

The Editor & Publisher

and The Journalist

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

Vol. 48, No. 4

NEW YORK, JULY 3, 1915

10 Cents a Copy

We Can Put the Chicago Market in the Palm of Your Hand

The Chicago market need be no more of a mystery to the advertiser than Muskegon, Michigan, or Des Moines, Iowa. After all, a city is just so many humans lumped together. Chicago has more classes and more of each class, but The Chicago Tribune's Merchandising Service Bureau has broken this lump up into its component parts—studied, analyzed and classified them searchingly, painstakingly. The result is a digest of facts that is a primer of information for the advertisers of America.

The Chicago Tribune will conduct a particular, specific investigation for any manufacturer who is considering the rich Chicago territory. It will probe into the merchandising situation and give you an analysis of your market and your distribution, furnish you with angles of dealer and jobber approach, route your salesmen through responsive districts—in fact, render cooperation that is unique in the annals of America's newspapers.

The Chicago Tribune's Merchandising Service is not infallible, but it is the closest possible approach to scientific selling and open to any alert manufacturer. If you want an expert opinion of the prospects for putting your product permanently on the map in Chicago, write to

The Chicago Tribune.

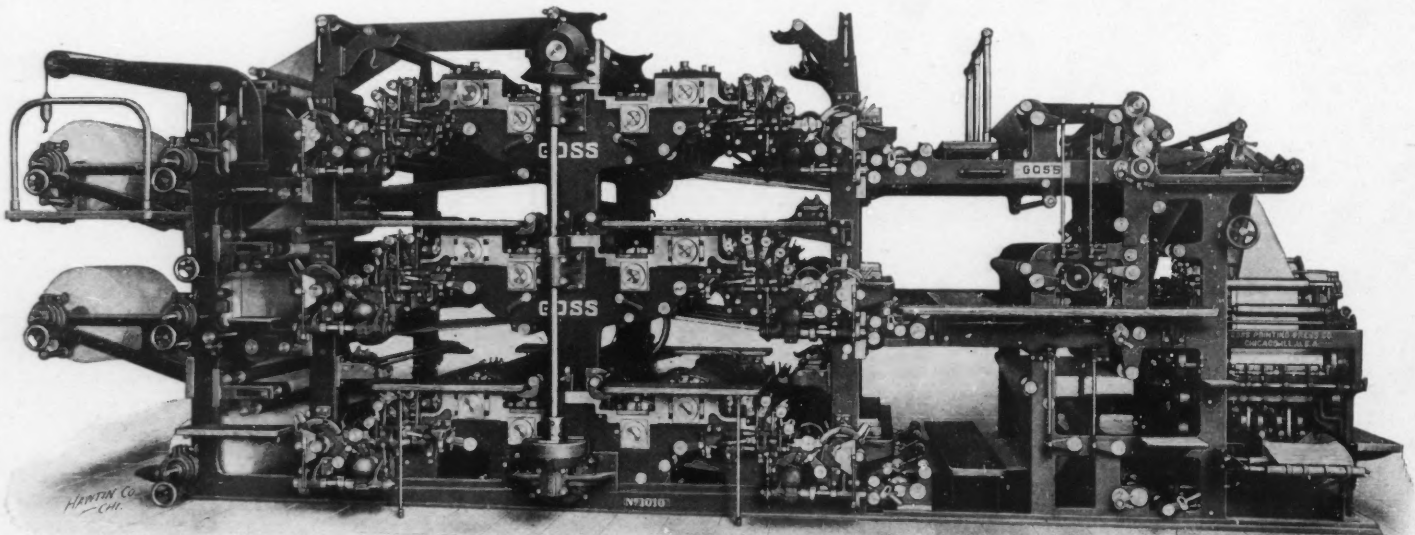
The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

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

THE FINAL DECISION



The Chicago Herald

HAS RECENTLY ORDERED *FOUR*

GOSS HIGH-SPEED STRAIGHTLINE
SEXTUPLE PRESSES

"The Most Efficient Newspaper Press Built"

THE GOSS PRINTING PRESS CO.

MAIN OFFICE and WORKS
16th St. and Ashland Ave., CHICAGO, ILL.

NEW YORK OFFICE
Metropolitan Building, No. 1 Madison Ave.

The Editor & Publisher

and The Journalist

Vol. 48, No. 4.

NEW YORK, JULY 3, 1915.

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AD MEN WORKING TO PERFECT A BIG IDEA

Officials of the A. A. C. W. See in It a Most Valuable Promotion of the Cause of Advertising—Committee Appointed to Figure Out the Details—Some Convention Notes.

The big idea of the Chicago advertising convention of advertising interests, viewed in connection with the departmentals which were prolific of many good ideas, originated in the brain of a brilliant Chicago newspaper man, a great editor, a man whose modesty is about equal to his sterling worth. As part of the day's routine he passed the idea along to the Executive Committee "in the interest of the good of all," and for the good of "the cause of more and better advertising."

It is said that this idea and consideration of a plan to "put it over" occupied practically all of the time of the executive session of the Executive Committee on Saturday morning when Herbert S. Houston called his official family together for the first meeting at breakfast in the Presidential Suite of the Annex Hotel. The plan received the unanimous approval of the committee.

W. C. D'Arcy, the St. Louis advertising agent, was appointed chairman of a committee of fifty to work out the details. "The object of the campaign will be to show the consumer that advertising pays," said Mr. D'Arcy. "No one set of men, no one thing, no one medium of advertising will be advertised. Advertising will be advertised. The best experts in the country will be called into consultation; the best copy that can be prepared will be prepared; the 'ads' will be statistical and otherwise; the names of the biggest men in the country will appear on them and will be a guarantee of their truthfulness."

EPOCH MAKING PLAN.

"The plan is an epoch making one and will do more for the cause of advertising than can be imagined." It is understood that the plan will be national in its scope.

President Houston's administration started in with a "whoop." It was also decided to finance an elaborate extension movement which will add thousands to the membership of the association and will reach every section of the civilized world. The committee named to conduct the work of extension is composed of Walter B. Cherry, Syracuse; Harry S. Tipper, New York; E. T. Meredith, Des Moines; together with President Houston and Secretary-Treasurer General Manager Florea.

The new officers of the organization and members of the Executive Committee follow:

NEW OFFICERS.

President, Herbert S. Houston, Doubleday, Page & Company, New York.

Vice-president, Lafayette Young, Jr., business manager of the Des Moines (Iowa) Capital.

Secretary-treasurer (general manager), Park S. Florea, Indianapolis, Ind.

Directors (selected by national commission), Frank A. Black of Boston; E. T. Meredith of Des Moines, Iowa; Wilson H. Lee of New Haven, Conn.; William H. Ingersoll of New York; William H. Johns of New York; John Clyde Oswald of New York.

Directors (named by nominating board), Walter Barnes Cherry of Syracuse, N. Y.; W. C. D'Arcy of St. Louis; W. W. Cloud of Baltimore, and Frank Rowe of Toronto, Canada.

A. M. Briggs and A. E. Chamberlain, both of Chicago, were elected in 1914 for two years.

The three new officers and the retiring president, William Woodhead of San Francisco, publisher of Sunset Magazine, automatically became members of the Executive Committee.

At a banquet Friday noon, tendered 500 of the delegates by the Chicago Telephone Company, communication between the roof garden of Hotel LaSalle and the Fair grounds in San Francisco was established. At the plate of each delegate was a telephone receiver connected transcontinentally. Members of the club listened to conversations between officials of their organization in Chicago and officials of the Panama-Pacific Exposition in the far western city. President Houston "joshed," George Hough Perry, Director of the Department of Publicity of the Panama-Pacific Exposition, on his free publicity

Chicago covered herself with glory as host of the visiting advertising men and their ladies. A fund of \$30,000 was raised for entertainment, of which the Chicago newspapers contributed a tidy sum.

The talk of the closing days of the convention related largely to the participation of the newspaper men and the election of Lafayette Young, Jr., business manager of the Des Moines capital, to the vice-presidency. The ballot for vice-president stood 168 for Thomasson and 365 for Young.

PHILADELPHIA'S BID FOR CONVENTION. Before Philadelphia was chosen as the



POOR RICHARD CLUB FLOAT AND SOME OF THE MEMBERS IN THE NIGHT AD PARADE AT CHICAGO

Mr. D'Arcy and Mr. Cherry were elected for two year terms, the others for one year.

The "peace with honor" policy of President Wilson received the indorsement of the convention in a set of resolutions adopted at the closing session. The resolutions also expressed appreciation of the work of retiring President William Woodhead of San Francisco, and carried the thanks of the delegates to Chicago for the city's hospitality.

PASS PEACE RESOLUTION.

Part of the resolutions follow: "Whereas, In the land of peace and the city of brotherhood, the Associated Advertising Clubs of the World has enjoyed the largest, the most resultful and the most inspiring convention of its history; now, therefore be it

"Resolved, That we extend to Woodrow Wilson, President of the United States, our sincere appreciation of his masterful efforts in keeping us at peace with honor;

"Resolved, That we thank from the bottom of our hearts the citizens of Chicago and the individuals of the Chicago Advertising Association, who, through their unbounded hospitality, have brought us to know them as brothers."

effort and Perry, good naturedly justified his course and pointed with pride to his great record.

next convention city, Richard A. Foley, the Philadelphia advertising agent, extended a cordial invitation. He said:

REGISTRATION BREAKS RECORDS

Over Four Thousand Paid the Fee, Chicago Leading All Other Cities.

The report of the registration committee showed that the total paid registrations were 4,193, of which amount the Chicago Advertising Association registered about 1,200 at \$2.50 per member. This was the first time in the history of paid registrations that the convention city paid to register its members. The complete figures were:

Men outside of Chicago.....	2,515
Men registered by Chicago Advertising association	705
Men from Chicago registered at general headquarters	326
Total men	3,546
Women from outside of Chicago..	308
Women registered by Chicago Advertising association	249
Women registered from Chicago at general headquarters.....	90
Total women	647

"Every advertising man knows that a product made right is half sold before it is advertised, and for that reason I am not going to give you any spellbinding about Philadelphia. In 1916 we believe that Philadelphia will help the Associated Advertising Clubs of the World to establish themselves upon a firmer foundation than ever before. First, in effect, it will be given its university degree, for, for the first time in the history of similar movements the great University of Pennsylvania, which was virtually founded by Ben Franklin, gives its official recognition and sanction of the movement as is shown in a letter to Mr. Durbin, president of the "Poor Richard Club," offering the university buildings for the meetings of the convention and its subdivisions.

"The Shriners offer you a battery of 500 automobile cars for your use, and if you come you will have the use of them, and we won't ask you to use jitneys, either, though the Lord knows we have them to spare.

"You who come to Philadelphia will have an experience which very few have had. We hope to hold one large meeting out in the open air over the Atlantic Ocean. We hope to hold it on one of the great piers in Atlantic City.

"Now, I want to tell you to get all the sleep you can before you come to Philadelphia. We are going to prove

(Continued on page 92.)

BOSTON NEWS NOTES

American Scores a Beat in Dana Case—Globe Now Uses Special Dispatch Line—Pilgrims Get a Hearty Welcome Home—When the Transcript Did Itself Proud—Shea With Wilson at Cornish.
(Special Correspondence.)

BOSTON, June 29.—The Boston American scored a beat Sunday morning when it printed a story to the effect that Mrs. Jessie Holliday Dana, the late wife of Edmund Trowbridge Dana, was an inmate of the Butler Hospital for the Insane three weeks before she committed suicide in the surf at Nantucket Island. It is said that Bert Ford, one of the American's star reporters, dug up this story, which was featured on the first page and continued to a second page to the tune of about two and one-half columns.

The baseball contest of the Boston American is attracting much attention. Already many names have been entered and the voting is lively. When the contest is decided twenty-five of the leaders will be sent to the world's series baseball games without cost to themselves.

The Boston Globe has adopted a new plan for calling attention to special matter, or dispatches, appearing in its columns. Instead of following out the time-honored custom of signing stories the Globe now puts over the date line "(Special Dispatch to the Globe)." This is set in black-face type. But the Globe, like the Post, American, Journal and Herald, also signs some of the special stories.

"The Neutrality of the United States" is a special article that has been widely advertised to appear in the Globe. It is by James Morgan, who is a frequent Globe contributor.

THE REBUILDING OF SALEM.

Several stories of the upbuilding of Salem have appeared in the Boston newspapers during the past few days. It was about a year ago that Salem was fire swept. Since that time there has been a great amount of rebuilding. One of the largest districts destroyed has been almost entirely rebuilt, and in a much more substantial manner than at first. The Post and the Globe have had notably good stories of the rebuilding, giving many facts and figures and large photographs showing the districts "before and after."

Some days ago the Post appeared with an exclusive story of wasteful contracts made by the old Board of Dock Commissioners. The Posts containing this beat did not appear on the streets until 4 a. m., but the afternoon papers got busy with a rush. For several days the story was on, many facts in regard to contracts for the construction of Commonwealth Pier being brought to light.

The Boston press is giving large space to the convention of Zionists, now in session in this city. The editorial comments are also flattering to the Zionists.

The Pilgrims were received with open arms on their return from the big Chicago convention Saturday. Monday noon at the "Eight Bells" meeting in the Pilgrim Publicity Headquarters President Gallup, George Coleman and Carrol Swan talked of the trip to the West that had been so successful and helpful. It was the general opinion of the Pilgrims that the convention had been the best ever.

The newspapers are carrying, as a rule, good space on vacation and recreation resorts. The beaches are being brought into the public eye through the medium of the press, and the outside resorts are taking a good amount of space.

HARVARD IS FEATURED.

Harvard always gets a good amount of attention in all the Boston papers, but when it comes to doing the job up brown in this particular matter hats are taken off to the Transcript. The Transcript, true to its blue blood affiliations, had columns and columns of space on the events of the day at Harvard, the class reunions, class dinners and other affairs. It is said that some of the Back Bay crowd got quite a shock when Courtenay Guild, speaking before a temperance organization Sunday, made the statement that

"Drink is a Harvard Ally." Mr. Guild then called attention to what he said was a fact that Harvard men spent at least \$3,000 for wine for their class dinners.

So far as is known, David Shea, usually Federal building man for the Post, is the only Boston reporter who is with President Wilson at Cornish. Mr. Shea is an old-timer at this sort of thing, however, for he covered President Taft when the summer capitol was located at Beverly, Mass.

MR. HEARST A PRIZE WINNER

Wonderful Color Press Much Admired at Panama Exposition.

William R. Hearst has recently been awarded the grand prize at the San Francisco Exposition for the finest exhibit in Group 29 of the Department of Liberal Arts, which covered typographical equipment, processes and products.

The color press which won the grand prize is known as the Pancoast universal unit press, and was built under patents about to be issued to George E. Pancoast, mechanical superintendent of the Hearst publications.

From the day it was installed and the exhibit opened to the public, the Hearst color press has been among the chief attractions at the exposition, not alone among laymen, but among engineers and printers who understand the wonderful mechanism of the press.

It has been doing actual printing instead of merely make-believe. The color, editorial and City Life sections of the San Francisco Sunday Examiner are printed by this press at the Palace of Machinery five days in the week.

It is the first real unit press. Each printing element is an exact duplicate of the other. Each may be operated independently and any of the printing elements may be reversed in a few seconds and driven in the opposite direction. The run thus may be shifted from black to color in a few minutes.

If necessary, the press will actually print twelve colors on the side of a web of paper or six colors each on two sides of one web of paper. Any combination between two extremes may be printed.

The weight of the press is 140 tons, its length 48 feet, its height 12 feet 2 inches and its breadth 9 feet.

A gold medal was also awarded Mr. Hearst for the educational exhibit of color printing processes shown in the booth adjoining the great press. The latter award came under Group 30, Department of Liberal Arts, which includes books and publications.

TIMES TO INCREASE EQUIPMENT

Gives Orders to Hoe and Scott Companies for Four New Machines

To meet the rapid growth of its circulation, which now exceeds 300,000 copies daily as well as Sunday, the New York Times has contracted with R. Hoe & Company for two of its latest type, high-speed, sextuple presses and with the Walter Scott Company, of Plainfield, N. J., for two perfecting offset machines with folders. It has also contracted for additional rotogravure presses. The new machines will cost \$150,000. With the additions the pressroom of the Times will contain ten sextuple presses with a capacity of 360,000 24-page papers per hour, two half-ton pictorial presses, five rotogravure presses and two offset presses, making 19 presses in all, which it is claimed will be the greatest battery of presses in any newspaper building in the United States.

The contract with Scott & Company is very interesting and a revolutionary step. Offset printing has, in the past, been confined to commercial work, and very little perfecting offset printing has been done. The New York Times was the first in New York to take up rotogravure printing for newspapers, and it is quite in keeping with the progressive policy of that newspaper to make the first attempt to print a section by the offset process.

These presses will, undoubtedly, be watched most carefully by the newspaper publishers of the world.

QUIET DAYS IN CANADA

Not Much Improvement in Advertising Situation—Important Agency Change in Montreal—Press Association Convention Arrangements—Journalist Gives Maxim Gun to Militia.
(Special Correspondence.)

TORONTO, June 28.—Business conditions throughout Canada continue very quiet and there is little improvement to be noted in the advertising situation. Practically no new business of any importance is coming from the agencies. Newspaper circulation keeps up well and, generally speaking, local advertising is fairly strong, but the outlook is not becoming much brighter.

W. B. Somerset, who has for many years been in charge of the Toronto office of the A. McKim, Limited, advertising agency, has gone to the head office in Montreal to associate himself more closely with President McKim. His place in Toronto has been taken by C. T. Pearce, late advertising manager of the Toronto News. It is rumored that these changes portend the eventual withdrawal of Mr. McKim from the presidency of the company. Mr. McKim is the deau of Canadian advertising agents and is reputed to have amassed quite a fortune.

The affairs of the Canadian Press Association have been most satisfactorily adjusted by the appointment of an assistant manager to relieve Mr. Imrie of the burden of office management. The selection of a man fell on A. R. Alloway, editor of the Canadian Printer and Publisher, and he is now installed in office. Mr. Imrie, who is spending the summer at Fergus, is in daily touch with Mr. Alloway by mail and telephone and is actually supervising all the work that is passing through the office. His health is reported to be steadily improving.

PRESS ASSOCIATION CONVENTION

Arrangements for the holding of the annual meeting of the Canadian Press Association on September 2 and 3 in Toronto are progressing nicely.

Dean Talcott Williams, of the Pulitzer School of Journalism, Columbia University, will deliver an address. E. K. Whiting, manager of the Journal-Chronicle, Owatanna, Minn., is also expected. The meeting of the association will be preceded on September 1 by the annual meeting of the Canadian Press, Limited, the Canadian associated news agency, of which most of the daily newspapers of the C. P. A. are members.

In connection with the enforcement of the new Ontario Workmen's Compensation Act, which resembles the acts in force in Washington and Ohio, an accident prevention association has recently been formed among the printers and publishers of the province. There are two newspapermen on the Board of Directors—H. B. Donly, Simeoe Reformer, president of the C. P. A., and N. T. Bowman, manager of the Toronto Evening Telegram. The Safety Association is to be financed out of the moneys paid by the printers into the general accident fund, and by preventing accidents, it is hoped it will tend to reduce the rate of insurance in the printing class.

John Munroe, who recently resigned as publicity manager of the National Exhibition Association, has been succeeded by Joseph Hay, of the News staff, a local newspaperman of considerable experience.

J. F. MacKay, managing director of the Globe, went to Chicago this week to attend the convention of the Ad Club and to arrange for the purchase of the new press, authorized last week at the annual meeting of the Globe share holders. A. F. Rutter, a director of the company, went with Mr. MacKay.

The degree of LL. D. was conferred by Oberlin College on Dr. J. A. MacDonald, editor of the Globe, last week, in recognition of his services on behalf of international peace.

J. E. Middleton, an editorial writer on the Evening News, went to Washington to cover the crisis there following the receipt of Germany's reply to the first United States note.

John Maclaren, who went to Europe

with the first Canadian contingent, as correspondent for the Toronto World, and who recently returned home, has left the World and joined the editorial staff of the Gagnier trade newspapers. He succeeds Allan McGiffin, a well-known local journalist, who has joined the third overseas contingent and is now in training at Niagara.

Benjamin Deacon, managing editor of Beck's Weekly, Montreal, has followed J. R. Beck to the Winnipeg Telegram, where he will hold an important position on the editorial staff. Mr. Deacon was formerly financial editor of the Montreal Herald and was later connected with the Financial Times. Beck's Weekly is still being published, under the financial wing of D. Lome McGibbon, a Montreal capitalist.

Victor Ross, financial editor of the Globe, has had a long chapter of accidents, beginning with a serious injury experienced in a motor wreck. Recently he tripped and fell, had a severe shaking-up and is still confined to his home.

H. B. McKinnon, editor of the Globe's agricultural page, has accepted a commission as lieutenant in the Army Service Corps, and is now at the Valcartier Camp. He has been succeeded by Gordon L. Smith, son of W. L. Smith, for many years editor of the Weekly Sun.

A. R. Coffin, manager of the Daily News, Truro, N. S., has presented to the Department of Militia and Defence a Maxim quick-firing machine gun, costing \$500. Mr. Coffin has taken this way of serving his country, realizing that his business interests would not allow him to volunteer at present.

The Montreal Standard has moved into new offices at 144 St. James street. On the occasion of opening the new premises, nearly 50,000 fine engravings of the Canadian regiments now at the front were given away. W. A. C.

VANCOUVER'S NEW DAILY

It Will Be Called the Globe and F. C. Doig Will Be Managing Editor

Vancouver, B. C., soon will have a new evening daily to be called The Globe. Frank C. Doig, a well-known Seattle and Vancouver newspaper man, will be the managing editor. The new publication will be established by L. D. Taylor, mayor of Vancouver. A Hoe sextuple press, stereotyping outfit and autoplate have already been installed in quarters leased in the World building. The Globe will have the leased wire service of the United Press and other special features. It is expected publication will start in a few weeks, as soon as the entire plant can be assembled.

Mr. Doig, since coming to the coast thirteen years ago, has occupied executive positions on the Vancouver (B. C.) Province, Seattle Times, Bellingham American-Reveille, Seattle Post-Intelligencer and Tacoma Times. At present he is editor and publisher of the Trade Register at Seattle.

S. S. McClure in St. Louis

According to a report from St. Louis, S. S. McClure, who has just taken possession of the New York Evening Mail, is considering the project of acquiring a paper in St. Louis. Mr. McClure was in St. Louis recently to look the situation over, and on being interviewed said: "I like St. Louis, and should like to purchase a newspaper in this city. I had a conference recently with Thomas D. Lawson in regard to financing my newspaper plan."

Berlin Lokal Anzeiger's Extra

We are indebted to Roy Howard, of the United Press Association, for a copy of the Berliner Lokal Anzeiger's extra dated June 3, announcing the fall of Przemysl. It consists of a single sheet, 12 x 18½ in., printed on one side, in bulletin form. It is the custom of the Anzeiger to print these bulletin sheets as extras whenever the news warrants it. When the regular issue of the paper appears at the regular time it contains full information on the subject referred to in the bulletin.



DELEGATES AND GUESTS AT THE INTERNATIONAL CIRCULATION MANAGERS' CONVENTION, MURRAY BAY

1, President J. N. Chevrier; 2, 1st Vice-President J. M. Schmid; 3, 2nd Vice-President I. U. Sears; 4, Secretary-Treasurer J. R. Taylor; 5, Retiring President A. E. MacKinnon, Vice-President Hamilton Corporation, New York City; 7, Directors, D. B. G. Rose; 8, Roy Hatton; 10, W. L. Argue; 9, J. M. Mathews; 11, Harold Hough; 12, J. R. Henderson; 13, James McKernan; 6, Editor Official Bulletin S. D. Long; 14, E. A. Scholz; 15, W. J. Darby; 16, Geo. H. Reynolds; 17, Wm. Simpson; 18, E. S. Dobson; 19, F. F. Hoard; 20, J. A. Savadel; 21, Edward Gans; 22, J. L. Farley; 23, M. D. Treble.

CIRCULATION MEN DISCUSS MANY TOPICS

Get-together Spirit Pervades the I. C. M. A. Sessions Held at Murray Bay—President MacKinnon Is Presented a Handsome Gavel—Some of the Papers Read—Best Circulation Plans.

