

# THE EDITOR & PUBLISHER

OHIO STATE  
UNIVERSITY

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

\$2.00 a Year

JUN 20 1916

NEW YORK, SATURDAY, JUNE 17, 1916

10 Cents a Copy

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## GROWTH In Circulation

Here are the eight GOVERNMENT statements of circulation of THE CHICAGO TRIBUNE, from the passage of the law requiring them to the latest statement required under that law. Note the unbroken record of increases:

Period Covered	Daily (Exclusive of Sunday)	Sunday (Only)
Six months ending September 30, 1912.....	220,500	304,325
Six months ending March 31, 1913.....	245,449	363,119
Six months ending September 30, 1913.....	253,212	366,918
Six months ending March 31, 1914.....	261,278	406,556
Six months ending September 30, 1914.....	303,316	459,728
Six months ending March 31, 1915.....	326,897	534,848
Six months ending September 30, 1915.....	354,520	558,396
Six months ending March 31, 1916.....	359,651	585,934
(Present circulation in excess of .....	375,000	600,000

## In Advertising

Last year The Chicago Tribune printed more advertising than any other morning and Sunday newspaper in the world.

In the first five months of this year The Chicago Tribune has beaten its own record for the corresponding period of last year by 3,921 columns or 20 per cent.

The Chicago Tribune's gain in this period is more than twice as great as the gain of the next Chicago paper; more than twice as great as the *combined* gain of the other Chicago morning and Sunday papers; within 561 columns of as great as the gain of *all* the other Chicago papers *combined*.

In the first five months of this year, The Chicago Tribune has printed more advertising by 2,120 columns than the other Chicago morning and Sunday papers *combined*.

# The Chicago Tribune

The World's Greatest Newspaper  
(Trade Mark Registered)

Circulation over  $\left\{ \begin{array}{l} 600,000 \\ 500,000 \text{ Sunday} \\ 350,000 \\ 300,000 \text{ Daily} \end{array} \right.$

Member Audit Bureau of Circulations

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

OHIO STATE  
UNIVERSITY

L 155  
E 23  
v. 40, pt. 1

## COME TO PHILADELPHIA



The Cradle of Liberty

The Home of the Monotype

The Cradle of American Liberty and home of that great statesman who wrote himself in his will as "I, Benjamin Franklin, Printer," has been chosen for the meeting of the Twelfth Annual Convention of the Associated Advertising Clubs of the World, from June 25 to 30, 1916. ☪ Philadelphia is also the home of the Monotype. ☪ In hearty co-operation with the aims of the Advertising Clubs, the Monotype Company extends a cordial invitation to all other members of the Association, and to disciples of Franklin everywhere, to visit its factory at Twenty-fourth and Locust Streets, where remarkable developments in advertising typography will be demonstrated.

LANSTON MONOTYPE MACHINE CO · PHILADELPHIA

Creators of machines for printers to cast their own type  
Creators of machines to cast leads and rules any length

CREATORS OF NON-DISTRIBUTION

102

STATE OHIO  
YINSEVIMU

# THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, World Building, 63 Park Row, New York City. Private Branch Tel. Exchange Beekman 4330. The Journalist, established 1884; The Editor and Publisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; E. D. DeWitt, Treasurer; Frank Le Roy Blanchard, Secretary.

Vol. 49

NEW YORK, SATURDAY, JUNE 17, 1916

No. 1

## SHOULD THE WAR CORRESPONDENT BE RESURRECTED?

By CAPT. GEORGE A. SCHREINER

(Associated Press Correspondent in the Balkans.)

THOSE who believe that the war correspondent is as dead as the proverbial door nail may be interested to learn that now and then this person rises from his censor-guarded sepulchre—to return to his rest again after he has been useful. In the olden days the war correspondent, so we are assured, used to please himself pretty much as to what and when he wrote. Nowadays, he writes when he is permitted to do so, and then describes what he is permitted to see.

My own experience leads me to believe that things could be improved.

Raymond E. Swing, interested in features for the Chicago Daily News, and myself, bent upon doing telegraphic work for the Associated Press, landed at Constantinople in February, 1915. Both of us wanted to get to the Dardanelles.

How to get there was a problem, however. Some other correspondents had been there and "messed" things up pretty well. One of them had been in Constantinople a week and had then gone to Salonica, Greece, whence he was wiring most absurd tales concerning riots, arson, bloodshed, and wholesale executions in the Ottoman capital. The feeling in Stamboul towards American newspapers and their representatives was far from favorable to our plans.

It was decided to see Enver Pasha himself. After much trying the Ottoman Minister of War was tackled in the very act of boarding a vessel for the Dardanelles, where on that afternoon the Allied fleet had silenced the batteries of Kum Kale and Sedd-el-Bahr. That the moment was propitious for an interview with a Minister of War who was facing calamity cannot be said.

But Enver Pasha was reasonable about it. He let it be known that he relished enterprise, which is not surprising, considering that he started life as a telegraph operator.

After our wishes had become known to him he made the following little speech, looking very serious the while, as if to impress his hearers with the fact that he meant every word he said:

"You gentlemen want to go to the front," he started. "Well, you have my permission. You know what military law is of course. You can go to the front, go anywhere you please, with the understanding that you place yourself under Ottoman military law and abide by it. Not to adhere to its provisions may mean that you must face a firing squad. In that case I don't want you to appeal to your Embassy here."

Enver Pasha said something about his faith in American fairness, and we accepted the contract.

Two days later we were en route for Tchamak Kale.

There we discovered that we had *carte blanche*. Any fort or battery on the Dardanelles could be visited by us. No restrictions of any sort hampered our movements—until another correspondent, this time a German, dragged a red herring across the trail.

For about eight months I was able to cover the Dardanelles and Gallipoli thoroughly. A little military experi-



CAPT. GEO. A. SCHREINER

ence gave me a sort of special standing, merely because the self-same experience prevented my making the blunders others made.

Liman von Sanders Pasha was in command of the Ottoman forces on Gallipoli. His reputation among correspondents was not the best. The Pasha was said to hate the very sight of newspapermen. It was my business to get to Gallipoli. The matter was taken up with Enver Pasha.

"You have a pass from me to go to the front," he said. "More than that I cannot give you. I have no right to dictate to the commanders whom they shall receive. You will have to take the matter up with Sanders Pasha himself."

This was done. Sanders Pasha said he had no secrets on the Peninsula. I was welcome at his headquarters, and could stay as long as I cared to stay. He even went so far as to interest himself in getting proper quarters for me.

But that did not take me to the actual front. So Sanders Pasha wrote a sort of circular letter to all group commanders. The letter stated the purpose of my visit to the front, and left it to the group commanders to use their own judgment. I presented the letter to Weher Pasha, commander of the South, or Sedd-el-Bahr, group with surprising results.

"Go anywhere," he said. "There is the left flank, centre, and right flank. Go when you wish. Right now I cannot recommend the left flank, because it is a little too lively, except you want to take a chance getting into trouble. But please yourself—always with the understanding that you do not hold me responsible in case you are hurt."

I spent several days with the South group—in the trenches, in artillery-control dug-outs, in observation posts, anywhere.

Essad Pasha, of the Aribournou sector, also accorded me full freedom of movement. So did Mustapha Kemal Pasha, and Wilmers Bey, commanders of the Anafarta and Kireteh-Tepe sectors, respectively. Everywhere I found

hospitality and the keenest interest in my work.

A little later I ran out on torpedo boats and destroyers. Admiral Suchon opened the gate as wide as he could.

The question is: Why all this? The answer is simple enough. For being allowed at the front I had accepted as equitable the condition that tattling might make me the principal figure in a court-martial. The officers in the Ottoman service knew this and were not averse to having me at the front after that.

The thing which really proved the arch enemy of the war correspondent is the modern, rapid means of communication. In the days when war correspondents roved about at liberty, there was little danger of important military information falling into the enemy's hands. Before a story could reach the

have the details in question, but there is no doubt that to the vast majority of readers too much detail is an abomination. I noticed, too, that Sanders Pasha and his adjutant, who acted as censor, had no particular aversion to having me name the crests occupied by the Anglo-French troops.

Here is a hint which might be given serious consideration by all general staffs, and by the press itself. That the war correspondent has a field, nobody seems to have ever seriously doubted, even in the most hidebound of war ministries. But how to fit the war correspondent into this field, under present communication conditions, has been the problem. That problem can be solved easily, it seems, provided press and general staff get together.

*Nolens volens*, the war correspondent becomes part of the army he is with. The war correspondent with his own army would not, and the neutral should not, be guilty of an act which would increase the difficulties of the force he is attached to. For that reason he may well be required to consider himself under military law. He could either do that, or else not go into the field at all, in which case his service and reading public would be the losers, as is the case largely to-day. Our understanding of the military situation in Europe would be more thorough and complete if the scheme suggested here were in operation.

But the case is not entirely disposed of. I have found that the best-meaning correspondents got into trouble for having "military information" in their copy. The men did not know any better.

Just what is and what is not military information of value to the other side is a matter on which even censors disagree, and of which they are often incompetent to judge.

A correspondent of the Turkish official Tanin, described one day the trouble he had getting into a certain artillery-control station on Gallipoli.

Anybody having a good map of the terrain would have been able to say where the station was after he had read the description. The Allies, having good maps, took the station under fire three days later and caved it in with shells. The Turks lost two of their best artillery officers and had five other officers wounded.

Of course, the censors in Constantinople had carefully stricken out every name in the story. The officers at the front would have killed the entire story. The newspaper was fined and the correspondent will never again see a Turkish front.

The only remedy is that war correspondents have some experience as officers, or have profited sufficiently by past mistakes so as not to do that sort of thing.

Interests in this case are clearly divided. The officers responsible for a campaign or action must see to it that so dangerous news gets to the other side, while the war correspondent is expected to keep his public well informed.

Since the military happen to be *force majeure*, the correspondent must do

(Concluded on page 25)



"WHO SAID ANYTHING ABOUT BUTTER?"

other side, weeks might elapse and then the situation would be different. A story filed by me at headquarters on Gallipoli would reach a neutral country four hours afterwards, and unless all military "tips" had been carefully omitted, the Ottoman forces on Gallipoli might find themselves in trouble.

This may not be "whole" reporting, at first glance. But it is all that may be done nowadays. If the correspondent does not handle his copy in that manner, he will not get a blessed line out, and in addition he will be asked to move on. Arguments will not help here. Besides military men have some rather sound notions on war correspondence. I took this point up with Sanders Pasha.

"To the general public geography has no meaning anyway," he said. "What does it matter to it whether a story says that the trenches run along crest number so-and-so. I don't think that a story which does not contain such useless details, loses anything by it. On the contrary, I myself find them more interesting, except I want to sit down and study the map."

I take liberty to question that Sanders Pasha would find any story of a battle more interesting if it did not

## NEW YORK CENTRAL ADVERTISES IN 800 NEWSPAPERS TO WIN PUBLIC GOOD WILL

Uses All Daily and Weekly Papers Along its Lines in Big Campaign to Foster Friendliness and Co-operation—How the Ads Are Prepared and Placed—All Are Illustrated—Road's Advertising Will Total 70,000 Insertions This Year.

By G. W. HARRIS.

THE New York Central was one of the first of the big railroads to return to a liberal use of newspaper space, after the slump in railway advertising following the business depression of 1913 and the first effects of the great war, and through the winter and spring this railway has been conducting one of the most significant, as well as one of the most interesting advertising campaigns ever undertaken by an American railroad. It is significant by reason of its extent, the number of newspapers used to carry the message of this great railway system to the people of the vast territory it serves. But it is still more



**A Railroad's Friends**

A railroad needs friends.

We are a business concern that does business with everybody, and we need everybody's good will.

It is the aim of every employee of the company to treat every man, woman and child with courtesy, attention and respect.

**The New York Central Lines**

are engaged in the highest type of legitimate business and we strive to carry it on with the most efficient business methods.

In our efforts to provide a service that will amply serve the public needs, we ask the same consideration from the people that one man expects from another in the affairs of life.

NEW YORK CENTRAL LINES

significant in that it typifies the newer attitude of American railroads toward their public—toward the people specifically with whom they have to live and do business—typifies the newer (and immensely better) public policy of friendliness, good will, cooperation—in short, the policy of mutual helpfulness, honesty, and fair dealing.

Primarily this advertising campaign of the New York Central is a campaign to win public good will. Incidentally, or even in appearance mainly, in some of the copy used the Empire State Express or the Twentieth Century Limited, or other of the road's crack trains, as well as the modern safety devices, the excellence of roadbed and equipment, and other specific features underlying the system's service, will be advertised; but in each case the mention of such features is linked with the broad public policy of the company to give public satisfaction and win public cooperation for just railroad laws and fair compensation for service.

The first advertisement in the series pictured a train crossing a huge bridge supported by three great pillars sculptured with strong men's figures labelled respectively, "Friendly Public Sentiment," "Just Railroad Laws," and "Fair Compensation for Service." Underneath this picture was the following text:

### PILLARS.

The New York Central Lines have a solid rock-ballasted roadbed; the heaviest of steel rails; all the modern safety devices; splendid equipment; frequent and fast train service; convenient and spacious terminals.

These are all necessary pillars to the maintenance of a great transportation system.

