business college to make a Wanamaker or Carnegie or Rockefeller. In the hurry of modern newspaper offices there is no longer time to conduct training schools for the inexperienced and none but the poorest offices longer employ untrained help. With the establishment of schools of journalism, managing editors throughout the country already are drawing their recruits directly from these schools, where they know the best discipline and training have been given."

Judge Hiram Glass, of Austin, who addressed the convention, said it was right for a newspaper to tell the truth in all things; and that it should be the duty of every man to carry on his business, personal and otherwise, with the feeling that if he made a misstep, his neighbors would read of it the next morning in the home newspaper.

The banquet given Friday night was the greatest feature of the entertainment provided in unbounded hospitality by the Corpus Christi business men.

According to the announcement of Henry N. MacCracken, president of Vassar College, at the recent commencement a course in journalism may be added to its curriculum.

IT'S JOLIET NEWS-HERALD NOW

Two Papers Combine, With a Capital Stock of \$300,000.

The consolidation of the Joliet News with the Joliet Herald has been effected, the new title being the Joliet Herald-News, and the capitalization \$300,000, of which not over \$260,000 will be issued. The News was capitalized at \$100,000 in 1906, and had been published under one management for 38 years, with James H. Ferriss as editor in chief all but two years of that time. He retires from active newspaper work, having sold his interest to Col. I. C. Copley. Mr. Ferriss' lifelong partner, H. E. Baldwin remains with the new organization in the advertising department.

The Joliet Herald is in its 11th year, and although strongly supported financially by a group of wealthy men it made little headway until A. S. Leckie, of Chicago, assumed the management about eight years ago. He employed the methods and ideals of metropolitan newspapers which seemed to fit Joliet conditions and won for the paper a substantial success. He retains his position as general manager of the new combination, a majority of the stock being owned by Col. I. C. Copley, Congressman from the 11th District.

The consolidation gives the Herald-News an average net paid circulation of over 14,000, with no competition. There has been much talk about starting another paper, but nothing tangible has yet appeared, as the enormous expense of starting and maintaining a modern plant is not tempting to men of the right business calibre.

SCHEME TO BOOST ADVERTISING

Gerald Pierce Originated It and Successfully Tried It Out In Minneapolis.

The Minneapolis Tribune has developed a new and thoroughly original idea in advertising, by which it adds to its volume of "local display" a total of 13 pages, or 28,028 agate lines.

The plan was worked out by Gerald Pierce, the advertising manager, and is unique in that for the first time in advertising history, community exploitation within a metropolitan city has been effectively carried out. Pages have been used in the big dailies of all cities to direct attention to the attractiveness and interests of small towns in the tributary territory; but never before has there been concerted effort to exploit through the advertising columns any particular thoroughfare of a city.

Marquette avenue, in Minneapolis, was selected for the campaign in question, and Mr. Pierce, having evoked the scheme, laid it before an association of property owners on that thoroughfare, among whom, by the way, are included some of the biggest and most successful merchants of Minneapolis. They at once became enthusiastic over the plan, and soon raised the necessary funds to pay for the advertising—the property owners subscribing to the fund on the basis of the frontage owned.

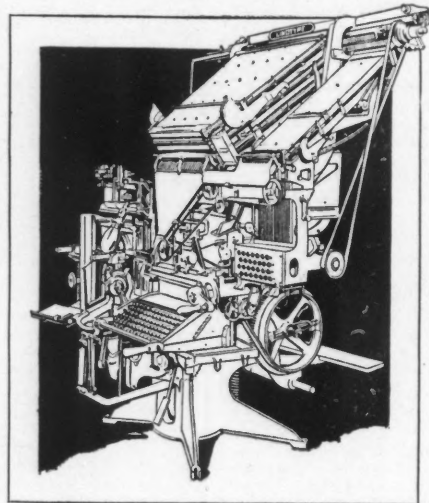
The first page was printed in the Sunday Tribune of April 11th, and the second and third followed at intervals of a week. Ten more pages have been printed since then.

The first page was devoted to a history of the thoroughfare from the time it was little more than a cow-path in a country village, down through the years until today it is one of the greatest of the city's commercial thoroughfares. The pages that followed directed attention to the many advantages afforded for successful retailing, as well as to the high character of the business institutions already established thereon, and other features naturally to be included in such a campaign.

Paper Changes Its Name

The Des Moines (Ia.) Evening Tribune, the afternoon edition of the Register and Leader, has announced a change in its name to the Evening Register and Leader.

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

New Zealand Journalists Arrive

The following well-known New Zealand journalists arrived recently at Vancouver: Cecil W. Leys, assistant editor of the Auckland Star; Mark Cohen, editor of the Dunedin Star; W. M. McCullough, proprietor of the Thames Star, and Robert Bell, proprietor of the Ashburton Guardian, who are accredited by their government to represent the press of that country at the world's conference of journalists to be held at San Francisco July 5 to 11 in connection with the Panama Exposition. The visitors expect to go through the canal before making a tour of the United States and eastern Canada.

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

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.

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
124 Nassau Street Tel. 4200-4 Beekman

PERSONAL OR IMPERSONAL JOURNALISM?

BY JAMES ARTHUR SEAVEY.

Manager New York Sun News Service.

Personal or impersonal journalism—that is the question. I do not like personal journalism. That is the reason, probably, why the general manager of THE EDITOR AND PUBLISHER insists that this be a signed article. There are some persons who have dispositions too disagreeable to disown.

There is no doubt that the vogue of personal journalism has increased greatly in the past ten years. There is evidence that some newspapers are becoming all "signed up." But what for?

The right answer, of course, is purely economic. There is a notion that signed articles make for circulation, which makes for more advertising, which makes for more profits. And that is a perfectly pious and praiseworthy reason for doing almost anything in the conduct of a newspaper.

Contrary to the notion that some persons apparently have, newspapers are not eleemosynary institutions. Like any other enterprise they have to go in the right direction, financially, or go into the hands of a receiver. Therefore, anything legitimate that makes for circulation that makes for advertising that makes for profits, is popular. Hence the popularity of personal journalism. Q. E. D.

THE SIGNED SPECIAL ARTICLE.

If I were making a newspaper, and I wanted a special article, now and then, on a special subject, I would want that article written by the highest authority on that subject I could find. And I would want him to sign it after he had written it. But that doesn't mean that I would like to have my newspaper written by specialists. It doesn't mean that I would like to have all of the fire stories written and signed by an expert fireman, or the stories of crime written and signed by an expert criminal, or the stories of politics written and signed by

an expert politician, or the obituaries written and signed by a fashionable undertaker.

A great newspaper is not only a great business enterprise; it is a great institution. Being a great institution, it stands for something. It stands for something, not only on the editorial page but on all the pages. And that something, if the standard is right, makes for better living, higher thinking and a more human humanity. Such a newspaper is the Boston Transcript; such a newspaper is the New York Evening Post; such a newspaper (and I can say it without any shock to modesty, because I have nothing to do with its making) is the New York Sun. And there are plenty of others all the way from the Battery to the Golden Gate.

WHAT HIGH GRADE PAPERS STAND FOR.

As such newspapers stand for the best there is in American life, so they stand for fixed and definite policies. It becomes their duty, and their privilege, from time to time, to attack or defend with all the vigor they possess. A newspaper believes that a certain man running for office is unfit to hold that office. It attacks him and hits hard. But a newspaper doesn't write itself. The campaign against this particular candidate is carried on by the person or persons writing the articles. Their usefulness to their newspaper and to the cause would be practically lost if the anonymity of authorship were not preserved. Somebody thinks not? Then let's have all the editorials signed.

Again, the whole is greater than any of its parts, as the makers of mathematical axioms have it. A great newspaper is greater than the individuals who write it. If it likes, it can establish a literary style that makes daily literature. Then nobody cares who

writes the articles. They are "Sun stories" or "Post stories," or "Tribune stories," and the printed product, not signed articles, becomes its own best asset.

I have the honor and the privilege to have served my journalistic apprenticeship and the elder days of youth on a newspaper that is an authority on good English and literary style. Such a newspaper moulds its makers to that style. Many is the morning, in my reporting days, that I picked up my paper and couldn't tell for the life of me whether Julian Ralph, or George Mallon, or "Jersey" Chamberlin, or "Ned" Townsend, or Sam Adams, or Lindsay Dennison, or Will Irwin, who wrote any one of a half dozen stories. They were just Sun stories, written in Sun style by reporters trained in the Sun school; and Sun trained writers made and make the Sun the newspaper it is.

AMONG WRITERS THAT COUNT.

