

The Editor & Publisher

and The Journalist

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

Vol. 48, No. 1

NEW YORK, JUNE 12, 1915

10 Cents a Copy

Woman—

The World's Greatest Purchasing Agent

Woman is the world's greatest purchasing agent.

In addition to buying women's goods and household goods, she buys over 65 per cent of *men's* underwear and hosiery, and influences the purchase of almost all the rest of men's goods. What men's wearing apparel is not bought first hand by women is often bought largely to please some woman.

When John buys his new suit, he generally has one eye on Mary. John won't admit this, but it is true nevertheless.

Therefore, the shrewd manufacturer cultivates the woman. And the shrewd manufacturer seeking the Chicago market, will seek it through The Chicago Daily News—the market place for Chicago women.

The Daily News is an evening newspaper and is brought home to the wife at night, instead of being taken away from her in the morning. The Daily News not only has the largest circulation in Chicago, but also has the largest *home delivered* circulation.

Moreover, the women of Chicago have been accustomed for years to go to the advertising columns of The Daily News for buying information. The makers of pianos and talking machines know this, and buy more space in The Daily News *six days a week* than they buy in any other newspaper in *seven days*. The dry goods and department stores know this, and buy more space in The Daily News (by over a million agate lines a year) *six days a week* than they buy in any other newspaper in *seven days*.

In Chicago The Daily News is the *recognized* market place for woman—the world's greatest purchasing agent.

THE CHICAGO DAILY NEWS

Over 400,000 a Day

Member Audit Bureau of Circulations

AND STATE

UNIVERSITY

L 155
E 23
V. 48 pt. 1

PICK DETROIT

FOR YOUR TRIAL CAMPAIGN

IT WILL "PAY OUT" BETTER THAN ANY OTHER CITY

Facts Worth Knowing About Detroit

Its population has increased in 15 years from 265,000 to over 665,000.

Over 75% of the world's automobile production is within 100 miles of Detroit—most of it in that city.

Detroit is conceded a degree of prosperity unequalled anywhere.

Detroit has a newspaper—*The Detroit News*—which covers it as no other metropolitan city is covered.

More copies of the News are sold daily in Detroit than the number of English speaking homes in the city.

Advertisers expend more for space in the News than in all the other week day papers of Detroit combined.

DETROIT NEWS NET PAID CIRCULATION

February - -	161,962	April - -	172,002
March - - -	165,262	May - - -	172,263

On Sundays, The Detroit News Tribune has the largest net paid circulation in Michigan.

Net Paid Average per Sunday for May, 129,068

The News Tribune is the only paper in Michigan issuing the latest feature of Sunday newspaper development—the rotogravure.

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and The Journalist

Vol. 48, No. 1.

NEW YORK, JUNE 12, 1915.

10 Cents a Copy.

AMERICA'S MERCHANT PRINCE OPPOSED TO COUPONS AND STAMPS

John Wanamaker, Philadelphia and New York, Writes The Editor and Publisher, That Fifty Years' Experience Have Convinced Him That Such Promotion Devices Have No Legitimate Place in Merchandizing

Why He Rejects Coupons

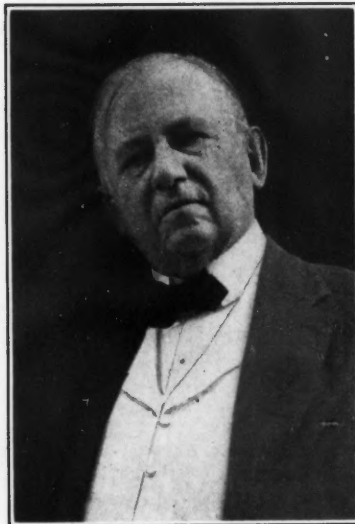
Philadelphia, Pa., May 24th, 1915.

The Editor and Publisher:—

Over fifty active-years of merchandizing experience — years during which I have studied and thought out almost every kind of plan and proposition to serve the public and increase my business with it, have convinced me that trading stamps or premium schemes of any kind whatsoever have no legitimate place in the distribution of merchandise.

The coupon is an admission that the goods carrying it do not measure up to the price asked and that something extra must be included to give money's worth.

No retail store that I have any knowledge of has built up what is seemingly a permanent business on the plan of giving away something for nothing. In the long run, it is the public who are fooled. Someone must bear the expense of the "catch penny" device and that someone is eventually the purchaser. Recently I wrote in one of our advertisements



JOHN WANAMAKER

The coupon is an admission that the goods do not measure up to the price.

Trading stamps and premium schemes have no legitimate place in distribution.

Stamps, coupons and premiums are obstructions on the railroad track of business successes.

No retail store has built a permanent success giving away something for nothing.

Someone must bear the expense of the "catch-penny" device and that someone is the purchaser.

Hear Ye Him and Profit

of business obstructions. I placed trading stamps, coupons and premiums on the list as second in importance of obstructions that are found on the railroad track of business successes.

Store keeping, as I see it, consists in the collection and distribution of merchandise with the smallest possible expense between the producer and the consumer, and surely this cannot be done where premiums must be included in "overhead" expenses.

In conclusion, permit me to state that we do not sell merchandise either in Philadelphia or New York that is packed with coupons. Years ago we decided on this policy and though sometimes goods have been shipped in with coupons concealed — and sometimes actually sealed in — we stop such goods wherever we find them.

Very truly yours,

A handwritten signature in cursive script that reads "John Wanamaker". The signature is written in dark ink and is positioned at the bottom right of the letter.

CHICAGO NEWS BUDGET

Indiana Democratic Editorial Association Holds Session—"Hot Stove Jimmy" Quinn Wants Damages for Alleged Libel—Tribune's Animated Weekly—American's Interesting Plan.

(Special Correspondence.)

CHICAGO, June 8.—All was quiet Friday night on the banks of the Wabash, since two hundred democratic Indiana editors had progressed beyond the confines of the Hoosier commonwealth and descended upon Chicago. Here they were dined, lake excursioned and regaled with oratory, all at the instance of Roger C. Sullivan, Illinois democratic leader.

The newspapermen, comprising the Indiana Democratic Editorial Association, adopted the following resolution during their banquet at the Hotel Sherman:

"Resolved, That it is the hope and desire of the Indiana Democratic Editorial Association that Chicago be selected as the place to name the standard bearers of the national democracy in 1916."

Thus was started the newspaper campaign to bring the next democratic national convention to Chicago. The backers of the propaganda plan to plead their cause rationally through the columns of the democratic press. It is a departure in political craft and a concession to the press as a moulder of opinion.

The editors were headed by their president, Louis O'Bannon, editor of the Corydon Democrat. Their principal spokesman was Congressman Henry A. Barnhart, editor of the Rochester Sentinel.

The Indiana journalists painted a rosy picture of democracy's future under President Wilson and joined in a unanimous vote of approval of the president's course. They cheered the declarations that in 1916 "all the people in the United States" at the polls would stand behind the "greatest president since Lincoln."

Mr. Sullivan spoke, though briefly.

POLITICIAN SUES EXAMINER.

James A. Quinn, city oil inspector and ward politician, better known in these parts, perhaps, by the sobriquet of "Hot Stove Jimmy," has sued the Illinois Printing and Publishing Company for \$25,000 alleged damages, charging libel. The complainant's petition recites that on May 27 the Chicago Examiner printed a statement from a city detective to the effect that Quinn had interceded in favor of a "crook" who had been arrested. It is generally believed that Quinn will not be successful in his suit.

The Tribune on Monday introduced its latest feature—The Tribune Animated Weekly. It is a motion picture record of the important events of the week in Chicago. The Tribune has engaged several cinema camera men and they will "cover" with the reporters the larger assignments and those susceptible to screen pictorialization. The weekly will be shown in leading theaters throughout Chicago. Sidney Smiths comic cartoons of his famous character, Old Doc Yak, will be a feature of each release. The Animated Weekly is "out" for matinees every Monday.

TO INTEREST CHILDREN.

To inspire school children to thoughts of patriotism the American has inaugurated a novel essay contest, open to all Chicago public school pupils. For letters on the American flag, acceptable for publication, the newspaper will reward the pupils with free vacations to Michigan summer resorts. The American also is giving silk flags to be displayed in class rooms. Each day the American prints a column or so of the children's essays. For the education of its newsboys the American this week bought up and distributed among the carriers 300 tickets to an exhibition of moving pictures taken in Japan by Dr. George A. Dorsey, curator of anthropology at Field Museum. (The expedition to the Orient was sent out by the United Photoplays company.)

The editors of foreign language newspapers printed in Chicago, excepting those of German papers, have adopted a resolution protesting against the use in the public schools of a text-book in which

appears an essay eulogistic of the Kaiser. The resolution was presented to the board of education by Vladimir A. Gerlinger, managing editor of the Bohemian Daily Svornost.

AD MEN'S NIGHT PAGEANT

Arrangements for the advertising men's night pageant on June 21, in connection with the convention of the Associated Advertising Clubs of the World, are far enough advanced to bear out the early prediction of Chairman J. R. Woltz, of the pageant committee, that "it will be the biggest display of advertised products ever held." Two hundred firms, numbering many of the biggest advertisers in the world, have filed notification that they will have floats in line. One firm will have six floats. A New England stocking manufacturing concern on, different floats, will visualize the complete history of the manufacture of hosiery from the time of knitting needles in the hands of women to the intricate machines of the present day. A Chicago baking concern will thru out rolls hot from an oven on wheels and distribute them among the spectators.

There will be several municipal floats, designed to advertise cities. Boston will have one of these; Minneapolis, Joliet, Ill., Grand Rapids, Mich., and Waterloo, Ia., others. The Poor Richard Club of Philadelphia will bring a copy of the liberty bell. The members will march behind it in Quaker costumes. The Cincinnati club members will turn out in white flannels and the Texans will appear in chaps, boots and cowboy hats, on mustangs. Chicagoans will march in Palm Beaches.

Chief of Police Charles C. Healey, will be grand marshal. Chief Healey led a varied career as a world traveler, publicity agent and educator before he donned the blue. He is a member of the Advertising Association of Chicago. He will have 1,000 of the "finest" out as guard of honor.

The parade has been routed along Michigan avenue, Chicago's boulevard *bon riant*, which girds the lake shore.

Acceptance by James Whitcomb Riley of the position of honorary president of the new society of Midland Authors is announced.

The Tribune has followed the Herald into the film business, and will supply films of events of the day, caricatures and other features beneficent.

Features of the California fruit trade were explained to local representatives of leading papers in an address last week by G. Harold Powell, of Los Angeles.

GOLFERS AT GRAND BEACH.

A large party of golfers gathered at Grand Beach, Mich., last week Friday for the tournament of the Western Advertising Golfers' Association. President R. L. Whitton won the main honors by defeating B. D. Butler in the final of the first flight 1 up. Lou Hodge won the big prize of the day, a silver cup, for the best net score at 27 holes.

Former City Attorney N. L. Piotrowski has been chosen to go to Poland as a war correspondent for the Herald.

The Evening Post on June 5 issued a bank stockholders' edition, giving the stockholders and the amount of their holdings in every state and national bank in Chicago in addition to a mass of other information valuable to financial men. F. M. Huston, financial editor of the Post, had the work in charge.

The Society of Midland Authors dined last Saturday at the Hotel La Salle. James Whitcomb Riley, the president, was unable to attend on account of illness.

MARQUIS JAMES.

The St. Louis Star was the lowest bidder for the St. Louis city printing in English. Among the papers which put in bids, the St. Louis Post Dispatch was the only one that offered therewith a sworn statement of circulation.

Herbert N. Pinkham, Jr., editorial writer on the Brockton (Mass.) Times, and for the past year its acting editor, has resigned to join the editorial staff of the Boston Journal.

NORTHCLIFFE PRINTS THE TRUTH

London Newspaper Owner's Reply to Criticism of His Course

The Philadelphia Public Ledger on May 27 sent the following message to Lord Northcliffe, proprietor of the London Times, Daily Mail and Evening News:

"Some of your contemporaries have denounced you as a greater foe of Great Britain than the enemies she is now at war with, owing to the criticism in your newspapers of Lord Kitchener. Public Ledger will appreciate and give wide circulation to your views."

The following cable was received in reply:

"My newspapers are telling unpleasant truths which some of the public after nine months of concealment resent, but I have an immense and growing body of public opinion on my side."

"NORTHCLIFFE."

FOREIGN TRADE SITUATION

Some Business Methods Adopted by Our Manufacturers

Dr. Edward E. Pratt, chief of the Bureau of Foreign and Domestic Commerce of the Department of Commerce, after studying carefully the foreign trade situation, resulting from the European war, has issued an important statement in the course of which may be found the following:

"There is now evinced a very conservative effort on the part of American manufacturers to secure foreign trade and to develop foreign markets. The early thoughtfulness and well defined efforts have given way to thorough, active, sound business methods. The only difference in essentials between foreign trade and domestic trade," according to Mr. Pratt, "is that the foreign proposition is a little more difficult. The foreign market is more distinct, is less familiar to us, but is governed by the same business and economic principles."

Increase in American Tonnage

According to the New York Sunday World, the number and tonnage of merchant ships now under construction in American ship yards is nearly triple what it has been. In the seven largest and most active ship yards of the country there is 266,124 tons now under construction as compared with 93,606 tons a year ago. Practically all the ships now being built are for American owners, either for personal use or foreign trade, as conditions require. Foreign owners are inquiring for construction at a tonnage probably in excess of 200,000 tons. All the large ship yards expect to be full to capacity before the end of the calendar year. It is reported that small yards on the sea ports or Great Lakes are running slack or nearly idle. The World states that the preliminary reports to the commissioner of navy in Washington indicate that the total tonnage under construction at the end of the fiscal year, June 20, will be close to 400,000 tons.

Atlanta News Bureau to Resume

The Atlanta News Bureau of the Augusta (Ga.) Chronicle and the Macon Telegraph, which, before its suspension, was conducted by both papers, has reopened in charge of John W. Hammond as manager. The bureau had been in operation for more than ten years, and suspended last December, after the death of John C. Reese. Mr. Hammond, who is well known as the managing editor of the Chronicle, will conduct the bureau for three or four months until it is in shape to turn over to some one else, and then will return as managing editor.

Keeps Him in Touch With the Field

J. K. Kathrens, general manager of the Yellowstone Park Concession at Panama Pacific Exposition, San Francisco, in renewing his subscription, says: "THE EDITOR AND PUBLISHER is a very welcome visitor at my office. In fact, it is the connecting link in keeping me in touch with advertising interests while I am here at the exposition."

BOSTON HAPPENINGS

American Fighting for Better Streets—Sunday Herald Claims High Water Mark in Advertising—Globe Great Record—Post Prints Another "Glad Book" Serial—Connolly's Show.

(Special Correspondence.)

BOSTON, June 8.—The Boston American has been advertising in large type on the first page "The Goddess," a moving picture serial which is to run in the American for some time while the play is being produced in some of the movie houses of the city. Anita Stewart appears in the title role of this production.

The American is still continuing its hammering for better streets, a movement that seems to meet with popular favor. "During the first five days of June," says an advertisement on the first page of the American, "the Boston American was the only one of the newspapers, publishing Sunday editions, that showed a gain in advertising as compared with the corresponding days of last year."

The Boston Journal Panama-Pacific Exposition contest closes at the business office of that newspaper at midnight, June 19. The contest has been very successful, the publishers say, many New England girls having become active contestants in the race for the prizes offered.

HERALD REACHES HIGH WATER MARK.

The Sunday Herald claims that high water mark in advertising was reached last Sunday, when a gain of 4,146 agate lines of advertising was made over the corresponding Sunday last year. A large gain in circulation is also noted.

Several automobile concerns in this city furnished free autos for the use of the five pretty girls in the recent Traveler contest that ended in a trip to the Exposition for the five lucky contestants.

In a recently published statement the Boston Globe claims a lead of 120,553 lines in advertising for the five months ending May 31. These figures are based on the classified advertising, of which the Globe carries a large amount daily and Sunday. The circulation growth of the Globe shows a "going up" of 94,067 copies daily and 17,097 copies Sunday, according to published figures.

The second "glad book," called "Pollyanna Grows Up," is being published serially in the Post in response to requests of many readers of that newspaper. The first "glad book" was received with open arms by the Post's half million or more readers.

President Jack Connolly, of the Press Club, has promised to give an entertainment at the club sometime this summer to relieve what is known as "hot weather dullness." Mr. Connolly has been very successful in the past in planning and executing entertainments and it is believed by all who know him that the coming affair will be all that the club members could wish for.

Edwin P. Norwood, the press representative of the Ringling Bros. circus, made many friends while in this city. It was early discovered that Mr. Norwood had much rather give seats to newspapermen than hotel clerks and waitresses.

There were as many movie men as newspaper cameramen at the drumhead election of the Ancient and Honorable Artillery Company of Massachusetts on Boston Common Monday afternoon. The weather was cloudy, but the movie men turned the cranks and the camera men snapped just as though the sun was shining its brightest. ROY ATKINSON.

Editors Sue Attorney General

James M. Thomson, publisher of the New Orleans Item, and Marshall Ballard, its managing editor, have sued Rufus G. Pleasant, attorney-general of the State of Louisiana, for \$10,000, alleging libel. The statement which brought about the suit appeared in all the New Orleans papers on Monday, May 24, and set forth that "one editor of the New Orleans Item is under indictment under the laws of this State, and the other is a reputed 'dope' fiend."

Boston, as a market, is second in importance in the United States, having more people within a radius of fifty miles than any other locality with the exception of New York City

The net paid circulation of the Boston Sunday American is many thousands greater than that of any other Boston Sunday newspaper.

The net paid circulation of the Boston Evening American is many thousands greater than the combined circulations of all the other Boston evening newspapers.

Compare the A. B. C. and United States Government statements.

This is a tremendous selling force that cannot be overlooked by any one seeking New England distribution.

The American is sold to people who choose between the Boston Evening American and five other evening papers, and between the Boston Sunday American and three other Sunday papers.

These readers are attracted to and held by The Boston American because it is the greatest newspaper in New England and its influence is of inestimable value to the advertiser who wishes to get and hold New England business.

The Boston American is prepared to furnish statistics and careful analysis of the Boston and New England territory as a market for any commodity, and to co-operate with advertisers in a most helpful way.

You can't reach the readers of the Boston American except through the advertising columns of the Boston American.

BOSTON AMERICAN

NEW ENGLAND'S GREATEST HOME NEWSPAPER

Evening and Sunday

NEW ENGLAND'S GREATEST HOME NEWSPAPER

**New York Office:
1789 Broadway.**

80 Summer Street, Boston, Mass.

**Chicago Office:
504 Hearst Building.**

NEW ENGLAND ALLIANCE MEETS IN MAINE

Holds Its June Meeting at Poland Springs, as Guests of Lewiston Journal and Hiram Ricker & Sons—Arrange for a Wider News Co-operation Between Members—Attitude Towards Schools of Journalism.

(Special Correspondence.)

LEWISTON, Me., June 8.—Members of the New England Newspaper Alliance, an association of the principal evening papers in that section outside the city of Boston, held their summer meeting at the Poland Spring House, Maine's greatest summer resort. The meeting, or rather outing, began at noon Saturday and did not end until this morning, when the last of the publishers took their departure from the Spring.

This association has done a great deal to advance the business of all publications interested, especially in the matter of handling foreign advertising. Until this meeting but little had been done with relation to the news side of the several publications represented. Such effort as had been made toward co-operation in news getting and disseminating had been along the line of handling sporting matters, especially baseball.

In this the alliance last year developed a system of exchange on the New England League games which gave each member of the association a splendid service. At the meeting of this month the first steps were taken toward a wider news co-operation. This was at the suggestion of Mr. Hough of the New Bedford Standard, who suggested that at some meeting in the early future the news and city editors of the different papers be present for the purpose of formulating such a plan.

The members of the alliance were the guests of the Lewiston Evening Journal, of this city, and the Hiram Ricker and Sons, proprietors of the Poland Spring House.

EARLY ARRIVALS.

Not all the guests came by train, several making the journey to the Poland Spring House by automobile. The first of the party reached Poland Spring at 11.55 Saturday noon, June 5. From that hour until 6 p. m., each arriving train from the west deposited its quota of publishers at the Danville Junction station, the nearest rail point to the big hotel. Here special automobiles were waiting to transport all to the hotel. Arthur G. Staples, managing editor of the Lewiston Journal, received the visitors, assigned them to machines and saw to it that they were taken to the big hotel, where ample provisions had been made for entertainment. The first of the automobile parties arrived at three o'clock and from that time until 8 p. m.

they came, the last being W. H. Dow, advertising manager of the Portland Express-Advertiser.

Saturday afternoon and evening was devoted by the ladies to getting acquainted, while the men took advantage of the opportunity to talk things over in a quiet manner. At 8 o'clock Mrs. Nelson Dingley, of this city, widow of Congressman Dingley, who with Frank L. Dingley, editor-in-chief of the Evening Journal, founded the paper, held an informal reception in the hotel parlor after which dinner was served in the dining room.

WHAT THEY ATE.

	Grape Fruit, an Maraschino	
Olives	Celery	Radishes
	Mock Turtle a l'Anglaise	
	Bolled Hailbut, Hollandaise Sauce	
	Potatoes, a la Reltz	
	Native Chicken, Giblet Sauce	
	String Beans	Mashed Potatoes
	Larded Fillet of Beef aux Champignons	
	Orange Fritters	
	Glace au Benedictine	
English Plum Pudding		
	Hard and Brandy Sauce	
Maple College Ice	Assorted Cake	
Crackers	Cheese	
	Deml Tasse	

No speeches other than a short welcome by Editor Staples were made. When the banquet was over the party adjourned to the ball room, where there was dancing and an exhibition of modern dancing by the hotel instructors.