The outstanding features of the Seventeenth Annual Convention of the International Circulation Managers' Association, held last week at Manior Richelieu, Murray Bay, P. Q., and on board ship in the far-famed lower St. Lawrence and Saguenay River country, and briefly reported in THE EDITOR AND PUBLISHER June 26, were the presentation of a gavel to retiring President A. E. MacKinnon, a comprehensive description of the welfare work of the Grand Rapids Press, by Business Manager Joseph R. Taylor, long secretary and treasurer of the association, and the adoption of an important amendment to the constitution and by-laws of the association.

The entertainment provided by the president in collaboration with the passenger officials of the Canadian steamboat and railroad lines, and local members at Montreal and Quebec, were altogether adequate, and the points of historical interest visited will long be remembered.

"GET TOGETHER."

The keynote of the convention was "Get together," and this the boys certainly did, and perhaps more successfully than at any previous convention, first because the numbers permitted more "heart-to-heart talks" and, secondly, because the representatives of the so-called big papers were as gracious to fellow-members as the smaller paper representatives were aggressive.

William Simpson, business manager Philadelphia Bulletin, was a guest of the association and with James McKernan, circulation manager New York World, and A. E. MacKinnon, vice-president of the Hamilton Corporation, was always the center of interest.

Circulation in all its phases was discussed early and late, in convention, at meals, on deck and until the wee sma' hours of the morning.

D. B. G. Rose, of the Louisville Post, was the first to address the convention. In well chosen phrases Mr. Rose pre-

sented to President MacKinnon a beautiful gavel, made of natural wood cut on the farm where Abraham Lincoln was born, and situated but a few miles from Mr. Rose's home. Mr. Rose explained that the gavel would remain the personal property of Mr. MacKinnon.

In accepting it the president assured the donor and the delegates that the gavel should ever stand as a tangible evidence that he had received the highest honor in the gift of the association.

Mr. Rose, a former president of the association, then read a paper entitled "What Has This Organization Accomplished for the Publishers?"

A. B. C. REPORTS.

J. M. Schmid, of the Indianapolis News, read some correspondence with the Audit Bureau of Circulations dealing with the question whether or not the circulation manager should sign the circulation reports and not the publisher. Mr. Schmid urged that both circulation manager and publisher should sign the reports, and the director of the bureau had agreed that in the future all reports should be drawn that way.

The convention voted its thanks to Mr. Schmid, and he and his committee which had so ably represented the I. C. M. A. in its dealings with the A. B. C., was continued for another year.

J. R. Henderson, of the Montreal Gazette, presided at the gathering of men who represented morning papers in cities of less than 100,000 population, and J. Kavanaugh, of the Dayton (Ohio) News, took charge of the round table of evening papers in cities of the same size.

I. U. Sears, chairman of the General Welfare Committee, reported that the committee had found positions this past year for seven members.

A letter from J. W. Brown, publisher of THE EDITOR AND PUBLISHER, was read by the secretary. In it valuable co-operation was tendered the Welfare Committee. Mr. Sears moved that the thanks

of the association be extended to THE EDITOR AND PUBLISHER for splendid assistance rendered in the work. The motion was carried.

"What Is the Best Feature; Idea, Premium or Contest?" elicited a good deal of discussion. The president polled the convention, calling on every member to state the plan he had found most successful during the past year. A large majority of the delegates were strongly of the opinion that best results can be secured by enlisting the interest of carrier boys. Mr. McKernan, of the New York World, maintained, however, that he had found the following features profitable in his experience.

1st. The story-a-week feature. An installment each day. Complete story in six issues.

2nd. Special articles written by well-known authors.

3rd. Special distribution of merchandise for purpose of introducing same to the New York market through a small coupon in the Sunday World, good at branch offices for the commodity advertised.

OBSERVATION CAR.

According to President MacKinnon an "observation car" had been put at the delegates' disposal for the trip to the pulp mill. Those who were not accustomed to the ways of Canadian out-of-the-way railroads were therefore not a little astonished when they saw that "observation car." It was a very commodious flat car with some elegant wooden benches placed thereon in artistic simplicity. Once en route, however, it was discovered that a better car for seeing scenery along the road could not have been provided, as it had neither top or sides. Arriving at the pulp mill the delegates examined with great interest the high dam for water power and the machinery for peeling, grinding, drying, etc. To many this was the first view of a pulp mill in action, and it was voted most instructive.

That evening in the great ball room of the Manoir Richelieu the delegates and their guests enjoyed a moving picture trip through the Canadian Northwest, through the courtesy of Mr. Schnell, general passenger agent of the Canadian Pacific Railroad.

WEDNESDAY MORNING SESSION.

The Wednesday morning session was given over largely to a discussion of the circulation blanks or forms submitted by the A. B. C. Many prominent circulators were strongly of the opinion that the information vouchsafed to the government in semi-annual reports was complete enough. Others thought it wise to supply all data required even though all of the forms seemed to have been prepared in the interest of the advertiser and not on the give-and-take basis. No definite solution of the problem was reached, and the committee on the A. B. C. was directed to look into the matter further.

Two interesting papers were read, one by E. S. Dobson, promotion manager of the Detroit News, on "What Methods May Be Taken to Eliminate the Cost of Sunday Stuffing?" and the other by W. J. Darby, of the Toronto Mail and Express, on "Should a Newspaper Maintain a \$3 Subscription Rate for a One Cent Daily Rather Than a \$4 Subscription Rate?"

A great deal of discussion followed the paper of J. M. Schmid, of the Indianapolis News on "Keeping Subscription Records; How We Do It."

NEWSBOYS' WELFARE.

Then, for a while, the subject of circulation was dropped, while welfare work among newsboys was discussed. Secretary J. R. Taylor spoke at some length on the subject and discussed the various influences which have so great an effect upon the boys and that tend to demoralize them, such as unclean homes, bad associates and cigarette smoking among older employees, etc. Mr. Taylor is a real friend of the newsies, and that fact was apparent all through his remarks.

After him came L. L. Ricketts, of the Des Moines Capital, who took up the story where Mr. Taylor left off. He spoke of the Des Moines Boys' Club of three hundred members, which is affiliated with the Woman's Club. Educational classes are provided for the boys and other arrangements for their uplifting are in force. Mr. McKernan spoke of the great interest in the Newsboys' Home Club in New York.

It was finally decided to appoint a committee of five to be called the Welfare

Committee, whose duties it shall be to further the interests of the newsboy in every way. The following committee was named: J. R. Taylor, chairman; S. S. Ricketts, D. B. G. Rose, S. D. Long and J. M. Schmid. Thereafter the delegates were so proud of themselves that they adjourned to have their pictures taken in a group.

Unwearing and still a-thirst for more circulation talk they were back at it before three o'clock the same afternoon, and had presented to them the following papers:

STILL MORE OF IT.

"One Cent Newspapers. Is One Cent Enough? What Does the Future on This Subject Reveal?" By M. Levy, of the Cincinnati Post, read by F. P. Beddew.

"What Is the Best Way to Secure Paid-in Advance Subscriptions, Sent Through the United States Mail?" By E. R. Sterbenz, of the St. Louis Republic, read by E. A. Scholz, of the Crowell Publishing Co. of New York.

"In What Way and to What Extent Would the Organization Be Benefited If, After the First Day's Session, It Were Divided Into Two Organizations, One Made Up of 'Town' Representatives and the Other 'City' Representatives?" By T. V. Armstrong, of the Ottawa Journal.

"Can Returns Be Eliminated Without the Sacrifice of Circulation?" By J. McKernan, of the New York World.

"The Elimination of the Newsboy Carrier, Measuring the Newsboy Who Sells Papers on the Street and Incidentally Serves Regular Customers Who Complain to the Office When the Newsboy Misses Them." By P. M. McCrary, of the Superior (Wis.) Telegram, read by S. N. Hammond, of the Boston Transcript.

"Do Men or Boys Make the Best Representatives from All Points of View, Paying of Bills, Hustling Ability, Etc.?" By J. J. Lynch, of the Cleveland Press, read by Norman N. Hill, of the Norfolk (Va.) Ledger Dispatch.

"To What Extent Have the Features Syndicated by the Larger Newspapers Helped the Papers Using These Features?" By W. B. Baker, of the Chattanooga News, read by Frank H. Whitaker, of the Jackson (Mich.) Patriot.

After that the circulation men plunged into a discussion of baseball extras with as much vigor as if they had just opened the convention. Then these versatile delegates turned to consider a change in the by-laws, which provided that in case an officer left the circulation field he should immediately present his resignation in writing to the secretary. The secretary must in such a case notify the Board of Directors, with whom it shall be optional whether the resignation be accepted at once or hold over until the next convention. The by-laws were so amended.

SESSION ON THE STEAMER.

The Thursday morning session was called to order in the smoking room on the top deck of the steamer Saguenay. Some important papers were read, among them the following:

"To What Extent Has the Sale of the Daily or Sunday Newspaper Been Influenced by the Motion Picture Serial Story?" By Harold Hough, of the Fort Worth (Tex.) Star-Telegram.

"The Best Method for the Promotion of the Circulation of a Newspaper Whose Out-of-Town Circulation Is Virtually All by Mail and Paid in Advance." By R. S. Craft, of the Jackson (Mich.) Citizen-Press, read by J. R. Henderson, of the Montreal Gazette.

"What Circulation Effect Is Caused in Permitting Country News Agents to Charge Two Cents Transiently and to Maintain a Seven or Eight Cent Weekly Delivery Charge for a One Cent Daily Paper?" By Sidney D. Long, of the Wichita (Kan.) Eagle.

SAMPLE COPIES.

"Does the Distribution of Sample Copies on R. F. D. Routes and to Small Villages Bring in Sufficient Results to Justify the Expense? What Is the Best Method for Handling Same?" By E. C. White, Houston Post, read by Frank G. McKinley, of the Saginaw (Mich.) Daily News. This paper brought out a number



JAMES MCKERNAN
Circulation Manager New York World

of opinions as to the best way to secure names of residents on rural routes. Some had secured them by giving a subscription to the assistant rural carrier. Others by paying a cent per name. While still others had secured the names from the R. F. D. News published at Washington, D. C. It was suggested that some worth while names had been secured by addressing the cashier of the local bank.

Other papers were: "What Is the Best Plan to Use in Increasing the Price of Your Publication Where Other Publications Are Sold at a Lower Price and Have No Thought of Increasing?" By H. B. Baker, of the Reading (Pa.) News.

"What Is the Most Economical Plan to Increase Circulation in a Small Town Where One or Two Newsdealers Handle the Various Publications?" By H. H. Fris, of the El Paso Herald.

"Receipts and Expenses Considered, Is the Local Value of the Sunday 'Bulldog' Edition Helpful or Harmful to the Newspapers?" By R. J. Corrigan, of the St. Louis Times, read by T. J. Kavanaugh, of the Dayton (Ohio) Daily News.

ANNUAL ELECTION.

In accordance with the usual custom the vice-president was "moved up" to the post of president. The secretary was instructed to cast one ballot for J. N. Chevrier, La Devoir, of Montreal for president, and for J. M. Schmid, of the Indianapolis News, for first vice-president. I. U. Sears, of the Davenport (Ia.) Times, was unanimously elected second vice-president. The following new directors were elected: Roy Hatton, of the Detroit Free Press; J. R. Henderson, of the Montreal Gazette, and James McKernan, of the New York World. D. B. G. Rose was re-elected a director. The present board of directors and their term of office are as follows: D. B. G. Rose, Louisville (Ky.) Post, 1918; J. M. Mathews, Oklahoma City (Okla.) Oklahoman, 1916; Roy Hatton, Detroit (Mich.) Free Press, 1916; J. H. Miller, Pittsburgh (Pa.) Chronicle-Telegraph, 1917; W. L. Argue, Toronto (Ont.) Star, 1917; M. Levy, Cincinnati (Ohio) Post, 1916; Harold Hough, Ft. Worth (Tex.) Star-Telegram, 1917; Jas. McKernan, New York City World, 1918; J. R. Henderson, Montreal (Can.) Gazette, 1918.



EN ROUTE TO EAST CANADA PULP MILL

ids Press, was re-elected secretary and treasurer for the eighth time, and he accepted on the distinct understanding that this would be the last term he would be called upon to serve. Mr. Taylor said he believed in giving the younger members a chance.

A signal honor was paid Mr. Taylor when the choice of the next meeting place was under consideration. Grand Rapids and the Press office seemed to hold the attention of the delegates as it had since Mr. Taylor explained earlier in the week the notable welfare work of the Press forces among the newsboys of central Michigan. The advantages of Washington, D. C., and Atlanta, Ga., were dwelt upon, but finally by an unanimous vote Grand Rapids, Mich., was selected as the next meeting place.

At a special meeting of the new Board of Directors a committee was appointed to attend the next A. N. P. A. convention and secure, if possible, the interest of all A. N. P. A. members in having their circulation managers become members of the I. C. M. A. President J. N. Chevrier is chairman of the committee comprising the following: R. L. McLean, Philadelphia Bulletin; J. M. Schmid, the Indianapolis News; Dan A. Nicol, New York Mail, and James McKernan, New York World.

SPECIAL MEETING CALLED.

The first act of newly-elected President J. N. Chevrier was to call a special meeting of the delegates to extend thanks and appreciation to the many men who had made the convention notable by their painstaking endeavors. Resolutions of thanks were extended to the retiring officers, James R. Henderson, the Entertainment Committee, Mr. Phenix, manager Manior Richelieu; Mr. Henry and Mr. Pierce, passenger department R. & O. Steamship Co., etc.

The entertainment program included Woodmen's luncheon, Kent House, Montgomery Falls; a visit to St. Anne de Beaufre, luncheon at Observation House, top of the mountain Montreal; banquet, dance, tally-ho ride, etc.



POPULAR "JIMMIE" HENDERSON
Elected Director I. C. M. A. at Murray Bay

CONVENTION SIDE LIGHTS

J. R. Henderson, of the Montreal Gazette, entertained the delegates to the I. C. M. A. on their arrival at Montreal with a reception at the Press Club and a trolley car ride about the city in a special car.

Among the circulators from a long distance who attended the convention was Howard W. Stodghill, of the Mobile (Ala.) Item. Mr. Stodghill was a caller at THE EDITOR AND PUBLISHER office on his way back South.

President A. E. MacKinnon showed that he not only was a capable president, but demonstrated at the dance that he was also a very efficient and tactful master of ceremonies, and that he possessed a surprising knowledge of the latest steps. One delegate was overheard to say: "If publishers and business managers could

witness how earnestly the different phases of circulation work are discussed they would soon realize the importance of having a representative at these gatherings."

One of the features of the convention which no one is likely to forget was the cold. No one had ever supposed that it could be cold in so many different ways. On the boat coming down from Montreal to Quebec it was considered a cold evening. Murray Bay was colder, and it became customary to speak of that first Sunday evening as merely a trifle cool. Murray Bay, in every one's judgment, was, however, deemed to be really cold, especially on that bleak Wednesday when it snowed. When, however, the pilgrims first experienced that biting, penetrating malignant cold that hangs about the upper reaches of the Saguenay River, they saw that Murray Bay had been, after all, really spring-like, and that the trip on the boat from Montreal to Quebec had been really too warm for comfort.

One of the ladies wondered why a Circulation Convention should spend so much time discussing "bulldogs."

The merry tinkle of the Fort Worth (Tex.) Star-Telegram miniature cow bells followed in the wake of Hustling Harold Hough.

Contrary to usual expectations there were no passports required and no immigration inspectors on guard. The Dominion Government authorized the officials of transportation companies "to promulgate to the American public the information that all Americans who desire to visit Canada may do so without fear, inconvenience or annoyance. The same courteous treatment as has heretofore been accorded them will prevail, and passports are entirely unnecessary. In fact, the Canadian Government is anxious that American citizens should visit Canada this year, in order that they may have the opportunity of learning firsthand of the many beautiful attractions which the country has to offer to tourists."

Frank L. Furgone, business manager of Bullittino Della Sera, of New York City, who was unable to attend the convention, wrote President A. E. McKinnon that he favored the holding of the annual meetings of the I. C. M. A. successively in the different parts of the country. He recommended that the next session be held in Atlanta, Ga.

GOOD SALESMANSHIP REWARDED

Top Liners of Rice Leaders of the World Receive Prizes in New York.

An unusual body of men met in New York last week, each one of whom came to the city to receive a reward of merit in the shape of an automobile or a fine gold watch. They were 178 salesmen who made high records during the past year in the employ of members of the Rice Leaders of the World Association.

Forty-two of the salesmen on Saturday afternoon were presented Overland automobiles of the 1915 model, at Riverside Drive and 121st street. Then followed a parade of the machines down Broadway.

In the evening the remaining 136 salesmen were given gold watches at a banquet held in the Waldorf-Astoria, at which Job Hedges was toastmaster.

The association is composed of forty of the largest manufacturing concerns of this country, using a common emblem as a trademark that the public will learn to recognize it as a guarantee of merit. Membership is by invitation only, and in order to gain publicity for the emblem 30,352 banners have been placed in the shop windows of merchants. In advertisements alone the emblem has been utilized eight million times since the inception of the association in 1912. Elwood E. Rice, originator and president of the association, was formerly the promoter of the "racing chariots" advertisement in Herald square.

Everybody who can seems to be going into the movies these days. Ring W. Lardner, the baseball writer of Chicago, is his latest big catch. He has written a series of comedies which will soon be shown on many screens.

\$1,535,973,043.02

That is the amount on deposit in New England Savings Banks—a per capita saving which is over five times the per capita savings shown by the United States.

Add to that the millions which are received every week by New England wage earners (42.1 per cent of the nation's manufacturing establishments are located in New England), the millions in salaries, and over \$60,000,000 which tourists leave in New England every summer.

Isn't it a market worthy of your best efforts?

The Boston American will help you develop this rich trade-field—and do it most economically and effectively.

The Boston American will now carry your sales message to almost 400,000 buyers daily and over 325,000 on Sunday.

This is net-paid, *home-going* circulation. Your story is not interrupted—your position is strengthened because the American goes into the home in the evening, when there is time to read each page intensively.

The Boston American will gladly furnish definite information concerning Metropolitan Boston. If you wish, the Boston American will tell you something interesting about consumers and dealers within this territory without obligating you in any way.

The Boston American advertising rates are the lowest per line per thousand net paid circulation, in this field.

BOSTON AMERICAN

NEW ENGLAND'S GREATEST HOME NEWSPAPER

Evening and Sunday

New York Office:
1789 Broadway

80 Summer Street, Boston, Mass.

Chicago Office:
504 Hearst Building

Circulation Greater Than All the Other Boston Evening Papers Combined.

DEVELOPING BIG IDEA

(Continued from page 87.)

that this frolic series will continue right along."

Chairman Ingersoll, of the National Commission, laid the ground work for H. D. Estabrook's great inspirational address in reporting the progress of the movement at the Tuesday morning session. He said:

MR. INGERSOLL'S SPEECH.

"The important things that have happened from the standpoint of the commission are that the newspapers which were not represented before, although a great force in the advertising world, have now organized on a standard of practice adopted, so that we have a newspaper department to take part in our conventions hereafter. That is very important.

"The vitality of the organization is attested by the application for new members. People don't want to join something that is not going, and we have had numerous applications from other interests to be affiliated and identified. These we have not been able, as yet, to accept, because they are left to our committee on admissions, but it is interesting to know that all of the college papers of the country have organized and have applied for membership as a departmental.

"Also an important thing from the standpoint of the educational work has happened in that an association has been formed of men who are teaching advertising. That is, an association of advertising teachers, members, usually, of college faculties, and they have organized and have applied as a departmental.

"One of the most significant things has been that a large group of the most important and what we have reason to believe is the most advanced body of

manufacturers of proprietary articles has seen the importance of becoming affiliated and its application has been referred to the committee on admission.

"The banks and trust companies have applied to come in as a department of financial advertising.

"That shows one side of our development. The recommendation of the commission will be made, as I said, in a report given to you through 'Associated Advertising.' But probably the most important of our recommendations has to do with the conduct of future conventions, and in a word we can say that the sentiment of the commission, after having



WILLIAM H. INGERSOLL

conferred with the departmentals and conferred together as representatives of the departmentals, is that the tendency should be for us to increase the number of departmental sessions hereafter, and perhaps to decrease the number and length of the general sessions. Also to endeavor to have those for whom addresses are intended hear them. In other words, instead of having quite so much of such a thing as the agricultural publishers, for instance, getting together and hearing about the merits of agricultural advertising, give them an opportunity to go before others, and also give the opportunity for those who have something to say to the agricultural publishers."

President Houston's Address.

Following his acceptance of the office of president of the Associated Advertising Clubs of the World, Herbert S. Houston said:

"You have called me to a great post of opportunity. With gratitude and the deepest appreciation I accept it, but in doing so I fully realize my own limitations. I realize just as keenly the spirit of co-operation that is the dominating power behind this organization. That spirit is so irresistible that I know it can help me in overcoming both my limitations and every other handicap that may be ahead.

"Of course, you do not expect a program from me at this time, but I can say in the most positive fashion that I am one with you in carrying out the great constructive program that from the beginning has been the high goal of this association—the betterment of advertising.

"We do not mean that merely in a subjective way as related to ourselves, but we mean it quite as much in a big positive objective way in the relationship of advertising to the reasoning public. In a big democracy service is the final yardstick by which men and organizations are measured. We have been trying, and we shall go forward trying to make advertising believable through making it honest, thus bringing it to its highest possible efficiency in serving the public.

"In my judgment no association in America has ever shown greater wisdom and greater breadth of view in expanding from within toward large relationships than this association of clubs has shown in expanding into the big affiliated departmentals. With their addition we have a working plan that is fundamentally sound and capable of almost endless expansion. All we need to do is to go forward with this closely related and interrelated association under the guidance and inspiration of our motto, 'Truth,' and we shall be able to realize the hopes of our friends and the dreams we have all so fondly cherished.

"In working steadily through the organization and with the organization I shall be strong only as you are strong. It will be my hope and desire to represent you. If I can do that adequately I know that we shall do much toward accomplishing the high purposes of the Associated Advertising Clubs of the World."

ADVERTISING AGENTS' MEETING

Major Critchfield Presided — Editor James Keeley and Others Spoke

The Affiliated Association of Advertising Agents met with Major E. E. Critchfield, of the Taylor-Critchfield-Clague Company, presiding.

"As agents representing an annual investment of more than a hundred million dollars in advertising, the significance of the agency in its relation to this giant of commerce—advertising—should be appreciated," said Major Critchfield. "The service of advertising agencies has been materially helpful in the growth of the Associated Advertising Club movement. Our clients are members of clubs or identified with specific departmental conferences. Just as you have helped your clients—just as you have been of service to advertising as an influence for better economic conditions—so you have helped the creed to which we are pledged. In our ranks there are doubtless opportunities for higher standards. We shall search for and apply them."

W. C. D'Arcy, president of the William C. D'Arcy Advertising Service of St. Louis, presented this resolution:

"Resolved, That the purpose of the Associated Advertising Clubs of the World in their efforts to increase advertising and to increase business as a whole has our unqualified indorsement.

"Resolved further, That we believe in the component parts of the association, the executive committee, the national commission and its efforts to establish departmentals to properly represent the great interests of advertising in this country.

"Resolved further, That we here today, representing the advertising agency interests of this country, draft a constitution, by-laws and standards of practice that will definitely measure up to the declaration of principles promulgated at Baltimore, and that we, as a body, elect officers and representation on the national commission and lend hearty



W. C. D'ARCY
Advertising Agent of St. Louis

support as members of the national commission to the work of promoting the best in advertising."

In speaking of the resolution Mr. D'Arcy emphasized the same notes of truth, honesty and fair dealing that have been sounded by other speakers throughout the convention.

Following Mr. D'Arcy's resolutions H. B. Bromfield of Bromfield & Field (New York) spoke on "How to Secure Uniformity of Thought by Agents." At noon the session adjourned for luncheon at the Hotel LaSalle.