All of the personal journalism in the world will not place on your breakfast table the newspapers written by the every day, hard-working, fact-collecting, brilliant-writing reporters and journalists, if the word has to be used, like E. C. Hill, William A. Willis, Hamilton Peltz, Martin Green, William Ingliss, John Harrington, Charles Hand, Frank Ward O'Malley, Samuel Fisher, Charles Somerville, Charles Michelson, Samuel A. Wood, "Baron" Warne and "Skipper" Merriweather. And these men, and men like them, are the anonymities that make their newspapers what they are. These newspapers are great, not because of personal journalism, but in spite of it.

CHARLESTON, ILL.—The Charleston Tribune, a Republican daily newspaper, established here three months ago, suspended publication Monday. In an announcement to the public, the management blamed the failure of the paper on the poor financial condition in the country. The Courier and the News are the other Charleston papers.

CLUBS AND PRESS ASSOCIATIONS

The plans for the fifty-ninth annual meeting and outing of the New Jersey Press Association at Williamstown, Mass., June 25-28, are now practically completed. Among the interesting subjects to be discussed are the effect of trading stamps on advertising, the value or detriment of giving premiums with newspaper subscriptions and the handling of theatrical advertising.

The San Antonio Press Club has been chartered under the laws of the State of Texas. According to its charter it was organized to "cultivate a fraternal feeling among the newspaper fraternity." The incorporators are: George Armistead, Vories P. Brown, Robert Scott Israel, Robert Coulter, F. A. Chapa, A. M. Crugar, Mose C. Harris, Louis De Nette and M. M. Harris.

The Birmingham Writers' Club is the name of a new organization of women writers and authors of Birmingham, Ala., which was organized recently at the Newspaper Club of that city. Mrs. J. A. Rountree was elected president; Mrs. J. B. Reid, first vice-president; Mrs. John T. Head, second vice-president; Miss Myrtle Miles, recording secretary; Mrs. John D. Elliot, corresponding secretary; Mrs. Ned McDavid, treasurer; Mrs. Sumter Bethea, critic, and Mrs. Flournoy Rivers, philologist.

Two hundred Indiana Democratic editors who were on a tour gathered in Chicago late last week with their families and started a boom for the holding of the Democratic National Convention there next year. They had a dinner at the College Inn Friday evening.

Publishers' Supplies Market

Antimony	37.00-38.00
Tin	41.25
Lead	60.25
Copper	20.00-20.25
News print	2.09-2.25
Craft paper	4.75-5.25

FOR THE FIRST THREE SUNDAYS

of its new form and price—May 23d, May 30th
and June 6th—the newsdealers' circulation of

The New York Sunday Press

AVERAGED MORE THAN

140,000 Copies a Sunday

Exchanges, office, advertisers', service and sample copies
not counted; only copies drawn by newsdealers for sale.

Net paid sales on the whole cannot be given until all country dealers make
their reports, BUT WITHIN TWENTY-FIVE MILES OF CITY HALL
ALONE THE AVERAGE NET PAID WAS MORE THAN

100,000 Copies a Sunday

CONVENTION NOTES

The chamber of Commerce, of Richmond, Va., has addressed a letter to the president of each of the Associated Advertising Clubs, notifying him that Richmond will formally extend an invitation to the Associated Advertising Clubs of the World, Chicago, June 20 to 24, to hold the next convention in that city. The governor of Virginia, the mayor of Richmond and all local bodies join in the invitation. The Chamber of Commerce and the municipality are sending representatives to Chicago with instructions to get the 1916 convention. "We are sure," says W. T. Dabney, business manager of the Chamber of Commerce, "we can satisfy the most conservative mind that Richmond offers all possible requirements for the most successful meeting in the history of the organization."

The last meeting of the present executive committee will be held in the oak room at Congress Hall, Saturday morning, June 19, at ten o'clock.

Every delegate will receive a pocket directory containing the name of every delegate, and his friends, the name of the hotel where he is staying and even his room number. Renben H. Donnelly, the Chicago publisher, got up the book.

There will be a miniature farm electrically operated and everything really moving—as a feature of the agricultural exhibit. The exhibit is designed to give an idea of the magnitude which the farm field represents, not alone in itself, but in comparison to the other markets which the advertiser and manufacturer are asked to consider. The unique exhibit will include a typical farm house, a large barn with silo, machinery shed, granary, corn crib, chicken house, hog pen, brick milk house, and threshing outfit in operation with engine and blower, a wind-mill and pressure tank, well-drilling outfit, a man turning a grind-stone, gasoline tractor with grain drill, steam tractor drawing a set of gang plows, and threshing tank with men operating the pump.

A new conference this year will be devoted to community advertising, and the ways and means to advertise towns and cities. Edward F. Trefz, of the Chamber of Commerce of the United States, is chairman of this conference, and H. E. Myers, general secretary of the convention, is vice-chairman. John H. Fahey, of Boston, president of the Chamber of Commerce of the United States, will open the conference with an address. Herbert F. Miller, general manager of the Chicago Association of Commerce, will deliver an address entitled, "Tell the Truth and Make the Most of It." John Lee Mahin, president of the Mahin Advertising Company of Chicago, will tell the conference when a community is ready to advertise; and Richard C. O'Keefe, general manager of the Buffalo, (N. Y.), Chamber of Commerce, will discuss "Telling the Nation About a City."

Ransom Gives Up Newspaper Work

After more than twenty years of service, William Ransom, city editor of the New York City News Association, has retired. He has been in active newspaper work in the West and in New York City for more than thirty-five years. After a rest at his home in Elizabeth, N. J., he expects to take up farming in Connecticut. "Ranse," as he was popularly known, has trained more reporters than perhaps any other city editor in the country, and has endeared himself to all of them. He retires with the reputation of never having spoken a harsh word to a man working under him. His splendid sense of justice and kindness created in his men a loyalty to him that made him realize that while they might fail at times they had nevertheless given their best efforts to an assignment.

The Christian Science Monitor of Boston is distributing among advertisers a four-page, full-size sheet, containing reproductions of advertisements of general advertisers that have appeared in that newspaper from March 15 to 29.

PRESSROOM WORKERS WIN

Unions of Several Cities Re-affiliate with International on Own Terms.

(Special Correspondence.)

BOSTON, June 15.—Pressroom workers of the cities of New York, Buffalo, Newark, St. Louis, with the active assistance of the Boston men, forced President Berry, of the International Printing Pressmen's Union, to practically agree to their terms before they would re-affiliate themselves with the latter body.

This is regarded as a serious setback for President Berry, who called to his assistance Samuel Gompers, of the A. F. of L., and all the officials of the Allied Printing Trades. When these men failed to whip the seceders into line it was certain that President Berry would have to recede from his former attitude, which he gracefully did. A conference was called at the Pressman's Home, in Hales Springs, Tennessee, Friday June 11, which was attended by all the seceders, who are jubilant over the outcome.

Boston newspaper pressmen were represented at the conference by Edward W. Gordon and Edwin Smith. About 8,000 pressmen were interested in the outcome, which was entirely satisfactory to them.

Farewell Dinner to J. K. Kline

The friends and associates of John K. Kline, who has been managing editor of the Saginaw Daily News the past five years, and who, with Andrew B. Turnbull, has purchased the Green Bay (Wis.) Free Press, gave him a farewell dinner last week previous to his departure for his new field of labor. Mr. Turnbull, his associate in the new venture, is advertising manager of the United States Graphite Company.

On Americanization Day

JEWISH DAILY COURIER, Chicago, June 12, 1915.

THE EDITOR & PUBLISHER: In connection with the editorial in your issue of June 5, entitled "Mr. Howe's Patriotic Suggestion," permit me to send you the enclosed program and invitation issued by our organization for an affair which was attended on Decoration Day by five thousand newly naturalized citizens. Our first affair, held February 22, 1914, was the first of its kind in the country and was followed by similar celebrations held at Cleveland, Philadelphia and other places. As the pioneers of the movement we of course wish all success to such undertakings as "Americanization Day" and because of our experience in the matter will find it very easy to co-operate with such organizations as will undertake the work on a large scale.

With best wishes for the success of those agencies which will interpret the hyphen of the naturalized immigrant as a sign of addition, bringing all the good of the old nationality to strengthen the powers, rights and duties of the newly acquired citizenship. I am, HARRY A. LIPSKY, General Manager.

The Springfield (Ill.) city council has selected the Illinois State Journal as the paper in which official printing for the ensuing year will appear.