Sunday was devoted to sight seeing. The Rickers provided automobiles for all to make tours of the countryside and with each party there went a competent guide. Opportunity was also given during the day to inspect the vast hotel property owned by Messrs. E. P., H. W., and A. P. Ricker. These consist of the Poland Spring House, open in summer only, the Mansion House, open the year round and Ricear Inn, open for two-thirds of the year; also the great farm of nearly 2,000 acres, the greenhouses, Poland Spring, the bottling works, private railroad, handsome stone chapel, where all were summoned to services Sunday morning by the sweet toned chimes presented to the Rickers by Miss A. L. Richards of Boston, a well-known Washington correspondent.

SCHOOLS OF JOURNALISM PRAISED.

The business session of the Alliance was held Monday morning. The general newspaper situation was considered and

the subject of schools of journalism taken up. This was discussed at considerable length and a committee consisting of George A. Hough, managing editor of the New Bedford Standard; A. G. Staples, managing editor of the Lewiston Journal, and George W. Norton, managing editor of the Portland Express-Advertiser to investigate this subject and report at the September meeting of the association.

The general sentiment was that the Alliance should take cognizance of the good work being done by the schools of Journalism. Mr. Hough has two sons in the Pulitzer school.

Resolutions were adopted expressing the deep appreciation of the members of the hospitality of the Lewiston Journal Company and Hiram Ricker & Sons and extending special thanks to Arthur G. Staples who did so much to make the meeting a success.

Those who attended were: C. H. Hastings and daughter, Lynn Item; F. E. Sands, wife and daughter, Meriden Daily Journal; John H. Harrington and wife, Lowell Sun; Fred N. Dow and wife, Portland Evening Express; Wm. H. Dow and wife, Portland Evening Express; A. L. White, New York, Great Northern Paper Company; O. L. Crain, R. Hoe & Co., Printing Press Manufacturers; M. R. Harrigan, wife and daughter, Bangor Commercial; George W. Norton and wife, Portland Evening Express; Henry N. Bowman and wife, Springfield Union; M. S. Dwyer, wife and three other young women, Providence Tribune; James T. Murray and wife, New Bedford Standard; Mr. and Mrs. George A. Hough, New Bedford Standard; F. S. Almy and wife, Fall River Evening News; Charles H. Pugh and wife, Worcester Evening Gazette; J. A. Muehling and wife, Manchester Leader; W. L. Thomas and wife, Manchester Leader; Hon. J. P. Bass, Bangor Commercial; H. M. Dingley and wife, Lewiston Journal; Frank L. Dingley, Editor Lewiston Journal; B. H. Dingley and wife, Lewiston Journal. S. E. C.

Stanford University Journalism Course

Stanford University of California will expand and systematize its work in journalism next year.

A committee consisting of the heads of the departments of English, history and economics, and Associate Professor Everett W. Smith, who has for several years offered journalism courses in connection with the English department, will decide the course and act as advisors to the individual journalism students. The course will consist principally of work in English, history, economics, languages and the special journalism courses, with considerable latitude left for electives in any of these branches and in other subjects.

LEAGUE OF NATION'S MOVEMENT

Considerable Money to Be Spent in Publicity to Advance the Cause

In a letter to Chairman Frank P. Walsh, of the Commission on Industrial Relations, Congressman Gardner calls attention to a letter sent out by the Niagara Peace Society to newspaper editors throughout the country. The letter is a section of the New York Peace Society, of which Andrew Carnegie is president. The Congressman emphasizes the importance of the following passages in this letter:

"Between now and the termination of the European War an enormous sum of money will be expended for publicity work. A generous proportion will go for newspaper advertising to bring home to Congress the attitude of the American people on the question of inter-dependence of nations. We ask that you request your advertising manager to forward immediately copy of advertising schedule showing rates for consecutive insertions.

"The committee has requested me to make inquiries on three important points. First, 'Is your editorial policy in favor of the American proposal for a league of nations?' (It has just been endorsed by Lord Earl Grey, British Minister of Foreign Affairs.) Second, 'Have you given publicity to the declaration of America, or to the joint resolution for the Niagara Conference which is now pending in Washington, or are you in favor of giving the publicity to this movement at the present time?' Third, 'Would it be possible for you to solicit through your columns, subscribers to the campaign funds in the League of Nations movement?'"

Pulitzer Graduates Do Well

Dr. Talcott Williams, director of the school of journalism, which was established at Columbia University by Joseph Pulitzer, has made a very interesting report concerning the members of the graduating class. In it he shows that of twenty-one graduates this June, twenty already have obtained positions with newspapers throughout the country. The remaining student is crew manager this year, and is not open to engagement until after July 1. In spite of the few years the Pulitzer School of Journalism has been open, it has become recognized as the leading school of its kind in the country.

Newspaper men of Atlantic City, N. J., including the correspondents from out of town newspapers have been asked to serve on a committee of publicity whose work is to advertise the annual Atlantic City Carnival.

THE AUSTRALASIAN NEWS COMPANY

(Limited)

THE NEW ZEALAND NEWS COMPANY

(Limited)

PUBLISHERS' AGENTS

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

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

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

THE AMERICAN NEWS COMPANY

WASHINGTON TOPICS

Newspaper Correspondents Think That Secretary Bryan's Resignation Forecasts More Strained Relations With Germany If Not An Open Rupture—Star Closes a Popular Contest.

(Special Correspondence.)

WASHINGTON, D. C., June 10.—William Jennings Bryan, Secretary of State, and proprietor of the Commoner, has handed in his resignation to the President, which has been accepted. While it has been known by the newspaper men that there was dissension in the Cabinet over the second note to Berlin, it was not thought that Mr. Bryan would resign at this critical time.

His resignation was received with consternation here. Extra papers of the Star and Times were out shortly after the announcement of Mr. Bryan's resignation was made at the White House. The consensus of opinion among the newspaper men of Washington is that Mr. Bryan's resignation forecasts more strained relations with Germany, or eventually an open rupture with the Berlin government.

PRESIDENT WILSON'S REQUEST.

President Wilson has taken occasion at the by-weekly meetings with the newspaper correspondents to request that they do not surmise and anticipate contents of official communications between the State Department and foreign governments. His belief is that representatives of foreign papers in this country might cable these surmises to their home governments where they may receive them as being authentic. His request has been that the correspondents refrain from trying to anticipate the official notes before they are given out by the State Department.

The Washington Star has just closed an interesting contest in which handsome money prizes were given for the best essay written upon the advertisements contained in a certain issue of the Star. The first two prizes were won by women who gave in their essays, consisting of 150 words, their reasons why they thought certain advertisements were the best of those published in that issue.

Edgar C. Snyder, of the Omaha Bee, president of the Gridiron Club, has issued a further statement, which has been sent to newspapers in all large cities and towns, warning the public against swindlers who are selling what purports to be associate membership certificates.

"The Gridiron Club is in all essentials a dining club," says the statement. "It has never contemplated building a clubhouse, nor has it at any time considered the enlargement of the associate membership list. Under the constitution of the Gridiron Club its active membership is limited to fifty, the pre-requisite qualification for active membership being that the applicant shall be an accredited newspaper correspondent with actual service in Washington for a period of two years immediately preceding his nomination.

"The associated membership list is made up solely of active members who have removed from Washington. The club has no honorary members. The entire membership of the Gridiron Club at the present time is 81, divided as follows: Active members, 50; associate members, 21; limited members, 10.

"In view of the wholesale character of the frauds perpetrated and the further fact that the swindlers apparently are operating in all sections of the country, having secured victims in Cleveland, Toledo, Dayton, Omaha and Denver, and having attempted to defraud people in the East, the public is warned against these imposters."

The Oakland Tribune Outing

The employees of the Oakland (Cal.) Tribune and their friends held their annual outing and picnic on May 23 at Idylwood Park, Niles Canyon. The committee in charge had arranged for music and for a large and varied programme of sports, and the others did the rest. A special "Extra," a miniature edition of the Tribune, was published as a programme.

PINDELL BACK FROM WAR

Believes the Conflict Will Last Two or Three Years.

Among the passengers who arrived in New York on the St. Paul from Liverpool on Monday was Henry M. Pindell, publisher of the Peoria (Ill.) Journal, who went abroad two months ago to study the war. He spent some time along the second line of trenches extending for thirty miles in the vicinity of Naney. To a reporter he said:

"I am not a peace propagandist," he said, "but if all Americans could see what I have seen they would never go to extreme measures except as a last resort. The situation in Europe defies description. New words and phrases would be needed to tell the horror of it.

"However, a premature ending of the war would be a misfortune. It is best for future peace to let them finish, but I do not want to see America drawn in.

"France is a new, strange, subdued nation, but she is preparing to fight to the end. Nevertheless, one already hears murmurs of 'After the war, then what?' There is a growing inclination to ask, 'What is the justification for all this slaughter?'

"I talked to a man near Careney, a member of a regiment which started out with a full complement of men. He was one of 200 that were left. He described a certain battle as a mingling of terrific noises, a shaking and trembling of the earth, blinding, choking smoke hiding all sight of both friend and foe, the screams of the wounded and dying and then the confusion of the retreat. Neither he nor his comrades had any idea of what they were accomplishing."

NEW YORK SUN MEN TO DINE

Passing of the Old Sun Building to be Celebrated by a Banquet.

The old Sun building is not to pass out of existence without appropriate ceremonies. On Sunday afternoon, June 20, or 27, the employees of the Sun Publishing Company, whatever their station or length of service are to have a dinner on the top floor of what Sun men sometimes affectionately call the "old roost." The dinner had been planned for June 6, but delay in moving has compelled the abandonment of that date. Even now the day is not fixed, but depends entirely upon the time when the top floor can be turned over to the committee. It is expected that W. C. Reick will act as chairman, and that Chester S. Lord and many of the Sun Alumni will be present. The price of the dinner tickets has been at \$2.50.

The following paragraph taken from the circular issued by the committee of arrangements shows that the dinner is to be thoroughly democratic in its character.

It is the desire of the committee of arrangements to make this occasion an affair, representative of every department, from roof to cellar, and to that end invites the hearty co-operation of every attached of the Sun—whether from business office, editorial department, composing rooms, stereo, mailing or press room—that a fitting farewell be carried out.

The committee in charge is as follows: J. F. Francis, chairman; T. J. McCarthy, treasurer; J. D. Pollard, machine room; R. W. MacLauchlan, machine room; G. A. Hoose, ad room; T. M. Dieuaide, evening editorial department; James Williams, press room; Frank Downs, stereotype room; Thos. McCue, mail room; H. Sabel, machine room; C. A. Grabert, ad room; A. F. Aldridge, editorial department; A. H. Bradley, business office; Robert Jones, press room; Arthur Siefried, stereotype room.

The Charleston, Ill., Tribune, a Republican daily newspaper, established three months ago, suspended publication last Monday. The management states that the failure was due to the poor financial conditions in the country. The Courier and the News are the other Charleston papers.

WILL it pay you to talk to one-quarter of the people in the New York territory every day during the year, at a cost of one cent per annum per person?

The NEW YORK AMERICAN offers you JUST SUCH AN ADVERTISING OPPORTUNITY.

PAY YOU? You know it will if you value the power of advertising at all or recognize, even partially, its necessity to your business.

One cent per annum per person!

Do you wish proof?

The individual buyers of the NEW YORK AMERICAN number one-fourth of the individual buyers of all newspapers in New York territory.

Since one newspaper is bought by one out of every five inhabitants in a community, then each copy of the NEW YORK AMERICAN sold represents five persons—men, women and children.

The NEW YORK AMERICAN represents one-fourth of the population of New York—therefore, its advertising power is felt by one-fourth of all of the people.

If you will insert an advertisement costing \$42.75 a day, 365 days in a year, the yearly cost will be \$15,603.75, or one cent per person. The number of persons being 1,560,375—one-fourth of the population—as near as anybody can estimate it without the new census figures at hand.

NEW YORK AMERICAN
DAILY AND SUNDAY

MEMBER AUDIT BUREAU OF CIRCULATIONS

ADVERTISING TENDENCIES

John K. Allen Tells New York State Press Association Increased Efficiency Can Be Secured by Making Readers Intentionally Interested in Advertising—Sees Ethical Improvement Already.

In an address on "Tendencies in Advertising," delivered before the New York State Press Association at Syracuse on Thursday, John K. Allen, advertising manager of the Christian Science Monitor, submitted to a careful analytical consideration each of the four directions in which those tendencies appear to be plainly marked today, namely, business tendencies, legislative tendencies, educational tendencies and moral tendencies.

As a basis for deductions as to business tendencies, Mr. Allen exhibited a series of diagrams showing, by plotted curves representing increases and decreases, the total amounts of advertising in the standard magazines, in class magazines and weeklies, and in 17 daily newspapers in metropolitan New York, by months since January, 1911. In the diagram of the total volume of advertising in the newspapers, the peak year was 1913. The tendency for advertising to decline is strongly marked in 1914, and the effect of the war beginning in August has continued since.

1913, THE PEAK YEAR.

The total number of lines of advertising published in the magazines and dailies referred to aggregated as follows:

1911.....	110,671,133
1912.....	121,791,922
1913.....	122,665,428
1914.....	115,116,052

It will be seen that while 1913 was the peak year, it was but slightly larger than the total for 1912. The total for 1914 showed a loss of 7,549,376 lines or 6.1 per cent. The loss for the first four months of 1915 as compared with 1913 was 10.7 per cent.

While the effects of the European war have unmistakably contributed to cause the decrease, Mr. Allen believes that "if publishers can find a way to make their readers intentionally interested in advertising its efficiency will be enormously increased. The volume of advertising will correspondingly increase. Advertisers can then fill space now used to shock the reader into giving attention to their announcements, with appeals to the reader's intelligence and reason. Advertising will then be transferred from the realm of chance into the realm of the real, and no longer will the uncertainty of a successful result lurk behind every advertising contract."

LEGISLATIVE TENDENCIES.

Passing on to the other phases of his subject, Mr. Allen said, in part:

"It is plainly apparent that the attitude of governments toward newspapers and advertising is undergoing a change. . . . In certain municipalities, including New York City, ordinances have been passed seeking to control the business of advertising in an attempt to prevent the publication of that which is fraudulent.

"A legislative tendency, which should, however, become general, has made its initial appearance in New Orleans. The city assessor has proposed that substantial assessments be placed against a local billboard company and the lessee of the local street-car advertising privilege. He recommends an assessment of \$100,000 on the outdoor advertising company and one of \$300,000 on the holder of the street car privilege.

"Each community here represented should learn whether it is receiving revenue from holders of privileges of this nature. In proceeding to such an inquiry an important question arises with relation to each form of advertising. In the interest of the public should outdoor advertising be permitted at all? If it is to be allowed it should be carefully regulated so that it will not offend the public taste more than is necessary, and it should pay a tax for the benefit of the highways it so generally disfigures and from the use of which, by the public, it derives its value.

"With relation to street car advertising, it should be learned if, under the terms of the franchise, a transportation company can sell its car space for advertising purposes. It may be discovered that it is illegitimate for a traction corporation to do this. Should it be found that selling advertising space in street cars is a legal operation, then a tax is properly assessable against the value of the privilege.

"Neither of these forms of advertising should receive more lenient treatment from the taxing power than is accorded to the owners of newspaper publishing plants.

"State legislatures are also becoming interested in the regulation of advertising. In ten States the Printers' Ink Statute has been passed. . . .

"The Federal Government has also taken steps to regulate the business of newspaper publishing in respect to circulation and advertising. The postoffice department in requiring sworn statements of circulation from publishers of daily newspapers, has taken a step which in time must be followed by action which will put teeth in the regulation by providing a penalty for making perjured statements.

"The governmental requirement is that 'all editorial or other reading matter published in any newspaper, magazine, or periodical for the publication of which

money or other valuable consideration is paid, accepted, or promised, shall be plainly marked "advertisement." This is an indication only of the tendency toward government control. It is, so far, nothing but an indication. . . .

EDUCATIONAL TENDENCIES.

"The searchlight of the scientist is being turned on advertising. The psychologist is revelling in a new and promising field of human activity.

"In the good old days people bought things because they wanted them. Now we are told there are deep scientific reasons why we buy. We are informed we respond to certain forms of mental suggestion more readily than to some other forms. We are now analyzed, classified and catalogued as carefully as are other less important forms of animal life. . . .

"This study of advertising is going on in many advertising clubs throughout the world, and excellent courses are open to their members. In Y. M. C. A.'s and similar organizations there are many courses in advertising open to clerks and young business men. In high schools such courses are beginning to be provided, particularly to evening classes. In many colleges and universities courses in advertising are now provided, and it is possible for the young man who desires to follow the business of newspaper publishing to attend courses in journalism and advertising in the same institution.

"To all these advancing steps the publisher who has acquired his knowledge by actual demonstration is glad to extend encouragement and co-operation. But caution is needed to keep the educator's feet on the ground of practicability while his head is in the clouds of inspiration.

MORAL TENDENCIES.

"In the renaissance of morality which began some years ago with the investigation of life insurance companies and which has since invaded most other businesses, it is worthy of remark that no business has made greater strides in reform than has advertising. There are several marked cases which show how the desire to improve the business of advertising has been effective in raising its moral status.

"The adoption of 'Standards of Practice' by fifteen departments of advertising at the convention of the Associated Advertising of the World at Toronto last year marks an epoch in the history of advertising. No longer can an advertising man set up a claim of a lack of a standard in advertising practice. He knows what is expected of good advertising men, and if he wishes to join that representative body he must subscribe to the Standard of Practice of the department in which he is interested before he can become a member. . . .

"Organizations of newspaper publishers show an aroused conscience with respect to cleaner and more honest advertising. The Nebraska State Press Association has recently passed this resolution:

"We hold it to be a duty we owe to our readers without regard to material cost to encourage truthful advertising and to discountenance, discourage and refuse dishonest, unclean and fraudulent advertising."

"I commend this action to your organization as a proper step for you to take if you wish to keep pace with movements which reflect the inevitable tendency of the times.

"Reduced to its logical conclusion, this is all there is to be said upon the ethics of advertising: Advertising is either right or wrong. If right it needs no discussion. If wrong, it should not be permitted.

THE ETHICS OF ADVERTISING.

"In advertising problems three classes of people are affected—the advertiser, the publisher and the reader. The ethics of advertising are binding on both the advertiser and the publisher. What are they?

"The advertiser's standpoint is clear and his consideration of the ethics of advertising is strictly a personal one. It is decidedly wrong to steal, to lie or to secure money under false pretenses.

"To do these things in an oral business

transaction puts a man beyond the pale. To do the same things through the medium of the printed word does not modify their character and should put him beyond the pale just the same.

Send in your subscription now and get reports of big conventions.

Expenses

must be reduced in many newspaper offices for GOOD and sufficient REASONS.

Why

pay fancy prices for so-called high-class syndicate service when you can buy our DAILY and SUNDAY mat features for less money than your present appropriation?

Let us send you proofs and convince you.

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

NEWSPAPER

prosperity is based on circulation.

FEATURE

elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

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

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

Sport Service

Everything for Your Sport Page

News Pictures
Letters Box Scores

DEMAREE CARTOONS

Write or Wire for Samples and Prices

International News Service
238 William St., New York City

USE

UNITED PRESS

FOR Afternoon Papers

General Offices, World Bldg., New York

JOSEPH P. SCHILLER SYNDICATE
Newspaper SUNDAY Supplement

Schiller Building CHICAGO

OLYMPIAN SPA FASHIONS

A regular FEATURE with progressive Publishers.

A colored pictorial supplement, printed from half-tone plates in four colors on coated stock.

CURRENT FASHIONS

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

OLYMPIAN SPA PATTERNS

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

ROBBERS!

The police did not get them all. Some are still using the war as a pretext for making you excessive quotations on your type metal.

There is no reason why you should pay over the market prices for your metal. They are high enough as it is.

Get our prices and know what you should pay. We are selling at the market prices—no additional war charge.

Dictate our name to your stenographer now.

Imperial Type Metal Company
Philadelphia, Pa.

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

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

PACIFIC COAST AD MEN'S CONVENTION

"Business is Good" the Key Note of the Speaker—President Woodhead, of the A. A. C. W., Delivered an Able Address—Dr. Brougner on Church Advertising—F. H. Lloyd, of Spokane, Elected President.

Under the ever-smiling sky of California, the members of the Pacific Coast Advertising Men's Association met at Los Angeles the last week in May for their twelfth annual convention.

The true Los Angeles hospitality was evident right at the railroad station, where the delegates were met by the smiling Los Angeles folk, who proceeded to extend the freedom of the city to them then and there.

The delegates were marshalled in order, and then, with roses cast upon their embarrassed heads, and with a band in front playing "I Love You, California," they were marched through the streets, bright with flags and banners, to the Hotel Clark, their headquarters. At the head of the procession marched the Spokane men, one hundred strong, in immaculate white suits like street sweepers from Spotless Town.

The exercises proper began Thursday morning, May 27, in the old Normal School building. In his opening address President R. L. Bisby struck the keynote of the convention, and gave the delegates a war-cry that will not allow to be forgotten if they can help it.

EASY TO PROVE P. OPOSITION.

"Business is good," said he. "It is easy to prove it. Here in Los Angeles last week, our bank clearings showed an increase of a million dollars. When you meet a person, say 'Business is good.'"

The delegates lost no time in taking him at his word. "Business is good" they shouted back at him. Like all other Americans, they had been admonished, from a very high quarter indeed, that business depressions were mainly psychological, and if psychology could make business good, by merely saying it was good, they were just the optimists to keep on saying it. So throughout the three days of the convention, "business is good" was the slogan.

In the absence of J. Harry Pieper, president of the Los Angeles Ad Club, A. H. Wilkins made the address of welcome. Mayor Rose was introduced by President R. L. Bisby and presented the keys of the city to Miss Spokane, who in private life is Miss Marguerite Motte.