At the afternoon session James Keeley, editor of the Chicago Herald, spoke on "What the Agent Can Do for Newspapers," as follows:

"Brother Heralds: I have been asked to discuss what the advertising agency can do for the newspaper. From one of a materialistic mind the answer might be, 'Give us more copy and do not ask for so many free reading notices.'"

"You have come here 10,000 strong to

CLUB

MAT OFFER. Here is something worth while—

1. Half Page EMBROIDERY PATERN SERVICE, Saturday or Sunday release date.
2. MOVIE STRIP, 1" deep, six installments.
3. DO YOU KNOW WHY, 7-column strip, 3" deep, six installments.
4. DIPPY DOPE, 2 columns, 2" deep, 6 installments.
5. GRANDMA SEZ, 1-column, 3" deep, six installments.
6. BED TIME STORIES, copy form, three installments.
7. DAILY SHORT STORY, copy form, six installments.

7 features, 34 installments a week. Let us send you our attractive LOW price for this CLUB MAT OFFER.

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

Editors Who Know



C. W. DANZIGER, Chronicle Telegraph, Pittsburgh — The Bain News Service is the best in the world for illustrating current events. Whenever a big piece of news breaks, I go to my file of photographs with the certainty that I will find there a BAIN picture which will illustrate the telegraphed story about it.

BAIN SERVICE MOTTO IS "ILLUSTRATE TODAY'S NEWS TODAY." Try it.

BAIN NEWS SERVICE
32 Union Sq., E., N. Y. City

CIRCULATION CAMPAIGNS CONDUCTED

Newspapers desiring BIG CASH PAID NEW SUBS should secure our organization. For years we have pleased the best newspapers. Ask the Los Angeles Times, the world's largest newspaper, about us.

Now conducting Big Success on The Courier Journal and Times, Louisville, Ky.

Wire or Write for Details

The North Eastern Circulation Co.,

C. B. Hollister, Gen. Mgr.
DAVENPORT, IOWA

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

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.

tell each other the things of trade, to lay out the program of the future based on the lessons of the past. And in my judgment the one vital lesson before us is that none of us can voyage successfully unless we cleave to truth as the polar star of our course.

"We heralds are of ancient lineage. In the days of past heralds the ear held reign and our predecessors' sphere of influence was limited by aural range. You have enthroned the eye and the whole world is our field. In the olden times theirs was the rostrum and the fanfare. Yours is the study and the press. Their mightiest voices reached thousands but fell within the mile, while your silent voices defy distance and search out myriads behind brick walls. You talk to those who never see you and speak in another name. The thunder of the newspaper press dies away, but it has bred a billion silent tongues.

"Your responsibilities are great because your power is so immense. Forget the former and the latter wanes.

"We know you to be those who mold our wishes and lead us along new ways. Let the paths be those of rectitude.

"We know you as the heralds of invention, and the mouthpieces of achievement in trade. Let your utterances be an incentive to rigid honesty and you are heralds of salvation."

Herbert S. Houston, vice-president of the Doubleday-Page Company, spoke on "What Can the Agent Do for the Standard Magazines?" He said:

"I believe that what magazine publishers want from agents is a careful and discriminating estimate of the magazine field. The field is primarily and definitely the home, the great buying unit in this country.

"Let the agents study to what degree magazines cover this buying field. I do not mean merely a superficial quantitative circulation study and analysis but a merchandising study and analysis such as they work out with their clients. I believe that practically all magazine publishers maintain their rates. But I do not believe that practically all agents maintain their full commission rates.

"Both the publisher and the agent are the servants of the advertiser. He is the final arbiter. We must satisfy him. If he feels that advertising costs too much he will bring pressure to force a change. It is our job as publishers to sell him the space he wants and needs in the most economical and efficient way; and it is your job as agents to convince the advertiser that your way is the most economical and efficient."

The topic, "What the Agent Can Do for Farm Papers," was enlarged upon by E. T. Meredith of Successful Farming.

"What the Agent Can Do for the Class Publication," was told by W. A. Shaw, publisher of System.

George L. Johnson of the Thomas Cusack Company, was heard on "What the Agent Can Do for Painted Signs."

He was followed by Walter Barnes Cherry of the Merrell-Soule Company (Syracuse), who spoke on the agent's relation to the advertiser.

Louis Bruch, advertising manager of the American Radiator Company, said:

"The affiliated eastern and western advertising agencies have been most instrumental in originating and directing the Audit Bureau of Circulations. After nine months of actual work by the audit bureau, and with these certified statements in their possession, the affiliated agencies can say to the manufacturers and merchants of the United States and Canada that today no other business is so well standardized, analyzed and verified as is that of the circulation of advertising mediums."

Interest was attached to the address of John Hart, official delegate of the British Association of Advertising, who said:

"The opinion expressed in certain quarters of the United States that the termination of the war will be followed immediately by a curtailment of Great Britain's purchases in foreign and particularly in American markets requires cor-



MERLE SIDENER

rection, if only in the interest of American manufacturers and exporters.

"It is not an opinion likely to be shared by any student of history, nor by anyone who realizes how greatly the dislocation of industry caused by the war has depleted stocks and what an enormous amount of material will be required in making good the havoc wrought.

"There are several causes working in favor of the chances of the American manufacturer for selling more of his goods in Great Britain."

RETAIL ADVERTISERS' SESSION

Big Men from Big Concerns Exchanged Views on Some Vital Topics.

The conference of the associated retail advertising department was held in the banquet hall of the Auditorium Hotel. Chairman Frank A. Black, advertising manager of William Filene's Sons Company of Boston, presided.

"The Power and Responsibility of the Advertising Department of a Retail Store" was the subject of an address by L. E. Kirstein, vice president of William Filene's Sons Company. He said:

"The Filene store differs from nearly all others inasmuch as its publicity department is placed upon the same plane of authority and responsibility as other departments. It is our policy to devote publicity to merchandise which the public wants rather than to merchandise which the store wishes to dispose of.

Joseph H. Appel, director of publicity for the John Wanamaker stores of New York and Philadelphia, discussed the interest of the people in advertising, and urged that "human interest" be injected into advertisements. He said:

PLEADS FOR HUMAN INTEREST

"Advertising is the 'speech' of business. Advertising is to business what language is to man—its mode of self-expression.

"A business that will not advertise is both deaf and dumb and is as heavily handicapped in the world's progress as a deaf and dumb man.

"Advertising that is saturated with human interest is bound to be most widely read.

"The source of store news is the merchandise and the merchandise chief who buys it. Efficient advertising requires the writer's personal examination of the merchandise and the hearing of the 'story' of its purchase directly from the lips of the buyer who secured the merchandise in the wholesale market.

"Merchandise is dumb—until seen: then it speaks louder than words. To bring people into the store to see the merchandise—to speak for the merchandise until it can speak for itself—is the first step in advertising.

"Advertising must be fair to the mer-

(Continued on page 96.)

The New York American
was represented in Chicago at the meeting of the Audit Bureau of Circulations, which it stands back of heart and soul because

The New York American
believes that every advertiser should know just how much circulation he is buying when he contracts to use space in any publication.

The New York American
was represented in a Chicago Church on the Sunday before the formal opening of the 11th Annual Convention of the Associated Advertising Clubs of the World. The sermon preached by

The New York American
representative was regarded by all who heard it as a master effort in presenting logical reasons why the religion of the church should be applied to business.

The New York American
was represented at all of the general sessions of the Convention and was among the first to become a sustaining member, for the maximum amount, thus pledging its moral and financial support to the cause for better advertising.

The New York American
was represented in the Newspaper Departmental meetings and assisted in perfecting an organization which affiliated with the Advertising Clubs' movement.

The New York American
advertised in Chicago newspapers presenting its case to the business interests there assembled in a fair, logical way which was commented on very favorably by everybody.

The New York American
is in accord with the principles of the Associated Advertising Clubs of the World and is practicing them in a sensible way, improving conditions by persuasion rather than by persecution or prosecution.

The New York American
gives to advertisers who buy space in its columns ONE-QUARTER of the reading public of New York, and ONE-QUARTER of the entire purchasing power of New York.

NEW YORK AMERICAN
DAILY AND SUNDAY

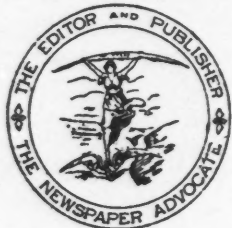
MEMBER AUDIT BUREAU OF CIRCULATIONS

The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

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

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

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

New York, Saturday, July 3, 1915

ARE AD SCHOOLS "A REAL MENACE" TO THE PROFESSION?

J. George Frederick, editor of Advertising and
Selling, in an editorial in the June number of that
magazine on "The Art of Teaching Advertising"
says:

"It is a real menace to the profession to have twenty
universities and countless Y. M. C. A.'s and a baker's
dozen of correspondence courses turning out advertising
men. However modest the claims of the courses, the
result must in the end be both disappointing to a large
number of students, and annoying to advertisers, for the
number of new advertising men needed is small.

"Teachers of advertising need, first of all, to be really
fit to teach advertising. At present nine-tenths of them
are not."

This is one of those bright things that Mr.
Frederick dashes off occasionally when he is feeling
in the mood without stopping to consider whether he
has any facts in hand to back it up.

In the first place there are not twenty universities
in which instruction in advertising is given. In the
second place the "countless Y. M. C. A.'s" number
just twenty-seven, and the "bakers dozen of cor-
respondence schools" simmer down to three that
amount to anything. In addition there are fourteen
business and high schools in which the subject of
advertising is taught. Eliminating the correspon-
dence courses, which are not to be compared with
the others in the value of service rendered, there
are less than sixty institutions conducting advertis-
ing classes. The average number of students attend-
ing the Y. M. C. A. schools does not exceed twenty-
five or a total of 475 for the twenty-seven branches.
The average attendance in the business schools will
not exceed twenty or 280 in all. Allowing an average
of 50 students in each of the universities, and esti-
mating the number of the latter at twenty, we have
a total of 1,000. Adding these totals together gives
us 1,755 as the approximate number of students in all
the schools and universities of this country who are
receiving oral instruction in advertising.

Mind you, not all of this number are graduates.
In the universities the courses cannot be completed
under two or three years. But supposing 1,755
finished the prescribed courses each year, would this
number, or twice or three times this number, be "a
menace to the profession?"

How many local and general advertisers are there
in the United States? Probably several hundred

thousand. Then there are 24,000 publications, nearly
all of which carry advertisements and employ men
to get them. Every live retail merchant in every
live town advertises in the local newspapers. He
must either write his own advertisements or hire
some one to write them for him. Nearly all the suc-
cessful manufacturers of articles of general con-
sumption employ advertising managers or agents to
prepare and place their announcements. Each year
hundreds, if not thousands, of new business concerns
requiring the services of men who have a knowledge
of advertising are launched.

In view of the large number of men engaged in
the advertising business it does not seem to us that
the 1,755 graduates of the advertising schools are
much of "a menace to the profession," and especially
when it is remembered that not more than fifty per
cent. take up advertising as a life work.

Now, as to the teachers. Mr. Frederick declared
that nine-tenths of those now engaged in the work
"are not fit to teach advertising." The Y. M. C. A.
instructors are all experienced advertising men—
men who have solicited, written and in most in-
stances have placed advertising. In the universities
and business schools there are a few teachers who
possess only a theoretical knowledge of the sub-
ject. These are usually instructors in English who
have taken up advertising, as they would take up
any other study, in an endeavor to meet the demands
for instruction in the institution to which they are
attached.

If nine-tenths of the teachers are incompetent,
as Mr. Frederick asserts, it is indeed marvelous that
the graduates of these schools should be so success-
ful in filling important positions as they are. The
statement is not true. There are incompetent
teachers of advertising, no doubt, as there are in-
competent teachers of other subjects, but the pro-
portion is not a whit larger.

The schools and universities that furnish instruc-
tion in advertising are doing splendid work. That
there will be in the near future a great improve-
ment both in the arrangement and treatment of
the topics comprising the courses is certain. Ex-
perience in teaching will, no doubt, develop a better
grade of instructors, but there is no occasion for
deprecating the work already accomplished, or of
discouraging those who have done such excellent
pioneer service in a new and tremendously impor-
tant educational field.

CONDITION OF CARTOON ART

It cannot be truthfully said that cartoon art is on
a higher or more artistic plane than it was twenty-
five years ago. The trouble seems to be that most
of the younger artists are not willing to spend the
necessary time in acquiring a knowledge of the
fundamental principles of drawing. The result is
that much of the work seen in the newspapers is of
the crudest kind. In the slap-stick alleged comic
stuff that is printed crudity may be tolerated, but in
cartoons of a more serious and ambitious character
it is out of place and is inexcusable. Few of the art-
ists are good draughtsmen. Some seek to produce
impressive effects by resorting to all sorts of tricks
to hide their ignorance of art of any kind. Of these
the worst offenders are the mud-drippers, whose car-
toons are done in charcoal or crayon. The figures
in these pictures look as though a bucket of liquid
mud had been poured over each one of them. Mud
appears to be dripping from their faces, their gar-
ments, from the furniture, from the trees or any
other object that happens to appear in it. You will
find such cartoons in several of the New York news-
papers.

Contrast these mud-dripping cartoons with those of
Nast, De Grimm or Bush, who did so much for the art
years ago, or those of Rogers, of Ireland, of Mc-
Cutcheon and of McCay, who are among the best of
to-day's newspaper artists, and note the difference.

Perhaps one reason why cartoon art is not better
is because of the sudden and extensive demand for
pictures of this kind that developed among the news-
papers some fifteen or twenty years ago, and has
continued until this day. Any one with but slight

skill found a market for his work. It was not a
question of quality so much as it was quantity.
Hence the indifferent character of both comics and
cartoons with which the pages of the press have been
and still are flooded.

In a sermon on the Sunday newspaper delivered in
Belfast, Ireland, by the Rev. John Pollock, who has
visited this country, and reported by the Belfast Eve-
ning Telegram, he spoke of the Boston Globe as "one of
the finest newspapers in America, and for that matter
in the world." After analyzing a copy of the Sunday
edition and calling attention to the wide and valuable
character of its contents he admitted that it was only
the enormous circulation that warranted the expense
involved in its production. His most serious charge
against the Sunday newspaper was that it had done
more to break down the Christian Sabbath than any-
thing else. Had the Rev. Mr. Pollock made a more
careful study of the subject he would have found that
he was mistaken. People do not stay away from
church for the sole purpose of reading the Sunday
newspapers. Moreover, these issues contain nothing
that turns a person's mind away from religion or the
church. We have yet to learn of a single man or
woman who was any less a Christian for having read
a Sunday newspaper.

TOM W. JACKSON'S ALONG THE ROW

ODE TO HORACE

Ah! times they change along the Row.
Now Horace Greeley has to go.
For many years, in his bronze chair,
He's gazed across the busy square.
In winter, winds would madly race
Across the whiskers on his face.
But winter, summer, all the while,
He's never lost his kindly smile.

We'll miss him from the Tribune door
Where he, alas, will sit no more.
Ben Franklin, printer, wise and good,
Would shed tears, that is, if he could—
And probably get off his base
When Horace moves from his old place.
They have been chums for many years—
Sure if Ben could, he would shed tears.

Yes, times they change along the Row.
And Horace Greeley has to go.
Where next he'll rest we cannot say,
But hope it won't be far away.
The Row won't look exactly right
With Horace Greeley out of sight.
Find him a place upon the Square,
His busy life was centered there.

GUESS NOT

A man who would advertise "Seamanship Taught
by Mail," it is safe to say, would not meet with the
approval of Sam Adams.

CAUSE FOR JOY.

Describing a wedding in Long Island City the new
young scribe wrote: "The bride wore a beautiful lace
veil with a wreath of orange blossoms, and the happy
bridegroom is an active member of the Fifth Ward
Regular Democratic Association."

FROM UP THE RIVER.

Members of the Brooklyn Press Club visited Sing
Sing on Thursday, and inspected the prison from top
to bottom, including the plant of "The Star of Hope."
The editor of the Star was asked by Richardson Web-
ster how he liked newspaper work, and he replied,
"Very well, although he found his present job rather
confining."

GOOD SCHEME.

Notice that an Editors' Home is to be built at Law-
ton, Okla. Fine idea. If this war keeps up it might
also be a good scheme to build a sanitarium for copy
readers in some quiet, secluded spot, far from such
noises as Krazojevatz, Jazierzany and Sochazew.

SAD THOUGHT.

Truth is a gem most beautiful,
But oh! it makes us sad
To see how often it escapes
The summer hotel ad.

CHANGEABLE WEATHER.

A certain concern which manufactures a summer
drink has this notice printed on its advertising copy.
"Insert this whenever the thermometer registers 85
degrees." The ad was in and out of the forms five
times on a certain day last week accompanied each
time by strenuous remarks from the makeup man.

PERSONALS

D. D. Moore, vice-president of the Times-Picayune Publishing Co. of New Orleans, has decided definitely not to accept an offer to go to the St. Louis Republic.

Colonel Harry E. Parker, dean of Vermont journalists, celebrated his sixty-second birthday recently by giving a dinner to some of his old friends.

Ex-Governor Ben W. Hooper, of Tennessee, is credited with the intention of becoming one of the editors of the Knoxville Journal and Tribune.

C. J. Zaizer, formerly business manager of the Houston (Tex.) Telegram, who was recently appointed business manager of the Milwaukee Free Press, has succeeded H. R. Robinson on that newspaper.

Don C. Seitz, publisher of the New York World, is spending an outing "over-the-Fourth" in the White Mountains.

Mrs. Rheta Childre Dorr, whose work in social uplift is well known, has joined the staff of The Evening Mail.

Robert G. Paterson, member of the Western Newspaper Union, in Atlanta, will sail from New York July 12, on the French liner L'Espagnol for Paris, where he will spend the next three months with his cousin, William Graves Sharp, the United States Ambassador to France.

John L. McWhorter has severed his connection with the Times-Union of Jacksonville, Fla., and left for Tallahassee to assume the duties of the new office in the Comptroller's department of county finances.

Charles J. Bellamy, editor and proprietor of the Springfield Daily News, narrowly escaped serious injury when his automobile went into the ditch recently. Two friends with him were cut and badly shaken up.

F. L. Smalley, of the Ithaca (N. Y.) News, has announced that he has purchased an interest in the Wilmington (Ohio) Daily Herald. He is to become treasurer of the Clinton Publishing Company, and general manager of the business.

John G. Cooper, long on the San Antonio Globe, who has been compelled to return to his home on account of the illness of several members of his family, was presented recently with a beautiful set of Parkman, by Stewart Lyon, associate editor, on behalf of the entire staff. Mr. Cooper in replying said he looked forward to the time when he might be permitted to again take up his duties on the Globe.

Col. David Watson, proprietor of the Quebec Chronicle, who has been serving with the Canadian troops in France, was wounded during the latest fight at La Basse.

Henry Crook, B. A., William Dickson and Philip Crook, all members of the circulation staff of the Winnipeg Telegram, have left for the battle front in Europe to serve in the signal corps.

Joseph H. Quigg, the Paterson newspaper man who received the appointment as secretary of the Passaic Valley Sewerage Commission last Tuesday, has been named treasurer of the fund.

R. F. Parkinson, managing editor of the Ottawa Journal, is another newspaper man at the front. He holds the rank of Major, commanding No. 1 Company of the 38th Royal Ottawa Regiment.

C. A. Tutwiler has been succeeded as business manager of the Indianapolis Times by O. T. Roberts, formerly with the Indianapolis Star. Gene W. Stone is the new managing editor, succeeding H. H. Herr, who has resigned.

Lloyd W. McDowell, former publicity agent of the Great Northern Railroad, has been engaged to do special publicity work for the Portland (Ore.) Chamber of Commerce. Mr. McDowell recently concluded a successful publicity campaign for the annual Portland Rose Festival. He was formerly with Seattle papers.

WASHINGTON PERSONALS

Theodore W. Noyes, editor of the Washington Star, and Mrs. Noyes have started on an automobile trip through New York and New England.

John Jay Daly, formerly of the Washington Post, is now with the New Britain (Conn.) Herald, as an editorial writer.

Robert W. Wilson, of the Cleveland Leader and Cleveland News, who went with Senator Burton on his tour of South America, has returned to Washington.

Charles C. Hart, secretary of the National Press Club, has entered suit against the Capital Traction Company for \$20,000 for personal injuries.

Gould Lincoln, of the Washington Star, is enjoying his vacation by playing tennis, and in a contest representing the Dumbarton Club won his match.

Frank B. Lord, president of the National Press Club, while in Hawaii with the Congressional party, was initiated into an organization called "The Chiefs of Hawaii." The name given him was Hna Pula, meaning "Sweetheart."

Rufus Andros, former newspaper man, now in the Treasury Department, has a motor boat called the "Ash-cat," on which he has entertained many of the newspaper men of Washington. He is planning a trip covering two hundred miles for the Fourth of July, on which a number of newspaper men will be his guests.

The newspaper men accompanying the President on his vacation at Cornish, N. H., are Brice Claggett, of the Associated Press; Bond P. Geddes, of the United Press, and A. M. Jamieson, of the Hearst News Service.

George Edmonds, formerly of the New York Tribune Bureau, is now press representative of the Carranza agents of this city.

Newbold Noyes, of the Washington Star, witnessed the Harvard-Yale boat race, and had the pleasure of seeing his alma mater win.

The newspaper men of Washington presented a handsome morocco traveling bag, with silver-mounted fittings, to Miss Genevieve Clark as a wedding present.

Col. Tom Booker, of Virginia, entertained the members of the National Press Club last Saturday night with negro plantation songs and "Befo' de War" banjo playing.

The State Department has received word that John Reed, an American war correspondent, arrested in Russia for entering the war zone without permission, has been released and has arrived in Petrograd. Ambassador Marye, reporting, made no mention, however, of Boardman Robinson, an artist, arrested with Reed.

BOSTON PERSONALS

Howard Brock, city editor of the Post, is taking a vacation in his new automobile.

George E. Richards, of the Post, was a recent caller in Bridgeport, where he wrote a lengthy story for the Sunday Post on the new buildings of the Remington U. M. C. Co., where thousands and millions of rounds of ammunition will be made for the armies of the allies.

George B. C. Rugg, assistant city editor of the Post, has recently sold two short stories. He has had a request for other stories along similar lines.

Ed Fitzgerald, of the Journal, who was a reporter on the Journal, but was later an advertising man, is meeting with great success in his new work.

Solita Solano, a special writer for the Herald, is on her way to Havana for her annual vacation. Miss Solano, as the name suggests, is of Spanish birth.

William Carroll Hill, a well-known Boston newspaper man, has engaged to do the publicity work for Hon. Sam W. McCall, who will be a candidate for the Republican nomination of Governor. Mr. Hill has been associated with the Equal Suffrage Association as publicity man, and has also done work of this character for at least one well-known operative star.

Frank Sibley, a well-known Globe reporter, is becoming famous as an entertainer. "Sib's" favorite stunt is to tell stories, at which he is a wonder.

"Sherm" of the Boston Journal art department, has a new "Dot Book" for children that will be put on the market about Christmas. Mr. Sherman says that art is long and the royalties from books fleeting, but that the mazzuma resulting from the sale of a book is good stuff to have around the house.

CHICAGO PERSONALS

James Evans Crown, formerly one of Chicago's eminent news generals, who was city editor and managing editor of the Examiner, and city editor of the Inter Ocean before he went back to his native South and became city editor of the New Orleans Item, was in Chicago the other day. Accompanied by Mrs. Crown he went on up to his peach ranch near Coldwater, Mich., where he will rusticate for a month.

Wilbur Neil Burkhardt, formerly eighth city editor of the Record-Herald, and more lately assistant city editor of the Journal, has resigned and gone to Winnipeg, Man., where he now is managing editor of the Winnipeg Tribune. Marquis James, formerly of the Chicago Tribune, takes Mr. Burkhardt's place on the Journal.

Harry F. Parker, of the Tribune telegraph desk, is in the Rhodes Avenue Hospital, convalescing from an operation. He will not be back at work for three weeks, the doctors say.

Walter N. Burns, of the Associated Press, is back on the job, after a lay-up occasioned by a collision Mr. Burns experienced with an automobile.

Edward Seeoy, formerly of the New York Journal and more recently with the Kansas City Star, joined the Tribune staff Sunday night.