Topeka Daily Capital

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

33,971

Arthur Capper

TOPEKA, KAN. Publisher

OF INTEREST TO PUBLISHERS

Burke & James, Inc., Chicago, are using newspapers in various sections of the United States to introduce Rexo developing paper. Each advertisement contains a coupon which, when filled out, and presented to any dealer whose name appears in the advertisement, will secure for the reader one sample package of Rexo paper.

The Southern Pine Association, manufacturers of yellow pine lumber, New Orleans, is using large space in the New Orleans newspapers educating the people how to solve their paving problems. The copy is made up of extracts of official reports showing the experiences of other cities with creosoted yellow pine wood paving blocks.

The Selig Polysepe Company is using a novel publicity stunt. Pieces of carpet have been mailed to exhibitors and exchanges. Attached to the carpet is a tag reading "This is a piece of the Carpet of Bagdad."

The Palm Beach Mills, operated by the Goodall Worsted Company, New York, has started a newspaper campaign on Palm Beach suits for the hot weather days. The copy suggests that the reader go to his dealer and say "Palm Beach." This advice is then given: "If he offers you a 'Just-As-Good' say 'NO THANKS.'"

"Although there are lots of frauds afloat, the real Palm Beach weave and texture is made by us alone and cannot be copied.

"The name Palm Beach is trademarked, and the Palm Beach label is in every garment made of the genuine cloth."

The new style of newspaper copy being used by the Chicago Telephone Company features police and fire calls. The idea is to get the public to memorize the numbers given. The police call is 13 and the fire call is 0. The statement is made that 75 per cent. of Chicago's fire alarms are given over the telephone, and the majority of police calls are made by phone. The object of this educational style of copy is to enable the tele-

phone company to co-operate more effectively with the city authorities in maintaining good order and preventing fire waste.

Colgate's Charmis Cold Cream is being advertised by a leaflet enclosed in each box of Colgate's Shaving Soap. A sample of the Charmis Cold Cream is sent to any address for four cents in stamps.

Did You Ever Hear the Story of Tamme?

He was running a ONE MAN meat market, and the ONE MAN wasn't busy.

He commenced advertising in The Houston Post.

Inside of 60 days he doubled his store capacity and SIXTEEN HELPERS are required to take care of the trade.

If you don't believe the women of Houston read The Post, ask Tamme.

The Post goes home—stays home—and is MY PAPER to almost every woman in Houston. This is the sort of paper that pays advertisers.

Ask for the Proof

THE HOUSTON POST

Represented by THE BENJAMIN & KENTNOR CO., 225 Fifth Avenue, NEW YORK. The S. C. BECKWITH Special Agency, Tribune Building, CHICAGO.

Advertisers Should Read This THE DETROIT JOURNAL

leads all its evening contemporaries in circulation gains. In fact, The Journal is the only evening newspaper to show an appreciable gain for the first five months of 1915, over the corresponding months of 1914.

HERE IS THE PROOF

1915 Circulation	Net Paid Circulation	Total Increase Over Same Month 1914	Increase in Detroit
January	91,579	12,123	11,802
February	96,059	20,733	17,066
March	96,631	20,297	15,480
April	104,020	19,426	14,261
May	105,100	21,258	17,180

From an analysis of the above figures two deductions can be drawn. First—The Journal's growth in circulation has been regular and constant. Second—Over 80% of its increase in circulation is in Detroit.

AGAIN—Compare the daily average gains of The Journal and its evening competitor (figures taken from its issue of June 3rd).

	JOURNAL Increase Over Same Month 1914	Evening Competitor Increase Over Same Month 1914
January	12,123	2,571
February	20,733	16,849
March	20,297	15,507
April	19,426	13,972
May	21,258	15,656

It will be noted in our evening competitor's statement of circulation growth that the month of January shows a gain of 2,571, while subsequent months show an average increase of about 15,000. This abnormal increase, which our contemporary failed to explain, was occasioned by the addition of unexpired, paid in advance, rural mail subscriptions, inherited from its defunct morning edition, which ceased publication February 1, 1915.

In advertising, as in circulation, The Journal is making steady gains, carrying many accounts exclusively. It is a well known fact that the most successful merchants are large patrons of Journal space. The Journal has a clientele of its own, the cultivation of which is indispensable to the success of any advertiser aiming to reach Detroit and suburbs.

The Journal leads in advertising in many departmental branches—builders and contractors, church advertising, automobile and accessories. Here is given a comparative statement of auto and accessory advertising between Sundays. The Journal is a daily evening issue with no Sunday edition.

	JOURNAL (Inches)	Second Newspaper	Third Newspaper
January	2,390	514½	746¾
February	1,074	455½	371¾
March	1,123¾	584	426¾
April	1,634½	804	646
May	2,003¾	1,467	799

The Journal not only outstripped all competition, but carried, with the exception of one month, more automobile and accessory advertising, month by month, than its two nearest rivals combined. This record, too, without the aid of trade space to help swell its totals.

WATCH THE JOURNAL GROW

HOW THE CONVENTION WAS ADVERTISED

Publicity Committee Secures Cooperation of Newspapers, Magazines and Business Publications, Poster and Street Car Managers, Who Contribute \$165,000 Worth of Space and Service, and Reach Over 60,000,000 People.

This year's convention of the Associated Advertising Clubs of the World, opening at the Auditorium at Chicago, June 20-24, will in all likelihood be the largest attended convention in the history of the clubs, and in all probability will be the most far-reaching in its beneficent effects on the business of the country. The work of the General Publicity Committee has had so much to do with the development of this success, that a foreshadowing of its report will be of interest.

Many obviously adverse conditions have threatened the success of the convention. Chief among these were the war, the business slump, and the counter attractions on the Pacific Coast. This is a year when many a man was likely to jump to the conclusion that he would best serve his interests by remaining at home.

To overcome these conditions and with a shoestring appropriation turn the apathetic into optimistic boomers was the work that was cut out for the committee. And it was no boy's task to get men away from a sick or ailing business which they believed could best be served by staying with the patient.

REMEDIES FOR BUSINESS ILLS.

At the outset the campaign was directed at the heart of the obstacle, with the sincere purpose of showing business men that in this convention more than in the old ruts of the home town, would they find remedies for the ills perplexing them. The advertising copy was prepared from the basic thought that in Chicago all merchants, as well as all manufacturers, would find help—individual welfare would be advanced; business efficiency would be increased. There the big men of business would meet and counsel together to the advantage not only of themselves, but of the country.

The idea was spread broadcast and raked in. The personal and individual advantages resulting from past conventions were recalled, while the need of charting the little-known new fields now becoming available were so positively presented that the alert man of business soon began to see the beacon light of Chicago.

It would have been unfortunate, indeed, if all this had not conformed strictly to the slogan, "Truth in Advertising," but the great incorruptible jury, the reading public, which passes on the value of advertising, not only recognized the sincerity of the presentation, but saw the help that would come from participation in the convention. The idea took root and under the constant cultivation of the Publicity Committee, working through many channels from the Rio Grande to Quebec and Vancouver, has grown steadily up, rising beyond the limitations of mere advertising to the high plane of America's greatest and most important business convention.

EFFECT ON NATIONAL OPTIMISM.

The result attained is far more than that the convention is already a success per se. National optimism has been increased and the inspiration of the convention is sure to be reflected by a forward stride in the business of the country.

In the attainment of this result, Richard H. Waldo, chairman of the General Publicity Committee, has elicited the whole-hearted aid of men in all branches of advertising. Mindful of the fact that "if you want something done, you must go to a busy man," he has had the cooperation of men who though carrying full burdens of their own affairs, have nevertheless found time to make contributions of services for the good of the country's business.

There was offered a prize of \$100 in gold for a series of newspaper advertisements. This announcement was one of

the first guns in the campaign. In the unanimous opinion of the judges, the copy and designs submitted by Clarence W. Payne, of the Cincinnati Enquirer, were best. William C. Freeman, advertising

its sparkling pages. Theodore E. Ash put this through, and it was paid for by the Premium Advertising Division, of which Charles E. Barker is director.

ROOK'S SERVICES IN CANADA.

The work of the several divisional directors who assumed the task of getting real publicity in their particular fields would each form in itself a highly interesting chapter. William G. Rook, of the Canadian Home Journal, of Toronto, took care of the Canadian field with such fidelity and purpose that practically every publication across the frontier cheerfully

of business, mainly due to the efforts of A. M. Briggs, of the A. M. Briggs Company, of Chicago, is estimated to be \$34,000. No branch of the advertising world responded with greater promptness nor proportionately made a finer contribution to the cause than did the poster men. Many valuable positions in painted signs were given over to the committee, including the largest illuminated bulletin in the world, located at Michigan avenue and Randolph street, Chicago, and several splendid locations contributed by that powerful friend of the Associated Clubs, D. J. Gude.