Thereafter the greater part of the day was given up to routine matters, business and educational sessions, whose rigor was somewhat tempered by addresses by William Woodhead, president of the Associated Advertising Clubs of the World; Samuel G. Dobbs, the ex-president; Joseph H. Appel, head of the Wanamaker advertising forces; Hon. Robert N. Bulla, president of the Los Angeles Chamber of Commerce, and many others. Mr. Woodhead brought away from Los Angeles a beautiful loving cup, the gift of the local Ad Club.

DR. BROUGNER'S ADDRESS.

On Friday morning Dr. J. Whiteomb Brougner, of the Los Angeles Temple Baptist Church, and also a member of the Los Angeles Ad Club, delivered one of the most interesting addresses of the convention on the question: "Is Church Advertising Ethical?" He said, in part: "Church advertising is ethical, and the churches must make good. They must advertise the truth in a truthful way and make good the advertising in the ministries.

"It must make good that Christianity is adapted to all classes, young and old, and in its promise of a savior from sin; that it can help solve life's problems and bear life's burdens and, lastly, that Christianity can give a man self-mastery."

Other addresses, teeming with the spirit of the Ad Club, were given by Rollin C. Ayers, of San Francisco, "Real Estate Advertising, Present and Future"; Arthur W. Kinney, manager industrial bureau, Chamber of Commerce, Los Angeles, "Advertising the Industrial Advan-

tages of a City"; Clifford A. Williams, general advertising sales corporation, Los Angeles and San Francisco, "Problems of the Pacific Coast Advertising Agency"; K. W. Finlay, advertising manager, Post-Intelligencer, Seattle, "The Advertising Agent and the Newspaper Solicitor"; John S. McGroarty, "The World's Playground," and Walter Evans, district attorney, Portland, "The Scenic Beauties of the West; Their Relation to Art and Advertising."

In the evening the delegates reviewed an electrical pageant from a reviewing stand erected for them, at Eleventh and Hill streets, and thereafter attended a ball in their honor.

Considering that they had danced half the night, the delegates were in wonderfully fine trim for the morning session on Saturday. That chief interest lay in the awarding of prizes, the electing of new officers for the ensuing year, and the choosing of a city for the convention of 1916.

The Spokane Ad Club won the Coast trophy, donated by G. Herbert Palin, and given by the Los Angeles Ad Club to the club showing the greatest activity during the past year. The Committee on Awards based their decision on attendance at the convention, work done in behalf of the profession of advertising, vigilance committee work and educational work among members.

The president's trophy, awarded by the president to the delegation that shows the largest percentage of attendance at the convention, was captured by the Spokane Ad Club. The delegation from the Sacramento Ad Club won the Hotel Clark trophy, offered to the delegation that registered the greatest mileage. The Los Angeles trophy, donated by G. Herbert Palin, and awarded to the member of the Los Angeles Ad Club or the Women's Ad Club of Los Angeles for the best exhibit of advertising, was won by Miss Louise Porter, advertising manager for J. W. Robinson Company, and Miss Peggy Martin.

When it came to selecting a place for next year's convention, the mighty Spokane men carried all before them, and their city was chosen.

The following officers were then elected: President, F. H. Lloyd, Spokane; first vice-president, C. F. Berg, Portland; second vice-president, T. A. Cody, Sacramento; third vice-president, Stanley Hall, San Diego; secretary, Dr. E. R. Emerson, Portland; and members of executive committee, R. L. Bisby, of Los Angeles (chairman); C. H. Tallant, of San Francisco; R. A. B. Aiken, of Seattle; W. W. Cribbens, of Oakland, and A. H. Wilkins, of Los Angeles.

At such times as the delegates were not transacting business, or listening to speeches, they and their wives and daughters were being lavishly entertained with ten fights, auto rides, barbecues, plays, pageants, dinners and lunches without number.

The convention officially closed on Saturday, and many left at once to visit the Exposition at San Diego, but the greater part remained at Los Angeles to make up their sleep.

Now It's Dr. Arthur Capper

The degree of LL. D. was recently conferred upon the Kansas governor, Arthur Capper, by Campbell University, during the annual commencement exercises. The commencement address was delivered by the governor, who is publisher of Farmers' Mail and Breeze, Missouri Valley Farmer, and other Capper papers.

R. Hilton Greer, editorial writer on the Dallas (Texas) Evening Journal, delivered the annual address before the Students' Association of the University of Texas at Austin, on June 8.

SOUTHERN PUBLISHERS TO MEET

Interesting Program Arranged for Session at Asheville, N. C.

The Thirteenth Annual Convention of the Southern Newspaper Publishers' Association will be held at the Grove Park Inn, Asheville, N. C., on Sunday, Monday and Tuesday, June 13, 14 and 15.

The visiting publishers, enjoying the hospitality of Fred C. Seeley, a former Atlanta publisher, who now presides over the destinies of this famous hostelry.

According to W. M. Clemens, secretary and treasurer, editor Mobile Item, the program has been arranged "to be financially profitable to the members, thus justifying the small sacrifice of time and expense necessary to make the trip."

"The plan inaugurated last year of subordinating the entertainment features to the more serious business of the meeting proved so generally satisfactory," writes Mr. Clemens, "that it will be followed this year, as also will be the plan of having a few nationally prominent speakers to discuss newspaper topics. In addition, timely subjects have been assigned to a number of well-informed members who will open discussions with brief remarks to be followed by a general interchange of information."

Some of the topics for discussion by the members are as follows:

- "The Independent Carrier System." V. H. Hanson, of The Birmingham News.
- "Mechanical Efficiency." A. R. Holderby, of The Richmond Journal.
- "Circulation Income vs. Advertising Income." W. T. Anderson, of The Macon Telegraph.
- "What is a Fair Rate for Advertising?" Frederick I. Thompson, of The Mobile Register.
- "How to Develop Circulation." Edgar M. Foster, of The Nashville Banner.
- "The 'Mixer' as an Asset to the Paper." Robert W. Brown, of the Louisville Times.
- "Circulation and the U. S. Government." E. B. Jeffress, of The Greensboro News.

The officers and executive committee of the S. N. P. A. are as follows: President, W. T. Anderson, Macon, Ga., Telegraph; vice-president, Robert S. Jones, secretary-treasurer, W. M. Clemens, Mobile, Ala., Item. Executive committee, C. B. Johnson, Knoxville Sentinel; E. M. Foster, Nashville Banner; V. H. Hanson, The Birmingham News; D. D. Moore, New Orleans Times-Picayune; A. R. Holderby, Richmond Journal; R. S. Jones, Asheville Citizen; Elmer Clark, Little Rock Democrat; Walter Johnson, Chattanooga News; A. F. Sanford, Knoxville Journal and Tribune; A. E. Clarkson, Houston Post; W. T. Anderson, Macon Telegraph; Geo. A. McClellan, Jacksonville Metropolis.

Endorsed by World's Largest Newspaper

Another convincing proof of our unexcelled methods of building newspaper circulation. For years our large and well trained organization has conducted successful campaigns and pleased the best papers, throughout the United States.

READ THIS LETTER CAREFULLY.



DAILY and SUNDAY TIMES	SUNDAY TIMES ONLY	THE ILLUSTRATED WEEKLY
Per Year \$10.00	Three Months by mail \$2.00	Under Member of the Bureau
Six Months \$5.00	Six Months \$3.00	Business—\$3 year.
Three Months \$2.50	Three Months \$1.50	\$2.00 a year
Delivered in City, per month \$1.75		

OFFICE OF
The Times-Mirror Company
PUBLISHERS OF THE LARGEST DAILY AND SUNDAY PAPERS IN THE WORLD
NEW TIMES BUILDING, FIRST AND BROADWAY
GUARANTEED CIRCULATION, DAILY AVERAGE EXCEEDS 60,000 COPIES
SUNDAY, 100,000 COPIES

HARRISON GRAY OTIS
PRESIDENT AND GENERAL MANAGER
MARIAN OTIS CHANDLER
VICE-PRES. AND SECRETARY

HARRY CHANDLER
TREASURER AND ASST. GEN. MGR.

Los Angeles, Cal. April 16, 1915.

To Whom It May Concern:

The Los Angeles Times in its career as a successful daily newspaper has itself conducted many circulation contests. It was with some hesitancy, therefore, that we recently concluded an agreement with Mr. C. B. Hollister to conduct for this office an automobile-circulation campaign.

The outcome, however, has been so satisfactory and the remarkable number of new subscriptions taken so marked, that we have no hesitancy in recommending to publishers, without reserve, Mr. Hollister and his work.

Mr. Hollister's work has been clean, the contestants were well taken care of and every feature connected with his conduct of the campaign so satisfactory, that it has been a pleasure and a source of gratification to this whole establishment to have had commercial relations with him.

In a nine weeks period almost seven thousand new orders were taken for a cash consideration of approximately \$50,000.00.

The Times would not hesitate to reengage Mr. Hollister and his experienced, energetic crew of circulation builders should we at any time in the future decide to run a similar circulation-building campaign.

THE TIMES-MIRROR COMPANY

By *H. Chandler*
Assistant General Manager.

WE ONLY CONDUCT A LIMITED NUMBER OF CONTESTS EACH YEAR AND OUR SERVICES CAN BE OBTAINED ONLY BY THE BEST NEWSPAPERS.

Our repeated successes on the same Newspapers every two years has obtained new clients everywhere.

NOW CONDUCTING CAMPAIGN ON
THE COURIER JOURNAL AND LOUISVILLE TIMES
Louisville, Ky.

Two of the largest and best known papers in the South. Ask them about our plan. Publishers interested in a Bigger Circulation Should Consult us. A Letter or Wire in Care of the Above Paper Will Bring Details.

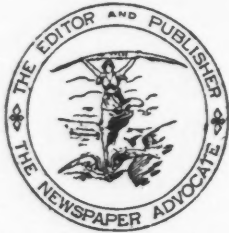
THE NORTH EASTERN CIRCULATION CO.
C. B. Hollister, Gen. Manager.
DAVENPORT, IOWA

The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

Chicago Office: 332 South Michigan Avenue. Ryan & Inman, Managers. Telephone, Harrison 2161.
San Francisco Office: 742 Market St. R. J. Bidwell, Manager. Telephone, Kearney 2121.

See Publisher's announcement for subscription and advertising rates.

New York, Saturday, June 12, 1915

THE STING OF PRESS CRITICISM

The failure of the suit of the British Government against the London Times and the Daily Mail, Lord Northcliffe's newspapers, under the "Defense of the Realm" act, calls to mind a somewhat similar proceeding brought by the United States against the New York World at the instance of President Roosevelt, who claimed that that newspaper was printing articles about the Panama Canal that were libelous against the country. This suit also failed. The charge against the Daily Mail was that it printed articles that tended to depress the Allies in their war against the Germans.

In neither of these cases was the court convinced that the charges brought against the defendant newspaper were sustained. It is a matter of some significance that the judges before whom suits against newspapers are brought are exceedingly careful in trying them to give them weighty consideration. This statement, of course, applies to attempts that are made from time to time to abridge the liberty of the press through the enforcement of laws that are neither just nor popular. It is not to be denied that there are always to be found some newspapers that, like individuals, lose their heads and say things of which they are heartily sorry the next day. In the main, however, the press is conservative in troublous times and only speaks in defiance of public opinion or the government when it believes that the safety of the honor of the country is in peril.

The press, by general consent, has had conferred upon it certain powers that have been deemed necessary for the public good. Among them is the right of free speech—the privilege of criticising public officials; of calling attention to evil practices that endanger public morals; of pointing out and advocating the adoption of reforms in both local and national administration, and of showing up hypocrites, grafters and black legs.

The Northcliffe papers believed that the real vital news of the war was being suppressed; that, because of this fact, the country at large did not appreciate the gravity of the situation that threatens Great Britain. They forthwith began printing news that had been gathered by their own men in their field and brought to London. Criticisms of Kitchener's conduct of the war, facts about losses sustained by British troops were frankly printed. Some of the more conservative papers were aghast at Lord Northcliffe's

effrontery and savagely attacked him. Under their fire the government was forced to bring suit, as already indicated, but did not prove its case.

If it were not for a free press in England as well as here public officials would be left to do as they please, and their failure to properly perform their duties would be, perhaps unknown to the great body of the people. It is public criticism that stings and spurs men to do their best.

NEW YORK'S NEWSPAPER NEED

Our esteemed contemporary, the Schenectady Union-Star, in an editorial suggested by Frank A. Munsey's action in reducing the price of the New York Sunday Press to one cent, says:

"Really New York is in sore need of a great newspaper and less syndicate or magazine trash, much of which can be found in an ordinary encyclopaedia or in cheap periodicals."

This outside view of the New York's newspaper need is novel if not tenable. We have several newspapers here that seem pretty good to us and that satisfy quite a large circle of readers. If they contain many feature and syndicate articles in addition to the news and editorials, it is because the public wants them. The publishers are not paying out their good money for such articles because they desire to pose as philanthropists or because they want to over-feed the intellects of their readers. They know that to many men and women the daily newspaper is about all the reading matter there is that comes into their homes or that they have time to peruse.

A critical examination of some of the Sunday editions may reveal the presence of specials that perhaps do not interest college graduates, but the most of them are attractive to the shop girls, the clerks and thousands of other readers.

There is, no doubt, room for improvement in even the best of our newspapers. If there were not they would become insipid, colorless and inefficient.

What those who go to Chicago next week to attend the great Ad Club Convention get out of it depends upon what they put into it. So much valuable material on advertising will be presented that no human brain can absorb it all at one time. The proper thing to do is to look over the program and select the department in which you are most interested and spend your time at its sessions. Don't try to cover half a dozen different meetings the same day, for if you do you will not get much out of any of them. One thing that will impress every one who attends the convention for the first time will be the serious character of the work undertaken. Nineteenth of the real, simon-pure advertising men there will be present to assimilate every bit of information that will help them in their business. It is not a junketing occasion. Entertainment of various kinds will be furnished, but not at times that will take the delegates away from the sessions. The four days of the convention will be crowded with opportunities such as have seldom been available. It is for you to decide how you will improve them.

John Wanamaker is one of America's greatest retail merchants. His stores in Philadelphia and New York are known the world over. His long experience gives authority to whatever he says regarding the problems of retail merchandising. Elsewhere in this number of THE EDITOR AND PUBLISHER will be found a specially contributed article on coupons and trading stamps that is worth reading. In it he unequivocally condemns their use. He calls them "obstructions on railroad track of business successes." Mr. Wanamaker's testimony ought to be of great value to every merchant who sells goods over the counter.

Arthur P. Robyn, Mallery Building, Chicago, is sending letters to publishers in various parts of the country trying to interest them in a new coupon scheme under which a newspaper guarantees and sells coupons to merchants at their face value of one-tenth of a cent. The merchant redeems the cou-

pons, which he issues to purchasers of goods at his store, with his own merchandise. Robyn says it's a great scheme. The newspaper adopting it will, of course, boost its own coupons which eventually will crowd out all others. The merchants will be so grateful to the newspaper that they will want to advertise in large space, and everything will be perfectly lovely all around. Some publishers are such easy marks that doubtless they will want to go into the coupon business right away.

Newspaper men who send contributions to THE EDITOR AND PUBLISHER should take pains to write their names at the top left-hand side of the first page of their articles, in order that the editor may know to whom they should be credited. Letters accompanying such articles often become separated from them, leaving the editor in a maze in his later effort to determine their authorship. A little care on the part of contributors will save us a lot of unnecessary trouble.

POP'S INCONSISTENCY

BY STRICKLAND GILLILAN.

Pop reads the "funny" sheets with us
And cackles like the dickens
O'er all the things that "Buster" does
To win his weekly lickin's.
Yet when we try to do to him
The things those "comic" sheeters did,
He shakes his head, with visage grim,
And says "That isn't funny, kid!"

Pop laughs at all that "Hans and Fritz"
Do to the fleshy "Captain"
Or the "Inspector," with their wits,
And get their panties rapped on.
But if we start things half as rough
To him or one another, why
He promptly snaps: "Cut out that stuff!
You ought to know it can't get by!"

I cannot understand our Pop—
He seems so inconsistent;
I can't quite figure where to stop—
I hate to seem persistent.
But if it's funny when some tad
In Sunday daubs this thing has done,
Why is that same performance "bad"
When pulled off by my father's son?

TOM W. JACKSON'S ALONG THE ROW

CAUSE FOR ENVY.

It must make the baseball magnates grit their teeth when they see all the free space given to the war news. The declaration of Italy to jump into the scrap actually received more publicity than a game at the Polo Grounds.

TURNED RULES.

Those of civilized warfare by Germany.

IF.

If the Sun was conducted on the same lines as some merchants run their stores it might announce something like this: "Great Reduction in Advertising Rates on Account of Removal."

ALSO SAFER.

General opinion along the Row is that it is easier to write a war editorial than shoulder a gun.

MISSING WORD CONTEST.

Now in the papers one may read the ad of Purling Brook Hotel, which says, "We've No Mosquitoes Here." But then you know they — like —

TO AN INQUIRER.

You are in error. A Philadelphia coupon is not a chicken, although both are a roast.

FROM THE SKINNERSVILLE SIGNAL.

"Summer appears to be with us at last, and nature in our neighborhood is looking charming. Everywhere the eye rests on, some beautiful vision circus posters are up on the town fences. Hawkin's boarding house has been repainted, and we are carrying four columns of auto and summer tonic ads. We are unbending and relaxing after the cold spell, and intend to cast dull care aside. In pursuance of this we have reduced war news to half a column, and have decided to let President Wilson conduct negotiations with Germany without our advice. The summer time table on the railroad is now in effect, the cows have been shooed off the tracks, and fenced in, and the way is open to a happy and prosperous warm season. Cut rates, but no coupons for summer subscriptions. Right of line forms on Main street."

PERSONALS

Edward L. Pretorius, president and general manager of the German-American Press Association, of St. Louis, and general manager of the St. Louis Times, who has been suffering from a nervous breakdown, is reported much improved.

C. B. Blethen, manager and part owner of the Seattle Times, who is also captain of the First Company of Coast Artillery, of Washington, has temporarily left the Times in order to study the problem of coast defense against an invading enemy.

J. B. Keesling, for ten years treasurer of the Knoxville (Tenn.) Sentinel, has resigned and will hereafter devote himself to farming at his old home near Rural Retreat, southwestern Virginia.

Hugh O'Neil, special writer on the staff of the Denver Post, has been informed that his sixteen year old son, Jeffrey O'Neil, was instantly killed in action, somewhere in the north of France, while serving with the Royal Fusiliers. Young O'Neil enlisted from his school in England without his father's knowledge.

Dudley Glass, for many years attached to the Memphis Commercial Appeal, and now on the staff of the Atlanta Journal, has published a book for the instruction of newspaper correspondents.

Fears have been expressed for the safety of John Hogan, at one time reporter on the Detroit Free Press, who enlisted in the Queen's Own Rifles of Toronto, and who has not been heard of since the battle of Neuve Chapelle.

Miss Nathalie Lincoln, formerly society editor of the Washington Herald, will become editor of the D. A. R. Magazine on the first of July.

Roy O. Chaney, of the Rochester, N. Y., Post-Express, has resigned to engage in business at his former home, Mound Valley, Kansas.

Leith S. Bremner, formerly editor and publisher of the Passaic, N. J., Daily Herald, received, by proxy, a beautiful loving cup which was presented by the employees of the newspaper at a banquet tendered him recently. Mr. Bremner was taken ill just before the dinner and therefore was not able to be present.

Harry C. Green, city and Sunday editor of the Des Moines Daily Capital, has resigned to prepare for the bar examination. Mr. Green completed his course at the Washburn, Iowa, Law School last January.

IN NEW YORK TOWN

Up in the World office, they are prepared to admit that summer has really come, since Patrick Curry, the severe and unbribable door keeper, has put a white top on his uniform cap.

Charles Hand, who covers things legislative at Albany for the World, is now back in New York, doing general work for the World.

William Ransom, city editor of the City News Association, suffered a stroke of apoplexy, at his desk, in the Hudson Terminal Building, on June 3, and was removed to Hudson Street Hospital.

Louis Siebold is now attached to the Washington, D. C., Bureau of the World, and is covering diplomatic affairs.

Paul G. Hobart, formerly of the staff of the New York Evening Telegram, and other publications in the East, has joined the staff of the Electric City Magazine, Chicago, as associate editor.

Arthur S. Draper, who has been Sunday editor of the Tribune for the past year and a half, sailed on the steamship Philadelphia on Saturday, June 5, to take charge of the Tribune's London offices.

J. Voorhies, formerly on the staff of the Brooklyn Eagle, has joined the forces of the Tribune copy desk. Samuel Frommer has become a member of the Tribune's reportorial staff.

John B. Pratt, attached at the London branch of the New York Times, who went to Liverpool to cover the story of the Nebraska, was arrested because he had no passport, but was subsequently released.

John W. Schmidt, for many years on the staff of the Brooklyn Eagle, is now news editor of the Brooklyn Times.

CHICAGO PERSONALS

Maurice Toulme, formerly railroad editor of the Tribune, has been attached to the editorial writers' staff. Leon Stolz, of the local staff, has become railroad editor.

Former Senator Lafayette Young, editor of the Des Moines (Ia.) Capital, was at the Press Club the other day on his way back from Europe where he did war reporting. Some real scoops are due to appear in the Capital, according to Mr. Young.

John De Long, of the Tribune sport department, was one of the official functionaries at the recent Indianapolis automobile races.

Antoinette Donnelly has joined the Tribune staff as a daily contributor to the women's page.

Edward G. Westlake, automobile editor of the Post, who recently underwent an operation for the removal of his right eye following a motor car accident in Colorado, is back at his desk.

Walter Birmingham, who entered the advertising field when the Inter Ocean suspended, is back in the "game" again as automobile editor of the Examiner.

William Handy, who was on the Tribune some years back, is in Chicago again. He came from Denver to go on the Herald.