But to support these physical excellences the New York Central Lines, in common with all

other railroads, need the pillars of Friendly Public Sentiment, Just Railroad Laws, and Fair Compensation for Service.

Only these make it possible to continue to give the public the perfect service and modern facilities it demands.

Another of the ads, headed "The Modern Caravan of Commerce," pictured the six parallel tracks of the Central traversing a great sweep of open country, and made the point that the Central Lines connect the grain fields of the West and the commercial centres of the East.

The accompanying illustrations are reductions to small size of some of the other advertisements used recently.

In detail, according to P. D. V. Lockwood, advertising manager of the New York Central Lines, some of the points at issue for all the railways of the country and which the Central is taking into the great court of public opinion in this campaign, putting them squarely before the people in order that they may judge fairly by knowing the railroads' side, are the following:

Fair and equitable rates in compensation for service.

A closer grasp of the co-relation of the community's welfare with that of the railroad.

Fair play in damage suits.

The attitude of labor.

Fair payment for carrying the mails.

Reasonable legislation affecting these questions.

Not all of these points have been definitely stated in this way in the advertising copy, but it is planned to cover them in a general way and they are embraced in the considerations which led the railroad to undertake this form of advertising. Mr. Lockwood says:

"In the final analysis the public is the real judge in the case, and its decrees prevail eventually and irrevocably. We are telling our public, the public our lines reach, the railroad's side of these questions in order that they may have a real basis for forming their own judgment. In no case does the advertising ask any specific or immediate relief from any condition. The campaign is informative in content as in purpose. The copy publishes certain facts about the service provided by the railroad and the cost of providing that service. It sets forth certain ideas about the railroad's place in the social structure of to-day. It invites a more considerate attention than has been popularly given in the past to the railroad's problems. And it aims to show that the interests of the railroad and those of the public are identical, and that what affects the one necessarily affects the other.

"The problem of a railroad's financing, for instance, is not a problem that can be settled and finished to-day or tomorrow; it is a continual and a continuing problem. As the country grows and prospers, as business and traffic increase, the railroads must meet the new conditions of increased demand for their service, and they must have new money to provide the increased facilities necessary to meet that increased demand.

"The railroads are the greatest single factor in building up the country. They make possible its greatest growth in commerce and prosperity. As the public come more and more to realize this truth, and as the railroad reaching any given community provides good service which proves itself an advantage to that community, the people take pride in that road—their railroad—and they will stand for justice and a square deal for the railroad.

"It is because we are firmly convinced of this that we are doing this kind of advertising. We had done something of the sort in a limited way three or four years ago, before the business depression antecedent to the war; and even since we started the present campaign we have had sufficient evidence in the comment of newspapers and of individuals living in the territory along our lines to convince us of the efficacy of this method of taking the public into our confidence and thereby gaining their good will."

In answer to a question as to the duration of the campaign, Mr. Lockwood said:

"We have no definite plans in that respect, no time limits for the campaign, that is. Our present plans contemplate continuing it indefinitely. At present we are not using this kind of copy so extensively as we did a month or two ago, because we are entering the summer resort season and consequently are using resort advertising almost exclusively in the up-State papers. In the larger papers, here in New York city for instance, we are using both resort copy and an occasional public policy advertisement. How long the good will campaign will continue, I cannot tell. I know of no better form of advertising for a railroad. We shall probably keep on with it for a long time, in fact as long as business conditions justify."

Asked about the extent of the campaign, the number of papers used, and whether his lists included any other mediums besides newspapers, Mr. Lockwood continued:

"Along the lines of the New York Central and the Michigan Central we are using about 800 newspapers, and we place these good-will advertisements in each paper about once a month. Sometimes we use some of the leading papers oftener than that. We use for our advertising all the papers, daily and weekly, in the territory adjacent to our lines.

"For all of our advertising at pres-

enting. We have had abundant proof that we do reach them through the newspapers."

The advertisements of the New York Central Lines are prepared and placed by the H. E. Lesan Advertising Agency, with the cooperation of the system's advertising departments in New York and Chicago. This firm has handled the Central's business for the last nine years, and for practically all of that time the idea of public policy and public good will has been worked into the copy to some extent, for at the start Mr. Lesan convinced the railway officials that it was perfectly feasible and highly desirable to cultivate the friendship of the public at the same time that the road was publishing the facts about its fast trains and the features of its service.

In the preparation and placing of the copy two fixed rules are observed: Every advertisement must be illustrated with a picture, so that even if a man will not read the ad he will get its main idea from the picture, which in every case tells its story plainly and unmistakably; and no ad is ever repeated in the same publication.

For these public policy advertisements the standard space used in the newspapers is 420 lines, or ten inches, on three columns. At times a somewhat larger space is used in the large city papers, but that is the standard pretty generally adhered to for all the papers used.

Every advertisement, including summer resort ads, excursion ads, and what not, as well as the good will advertisements, is prepared, designed, set up, and put into its final shape here, and a stereotype, electro, or matrix is supplied to each paper in which the ad is to appear. There is no possibility for typographical mistakes. Including ads of all kinds and sizes, this year the agency will send to the newspapers for the Central Lines a total of approximately 70,000 electrotypes and matrices.

### EXEUNT TWO EVENING PAPERS

Plattsburgh Star and Daily News Replaced by Morning Republican.

By the organization of the creditors of the Plattsburgh (N. Y.) Evening Star and the owners of the Plattsburgh Daily News, also an evening paper, into a new corporation known as the Plattsburgh Republican Publishing Company, the two papers named have been wiped out of the evening field, and a new publication entitled, the Plattsburgh Republican, has entered the morning field in opposition to the Press. The Star was formerly owned by G. H. Bixby, and went into the hands of a receiver about six months ago.

The new publication takes the name of the weekly paper founded in Plattsburgh in 1811.

The officers of the company are: Ernest C. Gordon, president; James DeF. Burroughs, vice-president; Jeremiah W. Davern, secretary and treasurer; Ernest J. Robinson, business manager. The president, vice-president, and secretary, together with Thomas F. Conway, Michael J. Callahan, John B. Trombly, and Victor F. Boire comprise the board of directors. John Armstrong is the editor.

Frank R. Northrup, of New York, who was the special representative of the Evening Star, has been retained by the new paper.

### Changes from Morning to Evening Field

Fred Rowe, publisher of the Kalamazoo (Mich.) Gazette, has changed that newspaper from the morning to the evening field. The Sunday morning issue will be continued.

Kanorado, the last town on the Rock Island Railroad in Kansas, is to have a newspaper. It will be known as the Kanoradian, with Loren C. Hunter as publisher.



**A Thing of Steel that Vulcan might have envied**

Vulcan was the mythological master molder of metals. But all of his creations are dwarfed by the accomplishments of modern mechanical genius that have made possible such a mighty courier of commerce as the

**20th Century Limited**

"The most famous train in the world!"

Le. New York 2:45 p.m. Ac. Chicago 9:45 a.m.  
Le. Chicago 12:40 p.m. Ar. New York 9:40 a.m.

This all-steel train running smoothly over the best of steel rails is typical of the service of the

**New York Central Lines**

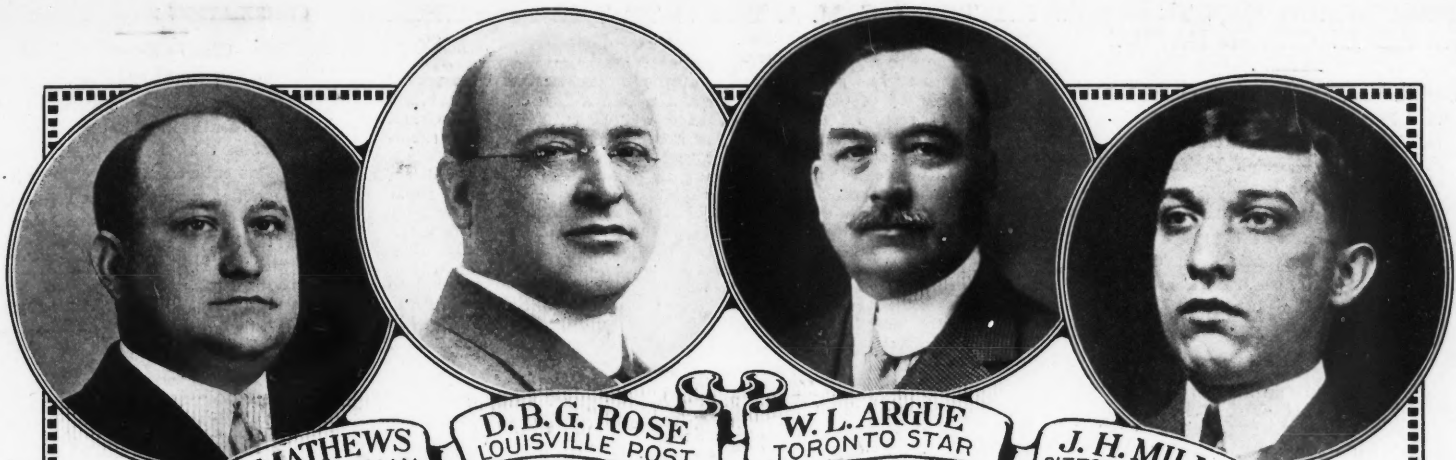
"America's Greatest Railway System"

It is the desire and purpose of the New York Central Lines to maintain the high standard of service required by the public.

To meet this requirement and make provision for the future the railroad asks only fair rates, just regulation, reasonable wage scales and an unbiased consideration of its value to the communities it serves.

NEW YORK CENTRAL LINES  
For the Public Service

ent we are using the newspapers exclusively. We are not using any magazines, not because we believe that their use would not be beneficial, but because we cannot afford an appropriation for more than the newspapers. In our advertising the newspapers must come first because the newspaper is incontrovertibly the best medium for local advertising, and it is the people locally in the communities we serve that we want to reach with our adver-



J. A. MATHEWS  
DAILY OKLAHOMAN

D. B. G. ROSE  
LOUISVILLE POST

W. L. ARGUE  
TORONTO STAR

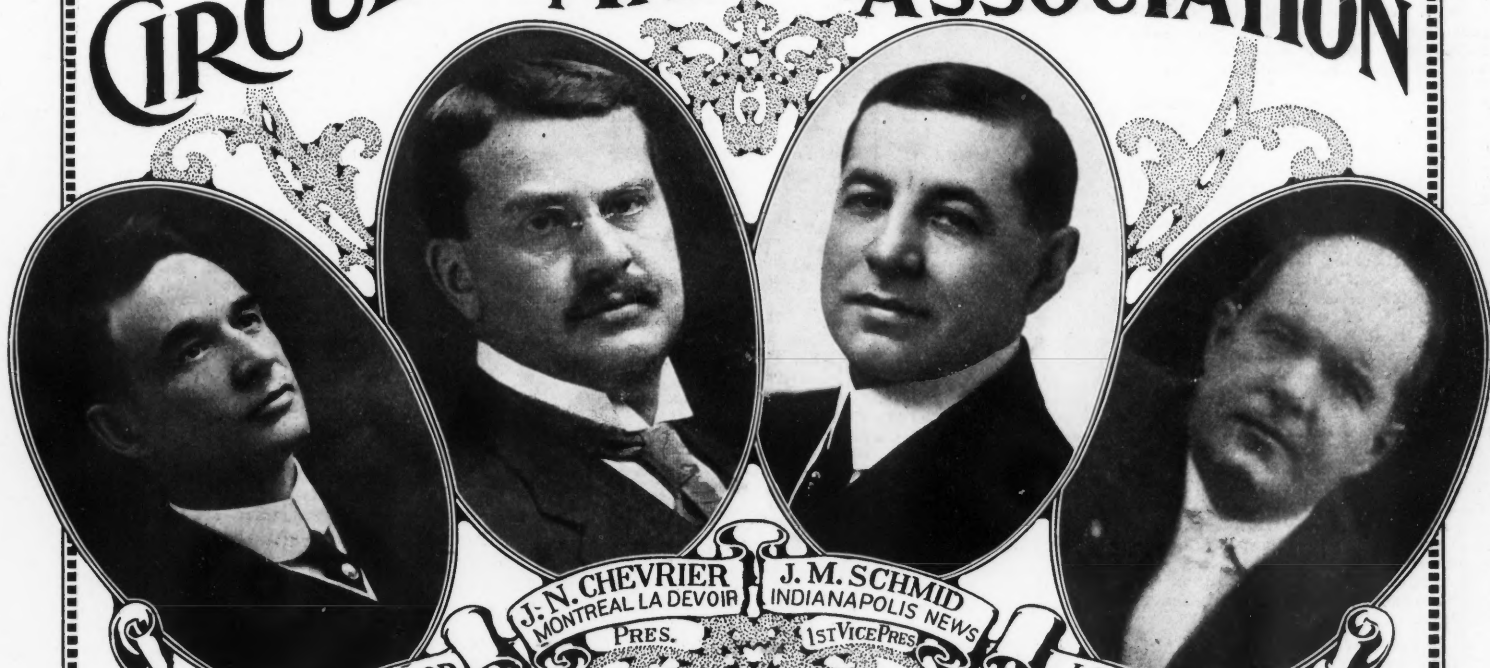
J. H. MILLER  
PITTSBURGH GAZETTE

OFFICERS AND DIRECTORS OF THE

1915

# CIRCULATION MANAGER'S ASSOCIATION

1916



JOS. R. TAYLOR  
GRAND RAPIDS PRESS  
SECY-TREAS.