1. CHARLES E. BARKER, Vice-President United Profit Sharing Corp.
2. W. C. ROBBINS, General Manager "The Iron Age."
3. BARRON G. COLLIER, President Street Railways Adv. Co.
4. LOUIS WILEY, Business Manager "The New York Times."
5. HARVEY CONOVER, Director of Publicity, Cusack Co.
6. C. L. CRUVER, President Nat'l Assn. Adv. Specialty Mfrs.
7. W. G. ROOK, President "Canadian Home Journal."
8. FRANK W. LOVEJOY, Dir. of Adv. "The Wisconsin Agriculturalist."
9. W. J. McINDOE, Adv. Director "The Continent."
10. A. C. G. HAMMESFAHR, Advertising Manager "Colliers."
11. ROBERT D. HEINL, Associate Editor "The Nation's Business."
12. RICHARD H. WALDO, The New York Tribune.
13. THEODORE E. ASH, Service Specialist, Philadelphia.

counsel, New York, did excellent work in the revision of the copy, the combination of ideas producing a result at once commanding and convincing. The importance of the series played in the conduct of the campaign is suggested by the very general use made of them by newspapers.

Under the caption "The World's Greatest Business Convention," Richard A. Foley wrote a convincing booklet—worth \$500—which had a circulation of 33,000, and it served the double purpose of enthralling those already working in behalf of the clubs, and of selling the convention to any business man who perused

did its part, through advertising and editorial notices.

Fifty-two farm papers, having a total circulation of over 7,500,000, printed large advertisements sent out by the Agricultural Publicity Committee, and most of the papers in the agricultural field also gave, in addition to advertising, generous notices.

In a way as broad as the units of their business, the poster advertising men responded. Handsome 24-sheet posters printed in two colors were put up, in cities and towns to reach a population of fifty million. The value of this stroke

UNITED CIGAR STORES HELP.

Charles E. Barker, vice-president of the United Profit Sharing Corporation, supported by a fine sub-committee, duplicated his notable success of last year. Besides the booklets already mentioned, hangers were placed in thousands of stores throughout the country, among them all of the United Cigar Company's stores, through the courtesy of Charles R. Sherlock. Since every one of the latter place of business is a vantage point which has been determined by scientific investigation, every hanger counted.

(Continued on page 45.)

CHICAGO'S NEWS BUDGET

Street Car Strike Ends Just in Time for the Big Ad Club Convention—News-paper Men Indicted—Spearman Lewis Made Official Press Agent of the City—The Herald and Suicide Cases.

(Special Correspondence.)

CHICAGO, June 16.—America's greatest, most peaceful and most festive street railway strike has flitted on and off the stage of events in Chicago. Emergency measures, hastily conceived, in order that the 15,000 delegates who will be here next week attending the eleventh annual convention of the Associated Advertising Clubs of the World, might not be inconvenienced by the traction tie-up, have been dropped. The advertisers will behold Chicago—city of magnificent distances, where a traction strike was a matter of particularly vital import—in its normal grooves.

The strike went into effect Sunday night and ended Wednesday forenoon. William Hale ("Big Bill") Thompson, Chicago's cow-puncher mayor, kept the traction and labor chiefs literally prisoners, locked in his office for eighteen hours, and fairly forced them to a joint arbitration agreement.

The strike end was welcomed, particularly by all departments of the newspapers. Advertising was depressed, distribution of papers impeded and news gathered under extremely difficult circumstances.

Along comes Spearman Lewis, until a little while ago a rewrite man on the Evening American, with a convincing manifestation of how an on-the-job newspaper man can go out and create a better job for himself—and at the same time how a city can profit thereby. Mr. Lewis now is the city of Chicago's official press agent in all but the name. In his new work he enjoys a thorough understanding with the City Hall, the Association of Commerce, the Advertising Association and the Transportation Club.

To Mr. Lewis has been entrusted the task of bringing Mayor Thompson's pet dream of making Chicago the country's greatest summer resort to a successful issue, or at least starting it on its way to realization. Mr. Thompson made "boom Chicago as a summer resort" one of his most effective campaign platforms.

Mr. Lewis attended a meeting of the Association of Commerce shortly after Mr. Thompson's election. The "boom Chicago as a summer resort" proposal was under discussion. As a newspaperman, and therefore conversant with matters of publicity, Mr. Lewis was called upon to contribute his views to the symposium.

The force and clarity with which Mr. Lewis outlined his views impressed the members. They called him into conference, and as a result, the Chicago Summer Resort Bureau was organized and Mr. Lewis put at its head. He is just getting things under way. Already he has distributed an amount of data, cleverly woven into current news accounts, on Chicago's desirability as a summer resort. An advertising campaign outright is under consideration.

Mayor Thompson is enthusiastic. He is a great believer in advertising, especially municipal advertising, and it was he who set a precedent by declaring by official proclamation "Advertising Week" for Chicago during the coming A. A. C. W. convention. He says Mr. Lewis' bureau should be made a permanent institution.

Reflection: What's good for Chicago ought to be good for your town. It's up to the editors.

The Herald is running the following bold face paragraph before every suicide story: "The Salvation Army bureau at 673 South State street gives aid and advice to would-be suicides."

A university professor made some rather stark and unadorned statements on the sex question at a banquet of the National American Women's Suffrage Association here the other night. He shocked some of the delegates. The Herald "played the story down." The next day the association adopted a lengthy resolution thanking the Herald

for "its obvious refusal to exploit a speech," which the women had "heard with profound misgivings." Dr. Anna Howard Shaw was one of the signers of the resolution.

William E. Ray, commercial editor of the Daily News, and one of the best known newspapermen in Chicago, died on June 8 following an operation at the West Side Hospital. He was 62 years old. Mr. Ray is survived by his widow, Mrs. Addie Norton Ray, and a daughter, Miss Marguerite Ray.

INDICTED BY GRAND JURY

Frank G. Smith, business manager, and William J. Smith, publisher of the Waukegan Daily Sun, a suburban paper, have been indicted by the Grand Jury on a charge of conspiracy. Carl P. West-erfeld, a former county treasurer, also is accused in the true bills. It is alleged that the county has been defrauded by the printing of a delinquent tax list.

Alex Millar, a well-known Chicago and Buffalo, N. Y., advertising man, disappeared from his home here on June 3. He had no luggage and but \$40.

A vigorous fight is being carried on behind an ordinance recently introduced in the city council amending the code dealing with bill boards. The amendment would abolish the advertising displays from all residence streets. The present law, which it seeks to make more stringent, is now under litigation. Through the efforts of the Thomas Cusack company the case has been carried to the Supreme Court of the United States in an effort to obtain a permanent injunction against its enforcement. The amendment, should it be adopted, would abolish 2,500 billboards in Chicago.

The Daily News calls the attention of its readers to its "notable beat" of last week when it preceded its evening contemporaries to the street with the story of Secretary Bryau's resignation.

The Press Club has inaugurated a series of summer dances. De Lysle Ferece Cass, the novelist, chairman of the dance committee, is responsible.

The Chicago Trade Press Association held its last meeting before the summer recess on June 7 in the rooms of the Chicago Advertising Association. Wilbur D. Nesbit, vice-president of the Mahin Advertising Agency, and George E. Green, general sales agent of the Shredded Wheat Biscuit Company for Indiana and Illinois, spoke on "How to Hire and Fire Solicitors."

The twenty-fifth anniversary of the death of Jonathan Young Scammon, journalist, and one of the builders of Chicago, was commemorated Sunday by services in Fullerton Hall, which were largely attended by newspapermen. Mr. Scammon founded two Chicago newspapers, the Inter Ocean and the Chicago American. A high tribute was paid him by the Rev. Julian K. Smyth of New York. Mr. Scammon came to Chicago when it was a straggling prairie village in 1835. He became president of the school board, wrote the law under which Chicago's schools were founded, served as alderman, was elected to the legislature, became president of several banks, built the Galena and Chicago Union railroad and was one of the promoters of Chicago University and a dozen other local educational and scientific institutions.

MARQUIS JAMES.

MEET US AT THE PRINTING AND ADVERTISING EXPOSITION
June 19th to 26th, 1915
AT THE COLISEUM, CHICAGO

Cline - Westinghouse
MOTORS FOR PRINTERS

ON YOUR RIGHT as you enter

Cline Electric
Mfg. Co. CHICAGO.
NEW YORK.

LURE OF CONVENTION

(Continued from page 35.)