W. N. Burkhardt, assistant city editor of the Journal, with Mrs. Burkhardt is vacationing in Winnipeg, Man.

Robt. W. Foran, a Chicago newspaperman who enlisted in the Canadian volunteers at the outbreak of the war, has been promoted to major in the Seventh battalion of the Border Regiment, now in England, and which this month goes to the front. Major Foran was a captain of British regulars before he came to America and entered newspaper work.

Clem Yore, poet, author, newspaperman and advertising copy writer, was married in St. Louis on June 3 to Miss Alberta M. Plonke, of St. Paul.

Maurice Toulme, of the Tribune, was elected secretary of the Michigan Society of Chicago at the annual meeting of the organization last week.

Caspar Nathan, a New York and Chicago newspaperman, was married on June 5 to Miss Jeanette Stahl, of Chicago. The ceremony was at the Kaiserhof hotel, after which Mr. Nathan gave a dinner for his newspaper and theatrical friends.

Ring W. Lardner, of the Tribune, has caught the drift of the times and is putting some of his "You Know Me All" stories in the movies.

Terry Ramsayo is editing the boys' department of the Sunday Tribune from a motorboat, gliding down the Mississippi, Memphis bound.

Floyd Giobons, the Tribune's war correspondent in Mexico, is a candid young man. He explained his absence from the field at a certain stage of the battle at Leon by this office note: "A dead correspondent isn't much use to a newspaper."

Boyden R. Sparkes, of the Associated Press, has been assigned to the Springfield, Ill., office. Mrs. Sparkes and daughter Bessie, are visiting Mrs. Sparkes' old home in South Carolina.

John Patrick Brady, war correspondent of the Chicago Journal, and John Borden, millionaire sportsman, who carried a commission from the same paper into France, have returned from abroad.

Samuel Moffet, recently of the Denver Post, is reading copy on the Examiner.

Drury Underwood is reading copy on the Herald's local desk.

Oney Fred Sweet again is a member of the Tribune's Sunday staff.

The Rev. W. B. Norton, chaplain of the Press Club, and religious editor of the Tribune, has returned from the Presbyterian General Assembly at Rochester, N. Y.

E. C. Bode, of the Examiner business office, was in Detroit last week for his paper.

Paul Williams, for several years with the Associated Press in Chicago and Springfield, now is with the Herald.

BOSTON PERSONALS

Harold Wheeler, of the Post, is in Haverhill, covering the hearing in regard to the charges brought against the superintendent of the Haverhill Consumptive Hospital. Mr. Wheeler has been filling from two to three columns of stuff a day.

Mrs. Philip Powers is about to leave the United States for Germany, where she will join her husband, who is a member of the Associated Press staff in Berlin. It is expected that Mrs. Powers will go to Germany via France. "Phil" Powers, as he is known to many newspapermen in Boston, is now with the German army on the eastern front, it is said.

Miss Gertrude Stevenson, of the Boston Journal, has been in Canada recently, writing special articles on the war time conditions prevailing there.

It is said that Fred Thompson, district editor of the Post, holds the record as a correspondent of a trade paper for space. Mr. Thompson, who represents the American Lumberman in Boston and New England, makes nothing of filling three to four pages of that publication weekly.

Jack Harding, of the Post, is planning an extensive tour of the United States, to commence at the beginning of his vacation and to end when the spirit moves. Mr. Harding is an accomplished traveler, having recently returned from London and Paris, when he astonished his friends by announcing that the total trip has only cost him \$165.

TEXAS PERSONALS

Gordon K. Shearer, late city editor of the Fort Worth Star-Telegram, has returned to Dallas to do the state courts for the Dallas News and the Evening Journal, taking the place of R. L. Penn, recently promoted to the city editorship of The News. Shearer formerly read copy on The News.

William M. Thornton, for sixteen years chief of the Galveston-Dallas News bureau at the Texas State capital, has gone to California to recuperate after a severe attack of the grip, and to write stories of the exposition and certain other matters of public interest.

C. Lombardi, president of A. H. Belo & Co., publishers of the Galveston-Dallas News, the Evening Journal and other papers, has gone to his summer home in Berkeley, California.

WEDDING BELLS

Charles M. Paul, of Huntington, Ind., city editor of the Huntington Herald, and Miss Merle Thomas, of Union township, Ind., were married on June 4 at the home of the bride's parents.

Emanuel Daniel, sporting editor of the Baltimore News, was married on June 1 to Miss Miriam Atkinson, of Baltimore. Mr. Daniel was formerly with the Baltimore Herald.

Miss Lillian A. Young, a writer and artist for the Associated Newspapers, was married on June 1 to Mario Giovanni Miozzi, of New York City. The date for the wedding was put forward because of the probability that Mr. Miozzi, who is an Italian reservist, would be called to join his regiment.

P. H. Roberts, Jr., editor of the Rosenberg (Texas) News-Herald, and Miss Ruth Gibson, of that place, were married on June 2 in Honston, the Rev. J. L. Gross of the First Baptist Church officiating.

Miss Florence Elizabeth Howe, daughter of John W. Howe, of the editorial staff of the New York American, and Fred Jackson, author of "A Full House," now playing at the Longacre Theatre, were married at Bayside, L. I., on Sunday at the residence of Alexander E. Arons.

Paris Herald Editor Wounded

G. Archimbaumt, who was in charge of the Paris edition of the New York Herald when the war broke out, was wounded in the battle of Ypres. It is reported that two other Herald employees were killed in the same action.

IN MEMORY OF J. D. JACKSON

Tablet Unveiled in Composing Room of New York World.

A handsome bronze memorial tablet was unveiled in the composing room of the New York World, on Monday, with appropriate ceremonies, to honor the memory of Joseph D. Jackson, for 26 years a member of the World family and at his death superintendent of the composing room.

Don C. Seitz, business manager of The World, recounted Mr. Jackson's long association with the paper. He said Mr. Jackson was one of the eighty men who belonged to the Quarter Century Club of The World.

Besides being a man of the highest character and standing, who could command respect because of his personality, Mr. Jackson was more than a superintendent of a big mechanical plant, Mr. Seitz said. He was a true journalist, who knew and carried out the principles laid down by Mr. Pulitzer, under which The World is conducted.

On behalf of The Evening World, Sylvester J. Rawling, who knew Mr. Jackson during his entire connection with the paper, spoke of his fine personal qualities and also of his great ability. Mr. Jackson, he said, was as helpful to the editorial side of the paper as to the mechanical side.

The bronze tablet, which is fastened to a pillar beside the desk where Mr. Jackson did his work, is inscribed thus:

In memory of
JOSEPH D. JACKSON,
For Twenty-six Years Foreman
Of the World Composing Room.
Born April 7, 1848.
Died January 12, 1915.
ERECTED BY THE CHAPEL.

John Maher, chairman of The World Chapel, was in charge of the exercises, which were concluded by the reading of a letter praising Mr. Jackson's worth from Marsden G. Scott, President of the International Typographical Union.

OBITUARY NOTES

WILLIAM H. DAVIS, for many years, political reporter and financial editor of the Baltimore News, died at his home in Baltimore on May 29, aged 77. Mr. Davis had left the Sun several times to accept other posts, but he'd always returned. He retired from active newspaper life some years ago.

A. B. CORY, a veteran newspaperman and editor of Arkansas, died at his home in Harrison, that state, of paralysis, on May 30, aged 90 years. During the Civil War Mr. Cory edited the Dallas Herald, which he was forced, from time to time, to print on wrapping paper, because of the difficulty of obtaining print paper. He was interested in various journals in Pennsylvania, Missouri and Kansas, until his retirement about twenty years ago.

EMORY C. CHANDLER, city editor of the Rockford, (Ill.) Daily Register, died at Hartford, Mich., on May 26, aged 37.

TOM K. SIGLER, city editor of the Hammond (Ind.) Daily News, died on May 24, at St. Margaret's Hospital, in Hammond, aged 36. He had been connected in the past with the Joliet (Ill.) Herald and the Cincinnati Enquirer.

Value of a Reporter's Life, \$14,675

A Norristown (Pa.) jury recently fixed the value of a newspaper reporter's life to his family by awarding \$14,675 to the widow of Frederick W. Simons, a local newspaperman, who was killed while returning from an assignment. During the trial it was shown that Simons was 45 years old, was in perfect health, had a reasonable expectancy of 25 years more of life; that his earning capacity was about \$1,500; that he is survived by a widow, a son and two daughters, one being a dependent.

Joseph P. Day
President

Broadway Subway and Home Boroughs Car Advertising Co., Inc.

JAMES R. MURPHY
General Manager

Executive Offices: 31 Nassau Street, N. Y.
Telephone 6311 Cortlandt

New York. June 10th, 1915.

Dear Sirs:-

A great financier and a national character when he was connected with the New York Life Insurance Company, years ago, made the following statement to the insurance men under him:

"There are three great organizations in this world - the Catholic Church, the Standard Oil Company and the New York Life Insurance Company."

We take the liberty of adding the fourth:- The Broadway Subway and Home Boroughs Car Advertising Co. Inc.!

You will notice by the enclosed fac-simile contract that we are associated with the second largest organization in the world. This organization has the greatest facilities and unstinted money to analyze carefully the best channels through which to call the attention of the public to its wares. It has taken a full run contract with this Company, which controls the advertising channels of the Brooklyn Rapid Transit System.

We would suggest that in your budget you immediately allow for advertising space in this system, or, if your budget is full, increase it so as to get into this system.

This Company today controls one of the greatest channels for reaching the ultimate consumer of all kinds of utilitarian products. Brooklyn, which this Company taps like a network of nerves, is one of the greatest home communities in this country - the people there are intelligent, up to the times and are all of the class that lives within its means and promptly pays its bills.

When you decide to go into this advertising system of the Brooklyn Rapid Transit, either with a full run or a part run, you will have your decision backed up not only by your own judgment but by the judgment and decision of one of the most efficient organizations in the world - The Standard Oil Company.

Sincerely,

Joseph P. Day
President.

No 1

New York, May 27 1915

To Broadway Subway and Home Boroughs Car Advertising Co., Inc. 31 Nassau Street, New York City.

The undersigned, hereinafter called the "Advertiser," hereby rents from you spaces in -----2700----- cars on the ELEVATED, SUBWAY AND SURFACE DIVISIONS IN GREATER NEW YORK OF THE BROOKLYN RAPID TRANSIT SYSTEM designated on the reverse side hereof, sufficient to insert copies of his advertising cards, size 11 x 21 inches, one in each car up to that number, for the term of FIVE YEARS ----- months commencing June 1st -----1915.

In consideration thereof the Advertiser hereby agrees to pay to the order of Broadway Subway and Home Boroughs Car Advertising Company, Inc., as rental ONE THOUSAND AND EIGHTY -----Dollars (\$ 1080.00) per month.

The rent for each month to be paid in advance, subject to the terms and conditions stated herein.

No sign containing anything immoral, unlawful or otherwise offensive to good taste and no sign with anything attached thereto except flat pasted paper shall be placed. If for any cause you or the lessees of the advertising privileges in any of the cars herein included shall cease to have the right to lease all or any part of the spaces for such advertising in such cars, this lease is to terminate as to such spaces, and you are to be paid therefor at the foregoing rate to the date of such discontinuance, and a proportionate amount for the spaces remaining, if any. No conditions or representations not inserted herein shall be binding on either party. Any loss of time or space not caused by the Advertiser shall be made good by additional time or allowed for pro rata, at your option. Where a lease is made for all cars, it means all the cars running from time to time. All advertising material shall be furnished by the Advertiser and placed in position by you, and any delay in furnishing the same shall be at the loss of the Advertiser. No advertising of other parties to be included on the cards except by special agreement. All payments shall be made to the order of BROADWAY SUBWAY AND HOME BOROUGHS CAR ADVERTISING COMPANY, INC., only. The Advertiser shall not assign or sublet the privileges granted hereunder. Upon acceptance of this lease you agree to furnish the spaces herein rented for the term and consideration, and upon the terms and conditions above set forth. This lease is not binding until accepted by you.

Subject of Advertising:

Standard Oil products

The H. K. M. Cannon Co. by H. K. Cannon per

Name, Advertiser.

Advt. Agents for Standard Oil Company

Address, (New Jersey)

BROADWAY SUBWAY AND HOME BOROUGHS CAR ADVERTISING CO. INC.

Accepted,

W. H. Day President

NATIONAL P. C. PROSPERS

Now Has More Than a Thousand Members, Including the President of the United States—Its Roof Garden Restaurant an Attractive and Successful Feature.

(Special Correspondence.)

WASHINGTON, May 29.—As the stars in the heavens over Washington begin to shine in the summer nights, the stars of Washington's famous corps of newspaper correspondents are just finishing dinner on the roof of the National Press Club. Probably none of the varied features of Washington life contains more of the elements of the capital than does this Press Club roof garden. People speak of the dip-

is no other place in the national capital where just such a view can be obtained.

Besides these natural advantages, the National Press Club, with the wisdom of those who know something of the inner man, has placed kitchen facilities on the roof. Dinner is served well, served hot and quickly, while an orchestra is generally in attendance. For this coming summer the Entertainment Committee is planning several fine open-air cabaret shows, and several motion picture manufacturers have offered first releases of their best films to the club for the roof garden.

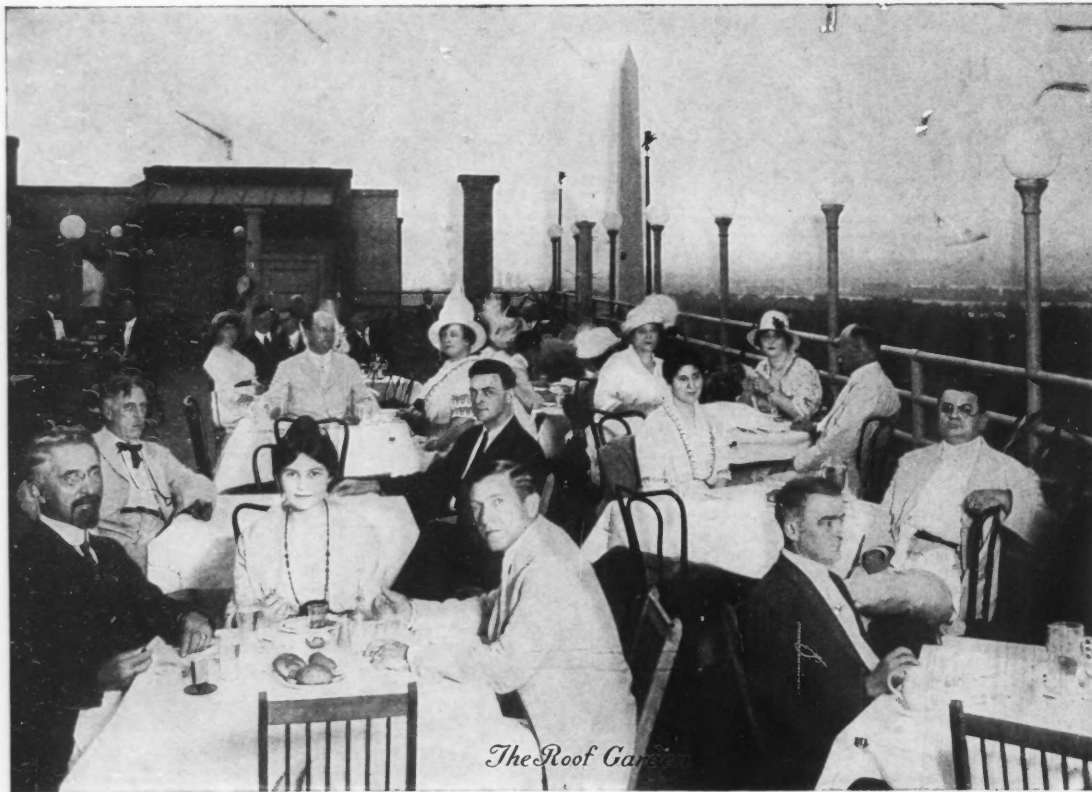
HAS A THOUSAND MEMBERS.

The National Press Club membership totals a little more than a thousand. The rules for eligibility are strict, and no

PRESS CLUBS AND ASSOCIATIONS

One hundred or more members of the Brooklyn Press Club will be taken to Sing Sing—temporarily—on June 13, for an inspection trip. They expect to come out the same day.

Members of the Kansas Daily League, an organization of Kansas newspapermen, who work on daily papers, crossed over into Missouri recently, and held a session at the Coates House in Kansas City. The members were forced to occupy themselves with routine business and social festivities, because Merle Thorpe, dean of the Kansas University school of journalism, who had been expected to make an address, did not appear. Floods and washouts prevented him from arriving.



VIEW OF THE NATIONAL PRESS CLUB, ROOF GARDEN, WASHINGTON, D. C.

omatic corps as "typically Washingtonian," or they speak of the "Congressional set" as typically Washingtonian, or they turn up their noses at these and mingle with the old "cave dwellers" who were in Washington when the White House was burned; but nowhere does one find all of these various elements mingled as they are on the Press Club roof in the summer time.

This will be the second summer for the roof. It was started a year ago, not without misgivings by conservative members of the club, but was an assured success before a month had ended. Possibly the location of the National Press Club helped along the popularity which came to the roof garden in a rush. The club rooms are on the top floor of a fine, comfortable, spacious office building at 15th and G streets n. w., opposite the northeast corner of the Treasury Building. Looking down from the west window of the club's library one can gaze into the office of Secretary McAdoo.

SCENE FROM THE ROOF.

Over the quaint, squat roof of the Treasury, the White House is the next big public neighbor. The great green stretch of lawn, and the drive and water park of the Monument grounds and Potomac Drive lie a little to the west of south. Beyond the Potomac Drive are the slopes of the Virginia hills, on which is cradled Arlington and the "bivouac of the dead." Just at twilight, when there is a dull red glow in the West, the great trio of steel towers for the Arlington wireless station stand out against a never-to-be-forgotten background. There

one but an active and reputable newspaper worker in Washington can become an active member. However, many newspaper men in other cities have taken advantage of the non-resident membership privileges, as scores of out-of-town newspaper men visit Washington in the course of a year. The heart and soul of the club of course is the corps of Washington correspondents and members of the four local newspaper staffs.

The associate membership list comprises men in public life who are daily associated with newspaper men. This list contains the names of several cabinet officers, many Senators and Representatives in Congress, and dozens of other officials. President Wilson has been a member of the club, through his activities as an author, for several years. It was in the Press Club that he made his notable speech telling what he would really like to do if he could throw aside the cloak of officialdom, go to the "movies" watch shop windows, play ball or swap stories. The President told it in the confidence of the club, and no newspaper man would use it as a news story until the President later relented and decided to allow it to "go." EARL GODWIN.

Will H. Mayes, head of the School of Journalism of the University of Texas at Austin, writes us as follows: "THE EDITOR AND PUBLISHER is a valuable publication for journalism schools, and is much appreciated here."

The teachers of journalism in many other States have written us commending THE EDITOR & PUBLISHER.

The Omaha (Neb.) Press Club, which heretofore has existed in a more or less nebulous state, has now effected a permanent organization. At a meeting and banquet on May 26 the following were elected to office: A. E. Long, president; Harry Swan, vice-president; Lee Metcalfe, secretary, and Louis Cook, treasurer. The three members who, with the officers, constitute the executive committee, are Keene Abbott, E. V. Parrish and Earl Allen.

The South Carolina Press Association and the Master Printers are to hold a joint meeting at Chick Springs, S. C., on June 28, 29 and 30. Among the subjects to be discussed are the following: "The Daily Press; Its Shortcomings, Advantages and Opportunities," by W. D. Grist, of the Yorkville Inquirer. "News and White Paper," by John S. Reynolds, of the State. "The Business Office and the War," by R. C. Siegling, of the News and Courier. "Newspapermen and Public Sentiment," by W. D. Oxner, of the Leesville News. It is expected that Governor Manning will also speak.

The Inland Daily Press Association will hold a special session at the La Salle Hotel, Chicago, Tuesday, June 22 at noon, when a luncheon will be served, and after that business matters will be discussed.

The Lexington (Ky.) Leader is to build itself a new home, which will be a three-story and basement building of steel and concrete, to cost about \$10,000.

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

DISTRIBUTION

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

The Pittsburgh Gazette Times

Morning and Sunday

Pittsburgh Chronicle

Telegraph

Evening except Sunday

22½c. Per Agate Line

is the flat combination rate for both papers. For further information or co-operation write.

URBAN E. DICE,

Foreign Advertising Manager,

Pittsburgh, Pa.

J. C. Wilberding,

225 Fifth Avenue.....New York City

J. M. Branham Company

919 Mallery 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 Representative

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

Mr. Raine Must Serve Sentence

The Tennessee Supreme Court has upheld the sentence of ten days in jail and a fine of \$50 against Gilbert D. Raine, formerly publisher of the Memphis (Tenn.) News Scimitar, for contempt of court. In order to make a test case Mr. Raine published a circuit court order prohibiting the publication of certain affidavits in a will case.

LIVE TOPICS DISCUSSED BY READERS

[Under this head the "Editor and Publisher" will print each week expressions of opinion on various topics connected with journalism and with advertising. If you have anything on your mind write it out and send it in.—Ed.]

STATE OF ALABAMA.
Department of Game and Fish.
Montgomery.

June 5, 1915.

THE EDITOR AND PUBLISHER:

Since there is a magnificent opportunity in several Alabama cities, ranging in population from ten to twenty thousand, for the location of a live, vigorously edited Democratic paper, and knowing that there are hundreds of owners of newspapers throughout the country, who are dissatisfied with their present and unprofitable environment, I write to ask if you will not place me in touch with any owner or owners of newspaper plants, who contemplate a change of location.

I will be very glad to go into full details with the right kind of newspaper owners who I can usher into a field of thrift, success and prosperity. I hope you will pardon this intrusion upon your kind and generous patience, but knowing that you are in touch with the newspaper men throughout the nation, I am emboldened to write you this letter.