J. N. CHEVRIER  
MONTREAL LA DEVOIR  
PRES.

J. M. SCHMID  
INDIANAPOLIS NEWS  
1ST VICE PRES.

I. U. SEARS  
DAVENPORT TIMES  
2ND VICE PRES.



ROY HATTON  
DETROIT FREE PRESS

HAROLD HOUGH  
FT. WORTH STAR-TELEGRAM

JAMES MCKERNAN  
NEW YORK WORLD

M. LEVY  
CINCINNATI POST

J. R. HENDERSON  
MONTREAL GAZETTE

## CIRCULATION MEN TO MEET IN GRAND RAPIDS

**Welfare Work Among Newsboys, the Return Privilege, Rural Route Subscription Work and Extra Editions Features of Discussions—Joseph R. Taylor Is Talked of for the Presidency.**

The International Circulation Managers' Association will hold its eighteenth annual convention in Grand Rapids, Mich., on June 20, 21, and 22. This is the only organization of circulators that is international in its scope. It has about 400 members, representing practically every city in the United States and Canada.

The convention sessions will be held in the auditorium of the Grand Rapids Evening Press Building, and at the Hotel Pantlind. The Board of Directors of the Association will meet at the Hotel Pantlind on Monday evening, at eight o'clock, and there will be an informal gathering of the delegates to listen to reports of the entertainment committee, the auditing committee, the convention committee, and announcements by the president and secretary.

Probably the most interesting topic of discussion during the convention will be welfare work among the newsboys. In this work the Grand Rapids Evening Press stands preëminent. The boys of the paper have a regular school in the Press Building, where they are given instruction by a public school teacher. When the editions of the paper come from the press, the boys leave the classroom to sell the papers. The editor of the Press is Edmund Booth, a former Y. M. C. A. secretary, and it is through his efforts that the work among the boys has grown to such large proportions. On this topic, the principal address will be delivered in the morning of June 21, by Sidney D. Long, of the Wichita (Kan.) Eagle.

Among other features of the convention will be a discussion of the question, "Looking into the Future for Just One Year, What do I See on the General Subject of Circulation?" by D. B. G. Rose, of the Louisville (Ky.) Evening Post. John D. Simmons, of the Atlanta (Ga.) Journal, will speak on the topic, "Service and Confidence as Factors in Circulation Building."

"The A-B-C and the Circulation Manager" is the subject of a paper to be read by Russell R. Whitman, managing director of the Audit Bureau of Circulations. W. T. Adair, formerly circulation manager of the Chicago Tribune, and now of the World's Syndicate, New York city, will explain "the qualifications that a circulation manager of a small-town daily must have to secure the same position on a large metropolitan daily."

In the afternoon of the closing day, Thursday, the officers for the ensuing year will be elected. John M. Schmid, Indianapolis News, is in line for the presidency, but there has been some talk about Mr. Schmid stepping aside temporarily in the interest of Joseph R. Taylor, of the Grand Rapids Press, who has served the Association ably and unselfishly for many years as secretary and treasurer. This may be done, as both Messrs. Schmid and Taylor are highly regarded. There will be quite a delegation from New York to the convention. C. F. Stout, Plainfield (N. J.) Courier-News, has succeeded in his effort to get up a nice party. Among those who will leave New York on the Wolverine Sunday are the following:

C. F. Stout, Plainfield Courier-News; R. B. McClean, New York Post; W. F. Coe, Plainfield Press; F. M. Ball, Publishers' Promotion Company; J. A. Sonadel, the Fourth Estate; James McKernan, New York World; J. H. Zerbey, jr., Pottsville Republican; William Hoffman, Staats-Zeitung; A. E. MacKinnon, Sperry Magazine; Ernest A. Scholz, Crowell Publishing Company; D. B. G. Rose, the Louisville Post.

## WHAT THE I. C. M. A. MEANS TO THE PUBLISHER

By JAMES L. FARLEY,  
Circulation Manager The Philadelphia North American.

ANOTHER year has rolled around. Another milestone has been passed in the history of the I. C. M. A., and within a few days circulation managers from all over the country will be in session at Grand Rapids, greeting each other after a year's absence, discussing among themselves the best means of promoting the interests of their publishers.

At these conventions the members have an opportunity of getting direct information from each other on many subjects which will prove of great value. Papers on various subjects have been prepared and will be read for the benefit of all. Round-table discussions will take place at which the members will have an opportunity of bringing forward any subject they desire and listen to the discussion of the various members regarding it.

During my connection with the Association I have looked forward to these annual meetings with considerable pleasure, and am sure that the knowledge gained and information secured is of sufficient value to repay many times for what inconveniences I may have been put to in attending them.

It is possible that the publishers themselves do not realize the value of these meetings to their circulation managers, or otherwise I feel that they would not only grant the time necessary, but would insist upon their managers being in attendance at each of them.

If the business manager could get an inside view of these meetings and note the interest which is manifested at the remarks of the various members, as those of us have who have been in attendance, I am certain that he would stamp with approval any request made of him by the circulation manager to attend, and under these conditions the I. C. M. A. would reach a representative body of one thousand or more men composed of the brightest minds in the business and be a greater credit to themselves and their publishers.

## A FEW I. C. M. A. TRUTHS

By A. E. MACKINNON.

IN a discussion of the fundamentals of newspaper building the late Joseph Pulitzer once stated: "First comes circulation, then comes advertising. First goes circulation, then goes advertising."

To all who have made a study of the importance of this department and its relation to the rest of a daily newspaper, the truth of the Pulitzer statement is obvious. The very life of a publication is dependent on the manner in which its circulation department is conducted, and only in proportion to its growth and efficiency can advertising gains be looked for.

A very few papers employed circulation managers when the I. C. M. A. came into existence, almost twenty years ago. To-day every live publication in the United States and Canada employs such a man and recognizes his work as important, and even more exacting than that of the sales manager of any manufacturing plant.

The I. C. M. A. encouraged and paved the way for its members to make for circulation progress and efficiency. Wherever any desired result can be obtained by means of a shorter route; where the expenditure of money can be cut down by the employment of an improved plan; where a change of method promises improved conditions; in short, where the "better way" of doing things prevails—there can be found the working principals for which the organization has always stood.

The I. C. M. A. process is as follows:

1. Investigation.
2. Analysis.
3. Diagnosis.
4. Elimination of the useless.
5. Standardization.
6. Development of functions.
7. Staff training.
8. Full speed ahead.

## POLITENESS HAS ITS REWARD

**But the Small Newsboy Did Not Know What the Reward Was For.**

Harry Counsman, candidate for clerk of the District Court, of Omaha, Neb., was leaving the Court House recently when two ragged urchins rushed him with a bundle of papers. One of the lads was about six years old and the other was about ten, and proportionately bold. Counsman bought a paper from the younger and gave him a penny.

"Thank you," the lad exclaimed. The politeness was so unusual that Counsman paused, and, fishing in his pocket again, found a quarter. The boys thought he wanted another paper and they rushed him again. "Take one from me this time," urged the oldest lad.

"No," Counsman answered, as he handed the grimy one the quarter. "You can keep this, sonny. Now, do you know why I'm giving it to you?"

"Yes, sir, I know," guessed the big boy. "You're a politician, and you want our votes."

Counsman laughed and repeated his question to the little boy.

"I know," the little fellow answered. "You want me to wash my face."

Counsman threw up his hands in despair.

"I give it up. No, sonny, keep your face dirty if you want to—I was simply trying to teach you that politeness has its reward, but I guess it's too deep."

## ENTERTAIN 150 NEWSBOYS

**Tacoma Tribune Gives Banquet for City Carriers and Country Agents.**

The Tacoma (Wash.) Tribune celebrated the achievement of the 20,000 net paid circulation mark on June 2 by entertaining 150 city carriers and country agents at a banquet in the Tacoma

Addresses were made by Herbert Little, advertising manager of McCormack Brothers, and N. A. Reynolds, advertising manager of Rhodes Brothers. These concerns being the largest department stores in Tacoma. Frank S. Baker, publisher of the Tribune, also spoke.

Mr. Baker is the son of E. H. Baker, publisher of the Cleveland Plain Dealer, and formerly president of the A. N. P. A.

## Newsboys Guests of Chicago American

Seven thousand newsboys were the guests of the Chicago Evening American at White City Wednesday night in the third annual outing given by that newspaper to the newsboys of Chicago. The amusement park was practically turned over to the youthful merchants, free tickets to all the shows and rides in the park being provided for them.

Ira Lawley, editor and publisher of the Groesbeck (Tex.) Journal, a weekly publication, announces that he will publish an afternoon daily paper there, to be known as the Daily Avalanche.

## CIRCULATION DINNER DANCES

**El Paso (Tex.) Herald Rewards Its Workers in Novel and Pleasing Way.**

Celebrating another record-breaking business month in the circulation department of the El Paso (Tex.) Herald, H. H. Fris entertained the employees of that department at the West Ysleta Club last week. The first of these dinners was given in March to celebrate the biggest month's business in the history of the paper during February. The March business exceeded that of February and another dinner followed. April's business was still greater than that of March and the dinner last week was the result. Mr. Fris, who is manager of the circulation department of the Herald, has a standing promise of a banquet to his employees each month that a new record is broken. Following the dinner those present danced until midnight.

Manager Fris says: "I believe that the monthly dinner party is a very successful idea. It wakens up the interest of the organization, and they all take a greater interest in their work. They learn to know each other well when these dinner parties are given. I hope to goodness we will be able to pull off one each month."

## NEWSBOYS GIVE FINE SHOW

**Big Audience Attends Benefit Performance of Schenectady Association.**

The principal number on the programme of the benefit performance given on June 8 by the Schenectady (N. Y.) Newsboys' Association was the scene staged by the boys themselves and showing an exact setting of the way they held their meetings. After the boys had assembled on the stage and been called to order by Joseph Guarnier, president of the Association, they gave the Association yell and sang three medley choruses, which were heartily applauded by the audience.

The Newsboys' Quartet then sang "Carry Me Back to Old Virginia," and vocal solos were given by Mike Gianette and Louie Pannone, the newsboys' soprano. Maxwell and Mann, who have become favorites with the newsies, entertained with songs and dances, while Irving C. Bullock rendered several high-class selections on the piano.

Others participating in the programme were the Haydn male quartet, Spear and Rogers, the Sterling quartet, Sam Currie, Jessie Robertson, Bessie Marshall, and Grace Garroway. An address was delivered by President Guarnier.

## Good Advice for Newsboys

(Duluth Herald Hustler.)

Every bit of courtesy you show a subscriber contributes to the building of your route.

When opportunity knocks at your door, be there. It won't waste time inquiring of the neighbors when you will return.

People pay for service—delivery service. Makes no difference whether it's milk, groceries, or newspapers. And don't forget that satisfied customers pay the best.

Don't stand in the way of some bright boy who wants a good Herald route.

Get acquainted with every one living on your route. Don't be bashful. They might call upon you for service.

Remember that women read newspapers, as well as men. You can get orders from women at the home when you try it.

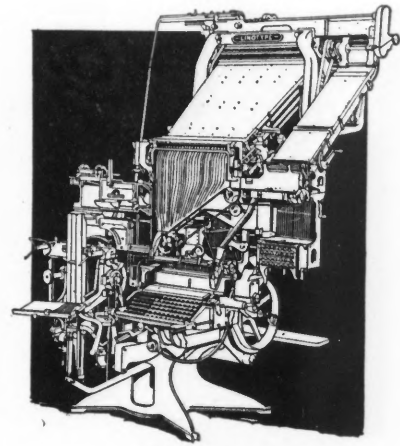
Always deliver the paper where the subscriber can find it. On stormy days put it in the mail box or hand it to the subscriber at the door.

Get them started with the Duluth Herald. Good delivery service will hold them as regular customers.

It's a poor carrier who cannot secure at least one new customer every week.

N. E. A. *Members and Guests:*

THE LINOTYPE  
WELCOMES  
YOU TO YOUR  
CONVENTION  
CITY



MODEL 17 LINOTYPE  
Two Magazines with Auxiliary

- ☞ *Make full and free use of the Linotype Service Department*
- ☞ *Be sure to take the great Linotype Factory Inspection Trip*
- ☞ *Get complete data on the wonderful New Model Linotypes*

As the Linotype welcomes the editors of the nation here and now, so does it welcome them everywhere and always.

The Linotype is ever at their service, wherever there are men to read, editorials to be written, newspapers to be published.

You need never for a minute fear for the mechanical ability of the Linotype-equipped composing room, for back of every Linotype stands a great and continuously successful organization, a stock of matrices and supplies unequalled in extent and variety, and the largest composing machine factory in the world.