Timothy Thrift . . . excellent position. Will not take "No" as an answer.

Jimmy went around in a mild mixture of swoon and swoosh for another twenty-four hours. With reconstructed self-assurance he walked down to a vacant office at the end of the hall and began talking to himself. He had never heard himself in exactly that chatty mood before. His delivery was pretty punk, there could be no question about that. The long words stuck cross-wise, just east of his tonsillitis and came out like broken matches—with a creak and a gurgle. He caught a window looking at him and stopped altogether. It was the most impudent window he had ever met.

Just before closing time he rang for a messenger boy and contributed another pittance to the Vail system.

Must go to Baltimore day before convention on important campaign. Integrity of house at stake. Many regrets. Another death has taken place in family and third expected at any moment.

INDIGNATION.

But the Chicago chairman was built of the true Western stuff. Convention chairmen are selected wisely. They are

men possessed of absolutely no nerves at all. Nerve proper, they have in rich and succulent abundance. Mr. Chairman wired back:

Will postpone convention if necessary, but we refuse to permit you to withdraw. Your address means too much to the committee.

Jimmy swallowed a couple of Brown Bros. cough drops whole, and suddenly putting every ounce of reserve confidence in one bag, sat down and wrote the following brief letter:

Have decided to come after all. Will deliver address as originally promised. Will feel amply repaid for long trip by privilege of seeing you. Can you send me, special delivery, anything Thomas Thrift ever had printed in speech line?

A telegram of congratulation was received from the chairman the next afternoon.

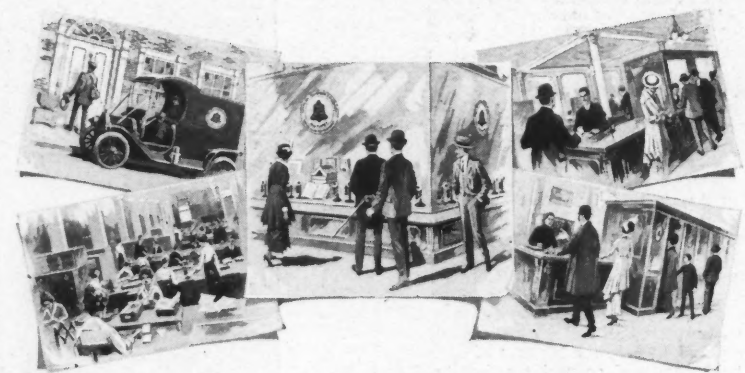
And three days following that, Jimmy sent this:

"Find it impossible to come. Bad attack of acute indigestion, with complications."

Moral—"Making convention addresses isn't such a h—l of an undertaking until you're actually scheduled to do it."

W. LIVINGSTON LARNED.

Next week's EDITOR AND PUBLISHER will contain convention reports.



Doing Business with a Business Concern

The business man is an important factor in your daily life and happiness.

He may raise wheat or cattle; he may manufacture flour or shoes; he may run a grocery or a dry-goods store; he may operate a copper mine or a telephone company. He creates or distributes some commodity to be used by other people.

He is always hard at work to supply the needs of others, and in return he has his own needs supplied.

All of us are doing business with business men so constantly that we accept the benefits of this intercourse without question, as we accept the air we breathe. Most of us have little to do with government, yet we recognize the difference between business methods and government methods.

We know that it is to the interest of the business man to do something for us, while the function

of the government man is to see that we do something for ourselves—that is, to control and regulate.

We pay them both, but of the two we naturally find the business man more get-at-able, more human, more democratic.

Because the telephone business has become large and extensive, it requires a high type of organization and must employ the best business methods.

The Bell System is in the business of selling its commodity—telephone service. It must meet the needs of many millions of customers, and teach them to use and appreciate the service which it has provided.

The democratic relation between the customer and the business concern has been indispensable, providing for the United States the best and most universal telephone service of any country in the world.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System


Universal Service

"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 May 30, 1915..... 186,457
Net paid circulation for May 31, 1915 198,284



THE PITTSBURG PRESS

Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

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

Get the Best Always

The Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper

WALLACE G. BROOKE,
Brunswick Building, New York
HORACE M. FORD,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia

DETROIT SATURDAY NIGHT

is in itself a guarantee of its advertised products. It is unnecessary for the advertiser to discuss the honesty or reliability of his goods. The fact that the advertising was accepted by DETROIT SATURDAY NIGHT is sufficient guarantee to its readers.

Foreign Advertising Representatives
G. LOGAN PAYNE CO.
748 Marquette Building, Chicago
200 Fifth Ave., New York City
Publicity Building, Boston

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

YOU MUST USE THE

LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation
MORE THAN 150,000

DAILY MEN AT NIAGARA

New York Scribes Gather in Force to See the Falls and Hear Address.

Members of the New York State Associated Dailies assembled in force at Niagara Falls, June 8, for their semi-annual convention. They followed the usual routine of gatherings at Niagara Falls by beginning with a business session, and adjourning as soon as possible to take the trip on the scenic belt line.

The principal address was made by Truman A. De Weese, head of the publicity department of the Shredded Wheat Company, whose subject was: "Why I Use the Newspaper."

"There was a time," said Mr. De Weese modestly, "when the Niagara Cataract was the chief attraction of this region. In fact, it was the whole thing until the Shredded Wheat factory reared its lofty pinnacles above Buffalo avenue overlooking the rapids of the famous river. The cataract is now completely overshadowed by this temple of light and beauty, which sends out every day two million bisenits to the starving world. The cataract is nothing but a lot of water tumbling over a precipice. It hasn't anything else to do, and you can see it all in five minutes."

"And now you ask me to tell why I have used the money of the Shredded Wheat Company to pay the editorial salaries all these years. During my connection with the Shredded Wheat Company I have spent not less than two million dollars in the daily newspapers. I could not give you all the reasons for this in the time allotted to me."

"The principal reason I advertised in the newspapers is because it pays. For a commodity like ours that has a world-wide distribution the newspaper is the best medium because it gives the largest circulation in every one of the two hundred cities in which we advertise. It is the only medium in which we can do intensive advertising—the only medium in which we can touch the 350,000 grocers who distribute our product. Some one who is not wise to the fact that I have spent a good many years in the newspaper business, wrote me this question: 'What is your opinion of the comparative advertising value of newspapers and street cars?' Of course I couldn't write a long reply. The best I could do was to answer it with two or three observations as follows:

"When I enter a street car in my city I find that 95 per cent. of all the passengers have their noses buried in newspapers. The street car has no fixed or definite audience. The street car does not go into the homes. The street car was not constructed for advertising purposes; otherwise the seats would have been arranged so that the passenger could not avoid seeing the advertising cards."

A. C. Deuel, president of the association, who is also proprietor of the Niagara Falls Gazette, entertained the delegates at lunch and also exhibited the new Gazette building.

Consolidation at Battle Creek

The Battle Creek, Mich., Daily Moon and Daily Journal, the two oldest newspapers in the city, have been consolidated, as the Moon Journal. The deal involves the retirement of Martin E. Brown, founder and publisher of the Moon, and William T. Thompson, publisher of the Daily Journal, and until recently of newspapers at Lansing and Kalamazoo, and the sale of both newspapers to a corporation headed by Nelson E. Conine as president and treasurer and George B. Dolliver as vice-president and secretary.

Newspaper Writers Elect Officers

William S. O'Connor was recently elected president of the Boston Newspaper Writers' Union, to succeed G. Harry Dunderdale. The other officers elected were: Vice-president, Edward J. Kenny; secretary, William A. Tighe; financial secretary, Philip J. Halvosa; treasurer, Arthur C. Parker; business agent, John Weaver Sherman; sergeant-at-arms, Charles E. Folsom.

CONVENTION PUBLICITY

(Concluded from page 43.)
The Rapid Electrotpe Company of Cincinnati made a notable contribution to the success of the Associated Advertising Clubs of the World Convention. The company furnished free of charge, and as ordered, aluminotypes of the advertising series and shipped them to newspapers and other publications. Not content with this, the Rapid Electrotpe Company has offered a similar service when the Associated Clubs wants it.

In the field of the religious publications about fifty weeklies, comprising all of the leading denominational papers carried display convention advertisements.

Members of the National Association of Advertising Specialty Manufacturers were reached through a series of letters combining "ginger" and the news of the convention.

A colored card of striking design, illustrating the idea, "Truth in Advertising—Put Your Shoulder to the Wheel," was prepared by Barron G. Collier, of the Street Railway Advertising Company without expense to the committee, and placed in 30,000 cars, where for a period of from two to four weeks the cards were read by an estimated total of fifty million riders. This publicity could not be duplicated for \$35,000, a splendid contribution from one company for the betterment of business and the advancement of truth in advertising.