Yours very truly,
JOHN H. WALLACE, JR.,
Commissioner.

What Is a Fair Comparison?

J. P. McKINNEY & SON,
New York, May 24, 1915.

THE EDITOR AND PUBLISHER:

Would it be possible for you to secure from three or four prominent advertising agencies their views as to what would constitute a fair comparison of the total amount of advertising carried in two competing papers, one of which is published six days in the week and the other seven days in the week? Is it fair for a publisher to state that his paper, published daily and Sunday, carries a larger volume of advertising when measuring the two papers for six days in the week only, than one that does not publish a Sunday edition, but has a safe margin over the amount published in the other for the same number of issues?

Trusting you will be able to have this controversy settled for the benefit of your many readers, and thanking you in advance for your interest in the matter, I am,
P. H. McKINNEY.

General Advertising Service

SCRANTON, Pa., May 30, 1915.

THE EDITOR & PUBLISHER:

Gentlemen,—Can you inform me where I may be able to obtain a mat service which will include conversational figures of men, women and children?

I do not expect to obtain a special service along these lines, but there are some clothing mats on the market which are very appropriate so far as the action of the figures is concerned. Some of these may be used for most any kind of advertising service.

My idea is to get a mat service that may be used in conjunction with ice cream advertising, liquid tonie advertising, etc. In other words the illustrations want to be full of human interest and action.
CHARLES C. SWISHER.

Where to Sell Tympin Muslins

DUNDEE ADVERTISER, SCOTLAND,
May 31, 1915.

THE EDITOR AND PUBLISHER:

In your issue of April 3 there is an article on "Newspaper Making" by Northcote, in which the following sentence occurs: "The simple matter of tympin muslins largely neglected in many offices or left as graft to pressmen will pay dividends provided care is taken to keep the sheets whole and in good order to emery wheelmakers, who will pay from 12 to 14 cents per pound for it."

I will esteem it a great favor if you will be good enough to inform me of the names of firms who will buy these tympin muslins, and, particularly, exactly what these muslins are used for after they are no further use on the printing presses?

I have been trying to sell them here, but I cannot find any buyers on this side. Any information you may care to supply me with will be most acceptable, and, apologizing for troubling you,
N. A. PATULLO,
Managing Director.

The New York Buff Co., 210 Canal street, New York City, buys used tympin sheets. Other manufacturers of emery wheels also purchase them.

The Clearfield Progress

CLEARFIELD, Pa., June 3, 1915.

THE EDITOR AND PUBLISHER:

We have asked a number of agencies with which this paper does business to tell us what is a fair price per inch per thousand of circulation for a newspaper with a bona-fide circulation of 2,500 daily. Each reply has been different—so different, in fact, that if some of the agencies were not entirely reputable we would be tempted to believe that the variation in the rates they give are based upon the difference between the prices they charge their clients for our space and what they pay us for it.

Will you tell us the right answer to this question? We are members of the Audit Bureau of Circulations, and are willing to stand by the figures that bureau arrives at in an audit of our books. When we get the audit we want to get a fair price for our space.

LEONARD R. BROOKS.

Seeks Address of Mr. Welton

THE PORT HURON TIMES-HERALD,
Port Huron, Michigan.

June 7, 1915.

THE EDITOR & PUBLISHER:

I am anxious to learn the present whereabouts of Mr. Bernard Welton, a special editor man. Any information which you can give which will help me to locate him will be appreciated.

Thanking you in advance, I remain,
HERB L. WEIL.

ADVERTISING BILL VETOED

Pennsylvania Governor Refuses to Approve Bill Favoring "Legal" Papers.

Governor Brumbaugh of Pennsylvania has vetoed the bill to extend to counties having a population of more than 100,000 the law requiring legal advertisements to be published in the legal newspapers at least once a week. In vetoing the measure the Governor takes the position that there is no such thing as a legal newspaper in contradistinction from all other lawfully existing newspapers, and he continues:

"Why should one newspaper have this business? Why stifle honest competition? Why play favorites? The legal and other public advertising should follow the channels of circulation approved by the business concerns of a county, for the latter will always put their advertising where it will do the most good. So should the Commonwealth. Let this matter to the honest open competition of all legitimate channels of advertising. I have yet to hear from any one that wants this bill approved. I would veto it even if I had. It is not American in spirit."

WESTERN NEWSPAPER UNION

Brought to Court for Failure to Obey Court's Order.

The Western Newspaper Union has been brought into court again on a petition alleging that it had failed to comply with a decree of Federal Judge K. W. Landis in the anti-trust suit against it. The petition requests that the Union and three of its officials, George A. Joslyn, H. H. Fish and M. H. McMillan, be held in contempt of court.

In Judge Landis' decree of August 3, 1914, the Union with the American Press Association, and the Central West Publishing Company were enjoined from underselling competitors to injure them, from influencing competitors' customers by false reports, and unfair threats or promises.

The present petition is based upon affidavits that the Union has circulated unfair reports about the Publishers' Press of Toledo, and the United Weekly Press Association of Grand Rapids, and that it has sold its service at less than published rates.

The Utica Retail Grocers Association, at a recent meeting, decided that members should give no trading stamps, premiums, cash register checks, or coupons of any kind after August 1 next.

The New York Tribune has established an organization for the sale of news photographs. It will be known as the Greeley Photo Service.

NEW INCORPORATIONS

NEW YORK CITY.—Delmonico, Wallace & Cutler, advertising, publishers, printers, \$12,000; E. N. Cutler, G. N. Wallace, C. C. Delmonico, 1 Madison avenue.

NEW YORK CITY.—Allied Publishing Corporation, Inc., Manhattan; \$50,000; Allan Robinson, Dwight W. Bowles and Mary Hengler; Liebmann & Tanzer, No. 233 Broadway.

PORTLAND, ME.—The Howard Publishing Co. has been organized to engage in a general publishing, printing and advertising business. Capital stock \$10,000. The officers are: President and clerk, Harry F. Howard; treasurer, Willis H. Howard; directors, these two with Charles S. Campbell, all of Portland.

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

BETHANY, OKLA.—The Bethany Publishing Company, capital \$2,500, with C. B. Widemeyer, J. H. Jamison, A. C. Smith, J. I. Hill, and Arthur Beaver, all of Bethany, as incorporators, has just been granted a charter by Secretary of State J. L. Lyon at Oklahoma City.

NEW PUBLICATIONS

DRUMRIGHT, OKLA.—The prospects of a second daily paper here are considered good. According to report, men from Tulsa, Okla., are behind the plan.

WILLIAMSPORT, PA.—The announcement has been made that Jonas Fischer will shortly start a new evening paper, to be known as the Williamsport Evening Independent. Mr. Fischer states that the editorial and business rooms will be in a building at Court and Willow streets, and the mechanical department in a new concrete building on Locust street.

CHANGES IN INTEREST

BELLEVILLE, Mo.—E. P. Lesehner, Charles F. Wangelin and Joseph B. Herman have bought the Morning Record from George Meyer, who had owned and published the paper since its organization twenty years ago.

FRESNO, CAL.—George A. Osborne and Charles E. S. Osborne, Jr., sons of former Gov. Osborne of Michigan, have bought the Evening Herald, and have announced that hereafter the paper will be independent Republican in politics, instead of Democratic as heretofore. George A. Osborne will be manager and his brother, editor.

PORT ARTHUR, ONT.—The two Port Arthur dailies, the Evening Chronicle and the Daily News, have been merged into one paper, the Evening News-Chronicle.

Corney Knocks Off

"Corney," who votes under the name of Cornelius George, has retired from his position of head of the mailing department of the Detroit Journal, after a continuous service of thirty-one years. He is the oldest employee on the Journal staff, and is now retiring to "take it easy" upon the little capital he and his wife have accumulated by thrift during these thirty-one years. When "Corney" joined the staff, the Journal had no linotype machines. All the type was set by hand. At that time the Journal had one press that was capable of turning out 10,000 copies an hour when under forced draft, which, however, was rarely necessary, for the Journal had a circulation of not more than 9,000 copies a day. Corney has announced that he is going to loaf and fish, and sell real estate to strangers if possible.

London Times Wins Suit

The suit brought by the government against the London Times on the charge of revealing information useful to the enemies of Great Britain was dismissed by Sir David Burnett in police court. The defense contended that the information in question, contained in a letter written by Major Richardson and published in the Times, was perfectly well known to Germany. It was to the effect that the last of the French reserves were in the field and that raw young recruits had been called up. The case was heard under the Defense of the Realm act.

\$21,000 CASH

buys only evening daily in prosperous Pacific Coast city. 1914 cash receipts more than \$24,500. Returned two men for personal effort and investment \$18,017.46 in cash in three years ending December 31, 1914, though in those years property was developed to dominant position at heavy expense. Greater future profits and substantial increase in value assured competent new owner. Proposition M. A.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

\$25,000 CASH

Balance deferred will buy controlling interest in New York State Evening Daily newspaper. This property is located in one of the best cities of the state and has a fine physical equipment.

HARWELL, CANNON & McCARTHY,

Newspaper & Magazine Properties,

Times Bldg., New York.

SITUATIONS WANTED

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

Advertising Solicitor, 20 years' experience, well known in the Newspaper World. Seven years large New York Daily. Competent to manage Advertising Department. Expert Advertising feature man, knows how to get classified advertising, special editions, page propositions and regular contract display business. Address W. H. Y., care The Editor and Publisher.

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

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

ADVERTISING MANAGER

WANTS BIGGER JOB

Afternoon newspaper. Seven years' experience. Has planned, written, sold retail and special advertising. Knows editorial end. Employed, but seeks larger field. Married; 30. No copy chasing jobs wanted. Address Box D 1496, care The Editor and Publisher.

FOR SALE

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

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

FOR QUICK SALE.

Two Model 3 Linotype Machines, seven extra magazines, one No. 5 Linotype with water cooled disk, extra magazine and complete equipment, sixteen fonts matrices (Old Style and Roman). Two Motors, several Mergenthaler Co.'s Universal and Recor Lino. Molds. Lot Spacebars, liners and ejector blades, Two Monotype Casters, and a one ton Melting Furnace (Gas), all in perfect condition. Address D 1483, care The Editor and Publisher.

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

"NORTH COUNTRY ADVANCE," a live weekly covering most prosperous towns in Northern New York. Paying job department in connection. Established 11 years and has liberal advertising patronage both local and foreign at good rates. An opportunity to take up established country weekly in paying field. Price \$3,500. Aldrich Printing Company, Philadelphia, N. Y.

MISCELLANEOUS

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

REAL EDITORIAL SERVICE. Not doped out printed stuff, but original Miss. on any subject you wish by many different authors. Exclusive territorial rights. Make your paper a power editorially. Address Literary Bureau, EP2, Hannibal, Mo.

TO ADVERTISE EXHIBIT

National Exhibit Committee Will Buy Space in Chicago Papers to Boost Convention and Urge Business Men to See the Display of Helpful Ideas.

The National Exhibit Committee of the A. A. C. W. has decided upon the novel departure of becoming an advertiser itself and buying space in the Chicago newspapers during the week of the big convention, as a means of attracting attention to its display of helpful ideas, and also of boosting the convention. Several attractive ads for use in the Chicago daily papers have been prepared, the burden of which is that "the A. A. C. W. has no axe to grind and nothing to sell—all we want is to help the advertising user get more for his money."

Irwin F. Paschall, chairman of the National Exhibit Committee, is handing out some "hot stuff" about the real purpose of the national exhibit and just how the committee is working to fulfill that purpose.

"First and foremost," says Mr. Paschall, "the exhibit is not intended to persuade the advertiser to loosen up; this exhibit is planned to help the advertiser get more results—in other words, greater efficiency from his publicity investment."

THE EXHIBITS' SECTION.

"If, as he does get more sales for his advertising money, the advertiser gradually increases his appropriation, well and good—but results come first."

"The people who go to Chicago will get their inspiration for better advertising and broader sales policies from the general and departmental meetings; they will get the actual ideas for improving and enlarging their own individual sales and advertising from the exhibit."

"Bigger and 'better' are certainly the two words that apply to this year's exhibit. There are eighteen sections—newspapers, magazines, farm papers, advertising agencies, commercial art, retail storekeeping, billboards, business printing, novelties, street cars, signs, English and foreign advertising, trade papers, calendars, lithographs, directories, religious papers, every sort and kind of advertising."

"In the exhibit will be shown the very stuff that has built other advertising successes, the very ideas that your readers generally can use to help their own businesses. There is something for those who do direct selling and mail-order advertising as well as for those who work through dealers—ideas for retailers, jobbers and manufacturers, for salesmen and sales managers, for advertising writers and advertising managers."

DISTINCTIVE FEATURES SHOWN.

"This year's exhibit differs from those of former years in two respects—size, for the amount of really helpful material is much larger than ever before—and ideals, for this year's exhibit is planned not so much to extend the use of various kinds of advertising media, but to increase results to the advertiser. For instance, the printing section will show how various kinds of printing are used to make sales, as well as how different processes are adopted to different jobs. In other words, the printers want to help increase sales from a given investment, instead of suggesting an increased printing expense. And it is the same way all along the line—helping advertisers get more results is considered more important than helping them spend more money."

"More distinctive features will be shown at Chicago than at any previous convention. More advertising will be done in behalf of the exhibit than ever before. There will be two concerts a day—war 'movies' each noon—free distribution of novelties—a daily newspaper—and, finally, paid space will be used in the Chicago newspapers to boost the exhibit and attract Chicago business men to it. All these things are calculated to impress people with the idea

that we exhibitors believe in and use advertising for ourselves and our exhibit, just as we ask others to believe in and use advertising for their businesses."

Everybody is urged to see the whole exhibit, and see it often at Gold Elizabethan and Francis I rooms, south end of Peacock Alley, Congress Hotel, Chicago, June 21 to 24, inclusive.

AD TEACHERS' CONFERENCE

Attractive Program Arranged for the Chicago A. A. C. W. Sessions, Tuesday, June 22.

Statement of the objects of the Conference by Harry Tipper, chairman.

"Business Education," by Prof. R. S. Butler, University of Wisconsin.

"A Fundamental Professional Training for Advertising," by Dean W. E. Hotchkiss, Northwestern University School of Commerce, Chicago.

"Methods of Teaching Advertising," by Prof. F. W. Beckman, Iowa State College of Agriculture and Mechanics' Arts, Ames, Iowa.

"The Psychological Method," by Prof. Walter Dill Scott, Northwestern University.

"The Economic Method," by Prof. Paul T. Cherington, Harvard Graduate School of Business Administration.

"The Laboratory Method," by Prof. J. B. Powell, University of Missouri.

"Problems in Teaching Advertising," by Prof. E. O. Bilven, University of Southern California, Los Angeles.

Discussion.

AFTERNOON SESSION.

"Experience as a Factor in Teaching Advertising," by Harry Tipper, New York University.

"The Place of Advertising in a University Curriculum," by Prof. George B. Hotchkiss, New York University.

"Establishing Fundamentals in Advertising," by MacMartin, Minneapolis, Instructor in University of Minnesota.

"How to Organize a Course in Advertising," by Robert W. Sullivan, president Dayton Advertising Club.

"Standardizing Advertising Teaching," by Ren Mulford, Jr., Chelmsford, Instructor in St. Xavier's College.

"The Textbook Question," by Prof. Hugh Agnew, University of Washington, Seattle.

"The Lecture or Y. M. C. A. Method of Teaching Advertising," by Arthur L. Ward, of Chicago.

Discussion.

CONVENTION NOTES

At a meeting of business men at the Indianapolis Chamber of Commerce on May 31, Horace F. Ryan, advertising manager of L. S. Ayres & Co., urged business men generally to attend the forthcoming convention of the Associated Advertising Clubs of the World at Chicago. He explained that they are not technical meetings for those engaged exclusively in advertising work, but that they are planned for the purpose of interesting, inspiring and instructing all business men.

"Even if a business man feels he is not much interested in advertising," said Mr. Ryan, "he ought to attend the Chicago convention of the associated clubs, June 20 to 24. For, if a business man ever mails a bill or a statement, or if he has any other mail communication with his customers, he certainly needs to go to Chicago. It is possible to inclose, along with bills and statements, letters or other advertising matter which will bring more business and enable the business man to send another bill the next month."

The Associated Advertising Clubs of the World has issued a sixteen-page booklet giving the story of the organization for the benefit of those who desire to know its history, its aims and accomplishments. It is admirably written and presents those things that are of pertinent interest to all who have to do with advertising. The members of the organization ought to send for copies and distribute them among those who should know something about this powerful and highly effective body of advertising men.

The Chicago Convention Committee has appropriated \$3,000 for a two-night musical and vaudeville entertainment for the Associated Advertising Clubs of the World at the Auditorium, Tuesday and Wednesday evenings of convention

week, June 20 to 24. The committee in charge of this feature consists of Messrs. Guy C. Pierce, John A. Dickson, Murray Springer, E. D. Wheeler, J. H. Weddell, G. Ray Schaeffer and Samuel C. Stewart. The last two are respectively secretary and chairman of the committee. Guy C. Pierce writes the music and directs the chorus of 160 men, Mr. Springer writes the play, Mr. Dickson stages it, Mr. Wheeler is interlocutor and Mr. Weddell is in charge of the program.

With the help of the "Ad Choir" and other talent from the Advertising Association of Chicago they expect to far outdo their "Advertising Follies of 1913" or "The Advertising Uplift of 1914." "The Frolix" will consist of three parts depicting in burlesque scenes from the past, present and future of advertising.

An old time minstrel show of the Atlas Club will be the vehicle of the first act. As a vehicle this will afford merriment in plenty. The second act will be a take-off of the present convention, lacking all conventionality, however, and the third act will be some time in the glorious hereafter. Probably the conception most of us have of heaven or the 1,000 years of peace that will reign upon earth is the key-motif that was in the minds of the composer and playwright. Anyway, the scenes of turmoil and warfare depicted in the second act are displaced by triumphal scenes in which the full voiced chorus (full only as to voice, mind you), the entire eight-cylinder power of orchestra with the muffer open and the great resonant organ are used up to the finale, in which they are joined by the entire audience in a toot ensemble, as 'twere!

Charles Q. Petersen, of Chicago, chairman of the exhibit committee of the National Association of Advertising Specialty Manufacturers, will have charge of the specialty exhibits that will be shown during the June convention. Mr. Petersen has arranged for the official distribution of specialty souvenirs during convention week. The badge committee, in distributing the badges, will give a coupon with each, and this coupon, when presented at the specialty exhibit, will entitle its holder to an official souvenir.

There will be a new conference known as "Community Advertising" which will be in charge of Edward F. Trefz, field secretary of the Chamber of Commerce of the United States, who for many years was identified with outdoor advertising interests. Mr. Trefz is arranging a strong program and among others has secured Frank T. Farrington, one of the ablest and most experienced men in community advertising, also John Lee Mahin.

The On-To-Chicago Committee of the Advertising Men's League of New York have arranged that the New York Special shall leave Grand Central Terminal, New York, at 10:30 a. m., Saturday, June 19, in ample time to allow the delegates to be present at the Sunday afternoon mass meeting.

Dresser With Cline Electric

Charles A. Dresser, who was the patentee of the Kohler System of Printing Press Control, and latterly was connected with the Goss Printing Press Company, has become vice-president of the Cline Electric Manufacturing Company of Chicago. He will handle the magazine and newspaper motor and control business of the company which has recently opened an office at 38 Park Row, New York City, with F. A. Hunnikan in charge.

London Paper Suspends

The Daily Citizen, a labor paper of London, Eng., has suspended publication, being the second English labor daily to go under this year. The Citizen, which was supported by labor funds, and the contributions of union members, is believed to have lost more than \$1,000,000 in its career.

If the demand seems to warrant it, there will be a course in journalism next year at the University of Syracuse, according to a statement of the department of Liberal Arts. It is probable that Prof. E. Elwood Smith will be the director.

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

Los Angeles Examiner

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

Circulation { Week Days, 69,500 Net
 { Sundays, 144,979 Net

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

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

IL PROGRESSO ITALO-AMERICANO

Established 1880

(Member Audit Bureau of Circulations)

Largest quantity and best quality circulation of any Italian newspaper published in the United States. National advertisers will be assisted with information regarding trade territories, methods of placing goods on sale, distribution, etc.

IL PROGRESSO ITALO-AMERICANO

CHAV. CARLO BARSOTTI,

Ed. and Pub.

42 Elm Street, New York City 3

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.

TEXAS NEWS HAPPENINGS

Lloyd B. Thomas, of the Galveston Labor Dispatch, Shot in Office—Fort Worth's Mayor to Accompany Ad Men to Chicago—Texas to Have An Ad Day—June 17—Southern Writers' League.

(Special Correspondence.)

DALLAS, June 7.—Lloyd B. Thomas, of the editorial department of the Galveston (Texas) Labor Dispatch, was shot and perhaps fatally wounded in the Dispatch office here. John W. Young, Jr., president of the Galveston Labor Council and proprietor of the paper, was arrested and later released on \$500 bond. Mr. Thomas was formerly city editor of the Galveston Tribune and has worked on several papers in West Texas. His home is at Abilene, Texas.

"On-to-Chicago" was the subject for discussion at the weekly meeting of the Dallas (Texas) Advertising League. At this meeting Gus W. Thomasson, chairman of the "On-to-Chicago" movement in Texas announced that A. G. Chaney, advertising manager for Titcher-Goettinger Company, of Dallas, would be one of the principal speakers at the Chicago convention. A badge to be worn by the Texas delegates consists of a gold bar with the map of Texas as pendant. On the map of Texas each city that has an ad club is represented. Mr. Thomasson announced that so far thirty-five from Dallas had made reservations on the Texas Ad Men's Special for the Chicago convention. Mayor E. T. Tyra, of Fort Worth, Texas, will accompany the Texas delegates.