Kent Hunter has organized a baseball team from the Examiner local room, and challenges any other office team to measure bats on the diamond.

John Fay, who was a reporter in St. Louis with the late Joseph Pulitzer, observed his twenty-sixth anniversary as the Chicago correspondent for the New York World Saturday last by covering a baseball game and writing a 500-word story on it.

Robert E. Lee has resigned from the Examiner staff to become publicity agent for Ravinia Park.

Miss Dorothy Williston, club editor of the Herald, is in New Mexico on her vacation.

The Examiner has sent Miss Ervie Ravenbyrne, its society editor, to the Pacific coast to contribute features of interest of the expositions to Chicagoans.

Edward Lynch, of the Examiner, was called to Denver last week by a telegram announcing the illness of his wife. Later reports indicate Mrs. Lynch's condition is much improved.

Lowell J. Thomas, of the Journal, is spending his vacation in Alaska.

Bessie Rowland James has left the publicity department of the United Photoplays Company, which was under her charge, to become editor of the Exhibitors' Film Exchange, a weekly magazine published in the interests of the cinema trade. The first issue, with a flattering showing of ads, appeared Thursday. The magazine is published by the Cahill-Igoe Company.

Edward Sheridan, instructor in journalism at the University of Washington, and an old Tribune man, is back on the Tribune for the summer.

Walter Howey, city editor of the Tribune, and Mrs. Howey, are visiting the exposition at San Francisco.

Wiley Meredith, the Post's correspondent at Springfield, has returned to Chicago and taken charge of the local political situation for the Post.

Mrs. Scott Durrand, society leader, exposed an alleged attempt of a local space writer to blackmail her by threatening to print a news story that might compromise her if written in a certain way. She gave all the details to the Tribune.

Warren A. Patrick, Western representative of the New York Clipper, disappeared mysteriously late last week. He is said not to have been well lately and also to have had quite a sum of money with him at the time.

IN NEW YORK TOWN

Miss E. H. de Zouche, the woman suffrage writer, on the World, is now enjoying a vacation at New Boston, Mass. She probably will not return to her desk until September.

Mrs. L. H. Pritchard, writer of publishers' publicity, has severed her connection with Hearst's International Literary Company.

Winfield W. Dudley, formerly of the Chicago Tribune, is the new Sunday editor of the New York Herald.

Cornelius Niver now is on the copy desk at the New York Herald. Mr. Niver was an assistant in the office of the Attorney General in the Democratic administration previous to January 1 last.

John C. Flinn, formerly dramatic critic of the New York Herald, has become the general press representative of the Lasky Feature Play Co., replacing Whitman Bennett, who takes an executive position.

Robert N. Pearson, formerly of Denver and St. Louis, and for the past four years financial editor of the Brooklyn Standard-Union, has resigned to take a position with a publicity corporation having plants in the South and Southwest. His headquarters will be at Mobile, Ala.

OBITUARY NOTES

ALEXANDER M. KENEALY, editor of the London Daily Mirror, died June 26, at the age of 51 years.

Mr. Kenealy, who was born in Sussex, England, October 20, 1864, devoted all his life to journalism. He was educated at the University College School in London and at Guines, France. He joined the staff of the New York Herald in 1882, and represented that paper on Rear-Admiral Peary's first Arctic expedition. Mr. Kenealy became a member of the New York World staff in 1895, and was its correspondent with the American fleet in the Spanish War.

He began newspaper work in London as news editor of the Daily Express in 1901, and years later went with the Daily Mirror. Under the nom de plume of Montague Vernon Fonsonby he wrote "The Preposterous Yankee," and he also was "The Letters of Alphonse le Monton."

JOHN ROXBURGH SMITH, for 18 years sporting editor of the Glasgow (Scotland) Evening News, and later publisher of the Scottish Referee, died on June 21, in Montreal, where he was on the editorial staff of the Herald. Mr. Smith, who had been in Canada 13 years, was 57 years old at the time of his death.

THOMAS A. DAVIS, a veteran newspaperman of Kentucky, died suddenly at his home in Maysville, that state, on June 22. In 1857 he started the Maysville Republican, which was later changed into the Daily Ledger.

JAMES J. EVANS, a civil war veteran and for the last 17 years connected with the circulation department of The Evening Mail, died on Monday, June 28, at his home, 182 Jeffersons avenue, Brooklyn, N. Y., aged 67 years.

ALVAN W. LEWIS, for many years a writer on the staff of the Batavia (N. Y.) News, and a well-known newspaperman in that part of the state, died on June 20 of heart failure at the residence of his daughter, Mrs. Emery E. Will, Summit street, Batavia, aged 61 years.

HAL W. ORMSBY, a reporter and editorial writer on the New York Evening Telegram, died on June 26, at Marlboro, N. Y. He was a son of the late Henry W. Ormsby, a widely known newspaperman of the South.

RICHARD H. KIRSCHNER, who at various times was connected with the New York Times, the New York Herald and the Boston Herald, committed suicide by shooting himself at an hotel in Bridgeport, Conn., Saturday night. He was a graduate of Columbia University, and was admitted to the New York Bar in 1901. Mr. Kirschner dramatized Jack London's story "Just Mist," which was played on the Keith circuit.

RETAIL ADVERTISERS

(Continued from page 93.)

chandise as well as to the people it invites into the store.

"Advertising must 'square up' with the merchandise and with the store.

"To 'square up' with the merchandise and with the store, advertising must be accurate. To be accurate advertising must be truthful.

"Advertising is as honest as the man who signs his name to it.

"A store is as honest as its advertising.

"Retail advertising is the people's guide in the everyday living.

"The newspaper is the natural medium for retail advertising and for all advertising."

I. R. Parsons, advertising manager of Carson, Pirie, Scott & Co., spoke of the amount of money which should be spent in advertising. He believed that 2½ or 3 per cent on the gross business done is about the right amount.

RETAIL STORE ADVERTISING

Advertising in the retail store was discussed by A. G. Chaney, advertising manager of Tiche-Goettinge Company, Dallas, Texas. He said:

"The fact that retailers are spending from 80 to 90 per cent of their appropriations in the daily papers shows that they learned the 'where' of advertising.

"The woman reads one of our ads and makes up her mind to buy what's offered. By the time she gets downtown it has escaped her memory. But either the window show or the display in the department will serve as a reminder and she makes the purchase."

Chairman Ingersoll of the national commission, addressing the retailers, said in part:

"You have the department that represents the possibility of growth. There are more of you. You have a more important place in the scheme of advertising than any other department. In this country there are something like a million retailers. There are about 200,000 that are considered good reputable retailers. This organization needs you. A year from now I predict that of retailers alone we will have 5,000 at our convention.

"There is going to be on the educational committee this year one retail man at least from the national commission, one manufacturer, one farm paper publisher, one advertising agent and so on all along the line, so that we can begin to prepare our educational work in such a way that it will be many sided and comprehensive and valuable to every department."

In a discussion of the relative value of circulars distributed in the community and circulars mailed for the local stores, Mr. Tunas said:

THE WASTEFUL CIRCULAR

"I had a little experience along this line, getting back to that six years ago, previous to that three years in a neighborhood store in Pittsburgh. We used an eight-page paper, called a store news, which is used by a great many retailers in the country in the same name. And I found this to be true. In delivering it from house to house that the carriers of them—it was distributed by an organization paid for that purpose—usually threw away the circulars, that it was largely a lost circulation. I have found them burned up in laundries; I have found them dumped off in alleys, and all sorts of troubles like that, and it is mighty poor circulation, although it did a lot of good. I don't believe that that kind of circulation is good. I think that direct mailing is good."

Harvey R. Young, advertising manager of The Columbus (Ohio) Despatch said:

"There are very few people who will read a circular who don't read some kind of newspaper. The trouble with the man who uses the circular is that he has got the wrong idea about the cost of newspaper advertising. It is the cheapest advertising he can buy today, because he can reach more people for the money.

"There is only one chance out of a

thousand that the circular may reach the real buyer of the home. But when the newspaper goes into the home it is paid for. Every member of the family is looking for the newspaper, they are waiting for it, and if it doesn't come they phone the newspaper and you have got to send a special messenger out with the paper."

THINGS CAUGHT ON THE FLY

Joe Mitchell Chapple, the versatile genius who presides over the National Magazine and is the compiler of "Heart Songs," "Heart Throbs" and other books, was lay preacher at the South Park Methodist church. In conversation with the pastor, who, like Paul, had "fought a good fight" but was weary, oh, so weary, he learned that the little church was in a hole financially to the tune of about \$420. In his sermon Chapple dwelt on the value of brotherly love and cited the ad club movement to prove that these young fellows are practising what they preach. He made a profound impression. Then, in the language of Heart Songs and Heart Throbs, he made a touching appeal to the congregation to get rid of the debt then and there. He called to his assistance all the ushers, and before he had finished the debt was wiped out, for the contributions in bills and silver and pennies amounted to \$623. It is said that the good preacher put both arms around Joe and fairly hugged him.

At the Red Roosters' Banquet at the LaSalle Hotel, Monday night, G. H. E. Hawkins presided as toastmaster, and the following well-known ad crafters were duly initiated after serving an apprenticeship as waiters, bell boys, cooks, scrubbers, and what not:

Joseph F. Kelly, Chicago; William A. Pritchard, Detroit; W. L. Larned, New York; W. K. Page, Chicago; James A. Ward, Chicago; W. C. D'Arcy, St. Louis; Mac Martin, Minneapolis; Fred Sperry, Chicago; Herbert Johnson, Racine, Wis.; James Rohan, Racine, Wis.; Richard A. Foley, Philadelphia; J. Ray Woltz, Chicago; William Woodhead, San Francisco; Walter Cherry, Syracuse, N. Y.; J. P. Gilroy, New York; George L. Willman, South Bend, Ind.; George Coleman, Boston; S. C. Dobbs, Atlanta, Ga.; J. C. Martin, Philadelphia; E. C. Tribbitts, Akron, Ohio; Charles Mears, Cleveland; S. E. Kiser, Chicago; Harold Reid, New York; William H. Johnson, New York; A. E. Chamberlain, Chicago; Frank Pelton, Racine, Wis.

The scenario for "Racing the Dead Line," shown on the screen at the Newspaper Departmental Tuesday, was written by one of the editors of the Chicago Tribune. The theme is one of lively interest for newspaper men and advertisers. The star man is assigned to a tip from Officer 666 that state attorney's men are going to raid the bandits' den. The council places the dead line at 11 p. m. and then "they're off."

Mr. Reporter shadows the detectives to the fire tug, boards it, is discovered and put off. He then runs ten miles to the swinging bridge, jumps to the deck of the passing boat and in the short space of half an hour experiences all the thrills of the average movie hero. The film shows the art of paper making from the log to the finished sheet. The Tribune plant from copy desk and editorial council, to linotypes, stereotype, press, mailing and delivering processes was also shown. It is highly educational and was rated a corking good show.

One of the strong features of the Monday night pageant was The Chicago Daily News caravan of fourteen trucks loaded with newsprint paper, the amount required for one day's issue of The Daily News, approximately 600 miles of paper, enough to print 1,521,770 eight page newspapers, or 405,805 thirty page newspapers the size of The Daily News.

Preceding the caravan of drays, each loaded with roll upon roll of white paper, was a tiny one-horse cart surmounted by the legend:

"First issue of The Daily News nearly forty years ago required less than 300 pounds of paper."

The Curtis Publishing Company, the

Philadelphia Public Ledger, and the Evening Ledger, published by Cyrus H. K. Curtis, were large advertisers in Chicago papers during the convention of the A. A. C. W. The slogan of the campaign was "Come to Philadelphia in 1916"; "The City of Homes"; "The Workshop of the World." It is said that Mr. Curtis and his publications spent about \$6,000 to secure the convention next year for Philadelphia.

The gossip of the convention related largely to "Jim" Keeley's "expose of the Anonymous Circular." In a page ad in the Herald, June 21, he alleged that the Herald's offer of a reward of \$500 for proof of the authorship of the "black-hand letter" had enabled him to locate "its birthplace in the Chicago American office presided over by Harrison M. Parker." The circular undertook to prove that the Herald had suffered "tremendous losses in circulation and advertising."

The Herald's page broadside was answered in the American Tuesday by a Sherlock Holmes-Doctor Watson colloquy.

The net impression seemed to be that the Herald had made steady gains in advertising and circulation since Mr. Keeley secured control of the paper.

Henri Gagnon, who represented Quebec at the Chicago convention, is general manager of the Le Soleil, of Quebec, one of the leading newspapers of Canada. While he knew quite a number of the members of the A. A. C. W. before this year's convention was held, he about doubled the number at Chicago. He was one of the most popular of the Canadian contingent.

The New York American was very much on the job at the convention in the person of its genial business manager, Howard Davis, who ran a page display in the Chicago paper advertising the New York market and the American.

The convention committee of the Chicago Advertising Association entertained the national officers, commission and executive committee on Sunday evening at a banquet at Hotel La Salle, attended by about 500 persons. Charles H. Porter, president of the Chicago Advertising Association, told in an allegorical way how the Associated Advertising Clubs of the World really originated in Chicago ten years ago and how, since that time, the organization has grown. Another speaker at this dinner was Herbert S. Houston, who paid a high and well-deserved tribute to President William Woodhead for the work he had done in behalf of the association.

SIMPLIFIED SPELLING GAINS

Eighty-Six Schools and Colleges Now Use the New Method.

The simplified spelling supporters announce that eighty-six colleges and universities in the United States are now using simplified spelling and that headway is being made in persuading the newspapers to follow suit.

These spellings were approved by the National Education Association in 1898 and they have been used since then in all its official publications.

The words and their spellings urged by the board are:

Tho for though, altho for although, thru for through, thruout for throughout, thoro for thorough, thoro for thoroughly, thorofoe for thoroughfare, program for programme, prolog for prologue, catalog for catalogue, pedagog for pedagogue, decalog for decalogue.

The application of the attorneys for the New York Tribune to put over for the term the libel action brought against that newspaper by Attorney-General E. E. Woodbury, was on June 28 granted by Justice Wheeler.

The estate of Captain Henry King, former managing editor of the St. Louis Globe-Democrat, was valued at \$162,000, according to the appraisal filed in the probate court today. Captain King died March 15.

NEW PUBLICATIONS

DETROIT, MICH.—Apparently someone, perhaps W. R. Hearst, is endeavoring to break into the Detroit newspaper field. According to S. W. Curtis, secretary of the Legal News Co., he has been offered 20 per cent. above the appraised value of the Legal News Co. building for possession September 15. The real estate man who made the offer refused to disclose the name of his principal, but carefully inquired if the building was strong enough to bear heavy presses, and also asked if it were possible to add more stories to it.

MONROE, MICH.—Mouroe has a new daily morning paper, the Courier.

PORTLAND, ORE.—Articles of incorporation of the German Publishing Company, of Portland, Ore., with an authorized capital stock of \$50,000, have been filed. It is understood that this is the outcome of a consolidation of the two German weekly newspapers, the Nachrichten and the Deutsche Zeitung, published in Portland, by the absorption of the former by the latter publication. The incorporators are: A. E. Kern, Ernest Kroner and Frank Regner, the principal stockholders and publishers of the Deutsche Zeitung.

NEW INCORPORATIONS

NEW YORK CITY.—Conde Nast & Co., Manhattan; general printing; \$210,000. Conde Nast, G. von Utass Barrett Andrews, New York.

DOVER, DEL.—The Co-operative Publishing Company, to do a general printing and publishing business; capital stock, \$100,000. William McMahon, W. L. Chapman, W. A. Stewart, Pittsburg, Pa.

SAN FRANCISCO, CAL.—The California Co-operative Publishers' Association filed articles, with capital stock of \$100,000. Directors: Raymond L. Bernier, Minard Gilbert, Herbert P. Gilbert, L. J. Costine, L. Seidenberg, James A. Mierson and George M. Davis.

NEW YORK CITY.—Daily New Yorker; advertising, printing, magazine; \$26,000. Charles M. Andrews, Katherine P. and Frank N. Richardson, 25 West 42d street.

MILWAUKEE, WIS.—Green Bay Newspaper Company, Green Bay; capital, \$200,000. Incorporators: Victor I. Minahan, A. B. Trumbull, Joseph W. Lefevre.

CHANGES IN INTEREST

BILLINGS, MONT.—J. M. Kennedy has bought the two afternoon papers at Billings, the Journal and the Tribune, and hereafter will conduct them as one paper, the Journal Tribune. There is not room in Billings for two daily papers, which accounts for the bitter war which they have waged one upon another up to their consolidation by Mr. Kennedy.

DIXON, ILL.—Owners of the Dixon Daily Leader, started a year ago by the Progressives as a morning newspaper, have purchased the Dixon Daily News, an evening paper. Edward C. Culler, former editor and publisher of the Dixon Sun, is to be editor of the merged paper.

LEWISTOWN, MONT.—An official announcement signed by Tom Stout for the Daily Democrat, and Dave Trepp for the Evening News, June 19, gave formal notice that the two dailies would be combined when the Democrat-News will succeed them. Mr. Trepp will then head the city staff of the new morning paper.

The Telegraph, of New London, Conn., has had its plant attached by Deputy United States Marshal E. Brainerd Smith, in the matter of a suit brought by Geo. L. Thompson, of New York, for \$5,000 because the Telegraph published, without his permission, a copyrighted photograph, which was his property, of the New London Baseball Club.

One of the new buildings in Dayton, Ohio, is to be called the Advertising Building.

EDITORS ON WAY TO CONVENTION

Delegates from Chicago to Los Angeles
Entertained at Topeka, Kan.

The final curtain has just fallen in Chicago; it is about to rise in California. Many delegates to Chicago had no sooner finished their work there, than it was time to turn to the Pacific coast for the meeting of the National Editorial Association at Los Angeles and the National Press Association at San Francisco.

For many of the delegates travelling west on special trains, entertainment was offered at intermediate points on the way. For example, one hundred and thirty men travelling from the east stopped off at Portland, Ore., for the day on their way to San Francisco.

The members of the Kappa Alpha Theta fraternity who had been in Chicago, enjoyed a special train from Chicago to Gearheart, Ore., where they are having a biennial convention.

The National Editorial Association, had two special trains over the Santa Fe, to Los Angeles. Both trains made stops at Topeka and Hutchinson, Kan., Colorado Springs, Denver, Santa Fe, Albuquerque, Grand Canyon, Redlands and Riverside.

ENTERTAINED AT TOPEKA.

One of the specials carrying two hundred editors from Chicago arrived at Topeka, at noon on Thursday, and the train containing the Kansas contingent followed twenty minutes later. F. W. Vandergrift, of Chicago, who formerly was a newspaper man at Topeka, and W. J. Curtis, district passenger agent, were in command.

Upon the arrival of the first group of editors, automobiles were at the station to take them directly to the Commercial club for a buffet luncheon. The machines then returned to the depot to take the second trainload of editors on an automobile trip until 1:15 o'clock; thence the party going to the Commercial club for the luncheon, the first editors taking the sight-seeing trip. Both specials left for the west at 2 and 2:20 o'clock.

Charles S. Elliott, president of the Commercial club, who was master of ceremonies at the luncheons served the visitors—in two sections—stated that the best way that he knew of expressing the feeling of the Topeka business men was to read the inscription on a huge banner stretched along the side of the wall: "Hully Gee! But we're glad you are here."

Frank MacLennan, publisher of the Journal, in alluding to the newspapermen who had left journalism for public office said:

"Kansas has more editors holding public office and fewer in the jails and prisons than any other State in the Union. If the crying demand for newspaper men to enlist in the ranks of statesmen continues, it is altogether likely that the State will have fewer editors in the newspaper offices than any other State in the Union."

NEWSPAPERMEN IN OFFICE.

"In proof of which I want to remind you, my friend and contemporary, Arthur Capper, is now governor of the State and is not working very much just now at the job of printing. I am sure that he greatly regrets he was unable to welcome you here today, but a long-ago promise took him out of town today. Lieutenant-Governor Morgan is the editor of the Hutchinson News. The treasurer of the State, Earl Akers, runs the Stafford County Republican. The auditor of State is the editor of the Dodge City Globe. Charles Sessions, a well-known newspaper man, recently gave up the office of Secretary of State to become the private secretary of the governor. Former Governor Hoch, of the Marion Record, is a member of the board of control. Tom McNeal, of the Mail and Breeze, is on the text-book commission. Jay House, mayor of Topeka, is one of the editors of the Topeka Capital. Topeka's chief of police, Harvey Parsons, was recently a reporter. The present sheriff of this county was formerly city editor of the State Journal."

Proposed Credo for Advertising Men

By Walter G. Bryan

(Part of a paper delivered before the Newspaper Department of the A. A. C. of W.)

Just what comprises the solidity of that rock—Truthful Advertising—is summed up in this creed, to which, I am sure, you will all subscribe.

I BELIEVE, with one of the foremost Apostles of Advertising,

That the first requisite of success is not to achieve the dollar, but to confer a benefit—and the rewards will come automatically and as a matter of course.

That when advertising makes a successful sale it must also make a friend.

That falsehood makes for friction, while truth is a lubricant.

That the fraudulent withers before the fact.

That righteousness is a form of commonsense.

That commerce is eminently a divine calling.

And that business is the science of human service.

I BELIEVE, with one of the foremost Sales and Efficiency Experts,

That Advertising is a science, and the practice of it an Art worthy of one's best thought and effort.

That it pays to be a Booster always—a Knocker never—and to play the game like a Gentleman.

And that it is better to advocate a good cause with little reward than a bad one with big.

I BELIEVE, with one of the foremost Advertising Writers,

That an Advertisement is great or little as a whole, not because of certain paragraphs.

That men forget the wording in a moment.

That they must not forget the impression.

That the greatest stories are most simply told.

That the story of the crucifixion as told by Saint Matthew is the greatest story told in any language.

And that never was a story told more simply or with less affectation.

I BELIEVE, with one of the foremost Public-Service Corporations,

That "The Voice With the Smile Wins."

That when talking through type, as with the telephone, it pays to remember that the smile on the face, the twinkle in the eye, are invisible to our audience.

That this being so, it is well to try to put the smile and twinkle in the tone.

And that a careful choice of words will enhance the value of what we say—never forgetting that scolding is non-productive of quick results.

I BELIEVE, with one of America's foremost Merchants,

That if there is one enterprise on earth that a "quitter" should leave severely alone, it is advertising,

That to make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

That advertising does not jerk—it pulls. And that the pull, though gentle at first, is steady and increases day by day and year by year until it exerts an irresistible power.

I BELIEVE, with the Associated Advertising Clubs of the World,

That truth is the cornerstone of all honorable and successful business—truth not only in the printed word, but in every phase of business connected with the creation, publication and dissemination of advertising.

That there should be no double standard of morality involving buyer and seller of advertising or advertising materials.

That as Government agencies insist on "full-weight" circulation figures, so should they insist on "full-weight" delivery in every economical transaction involved in advertising.

I BELIEVE, with other wise men,

That life is what we make it—and that business is a big part of life.

That unless we are in it to win, it is better not to be in it at all.

And that the man who labors for the love of it is the man who is doubly paid.

That advertising is the fire under the boiler of business, and we must keep these fires hot if we expect to attain and maintain success.

That one step won't take you very far—you've got to keep walking.

That one word won't tell folks who you are—you've got to keep talking.

That co-operation is the most far-reaching business word in the English language.

That to live up to its full meaning is to profit by advertising's mightiest power.

And that in advertising, as in all things, success has no foe but fear—no limitations save those that are our own.

That, therefore, courage and confidence and energy in advertising are as sure to win—as sure to bring prosperity to us—as the dawn of tomorrow brings a new day.

WAR AND THE NEWSPAPERS

Editor Stockbridge Explains That Newspapers Lose and Not Gain From War.

F. C. Stockbridge, who has recently become managing editor of the New York Evening Mail, gave a lecture Sunday night at the Church of the Ascension, New York, taking for his subject "The Relationship of War and the Newspapers."

Mr. Stockbridge maintained that there were many popular delusions regarding the wishes of publication owners regarding war, the most pernicious being that the editor and owner welcomed war. Mr. Stockbridge declared that war was the most expensive luxury in the history of newspapers and that every newspaper wished for peace and not war.