In street cars in Greater New York, Jesse Weinberg, of the New York City Car Advertising Company, rendered a proportionate service in displaying cards in 1,500 cars.

SUPPORT FROM TRADE PRESS.

Over 250 trade and technical magazines put their shoulders to the wheel for a big convention and better business. They ran advertising and gave special editorial comment, and the service departments of a number of the New York publishers prepared copy for this special field. This space had a value of at least \$37,500, the advertisements reaching a total circulation of 1,250,000 business men.

Though the newspaper publishers are these days under extraordinary pressure, they have in many instances gone to the limit in advertising the convention which many believe will usher in the new period of prosperity now well on its way. The Chicago American is spending \$35,000 in advertising the convention and entertaining delegates. The Bureau of Advertising of the American Newspaper Publishers' Association sent out mats and copy to all of its 300 subscribers. Louis Wiley, of the New York Times, personally addressed letters to a long list of newspaper publishers, thus securing their direct interest and co-operation worth easily \$25,000. Louis Gilman, secretary of the Six-Point League, through the members of the league, reached 600 publications and brought home the bacon for that division. Local campaigns inaugurated by local advertising clubs have been generously treated by the newspapers and have constituted a most powerful factor in producing the final results. Philadelphia papers, for instance, gave \$5,000 worth of advertising.

BULLETINS OF THE NEWS.

The news of the convention has been disseminated through a weekly, and later a tri-weekly bulletin service sent to a list of 250 workers by whom its contents were passed on to editors and others interested. The individual work of these men, officers and privates in the local clubs, in the opinion of Chairman Waldo, has been of inestimable value.

The publicity gained through these various channels has an aggregate value of \$165,000: the number of persons reached is estimated at 60,000,000, which, of course, means that many men have had the convention dates brought to their attention from one to twenty times.

The value of the publicity to the business and prosperity of the country is beyond estimate, but it is the sincere belief of those who have watched the campaign that the Chicago meeting will be one of the most potent influences in curing the hang-over of 1914's business depression.

Fakers and Crooks

The Evening Star, Washington's great home newspaper and advertising medium, makes every effort to bar fakers and crooks from its advertising as well as news columns. Fakers are not helped to exploit their wares on an unsuspecting public.

The New York Times CURRENT HISTORY

deals with the big war questions at first hand. It speaks with authority, in the words of official documents and of the antagonists themselves, of statesmen, generals, and private soldiers, in the language of eye-witnesses and of authorized spokesmen, authors, men of affairs, prelates, and scientists. It gives both sides of the controversy. Questions of poignant human interest and of deep historical importance are borne in on every thinking man and woman by this world war. Is it not worth your while to get them answered right?

25 cents a copy \$3.00 a year

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.

ARE YOU PROPERLY POSTED?

If you are an advertiser of quality and your advertising does not appear in the New York Evening Post, you either have been badly advised or not properly posted. The New York Evening Post has been characterized hastily as a rich man's paper. It is, rather, the paper of the thoughtful man and good citizen. Its discriminating readers give it a distinction that places it in a class by itself.

Member Audit Bureau of Circulations
Publication Office Western Office
20 Vesey Street McCormick Bldg.
New York Chicago

The Jewish Morning Journal

NEW YORK CITY
(The Only Jewish Morning Paper)
The sworn net paid average daily circulation of
The Jewish Morning Journal for 112,056
six months ending March 31, 1915.
The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.
The Jewish Morning Journal prints more
HELP WANTED ADS.
than any paper in the city, excepting the New York World.
I. S. WALLIS & SON, West'n Representatives
1246 First National Bank Bldg., Chicago.

THE NEW ORLEANS ITEM

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

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

TIPS FOR THE AD MANAGER

Albert Frank & Co., 420 Sansom street, Philadelphia, Pa., are handling the advertising with some newspapers for Starr & Reed, "Starr & Reed Egyptian Cigarettes," Philadelphia, Pa.

Joseph E. Baer, 347 Fifth avenue, New York City, is placing orders with a selected list of daily and Sunday newspapers for Pyorrhemy Corp. 110 West 40th street, New York City.

Greenleaf Company, 185 Devonshire street, Boston, Mass., is issuing orders to some Western newspapers to run 2 t. a week t. f. for the Electric Lustre Starch Company, "Electric Lustre Starch," 26 Canal street, Boston, Mass.

Frank Presbrey Company, 456 Fourth avenue, New York City, is again making trade deals for the Plaza Hotel, Fifth avenue and 59th street, New York City.

H. Walton Heegstra Advertising Service, 19 South La Salle street, Chicago, Ill., is forwarding orders to newspapers in the vicinity of Nebraska for the Green Foundry & Furnace Company of Chicago.

Guy C. Whidden, Real Estate Trust Building, Philadelphia, Pa., is putting out 5 in. 1 t. and 3 in. 5 c. orders with Pennsylvania newspapers for Lake Paupac Combination, Canadensis, Monroe County, Pa.

Walter Baker Company, "Baker's Cocoa," 45 Broad street, Boston, Mass., is renewing contracts where they have expired.

Mahin Advertising Company, 104 South Michigan avenue, Chicago, Ill., is sending out orders to a few newspapers in metropolitan cities for Greater Des Moines Committee, Des Moines, Ia. This company is also making contracts with newspapers in vicinity in Iowa for James Beach & Sons, "Poesta Soap," Dubuque, Ia.

Byron G. Moon Company, Boardman Building, Troy, N. Y., will in the future have charge of the advertising of Cox Brass Manufacturing Company, Albany, N. Y.

Van Cleve Company, 1790 Broadway, New York City, is placing copy with newspapers in Ohio and Pennsylvania for the Rock Island R. R. Lines, Chicago, Ill., and 1238 Broadway, New York City.

Blackman-Ross Company, 95 Madison avenue, New York City, will shortly make contracts with a selected list of large city newspapers for the Sterling Gum Company, 200 Fifth avenue, New York City.

Cooper Advertising Company, Bankers' Investment Building, San Francisco, Cal., is issuing orders to newspapers in large cities for the Palace Hotel, San Francisco, Cal.

Matos-Menz Advertising Company, Bulletin Building, Philadelphia, Pa., is sending out orders to Ohio newspapers for the United Specialty Company, Philadelphia, Pa.

Taylor - Critchfield - Clague Company, Brooks Building, Chicago, Ill., it is reported, is now handling the advertising account of H. O. Wilbur & Sons, "Wilbur's Cocoa," 235 North Third street, Philadelphia, Pa., and 89 Hudson street, New York City.

Dauchy Company, 9 Murray street, New York City, is in charge of the advertising account of the Canvas Tread Tire Company, 69 Genesee street, Utica, N. Y.

H. H. Levey, Marbridge Building, New York City, is making trade deals with newspapers for the Raleigh Hotel, Washington, D. C.

Dorland Advertising Agency, Presston Building, Atlantic City, N. J., is placing 7 in. 2 t. orders on contracts for the Atlantic City Hotel Combination, Atlantic City, N. J.

C. M. Green, Free Press Building, Detroit, Mich., is making 2,000 l. 1 yr. contracts with Middle West papers for O-So-Ezy Mop.

W. B. Finney Advertising Company, Keith & Perry Building, Kansas City, Mo., is placing 100 l. 13 t. orders with Middle West papers for the Western Tire & Rubber Company.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago, Ill., is issuing copy 12 times to a selected list of papers for the Cooper Pharmaceutical Company (Sulfo).

Nichols-Finn Advertising Company, 222 South State street, Chicago, Ill., is sending out 4,000 l. 1 yr. orders to Pacific Coast papers for the North American Film.

The Dauchy Company, 9 Murray street, is placing 1 in. 13 t. orders with a selected list for A. S. Olmsted.

Matos-Menz Advertising Company, Bulletin Building, Philadelphia, Pa., is forwarding new copy for the Eckman Company.

NEWS OF LIVE AD CLUBS

Plans for enlarging the clubhouse of the Poor Richard Club, the advertising club of Philadelphia, are under consideration. Some time ago the club was farsighted enough to purchase the building next door, and its rapid growth now makes it expedient to utilize this extra space. The partition wall between the two buildings will be torn down, and doorways put in the proper places.

Frank Hammond, J. W. Breasley, R. A. Mullin and R. T. Daniel were elected to fill vacancies in the board of directors of the Birmingham (Ala.) Ad Club at a recent meeting.