The Fort Worth (Texas) Ad Club at its weekly meeting selected delegates to the Chicago convention as follows: Tully Bostick, Ray H. McKinley, Paul C. Junkin, Amon G. Carter, A. L. Shuman, Montgomery Brown and Harry Walton. It is expected that fully fifty Fort Worth business men will accompany the official ad men's delegation.

June 17 will be Texas Ad Men's Day in Fort Worth, Texas. Invitations have been sent out to all the ad men in the state to gather there on that day. A round of pleasure and entertainment will be followed by a 7 o'clock dinner, given in honor of the departure for Chicago of the Texas Ad Men's special train carrying the delegates to the Chicago convention. The special train is scheduled to leave Fort Worth at 10 o'clock on the night of June 17.

The Ad Club recently organized at San Angelo, Texas, is becoming very popular and now has more than 200 members.

Texarkana, Ark., is making efforts to secure four state press associations in joint convention in 1916. The Arkansas Press Association has already selected this city for its next meeting place and invitations have been extended to the press associations of Texas, Louisiana and Oklahoma. W. W. Thornton and Frank McElreath, representing the Texarkana newspaper men, and Secretary Earl W. Hodges, of the Arkansas Press Association, attended the meeting of the Texas Press Association at Corpus Christi and urged the selection of Texarkana as the next convention city.

The Navarro County Press will meet at Corsicana, Texas, on June 14. The following program has been announced: "The Job Printing of a Country Newspaper," T. D. Fisk, of the Barry News, and J. A. Fore, of the Palmer Reporter. "Foreign Advertising a Source of Revenue," Lowry Martin, of the Corsicana Sun, and M. Parish, of the Emhouse News.

Texas Houston (Texas) Press Club will give the play "The Wings of Love," on the night of June 12 as a benefit for the Sisters of the Good Shepherd.

To put the name of the unknown writer before the public is the object of the Southern Literary Writers' League, which has been organized at Fort Worth by Howard H. Martin, 912 Daggett street. The league will expedite the sale of manuscripts of its members. To defray its expenses the league will charge weekly dues of ten cents and an initiation fee of \$1. Miss Gussie E. Greene is vice-president of the league.

BIG RAPIDS CONSOLIDATION

Unique Plan Employed by W. F. Harvey in Bringing it About.

(Special Correspondence.)

BIG RAPIDS, MICH.—The newspapers at Big Rapids, Michigan, have been consolidated by Wells F. Harvey, formerly a Washington correspondent. They will be published hereafter under the name of the Pioneer-Herald, which will be issued at first in daily and weekly editions, but ultimately as a daily only, with rural edition. The Pioneer, which is absorbed by the merger, was established in 1862, and was the oldest paper in Michigan to be published continuously under the same name.

The method of handling the consolidation was unique. Options were secured on each of the existing concerns. Then a local advertising rate card was carefully made, the rates being based upon annual contracts. The rates were made upon a sliding scale, depending upon the amount used and the frequency of insertion on stated days. Two or three contracts were made at these rates.

Then a meeting of the Board of Trade was called and the advertising rates were submitted to the board in printed form, with the assurance that there would be no deviation whatever from the rates as published. Also the board was given the privilege of auditing the circulation at will. It was further offered on the part of the prospective purchaser that the property would be sold upon the vote of 60 per cent. of the entire membership of the Board of Trade, under certain carefully specified conditions. In the event that the publisher fell short in character, ability, or judgment, a petition could be initiated by one-third of the membership of the Board of Trade, citing cause for the property's transfer.

This petition must lie without action six months. At the end of that time a hearing is to be had on the merits, and a secret ballot taken. If 60 per cent. of the entire membership so votes, the property is to be transferred as the Board of Trade may direct. The price is to be fixed by three appraisers, all of whom are to be practical newspapermen or brokers, and acceptable to both board and publisher. The price is to be not less than that paid by the purchaser, with additions for equipment purchased. Also the appraisers are directed to take good will into account.

All of this was offered voluntarily upon the part of the prospective purchaser, and at the conclusion of his address he asked that the board pass a resolution committing the business interests of the town to the maintenance of one community newspaper only. This action was taken by unanimous vote, and the board also voted to co-operate in the proper establishment of the new publication. Advertising contracts were then taken upon individual solicitation, none of the contracts running less than one year. After the rates and the contract system of advertising were thoroughly established, the options were exercised and the investment was made.

This plan has met with some criticism from Michigan editors on the ground that the Board of Trade was put in the position of holding a club over the newspaper. That is far from the fact, as it is also far from the local interpretation of the situation. There has been no effort on the part of the board or any individual or institution to dictate the policy of the new publication, and nothing of the sort would be tolerated. The new owner is master of the situation and has his investment so thoroughly protected that the editorial independence of the newspaper is assured.

Will Build \$200,000 Home

The Albany Journal is endeavoring to secure a plot of vacant land adjoining the Delaware & Hudson Railroad station on the plaza at the foot of State street, that city, upon which to erect a new \$200,000 home. The railroad has released its option on the property which must be advertised and sold at auction. The Albany Chamber of Commerce has expressed its approval of allowing the Journal to acquire the land.

American Pays \$26,000 for Willard Story

The New York American (morning) on Tuesday began the publication of the story of the life of Jess Willard, the prize fighter who defeated Johnson, the negro champion at Havana a few months ago, written by himself. Few authors have ever been paid as much as Willard will receive from Mr. Hearst, namely \$26,000. In announcing the forthcoming appearance of the story, the Journal in an editorial says that it is paying this large amount because it is anxious to have the boys and young men of America know what a sober, well-trained and self-restrained man can accomplish by perseverance and hard work.

Johnstown Flood Correspondents

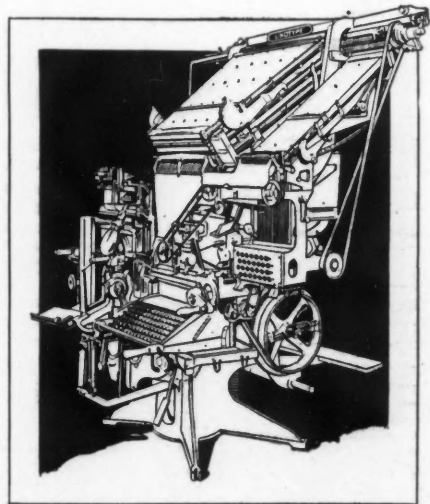
The newspaper correspondents who were sent to cover the Johnstown flood, held their twenty-sixth annual reunion on May 31 at the Hotel Schenley, Pittsburgh, Pa. For many years they have been organized as the Johnstown Flood Correspondents' Association. Those attending the dinner were John A. Reed, J. D. Walker, J. B. Johnston, A. R. Cratty, Robert J. Sample, F. J. Heinz, Nathaniel, C. Deane, C. H. Vaughn, Harry W. Orr, W. M. Johnston, S. S. Howell, Ernest H. Heinrichs and Charles S. Howell. These officers were elected: President, Harry W. Orr; vice-president, Charles H. Vaughn, secretary for life, F. J. Heinz.

Poems of Printers

Richard Work, a newspaper man of long and varied experience, who, at present is proofreader on the St. Louis Republic, has published a booklet of verse entitled "Poems of Printers." Among the posts which he has held are sporting editor on the Louisville Courier-Journal, city editor on the Louisville Times and the Post, telegraph editor of the St. Louis Globe-Democrat, managing editor of the Louisville Dispatch, etc.

THE PUBLISHER of a newspaper LOOKING for Circulation Manager with the ability for getting and holding circulation after it is once secured can get man of broad experience. An organizer who knows how to keep expense of his department within reasonable bounds. Has original ideas and is not a dreamer. Capable of originating and executing plans that will bring the paper to the front. Experience on metropolitan as well as smaller city papers. On one of the papers in his charge it had the most successful year, equaling any three previous years put together, with the revenue higher than ever before in the circulation department. It has been said of him "There are a few circulation managers in this country who know the entire details of the circulation department, and he is one." One Publisher said: "It pays to pay a good man a little more than a cheap man, because, in the end, the poor man wastes money and the good man who knows how to manage the department will more than save the difference in the salary of the two men." A letter addressed to 5 D, 162 West 54th Street, New York, will get you in touch with him at once.

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POET'S MEMORY HONORED

Bronx Society of Arts and Sciences Commemorates Original Publication of "The American Flag," and Marks with Tablet Grave of Joseph R. Drake, First American Newspaper Poet.

Saturday, May 29, was the ninety-sixth anniversary of the first publication of Joseph Rodman Drake's Ode to the American Flag, and was, therefore, made the occasion of a highly interesting and worthily dignified commemorative celebration by the Bronx Society of Arts and Sciences, of Bronx Borough, New York City. At least a passing mention of the fact is deserved in a publication devoted to the interests and concerns of newspaper men because "The American Flag," the impassioned eloquence of which yet stirs the hearts of millions of youthful patriots, was first published in a daily newspaper (the New York Evening Post for May 29, 1819), and because Joseph Rodman Drake may rightly be called the first American newspaper poet.

The quaint little private cemetery at Hunt's Point on the upper reaches of the East River where Drake was buried in 1820, which had suffered utter neglect for more than half a century and had become a miniature jungle of rank undergrowth of weeds and briars, has now been saved from the obliteration threatened by new street extensions, has been cleaned up and placed in the custody of the Park Department of Bronx Borough to be maintained henceforth as "Joseph Rodman Drake Park." There, on Saturday afternoon, a bronze tablet, affixed to Drake's modest and weather-beaten monument by the Bronx Society of Arts and Sciences, was unveiled by Miss Helena van Brugh de Kay, a great-granddaughter of the poet; appropriate addresses were made, and a national salute to the flag was fired by Battery E, Second Artillery, N. G. N. Y.

DR. MAC CRACKEN'S ADDRESS.

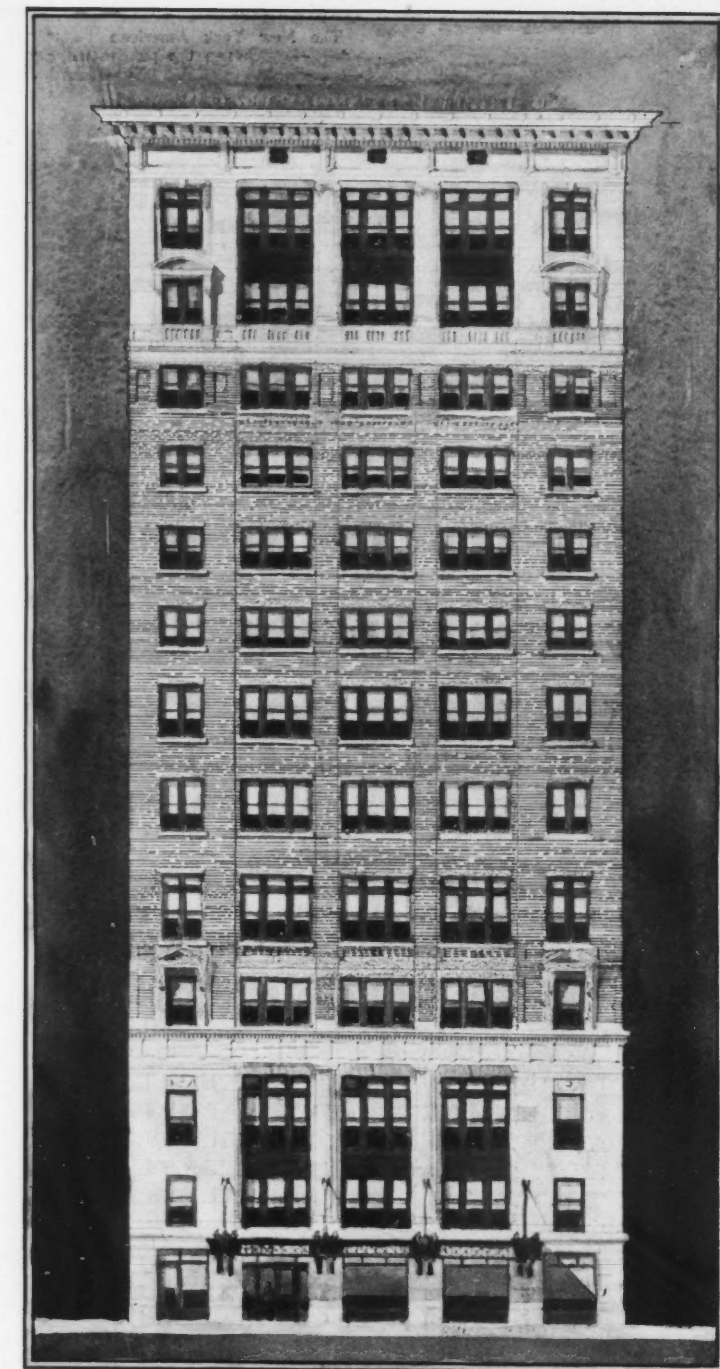
Preceding the unveiling of the tablet at Hunt's Point, literary exercises in the Morris High School at 166th street and Boston Road, included papers and addresses by Dr. Henry M. MacCracken, former Chancellor of New York University and now president of the Bronx Society of Arts and Sciences; Douglas Mathewson, president of the Borough of the Bronx; Prof. John Erskine, of Columbia University; Dean Archibald L. Bouton, of New York University, and by Charles de Kay, poet and art critic, formerly of the Times, who is a grandson of Joseph Rodman Drake.

Drake, who was born in New York City in 1795, and whose death from consumption at the early age of 25 was a serious loss to the New World's budding literature, became a newspaper poet—just as many a young man since his time has gone into newspaper work—for the fun of it. One Sunday morning early in March, 1819, for the amusement of himself and of his boon companions, Fitz-Greene Halleck and Dr. William Langstaff, he wrote some hurlerque stanzas "To Ennui." Their fun was contagious, and Halleck penned some answering lines. The young poets decided to send their verses to William Coleman, the editor of the Evening Post. If he printed them, they would submit others. If he declined them, they would light their pipes with them.

CROAKERS' CONTRIBUTION.

They were greatly surprised the day after sending in the first skit, which had been submitted anonymously and signed "Croaker," the name of a character in one of Goldsmith's comedies, to see in the columns of the Evening Post an acknowledgment of its receipt and a promise to print it, along with some generous praise and the assurance to readers of the paper that they might look for something strikingly new and good.

The first of the "Croakers," as the series of good-natured and witty verses on the foibles of Manhattan society of the day came to be known, Drake's "Lines Addressed to Ennui," was printed on March 10, 1819, and Drake and Hal-



NEW HOME OF THE DES MOINES REGISTER AND LEADER.

leek, singly and in collaboration, contributed others like it almost daily for three months and occasionally afterwards. "The Croakers" became the talk of the town, and everybody was wondering who the writers could be. Coleman, the editor, printed a card in his paper begging their acquaintance. So one evening the partners called at his home and made themselves known. Coleman stared at them in astonishment, and said: "My God, I had no idea that we had such talents in America!" He entered with zest into their plans for future contributions, and agreed to keep their secret. For many years the public did not find out who the "Croakers" were.

Many years after Drake's death the "Croaker Papers" were gathered together and printed in a handsome volume by a club of New York bibliophiles, but inasmuch as they have not been republished for nearly half a century a sample cannot fail to be interesting here as showing the quality of American newspaper verse nearly a hundred years ago. Here is an early one of the series written by Drake, which appeared in the Evening Post for March 19, 1819:

The man who frets at worldly strife
Grows sallow, sour and thin;
Give us the lad whose happy life

Is one perpetual grin;
He, Midas-like, turns all to gold,
He smiles when others sigh,
Enjoys alike the hot and cold,
And laughs through wet and dry.

There's fun in everything we meet,
The greatest, worst and best,
Existence is a merry treat,
And every speech a jest:
Be't ours to watch the crowds that pass
Where Mirth's gay banner waves;
To show fools through a quizzing glass,
And bastinate the knaves.

The serious world will seold and ban,
In clamor loud and hard,
To hear Meigs called a Congressman,
And Paulding styled a bard;
But, come what may, the man's in luck
Who turns it all to glee,
And laughing, cries, with honest Puck,
"Great Lord! what fools ye be."

It was as one of the "Croakers" that that brilliant and stirring, if somewhat rhetorical, piece of eloquence in rhyme, the Ode to the American Flag, was originally published. If its author, who was the first of our newspaper poets, were writing now would he not rank first among the newspaper verse-makers of today?

G. W. HARRIS.

IOWA PAPER'S NEW HOME

Work Will Soon Start on Des Moines Register and Leader's Thirteen-Story Building.

The Des Moines (Ia.) Register and Leader, of which Gardner Cowles is publisher, has completed plans and arranged contracts for the erection of a thirteen-story fireproof building in that city. Construction work will begin in a few days, and it is estimated that at least a year will be necessary to complete it.

The structure will be one story higher than any Des Moines building, with a frontage of sixty-seven feet and a depth of one hundred and thirty-three feet. The newspaper plant will occupy at least the lower five floors, a mezzanine floor and the basement, making it one of the most commodious and conveniently arranged in the United States. The upper floors of the building will be divided into offices.

To the top of the first floor the exterior will be of polished granite. Above the windows of this floor will be ornamental metal work. The exterior of the mezzanine and third floors will be of white Bedford stone. Above the third floor it will be of red-faced brick, with terra cotta window caps and sills to the top of the eleventh floor. The upper two floors will be of terra cotta, ornamentally arranged in plaster effect. The finish of the two top floors will extend completely around the building—a scheme of finishing not employed in Des Moines before.

All woodwork in the interior will be of oak and the window casing and frames at the front of the building will be of that material. Corridors and lobby floors will be of terrazzo, those of the rooms of cement. A pneumatic tube system will connect the various departments.

MR. HEARST'S OLD ENGLISH ROOM

Belongs to the Elizabethan Period and Is Now Being Installed.

William Randolph Hearst, the cosmopolitan, owner of more successful newspapers and magazines than any other publisher on earth, is having installed in his New York home, on Riverside Drive, an historic English room, which he purchased recently from the Messrs. Charles of London.

The Elizabethan oak room, known as the Julius Caesar room, was for many generations one of the state apartments of the Rothermas mansion, Hereford, England. The mantelpiece, enriched with elaborate carving, bears the arms in polychrome and gold of the families of Bodenham and de la Barre.

Austin American's New Building

The Austin (Tex.) American will in a few days begin the erection of a new building, fourteen stories high, for the accommodation of its growing business. The first four stories and basement will be devoted to the use of the American. The other floors, five of which have already been leased, will be divided.

A Modern Battle

A military attache said at a Washington luncheon:

"Modern warfare has no picturesqueness, no beauty. A wounded soldier at Charleroi was asked to describe his impressions of a modern battle. He eased his face bandages and replied:

"A modern battle? What's it like? Well, first you hear a deuce of a noise, and then the nurse says, 'Troy and take a little swaller o' this.'"—Washington Star.

Maine Scribes Have An Outing

Three-score and more newspaper men from Portland, Me., and from Androscoggin and Kennebec Counties, were the guests, on Sunday last, of Manager A. H. Ford, of the Cumberland County Power and Light Company, and H. A. Clay, local manager of the Eastern Steamship Company, on a railroad and steamboat trip. The party traveled part of the way by train and the remainder by boat. Among the cities visited were Lewiston, Gardner, Bath and many intermediate places.

SMALL STORE PUBLICITY

Many Failures Ascribed to Neglect to Use Intelligent Advertising Methods—The Value of Concentration—How Much Money Should Be Spent?—Faulty Store Service an Evil.

By HARVEY R. YOUNG.

Advertising Manager Columbus Dispatch.

The Chicago Mail Order Journal, in commenting on Dun's report of the large number of failures last year among small retailers, says the chief cause was their neglect to use aggressive and intelligent advertising methods.

Even among those who advertise it is astonishing what a large number fail to give it proper attention. Every little detail about their establishment is considered of more importance. Advertising to them is a necessary evil, their copy is usually prepared on the spur of the moment, and without serious thought as to what is best to advertise.

The fullest efficiency of what little advertising appropriation the small dealer's business justifies, is very often destroyed by his scattering it broadcast—using every publication, program and scheme presented.

While most every publication has, and always will have, a score of small ads to one large, and they are read by many people, too, tests made in different cities have shown that an eight-inch advertisement in the one best paper will bring more returns than a 2-inch ad in four papers. Where an appropriation is limited it is always a better investment to concentrate.

A BOSTON EXPERIENCE.

As a fair example of the results obtained by concentration, I might cite an experience of the United Cigar Company in Boston, as related in an article by Harry Scherman, a New York ad man of authority, who says a \$500 appropriation was scattered to more thoroughly introduce a certain brand of cigars. The result was so unsatisfactory that the company decided to try out another \$500, placing it in the one best paper. At the end of the eight weeks' campaign the sales had increased 104 per cent. in Boston and 100 per cent. in vicinity.

If advertisers scattering a small appropriation would just stop to think what a wonderful business they would have if they could but influence the readers of the one best paper to patronize their store, they would soon put their eggs into that basket and watch that basket.

There is a vast difference between the most profitable way to place a two thousand dollar to five thousand dollar appropriation for a small store and a twenty thousand dollar to fifty thousand dollar one for a big store.

The small dealer may think he is wise in following the usual department store policy of being represented in every medium, but he utterly fails to copy the big stores when it comes to investing as much for advertising in proportion to his sales.

AVERAGE EXPENDITURE OF BIG STORES.

System's investigators secured figures a few months ago on the advertising expenditures of large stores in all sections of the country, and found that 4.01 per cent. was the average ratio of advertising to sales.

Averages brought out in this investigation for smaller stores showed they were using less than 2 per cent. of their gross sales for advertising.

If there is any doubt in your mind about the correctness of the percentages quoted, just take a rule and measure the space used by department stores to advertise millinery and compare it to the space used by the average millinery store. Try the same thing with shoes, gloves, hosiery or corsets. Invariably you'll find the big stores use more space in proportion.