MERGENTHALER LINOTYPE COMPANY  
TRIBUNE BUILDING, NEW YORK

CHICAGO  
1100 S. Wabash Avenue

SAN FRANCISCO  
646 Sacramento Street  
TORONTO: CANADIAN LINOTYPE, LIMITED

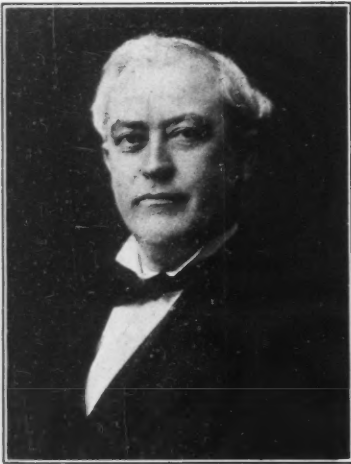
NEW ORLEANS  
549 Baronne Street

## NATIONAL EDITORIAL ASSOCIATION COMING

Thirty-first Annual Convention Will Open in New York Next Monday, and Will Continue Four Days—Eminent Speakers Will Be Heard, and Outings Have Been Planned.

The thirty-first annual convention of the National Editorial Association will open at the Hotel McAlpin, New York city, next Monday morning. During a four days' session the members will listen to distinguished journalists and statesmen from every part of the country, and every phase of the relations between the press, the Government, big business, the church, science, the advertiser, and the every-day citizen will be discussed for the public benefit.

The opening session will begin at 9:30 A. M. Monday, June 19, with addresses of welcome by Mayor Mitchell, H. L. Bridgman, chairman of the Publishers' Association of New York; Ed-



LEE J. ROUNTREE.

ward Percy Howard, president of the New York Press Club; John Clyde Oswald, publisher of the American Printer, and Charles H. Betts, president of the New York State Press Association. Response will be given by Joe Mitchell Chapple, of the National Magazine, Boston, following which President L. J. Rountree will make the annual address; Irvin F. Paschall will extend an invitation to the Associated Advertising Clubs' Convention at Philadelphia on behalf of the Poor Richard Club, and in the afternoon the business sessions will begin.

Melville E. Stone, manager of the Associated Press, and John Temple Graves will talk at the opening session, and one of the topics will be the influence of schools of journalism upon American literature. There will be a reception that night at the Pulitzer School of Journalism, Columbia University.

### WILL HOLD TWO SESSIONS DAILY.

Two sessions will be held daily. The profitableness of erecting buildings in which to house newspaper plants will be discussed during the Convention by Alonzo D. Moffett, ex-president of the National Editorial Association. A. Glendon, of New York, will address the Convention on the subject of simplified spelling.

On June 20, Mrs. George E. Hosmer, of Denver, will talk on the "Future of the Newspaper Woman," and there will be addresses on advertising, the trade journals, the country daily, and simplified spelling will claim attention, and in the evening the editors will eat their annual dinner at the McAlpin.

Adolph S. Ochs, of the New York Times, will talk on "Interior and Metropolitan Dailies—Facts and Theories Tested by Experience," during the morning session of June 21. Secretary of the Navy Daniels will deliver an address immediately following Mr. Ochs.

### PLENTY OF RELAXATION.

On June 20, at 1 P. M., the Association members will visit the New York Times office. Leaving there, a trip to Long Beach will be taken by the delegates as guests of the Long Island Railroad and the Long Island Press Association, the party leaving the Pennsylvania Station, 34th Street and Seventh Avenue.

On June 22 the Convention, as guests of the city, will take a sightseeing boat trip, and on the way to the navy yard they will witness a drill by fire-patrol

boats. After a luncheon at the factory of the Mergenthaler Linotype Company the editors and publishers and advertising men will ride through Prospect Park to Coney Island, where they will bathe and see the mermaids.

As a wind-up of the Convention on June 23 a visit to the New Jersey resorts will be made; the party will start by boat from the foot of West 35th Street at nine o'clock in the morning. The delegates will be taken down New York Bay on the route taken

by ocean liners, passing the Statue of Liberty, Ellis Island, Sandy Hook proving grounds, and up the Shrewsbury River to Pleasure Bay, where a shore dinner will be served. They will then go in automobiles along the shore through Long Branch, Asbury Park, and other seaside towns to Sea Girt, New Jersey's militia camp. At Shadow Lawn a call will be made upon President Wilson. The delegates will then return by Rumson Road to Seabright and thence to New York.

## PRESIDENT HOUSTON URGES EFFORT TO SECURE WIDER CO-OPERATION

Believes that His Own Successor in the Presidency of the Associated Advertising Clubs of the World Should Be a Prominent Newspaper Publisher, in Order that the Newspapers May Be "Brought Into Line."

(Extract from President Houston's Article in Associated Advertising.)

It is a pleasure to tell the clubs that our endeavor to cooperate with the Naval Consulting Board in letting the country know what the 30,000 American engineers were doing in the month of May toward mobilizing industry for defence, has been crowned with large success. More than 2,000 newspapers are carrying the advertising copy, and so are the leading magazines and the trade and technical papers. The poster people have cooperated in most vigorous fashion, as have the moving-picture people.

The most interesting development of the month has been the presentation of what we are undertaking to do before the Convention of the American Newspaper Publishers' Association in New York. Through some misapprehension (although the matter had been fully and clearly stated a number of times) the report got abroad among the newspaper publishers that the Government was asking for free advertising space.

### ACT OF VOLUNTARY PATRIOTISM.

Of course, the Government has at no time asked for anything. The Associated Clubs have undertaken to do something for the Government, just as the engineers were doing something for the Government.

When we learned that the engineers were undertaking this industrial survey for the Government, a job that would have cost at least \$2,000,000 if it had been paid for, and were doing it without a dollar's pay, we felt that it would be a fine thing for us to join hands with them in a short campaign, and ask publishers and poster men and others in the advertising field to contribute space, just as the engineers were contributing their services.

The response has been simply overwhelming. Personally I never had any idea that it would be so great. Our work has rendered a great service to the engineers in doing their job, and they will not hesitate to bear witness to that fact, in all the years to come. Surely, this cannot work to the disadvantage of advertising.

Moreover, the Government is deeply impressed with the demonstration we have made as to the power and service of advertising in quickly and effectively reaching and stirring the country; and this will certainly not work to the disadvantage of advertising, in all the years to come.

### THE RESOLUTION WAS WITHDRAWN.

Well, all of this and much more was said to the newspaper publishers in New York in a more graphic and convincing fashion than I have here stated it, by Mr. Lafayette Young, jr., manager of the Des Moines Capital and chairman of our National Defence Committee; Mr. G.

Edward Buxton, jr., manager of the Providence Journal, and Mr. Jerome D. Barnum, manager of the Syracuse Post-Standard. Mr. Ochs, of the New York Times, and many others told me that our three spokesmen made a tremendous impression on the convention. Indeed, the impression was so great that a hostile resolution that had been introduced, was withdrawn.

The clubs are certainly to be congratulated upon having men of the quality and fibre of Young and Buxton and Barnum who can instantly meet and control a situation. Their speeches were the talk of the convention.

### GAVE IMPRESSION OF A. A. C. OF W.

But beyond the definite service in getting squarely before the publishers, in the right light, just what we were trying to do in our cooperation with the engineers, these speeches also served the purpose of getting the Associated Advertising Club movement before the newspaper men in the most convincing way it has ever been presented; and in the future development of our whole club movement, there is nothing more important, particularly at this time, than full understanding and strong cooperation from the newspapers of the country.

### THE TWO GREATEST THINGS.

If the clubs feel that my ten years' service in their behalf has given me some knowledge and experience that might qualify me to speak as to their future welfare, I should say that the two greatest things in hand and in immediate prospect, are the securing of enthusiastic cooperation from the retailers and the newspaper men of the country in our movement.

Chairman Ingersoll and his able committee, as will develop in Philadelphia, have been putting in a year of searching work in behalf of the retailers. Chairman Black and his associates in the retail departmental have been doing the same thing. When we have the efficiency systems for retailers available—and we shall have four systems available at the convention—I feel that we will have the retail situation in a satisfactory condition.

And now we must bring the newspapers into line. Of course, we have a number of strong men in the newspaper field who are now thoroughly convinced of the great value of the clubs. But, frankly, we have only touched the edge of the matter. The newspapers are our natural allies and we must convince them of that fact. If I could have my way in proposing the best possible thing to do at Philadelphia, I should say choose a strong newspaper publisher as president of the clubs.

The Made-in-Texas banquet that it had been planned to give the National Editorial Association in New York on June 19, has been called off, according to Commissioner of Agriculture Fred W. Davis, under whose direction the banquet was being arranged.

## HIGH WATER MAY CAUSE SUSPENSION OF PAPERS

Precarious Conditions at Fort Frances, Ont., Cause Alarm in Sixty-five Offices in United States and Western Canada Which Are Dependent Upon One Source of Supply—Situation Unusual.

TORONTO, June 12.—E. H. Macklin, business manager of the Winnipeg Free Press, who has been in the East for several days past, is very much exercised over the possibility of the cutting off of the Free Press's paper supply, owing to the precarious conditions at Fort Frances, Ont., where the paper mills of the Minnesota & Ontario Power Company are located. Abnormally high water is threatening to stop the operation of the mills, and, if this should happen, it would be exceedingly difficult to get a supply of paper elsewhere. It is understood that some sixty-five newspapers in Northwestern United States and western Canada are dependent on this source of supply, and, if anything goes wrong with it, it will mean suspension of publication in many cases. Mr. Macklin has wired instructions to Winnipeg to cut down the size of the Free Press to the lowest possible limit in order to conserve supplies as far as possible.

The situation at Fort Frances has been receiving the attention of the International Great Waterways Commission. Commissioners J. A. Tawney, of Winona, Minn., and C. A. Magrath, Ottawa, Ont., accompanied by consulting engineers, Adolph F. Meyer and Arthur V. White, have been over the ground recently, endeavoring to alleviate conditions resulting from the floods.

### KEEPING THE WATER DOWN.

Mr. White gave the following explanation of what has occurred, for the benefit of readers of THE EDITOR AND PUBLISHER, who may be interested in the matter:

"The Minnesota & Ontario Power Company, operating at International Falls and Fort Frances, have had the output of their paper mills reduced on account of flood conditions in the Rainy Lake watershed. The meteorological conditions have been exceptional. The run-off from heavy winter snowfalls, followed by heavy spring rains, has resulted in the filling-up and overflowing of all the smaller reservoirs above Rainy Lake. The surplus waters produced extremely high water in Rainy Lake. In order to relieve this situation, which had resulted in serious flooding in Fort Frances, Ranier, etc., the Power Company had to open the sluices of its dam. This, in turn, produced high water in Rainy River, which constitutes the tail water for the mills. This water has risen a few feet above the floor level of the mill on the Canadian side. By walling up doors and other openings and by installing pumps to pump out the seepage into the building, the water has been kept down so far.

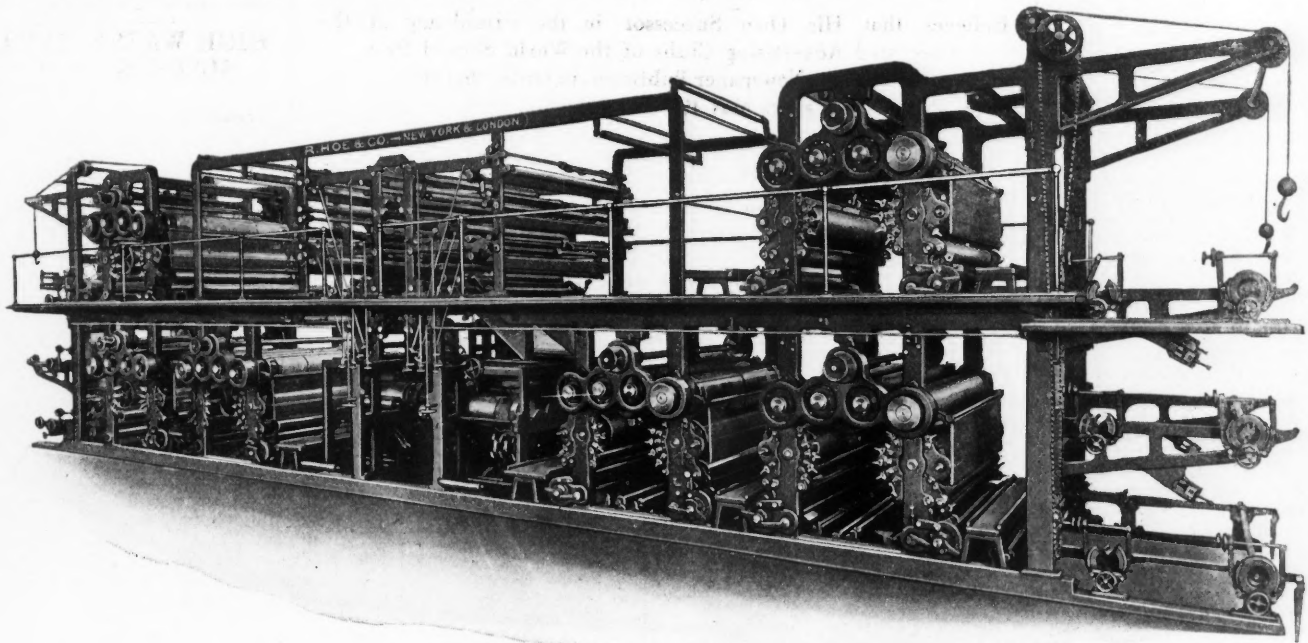
The Daily Cardinal, student newspaper at the University of Wisconsin, will publish during summer session this year for the first time. It will appear twice a week.