Thanks to the efforts of the Oakland (Cal.) Chamber of Commerce and the Commercial Club Consolidated, Oakland has been selected for the 1917 meeting of the Pacific Coast Advertising Association. The 1916 convention will be at Spokane.

The Tampa (Fla.) Ad Club completed its organization in the last week of May and now has the following officers: Jerome Waterman, president; J. C. Martin, first vice-president; Clyde Glenn, second vice-president; Hamilton Horsey, secretary; Edgar Struss, treasurer; W. T. Ramey, chairman of the board of directors, and the following directors: Fred Wolf, L. E. Randall, Dale Mabry, Julius Maas, C. D. Pettingill and E. C. Fitzgerald.

South Bend (Ind.) is another thriving city which has felt the need of an advertising club, and at a meeting at the Oliver Hotel the Retail Advertising Club of South Bend was recently organized with the following officers: R. S. Neuman, advertising manager of the News-Times, president; John F. DeHaven, advertising manager of the Tribune, vice-president; N. Schreiner, advertising manager McGill's furniture store, secretary and treasurer. The purpose of the new organiza-

"ABOVE BOARD CIRCULATIONS"

The following newspapers are members of the Audit Bureau of Circulations and grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA. NEWS Birmingham Average circulation for 1914: Daily, 36,235; Sunday, 37,762. Printed 2,307,884 lines more advertising than its nearest competitor in 1914.	NEW JERSEY. PRESS (Circulation 7,945)..... Ashbury Park JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
ARIZONA. GAZETTE Phoenix (Average Circ. Oct. 1, 1914, 6,125)	NEW YORK. COURIER & ENQUIRER..... Buffalo IL PROGRESSO ITALO AMERICANO..... New York
CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	OHIO. PLAIN DEALER..... Cleveland Circulation for May, 1915: 132,434 Daily 163,326 Sunday
GEORGIA. JOURNAL (Cir. 57,531)..... Atlanta CHRONICLE Augusta LEDGER Columbia	PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
ILLINOIS. HERALD Joliet STAR (Circulation 21,589)..... Peoria	SOUTH CAROLINA. DAILY MAIL..... Anderson
IOWA. REGISTER & LEADER..... Des Moines EVENING TRIBUNE..... Des Moines Essential to covering Des Moines and vicinity.	TENNESSEE. BANNER Nashville
KENTUCKY. MASONIC HOME JOURNAL..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 80,000 copies monthly.	TEXAS. 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.
LOUISIANA. TIMES PICAYUNE..... New Orleans	UTAH. HERALD-REPUBLICAN..... Salt Lake City
MARYLAND. THE SUN Baltimore Daily net paid, 140,451; Sunday net paid, 88,161. Over 110,000 copies of The Sun goes into homes in Baltimore cities and suburbs.	WASHINGTON. POST Houston Over 60% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed. TELEGRAM Temple Net paid circulation over 6,000.
MICHIGAN. PATRIOT (No Monday Issue)..... Jackson Average three months ending March 31, 1915: Daily, 11,340; Sunday, 13,104. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers." and A. B. C.	CANADA. BRITISH COLUMBIA. WORLD Vancouver ONTARIO. MINER Butte FREE PRESS London
MINNESOTA. TRIBUNE, Morning and Evening..... Minneapolis	MISSOURI. POST-DISPATCH St. Louis
MONTANA. MINER Butte FREE PRESS London	ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.

ILLINOIS. SKANDINAVEN Chicago	NEW YORK. EVENING NEWS..... Buffalo BOLETTINO DELLA SERA..... New York
INDIANA. THE AVE MARIA..... Notre Dame	PENNSYLVANIA. TIMES Chester
NEBRASKA. FREIE PRESSE (Cir. 128,384)..... Lincoln	QUEBEC. LA PRESSE Montreal Av. circ., 1912, 114,871; '13, 127,722; '14, 140,342

The San Antonio (Tex.) Express celebrated its fiftieth birthday recently with a 200-page edition.

The New Brunswick (N. J.) Times, which heretofore has been an afternoon paper, will appear in the morning.

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

AD FIELD PERSONALS

A farewell luncheon was given by the advertising staff of the New York Times in the Times Restaurant, Saturday, June 12, to John G. Hanrahan, Jr., who resigned as manager of the real estate advertising department to accept a position with the Cosmopolitan Magazine.

Charles T. Pearce, until recently general manager of the Toronto News, is to be the Toronto manager of A. McKim, Limited, an advertising agency of that city.

James B. Austin, of Utah, widely known in the machinery advertising field, has joined the Landes-Austin Machinery Company, of Salt Lake City.

It is announced that A. R. Howell has become advertising manager of the H. W. Johns-Manville Company, of New York City.

Fred A. Davis, for the past three years advertising solicitor for the Wilmington (Del.) Morning News, has become sales manager for Hawkins & Company, real estate dealers of New York City.

Milton Dietz, a sophomore in the Pulitzer School of Journalism, has won the \$100 prize offered by the Liggett & Myers Tobacco Company for the best drawing for an advertisement for a brand of cigarettes.

R. M. Fleming, who recently resigned as advertising manager of the William T. Hart Company, of Piqua, Ohio, has joined the sales organization of the National Sweeper Company, of Torrington, Conn.

R. Wentworth Floyd, who recently resigned from the staff of the Woman's World, has joined the Beyer-Stroud Corporation of New York City.

Barrett Andrews, recently advertising manager for Condé Nast, has been elected vice-president of Nast & Company.

E. M. Alexander, formerly advertising manager for Harpers Bazaar, is to be general manager of Le Costume Royal.

William Osgood and Ralph Blanchard have been appointed advertising managers of Vanity Fair and Vogue, respectively.

F. W. Harvey, Jr., formerly advertising manager of Popular Electricity and the Technical World, is now western representative of the Boston American.

J. G. Hitzler announces that he has resigned as sales and advertising manager of the Charles A. Marsh Company of Cincinnati.

F. H. Phillips has taken charge of the truck advertising of the Packard Motor Car Company.

Montgomery Holloway, it appears, has not been appointed advertising manager of the New York Times, but has become a member of the advertising staff of that newspaper.

H. B. Barlow has resigned as advertising manager of Sulzberger & Sons, of Chicago.

Guy S. Osborn, who resigned the other day as western representative of the Philadelphia North American in order to take over the representation of the Philadelphia Public Ledger, is one of Chicago's most popular specialists. He has a wide acquaintance among the general advertisers of the country.

ADVERTISING MEN PLAY GOLF

Hold Successful Meeting at the Englewood Country Club.

The Metropolitan Advertising Golf Association held a meeting on June 10 on the links of the Englewood Country Club. The players were divided into groups of four who played their best ball against the best balls of the other quartets. It was arranged that one-sixteenth of the total handicap of each group of four should be deducted from their best ball. Score:

The winning combination was composed of Harry V. Keep, C. A. Corliss,

Grantland Rice and John C. Cook. The card was 72-3-69. Second prize went to W. Eugene Conklyn, Lee W. Maxwell, W. G. MacMillan and C. Cone, with 73-2-71.

Later on regular foursomes were in order, the winners being C. D. Raine and C. B. Wileox, with 79-3-76. There was a tie for second between C. H. Speakman and J. H. Hawley, 83-6-77, and Harry D. Cashman and Sidmon McHie, with 80-3-77.

Individual scores also were kept in the afternoon. Sidmon McHie winning the gross prize with an 83. J. M. Prentiss, with 102-35, 67, easily captured the net prize. H. E. Spaulding, 92-21, 71, was second, and there was a triple tie for third between J. H. Hawley, 90-18, 72; F. W. Nye, 92-20, 72, and H. R. Mallinson, 88-16, 72.

Women's Ad League Hold a Picnic

The League of Advertising Women closed their season Saturday evening with a picnic dinner and dance at the Bean Rivage Hotel, Sheephead Bay, as soon as all the guests were seated Miss Ida Clarke, the retiring president, presented the new president Miss J. J. Martin, advertising manager of the Sperry-Hutchinson Co. Much merriment was caused by one mode of entertainment; the guests drew pictures of each other during the course of the dinner. Two prizes were awarded, one to Miss Helen M. Hill, advertising manager of Paramount Motion Picture Co.; the other to Miss Schultz, of Carpenter-Scheerer Co. At the close of the dinner Miss Clarke was presented with a beautiful string of pearls. The guests included: Miss E. A. Archer, Mr. and Mrs. W. E. Mead, Miss Mabel Graswinckel, Miss Marcia Meyer, Henry Creevy, Miss Lillian Clarke, Mrs. J. A. Galston, Mr. W. E. Carpenter, Miss Allyne V. Scheerer, Miss Helen M. Hill, Miss Schultz, Mrs. E. Fayes, H. Gilmore, Henry Cooke, Herbert E. Davidson, Miss Marie Graham, Mrs. Rosa Bender, Mrs. E. T. Saake, Miss Jessie Lee Sheppard.