No iron-clad rule, however, can be established for determining advertising appropriations. Local competitive conditions, a store's location and similar circumstances are bound to make the advertising appropriation of different stores vary in volume.

It has frequently cost \$100 to sell a piano, \$500 to sell an automobile. It also requires a greater appropriation, in proportion, to open a new store than to advertise an established business.

Brill Bros., when they opened their Sixth Avenue Store, appropriated for advertising almost as much as they hoped the total business would be for the first year, and the success of the Brill Bros. business is pretty well known to every New Yorker.

Richman Bros., of Cleveland, did a \$600,000 business last year, selling nothing but \$10 clothing for men. Just ask any man from the Sixth City how they did it.

It is said that over 10,000,000 women in this country shop daily, 90 per cent. of whom are influenced through advertising to buy a certain article or go to a certain store; hence when a small dealer tells you that advertising doesn't pay, you will find, nine times out of ten, that not only his advertising but his store methods are faulty. He is, very likely, a spasmodic advertiser, skipping from one medium to another. He is operating without any particular plan or policy. In short, he is a hot and cold proposition, pretty much like the old rooster in the snow, standing first on one foot, then on the other, trying to avoid getting cold feet, where if he used both feet at the same time, he could get to some place where there wasn't any snow.

In a nutshell, the only difference I can see between the small and large retailer is one or all of three things—Brains, Progressiveness and Capital. When a man has the first two, he is pretty sure to get the latter. If the small dealer will only get out of his shell one or two times a year—take a trip and see what's doing elsewhere in his line, then come back home and be alive to his opportunities, know what, when, where and how much to buy, have a selling and advertising policy and a complete statement before him each morning of the previous day's business, showing his gain or loss, I am pretty sure he will have fewer problems of the small retailer to solve, because he will have become a big retailer himself.

SUNDAY PRESS AT A CENT

Frank A. Munsey Reports Success of the Newspaper at New Price.

In a signed article on the front page of the New York Press of Friday, June 4, Frank A. Munsey states that the Sunday one-cent Press has already gained in circulation over the old five-cent edition.

"We put out our first one-cent Sunday newspaper a week ago last Sunday," writes Mr. Munsey, "and at a single bound it shot well ahead of our weekly issues in sales, whereas the old five-cent Sunday had always been a laggard, falling far short of other days of the week.

"This was highly gratifying, but did not justify us in getting excited over the new idea or in concluding that we had a sure thing. We still needed a further test of its strength, and in last Sunday's issue we got it—a very severe test, as Sunday was one of a three-holiday period and on holidays reading is greatly cut down.

"Moreover, last Sunday was the second issue of our one-cent Sunday newspaper, and second issues of publications usually suffer a heavy loss from the men who buy first issues merely as a matter of curiosity and stop there.

"Realizing what we had to contend with last Sunday I looked for a smaller sale than on the first issue of the Sunday before. But it would seem that I greatly underestimated its strength, as our circulation department now assures me that in spite of everything that worked to our disadvantage, the sale of the second issue was actually larger than that of the first."

The St. Louis Star is rejoicing in a new fleet of motor delivery trucks, seven of 'em, which are expected to materially speed up its delivery service.

OF INTEREST TO PUBLISHERS

Liggett & Myers Tobacco Company, successors to Cameron & Cameron Co., Richmond, Va., manufacturers of "The Favorite Cigarette," are using pages in a select list of newspaper on this brand of cigarettes. The copy is strikingly illustrated with pen drawings, and the ads are made conspicuous through the use of plenty of white space.

The Mace Advertising Agency, Peoria, Ill., is placing orders in a list of papers for the Continental Cereal Company. Peoria manufacturers of dairy and chicken feed.

Riker-Hegeman, Philadelphia druggists, recently advertised to give away 25,000 cakes of Ivory soap through five different combination offers. One cake of soap was given with each purchase of a certain amount.

The Wisconsin Pea Canning Company, of Manitowoc, Wis., is using newspapers in various cities to increase the sale on guaranteed "Lakeside" brand of green peas, red kidney beans, stringless wax beans, golden pumpkin, etc.

The Union Meat Company, of Portland, Ore., is featuring a "Little Cow Puncher" as a trade character in its advertising on Columbia bacon. The boy cow puncher has a skillet in one hand and a slice of bacon in the other getting ready to prepare a meal.

The St. Louis Times recently published a page of trade-marks, brand names and slogans of over a hundred firms, without the name of the firm represented. Two hundred dollars in cash prizes were offered for the best list of answers to the questions asked regarding them.

Jacksonville (Fla.) Cracker Works is using newspapers to advertise Jax Biscuit, Jax Saltines and Jax Marshmallow Dainties. A cut of the packages is shown and a complete description of each product is given.

The manufacturers of "New State Coffee and Canned Goods" of Oklahoma City, recently conducted a contest for original advertising art designs of "New State" products among the students of Oklahoma city's twenty-eight schools. The hundreds of drawings that were entered in the contest were placed on exhibition at one of the meetings of the Oklahoma City Ad Club.

The Tropical Fruit Juice Company, Chicago, manufacturers of "Grape Smash," a new product, has started advertising in newspapers in various cities. To induce a large number of people to try it a trial size bottle that will make four glasses is being offered for 10 cents.

NEWSPAPER ACTIVITIES

The Tulsa (Okla.) World has issued a special "Tulsa Achievement" number of some fifty pages or more, all devoted to telling of the small beginnings, the present accomplishment, and the future illimitable hopes and beliefs of Tulsa. Nothing that any reasonable newspaper man could expect to find in a special number has been omitted in this one, and there have been added thereto many original features. Seventeen years ago Tulsa had a population of 1,500; now it approaches the 45,000 mark. According to the World, Tulsa has an annual pay roll of \$11,000,000. An "Achievement Number" of its live daily paper was well justified.

The Danville (Ill.) Commercial News has had a moving picture made of its plant. The reel contains 1,050 feet of film, and the picture has been presented in the leading theatres in that city. W. J. Parrett, the business manager, announces that he will send the picture free of charge to any picture theatre within its radius.

The North Adams (Mass.) Herald on May 24 appeared in an entirely new dress of type, and now presents a very attractive look. This was made possible by the recent installation of two new multiple magazine linotype machines. The Herald building is being remodeled and brought up to date. There are indications that the Herald, under the management of the Haggerty Brothers, is making good progress.

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.
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CIRCULATION NEWS, VIEWS AND OBSERVATIONS

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

By Harvester

I WONDER if there is any uniformity with newspapers throughout the country for taking care of back numbers. The walls of some newspaper offices are decorated with file cases. The writer remembers one such case, about 40 feet long by 20 feet high.

The Kennebec Journal, published by Charles F. Flint, Augusta, Me., has a file case made of pine about twelve feet square, and on the front of it appears the following:

"The following are the prices for the Kennebec Daily Journal: One month old, 5 cents; two months old, 10 cents; three months old, 15 cents; six months old, 25 cents; one year old, 50 cents."

Is it likely that many of our friends are getting better prices than these? It would be interesting to know the average life of back numbers of daily newspapers and how long they are kept on file.

NEW YORK Sunday World for June 6 contains reproductions of "Fifty Great Exclusive War Features," that the World has printed since war was declared, about August 1. The list of noted writers who have given exclusive war interviews to the World includes the names of Viscount Brice, E. Alexander Powell, ex-Premier Arthur James Balfour, Gabriel Hanataux and Sir A. Conan Doyle.

EDWARD ARMSTRONG, for the past eight years circulation manager the Duluth Herald, has resigned to engage in business in San Francisco.

Mr. Armstrong's wife and daughter have been in the Pacific coast region for nearly a year, as that climate seems to agree with them.

Armstrong has established an enviable reputation for himself as a good clean producer. Born in St. Thomas, Ont., his early newspaper training was under Harry S. Scott, general manager of the Detroit News. From Detroit Armstrong went to a bookkeeping job on the old Chicago Journal, and later he was circulation manager of the Louisville Herald, the Cleveland News and Duluth News-Tribune.

J. M. MATHEWS, circulation manager Daily Oklahoman, Oklahoma City, Okla., and director International Circulation Managers' Association, who is invariably the life of the annual gatherings of circulators, has addressed a letter to the I. C. M. A. membership enclosing a press ticket entitling the holder to witness the execution of Mr. Circulations Crook' on Tuesday afternoon, June 22, 1915, at the Monier Richelieu, Murray Bay, Quebec.

This event promises to be "some stunt," for Mr. Mathews chides the circulation brethren to come early and avoid the rush. The letter goes on to say:

"With the assistance of the brethren, I will be the executor. It is going to be a great event, but don't forget that this event is a very minor one among the many that will take place at the Seventeenth Annual Convention of the International Circulation Managers' Association, which will take place on June 22, 23 and 24. Be sure and be on hand—it will be a treat of a lifetime. Make every arrangement to get to Montreal Sunday afternoon, June 20.

"I am not going to impose upon you regarding a subject that you fully understand. There is an old rule, 'That you can't get something for nothing,' but the I. C. M. A. Convention breaks this rule, because this interesting convention gives you wonderful value, by exchanging your own experience of solving problems against the same experiences of several hundred. The I. C. M. A. Convention gives to you the great combination of knowledge and pleasure."

WE are indebted to a number of good friends for copies of the official program of the I. C. M. A. Convention, issued under the supervision of Director A. G. Lincoln, chairman of the Program Committee.

The program is 8½ by 4 inches, twenty-four pages and a cover. On the inside front cover appears the following: "The easier you make it for the reader to get to you the easier it will be for you to get to the reader." The back cover page carries this: "Thank goodness the thug in circulation work

is a thing of the past! He was buried under the higher standards established by real energy and lowest business principles!"

A new departure promises much helpful co-ordination. After the Tuesday morning session W. Beechans, of the St. Joseph Gazette, will preside at a gathering of circulators of morning newspapers in cities of 100,000 population or less. Louis Cohen, Ft. Smith Times-Record, will preside at a session of circulators of evening newspapers in cities of 100,000 or less.

At the close of Tuesday afternoon's session Max Annenberg, circulation manager Chicago Tribune, will preside at a gathering of circulators of newspapers in cities of 200,000 and over.

Other questions to be discussed at special sessions are the following: "Rural Route Subscription Promotion," "Baseball Editions: Are They Worth While?" "The Premium and Contest Business Pro and Con," "How Do Newspapers That Are Publishing Gross Figures in the Government Statement, Instead of Net, Expect to Justify Their Action in the Event of Federal Investigation?" "War Tax on Bundles."

H. H. FRIS, circulation manager of the El Paso (Tex.)

Herald, gave his traveling force and office assistants a banquet at the West Ysleta County Club, that city, on Tuesday evening of last week, in celebration of the fact that the previous month's receipts had been the largest in the history of the paper. After the dinner was over the guests spent the evening in singing, dancing and telling stories. Mr. and Mrs. Fris, and their three boys, will leave shortly for the East on a visit to their former homes. Mr. Fris will attend the International Circulation Managers' Convention, at which he will deliver an address on "How to Secure Circulation in the Smaller Towns."

THE New York delegation of circulators to the I. C. M. A. convention to be held at Manoir Richelieu, Murray Bay, the week beginning June 20, will be divided into two parties, one leaving New York Saturday noon, June 19, to go by way of Buffalo and Charlotte, New York, connecting with Western and Southern parties; the other to leave New York from Grand Central Station, Saturday evening, 7:45, on the D. & H., for Montreal.

An added attraction at the convention will be a stereopticon and moving picture show of Canadian scenery, with a lecture by W. H. Small, general passenger agent of the Canadian Pacific Railroad.

PRESIDENT A. E. Mac Kinnon has issued a last call bulletin to the I. C. M. A. membership announcing that the work of the Program (A. G. Lincoln, chairman), Entertainment (P. F. Anderson, chairman), and Transportation (E. S. Dobson, chairman), Committees, has been so completely and thoroughly done that failure is impossible and the success of the seventeenth annual convention is already assured.

Western and Southern members will receive from Mr. E. S. Dobson, the Detroit News, tickets from Detroit to Buffalo.

Mr. Treble, of the Buffalo Times, has arranged transportation from Buffalo to Lewiston, with stop-over at Niagara Falls and a trip through the gorge past the world famous whirlpool and rapids. Anyone desiring tickets from Lewiston to Montreal should address Mr. Mac Kinnon, Box 70, Grand Central Station, New York.

The president states that "from Montreal on there awaits the delegates and their guests one never-to-be-forgotten trip. If anything in the way of entertainment remains undone after our Montreal and Quebec friends have completed their plans, the Passenger Departments of the Canada Steamship Lines, Ltd., the Canadian Pacific Railway Company and Manager Phenix of Manoir Richelieu, will attend to it and see that there isn't anything overlooked.

"This year promises to eclipse last in number of long distance attendants. Last year we had members from Jacksonville, Boston, Atlanta and Sacramento."

THE NEWSPAPER EXHIBIT

Some of Its Striking Features Are Described Below.

Novel features will mark the newspaper exhibit at the Chicago convention of the Associated Advertising Clubs of the World.

Instead of merely inspecting placarded walls visitors to the Gold Room at Congress Hotel, will find themselves facing a gigantic booth built up of the largest fac-simile newspaper pages ever made. The first page will be alive with matter specially prepared for the convention and will be sure to "get attention."

Inside the booth there will be in operation a full fledged newspaper office with a staff of compositors, editors, printers, etc. W. A. Thomson and T. H. Moore, director and associate director of the Bureau of Advertising, A. N. P. A., will be in charge. From this office each afternoon at three o'clock will be issued for free distribution among the delegates a live, up-to-date convention newspaper. It will be well printed, fully illustrated and typical in every way of up-to-date journalism.

Around the interior walls will be a display of typical national advertising campaigns that illustrate how effective use has been made of newspaper advertising. There will also be illustrations of the work of the Bureau of Advertising in promoting the newspaper in the national field.

The newspaper exhibition has been prepared under the direction of Mr. Wm. H. Field, of the Chicago Tribune, who is chairman of the local committee.

Among the national newspaper campaigns represented at the exhibit are the following:

Salada tea with a gigantic fac-simile letter from P. C. Larkin; various campaigns illustrating the work of the telephone companies; Victor talking machines with a gigantic fac-simile letter from Mr. Brown; the new Wooltex newspaper campaign; typical tobacco campaign prepared by Richard A. Foley; newspaper advertising showing how Huyler's and Luden's are increasing the sales of candy; Nemo corset advertising.

Various phases of railroad and public service advertising: Philip Morris cigarettes; Armour's famous institutional newspaper campaign; Royal baking powder; the recent campaigns in Canada that were brought about by the war; "Krumbles" new newspaper campaign; Standard Oil campaign; the campaign that brought such a big increase in business to the General Roofing Manufacturing Company.

Typical campaigns of Porous-Knit underwear; Knot hats; Swift's products; Heinz; Eagle brand milk; Campbell's soups; Del Monte oranges; Alpha cement; Acme pressed bricks; Neponset shingles; Vidor porch shades; Rosadora cigars; Fels' napha soap; Valspar; Wrigley's Spearmint and Doublemint gum.

EDITOR & PUBLISHER

Headquarters

Windsor Hotel, Montreal

Sunday, June 20th, 1915

All I. C. M. A. members, their wives, sweethearts and friends, en route to the Circulation Convention, are urged to make use during Sunday of THE EDITOR AND PUBLISHER'S headquarters at the WINDSOR HOTEL, located but a short distance from the depots.

Mr. Edward Gans, Circulation Manager of The Editor and Publisher, will be in personal charge, lending such assistance as he may, taking care of mail, telegrams, etc., addressed in his care. We sincerely hope that you will avail yourselves of these facilities provided for your comfort and convenience.

The Editor and Publisher Company

EDITORS' HOME TO BE BUILT

Bids Asked for Construction of New Building at Lawton, Oklahoma.

Bids are being advertised for the construction of the new editors' home at Lawton, Okla., and it is expected that ground will soon be broken.

The building will be 120 x 45 feet and two stories high. The first floor will be built out of boulders while the second will be of wood. The lower floor will contain an assembly hall, reception room, kitchen, closets, cotroom and men's bath. The assembly hall will be 37 x 67 feet, and will be equipped for the future holding of Press Association sessions.

The second floor will contain nine private rooms, two 19 x 32 feet lounging rooms, a reception parlor, a large hall and a bath.

A veranda, 10 feet wide, will be built on two sides of the structure, the second story veranda to be screened in for sleeping purposes. A garden is to be installed on the roof of the building, which is expected to afford a cool retreat and place of entertainment for the editors, their friends and families.

The editors' home was made possible through the co-operation of the editors of the State, the selling of newspaper space, the proceeds from which were turned over to the committee, of which John N. Shepler, of Lawton, is chairman.

The site is a delightful and picturesque one. Here the tired editor can take rest and recreation. The climate is ideal, the scenery magnificent, the fishing and boating the best on earth.

Will Use Daily Papers Hereafter

The Lowell (Mass.) Gas Light Company have been using newspapers and bill boards for a two months' try-out campaign for advertising coke. The advertising campaign was planned by Messrs. Wood, Putnam & Wood, of Boston. After this extended campaign the Board of Directors decided in the future they would confine their advertising to daily newspapers in that locality.

EXCLUSIVE RIGHTS

The attention of newspaper publishers is called to copyrighted articles and special features in The New York Evening Post, covering a wide range of subjects. Reproduction either in full or in part should not be made without permission. Exclusive right to use various features in restricted cities can be obtained by addressing,

SYNDICATE DEPARTMENT
NEW YORK EVENING POST
20 Vesey Street, New York

THE PITTSBURG PRESS
Has the **LARGEST**
Daily and Sunday
CIRCULATION
IN PITTSBURG

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

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

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

Every Column Clean

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

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

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

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

YOU MUST USE THE LOS ANGELES EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN 150,000

AUDIT BUREAU MEETING

Program Arranged for Friday, June 19, at Hotel La Salle, Chicago.

Hotel La Salle, Chicago, will be the center of attraction for all members of the Audit Bureau of Circulation on Friday, June 19, when the annual meeting will be held.

The committee in charge believes that all business before the meeting may be transacted in one day, but arrangements have been made so there may be sessions on Saturday the nineteenth, if necessary.

The Board of Control meets at 7:30 p. m., Thursday evening, in room 215, Hotel La Salle.

The Friday program follows:
Registration and presentation of credentials, convention lobby, 19th floor.

10 A. M. OPENING GENERAL SESSION, Convention Room, 19th floor.
Reading of minutes last annual meeting.
Report of president.
Report of board of control.
Report of treasurer.
Reports of other officers and committees.
Appointment of nominating committee.
Appointment of credentials committee.

12:30 P. M. SPECIAL MEETINGS.
Of the various divisions to nominate their representatives for the board of control.
Adoption of resolutions to be presented to the convention, and transaction of any other business.

Advertisers' division—Room 211, second floor.

Advertising agents' division—Room 215, second floor.

Newspaper division—Louis XVI room—S. E. corner main floor.

Magazine and periodical division—Room 104, mezzanine floor.

Agricultural division—Room 102, mezzanine floor.

Class, trade and technical division—College room, second floor.

2:00 P. M. GENERAL SESSION, Convention Room, 19th floor.

Reports from the various divisions.

Introduction of amendments to the constitution and by-laws.

Submission of resolutions.

Voting upon amendments and resolutions.

Election of new members to the board of control.

Election of officers.

7:00 P. M. MEETING OF THE BOARD OF CONTROL, Room 215.

Consideration of amendments to the constitution and by-laws proposed at the afternoon general session.

8:00 P. M. GENERAL SESSION, Convention Room, 19th floor.

Unfinished business.

New business.

Adjournment.

Nine Thousand Children Editor's Guests

J. Denny O'Neil, president and principal owner of the McKeesport (Pa.) Daily News, was host to the 9,000 public school children of McKeesport at the annual outing in Olympia Park, near McKeesport, on Friday, June 4. This is the 12th year that Mr. O'Neil has had the children as his guests. Under a law in Pennsylvania the State funds cannot be used to defray the expense of the outing. Several years ago when this was discovered there was no way whereby the street car fare and the amusements could be provided for the children, and it was at this time that Mr. O'Neil offered to pay the expense of the outing. At that time there were less than 4,500 children to be cared for, but as the event has grown he has entertained the children each year. Now it is no longer a school picnic but a town affair, as over 40,000 men, women and children were in the park. Mr. O'Neil is one of the three county commissioners of Allegheny County and owns a large department store in McKeesport.

German Envoy Sues Paper

The German Ambassador at The Hague has sued the Telegraaf for libel because of that paper's extremely bitter denunciation of the sinking of the Lusitania. It is the second libel suit the German Ambassador has brought against a Dutch newspaper. The Handelsblad, which until the sinking of the Lusitania had maintained the strictest neutrality, has printed a strong protest against the "barbarous way" in which Germany pursues her naval warfare.

ALL METALS ARE UP IN PRICE

War Has Created Big Demand and the Supply Is Inadequate.

The market for metals used by newspaper publishers has been somewhat upset during the past few days.

Lead is quoted at the time of going to press at from 6¼c. to 6½c. per pound, while on June 1 it was just under 5c. per pound.

Straits tin is quoted at 40¼c., which is about the normal price for tin during the last few years.

English antimony has practically disappeared from the market. Japanese antimony is quoted at from 37c. to 42c. per pound. The normal price for this grade of antimony prior to the war was 8c. to 10c. per pound. The metal merchants state the reason for the rise is due to shortage of supply, and all quotations to publishers are made for immediate acceptance.

Zinc is quoted at 43 cents per pound. The sources of supply are Belgium and the United States. Zinc is used largely in the manufacture of brass, which is much in demand for making ammunition.

It is said that the photo engravers in Germany are closing their plants due to lack of supply of metals.