The hardships of obtaining news from the European battlefields was explained by the editor, who went into great detail regarding the task of the present day censor. In spite of this, he declared, there had been practically no faking in the news, and there had been developed some of the greatest correspondents this country has ever boasted.

A change of methods in dealing with correspondents by the German government was explained by Mr. Stockbridge as being due to the fact that France and Great Britain, after the first edict against correspondents, realized their mistake and welcomed them. Thereafter Germany, seeing the Allies presenting their case so ably to the American public, changed tactics also and opened its arms to the foreign writers.

The speaker insisted that the American newspaper had kept a remarkably neutral attitude, especially in view of the fact that so little German news was getting to this side. He insisted that any real fact, whether touching on the Allies or the Germans, was welcomed in every newspaper office as a long lost brother.

In summarizing, Mr. Stockbridge ridiculed the idea that any of the local newspapers had been subsidized by foreign powers. One newspaper, he said, in particular, had popularly been charged with being in the hands of British interests. Yet that publication gives to German news the greatest space of any New York newspaper. He declared that he did not believe that a single cent of foreign capital was in a newspaper in this city that had not been there long before the war began.

ADAMS AND HIS TOMAHAWK

Tribune Investigator Now Only Needs Something to Expose.

Samuel Hopkins Adams is on the war path again. In the New York Tribune of Monday, June 28, appears for the first time the "Ad-Visor," a department which he is to conduct.

"This department," says Mr. Adams, "is devoted to separating the sheep of advertising from the goats—and hanging a bell on the goats. It deals with a very serious topic in a way that is not too serious. Its honest endeavor will be to answer with fairness, either in print or where that is inexpedient, by private letter, all fair questions about advertisements, while reserving the right to plead ignorance when that is the right answer. It asks nothing for its services except the confidence of its correspondents in giving their names and addresses, a confidence which will never be violated. Please state clearly whether you prefer to have your name withheld from answers printed here. No unsigned communications will be read."

The rules of the game are summed up in the following:

1st. That the questions be fair in spirit.

2d. That they have to do with advertising or advertised merchandise.

3d. That they call for expression of such opinions only as can be based upon actual and ascertainable facts.

4th. That the name and address of the writer be given, with the understanding that it shall be held confidential if so stipulated.

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 agate lines.
Largest Quantity Best Quality Circulation
The S. C. Beckwith Special Agency
 Sole Foreign Representatives
 New York Chicago St. Louis

Connecticut's Biggest and Best Daily Newspaper

The Hartford Times

Hartford, Conn.
 THE TIMES' circulation is 3c. circulation Home circulation
 "One paper in the home is worth a hundred on the highway."
KELLY-SMITH COMPANY
 Representatives
 220 Fifth Ave. Lytton Bldg.
 New York Chicago

The phenomenal growth and success of **IL PROGRESSO ITALO AMERICANO** the foremost Italian newspaper in the United States, has created an insistent demand for an

EVENING EDITION
 The first issue of which will appear next week.
 The evening edition will also be edited according to the standards of the best American metropolitan dailies.

IL PROGRESSO ITALO AMERICANO
 42 Elm Street, New York
 Member A. B. C.

THE PROVIDENCE JOURNAL

use a Scott Multi Unit Double Quadruple Press. It suits their requirements and would suit yours also.
 Let Us Figure It Out for You.
Walter Scott & Co.
 Plainfield, N. J.

THE INFLUENCE OF SUGGESTION

How Advertised Trade Marks Stamp Themselves Upon the Memory.

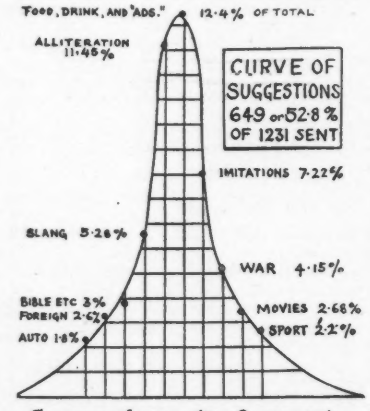
A really interesting insight into how the public mind is influenced by what is printed in the newspapers and in what proportion various features are registered, is afforded by the recent letter contest of the St. Louis Republic. The Republic recently conducted a contest for the purpose of selecting a caption for an editorial page department.

One thousand two hundred and thirty-one suggestions were sent in, and in due time the caption was chosen, and the prize awarded. Thereafter, Louis Albert Lamb, a well-known literary man, who had been one of the judges in the competition, asked permission to study carefully the 1,231 replies which had been received.

Of these he discarded 582 as too trite and commonplace. After careful study, Mr. Lamb evolved the following table to show what sort of influence had been in operation upon the minds of the 649 writers of the letters which remained.

	Number.	Pct. of Total.
Suggestions giving evidence of familiarity with trade-marks, "national advertising" matter, and relating to food and drinks, spices, etc.	153	12.40
Alliterative titles	141	11.45
Imitative of comic and other features of Sunday papers, periodicals and familiar "gags"	89	7.22
Titles based on current slang	65	5.28
Relating to war and fighting	51	4.15
From the Bible and literature	37	3.00
Based on moving-picture shows	33	2.68
Foreign languages	32	2.60
Sporting terms and allusions	26	2.20
Automobiles and "jitney" service	22	1.80

There is no doubt that the people are close readers of advertisements. Many of the most familiar trade marks are referred to either directly, or with obvious intent to produce close imita-



Commonplaces 47.2 percent
 tions. It would appear that the people are deeply interested in breakfast foods, crackers, pickles, chewing gum, flaked cereals, and the relishes or condiments used to make "warmed-over dishes" palatable.
 In addition to the above table Mr. Lamb made a chart which shows even more graphically, what he calls "the line of suggestions," which is reproduced herewith.

New Home for Pittsburgh Press Club
 Gay with a wealth of flowers, the Pittsburgh Press Club had its formal opening on Wednesday, June 30, with an elaborate and interesting program. John Temple Graves, editorial director of the International News Service, of Washington, D. C., delivered an address, following a reception from 7 to 9 p. m. The arrangements were in the hands of the men from the afternoon papers from 8 p. m. until midnight, and from then on in the hands of the men from the morning papers.
 The club had been refurbished and re-decorated throughout and is the most attractive home the club has had. All its books, rare curios and trophies have been placed on exhibition, as well as its collection of photographs.

Melville E. Stone Honored by Yale
 At Yale commencement last week the University conferred upon Melville E. Stone, general manager of the Associated Press, the degree of Master of Arts. This is not the first time that Mr. Stone has received an honorary degree. Twenty



MELVILLE E. STONE, M. A., LL. D.
 years ago Middlebury College at Middlebury, Vt., conferred upon him the degree of LL.D., and ten years ago Ohio Wesleyan University gave him a similar degree.

MARKET VALUE OF EDITORIALS

Why the New York Tribune Returned a Check From the Times

The New York newspaper world has been much amused the past week over a little exchange of polite amenities between the Times and the Tribune, of New York. It appears that, on the occasion of the appearance of a certain diplomatic note, the two papers exchanged galley proofs of their respective editorials on the subject, as is customary. Shortly afterward the Times received a bill for \$3.59 for the above-mentioned editorial. Leaving aside the delicate question of whether a Tribune editorial is worth that much more than a Times editorial of equal length it was contended in the Times office that there existed no precedent for such a charge.

The Times, however, was no "welcher." After a suitable interval for meditation and consultation the following reply was drafted and sent to the Tribune:
 "We acknowledge with pleasure an indebtedness of \$3.59, brought to our attention through a bill rendered by the New York Tribune, an indebtedness which, it appears, we have incurred for the privilege of republishing a recent editorial article from that excellent newspaper. Pending the discharge of the obligation by the methods of commerce, we hasten to assure our neighbor that we shall take no advantage of its guarantee of money refunded for goods found unsatisfactory, although we were able to use only 495 of the 1,075 words mentioned in the Tribune's bill and were by strict accounting at the rate specified entitled to receive two words more. As the New Zealand Triad observes, money must be spent like water in the production of a comprehensive journal like the New York Times."
 In due time a check for the amount due was forwarded to the Tribune by the Times.

Over at the Tribune office the whole affair was incomprehensible. The celebrated Tribune investigators were put on the case and soon discovered that the Times had been the recipient of the output of the Tribune's syndicate for the vending of editorial opinion outside of New York. Therefore the check was returned.

R. J. BIDWELL CO.

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

Pittsburgh's Two BIG Newspapers

GAZETTE TIMES
 Morning and Sunday
CHRONICLE TELEGRAPH
 Evening except Sunday
 Nearly all local and general advertisers use them. Flat combination rate 22 1/2% per agate line per insertion.
 For further information and co-operation write
Urban E. Dice
 Foreign Advertising Manager
 Pittsburgh, Pennsylvania.
 J. C. Wilberding The John M. Branham Co.
 225 Fifth Avenue Malters' Bldg., Chicago
 New York City Chemical Bldg., St. Louis

THE ORANGE LEADER

is the only Daily (Evening) and Weekly Paper published in
ORANGE, TEXAS
 and Orange County, and the only paper that covers the richest section of Southeast Texas and Southwest Louisiana.
 "Circulation books open to all"
THE LEADER PRINTING CO.
 Orange, Texas
 W. H. Stark, Owner.
 Hugh K. Taylor, Mgr.
 Foreign Representatives
 Robert W. Sykes, Jr. Walter U. Clark
 1 Madison Ave., Advertising Bldg.,
 New York, Chicago, Ill.

THE NEW HAVEN Times-Leader

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.
 The only evening paper in New Haven, member of Audit Bureau of Circulations.
 Bryant, Griffiths and Fredericks
 225 Fifth Ave. 716 Peoples Gas Bldg.
 New York Chicago

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

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

CHAMP CLARK, EDITOR

Famous Missourian Tells of His Experience as a Newspaper Man and Special Writer at St. Louis Press Club's Recent Annual Frolic.

It is estimated that 10,000 people visited Delmar Gardens, St. Louis, Thursday, June 17, when the St. Louis Press Club gave its third annual frolic. The attendance is said to have been without precedent for affairs of this kind. At the evening performance Champ Clark was the star attraction, who received a remarkable ovation. Earlier in the day Speaker Clark was entertained at luncheon at the Press Club, where he spoke briefly.

In his evening address at Delmar Gardens Mr. Clark, in referring to his newspaper experience in his younger days, said:

"I worked on the Riverside Press of Louisiana, Mo., now the Weekly and Daily Press Journal, conducted by Philosopher Isaac Newton.

"The eleven months I spent as editor was one of my most valuable experiences. I not only made money, but formed the newspaper habit of quick thinking and quick writing.

"A newspaper man in the very nature of things and the necessities of the case must fire off-handed and without rest.

SHOOT FOLLY AS IT FLIES.

"To borrow the words of Alexander Pope, the greatest epigrammatist who ever put a pen to paper, 'Man must shoot folly as it flies, and, truth to tell, he must shoot almost anything on the wing.'

"The newspaper man has not time to chew the end of his lead pencil while cudgeling his brains for the modes of expression.

"When I came to Missouri the late Stillson Hutchins was editor of the St. Louis Times. On one occasion he said in an editorial squib that a certain public man whom he disliked ought to be a great lawyer and statesman, but that his ideas came to him by freight the day after he needed them.

"I have thought of that squib many times in connection with both myself and others. It is said that the finest after-dinner speeches are those studied out at home in bed some hours after the banquets are over.

"I have often thought that if the sparkling, witty, humorous, sarcastic repartee which occurs to men a few hours too late, and therefore remains forever unuttered, could be printed in a book, they would make what Horace Greeley would denominate 'very interesting reading.'

"Listening to an ill-digested speech in the House one day, and being greatly bored thereby, that masterful man, Thomas Brackett Reed, turned wearily to me and said: 'Clark, no gentleman has the right to pour his undigested thoughts upon this House.'

"But, while newspaper men frequently thoroughly digest their stories there are occasions when they must go undigested, particularly when the devil is yelling for copy and the foreman threatening to close the forms.

THE DUDE AND THE HAMMOCK.

"Speaking of epigrams, the finest one made in a quarter of a century was by a Missouri newspaper man, Walter Williams, dean of the Missouri School of Journalism.

"One morning he said to his Sunday school, the largest in the world: 'Fame has snatched men from the carpenter's bench, the blacksmith's forge and the plow, but fame never reached over a picket fence and snatched a dude out of a hammock.'

"The first piece of reporting that I ever did came very near getting me into a shooting scrape. While I was teaching school at Louisiana one Saturday my venerable and well-beloved friend, Gen. J. S. Jamison, then editor of the Riverside Press, now enjoying his otium cum dignitate at Guthrie, Okla., called me

to go down to a trial of a prominent citizen for assault and battery and report it—which I did, too truly and literally.

"The prominent citizen was all rolled up and came after me with blood in his eyes, but Gen. Jamison, who had been a captain under Gen. Walker in Nicaragua and also in the Confederate Army, quietly assumed the authorship of my report, which reduced the temper of the prominent citizen to zero.

"In addition to editing the Riverside Press for eleven months I have written much for magazines and newspapers. For nearly ten years I wrote a weekly syndicate Democratic letter for the American Press Association, and made some money and a host of friends thereby. Necessarily I have had a wide experience, and I can truthfully say that as a rule newspaper men are the soul of honor."

THOMSON-CLARK WEDDING

Five Thousand People Witness the Ceremony at Bowling Green, Mo

It is safe to say that no wedding has taken place in the West in many years that has attracted such wide attention or aroused greater interest than that of James M. Thomson, publisher of the New Orleans Item, and Miss Genevieve Clark, daughter of Speaker Champ Clark, which took place at Bowling Green, Mo., Wednesday.

The popularity of Mr. Clark and the prominence of the bridegroom in newspaper circles had much to do with drawing to this small town over 5,000 people to witness the ceremony. The bride's father had invited all Missourians to be present, and he meant it, too, and they flocked in from all directions. Then, too, there were present some distinguished statesmen, editors, and business men. Among them being Col. Henry Watterson, Col. George M. Harvey, James A. Mann, Republican leader of the House, and Senators Reed and Stone.

The wedding presents were many and costly. President Wilson sent two silver composites; members of the House of Representatives of the Sixty-third and Sixty-fourth Congresses gave a necklace containing 250 diamonds; Secretary and Mrs. McAdoo sent a solid silver pitcher; Justice and Mrs. Lamar, a silver salver; Mr. and Mrs. William Randolph Hearst, two silver dishes; Mrs. Samuel B. Sneath, vice-president of the General Federation of Women's Clubs, a set of sixty cut glasses. Col. Watterson, a silver pitcher; Assistant Postmaster-General Dockery, a silver vase; former Secretary of State Knox and Mrs. Knox, a silver cake basket; Mayor Curley of Boston, a set of cut glass lemonade and tea glasses; Mrs. Mary Lockwood of Washington, D. C., one of the founders of the Daughters of the American Revolution, a set of silver and pearl fruit knives.

After the festivities Mr. and Mrs. Thomson went North on their honeymoon. Their destination was not announced.

One of the presents which Mr. and Mrs. Thomson will especially prize will be the one given them by the newsboys and carriers of the New Orleans Item. This consisted of a fac simile of the front page of the Item reproduced on a silver plate framed in a double border of silver and all mounted on a piece of highly polished walnut. The boys gave from two to ten cents each, and practically every newsboy in the city contributed to the gift. The presentation was made to Mr. Thomson by C. F. Namias, city circulation manager of the Item, on behalf of the boys. Arthur G. Schulze, a local manufacturing jeweler, designed and executed the gift.

The employees of the Item presented Mr. and Mrs. Thomson with a chest of silver and a large silver tray.

Charles W. Myers, of the Portland Oregonian news staff and formerly with the Timberman, has resigned to manage the Portland (Ore.) Press Club.

WEDDING BELLS

William C. Collings, city editor of the Kane (Pa.) Republican, and Miss Edne Pearle Crosby, of Kane, were married at Mayville, N. H., on June 24. Mr. and Mrs. Collings are to make their home in Kane.

L. J. Raisor, reporter on the Hornell (N. Y.) Times Tribune and Hornell representative of the Corning Evening Leader, and Miss Retn L. Beard, were married on June 22 at the residence of the Rev. F. J. Norton, at Armory Place, Hornell, by the Rev. Charles Shay.

John C. Waller, sporting editor on the Rochester (N. Y.) Post Express, and Miss Mary Edna Rinu, of Rochester, were married on June 19, at Holy Rosary Church, Rochester. Mr. Waller is one of the best-known sport writers in New York state.

C. Victor Blatchford, editor of the Listowel (Ont.) Banner, and formerly city editor of the Windsor Evening Record, and Miss Miriam Winnifred Gray, of Sandwich, were married on June 19, at Windsor, by the Rev. Rural Dean Snelgrove.

Thomas C. Kenney, for more than ten years on the staff of the Malden (Mass.) Evening News, and Miss Margaret W. Murray, of Malden, were married secretly on January 24, at the rectory of the Boston Cathedral of the Holy Cross.

Philip A. Bayne, city editor of the Hudson Dispatch, Hoboken, N. J., and Miss Helena M. Bechtold, of West New York, were married Wednesday, June 16, in St. Joseph's Church of the Palisades, by Rev. Father Keyes. Mr. and Mrs. Bayne are spending their honeymoon in the Muskoka Lake district, Canada.

Thomas W. Gerber, court house reporter of the Portland Oregonian, and Miss Mary Ann Smith, who does the "movies" for the same publication, were married at Portland, Ore., June 23.

Kenney Goes to St. Louis Star

Rumor has it that the St. Louis Star is to have a new circulation manager. A report from Boston states that J. J. Kenney is to be the new man. Kenney was formerly city circulation manager of the Boston American.

Telephone Rates Reduced

New Yorkers feel like shaking hands with themselves this week, because the new schedule of telephone rates went into effect on Thursday. The reduction in tolls was brought about chiefly through the work of the Evening World, and will affect a saving to the public of \$2,636,000 a year. The rate from any point in Manhattan to any point in Brooklyn is 5 cents. In Manhattan, Lower Bronx and Brooklyn a minimum individual service of 800 messages for \$40 will be provided. The rate has been \$43.20 for 600 messages. The rates for additional messages are also much more reasonable than in the past. In Upper Bronx, Queens and Richmond a minimum individual service of 720 messages for \$36 will supersede the 600 messages now provided for \$43.20.



NEW ORLEANS NEWSBOYS' GIFT TO MR. AND MRS. JAMES M. THOMSON

BEING DESEPERATELY ILL

without promise of recovery, owner of half of dominant daily in Southwestern city of 12,000, will sell his interest for \$14,000. Purchaser to take business management at salary of \$150 monthly. In past five years this interest returned owner \$17,683.57 cash for personal effort and investment. \$9,000 cash necessary; balance can be deferred. Proposition M. H.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

\$5,000 CASH

Balance deferred, will buy a Daily Evening newspaper property located in a Southern State which earned for owner last year nearly four thousand dollars. No competition. Splendid equipment. Good opportunity for newspaper man with small capital who wants to own a Daily newspaper.

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.

Washington correspondent of recognized ability desires to make new connection. Can furnish finest references. Close touch with officials. X. Y. Z., care of National Press Club, Washington, D. C.

Editor, 17 years' experience in newspaper work, Metropolitan and small city, desires engagement as publisher, editor in chief, managing editor or editorial writer. Now near New York City; will go anywhere on satisfactory terms. Knows business end and how to make all departments work harmoniously and efficiently. Clean record and highest recommendations. No small job wanted, but salary need not be put up to size of job until I have made good. D. 1502, care Editor and Publisher.

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

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

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 Mss. on any subject you wish by many different authors. Exclusive territorial rights. Make your paper a power editorially. Address Literary Bureau, EP2, Hamblin, Mo.

Forty-six Years a Reporter

W. W. Douglass, for forty-six years a newspaper writer in Jacksonville, died a few days ago in that city. The Florida Metropolis printed a half-column editorial tribute to Mr. Douglass' memory, in which it was stated that he was probably the oldest newspaper reporter in this country. Continuing the writer says:

"He was of the old school of journalists. There was nothing of the sensational in his make-up. He probably suppressed as many good stories as he wrote. He believed in accuracy, and the last days of his work on the paper he was just as painstaking, just as stubborn in his contention for correctness, fairness and friendliness in the matter he prepared, as ever he was, and his place, nor that of any other of his kind in journalism can never be filled."

The Detroit Free Press

"Michigan's Greatest Newspaper"

The Largest
2-Cent Morning Circulation
In America

Rates and information
direct, or from

VERREE & CONKLIN, INC.,
Brunswick Bldg. New York Steger Bldg. Chicago

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
Pittsburg Dispatch
Greater Pittsburg's Greatest
Newspaper

WALLACE G. BROOKE,
Brunswick Building, New York

HORACE M. FORD,
Peoples Gas Building, Chicago

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

DETROIT SATURDAY NIGHT

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

Every Column Clean

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

Foreign Advertising Representative

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

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

Foreign Advertising Representatives

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

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

POOR RICHARD'S VICTORY

Philadelphians Secured 1916 A. A. C. W. Convention Through Energetic Work—Newspapers Asked to Settle An Important Question—Two Weddings.

(Special Correspondence.)

PHILADELPHIA, June 30.—The greatest elation reigns in the Quaker City over the capture of the 1916 convention of the Associated Advertising Clubs of the World through the splendid efforts of our Poor Richards. The club went to Chicago by no means sure of victory—though they would not have admitted it for worlds—but with characteristic Philadelphia thoroughness, so admirably had the advance campaign been conducted, that the battle was won almost without a shot, and other contestants for the prize were forced into acceptance of the situation and hearty concurrence with the decision which, according to R. H. Durbin, president of the local club, will be the greatest single boost for this municipality that it has had since the Centennial.

WHEN THE IDEA GERMINATED.

The idea germinated before the Toronto convention, and for the entire year past the club members worked steadily toward their goal. After the luncheon at the Adelphia last winter, when ex-President Dobbs, Llewellyn Pratt and Karl Hunt were guests of honor, enthusiasm grew by leaps and bounds. The endorsements of the Chamber of Commerce, the Board of Trade, the Manufacturers' Association, the Associated Advertising Agents, the Rotary Club and kindred organizations, 12 in all, were the first step forward. Followed the superb offer of the University of Pennsylvania grounds for a meeting place, the first time in the world's history that advertising has been dignified by distinguished academic recognition, and an especially important factor in the final triumph, according to President-elect Hunton. Next came the invitation of Mayor Blankenburg, after resolutions to that effect had been passed by Select and Common Councils, which have never before taken a similar step to bring a convention here.

The newspapers were prodigal of space, both in news and advertising columns, owing to the activities of Rowe Stewart, advertising manager of the Record, and chairman of the local convention committee. Free advertisements were run repeatedly, 300 lines across three columns, the Ledger being especially generous in the matter. Cyrus H. K. Curtis, a Poor Richard member, also contributed money to the campaign fund, as did Atlee Burpee, a well-known seedsmen. In the club, by the way, a big thermometer began in March, to mark off in ascending scale the names of those deciding to make the trip. "In 24 hours all opposition was over," says Mr. Durbin, and all here are agreed it was a noble victory and are full of joy over the great business results which will be forthcoming. A special convention number of Poor Richard's Almanac will be issued shortly.

MEMBERS OF THE PARTY.

Newspaper men in the party were Rowe Stewart, the Record; John C. Marin, Alvin R. Plough, Fenton Kelsey and Hugh Burke, of the Ledger; W. Percy Jills, the Evening Bulletin; Edward S. Lowman, the Inquirer; E. S. Edmonson and Robert Vail, the North American; E. K. Leech, the Evening Telegraph, and Tom Daly, the Catholic Standard and Times. As these lines are written, President Durbin, mallet in hand, is breaking through the party wall of the clubhouse on South Camac street into the adjoining property, which is to be added to the quarters of the club during the summer, among other things, making the dining-room just double its present size. Luncheon preceded the ceremonies, and before their conclusion, every man present will take a whack at the partition with a specially provided souvenir mallet.