## *When You Think of CIRCULATION— Think of HOE.*

To get circulation and keep it, by taking care of it properly, the newspaper must have fast and dependable presses and quick and accurate stereotyping facilities.

For more than a century newspaper publishers have placed their reliance upon R. HOE & CO., for printing and stereotyping machinery that will stand the severest tests.



### Something Entirely New

In Newspaper Printing Press Construction

## Hoe Unit-Type Double Sextuple Lightning-Press

Patented Central Folder Design

This new type of High-Speed Press—of which two Double-Sextuples are now being installed for the Cleveland Press and a Single-Sextuple for the Toledo News-Bee—is a radical departure from any machines heretofore made for fast newspaper printing and introduces many new and valuable patented features and improvements, which add materially to its efficiency and make it more convenient and economical to operate.

Among these new patented and special features are the following:—

Setting off of all the inking rollers by one movement of a lever.

Clutch mechanism for disconnecting the inking motion, allowing the operator to work up the ink while the machine is at a standstill or to lead the paper through without inking.

Clutch mechanism for disconnecting the drive from each unit.

Continuously driven ink fountains with variable feed.

Nipping and folding rollers adjustable at both ends from outside of folder.

Universal-Unit Design with all cylinders equally accessible for plating, etc.

The Machine also embodies our Patented High-Speed Rotating Blade Folders, Self-Oiling Bearings, Quick-Acting Plate Clamps, Tubular Cylinders, Locking Roller Sockets and many other exclusive Hoe features.

Chicago, Ill., 544-546 S. Clark St.  
Boston, Mass., 7 Water St.

**R. HOE & CO.**

504-520 Grand St., NEW YORK

120 St. James St., Montreal, Can.

109-112 Borough Rd., London, S.E., Eng.

## BETHLEHEM STEEL CO.'S CAMPAIGN TO CONTINUE

Ivy L. Lee Says Company Has Not Abandoned Its Policy of Publicity, and That It Is Gratified by Responsiveness Already Shown by the American People to its Publication of Its Side.

For several days reports and rumors have been rife among the newspaper special representatives and advertising agencies that the big publicity campaign of the Bethlehem Steel Company (the starting of which was reported in THE EDITOR AND PUBLISHER for May 27), had been discontinued and abandoned. On the authority of Ivy L. Lee, publicity and advertising counsel of the Bethlehem Steel Company, who is directing that campaign, it may be stated positively that all such reports and rumors are without any basis of fact.

The campaign was undertaken to defeat a proposed appropriation by the Congress of the United States of \$11,000,000 for the construction of a Government armor plant, which the Bethlehem Steel Company maintains would put its armor plant out of business. The clause carrying the armor-plant appropriation had been voted favorably by the Senate before the steel company started its campaign in the advertising columns of the newspapers to present its case to the public. A few days ago the appropriation had its preliminary passage by the House of Representatives. As a part of the General Appropriation bill of the session, it now goes back to the Senate for final action by that body. Inasmuch as there is still possible a modification of the measure carrying the appropriation for a Government armor plant, the steel people have not abandoned hope of defeating the project, and they have not altered their policy of presenting their case at the court of public opinion.

To a reporter for THE EDITOR AND PUBLISHER who asked him whether the Bethlehem Steel Company's publicity campaign had been discontinued or abandoned, Mr. Lee said:

"No, sir! The campaign has not been stopped. The Bethlehem Steel Company has not abandoned the policy, which it announced in the first bulletin published in the newspapers, of taking its case direct to the people of the United States. This great company is not going to stultify itself by abandoning that policy before its case has been either won or lost.

"The bill for the proposed Government armor-plant appropriation has been passed by the House of Representatives. Now it goes back to the Senate. It has not yet received final passage. Until it is finally disposed of the steel company will continue to present its side of the question to the public. I do not care to go into details as to just how this is to be done, or what newspapers will be used, and so on. But the company has not abandoned its policy of publicity.

"The officials of the Bethlehem Steel Company are highly gratified by the responsiveness already shown by the American people to this method of public presentation of its dealings with the Government. The campaign so far has been satisfactory and has abundantly justified the company's action in going direct to the people and telling them exactly what its dealings with the Government are."

So far, since the campaign was started (the first advertisement appeared in the New York dailies on May 22) four "Bulletins" have been published in the New York and Chicago papers; five have been printed in the Washington papers (twelve had previously been used in Washington, comprising statements addressed and sent direct to the members of Congress), and three have appeared in most of the other papers used throughout the country.

## ZAISER APPOINTED PUBLISHER

His Work on Milwaukee Free Press Is Appreciated by Directors.

At a meeting of the directors of the Milwaukee (Wis.) Free Press last month, C. J. Zaiser was appointed publisher of that paper. This was in recog-



C. J. ZAISER.

nition of the aggressive work done by Mr. Zaiser during the year that he has been business manager of the paper.

Mr. Zaiser went to Milwaukee from Houston, Tex., last June to take the business end of the newly reorganized Free Press, which had been founded and for fourteen years was owned by Senator Isaac Stephenson, of Wisconsin. During Mr. Stephenson's ownership the Free Press lost over \$600,000, and was regarded as one of the biggest money losers in newspaperdom of the Middle West.

A little more than a year ago the paper was purchased by a group of Milwaukee business men headed by Theo. Kronshage. To-day there are over 100 representative business and professional men stockholders in the new company. The policy of the paper is pro-German, and as over 80 per cent. of the residents of Milwaukee and a great majority of the residents of Wisconsin are Germans or German-Americans, the policy has proven most popular. The Free Press to-day is on a sound footing.

Last month the paper crossed the line—from a red ink balance to the proper side of the ledger. It was the first month in the history of the paper that a profit was shown. Mr. Zaiser is being congratulated on all sides for his success and for the new life that is manifest in his paper. "I simply worked both ends from the middle," states Mr. Zaiser. "I reduced expenses and increased the earnings. The increase in all classes of advertising the first five months over the same period of the year previous totals 222,758 lines, and we are just entering into our real growth."

## HOW WASTE MAY BE STOPPED

Ralph H. Booth Gives Conservation Ideas to Twenty-five Michigan Papers.

Ralph H. Booth, vice-president of the Booth Publishing Company, owner of six Michigan papers, has written to the twenty-five leading papers of that State a letter telling how, in his opinion, the supply of news print paper can be conserved. He summarizes the chief avenues of waste as follows:

From over-runs, careless presswork, careless and incompetent make-up, unwarranted extras, undue size of papers, too many free papers and exchanges, keeping too many back numbers, careless use of sample copies, expansion of temporary circulation in certain localities, unnecessary return privileges, and selling below advertised price.

## AD CAMPAIGN SHOWS HOW CO-OPERATION PAYS

By Use of Daily Newspapers, the U. S. Light & Heat Corporation of Niagara Falls in Eight Months Opens 200 New Agencies for Its Electric Batteries, and Makes Record Sales.

Coöperation is the watchword of today. Appeals for coöperation, and much talk about coöperation, between manufacturers and dealers and newspapers, are the order in practically every line of trade. While concrete examples of genuine and successful coöperation of this kind are not yet as plentiful as strawberries in June, perhaps, here is a little account of how such coöperation actually works in practice, to the profit of all concerned.

The U. S. Light & Heat Corporation, of Niagara Falls, N. Y., maker of electric starting and lighting batteries for automobiles, which formerly advertised only in the so-called national mediums, since last October has been using daily newspapers almost exclusively, and in the brief period of eight months has gained an unprecedented increase in business. Last year the concern went through a friendly receivership, reduced

paper is asked to submit a proof of each ad to the local agency for its approval. Thus newspaper, as well as dealer, coöperation is secured.

Since the start of this campaign the U. S. Light & Heat Corporation has opened more than 200 new service stations in towns where this form of newspaper advertising has been tried. Reorders have surpassed those for any like period in the organization's history, and the company has just closed several large contracts with automobile manufacturers for 1917 which insure to it the largest business of its kind in the United States for the coming year.

In short, this advertising campaign has been so successful that it will be continued and augmented, indefinitely. At present about 230 daily newspapers are being used for this company's advertising. The newspapers have coöperated with the local dealers and the company, and the U. S. Light & Heat Corporation appreciates that fact and proves its appreciation.

## WHY MCCALL VETOED BILL

Massachusetts Attorney-General Found Act Violated Declaration of Rights.

On the opinion of Attorney-General Attwill that the bill was unconstitutional, Governor McCall, of Massachusetts, vetoed the Cavanaugh bill stipulating that no person, firm, or corporation shall, in connection with the sale of any article or any merchandise whatsoever, sell, give, or deliver any trading stamps, coupons, or similar devices, whether such trading stamps, coupons, or similar devices are or are not attached to or form a part of the article or package of merchandise sold.

The bill was recently enacted by the Legislature, and Mr. Attwill, in reviewing the measure for Governor McCall, said that the Legislature had no right to restrain such transactions when they took place between a merchant and a purchaser, unless the Legislature finds that a large trading stamp or coupon company has created a monopoly and is conducting its business contrary to public interest and in a manner tending to restrict competition.

"But to say to a seller that he shall not give a premium or coupon with his merchandise," says the Attorney-General, "would be in violation of the Declaration of Rights and the Fourteenth Amendment of the Federal Constitution."

Mr. Attwill based his opinion on the Supreme Judicial Court decision in the case of O'Keefe vs. Somerville, 190 Mass., 110, and in reply to the House of Representatives in 1911, 208 Mass., 607, both of which were grounded on the Declaration of Rights and the Fourteenth Amendment to the Federal Constitution.

## HISTORY NEWSPAPER CONTEST

Poly. Prep. Prizes Awarded to A. N. Dana, D. B. Tyler, and John M. Brush.

The prizes in the historical newspaper contest, conducted by Poly. Prep. of Brooklyn, have been awarded to Albro Newton Dana, of the senior class; David B. Tyler, of the junior class, and John Mitchel Brush, of the junior class. Twenty papers, many of which were made attractive by sketches in pen and ink and by water colors, were submitted in the contest.

The Colonial Press, Albro Newton Dana's exhibit, recounted the progress of the armies of Oliver Cromwell and contained much interesting matter about the early history of New Amsterdam. The Pennsylvania News, by David Tyler, contained much matter bearing on the treaty signed between the colonies and Great Britain, while a "Babylonian Plate," by John Mitchel Brush, spelled out in the cuneiform characters the laws of a king supposed to have lived in Babylonian times.

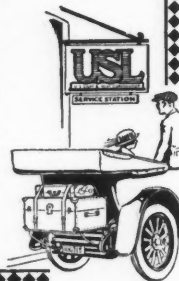
It now looks as though the political campaign this fall will not be quite so tame as was expected.

## Let Us Test Your Battery Before You Start

BRING your car around for a free battery inspection before you start your tour. It may save you money and disagreeable delays on the road. We want your business and guarantee courteous treatment and intelligent service.

We charge and repair all makes of batteries but sell only the USL because the USL batteries outwear all others by actual tests.

We carry USL Machine-Pasted Plate Batteries to fit all makes of cars.



USL Service Station

its capitalization, and reorganized. In the shake-up the H. E. Lesan Advertising Agency secured its advertising account.

After an investigation of two months the agency suggested that, aside from the use of the Literary Digest for nation-wide circulation and the automobile trade papers, the corporation confine its advertising to daily newspapers, and prosecute a vigorous campaign for two purposes: first, to increase the sale of its storage batteries in towns where service stations were already in being and batteries were on sale, and second, to obtain new agencies and open new service stations. The plan for this latter object was for the corporation to offer a certain amount of advertising in local papers to the new stations which it might obtain through its sales department.

The suggested plan of campaign was adopted and put into effect last October. Wherever a new agency was secured, and, say, \$200 worth of batteries ordered, a large announcement ad, ten inches or more in depth and three or four columns wide, was used to call attention to the new "USL Service Station." The merits of the batteries were set forth, and the fact was emphasized that they are sold on a fifteen months' guaranteed adjustment plan. This announcement was followed by sixteen smaller ads, each about six inches on two columns. Then for each reorder of the same amount by that particular agency, the same amount of advertising was repeated by the corporation.

Each ad carries at the bottom the name and address of the agency or service station, and the local news-

**SPECIALISTS**

A specialist may be defined as one who makes it his business to improve where possible on prevailing methods, in order to render his service more valuable to those who use it and more attractive to those who are thinking about it.

**THOMPSON-STARRETT COMPANY**  
Building Construction

← **WHICH** →

**SPECIALISTS**

A specialist may be defined as one who makes it his business to improve where possible on prevailing methods, in order to render his service more valuable to those who use it and more attractive to those who are thinking about it.

**THOMPSON-STARRETT COMPANY**  
Building Construction

What Kind of Matrices

Do You Send Out?

The shallow, cheap tissue, machine pressed kind — which reproduce in an unsatisfactory manner?

Do you still use the expensive electrotype for your advertisements?

Evening Post “mats” are in greater demand than ever before—simply because great care is given to each individual mat, which is not only machine pressed but hand-beat—reproducing as clear as an electrotype with a saving of over 300%.