LUMBER ADVERTISING PAYS

Dealers Urged to Use Publicity to Extend Their Business.

The Arkansas Association of Lumber Dealers at its recent annual convention at Little Rock, Ark., on May 28, heard from many of its speakers of the value of newspaper advertising in the lumber business. In nearly every address the subject of advertising received considerable attention. L. R. Putnam, of the Northwest Arkansas Lumber Company of Fayetteville, showed a series of designs of advertising he had been using for the past two years with success.

"We did not figure that it was going to bring business right in to us on the jump," said Mr. Putnam. "What we wanted was to be known—to have people think of us every time they thought of lumber, paints, coal and the other things we handle."

"Lumber people don't advertise enough," he remarked. "I will tell you one instance. We wanted to advertise some shingles and we sent to the company from whom we bought shingles, asking for a 'cut' of a bundle of shingles to use in the papers. They wrote back that they didn't have one! Think of it! These patent roofing concerns would ship us a car load if we wanted them."

Some Scrap Book, This!

A unique scrap-book volume which has just been prepared by the Atlas Press Clipping Bureau, New York, for Captain Huston, who with Jacob Ruppert, Jr., recently purchased the Yankee baseball team. The work covers the negotiations and sale of the Yankee from the first offer of Captain Huston and Mr. Ruppert to the day when the papers were signed. It contains more than two hundred columns of reading matter from newspapers all over the country. It is prepared on great sheets of specially printed Irish linen paper more than two feet square.

NEW AD INCORPORATIONS

NEW YORK CITY.—Marx & Angus, advertising, \$5,000, M. A. Morris, R. G. Angus, L. F. Marx, 324 West 103d street.

NEW YORK CITY.—Van Derbeck, Sayers, Murdock Company, Inc., Manhattan, advertising; \$10,000; Harry B. Murdock, Stephen G. Van Derbeck, J. Frederick Sayers and one other; Sayers Brothers, No. 31 Nassau street.

NEW YORK CITY.—The Cushing-Perine Co., Millbrook, Publishing, advertising, \$20,000; F. L. Perine, R. S. Palmer, I. M. Cushing, 237 Broadway.

ST. LOUIS, MO.—Schiele Advertising Company, R. Schiele, 18 shares, Seymour and Edwin Schiele 1 share each. General advertising business. Capital stock, fully paid, \$2,000.

NEW YORK CITY.—E. B. Thomas & Co., Manhattan, general advertising, \$20,000; Myrtle S. Thomas, Evan B. Thomas, Mamaroneck; Henry T. Hornidge, New York.

ROCHESTER, N. Y.—Schaffer-Ross Co., Rochester, advertising, graphic arts, publishing, \$10,000; C. W. Ross, M. F. and L. H. Schaffer, 67 Cooke street, Rochester.

NEW YORK CITY.—L. Roy Curtiss Co., Manhattan, general advertising; \$10,000; L. Roy Curtiss, Mount Vernon; W. Kennedy, Upper Montclair, N. J.; Frederic C. Johnson, New Rochelle.

NEW YORK CITY.—A. B. C. Litho Corporation, Manhattan. General advertising business; manufacturing and dealing in printing and lithographic supplies; capital, \$30,000. Incorporators: W. L. Gordon, L. Honore, 207 West 34th street; P. Gibellino, 336 West 26th street, New York City.

EVANSVILLE, IND.—The American Advertising Co., Evansville, \$10,000, to do an advertising business, Gns Schelosky, J. Reilly, B. Umbach.

NEW INCORPORATIONS

DELAWARE.—The Record News Company a general printing and publishing business; capital, \$125,000.

NEW YORK CITY.—Evening Mail Syndicate, Inc., Manhattan.—Operate news syndicate; printing, publishing; capital, \$25,000. Incorporators, F. M. Lambin, F. P. Stockbridge, 203 Broadway; E. L. Orvis, 1046 Lexington avenue, New York City.

ST. LOUIS, MO.—The Belleville Morning Record Printing and Publishing Company, Belleville, has been incorporated; capital, \$10,500. Incorporators—E. P. Lenschner, Joseph B. Herman, Charles F. Wangelin.

TOLEDO, OHIO.—Leon H. Roberts Co., incorporators, Leon H. Roberts, Gertrude C. Dunn, Myrtle N. Roberts, W. E. Dittenhaber and Wildred B. Roberts. Capital is \$25,000, 328 Erie street. The company is to carry on the printing business heretofore conducted under practically the sole ownership of Leon H. Roberts.

DOVER, DEL.—The Record News Company, to do a general printing and publishing business; capital stock, \$125,000. Frederick A. Thomas, George F. Flannery, Frederick J. Klein, New York City.

Beech Securities Company, to deal in investments of all kinds; capital stock, \$5,000.

OKLAHOMA.—The Publishers' Association of Oklahoma. To do a general printing and publishing business; capital, \$400,000.

NEW PUBLICATION

LANSFORD, PA.—Lansford will soon have a daily newspaper. It will be issued by the Lansford Record Publishing Company, which has been issuing a weekly paper.

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.
Please to have you send them to me.
References: Publishers, Advtg. Agents and this Paper

Publisher's Representative

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

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. SUBURE.
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.

Dauchy Company, Inc., 9 Murray street, New York City, is forwarding renewals for Parkers' Hair Balsam.

"A long string of fish is never carried up a side street"

—SIR ISAAC WALTON

Much less does The Detroit Free Press care to hide its tremendous circulation. It is to Mr. Advertiser's interest that we should make it known to him. You may take advantage of this enormous "quality circulation" and sell your goods to more people—the kind of buyers who will pay more attention to your message because 92 per cent of this circulation goes directly into their homes mornings.

The Detroit Free Press

NOW HAS THE

Largest Two-Cent Morning Circulation in America

Circulation Statement May, 1915				
		Daily	Sunday	
May	1	Saturday	96,772	
"	2	SUNDAY		128,939
"	3	Monday	98,204	
"	4	Tuesday	97,260	
"	5	Wednesday	96,688	
"	6	Thursday	96,732	
"	7	Friday	96,262	
"	8	Saturday	108,219	
"	9	SUNDAY		128,836
"	10	Monday	101,301	
"	11	Tuesday	98,311	
"	12	Wednesday	100,069	
"	13	Thursday	122,607	
"	14	Friday	116,276	
"	15	Saturday	103,393	
"	16	SUNDAY		128,046
"	17	Monday	102,287	
"	18	Tuesday	101,644	
"	19	Wednesday	100,962	
"	20	Thursday	100,155	
"	21	Friday	98,936	
"	22	Saturday	100,373	
"	23	SUNDAY		129,404
"	24	Monday	105,023	
"	25	Tuesday	100,533	
"	26	Wednesday	98,751	
"	27	Thursday	100,570	
"	28	Friday	100,284	
"	29	Saturday	100,238	
"	30	SUNDAY		129,870
"	31	Monday	100,835	
		Total	2,642,685	645,095
Average			101,642	129,019

Average Daily Circulation
101,642

Average Sunday Circulation
129,019

Our Average Daily Circulation for May was 101,642
37%
Increase Over May, 1914

Not alone do these figures show our circulation to be more than 15 per cent greater than our nearest 2c morning contemporary in the U. S., but also that the 37 per cent increase over a year ago proves The Detroit Free Press to be growing nearer and nearer to people, and more valuable for the advertiser.

The man who buys a 2-cent newspaper thinks more of it—it's his choice because he pays the extra cent—he reads it more closely—and you reach the very best class of buyers, men and women. Those who buy The Detroit Free Press have money to buy your merchandise. People appreciate The Detroit Free Press because it is the one exclusively morning paper in its field.

Why You Should Advertise in The Detroit Free Press

It comes to the home mornings when the "movies" are not beckoning, when social engagements are hours beyond, when men and women aren't too tired from the day's grind to listen to you. Yes, at breakfast time when husband and wife are talking and planning the day's downtown buys. You get more attention and consideration. Your offerings are that day's offerings—not of the night before, to be slept out of minds.

VERREE & CONKLIN
Special Representatives
NEW YORK
Brunswick Bldg.
CHICAGO
Steger Bldg.

The Detroit Free Press
"Michigan's Greatest Newspaper"
Member Audit Bureau of Circulations