The newspapers of the State are to help in settling the delicate question, "Who is the most eminent Pennsylvanian?" which the directors of the

Panama-Pacific Exposition asked Governor Brumbaugh to decide, and which he calmly passed over to his friends, the editors. The Philadelphia Press was in the field in a jiffy, putting the matter up to its readers and publishing each day a coupon on which folks were asked to record their choice and give reasons why. The results already are so interesting that it is a pity that every important paper in the Commonwealth is not pursuing the same course. The recipient of the honor is to be specially feted at the Exposition on a designated day, and may be either a man or a woman. After five days' voting, John Wanamaker, who led from the start, has somewhat over a thousand ballots to his credit, and it is worth while noting, not only that Dr. Russell Conwell, founder of Temple University, is a close runner-up, but that after Governor Brumbaugh himself, Dr. Anna Shaw comes next with 642 votes. Harrington Fitzgerald, of the defunct Item, has 355 votes, and Mrs. E. T. Stotesbury has just two more than her husband. Edward W. Bok, editor of the Ladies' Home Journal, and E. A. Van Valkenburg have also their admirers. The Evening Ledger ran a page of 20 portraits, chivalrously and fitly including Dr. Shaw, Violet Oakley, the famous artist, and M. Carey Thomas, dean of Bryn Mawr, and asked readers to clip their choice and mail it to the paper, or to name a man or woman of their selection. The results were sent to the Governor, and though they have not been published, I am informed that the two leaders were the same as in the Press Hall of Fame.

So alert is the Evening Ledger in its pursuit of "stop-the-press" news, that not only do the reporters represent a very high degree of efficiency in that direction, but the spirit is being transmitted to their women friends as well. A bouquet from the paper should assuredly go to a certain Devon damsel, whose interest in journalism is being cultivated by Robert Bould, and who called up the office last Saturday to tell him of a murder in that suburb of which she had just heard, and by virtue of which tip the Bulletin was beaten on an important story by an entire edition.

S. D. MCCOY A BENEDICT.

Ella Neely, a well-known student of the Academy of the Fine Arts and noted for her graceful dancing, was married June 17 to Samuel Duff McCoy, of the class of 1905, Princeton, a member of the staff of the Public Ledger, and a frequent contributor of verse to leading magazines. His first novel will be published this coming fall. Mrs. McCoy is a sister of Henry P. Neely, aeronautical sharp and writer of many published volumes of fiction of the Evening Telegraph staff. She is a descendant of Priscilla Alden, famed in Longfellow's poem, "The Courtship of Miles Standish," and is related to the family of Grover Cleveland. Mr. McCoy's mother is the widow of Rev. Daniel C. McCoy, a pioneer missionary to China, and resides in Indianapolis. Before he came to this city Mr. McCoy was for two years assistant editor of the Reader Magazine, published by the Bobbs-Merrill Company, and remained with that company in an editorial capacity after the magazine was incorporated with Putnam's Monthly.

Samuel Brown Collins, an old newspaper man and a member of the Pen and Pencil Club before he went into law, was married in New York last week to Miss Beulah May Matter, a secretary of the U. G. I.

Henry Beach Needham, whose tragic death while flying with Lieutenant Warneford in France, has been widely described, was a frequent contributor to the Saturday Evening Post, and lived for a year in the literary colony at Wynecote, just outside this city. He was a member of the Franklin Inn, and had many friends, among them Connie Mack.

Samuel E. Eichelberger, for thirteen years well known as a newspaper man in this city, and later publicity representative of the Rapid Transit Company, died after six months' illness in St. Joseph's Hospital, Baltimore. His family was prominent in the history of Maryland and Pennsylvania.

CURTIS WAGER-SMITH.

Fakers and Crooks

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

The New York Times

MID-WEEK PICTORIAL

Vivid Pictures of the War

Beautifully Printed by
Rotogravure Process
on Fine Paper

Best Illustrated Weekly in America

10c. on all news stands

Times Square New York

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.

The New York Evening Post

announces the appointment of

LOUIS GILMAN

as Eastern

Foreign Advertising Representative

with offices in the World Building

Western Office (Ryan & Inman)

McCormick Building, 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

LOCAL "BULLDOG" SALES

Circulation Manager Corrigan, of the St. Louis Times Thinks They Can Be Made Profitable If Rightly Handled, and Tells Why.

By Robert J. Corrigan, Circulation Manager of the St. Louis Times, at the I. C. M. A. Convention, Murray Bay.

"I have promoted the local distribution of 'Bulldogs,' or predated Sunday editions, of three newspapers (two in Indianapolis and one in St. Louis) during the past seven years. My experience with that phase of a Sunday newspaper's sales leads me to the following conclusions:

"That it is safe to assume, in a city of from 250,000 to 750,000 population, that a sale of from 2,000 to 6,000 copies of 'Bulldogs' can be maintained, and that only a very small proportion of this sale is at the expense of the regular morning street distribution.

THE COST IS SLIGHT

"Where there is no keen competition, the cost of putting out the 'Bulldog' on the local streets is only nominal, due to the fact that it consists almost entirely of hiring one wagon or truck for the down town district and a carfare allowance to the newsboys who come in for their papers from the residential sections. There is no overtime in the mailing room, and the members of the circulation department who assist, do so without extra compensation—and of course no part of the general expense of issuing the 'Bulldogs' should be charged against the local distribution.

"My first tryout of selling the 'Bulldogs' came through fighting an outside paper in Indianapolis in 1908. This paper persisted in sending a gang of imported newsboys into the field with predated editions of the Sunday paper from another city. It took quite a while to put this opposition out of business, and in the meantime, the sales of our own 'Bulldog' had grown to such proportions that it would have hurt my 'circulation conscience' to discontinue the sale after it was established. Later on a new Sunday paper was started, with which I became connected, and this 'Bulldog' was also sold in the local field. Strange as it may seem, the sales of 'Bulldogs' on both papers were nearly equal, but the volume of copies sold by the first paper in the field was not materially affected.

"The competition in Indianapolis, however, resulted in the two papers each spending a few dollars among the newsboys in the way of extra compensation to keep them on the prominent corners all night, a result of the spirit to keep up representation 'as long as the other fellow did.' Finally, the St. Louis newspapers agreed among themselves not to locally sell this edition. None of the St. Louis Sunday papers now sell the 'Bulldogs' on the local streets.

BULLDOG SALES HELP

"While the volume of sales of the 'Bulldogs' are a very substantial help, there are complaints from time to time from the advertiser whose copy comes in too late to get in the early edition. He will not like it a bit to have his fellow merchant's announcements appear and his own missing, after he has been charged with the space, even though it is the advertiser's own fault in not respecting the 'dead-line' time to get his copy to the office. However, this will not happen more than once to any one merchant, as he realizes, the first time, that it is up to him to get his copy in on time.

"The impression is likely to get out among the paper's Sunday readers that the regular time for the Sunday issue to go to press is early Saturday night, unless the papers are marked. I overcame this by having a large rubber stamp made, to read 'Early Mail Edition.' This was used on the comic section, at the right top margin, the approximate number of comics needed being stamped up early in the morning and laid aside to be used for the local 'Bulldog' distribution. The comic section was, of course, the outside sheet when the papers were assembled.

"The throngs of persons coming from the theatres and other amusement places contain many newspaper buyers. There is an impelling desire to take a look at the comic and magazine sections on the homeward-bound car, after which the reader very naturally turns to the main part of the paper. As a rule this purchaser of the 'Bulldog' is soundly slumbering when the carrier, or the neighborhood newsboy, throws the city edition on his porch Sunday morning, therefore his purchase of the early edition the night before has not prevented the sale of the regular edition in the morning. There is, too, the 'night-owl' element who do not number themselves among the citizens arising before noon on Sundays. These persons ordinarily do not buy a regular Sunday morning paper, but they will get the 'Bulldog' edition.

Many former newsboys, who work in factories or are engaged in other pursuits during the week, come out on Saturday nights to earn an extra dollar or two selling the 'Bulldogs.' These grown up chaps are leather-lunged as a rule, and their cries carry and echo the name of the paper through all the hours of the night.

BIG BOYS BEST

"The small newsboy should not be permitted to sell the late Saturday night papers, as the Juvenile Court officer or the police will make a complaint to the newspaper office if these little chaps are permitted to handle the 'Bulldogs.' It is best therefore to play safe in this respect and employ only the larger boys or men in promoting the sale.

"Summing up the matter, based on my experience, I believe that 'Bulldogs' can be sold on Saturday nights in the city of publication with very little expense, and will afford a substantial help in the Sunday circulation total. I can readily perceive, however, that if two or more newspapers became keen competitors in the matter of pushing the 'Bulldog' sales, quite an expense might be incurred. But as my own personal observation was that the expense of selling is small, and the circulation increase of tempting proportions, I will go on record as stating that, receipts and expenses considered, the local sale of Sunday 'Bulldog' editions is helpful to the newspaper which fosters the plan, and that very little harm can result from such a distribution."

BOYS BEST REPRESENTATIVES

At Least, That Has Been the Experience of an Important Cleveland Circulator.

By J. J. Lynch, Manager of the Circulation Department of the Cleveland Press, at the I. C. M. A. Convention at Murray Bay.

"On probably ninety per cent. of the newspapers published, the idea prevails that delivered circulation is best handled by men carriers. What is more natural? It would seem that men ought to make the best representatives. They ought to have the intelligence, ability, etc., to handle the business to the best interests of the people, and to the newspaper. But do they? Our experience has taught us that they do not.

"We have found that men representatives are harder to handle than boys. They are too dictatorial, more easily intimidated and less apt to pay attention to orders or circulation offers and surely slow in making increases, compared with boys. We have had sad experiences with men representatives.

EXPERIENCE BIGGEST ASSET

"Experience' they say 'is the best teacher.' To us it proved our biggest asset. We installed the 'boy system' in every instance when men rebelled, and it has been growing rapidly to the present time, until our delivery system is nearly 100 per cent. boys, for out of a total of 4,000 carriers, in the city and country, we have about forty men carrying our paper, the balance being boys.

"In every instance where we appointed boys to replace men, we have made a nice increase. The boys have given excellent delivery, and paid their accounts more promptly and with less squabbling than the men.

"Our motto is to select the right boy, as far as thought, intelligence and hustling ability go, for the right boy is fifty per cent. of our success. Having evidenced faith in the boy, the next thing is to spend a fair share of time each week, or month in teaching him what we want him to do. Once we get him into our way of doing, he will do a great deal to increase our business and is a very valuable asset.

"Possibly more time and pains are taken by our representatives in the selection of boys, than to any other part of our circulation. We have been fully rewarded for our pains, for I can say without fear, that we have one of the best boys' organizations, that it is possible to get together.

"Some twenty years ago, we adopted the 'boy system.' It has been a big success for us. We are therefore much pleased with the change, and would never return to men carriers under any consideration.

"Another good example of the 'boy system' is partially in force by the Saturday Evening Post. No one can deny their success and it is my candid opinion that most of their success has been made through the adoption of the 'boy system.'"

WHERE TO ADVERTISE

Why Mr. Morton Favors the Daily Newspaper in Publicity Campaigns.

By J. W. MORTON.

The right place to advertise merchandise is upon the spot where it is to be sold—where dealers have stocks and are ready to meet the demand.

If an article has universal distribution and is in universal demand, "shot-gun" advertising, having a wide though scanty spread, might not prove unprofitable. But I have never known an article that fully meets this requirement as to distribution and demand.

A single three-inch shell, dropped squarely on the right spot, will cause

more commotion and beget more action than a ton of bird-shot scattered over the landscape.

Between the shot-gun spread of the national periodical and the intimate impact of the local daily, I will choose the latter, every time, for advertising a corset that is in large but not universal demand, and has wide but not universal distribution.

This is said without prejudice. The newspaper is not the only advertising medium of value. For some articles, under certain conditions, I can readily believe that even street car cards might bring better results for the money expended.

All forms of advertising have some value, even programs and directories; but, for a vast majority of articles to be exploited nationally, I am convinced more firmly than ever that high-class daily newspapers constitute a medium that is far and away the best from all standpoints.

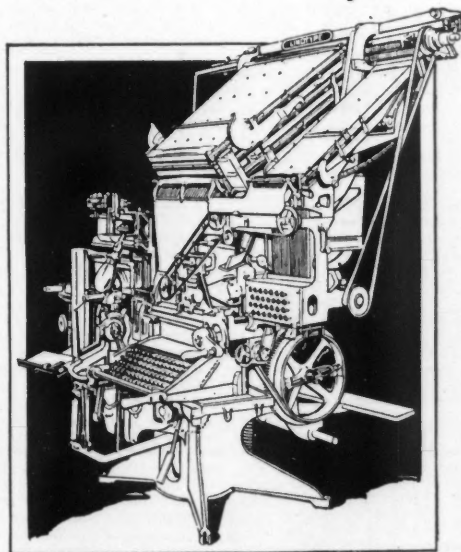
AD MEN SUPPORT BILL

Will Do All in Their Power to Have It Passed by the Legislature.

At the coming session of the legislature the Ad Men's Club of Atlanta will actively back a proposed bill to safeguard honesty in advertising. They will call to their assistance in getting this proposed bill passed, the help of various associations and business organizations throughout Georgia as well as merchants and others who are interested in the subject.

Endorsements of this bill are expected from the Georgia Chamber of Commerce, the Atlanta Retail Merchants' Association, the Georgia Manufacturers' Association, the Atlanta Chamber of Commerce, the Merchants' and Manufacturers' Association, the Retail Merchants' Association of Georgia, the Credit Bureau, the Atlanta Retail Grocers' and Butchers' Association and a majority of the chambers of commerce and boards of trade around Georgia.

The Multiple Linotype Way Is the Modern Way



Model 14 with Auxiliary Magazine

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO

LIVE TOPICS DISCUSSED BY READERS

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

DREIER ON AD SERMONS

The Thomas Dreier Service,
University Press, Cambridge, Mass.

June 29, 1915.

THE EDITOR AND PUBLISHER:

Last year, God help me! I was compelled to read nearly every sermon inflicted upon the people of Toronto by the advertising men. I may have been fortunate enough to escape from some of them. This year, just because I had led a wicked life and wanted to do penance, I read all I could find.

In Baltimore one of the lay preachers, a magazine solicitor in real life, bought a special suit of clothes for the occasion—one of those long coat affairs that a preacher wears when he goes out to drink tea and eat Nabiscos.

The only thing about him that told me he was not a real preacher was his collar. That was a regular, everyday, honest-gosh advertising man's collar.

This man is a corker when he is on the job of selling space. He's alive, snappy, right to the point. One can't meet him without feeling a little more like plunging into work. He's direct, straightforward, businesslike.

But when he got that imitation preacher togery on and adjusted his voice to what he thought a preacher's voice should be, he was a funny gook.

And those sermons!

Imitations—every darn one of them.

"If they would only put advertising men into the pulpits—active business men who understand the needs of the people," yowled some critics of the church, "all would be well. The trouble with the average preacher is that he is too far away from real life. He lives with his books in a study and doesn't buck up against the raw meat of business life. It is the business man, especially the advertising business man, who has the real stuff in his innards."

But what happens when the advertising men get a chance to fill pulpits?

I pause long enough to give you a chance to reply.

What happens?

METAMORPHOSIS.

This is what happens: A good advertising man is changed in the twinkling of an eye into a damn poor preacher.

An advertising man talking business talk to a business crowd in a businesslike manner would be fine in or out of a church.

But when a business man talks imitation preacher talk (and the majority of them do when they get into a pulpit) the whole affair is an imitation, a fake, a frost, a get-the-hook proposition.

If I were basing my gentle statements upon the maltreated extracts that appear in the newspapers Monday morning I might be accused of talking without facts to back me up.

But I've read the manuscripts—the authorized, official, blown-in-the-bottle manuscripts supplied by the imitation-preachers themselves.

They were filed with mush, goo, slush, saliva. They lacked stickum.

If those fellows tried to get that kind of copy across in paid space they'd be mobbed by the men who paid the bills.

They violated nearly every rule.

"Get action into your stuff," says the advertising man—"make it alive. Put gimp into it. Put what you can in story form. Illustrate it. Put color into it. And for God's sake make it real!"

But when the advertising man goes through the mental hokus-pokus that changes him into a preacher he seems to lose sight of his own preaching.

I quarrel with these preachers because they aren't true to life. To my benighted way of thinking a preacher must first of all be himself—must be true to himself—must be natural. What he says must be a part of him. When he speaks he must give himself. If he hasn't anything to give he belongs in the silence.

It isn't because the advertising men have nothing to give. They have. They are mentally and spiritually rich. They grade every bit as high as the average preacher. They are just as good and holy and honest.

But why in the name of the gods don't they give themselves when they get into the pulpits?

Why should a good advertising man change himself into a fake preacher?

Does the day, the place, the atmosphere of the church get their goat?

"We never had a talk like that before," said members of a congregation to an advertising man who talked in their church one Sunday night, crowding forward after the services. "We want you to come again."

Why did they want him again?

He made them laugh in church. He used slang. He talked straight to them—just as he talked at his own fireside to his friends, or as he talks in his office.

He was himself. He gave himself. He was no fake. He didn't whine and wall and pretend to know a devil of a lot about scripture. He talked about life.

Instead of saying: "The Good Book says," he told them about something Bill Jones said to his little boy when he tossed a rock at Sammy Smith's yellow dog, and then he switched on to something about a fellow who ran a butcher shop to the glory of his neighborhood and the health of the neighbors.

He talked about stuff with which he was familiar. He talked straight out of his heart.

He didn't wrap a wet rag around his head some night and poke his way through the Bible to cram his head with unfamiliar maxims and wise sayings.

An advertising man has no more business trying to be a preacher than a preacher has trying to be an advertising man.

The advertising man who fozzles in a pulpit ought to have some turpentine shot into his rear guard.

I'd rather hear a straight-from-the-heart, honest, here's-what-I-think assortment of cuss-words, than a lot of Nabisco, pink-tea, namby-pamby, fake religious talk.

The fear bug catches these amateur preachers. They get the assignment and then ask themselves: "What do those folks expect from me?"

They aren't honest. They ought to get the Sidener treatment. Old Doc Sidener ought to go over the sermons and no sermon should be preached that isn't the real thing.

A fake sermon by a fake preacher is as bad as a fake advertisement.

A talk that won't get the fellows at the club is a bum talk to inflict upon a congregation. If there isn't enough man-stuff in it to get across with the fellows one works with every day there isn't enough merit in it to preach it from a pulpit.

I've been holding this in for two years and a Chicago sermon I have just read has made me shoot a few sentences out where they may do some good.

What? Well, bless my soul, if here isn't Bert Moses to welcome me to a seat at his right hand!

THOMAS DREIER.

THE UNJUST ADVERTISER

CHICAGO, June 18, 1915.

EDITOR AND PUBLISHER:

Co-operation among newspapers to get advertising in daily papers, and co-operation of the newspapers with advertisers have been very satisfactory in the past few years.

This work has borne fruit in our office and many other offices. It does not hurt the magazines, but it has increased the amount of advertising going to dailies, which, for many years, took a rather narrow attitude on the whole idea of helping out the advertiser by giving needed information.

I have always regarded it as a foolish policy for any newspaper to spend salaries and commissions and traveling expenses of men who would chase around asking for this schedule and that schedule, and then to sit back and refuse to spend \$2 worth of time in giving the prospective advertiser important information in its local field, visiting or telephoning the dealer and co-operating in other ways.

But now comes a serious problem.

How is the newspaper going to protect itself against bad faith on the part of the advertiser?

We have such a case now, in which we have secured the co-operation in a splendid way from several hundred newspapers. Our relations with the advertiser started out satisfactorily. Our relations with the publishers have been satisfactory for many years, and the publishers responded well.

Then the advertiser, in the middle of the campaign, just after starting his advertising, hears of one of these trick free space services in exchange for mat. service. He gets into some kind of a selling agency scheme in which the inducement is put up that he is going to get his advertising at an immensely reduced price.

We have had report blanks printed, and they have been filled out in detail by hundreds of newspapers, showing the situation in the town, what dealers there were, what

business they were doing, what dealer was doing the most business in his specialty, how he was getting the business, and from what firms he bought. These report sheets were filled out in good faith by the publishers and turned over by us in good faith to the advertiser.

Now we are beginning to get letters from newspapers showing that the advertiser is giving this space only to the paper that will buy a mat. service.

In other words, the paper gives valuable information, does considerable advance work, and the agency submits this to the advertiser. A representative of the advertiser then goes around to that town, utilizing the information, and tells the publisher that he can get the business if he will run it free, or, in other words, in return for a mat. service, and if he will not do it, the other newspaper in town is going to get the business.

What is the remedy? And what redress have the newspapers? Are they not entitled to compensation from the advertising?

Have they not a remedy on the ground of non-fulfillment of contract?

We have no primary objection to a newspaper buying mat. service. If the mat. service is worth their while, by all means let them buy it and improve their editorial section. We look with somewhat more suspicion on any plan to exchange free service for advertising, for we are inclined to believe that the publisher buys the mat. service for cash and sells the advertising for cash. If he makes an exchange he is liable to buy mat. service that he would not want otherwise, and to give away space for which, without the mat. service, he could get cash.

But this exchange of mat. service for advertising is a matter wholly in the discretion of the publisher and he is privileged to do as he sees fit.

But when a newspaper has gone out in good faith to co-operate with an advertiser on a prospect of a thousand-inch contract, and, after he has done the work, is confronted by a proposition that he must

give the advertising in return for mat. service, what should be the attitude of the entire advertising world? And what redress has the publisher?

We feel that this subject should be taken up in detail and investigated thoroughly, for the protection of other advertisers who will want this co-operation, and who can make newspaper advertising grow, provided black sheep are not admitted into the fold.

GUNDLACH ADVERTISING CO.,
By E. T. Gundlach.

[This is an important subject and worthy of serious attention. Will any of our readers who have had a similar experience, or who can shed any light on the topic, send in their views?—Ed.]

Topeka
Daily Capital

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

33,971

Arthur Capper

TOPEKA, KAN. Publisher

A Market for
10,730,670 Pairs of
Men's and Women's Hosiery

The consumption of hosiery by the multitude of people who read "The Philadelphia Bulletin" aggregates over Ten Million Pair a year.

Think of an average daily demand for 35,000 pairs!

357,689 people buy "The Philadelphia Bulletin" each day—but the members of their families make the number of readers 1,073,067.*

The average man or woman will buy at least 10 pairs of hose a year—but the average normal boy may go through a pair of stockings in a few days.

You know how much of this hosiery trade you are getting now. Probably a share so small, comparatively, as to be infinitesimal. This constant, continuous and ever increasing throng of "Philadelphia Bulletin" buyers are open to conviction. Why not talk to them? You can do so every day, or twice a week, or just once a week. Tell them about the quality of the hosiery you have to sell—your goods may have wear-resisting virtues they would like to know about.

It requires no stretch of imagination to see the tremendous selling possibilities afforded manufacturers who present their story to the readers of "The Philadelphia Bulletin."

Think of the number of pairs of hosiery that will be bought by these people today and tomorrow and every day without let-up—then ask yourself how long you are going to keep your door shut to this wonderful sales-producing and continuous Business Building opportunity.

We are ready to give any Hosiery Manufacturer all the facts about this great hosiery buying family.

"How Ions Did It," is the title of a booklet every manufacturer and agent should read. Mailed upon request.

THE PHILADELPHIA BULLETIN

*This allows only 3 persons to each family, whereas the United States Government Census Statistics give 4.7 persons to each family in the United States.

Philadelphia, June 25th, 1915

All rights reserved

DEFENDANT IS GUILTY

Objectionable Advertising, Arraigned in the Court of Public Opinion, Is Shown Up in Its True Light by Many Witnesses—Walter B. Cherry, the Presiding Judge, Sentences the Culprit.

(Special Correspondence.)

CHICAGO, June 28.—Objectionable Advertising, defendant in the court of Public Opinion, at the big Ad Club convention, was found guilty of fraud, deceit, operation of a confidence game and other high crimes and misdemeanors on Wednesday, last week, after a fair and impartial trial before a jury comprising the members of the vigilance committee of the Associated Advertising Clubs of the World and three hundred interested spectators.

Imposition of penalty was left to the discretion of Walter B. Cherry, vice-president of the A. A. C. W., who presided as judge at the trial. His honor, after careful weighing of the evidence submitted and considering the unanimous verdict of the jurors, sentenced the defendant to absolute elimination from the columns of newspapers, other publications and advertising media. The sentence is for the term of the defendant's natural life—which may not be so many years. Already denied admission from the columns of the most reputable and powerful advertising mediums, he appeared a sorry spectacle before the court.