If you are not getting mat quality and service, communicate at once with us and a representative will call and tell you all about our matrix department.

The New Price List Effective May 1st, 1916, will be sent on application

**A NECESSARY  
ADJUNCT**

**F. MILTON WELCH,**  
35 NASSAU STREET,  
New York Evening Post.

Dear Sir:—I am quite sure that I voice the sentiments of the larger proportion of advertising agents in New York, when I state that your Matrix Department is to an extent a necessary adjunct for the successful conduct of their business. For a number of years you have made all of my matrices and the prompt and excellent manner in which you have turned out the work impels me to recommend you to anyone desiring excellent and expeditious service.

Thanking you for many favors received at your hands and wishing you continued success,

I am,  
Very truly yours,  
**F. MILTON WELCH.**

**WHEN you are in need of Matrices—the kind that reproduce 100%—call Cortlandt 84—ask for Matrix Department of the New York Evening Post**

**PROMPTNESS  
& EFFICIENCY**

**FRANK PRESBREY CO.**  
4TH AVE. AT 31ST ST.  
New York Evening Post Co.

Gentlemen: — Perhaps it would not be amiss for you to know of the excellent service that your Matrix Department has given us in the past year. Our wants at the last hour require set-ups and matrices in a great hurry, and we have called upon you frequently, and you have answered with promptness and efficiency.

We have been in the advertising business for a matter of 18 years, and nowhere else do we receive as courteous treatment as we do at your hands, and we find that the matrices we get from your department are a joy, and it is a great pleasure to do business with you.

Yours very truly,  
**FRANK PRESBREY CO.**

## TO-DAY IS THE DAY OF THE PICTURE, SAYS MANY JOURNALISTS OF TINSMAN, OF FEDERAL ADVERTISING AGENCY SOUTH CAROLINA MEET

In Address to Staff of New York Times He Declares that Pictorial Presentation is the Most Impressive Form of Publicity, Because it is Realism and Must Tell the Truth—Some Well Known Trade-Mark Instances Cited.

Addressing the advertising staff of the New York Times, on June 10, on the subject "Pictorial Advertising," Robert Tinsman, president of the Federal Advertising Agency of New York and Chicago, said:

"Busy buyers like to get the salesman's net story without waste of words, and I need not tell you busy buyers are the big buyers.

"Too many salesmen overlook the first law of selling—'Tell it to him from his own standpoint, not yours.'



ROBERT TINSMAN.

If you have newspaper space to sell me, don't tell me about your newspaper before you tell me why my business requires your space.

"So when we come to consider rotogravure advertising, I believe our first consideration should be to sell the space buyer the idea of pictorial advertising as preferable to all others for improving his advertising results. Pictorial advertising has a clear case easy to prove.

"You might summarize the law of pictorial advertising with this axiomatic statement, 'The eye remembers what the ear forgets.' Let us test our own pictorial perception of geographical facts, for example:

"Tell your mind to think of Egypt, and what do you see first but a picture of the Pyramids. So with Rome you see the Seven Hills, and with Athens the pillared Acropolis. The great teachers of history have realized the dominance of the pictorial perception. What better word-picture of preparedness could we have to-day than this quotation from Confucius spoken five hundred years before Christ?—'Had I to command three armies, no man should go with me ready to fly unarmed at a tiger or plunge into a river and die without a pang, but one rather who is wary before a move and gains his end by well-laid plans.'

"So with the Parables of Christ, each a picture of some livable and memorable condition within the clear understanding and quick appreciation of his audience. David's Psalms are each a poetic picture painted with living words, as are the most memorable messages of Mohammed to the millions of the Far East.

### PICTURES IN SHAKESPEARE.

"To-day, when our minds are turned towards Shakespeare, we recognize his appreciation of the picture in the gallery scene from 'Romeo and Juliet,' in

the court scene from 'The Merchant of Venice,' in Antony's speech to the maddened mob from 'Julius Caesar,' each a graphic picture of a live situation, and we remember the play from such a picture before we recollect the words that made it immortal.

"Percy MacKaye's great Masque realizes the dominance of the picture in its very title. Which is more expressive, 'Caliban' or 'Caliban by the Yellow Sands'? The one is a picture-phrase, and the other is not.

"Our own Mark Twain further substantiated this great psychological fact. Glen Buck relates this interesting Twainism.

"In his last published essay Mark Twain tells of being in a great quandary. He had lost the notes of the lecture he was about to deliver. He was far from home, and there was no time for rewriting them. In desperation he took a strip of paper and drew thereon a series of simple pictures which illustrated crudely the different points of his talk in their logical order. And from this strip he delivered a lecture of two hours' duration. The plan worked so well that for future lectures he drew his crude illustrations in sequence, and then redrew them again and again, until he had them indelibly fixed in his mind.

"Let Mark speak for himself. He refers to three pictures, which made the beginning of a series.

"The first one is a haystack,' he says, 'below it a rattlesnake—and it told me where to begin to talk ranch-life in Carson Valley. The second one told me where to begin to talk about a strange and violent wind that used to burst upon Carson City from the Sierra Nevadas every afternoon at two o'clock and try to blow the town away. The third picture, as you easily perceive, is lightning; its duty was to remind me when it was time to begin to talk about San Francisco weather, where there is no lightning—nor thunder either—and it never failed me.'

"Illustrating this point again, one of our newspapers refers to O. Henry's use of the picture of the hero of Kharum in one of his best remembered pieces—'An Unfinished Story.' He used him for a definite purpose. A shop-girl who gets a wage of \$6 a week is fighting off the very tangible temptation to supplement her earnings as some of her less particular friends are doing. On her bedroom wall is a portrait of Kitchener, and more than once when the longing for ease had almost overcome the girl a look at that uncompromising face turned the tide, and the invitations of a certain too friendly 'Piggy' were again refused.

"The secret of the trade-mark idea is the picture.

"The picture of the pickle is the trade mark of the greatest food business in the world. The picture of a keen cutting edge is the greatest hardware trade mark, and the picture of an old Dutch housewife chasing dirt established a kitchen cleanser in the shortest possible space of time against the very toughest advertising competition.

"A picture talks every language equally emphatic to the simple and the cultivated. It has the universal appeal. It knows no national limitations. The smiling girl with the wink advertises Koh-i-noor snaps in Austria as in America. If the Royal Baking Powder Company estimates a million dollars a letter for the value of their trade mark 'Royal,' what value do you suppose they attach to the can itself? Do you ever see a Royal ad without this priceless picture in it?"

Newspaper Men of State Entertained at York Where They Were the Guests of the Town—Business and Pleasure Filled Three Days—Talcott Williams Spoke—President Banks Re-elected.

YORK, S. C., June 12.—"The best meeting the Association ever held," was heard on the lips of South Carolina's 150 newspapermen as they boarded the trains for their homes late Saturday evening. The State Press Association had been in session in York since Wednesday evening.

The editors and their wives were entertained in the homes of York, and they were given to understand on every hand that their money was counterfeited and would not be accepted in York.

The majority of the editors arrived in Chester early Wednesday night, coming from Columbia, and there a special train over the Carolina & Northwestern Railroad was awaiting them to rush them here for the first session. Others had meanwhile arrived in automobiles and the White Rose Club rooms were comfortably filled when Mayor J.



WILLIAM BANKS.

C. Wilborn, in behalf of the city, extended a cordial welcome to every visitor and presented to Col. William Banks, the president of the Association, the keys to the city.

The response to the welcome was delivered by J. L. Mims, of the Edgefield Chronicle, first vice-president of the Association. J. C. McAuliffe, business manager of the Augusta Chronicle and president of the Georgia Weekly Press Association, was then introduced. Mr. McAuliffe's address dealt with newspaper topics, and was highly enjoyed.

### LUNCH ON A BATTLEFIELD.

Thursday morning the members of the Association gathered on the steps of York's beautiful new court house and were photographed by the staff photographer of the Columbia State, following which all the automobiles of York and the surrounding territory arrived to take the members of the Association to historic King's Mountain battlefield for lunch. This was one of the most momentous battles of the Revolutionary War, and many of the newspaper men had never visited the spot. At that battlefield a splendid address was delivered by Col. J. Rion McKissick, formerly editor of the Richmond Times-Dispatch, but now contributing editor of the Greenville Daily News, of Greenville. Col. McKissick, in his always happy style, made a great impression and delighted all his hearers. From the battleground the party proceeded to Linwood College, where lunch was served by the ladies of York. The feature of Thursday evening was a public reception held in the White

Rose Club, where the general public of York met the editors and extended them a hearty welcome to the town. Punch, cream, and cake were served.

Friday, June 9, was given over entirely to business. With Col. William Banks, of the Columbia (S. C.) Record, presiding, the meeting was called to order shortly after nine o'clock, and Col. Banks delivered the president's annual message to the Association. He made a number of interesting suggestions about the best methods for getting results in various lines of newspaper work, and an insurance plan he urged, of a cooperative nature, met with a very happy response on the part of the members. A general discussion of this feature was heard from a number of members.

Papers were read by W. W. Smoak, of the Waterboro Press and Standard; A. B. Jordan, of the Dillon Herald; Col. Wigfall Cheatham, of the Edgefield Chronicle; Brian Bell, of the Columbia State, and Miss Annie Iredell Rembert, of Columbia.

### PRESIDENT BANKS RE-ELECTED.

The election of officers for the ensuing year was the next matter taken up, and this resulted in the selection of the following: President, Col. William Banks; first vice-president, J. L. Mims, of Edgefield; second vice-president, A. B. Jordan, of Dillon; secretary, Joe Sparks, of Columbia; treasurer, B. P. Davies, of Barnwell. Members of the executive committee, August Kohn, Miss Juanita Wylie, and L. H. Wanamaker.

A number of towns in various sections of the State issued invitations for the next meeting of the Association to be held with them, but the invitation extended by Beaufort was so pressing that the other claimants finally withdrew in her favor. The next meeting will take the members from the extreme Piedmont section to the extreme low country.

Friday night the feature address of the occasion was delivered, the speaker being Dr. Talcott Williams, president of the Pulitzer School of Journalism of New York. Dr. Williams's effort was one of the best ever heard by the Association.

### ENDED WITH PICNIC EXCURSION.

The concluding day of the session consisted of a picnic excursion to Edgemont, N. C., over the Carolina & Northwestern Railroad on a special train. The train had been chartered by the people of York and was furnished free of charge to the members of the Association. The party left York promptly at eight o'clock and ran on a through schedule to Edgemont, arriving there at twelve o'clock. A picnic dinner was served in one of the Edgemont hotels and the return trip was begun at two o'clock, the train proceeding directly through York to Chester, where the Southern Railroad train had been held for the members to make connection with the Columbia train.

All the members of the Association are enthusiastic over the York meeting, and say that York hospitality is unsurpassed.

### METAL MARKET PRICES

Quotations for the Last Week on Tin, Lead, Copper, and Zinc, and on Twine.

Prices in the raw metal market during the last week were as follows:

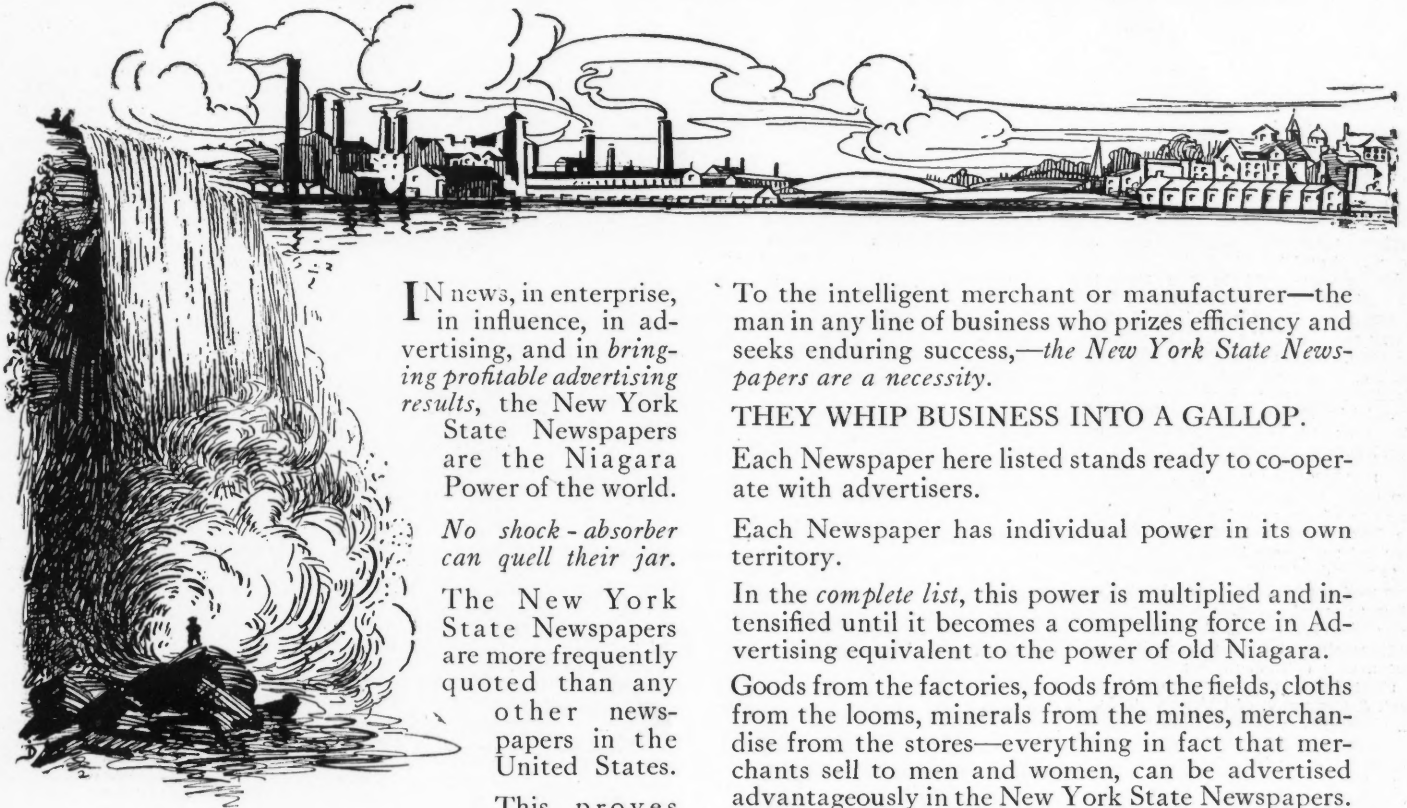
Tin, \$43.50; lead, \$7.00; antimony, \$21.00; copper, \$27.25; zinc, \$13.50.