Copper has advanced largely. Rolled engravers' copper is selling at 51 cents per pound. A representative of THE EDITOR AND PUBLISHER, who called on many metal firms for information, found that the general impression is that prices on metal will not break for 60 days at least and with probabilities that advance may take place at any time.

Publishers' Supplies Market

Antimony	40.25
Tin	36.50-37.00
Lead	06¼
Copper	20.00-20.25
News print	2.09-2.25
Craft paper	4.75-5.25

THERE'S NOTHING LIKE LEATHER

Leading Manufacturers Plan an Aggressive Campaign Against False Advertisements.

The Patent and Enameled Leather Manufacturers' Association, which has been holding its spring meeting in Newark, N. J., has taken steps to prevent the false advertising of imitation leather. It was decided by the manufacturers to have their salesmen look out for false or misleading ads in the cities and towns that they visit. Such advertisements when found will be forwarded to James B. Reilly of Newark, the secretary of the association.

The dealers in imitation leather will be warned by Mr. Reilly that they will be prosecuted unless the advertisements are discontinued. Twenty-eight States, including New Jersey, have laws against false and misleading advertising, according to Mr. Reilly.

R. C. Good, of the Lackawanna Leather Company, of Hackettstown, who represented the association at the annual convention of the Upholstered Furniture Manufacturers' Association in Chicago two weeks ago, reported that that organization will co-operate in the campaign against false advertising.

According to Mr. Reilly much work has been done by the Patent and Enameled Leather Manufacturers' Association in preventing the advertising of imitation leathers as genuine leather, particularly in New Jersey and in New York. Very little of this advertising is now seen in these States, Mr. Reilly said.

Must Pay Looney \$12,500

In the suit of B. F. Looney vs. A. H. Belo & Co. tried before Judge A. P. Dahoney in the 62nd District Court at Greenville, Tex., a verdict for \$12,250 was awarded the plaintiff the total sum asked being \$150,000. The suit was for libel based upon six editorials published in the Galveston-Dallas News.

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 advertising rate of The New York Times, 45 cents per agate line, with circulation Sunday and daily far exceeding 300,000, makes the cost less than one cent a line for each 6,500 circulation—the cheapest, as it is the best, newspaper advertising in the world.

The New York Evening Mail

enjoys the confidence of its readers.

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

Its average net paid circulation for April was in excess of

156,000

A desirable advertising medium.

"WADIUREAD"!!!

That's the cry of the street newsboys. They mean—"What will you buy?" Buying and reading are different.

What do you read? If you judge the merit of a paper by the time spent on it by its readers you know the wisdom of the advertisers who have spent money in it.

Readers of the New York Evening Post spend more for it (3c. daily except Saturday 5c.), spend more time on it and believe in it. Its readers read it.

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

Lord & Thomas, 341 Fifth avenue, New York City, are reported to be making up a list of New York State newspapers for the Eckerson Company, "Top Notch" Butterine, Bay street, Jersey City, N. J.

The Bates Advertising Company, 230 Fifth avenue, New York City, is placing 9 in. 3 col. 3 t. orders with newspapers in selected sections for the General Vehicle Company, "G-V" Electric, 30 East 42nd street, New York City and Long Island City, N. Y.

Lawing & Miles, Mallery Building, Chicago, Ill., are making contracts with some Western newspapers for the Owl Chemical Company, "Plex Salve," 307 Ohio street, Terre Haute, Ind.

Nichols-Finn Advertising Company, 222 South State street, Chicago, Ill., is issuing copy to Western newspapers for Morris & Co., packers, Union Stock Yards, Chicago, Ill.

L. P. Fisher Advertising Agency, San Francisco, Cal., is sending out orders to newspapers in Nebraska and vicinity for the Union S. S. Line of New Zealand, 679 Market street, San Francisco, Cal.

Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is forwarding 4 in. 2 t. a. w. 1 yr. orders to New Jersey newspapers for La Grange & Jordan, Medical, Philadelphia, Pa.

M. Volkman Advertising Agency, Temple Court, New York City, is again placing some newspaper copy for Dr. Kline, Laboratories, Red Bank, N. J.

Charles Blum Advertising Corp., 608 Chestnut street, Philadelphia, Pa., is issuing some copy to Southern newspapers for W. B. Seeley, Trusses, 1027 Walnut street, Philadelphia, Pa.

Albert Frank & Co., 26 Beaver street, New York City, are handling the advertising of the Rudolph Hotel, Atlantic City, N. J., and are placing orders with newspapers in Southern cities.

Hoyt's Service, 120 West 32nd street, New York City, is sending out copy to some Pennsylvania newspapers for Mack's Medical Company, "Foot Remedy," 333 Tremont street, Boston, Mass.

Wm. D. McDunkin Advertising Agency, 35 South Dearborn street, Chicago, Ill., is placing orders with Northwestern newspapers for the Northwest Building Material Exhibit, Inc., First National Soo Line Building.

Nelson Chesman & Co., 1127 Pine street, St. Louis, Mo., are issuing orders to newspapers in selected sections for Dr. J. E. Cannaday, "Eczema Cure," Sedalia, Mo.

Rowland-Read & Co., 33 West 42nd street, New York City, are sending out 56 l. 1 t. orders to newspapers in selected sections for the Bargain Sales Company, 261 Broadway, New York City. This agency is also placing orders with newspapers where co-operation is given

for the Dan Mar Corporation, "Schofield's Liquid Air," 1790 Broadway, New York City.

Dunlap-Ward Advertising Company, 123 West Madison street, Chicago, Ill., is putting out orders with newspapers in the vicinity of Iowa for Oatman's Dundee Milk Company, "Oatman's Dundee Evaporated Milk," Dundee, Ill.

Albert Frank & Co., 26 Beaver street, New York City, are reported to shortly place orders with some New York State newspapers for F. G. Vogt & Sons, pork packers, "Philadelphia Scrapple," Race and 30th street, Philadelphia, Pa.

Snitzler Advertising Company, Garland Building, Chicago, Ill., is forwarding orders to some Western newspapers for R. L. Watkins Company, Chicago, Ill.

M. V. Kelly Company, Toledo, Ohio, is making contracts for the Buckeye Brewing Company.

G. H. Mayr, Chicago, Ill., is now issuing contracts direct

Earnshaw-Lent Company, 80 Maiden Lane, New York City, is placing 2 in. 78 t. orders with a few papers for the Lyon Mfg. Company, "Magnolia Balm."

Lyddon & Hanford, 200 Fifth avenue, New York City, are issuing 52 t. copy to a few papers for C. S. Clark (Optona).

J. Walter Thompson Company, 44 E. Twenty-third street, New York City, is placing 105 in. orders for Horlick's Milk.

The Long Island R. R. Company is sending out direct 100 lines 2 t. orders to a few papers.

The College Point (N. Y.) Herald is in the market, for use in a special publication, for short children's stories suitable for the story-telling hour in kindergartens, etc.

Gardner Advertising Company, Inc., Kinlock Building, St. Louis, Mo., is making 5,000 l. 1 yr. contracts with a few papers for the Chesapeake & Ohio Ry. Company.

Louis E. Anfenger, Fullerton Building, St. Louis, Mo., is now placing the Empire Auto Company business.

Lord & Thomas, Mallery Building, Chicago, Ill., are issuing 5,000 l. 1 yr. contracts to a few papers for the Hudson Motor Company.

H. W. Kastor & Sons Advertising Company, Inc., Commercial Trust Building, Kansas City, Mo., is sending out 10,000 l. 1 yr. contracts to the Pacific Coast for Bauman & Massa Jewelry Company.

Freeman Advertising Company, Atlanta, Ga., is placing 10 t. copy with a few Southern papers for Shephard's Chemical Company.

E. P. Remington, Buffalo, N. Y., is making contracts with a few Pennsylvania papers for the Trutone Advertising Company.

H. H. Levey, Marbridge Building, New York City, is placing 11 l. 30 t. orders with Middle West papers for The Edgewood, Greenwich, Conn.

Ad Women Elect Officers

At a recent meeting of the League of Advertising Women new officers for the coming year were elected. They are: President, Miss J. J. Martin, advertising manager, Sperry & Hutchinson Co.; vice-president, Mrs. Caroline L. Overman, Churchill-Hall; secretary-treasurer, Miss Effie A. Archer, advertising manager, M. Heminway & Sons Silk Co.; Directors: Mrs. Fannie E. Garrison, advertising manager, Ludwig Baumann Co., Brooklyn; Miss Mabel Graswinckel, mail order expert; Miss Anna Rosenblatt, a writer of advertising booklets, etc.; Miss B. M. Doolittle, advertising manager



"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.	NEW JERSEY.
NEWS Birmingham Average circulation for 1914: Daily, 36,235; Sunday, 37,762. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	PRESS (Circulation 7,945)..... Asbury Park JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
ARIZONA.	NEW YORK.
GAZETTE Phoenix (Average Circ. Oct. 1, 1914, 6,126)	COURIER & ENQUIRER..... Buffalo IL PROGRESSO ITALO AMERICANO..... New York
CALIFORNIA.	OHIO.
EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	PLAIN DEALER..... Cleveland Circulation for May, 1915: Daily 132,434 Sunday 165,326 VINDICATOR Youngstown
BULLETIN San Francisco	PENNSYLVANIA.
GEORGIA.	TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
JOURNAL (Cir. 57,531)..... Atlanta CHRONICLE Augusta LEDGER Columbus	SOUTH CAROLINA.
ILLINOIS.	DAILY MAIL..... Anderson
HERALD Joliet STAR (Circulation 21,589)..... Peoria	TENNESSEE.
IOWA.	BANNER Nashville
REGISTER & LEADER..... Des Moines EVENING TRIBUNE..... Des Moines Essential to covering Des Moines and vicinity.	TEXAS.
THE TIMES-JOURNAL..... Dabnque	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.
SUCCESSFUL FARMING..... Des Moines 700,000 circulation guaranteed or no pay. Reaches more farmers in the North Central States than are reached by any other publication.	CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
KENTUCKY.	POST Houston Over 80% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed.
MASONIC HOME JOURNAL..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	TELEGRAM Temple Net paid circulation over 6,000.
LOUISIANA.	UTAH.
TIMES PICAYUNE..... New Orleans	HERALD-REPUBLICAN..... Salt Lake City
MARYLAND.	WASHINGTON.
THE SUN Baltimore Daily net paid, 146,451; Sunday net paid, 88,161. Over 110,000 copies of The Sun goes into homes in Baltimore cities and suburbs.	POST-INTELLIGENCER Seattle
MICHIGAN.	CANADA.
PATRIOT (No Monday Issue)..... Jackson Average three months ending March 31, 1915: Daily, 11,349; Sunday, 13,104. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C.	BRITISH COLUMBIA.
THE STATE JOURNAL..... Lansing Leading afternoon daily of Central Michigan; three editions two cents. Guaranteed net circulation, 15,000.	WORLD Vancouver ONTARIO.
MINNESOTA.	FREE PRESS London
TRIBUNE, Morning and Evening.... Minneapolis	
MISSOURI.	
POST-DISPATCH St. Louis	
MONTANA.	
MINER Butte	

ROLL OF HONOR

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

ILLINOIS.	NEW YORK.
SKANDINAVEN Chicago	EVENING NEWS..... Buffalo
INDIANA.	BOLLETTINO DELLA SERA..... New York
THE AVE MARIA..... Notre Dame	PENNSYLVANIA.
NEBRASKA.	TIMES Chester
FREIE PRESSE (Cir. 128,384)..... Lincoln	QUEBEC.
	LA PRESSE Montreal Av. circ., 1912, 114,371; '13, 127,722; '14, 140,342

"Travel Guide," Raymond & Whitecomb Co.; Miss Ella S. Leonard, Churchill-Hall; Miss Ida Clarke, advertising manager of Scott & Bowne.

The students of the Los Angeles School of Journalism, which is conducted

by the local Y. M. C. A. celebrated the completion of their course of study by visiting the plant of the Los Angeles Press Tribune, which was thrown open for their inspection. Bruce O. Bilven, who has been in charge of the class, is a member of the Los Angeles Ad Club.

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 in 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

Walter W. Cribbins, former president of the Oakland, Cal., Advertising Association, has been made the head of the advertising bureau of the Oakland Commercial Club.

Fred Dickinson has been appointed assistant manager of the Hupp Motor Car Company, of Detroit.

A. L. August, of Pennsylvania, has been appointed advertising manager of the Kaufman Clothing Company, of Lexington, Ky.

J. L. Calhoun, sometime advertising manager of the Grand Leader department store, Fort Wayne, Ind., has accepted a similar position with the Kline department store of Chicago.

Arthur O. Perlitz, well known in the automobile sales field of the Central West, has joined the staff of Bromfield & Field, advertising agents, of New York.

Montgomery Halloway has been appointed assistant advertising manager of the New York Times.

S. L. Lester, of the Allen-Lester Company, advertising and merchandising agents at Tacoma, Wash., is now the general manager of the Recorder and the Morning Olympian, at Olympia, that state.

Gifford Wood, formerly of R. H. Macy & Co., and of the Dry Goods Economist service staff, and for the past year advertising manager for Bloomingdale Bros., has joined the advertising staff of Gimbel Bros., as assistant to J. Sheffield, advertising director.

H. L. Bergen, of the advertising department of the St. Louis Republic, who won the golden "speed" medal for enlisting 101 new members for the St. Louis Ad Club in thirteen days in the recent membership contest, has been placed in charge of a special campaign to get the largest possible St. Louis delegation to the national advertising convention at Chicago, June 20 to 24.

A. J. Furlong, well known in Southern newspaper circles, has been appointed advertising manager of The Dothan (Ala.) Eagle, the only evening paper in the metropolis of the Chattahoochee Valley. Mr. Furlong started about 10 years ago as office manager of The Cumberland (Md.) Times, and a little later going to The News of that city as advertising manager. He was then appointed advertising manager of the Mobile Item, and on the sale of that paper went to the Montgomery Advertiser.

No Complaint From Taunton

Frederic E. Johnson, business manager of the Taunton (Mass.) Gazette, who was in New York this week told a representative of THE EDITOR AND PUBLISHER that business in Taunton was in an excellent condition. The diversified industries of the city are responsible for the stability of trade conditions. Twenty-three cotton mills, five great stove foundries, and another in course of erection, four big silver factories, two silk mills and dozens of other manufacturing establishments contribute to the prosperity of Taunton. The volume of advertising in the local papers keeps up to normal, and the merchants have no reason to complain of a lack of business.

Beauty Contest Winners on Their Way

The beauty contests that have been conducted by a number of newspapers in the East and Middle West ended two weeks ago and the winners, fifty in number, left Chicago June 6 on the Universal Beauty Special for the two great California expositions and Universal City where they will participate in a moving picture. Before leaving Chicago the young ladies were given an auto ride about the city. The special train upon which they travel is equipped with every convenience, both for comfort and for entertainment.

IMPORTANT CHICAGO CHANGES

Guy W. Osborn to Represent Philadelphia Public Ledger.

A number of changes in Chicago and western representation of Philadelphia newspapers were announced during the week.

Guy W. Osborn, long time representative of The North American, was appointed manager of the Chicago office of the Public Ledger, succeeding A. T. Sears, Jr.

Knill-Chamberlain-Hunter, Inc., were appointed western representative of the North American. The appointment came as the result of a personal investigation of the Chicago situation by Messrs. E. S. Edmondson, advertising manager, and C. C. Green, foreign advertising manager, who spent some time in Chicago.

Charles P. Knill, the president of the company, will be well remembered as business manager of the Chicago Tribune, later of the Hearst Chicago papers, and general manager for some years of the Association of American Advertisers.

A. E. Chamberlain, the other Chicago resident manager, is favorably known as a past president of the Chicago Representatives' Association, also of the Chicago Advertising Association. He is serving as the three-year member of the National Executive Committee of the A. A. C. W.

John W. Hunter, former publisher of the Washington Herald, is also a member of this firm and the resident New York manager.

This change places the North American in the same office with the New York Sun.

SIX POINT LEAGUE ELECTION

F. St. John Richards Again Heads the Representatives' Organization.

At the annual meeting of The Six Point League held on Thursday, June 3, the following officers were elected for the ensuing year: President, F. St. John Richards; vice-president, I. A. Klein; treasurer, J. P. McKinney; secretary, Louis Gilman.

The Executive Committee for the ensuing year consists of Messrs. Chas. H. Eddy, S. C. Stevens, Herman G. Halstead, M. D. Hunton, Geo. R. Katz, John Budd and Thos. E. Conklin.

Secretary Gilman read a report showing the activities of the league during the past year. It was unanimously agreed that the league has made great strides in the direction of establishing itself as the representative organization of the special newspaper representatives of New York City. There was more actual work accomplished along this line during the past year than ever before in its history.

The league has a membership of 49, which is the largest number it has ever had, nine new members having been added during the year. The new members are: Benjamin & Kentnor, R. C. Hollis, Warren C. Klein, Chas. A. Menet, O'Mara & Ormsbee, Stevens & King, E. C. Trowbridge, Robt. E. Ward Co. and Bryant, Griffith & Fredericks.

Agency Consolidation at Dallas

Announcement is made that the Godbold and the Loring-Fitzgerald Advertising Agencies of Texas have been consolidated under the name of the latter organization. A. H. Godbold, who has been in the advertising business in Dallas for fifteen years, is compelled, on account of his health, to make his home in Fresno, Cal. W. S. Loring and C. E. Fitzgerald, owners of the consolidated business, have been in the advertising business in Dallas for several years and handle a number of large contracts.

Governmental Advertising

The Survey (New York) for June 5 contains an important contribution to the history of governmental advertising, recently referred to in these columns, from the pen of Christina Merriman, splendidly embellished by a complete set of British war posters.

Will Represent Brooklyn Times

Martin C. Ready, who has put in eight years with the New York American's advertising department, and who was also for a time with the New York Tribune, has taken over the Manhattan and general advertising representation of the Brooklyn Daily Times, with an office



MARTIN C. READY

at 347 Fifth avenue, New York. Mr. Ready is widely acquainted with the Brooklyn newspaper situation as he was at one time advertising manager of the Brooklyn Citizen.

Staff Changes at Portland

T. E. Marren, who for the past four years has been advertising manager of the Portland, Ore., News has become advertising manager of the Evening Telegram, one of Portland's oldest publications. Charles Rafeld, also of the News staff of solicitors, and Fred Hanssen, cashier, have gone with Mr. Marren to the Telegram. D. L. Myers, of the Des Moines News, has taken Mr. Marren's place on the News as advertising manager.

N. Y. Advertising Agents Elect Officers

At the regular meeting of the executive committee of the Association of New York Advertising Agents, held at the Aldine Club, on June 3, the following officers were elected to serve for the ensuing year:

P. B. Bromfield, of Bromfield & Field, chairman; H. K. McCann, of the H. K. McCann Company, vice-chairman; J. W. Morgan, of the J. W. Morgan Advertising Agency, secretary-treasurer.

Branham's New Telephone Ad Card

The John M. Branham Company, of New York City, will issue the latter part of June for free distribution a new telephone card list of special newspaper and agricultural representatives, and general agencies. The company will be glad to have its attention called at once to any changes that have been made either in names or addresses since the last card was issued in order that they may be incorporated in the new card.

Robert W. Sykes, Jr., 1 Madison avenue, has been appointed sole Eastern representative of the Kinston, North Carolina Free Press, of which H. Galt Braxton is editor and manager, the only paper published in one of the fastest growing cities in that part of the South.

Jacob Friedman,
LAWYER.
302 Broadway, New York, N. Y.
Telephone, Worth 1676.
ADVERTISING ACCOUNTS COLLECTED.
Probably 60% or more of your suspense accounts are collectible.
Pleased to have you send them to me.
References: Publishers, 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. SUBURB.
LIST,
22 North William St., New York.
Tel. Beekman 3636.

PAYNE, G. LOGAN, CO.,
747-748 Marquette Bldg., Chicago,
Ill.; 200 Fifth Ave., New York,
N. Y.; 8 Winter St., Boston, Mass.;
Kresge Bldg., Detroit, Mich.

VERREE & CONKLIN, INC.,
225 Fifth Ave., New York.
Tel. Madison Sq. 962.

WARD, ROBERT E.,
Brunswick Bldg., New York.
Advertising Bldg., Chicago.

Advertising Agents

AMERICAN SPORTS PUB. CO.,
21 Warren St., New York.
Tel. Barclay 7095.

COLLIN ARMSTRONG, INC.,
Advertising & Sales Service,
115 Broadway, New York.

BRICKA, GEORGE W., Adv. Agent,
114-116 East 28th St., New York.
Tel 9101-9102 Mad. Sq.

FRANK, ALBERT & CO.,
26-28 Beaver St., New York.
Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY,
INC.,
20 Broad St., New York.
Tel. Rector 2573.

LEVEY, H. H.,
Marbridge Bldg.
Tel. Greeley 1677-78.

THE BEERS ADV. AGENCY,
Latin-American "Specialists."
Main Offices, Havana, Cuba.
N. Y. Office, Flatiron Bldg.

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

SHARE IN THIS
MELON CUTTING
IT'S A RARE OPPORTUNITY FOR
ADVERTISERS

To secure intensified results during the next thirty days.

The
New York Globe

Commencing on Monday, June 14th, and ending July 10th

will conduct an

ADVERTISING TESTING COMPETITION
WITH \$1,500 IN CASH PRIZES

To readers who write the best letters telling their experience in buying goods advertised in THE GLOBE. There will be daily prizes as well as the general prizes—140 in all.

This Contest will be widely advertised and will assuredly create and stimulate a keen interest in all the advertising carried by THE GLOBE during this period.

In a recent Advertising Reading Contest THE GLOBE secured 10,000 responses from readers telling which ads. made the strongest appeal to them and why. A Booklet giving the fifty winning letters and some mighty interesting data on this last contest will be mailed to advertisers upon request.

JASON ROGERS, Publisher

Member Audit Bureau of Circulations

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