Merle Sidener, chairman of the national vigilance committee, acted as prosecuting attorney. The evidence he brought out against the defendant through an array of testimony by unimpeachable witnesses, made the verdict a foregone conclusion. In his examinations he was assisted by Attorney Charles J. Orbison, general counsel for the association. Attorney W. F. Chambers, of Cincinnati, conducted an able and eloquent defense, but it was a hopeless fight.

POPULAR CLAMOR RAISED.

The popular disapproval of some of his remarks required strenuous efforts on the part of Bailiff George Helth, president of the Knoxville (Tenn.) Ad Club, to preserve order.

The mock trial of case, entitled "The People in Their Relation to Legitimate Business versus Objectionable Advertising," was heard in the banquet hall of the Auditorium hotel.

The first witness called by the prosecution was Herbert S. Houston, vice-president, Doubleday-Page Company, New York.

"State your attitude, Mr. Houston, toward the defendant, Objectionable Advertising."

"We have never been good friends," began the witness. "I remember when we began the elimination first of all financial advertising which could not pass our financial editor. I observed that even this step built up the confidence of our readers. We began to receive more inquiries from them as to financial advertising. We are now consulted about investments totaling \$10,000,000 annually. Ten years ago we were not consulted regarding more than \$200,000 in investments."

OF MOST VALUE TO ADVERTISERS
"Is a medium worth more to its advertisers if its readers have confidence in it?"

"Yes, sir."

"Do you believe the Associated Advertising Clubs have rendered a service to the general public by its stand against the defendant?"

"I do."

"Should the business interests in general support the organization in this?"

"Most certainly they should," responded the witness.

William H. Field, business manager for the Chicago Tribune, unable to appear in court in person, sent a deposition regularly sworn before a notary. He detailed the fight of the Tribune against the defendant, Objectionable Advertising, and told of the many disguises the defendant had employed to blind the eyes of truth and steal into the columns of his newspaper.

EXPERIENCE OF CHICAGO TRIBUNE

Since 1907, when the matter of eliminating quack advertising claims was begun, he said the Tribune had almost doubled its volume of advertising patronage. Within the past year he said three convictions had been obtained of advertisers who had misrepresented their goods. Two had advertised, he said, for "artists' models."

J. A. Martin, publisher of the Progressive Farmer, Birmingham, Ala., without naming any names, said some things about a newspaper publisher in his home town.

"My fight against Objectionable Advertisers down in my community hasn't made me very popular in some quarters," said he. "I approached a Birmingham publisher who printed quack ads of the rankest kind. He had the audacity to defend them. Matrimonial ads—the 'marry rich' kind, appeared in profusion in his columns. I am trying to make these publishers see that they are standing in their own light and I hope to succeed."

A RAMPANT ROOSEVELT.

Elmer L. Clifford, manager of advertising for the Minneapolis Journal, was a regular Roosevelt on the stand. He overwhelmed the objections of Attorney Chambers and delivered a Phillipic against the defendant, and similarly he didn't spare the newspaper publishers who lend their columns to the publication of quackery.

"The newspaper," said he, "which prints faithless ads, is faithless itself. Its a go-between between the crook and his victim. Get that, you men, it's a go-between between the crook and his victim. The newspaper business is a great game. The greatest in the world, sometimes, but it's got to clean up. We cleaned up. And our motive might have been selfish. We found out it was good business. Booze ads went out of our paper seven years ago, along with all the rest of them that couldn't stand the acid test. We found out that decent advertisers were not going to patronize us much longer if we didn't clean up."

"The government ought to get busy. It ought to take a slant at some of these rotten medicine ads and say to the publisher, 'Here, this can't go through the United States mails.'"

President Woodhead was called to the stand for a brief interrogation. His answers revealed the fight made on the Pacific coast against fraudulent advertising. The fight was harder there, he brought out, because the rapid development of the country, where fortunes were made overnight in real estate and mines, lended itself to the enterprises of the wild cat schemer. After years of trying struggle, he said, the crooked advertisers had about been dropped from reputable columns.

Louis E. Kirtsein, vice-president of William Filene's Sons Co., Boston, argued from another angle than did Mr. Clifford.

TEACH THE ADVERTISER.

"The advertisers ought to get busy," said he; "line them up and teach them that truthful advertising pays. When our firm advertises a last year's coat, we say it is a last year's coat, and make no bones about it. Some untruthful trademarks ought to be abandoned."

Julian Sutherland, assistant solicitor for the United States postoffice department at Washington, told what Uncle

Sam thinks of the work of the advertising association.

"I cannot too earnestly express," said he, "the postoffice department's indorsement of your program. The committee helps the department enforce the postal frauds act. It is the earnest hope of the postmaster general and the department that the propaganda for truth in advertising this association has given impetus will sweep the nation."

H. E. Ryan, advertising manager for L. S. Ayres & Co.'s department store, Indianapolis, told how his firm avoided the "appearance of evil" by quoting no comparative prices in their ads.

MAGAZINE AD MEN IN SESSION

Hal R. Reed, of the Quoin Club Reminiscenced Entertainingly.

A. C. G. Hammesfahr, of Collier's Weekly, presided at the Magazine Departmental sessions. Hal R. Reed, president of the Quoin Club, said:

"One day I was walking out of the Marquette Building and I saw a man standing there, a gentleman whom you probably know, and he said, 'Mr. Reed, I want you to meet Mr. Andrews. Mr. Andrews is a student of the University of Chicago.' I was impatient to go on, as I often am, but stopped to talk to him two or three minutes, and then I proceeded on my way, but when I went back to the office I called my stenographer and had her write down the name, 'Barrett Andrews, of the University of Chicago.' I said if I am ever permitted to have an assistant, that is the man I want. I went on with my work. Some time after, when the Review of Reviews Company wrote me that I could have an assistant I immediately wrote to Mr. Andrews and asked him to come and see me, which he did. Barrett Andrews is now vice-president and general manager of Vogue and Vanity Fair.

"Shortly after that Barrett came to me, and I was much interested in what he had to say about a friend of his, and I got in touch with him because Barrett was so enthusiastic about him, and that friend was George B. Buckley.

"I want to tell you how many men who have been out here in the West have gone East and assumed responsible positions. There is Fred Ralston, who, until recently was advertising director of the Butterick Trio, and who is now with N. W. Ayer & Son, advertising agency of Philadelphia; Frank Gaus, who has just left the position of advertising manager of Leslie's Weekly to become president of the Sterling Gum Company; L. D. Fernald, advertising manager of Leslie's Weekly; F. W. Nye, who is a son of Bill Nye, which some of you may know, and who is now advertising manager of Today's Magazine; Wm. Boyd, advertising director of the Saturday Evening Post and the Ladies' Home Journal; Lee Maxwell, advertising manager of American Magazine; John Hawley, general manager of the American Lithograph Company; Otto Koenig, president of the Christian Herald. And I might say that he comes from a family of ministers. Mr. Koenig's father, grandfather and great-grandfather, and practically all of his ancestors away back as far as Luther were preachers.

"There are a number of others: C. D. Spaulding, publisher of McCall's Magazine, who was out West for fifteen years; E. C. Patterson, vice-president and general manager of Collier's Weekly; Stanley Latshaw, advertising director of the Butterick publication; Don Parker, advertising manager of St. Nicholas; Rufus French, advertising manager of the Ladies' World, who worked out here; Henry Hathaway, advertising manager of Good Housekeeping, who came out here for a short time, but who worked in the West long enough to get the atmosphere. Then there is Louis Wurtzburg, advertising manager of Cosmopolitan, and W. C. Izor, advertising manager of Needlework Magazine."

Henry D. Wilson of the International Magazine Company of New York City gave pointers on the editing of house organs.

**SPECIFY
CLINE-WESTINGHOUSE**

**Motor and Control
Equipments**

FOR WEB PRESSES

**SPECIAL MOTOR DRIVES FOR
STEREOTYPE MACHINES**

LINOTYPE MOTOR DRIVES

CLINE ELECTRIC MFG. CO.
Fisher Bldg., Chicago

Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

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

Romeike Clippings

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

HENRY ROMEIKE, INC.,
106-110 Seventh Ave., New York City.

Canadian Press Clippings

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

**The Dominion Press
Clipping Agency**

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

We cover every foot of Canada and Newfoundland at our head office.
74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

**We can increase your business—
you want it increased.**

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

BURRELLE

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

*Most Far Reaching Newspaper
Reading Concern in Existence*

**ATLAS PRESS
CLIPPING BUREAU**

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4200-4 Beekman

Exorbitant Prices!

Why pay them for cutting rubbers when you can get a guaranteed quality, either square or flat at 65c per lb.

(QUALITY GOODS ONLY)

**New England
Newspaper Supply Co.**
Worcester, Mass.

FAVORS THE FLAT RATE

Lafayette Young, Jr., of Des Moines, Makes Strong Argument and is Backed by Many Advertising Agents, Space Buyers and Well Known Publishers Throughout the Country.

Taking as his subject "The Newspaper Rate Card," Lafayette Young, Jr., of Des Moines, Iowa, told the newspaper division of the A. A. C. W. convention that he believes that the complexity of the newspaper rate card operates as a serious handicap for handling the present volume of general advertising, and militates against an increase of volume. Among his arguments were these:

"Collectively the newspaper cards contain too many different rates and too many discounts. They are lacking in uniformity and simplicity. They are lacking in intelligibility. They are published in all shapes and sizes from a single sheet to as much as twelve pages. There is no sequence to the information given, and there is no rule as to the amount or character of the information. They are almost impossible of interpretation by a layman, and they are extremely difficult for the expert.

FLAT RATE IS IDEAL RATE.

"I have communicated with a very large number of agents and with more than a hundred important newspapers in America, and with a large number of general advertisers. My conclusion, derived from the information received from these sources, is that the flat rate is the ideal rate and should be adopted or approximated by every newspaper that wishes to do business in the most efficient manner.

"The buying and selling of newspaper advertising is difficult because there are so many newspapers. Mr. S. C. Stewart, of the Stewart-Davis Advertising Agency of Chicago, scores a point when he says that all publishers should concede individual prejudices and opinions for the benefit of the whole business.

"I received replies from thirty-five important advertising agents. Only one agent was bitterly against the flat rate. Five of them were in favor of a graduated scale. Twenty-nine of them were unqualifiedly in favor of the flat rate, and all of them admitted that the average card was open to improvement and especially approved of efforts at simplicity and uniformity."

Among those named by Mr. Young as favoring a flat rate were Lord & Thomas, Frank Presbey Agency, Brackett-Parker Co., Roberts & MacAbinche, Stack Advertising Agency, Wrigley Advertising Agency, Dooly-Brennan Agency, Mallory, Mitchell & Faust, Charles H. Touzalin Agency, Blackman-Ross Company, Morse Advertising Agency, Campbell-Ewald Co., Street & Finney Agency, Dauchey & Co., Richard A. Foley, many leading advertisers and the publishers of the Philadelphia Bulletin, Buffalo News, Omaha Bee, Boston Globe, Denver Post, Milwaukee Journal, Washington Star, Indianapolis News, Providence Journal, Chattanooga Times and others.

Mr. Young also said:

NEED NOT FEAR LOSS.

"But what of the loss of business by the adoption of the flat rate? I asked this specific question of a large number of agents. Every agency was certain that no newspaper would lose business by the adoption of the flat rate. They unanimously stated that flat rate papers get the complete schedules, and most of them agreed that the flat rate papers secured the preference. Apparently there is no ground for the belief on the part of publishers that the graduated scale should be extended as a matter of justice or that the adoption of the flat rate would lose them any business.

"Personally I am thoroughly convinced that the adoption of a flat rate or its approximation, the simplification of the rate card, and the elimination of the short time rate, and the special rates would be beyond price to the publisher and the advertiser, and I am greatly in hopes that this meeting will take some action, endorsing such procedure and urging a

similar action upon the Bureau of Advertising of the Publishers' Association. The whole tendency of modern business is toward an elimination of waste. It is a problem of simplicity versus complexity. In the fire insurance business they have a standard fire policy and a bureau for the establishment of rates, and in no business have there been greater difficulties than in the fire insurance business to get onto an efficient basis.

"The newspaper publishers have made a tremendous advance with the circulation problem in the Audit Bureau of Circulations. This organization takes the circulation problem out of the field of controversy and allows advertisers to study newspaper characteristics and newspaper productivity rather than devote themselves to constant circulation investigations. Now, if the publishers will do with the rate card what they have done with the circulation it will be the biggest advance that has been made in twenty-five years in newspaper publishing.

MANY RATE SUGGESTIONS.

"In correspondence with advertising agencies I received a large number of suggestions as to what every rate card should contain. In general every publisher knows what should be on the rate card. I will only name those things that are frequently omitted, and which the advertiser and the advertising agent desire. The agent desires that the card should contain the agency commission and cash discount; that it should contain circulation figures; that it should contain data concerning the field in which the publication circulates; that it should contain the date on which the card went into effect; that it should contain the name of the publication in full and the price at which it sells per year and per copy; information as to whether cuts should be mounted or unmounted; it should contain the special rates in logical order; information as to special position should be very specific. It should be very plain whether the publication is a morning or an evening paper. Cards should be issued frequently so that the agent is sure that the card is up to date. All regulations concerning illustrations and objectionable advertising should be mentioned. One of the advertising agencies suggests that the card should be put in loose leaf form and another advertiser insists that it should not be on cardboard, as he says there are a number of agents who paste the cards in books rather than file them.

"Many advertisers and advertising agents to whom I have written and with whom I have conferred have made complaint against newspapers for having lower rates in the local field than in the foreign field, and this difficulty exists in a great many cities, and particularly in the automobile and department store field.

"Another agent complains about allowing the commission direct and about different rates in the local and foreign field, and says, "One annoying thing in connection with our business with newspapers is caused by the utterly unfair attitude that most newspapers take in the matter of allowing agency commission to advertisers direct. Another is the granting of local rates, which are in many cases much lower than the foreign rates on business that is run over the imprint of a local dealer.

RATE CARD PROBLEMS.

"The problems of the inefficient rate card lead us to inquire if there is a business in the world in which there are so many difficulties to be corrected as those existing between the newspaper, the advertising agent and the advertiser. And this makes me hope very much that every publisher who hears this paper or reads these remarks will canvass the situation with respect to his own rate card and his own methods of doing business in an effort to make improvement for the benefit of the whole.

"I am certain that newspapers can get more advertising by improving their selling prices. I am certain that newspapers per se deserve more advertising. I am certain that the rate card must be simplified and that the corollary problems affecting the relationship between the paper and the advertiser must be solved. Newspapers must do their part to make it easy instead of difficult to buy space."

FRAUD IN ADVERTISING

Does Not Pay in Long Run, Declares Louis Wiley, of the New York Times, at the Chicago Convention.

Louis Wiley, business manager of the New York Times, in an able address before the A. A. C. W. on the afternoon of June 22, on clean advertising, showed that the growth of advertising lines in The Times from 1904 to 1914 gained 3,935,447 lines. Mr. Wiley declared:

"I shall not attempt to say that all the prosperity of The Times is due to the exclusion of fraudulent advertisements. I maintain, however, that The Times has won public favor because its editorial, news and advertising columns are acceptable to its readers and the newspaper would not be acceptable to them if there were any relaxation of its present restraint upon its advertising columns.

"The advertisements declined by The New York Times because they are fraudulent, indecent, or offend good taste total at least \$200,000 a year. If we had printed this rejected advertising we might have printed \$200,000 worth of fraudulent advertising and very little of the other kind."

(Continuing, Mr. Wiley said in part:

"There can be no dispute as to the immorality of printing a fraudulent advertisement. In addition, it is a poor way to build up business. There is no stability about that kind of advertising. Legitimate advertising helps to build up a newspaper. Fraudulent advertising helps to pull it down.

"The policy of exclusion has been steadfastly adhered to, and The Times has been highly successful. The great advertisers of the country and the advertising agents have co-operated in the work. The latter especially are entitled to high praise.

UNWORTHY ADVERTISING A FAILURE.

"There are many newspapers on a profitable basis which carry objectionable and fraudulent advertising. I know, however, of a number of newspapers now on the rocks which were once prosperous. I attribute their undoing to their lack of self-respect, lack of regard for their own reputations, and their heedlessness in printing unreliable news and advertisements.

"The sincerity of the newspaper which proclaims its devotion to the public welfare in its editorial columns and sells its advertising columns to quacks and frauds is open to question. There is no doubt whatever that the newspaper which has the greatest value as an advertising medium is the one which declines fraudulent advertisements.

"The recently enacted New York State Law against fraudulent advertisements is a wholesome thing and will have a highly beneficial effect. Equally desirable is the law passed by the New York Legislature last year prohibiting the inclusion of advertising circulars in copies of newspapers.

VALUE OF GOOD REPUTATION.

"Newspapers as well as individuals are judged by the company they keep, and a newspaper which keeps its columns absolutely clean is the publication sought by the man who has a worthy product to sell. Such a newspaper does more than lend its circulation to an advertiser. It puts upon the goods he sells the indefinable stamp of honesty. It has already plowed the field he wants to sow.

"There are few editors who will allow a false dispatch or report in their journals. Why should a distinction be drawn with business news which affects the purses of their readers?"

"For the public is prone to receive advertising as it does news, and there is a close relationship between these happenings on the social side of life and the garment a department store offers for sale. The two are interwoven and there is a dependence of one upon the other.

"The censorship of advertising can be epitomized by a paradox. If it is loosened, the publisher will choke to death on his own greed—if it is tightened and his newspaper has the favor of the public, the cash drawer will expand with honestly earned receipts."

PRESS CLUBS AND ASSOCIATIONS

A strenuous campaign is being conducted by the members of the Birmingham (Ala.) Newspaper Club for new members. A regular modern membership campaign, with compelling teams, is now on, and will be closed on July 10.

The Montana State Press Association will meet in Billings, Mont., the latter week of August.

The Woman's Press Association, of Texas, voted, at its recent meeting at Waco, to begin the work of raising the sum of \$5,000 to endow a scholarship in the University of Texas, to fit some talented girl for newspaper work.

The Brooklyn Press Club went to Sing Sing on Sunday last, and came back the same day. There were no untoward events, except that some were scandalized to find how many members of the Press Club had friends in prison. On arriving the party was divided into groups of five, each group in charge of a guide, and it was then that the hand shaking began. Inasmuch as the convicts were not wearing the familiar striped suits, there were those who maintained that it was not always easy to tell which were prisoners and which were visitors. At a dinner after the visit, Warden Thomas M. Osborne spoke interestingly of the reforms he is endeavoring to introduce.

The San Antonio (Texas) Press Club, recently organized, has been incorporated and received a charter from the Secretary of State. The club has no capital stock. Its incorporators and directors are: George D. Armistead, Vories P. Brown, Robert Scott Israel, Robert Caulter, F. A. Chapa, Mose C. Harris, Louis DeNette, M. M. Harris and A. M. Crugar.

A crusade against bill board advertising is being conducted at El Paso, Texas, and the construction of bill boards in the residence section of the city has been stopped. An effort is being made to eliminate bill boards from the entire city.

Preparations have been made by the Brooklyn Press Club for a theatre party and supper to be held on July 12. In the early part of the evening the members and friends will enjoy the performance at the New Brighton Theatre, Brighton Beach. After the show all will adjourn to the Brighton Beach Casino for supper, where the performers at the New Brighton and its manager, George N. Robinson, will be the guests of the newspaper men.

Chicago Herald's Extra Edition

One of the most interesting examples of American newspaper enterprise seen at the recent convention of Associated Advertising Clubs at Chicago was the special edition of the Chicago Herald, published Saturday, June 26, containing the entire report of the general sessions of the convention, as well as brief reports of all the departmentals. The name of every one who registered, whether a delegate or not, was given in this remarkable edition. In addition it gave an index of topics and departments, an index of speakers and debaters, a list of the newly elected officers, digest of the leading newspapers of the nation upon the achievements, aims and purposes of the men who composed the convention, etc. Furthermore, the special edition was profusely illustrated with photographs of the old and new officers, as well as representations of interesting bits of life at the convention. It was the most complete convention report ever printed in a convention city by a daily newspaper.

Oregon Town Abolishes Coupons

Trading stamps and premiums are to be abolished in Roseburg, Ore., by agreement of members of the Roseburg Merchants' Association. Hereafter merchandise will be sold on its merits, say the merchants who entered into the agreement.

TIPS FOR THE AD MANAGER

Amsterdam Advertising Agency, 1180 Broadway, New York City, is placing orders with some New Jersey newspapers for the Ocean Spray Hotel, Asbury Park, N. J.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is renewing some contracts with newspapers where they have expired for the Resinol Chemical Company, "Resinol Soap," Baltimore, Md.

Russell M. Seeds Company, Central Union Telephone Building, Indianapolis, Ind., is again making contracts for the Pinex Company, "Pinex" Fort Wayne, Ind. Copy is to start early in the Fall.

Robert M. McMullen Company, Cambridge Building, New York City, is issuing copy to some newspapers in selected sections for the American Sugar Refining Company, "Domino Sugar," 117 Wall street, New York City.

Frank Presbrey Company, 456 Fourth avenue, New York City, is placing 41 lines, 6t. orders with Connecticut newspapers for White Rock Mineral Springs Company, "White Rock Water," 100 Broadway, New York City.

W. S. Hill Company, Vandergrift Building, Pittsburgh, Pa., is sending out orders to some Southern newspapers for the Christian Moerlein Brewing Company, "Moerlein Beer," 2019 Elm street, Cincinnati, O.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is making 5,000 l. contracts with newspapers in selected sections for the Stearns Electric Paste Company, "Stearns Electric Rat and Roach Paste," 143 Dearborn street, Chicago, Ill. Also with some Pennsylvania newspapers for Le May Chemical Company, Rochester, N. Y.

Mallory, Mitchell & Faust, Security Building, Chicago, Ill., will handle the advertising of Armour & Company, packers, 137 South La Salle street, Chicago, Ill., from September 1.

Eugene McGucken Co., 105 North 13th street, Philadelphia, Pa., is asking for rates on 6 in. d. c. 10 t. orders for a roofing concern.

Nichols-Finn Advertising Company, 222 South State street, Chicago, Ill., will place the advertising of Townsley & Company, selling agents, "Red Band Milk," 222 South State street, Chicago Ill.

William D. McJunkin Advertising Agency, 35 South Dearborn street, Chicago, Ill., is issuing 14 l. t. f. orders Tuesdays and Thursdays for Thompson Malted Food Company, "Hemo Tonic," Waukesha, Wis.

Plans for a big advertising campaign were outlined at a meeting of the Milwaukee Electrical League at the Hotel Charlotte, Milwaukee, Wis., recently, following the announcement of S. B. Way, of the T. M. E. R. & L. Co., that there are 60,000 unwired homes in Milwaukee.

NOTES FROM AD AGENCIES

The corporate name of the Ruebel-Tyler Advertising Company, of St. Louis, has been changed to the Ruebel-Tyler-Brown Advertising Company. The change has been made because of the entrance into the corporation in January of John Young Brown, Jr., son of Dr. John Young Brown, of 5089 Waterman avenue.

The officers of the company are Daniel A. Ruebel, president; James S. Rodgers, vice-president; John Young Brown, Jr., secretary, and Fred Armstrong, Jr., treasurer.

Victor H. Young, for nine years manager of the contract department of Frank Seaman, Inc., and later confidential consultant for a number of New York advertising agencies, has joined forces with the Percival K. Frowert Company, Inc., New York, as their director of plans.

Volney B. Leonard, a newspaper man and ad writer, has opened an ad "service" bureau in the Chronicle building at Houston, Tex.

Walther to Manage Triangle Agency

Frederick Walther has resigned from the advertising staff of the New York Evening Journal to become manager of the Triangle Advertising Company, 39 West 32nd street. Mrs. Lillian Pascal Day, author, ex-advertising manager and founder of the Triangle Advertising Company, now in its third successful year, remains as president of the company.