In the twine market the following prices prevailed:

No. 4½ India, 18 cents per pound, 17 cents in ten-pound lots; No. 9 Panama, 20 cents per pound, 19 cents in ten-pound lots; jute wrapping, 2 ply to 6 ply, 19 cents per pound, 18 cents in ten-pound lots; No. 12 Italian, \$1.45 per package; No. 48 Etna, 70 cents per package; No. 24 Etna, 75 cents per package.

The San Angelo (Tex.) Daily Standard has just "put one over" the advertising plate by issuing a sixty-page automobile number.

# The New York State Newspapers Are The Niagara Power of The World



**I**N news, in enterprise, in influence, in advertising, and in bringing profitable advertising results, the New York State Newspapers are the Niagara Power of the world.

*No shock-absorber can quell their jar.*

The New York State Newspapers are more frequently quoted than any other newspapers in the United States.

This proves that they are more widely read. Being more widely read, they exert in all the live fields of human activities the most powerful influence.

To the intelligent merchant or manufacturer—the man in any line of business who prizes efficiency and seeks enduring success,—the *New York State Newspapers* are a necessity.

**THEY WHIP BUSINESS INTO A GALLOP.**

Each Newspaper here listed stands ready to co-operate with advertisers.

Each Newspaper has individual power in its own territory.

In the *complete list*, this power is multiplied and intensified until it becomes a compelling force in Advertising equivalent to the power of old Niagara.

Goods from the factories, foods from the fields, cloths from the looms, minerals from the mines, merchandise from the stores—everything in fact that merchants sell to men and women, can be advertised advantageously in the New York State Newspapers.

**THEY GIVE A LONGER REACH TO THE MERCHANT'S ARM, AND HELP HIM WIN HIS WAY!**

## In Any Advertising Campaign, These New York State Newspapers Will Demonstrate Their Unequaled Worth

### A Daily Force of Almost Four Million

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)...	38,514	.06	.06	New York Sun (E).....	170,464	.30	.27
Albany Knickerbocker Press (S)...	33,580	.06	.06	New York Times (M).....	334,744	.50	.45
Brooklyn Eagle (E) 3c.....	44,776	.16	.16	New York Times (S).....			
Brooklyn Eagle (S) 3c.....		60,841	.15	.15	New York Tribune (M&S).....	93,848	.25
Brooklyn Standard Union (E).....	63,666	.15	.15	New York Telegram (E).....	207,663	.285	.27
Brooklyn Standard Union (S).....	105,839	.14	.12	New York Telegram (S).....			
Buffalo Courier-Enquirer (M&E)...	8,023	.0179	.0129	New York World (M).....	391,831	.40	.40
Corning Evening Leader (E).....	20,432	.035	.03	New York World (S).....			
Elmira Star-Gazette (E).....	5,667	.0143	.0108	New York World (E).....	398,727	.40	.40
Gloversville Leader-Republican (E).....	6,260	.02	.015	Oneonta Star (M).....	6,242	.0136	.0107
Gloversville Herald (M).....	6,512	.035	.015	Poughkeepsie Star (E).....	6,318	.0215	.0115
Ithaca Journal (E).....	8,257	.0358	.0214	Rochester Union & Advertiser (E).....	38,452	.10	.06
Newburg Daily News (E).....	6,304	.0214	.015	Schenectady Gazette (M).....	20,680	.06	.04
Mt. Vernon Daily Argus (E).....	276,635	.40	.38	Troy Record (M&E).....	18,401	.035	.035
New York American (M).....	690,499	.60	.57		3,687,447	6,9945	6,4623
New York American (S).....	175,267	.28	.27				
New York Globe (E).....	92,853	.40	.40				
New York Herald (M).....		.50	.50				
New York Herald (S).....	18,654	.18	.15				
N. Y. Journal of Commerce (M)...	144,381	.32	.29				
New York Evening Mail (E).....	21,151	.18	.16				
New York Evening Post (E).....	103,657	.27	.225				
New York Press (M).....		.27	.225				
New York Press (S).....	68,309	.40	.36				
New York Sun (M&S).....							

Ratings Government Statements, April, 1916.

Rate per line per thousand—one and one half tenths of a cent.

**COMPARE THIS WITH THE AVERAGE MAGAZINE RATE**

The Editor and Publisher and Journalist will supply Advertisers who want further information on marketing conditions and selling facilities in New York State and the influence of its strong newspapers. Write: The Editor and Publisher and Journalist, 1117 World Bldg., N.Y.

## SELLING METHODS HAVE BEEN REVOLUTIONIZED

Newspaper Advertising Has Brought Great Change in Handling the Encyclopædia Britannica for the American Trade, After Magazines Had "Covered" Field—Some Astonishing Results.

By SIDNEY REID.

From a British viewpoint the methods employed by the experts who handle the sale of the Encyclopædia Britannica in this country are little short of revolutionary. This encyclopædia is a solid, ponderous British institution; venerable, conservative by age-long traditions, looking with doubt and scorn on many modern business ways. It is intensely conscious and careful of its dignity. For many years it was sold entirely through agents, especially selected for high character and impressive appearance. Its movement from presses to purchasers was glacier-like, unhurried, majestic, and inexorable. Between 1885 and 1900 inclusive, nearly 500,000 sets were sold in the United States entirely by agents. But in 1911, when the new eleventh edition of the book was published, the alert American selling staff made a change. They advertised, choosing as their medium the standard magazines and weekly newspapers. They also circularized largely, and in four years sold seventy-five thousand sets.

### INFLUENCE OF THE WAR.

Then came the great war, with England as one of the principals. The sale of the Encyclopædia in Great Britain fell as dead as Queen Anne. It seemed likely to stay dead till the mighty struggle was well ended and British fortunes had time to mend again.

The publishers endured something like extinguishment for a year and then got out a new edition, giving exclusive sales right in this country to Sears, Roebuck & Company, of Chicago. This, with a vengeance, was a departure from time-honored precedent. The idea of the dignified encyclopædia permitting itself to be handled by a mail-order house was sufficient to make its founders turn in their hitherto quiet graves. But there was more to come—a reduction to less than one-third of the former price. The older editions sold at from \$166 to \$267; the new edition at prices ranging from \$60 to \$90. Possibility of this reduction in price was secured by a great reduction of size. The new popular edition contains all that was formerly printed in the older editions with the necessary alterations and additions, but the plates were reduced photographically. The expense of the edition was materially lessened.

### NEWSPAPERS BROUGHT SUCCESS.

The mail order house appreciated all the encyclopædia's good qualities, but spent no time in worship. Instead, discarding the magazines, it started a newspaper advertising campaign that for the first time in its long existence has made the leisurely Britisher hustle. In the first two months of the present year the sales have approached twenty thousand sets. That is more than three times as fast as the experienced agents sold sets between 1885 and 1900, and more than six times as fast as the expensive Cambridge edition, stimulated by magazine advertising, went off after 1911. The sale is greatly favored by the reduced price, but against that must be set the fact that the territory had already been so well worked over.

The best proof of the unexpectedly large return produced by newspaper advertising is the fact that the mail order house secured only fifty thousand sets of the Encyclopædia for sale in 1916, and that the great demand created had disposed of all these long before the end of May. The presses and bookbinders in England are now rushing work to produce more. There is a liberal appropriation for advertising, and there is originality, force, snap and ginger in the copy.

One of the page advertisements in the New York dailies quotes "the highest paid editor in the world" concerning the value of the Encyclopædia. His portrait is in the center. He rejoices in the reduction of price. There are quotations of other famous persons, one of whom tells of the great educational inspiration which her children found in the Encyclopædia Britannica. Then the advertisers say a few things on their own behalf.

### TALKS TO MILLIONS.

Very shocking all this, from the standpoint of the scholarly aristocrats who first planned the Encyclopædia. They would not at all have approved "the highest paid editor in the world." His excursions in socialist theory would seem to them wild radicalism. But he talks to the millions in plain, strong language that they understand and remember. For the millions are reading the newspapers.

Explaining the reason for the change of advertising mediums, a representative of the Encyclopædia selling staff said:

"During the last two or three years we found that we were not obtaining from magazine advertising one-quarter of the results yielded five years ago. The magazines have been standing still and their circulations have consequently fallen off, and advertising results reflect the falling off in circulation.

### NEWSPAPERS INVADE MAGAZINE FIELD.

"The great newspapers have invaded the magazine field. They have the most prominent writers and they handle the most interesting topics in masterly fashion. An additional attraction is found in the fact that they have greatly reduced prices. In 1861 good newspapers sold for five cents or three cents a copy. Now the best of the newspapers costs one cent.

"I believe that the day of great newspaper editors has gone and will never return. There are now no Horace Greeleys, or Henry T. Raymonds, or Charles A. Danas. The reason is that leading newspapers now have grown beyond the stage at which it is possible for the personality of a single man to dominate them. Each now represents the sum of many potent personalities.

"The Encyclopædia selling staff knows all about American newspapers and selects advertising mediums on account of results formerly obtained."

### CLEVER SWINDLER CAUGHT

Old-Time Advertising Crook Recognized by New York Police Captain.

Through the ability of Capt. Dunn, of the New York Police Headquarters, to remember faces, one of the cleverest advertising swindlers that has struck the metropolis in a quarter of a century was captured last week, when Harry Robertson, alias Max Schwartz, was arrested by Detective Bolger on the charge of swindling Charles Taylor, of 105 Chambers Street, out of \$6.25.

Taylor had advertised for a loan on his business, and the ad was answered by Robertson, who asked Taylor for \$6.25 to pay his expenses to Philadelphia. There, he stated, he would obtain a loan of \$1,000 from "a rich lady worth \$20,000,000," who would invest the money in Taylor's business.

When Robertson was taken to Police Headquarters, he was recognized by Capt. Dunn as Schwartz, who had been arrested twenty-five years ago for swindling servants. Magistrate Corrigan, before whom the prisoner was arraigned, released Robertson to Post Office Inspectors Pollitt and Schaeffer, who had him remanded to the Tombs on a charge of using the mails to defraud.

### New Paper for Sand Springs

A new paper known as the Evening Times will make its appearance on Monday at Sand Springs, Okla. It will use the United Press service. F. M. McFall will be the editor and manager.

### STUDYING IN PAPER MILLS

Federal Trade Commission Agents Are Getting First Hand Information.

WASHINGTON, June 15.—Action taken by the Federal Trade Commission indicates that the Commission will make a comprehensive investigation into news print paper production and the price thereof under the Owen resolution.

It was the original intention of the Commission to prepare a questionnaire and send it to the news print makers and then have the investigation radiate so to speak, from the information developed by the answers to this set of questions. However, further consideration of the subject, and conferences with representatives of the News Print Manufacturers' Association who are co-operating with the Commission in the investigation, led the Commission to adopt a different course, according to information furnished to the representative of this paper by a member of the Commission.

The new course decided upon was to send two special agents to two typical mills to study the subject on the ground and get first hand information as to materials, methods of manufacture, and distribution. These agents are now at work in the two mills, which were selected for study. The Commission offered by the manufacturers' association. Probably other mills will be selected for study. The Commission feels that the first hand information to be obtained by the special agents will enable it to pursue the investigation more expeditiously than in any other way and that it will avoid the collection of unnecessary statistics and information.

"We intend to push the investigation vigorously," said a member of the Commission. "It will be our effort to conclude it by the time contracts are to be made in October."

The news print makers are co-operating in every way with the Commission to secure a sweeping investigation, and it is believed that as a result of the investigation, the news print makers will be set right before those who believe that a "paper trust" exists and has boosted prices. In addition to this, it is believed that the information obtained may be valuable in the event of Republican success at the polls in November, and a consequent revision of the tariff next spring.

### HOUSE ORGAN TO INCREASE ADS

St. Louis Globe-Democrat's Novel Plan of Co-operating with Country Press.