Mr. Walther began his business career with the advertising department of Hearst's Chicago Examiner and later became associated with Munsey's Washington Times. After a short time with the Washington Evening Star, he rejoined the Munsey forces, coming to New York as classified advertising manager of the Press. He advanced to the position of advertising manager, which he left after two years to re-enter Mr. Hearst's employ on the New York Evening Journal.

Missouri Ad Law in Effect

Missouri's honest advertising law, enacted by the last legislature, became effective June 19. The measure applies to every form of business. It prohibits misstatements of fact in any form of advertising, including posters, circulars and letters. For instance, in a real estate deal, if misstatements of fact are made regarding the property to be sold, the person making those statements, no matter in what form of advertising, is amenable. Fines and jail penalties are provided for violations.

MORE NEW YORK TOWN NEWS

T. V. Ranck, night managing editor of the Journal, and family are in San Francisco enjoying the Panama Exposition.

Van Ness Harwood is the World man who recently secured the interview with Evelyn Thaw at Merrill, Chateaugay Lake, N. Y.

W. S. Meriweather, the World naval expert, is in Maine for a couple of months.

J. H. Gavin, assistant city editor, on the World, will leave for his summer holiday on Saturday, July 10.

A. C. Haeselbarth, long connected with the library of the World, has recently been appointed librarian.

Rollan Kirby, cartoonist on the morning World, is away on his vacation.

Francis Albertante, the Evening Mail's field and track expert, is going to San Francisco with the Eastern A. A. U. team of twenty-nine men for the Exposition games.

Burton S. Brown, formerly automobile editor of the Globe, who was compelled by illness to give up newspaper work a year ago, will probably return to work in the fall.

Samuel Straus, a well-known Iowa newspaper man, who is at present associated in the management of the New York Times, was awarded the degree of "Doctor of Laws" at the recent commencement exercises of Grinnell College, at Grinnell, Iowa.



"ABOVE BOARD CIRCULATIONS"



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

ALABAMA. NEWS Birmingham Average circulation for 1914: Daily, 36,235; Sunday, 37,762. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	NEW JERSEY. PRESS (Circulation 7,945)..... Asbny Park JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	NEW YORK. COURIER & ENQUIRER..... Buffalo IL PROGRESSO ITALO AMERICANO. New York
GEORGIA. JOURNAL (Cir. 57,531)..... Atlanta CHRONICLE Augusta LEDGER Columbus	OHIO. PLAIN DEALER..... Cleveland Circulation for May, 1915: Daily 132,434 Sunday 165,326 REGISTER Sandusky The most widely read daily published in Northern Ohio between Cleveland and Toledo. VINDICATOR Youngstown
ILLINOIS. HERALD Joliet STAR (Circulation 21,589)..... Peoria	PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
IOWA. REGISTER & LEADER..... Des Moines EVENING TRIBUNE..... Des Moines Essential to covering Des Moines and vicinity.	SOUTH CAROLINA. DAILY MAIL..... Anderson
KENTUCKY. MASONIC HOME JOURNAL..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	TENNESSEE. BANNER Nashville
LOUISIANA. TIMES PICAYUNE..... New Orleans	TEXAS. AMERICAN Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier. ENTERPRISE Beaumont Covers East Texas and West Louisiana STAR-TELEGRAM Fort Worth Net Paid Circulation, 35,000 daily. Over 50% more net paid city circulation and over 5,000 more net paid Sunday circulation than any other paper in Fort Worth. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. POST Houston Over 80% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed. TELEGRAM Temple Net paid circulation over 6,000.
MARYLAND. THE SUN Baltimore Daily net paid, 146,451; Sunday net paid, 88,181. Over 110,000 copies of The Sun go into homes in Baltimore cities and suburbs.	UTAH. HERALD-REPUBLICAN..... Salt Lake City
MICHIGAN. PATRIOT (No Monday issue)..... Jackson Average three months ending March 31, 1915: Daily, 11,849; Sunday, 13,104. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C. THE STATE JOURNAL..... Lansing Leading afternoon daily of Central Michigan; three editions two cents. Guaranteed net circulation, 15,000.	VIRGINIA. DAILY NEWS-RECORD..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
MINNESOTA. TRIBUNE, Morning and Evening... Minneapolis	WASHINGTON. POST-INTELLIGENCER Seattle
MISSOURI. POST-DISPATCH St. Louis	CANADA. ONTARIO. FREE PRESS London
MONTANA. MINER Butte Average daily, 11,684; Sunday, 17,971, for 3 months ending March 31st, 1915.	

ROLL OF HONOR

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

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

Publishers' Supplies Market

Antimony	36.75-37.25
Tin	39.25
Lead	5.75
Copper	19.50-19.75
News print	2.09- 2.25
Craft paper	4.75- 5.25

New A. N. P. A. Associate Members
The Waterloo (Iowa) Times-Tribune and the Lansing (Mich.) State Journal have been elected to associate membership in the American Newspaper Publishers' Association.

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.....7,973 copies
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.
THE S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

A. A. C. W. BALANCE SHEET

Secretary Florea Presents Audited Figures for the Past Year and Also Gives Membership Statistics—He Sees Promising Future—Headquarters Ready to Co-operate.

The following is the annual report of P. S. Florea, secretary and manager of the A. A. C. W., from May 31, 1914, to June 1, 1915, the figures being certified by Paul E. Parmelee, certified public accountant, of Indianapolis, Ind.:

DEBIT.		
Cash on hand.....		\$6,619.44
Accounts Receivable—		
Advertising	\$5,018.02	
Dues	1,186.96	
National Commissions, Departmentals.....	4,765.00	
Chicago Advertising Association, Program Committee Expenses	197.88	
Chicago Advertising Association, Gen. Pub. Com. Expenses	401.51	
		11,569.37
Expense, General		4,442.06
Printing, General		874.13
Postage, General		442.57
Salaries—		
Editor A. A.		
Dreier—8 months	\$1,668.72	
Wetzel, Associate Editor—7 months.....	350.00	
Hunt—5 months	1,350.00	
Secretary and Manager.....	3,125.43	
Stenographers, Bookkeepers and Office Help.....	2,500.70	
		8,994.85
Expense, Associated Advertising.....		1,231.97
Printing, Associated Advertising.....		11,093.46
Engraving, Associated Advertising.....		529.89
Postage, Associated Advertising.....		695.92
Associated Advertising Binders.....		3.66
Eastern Division		425.99
Editorial Expense		221.03
Educational Committee		237.86
Field Work		1,769.50
General Publicity Committee.....		67.67
Magazine Advertising		180.00
Office Furniture and Fixtures.....		1,427.69
Profit and Loss.....		797.89
Vigilance Committee		2,654.38
		\$54,279.33
CREDIT.		
Advertising, net, less Commissions and Discounts.....	\$14,367.35	
Dues	5,025.39	
Subscription	5,458.64	
Convention Reports	8.31	
Educational Committee, Stockdale.....	694.15	
Exhibit of Advertising	533.83	
Finance Committee—		
Directory	\$500.00	
Magazine	1,100.00	
Out-Door Paint Division.....	2,000.00	
Out-Door Poster Division.....	3,000.00	
		6,600.00
Interest		197.29
National Commission		6,755.60
Registration Fee		4,682.50
Surplus		9,946.27
		\$54,279.33
After Earning and Expense Accounts had been closed into Profit and Loss Account, the Assets and Liabilities were as follows:		
ASSETS.		
Cash on hand.....	\$6,619.44	
Accounts Receivable	11,569.37	
Educational Committee	237.86	
Office Furniture and Fixtures.....	1,427.69	
		\$19,854.36
LIABILITIES.		
Educational Committee—Stockdale.....	\$694.15	
National Commission	6,755.60	
		\$7,449.75

MEMBERSHIP REPORT.

June 1, 1914, we had a club membership of 132. Since then we have admitted to membership, clubs as follows:

- Akron Adcraft Club, Akron, O.
- Aurora Admen's Club, Aurora, Ill.
- Cairo Advertisers' Club, Cairo, Ill.
- Dayton Women's Publicity Club, Dayton, O.
- Hamilton Ad Club, Hamilton, Ont., Can.
- Hillsboro Ad Club, Hillsboro, Texas.
- Johnston Ad Press Club, Johnston, Pa.
- Los Angeles Women's Advertising Club, Los Angeles, Cal.
- Louisville Tru-Ad Club, Louisville, Ky.
- Manila Ad Club Manila, P. I.
- Maryville Ad Club, Maryville, Mo.
- Melbourne Ad Club of Victoria, Melbourne, Australia.
- Montreal Press and Advertising Club, Montreal, Can.
- Olean Ad Club, Olean, N. Y.
- Rosalie Ad Club, Rosalia, Wash.
- Springfield Advertisers' Club, Springfield, O.
- Texas Advertising Club-at-Large, Corsicana, Texas.
- Trenton Adcraft Club, Trenton, N. J.
- Western Advertising Agents, Chicago.
- Youngstown Ad Club, Youngstown, O.

Total new clubs, 20.
We have lost during this time:

- Klamath Falls Ad Club, Klamath Falls, Ore.
- McAlester Advertising Club, McAlester, Okla.
- Memphis Advertisers' Club, Memphis, Tenn.
- Montreal Press and Advertising Club, Montreal, Que., Can.
- Montreal Publicity Association, Montreal, Que., Can.
- Oakland Advertising Association, Oakland, Cal.
- Peterboro Ad Club, Peterboro, Can.
- Pueblo Advertising Club, Pueblo, Colo.
- Quebec Ad Club, Quebec, Can.
- Roanoke Ad Club, Roanoke, Va.
- Seattle University of Washington Ad Club, Seattle, Wash.
- Thirty Club of England, London, England.
- Washington Ad Club, Washington, D. C.
- Association American Directory Publishers. (Transferred to Departmental.)
- National Association of Advertising Specialty Manufacturers. (Transferred to Departmental.)
- Out-Door Advertising Association. (Transferred to Departmental.)
- Poster Advertising Association. (Transferred to Departmental.)
- Quoin Club. (Transferred to Departmental.)

Total loss, 32; leaving a net loss of 10. Total club membership, June 1, 1915, 120.

Total individual club membership, June 1, 1914, 10,678.
Total individual club membership, June 1, 1915, 10,200.

DEPARTMENTALS.

At the Toronto Convention we adopted a new Constitution providing for a National Commission, to be composed of departmentals. Since then we have admitted to membership the following departmentals:

- Affiliated Association of Advertising Agents.
- Agricultural Publishers' Association.
- Association American Directory Publishers.
- Association Retail Advertisers.
- Association National Advertisers.
- Graphic Arts Association.
- National Association Advertising Specialty Manufacturers.
- Out Door Advertising Association.
- Poster Advertising Association.
- Quoin Club (Magazine Department).
- Religious Press Association.
- Business Press.

Total departmentals, 12.
Total individual departmental membership, 700.
Total clubs and departmentals, 132.
Total individual club and departmental membership, 10,900.

NEW YEAR IS PROMISING.

In closing his report Secretary Florea says in part:

"You are all familiar with the fine progress which the educational and vigilance work have made in the last year. As never before, the clubs have settled down to determined and continuing educational work. And from all directions comes word, out of the clubs as well as in, of increased interest in the truth-in-advertising movement.

"The new year is particularly promising. The past year has been better than any previous twelve months. The clubs have been more zealous than ever before—though a year ago it would have been hard to believe that another year could show such additional progress as we have made.

PLANS FOR NEXT YEAR

"During the next year we can, and I believe we will, improve our opportunities in two chief directions as we never have before:

"First—By making the existing clubs still better; still more useful to the members and to the public.

"Second—By extending the club movement to other communities which do not have clubs, or which have clubs that are not as efficient as they should be through their lack of such co-operation as comes through affiliation with the A. A. C. of W. We ought to have in our organization every live advertising club in America at least.

"In connection with this thought of bringing the benefits of the advertising club idea to other communities, it is interesting to note that the Boston, Baltimore, Grand Rapids, Indianapolis and Minneapolis clubs have interested themselves in organizing clubs in other communities, and there are no doubt others. In Texas, Iowa and Missouri, live State associations are organizing new clubs in a systematic and effective way.

"We have prepared ourselves at headquarters to co-operate in such work. We have literature, will write letters and will otherwise assist in the organization of new clubs.

Stories of Advertising Successes

The Hearst newspapers are printing stories of advertising successes that are worth reading. J. V. Steger, president of the Steger & Sons Piano Manufacturing Co., said in a recent issue of the Chicago American that his first advertisement cost \$12, and that for a third of a century he had advertised continuously in the newspapers. From a single little shop the business has grown until it now occupies a nineteen-story building, and its factories and lumber yards cover thirty-two acres at Steger, Ill.

The Beers Advertising Agency of New York and Havana is placing new business in Latin-American papers for "Poslam," also for a new typewriter for a large mail order house of Chicago, and for Bodde's Dental Trade School.

PUTNAM GOES TO THE HERALD

He Becomes Advertising Manager of Mr. Bennett's Morning Newspaper.

William H. Putnam, who has successfully held various important positions on New York newspapers, this week joined the Bennett organization as advertising manager of the Herald.

Putnam has established himself as one of the most successful newspaper solicitors in the country, and it is the general opinion of all who are acquainted



WILLIAM H. PUTNAM

with him that the Herald has made a wise choice in placing him at the head of its advertising department.

For a number of years he was connected with various New England and Boston papers. Starting as a reporter he soon was doing desk duty. He then took a turn at special writing and illustrating his own stories. Then, to round out his experience on the editorial side of a newspaper, he successfully filled the position of cartoonist for the Boston Traveler.

He enlisted in the advertising business as a member of the staff of the Brown Book Magazine. Later he was advanced to advertising manager and European representative. The Journal of Commerce gave him the opportunity to return to the newspaper field, but on the advertising end this time. He not only made good but made an exceptional record as a business getter.

In 1909 the O'Neill-Adams Co. persuaded him to accept the position of advertising manager with them, but after a year the call of the newspaper game was too strong, and he resigned and returned to the newspaper field. His good work then prompted the New York American to secure his services, where he added much to his reputation. He did the best work of his career as a solicitor on the Tribune, the position he held before going to the Herald.

HARRISBURG'S MIX-UP

Special Term of Court to Be Held to Straighten It Out

Governor Stuart on June 18 designated Judge A. E. King, of Roanoke, to hold a special term of the Circuit Court for Rockingham County, beginning June 24, at which time contempt cases against R. B. Smyth and W. J. Showalter, of the Harrisonburg News-Record, will come up. Messrs. Smyth and Showalter were placed in charge of the publication of the paper in question by order of the court, and it is alleged that they printed matter which was prejudicial to the parties in litigation over the control of the paper, and they were cited for contempt.

There were two daily newspapers in that town, and by some sort of an arrangement they were consolidated. The differences between them were believed to be adjusted. The old factional political row broke out afresh and the paper was thrown into court. The fight for control is very bitter, the contesting parties asking and giving no quarter.

AD FIELD PERSONALS

R. M. Fleming has resigned as advertising manager of the William T. Hart Company, of Piqua, O., and has joined the sales organization of the National Sweeper Company, of Turrington, Conn.

Volney B. Leonard, a newspaperman of Houston, Tex., has reopened his office in the Chronicle building, of that city, to engage in the managing of advertising on the "service" plan.

The Willys-Overland Company announces the appointment of George M. Berry as advertising manager. He will take complete charge and supervise all work in connection with the various branches of the advertising department of that company. Mr. Berry was formerly associated with The Thomas B. Jeffery Company, of Kenosha, Wis., of which he was second vice-president and treasurer. He became affiliated with the Willys-Overland Company 18 months ago.

J. B. Hay, well-known newspaperman of Toronto, has been appointed publicity agent of the Canadian National Exhibition. Mr. Hay was for some time news editor of The Toronto Daily News, and has occupied responsible positions on The World and The Telegram.

H. K. Tootles, who has been in Detroit for some time with the Frank Seaman Advertising agency, handling the Studebaker account, has returned to the New York office of the Seaman company.

Rudolph Guenther, Inc., financial advertising specialists, of New York City, are now located in new quarters at No. 25 Broad street.

Charles F. Sweeney, for three years advertising manager and later sales manager for the Kline Motor Car Corp., Richmond, Va., has been appointed publicity manager for the Maxwell Motor Co., Detroit, Mich.

T. A. Boyle, formerly assistant advertising manager of the F. B. Stearns Co., Cleveland, O., has been promoted to the position of advertising manager and manager of the service department. Guy C. Vaughan has been promoted to the position of special sales representative.

W. E. Cameron, late of the N. W. Ayer and Son Agency, and R. N. Cushing, for many years with Lord and Thomas, have joined the organization of the Nichols Finn Advertising Agency, of New York and Chicago.

John Allen Murphy, until recently a merchant of Marshall, Minn., has become advertising manager of the A. S. Boyle Company, of Cincinnati, Ohio, manufacturers of Old English floor wax.

Austin Healy and W. R. Cummings have become associated with Fenton & Gardener, Inc., of New York City.

Samuel Graydon, formerly with the Trow Press, of New York, has been appointed general sales manager of the Wynkoop, Hallenback, Crawford Company.

Carroll F. Pierce, formerly with the H. Hammond Holden Advertising and Sales Service, of Boston, has joined the staff of the Tonner Advertising Agency, also of Boston.

J. P. Beck, recently publicity manager of the Universal Portland Cement Company, is now connected with the Hagar Portland Cement Company, of Chicago, as assistant to the president.

Ray Leeman, late publicity manager of the Henderson Motor Car Company, of Indianapolis, has been appointed advertising manager of the Citizens Motor Car Company, of Cincinnati, distributors of the Packard and Overland automobiles.

Frank G. Eastman has been appointed advertising manager of the Packard Motor Car Company, of Detroit.

R. M. Boren, who has been a member of the copy department of Frank Seaman, Inc., has resigned.

Frank Irving Fletcher, who recently resigned as advertising manager of Sakes & Co., of New York, to go into business for himself, has been retained by his successor, J. F. Beale, to write the copy for the men's clothing ads.

Joseph J. Fischgrund, who has for some time conducted a special service advertising bureau in Cleveland, has been



JOSEPH J. FISCHGRUND

appointed advertising manager of the Montreal Gazette. Mr. Fischgrund took up his new duties July 1.

C. S. Mills, formerly of the advertising staff of the New York Evening Telegram, has joined the staff of the Morning Telegraph.

Joseph D. Seekles, connected with the advertising department of the New York Evening Telegram, has resigned.

LIVE AD CLUB NEWS

The use of coupons as advertising and the giving of premiums and trading stamps with merchandise were among the subjects discussed at the meeting of the Houston Ad Club on June 15. F. Happy Day, educational director, declared that he would file a complaint against the next person who promoted a lottery scheme in Houston. The majority of those present agreed that trading stamps and coupons, as a general rule, did nothing to increase business. It is probable that the club will go on record against giving customers tickets entitling them to chances on automobiles and other prizes.

The Omaha Press Club has asked William Jennings Bryan to speak at the club at any date that will suit his convenience when he is passing through Omaha on his way to his home at Fairview.

The annual outing of the Full Copy Club of New York City was held Saturday, June 19, at the Colonial Inn, Pelham Bay Park. About one hundred newspaper men and advertisers attended the outing. Games of all kinds, swimming races and a ball game characterized the day's sport.

At a recent meeting of the Portland (Me.) Advertising Men's League the following officers were elected: President, Percy S. Ackerman; vice-president, Reginald Charles; Secretary, Vernon H. Adams; treasurer, Fred H. Drinkwater.

The Syracuse Advertising Men's Club and the Technology Club of Syracuse, now occupying joint quarters in the Vaney building, are planning to have a "get together" gathering which will be held at lower South Bay, Oneida Lake, July 10.

One hundred advertising men from Boston, New York, Springfield, Hartford, Holyoke and lesser places were the guests of W. F. Young at an "old-fashioned barbecue repast" at his estate, Longview Farm, in Enfield, Conn., recently. Many of the out-of-town men had come to this region Wednesday to attend the annual golf tournament at the Mt. Tom Golf Club in Holyoke. Before the "repast" there were athletic sports and an automobile ride about the country.

OF INTEREST TO PUBLISHERS

During "Advertising Week" in Chicago the Coca-Cola Company used a series of large newspaper advertisements on the subject of Coca-Cola and Advertising. Several of the interesting paragraphs are as follows:

"Advertising did not 'make' Coca-Cola—goodness and deliciousness are its foundation stones, and advertising is but the message that carries the news of this deliciousness to every nook and corner of this great country."

"We are proud of our advertising, because it is more than pretty or strong or effective; it is truth-telling advertising. What we say of Coca-Cola in our advertising is based absolutely on what Coca-Cola is. And frankly, if the advertising has played the part we think it has in making Coca-Cola known, it is because of this very truthfulness of our printed words."

The 5 & 10 Cent Wall Paper Company, Chicago, recently offered a \$100 prize for a trade-mark. The prize was won by T. K. Hedrick, of Chicago. His idea was a design in the form of a spread-eagle with the words "Common Cents—5 and 10 Cent Wall Paper" on the wings. The trade-mark will hereafter constitute the distinctive mark on all advertising.

During the Chicago convention the Chicago Board of Trade used the newspapers liberally to extend an invitation to the members of the A. A. C. of W. the use of the floor of the board. Floor admission tickets were provided at the office of the secretary or by the doorkeepers. The advertisements were signed by Caleb H. Canby, president, and J. C. F. Merrill, secretary.

The Phoenix Knitting Company, Milwaukee, carried on an effective newspaper campaign in Chicago while the convention was being held. One of the advertisements delivered this message: "All over Chicago this week the best shops are showing their appreciation of the popular esteem in which well-dressed people hold Phoenix silk hose, by giving to this famous hosiery liberal space in striking window displays. There are 16 handsome exhibits within the loop and nearly 100 more in nearby districts." Each ad was illustrated with a picture of the Chicago "I Will" girl holding out a pair of Phoenix silk hose.

The Sparkade Company, Cleveland, Ohio, is offering \$100 for the best suggestion for a slogan—a catch phrase for Sparkade, a new hot weather drink. The advertisement reads: "We want something good, and we want it quick. We'll make it worth your while to think about it. If you can come through with a good idea—something that rings the bell—we'll pay you \$100 in hard, cold cash. Sparkade is a sparkling, thirst-quenching drink made from selected catawba grapes, and contains no artificial flavor or color. It's a satisfying drink that bubbles, looks and tastes like champagne but is unfermented.

"The winning slogan must be truthful and built around these points, and must not contain more than ten words. The contest closes July 6."

The Atlantic Refining Company has started to advertise Parowax, a preparation that keeps preserves from spoiling. The copy reads: "Simply dip the tops of your jars into melted Parowax (pure, refined paraffine) after filling. This keeps out air perfectly. Parowax does what rubbers and blistered hands fail to do. Box of 4 big cakes 10 cents, everywhere."

In Washington, D. C., the S. Kann Sons & Company recently gave a number of national advertisers considerable free publicity by advertising: "A great treat for the little folks—2,000 Toy Grocery Stores 15 cents each." Only five hundred were sold each day for four days, and none were sold to children unless accompanied by an adult. The sample products in the Toy Grocery Store were: "Karo corn syrup, Kingsford's corn starch, Hecker's cream farina, '2 in 1' shoe polish, Ready Maid soup, Luden's cough drops, Babbitt's cleanser, Babbitt's 1776, and Tetley's tea." It was necessary to

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.

fill out a coupon giving the adult's name, and the child's name, age and address.

Remarkable Growth

Both in Circulation and Volume of
Advertising Carried



The New York Globe

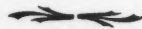
Circulation Facts

Net paid average year ended June 30, 1915..	187,000
Net paid average year ended June 30, 1914..	<u>153,330</u>
Gain	33,670

Advertising Facts

Number of lines Jan. 1 to June 30, 1915....	2,635,777
Number of lines Jan. 1 to June 30, 1914....	<u>2,140,438</u>
Gain	495,339

During a period when general business and most other newspapers have made losses.



Reasons Why

1. The production of a newspaper which more and more people of the middle class want.
2. Serious and persistent effort to create confidence in the good faith and reliability of such advertising as is printed.
3. Wonderful results to advertisers which are proved just as definitely as our circulation figures.
4. The fairest schedule of advertising rates for all classes of advertisers.

CHICAGO
Tribune Building

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Building

Member Audit Bureau of Circulations