St. Louis, Mo., June 14.—"Team-Work" is a new publication, a sort of house organ, issued from the business office of the St. Louis Globe-Democrat. George R. Baker, circulation manager of the weekly Globe-Democrat, says of its purpose: "The idea is to increase the efficiency of national advertising which appears in the weekly Globe-Democrat, and securing local advertising in country newspapers of the products nationally advertised, by the merchant who handles them.

"We have secured the agreement of 500 newspapers in Missouri, southern Illinois, Arkansas, Tennessee, and Kentucky to energetically solicit their local merchants when they are notified by us that such national advertising is to be done, so that the man out in the country or in the small town who is attracted by the manufacturer's advertising and is in a mood to purchase the article advertised will, when he reads his local paper, be again reminded of it and in addition will know exactly where he may purchase it.

"We will place in the hands of these publishers just as complete information regarding the national campaign together with the dealer helps furnished by the manufacturer, so that he may make an intelligent and energetic solicitation. 'Team-Work' will be issued monthly, and is being sent to these publishers and to their merchants free of charge."

### NEBRASKA PUBLISHERS "SHOW" EASTERN AD MEN

Take Party of Advertising Experts on a Personally Conducted Excursion Through Eastern Half of State, Visiting Cities, Towns, and Farms—Trip Great Success and Mutually Beneficial.

The Nebraska Publishers' Bureau, made up of daily newspaper and farm-paper publishers (a list of the member publications was printed in THE EDITOR AND PUBLISHER for June 3), has just carried through successfully a unique excursion in conducting a group of about thirty Eastern advertising men through the eastern half of Nebraska. The ad men started from New York on Saturday, June 3, in a special car, which arrived at Omaha on the following Monday. At Omaha they were joined by representatives of the various publications in the Bureau, who accompanied them throughout the trip in Nebraska, which was made in a special train. The party returned to New York on Sunday morning, June 11, and everyone was enthusiastic over the results of the trip and ready to vote Nebraska as one of the great States of the Union.

What surprised the Easterners most in the cities and towns visited was the character of the retail stores. Towns with a population of 5,000 contained shopping centres that looked big enough to serve a town of 25,000 or 30,000 people. The so-called general store was most conspicuous by its absolute absence. In some of the larger cities visited, the department stores compared favorably both in size and in the character of merchandise with many of the New York Sixth Avenue department stores. In Omaha, for example, in the Brandeis Store, one of the three large department stores in Omaha, the arc equals that covered by the Wanamaker store in New York.

In every town visited it was evident from the crowded condition of the shopping districts, that the people of Nebraska have real money to spend. In Hastings, particularly, the shopping district is as crowded as is 34th Street in New York, and two traffic cops stationed at two of the crossings gave evidence of the automobile traffic.

From each of the cities visited, the party was taken in automobiles to the surrounding farming country, and here they had visual demonstration of the richness of Nebraska's soil.

Every one voted the trip a great success from every standpoint. There was plenty of fun, but there was so much to see during the day that the party had to sacrifice their sleeping time to enjoy the entertainment, and it was a relief physically when the party started from Lincoln for home on Friday, June 9.

While the Eastern men were benefited by their education, it might also be said that the Nebraskans found that the Easterners were just "regular fellers" like themselves.

In the party making the trip were the following Eastern advertising men: C. C. Leffingwell, of the George Batten Company; F. J. Kaus, Federal Agency; D. J. Ogilvie, Cheltenham Agency; W. A. Baker, the Frank Presbrey Company; F. J. Hermes, Blackman-Ross Company; G. H. Flory, Calkins-Holden Agency; H. G. Atkinson, Hauff-Metzger Agency; J. P. Hallman, H. K. McCann Company; E. T. Welis, Morse International Agency; D. J. Hinman, Street & Finney; A. M. Lewis, J. Walter Thompson Company; C. H. Bayer, Bayer-Stroud Company; Mr. Collins, Clarkson-Collins Agency; J. T. Desbecker, C. F. Redfield Agency; F. H. Walsh, Frank Seaman, Inc.; G. R. Dunham, the Greenleaf Company; C. E. Bellatty, H. B. Humphrey Agency; Mr. Sampson, P. F. O'Keefe Agency; Harold Barber, J. W. Barber Company; Mr. Shumway, F. P. Shumway Company; A. G. Shew, F. Wallis Armstrong Company; D. B. Macpherson, Ireland Agency; E. B. Van Hook, the Fletcher Company.



EASTERN ADVERTISING MEN GUESTS OF NEBRASKA PUBLISHERS.

TOP ROW: 1—C. E. Bellatty. 2—H. W. King. 3— . 4—Prof. Fogg. 5—J. P. Hallman. 6—F. H. Walsh. 7—D. P. MacPherson. 8—H. Doorly. 9—Walter Rosicky. 10—L. C. Prudden. 11—T. F. Sturgess. 12—John Rosicky.  
 SECOND ROW: E. F. Huse. 2—C. C. Rosewater. 3—W. O. Gundlach. 4—G. H. Flory. 5—E. T. Wells. 6—W. T. Laing. 7—S. R. McKelvie. 8—A. G. Shew. 9—C. C. Leffingwell. 10—D. J. Ogilvie. 11—F. J. Kaus.  
 THIRD ROW: 1—W. A. Baker. 2—F. J. Hermes. 3—D. J. Hinman. 4—E. B. Van Hook. 5—Clarkson A. Collins. jr. 6—W. C. Sampson. 7—G. R. Dunham. 8—Mr. Fitzgerald. 9—H. G. Atkinson. 10—J. T. Desbacher.  
 FOURTH ROW: 1—Archie Hemford. 2—E. Fay Rorapaugh. 3—N. A. Huse. 4—S. E. Leith. 5—Harold Barber. 6—A. M. Lewis. 7—H. G. Schumecht.

## THE INTERTYPE

FAIR PLAY - FAIR PRICES - FAIR PROFITS

# 61 Machines Ordered

Model A  
Single Magazine  
\$2100

Model B  
Two Magazines  
\$2600

Model C  
Three Magazines  
\$3000

Standardized and  
Interchangeable  
Models.



by publishers and printers during the month of

## MAY

Thus strongly the tide flows toward

*Intertype Standardization  
and Simplicity*

Thus strongly does the trade stamp its approval upon our policy of fair play, fair prices, fair profits.

### INTERTYPE CORPORATION

NEW YORK  
WORLD BLDG.

CHICAGO  
OLD COLONY BLDG.

NEW ORLEANS  
316 CARONDELET ST.

SAN FRANCISCO  
86 THIRD STREET

# THE EDITOR & PUBLISHER

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

New York, June 17, 1916.

"The end of satire is the amendment of vices by correction; and he who writes honestly is no more an enemy to the offender than the physician to the patient when he prescribes harsh remedies."—Dryden.

IN line with the general mobilization of editors and publishers of newspapers for the nation-wide fight against coupons and stamps, the Illinois Daily Newspaper Association has pledged its members to work for State legislation. They have enlisted for the war—not for one campaign.

THE New York Times says: "The army makes men, and we would not lack men to make our army if the War Department would take up the recruiting question in the right spirit and employ new methods." This consideration should be impressed upon Secretary Baker by every newspaper in the land. Newspaper advertising can win the recruits for the new army. What steps are being taken to provide for an advertising campaign?

"WHAT is it that the newspapers print that is worse than what you people do?" The inquiry is made by Don C. Seitz, who well knows that he will receive little enlightenment on the subject. Up in Maine, where Mr. Seitz was talking, they answer a question by asking one. He might have been asked: "But if we do a good thing will you give us as much publicity as when we do a bad thing?" To which the retort-obvious might be: "Yes—if the good thing would make as interesting reading as the bad thing."

EDITOR GILLESPIE, of the Houston Chronicle, thinks the newspapers entirely too liberal in the matter of printing the texts of public addresses. A man who is striving to win a reputation as an orator, political or otherwise, finds the newspapers usually willing to distribute his samples to the consumer, without charge. The newspaper is the universal "George" who is permitted to "do it." Mr. Gillespie believes that it should decline the rôle—that if people are determined to "let George do it" they should be willing to pay George's fee.

THE coca-cola case is to be reopened by the Government, the Supreme Court having ruled that the question of the injurious effects of caffeine, as an added ingredient in this popular beverage, must be submitted to a jury for adjudication. The technicalities on which the Government lost its case originally have been brushed aside by the Supreme Court decision, and the issue will have to be met in an open court inquiry. The result will be watched with interest by newspaper publishers, as this case may be followed by similar actions to determine the status, under the Food and Drug act, of many widely advertised proprietary remedies.

THE Associated Retail Advertisers, in their sessions at the Philadelphia convention, will devote a good deal of attention to the question of how much money should be spent by a store in advertising. They will find it easier to fix a minimum standard, stated in terms of a certain per cent. of the store's gross turnover, than to fix a maximum one. This minimum estimate

should be two per cent. Below that mark is danger. The store with highly progressive policies will double this amount—and, for special reasons and limited periods, go far beyond that. It was said of a well known New York department store that, for a period of several months, covering a removal to a new location, their advertising expenditure amounted to ten per cent. of their gross business. The case was exceptional, of course; and the estimate was not official. But the big campaign did serve to rejuvenate the business of this particular store, and the effects of it have been cumulative.

THE management of the Scranton Republican has acted very wisely in raising its price to two cents per copy. The change took effect on June 5, and the temporary loss of circulation has been surprisingly small, with every prospect that this loss will very shortly be recovered, and that, because of the production of a still more complete newspaper, additional circulation will be won. General Manager W. J. Pattison explained to the readers of the Republican the reasons for the increase of price, emphasizing the approximate increase of 35 per cent. in the price of news print paper. He reminded his readers that unless the selling price were advanced the only other method of meeting present conditions would be the reduction of the size of the paper and the cheapening of the contents. He considered that this would not be in the public interest, and to this proposition he has found no dissent. His course in this matter commends itself to the immediate consideration of other publishers similarly situated.

## MR. STONE PREACHES TO PREACHERS.

GENERAL MANAGER STONE, of the Associated Press, in his speech at Columbus, wielded the lash of plain speech on certain prominent clergymen who have, at various times, charged the Associated Press with suppressing news, and with coloring news.

If such charges had any basis at all in fact, the Associated Press would constitute the greatest conceivable menace to the public welfare. That they have not—that all such charges have been due to either ignorance or malice—is a matter of such general understanding that Mr. Stone's stout defence of this great organization may seem to have been superfluous.

Yet it is well that the general public should not forget the nature and functions of the Associated Press, nor undervalue the part it plays in keeping the day-by-day record of the world's events free from bias and coloring. It is vividly realized by all newspaper men that the most illusive thing in the world is THE TRUTH. A FACT has to be pursued, often at great expense, and is usually captured only after spirited resistance.

The sole task of the news-gatherers of the Associated Press, as of the other great news services, is to get the facts about events; to exclude guessing and speculation. The task of the management is to distribute these facts to the newspapers holding membership in the organization.

Absolute non-partisanship in the treatment of news is the absolute rule. Serving newspapers of all shades of political opinions, news of political campaigns is confined to the facts about the outstanding events of such campaigns. In this policy the Associated Press and the other news services have accomplished a great thing for the American people. They have made it easier for the newspapers to divorce OPINION from NEWS.

In the matter of war news the same policy holds. The facts are all important. The "pro" or "anti" prejudices of editors do not count. They are furnished with the story of what has happened. If, through headlines, or through editorial analysis, they give to

this story a "coloring," that is not the fault of the Associated Press.

That important news is ever suppressed is too absurd for discussion. That interests, of whatever nature, could corruptly influence the Associated Press, or any of the great news-gathering services, is an utterly foolish notion. Those who spread such notions, whether clergymen or laymen, do so through either ignorance or malice.

## WHAT IS NEWS PRINT PAPER TO COST?

IN his recent interview with a representative of THE EDITOR AND PUBLISHER, President P. T. Dodge, of the International Paper Company, after reviewing conditions in the industry, predicts an advance in price of approximately five dollars per ton. He cites the increased cost of labor, of wood, of about everything entering into the manufacture of news print. He points out that these increased costs have wiped out, for the manufacturers, the former margin of profit; that, in some instances, existing contracts are being carried out at a loss. He cannot foresee any possibility of the present disturbed market again settling back to the old status. He believes that higher prices are inevitable.

In contrast to this view of the situation is that of J. E. Atkinson, publisher of the Toronto Star, and chairman of the paper committee of the Canadian Press Association. After an investigation of conditions governing the present skittish market, Mr. Atkinson has made his report to the Canadian publishers, advising them to await developments. He believes that by the autumn the market will have adjusted itself—that the lessened demand, through the summer months, will have enabled the manufacturers to replenish reserve stocks—and that paper economies, now generally practiced by the newspapers, will contribute to keep the future demand normal, thus stabilizing prices.

It seems just now inevitable, to THE EDITOR AND PUBLISHER, that the publishers of the country are to be compelled to pay the predicted advance of five dollars per ton. Meantime, however, the Federal Trade Commission is making an investigation of the news print industry—and the results may have very great influence upon the market!

## MARYLAND'S LICENSE LAW

THE new law in Maryland, regulating the coupon and stamp system in that State, provides a license fee of \$1,500 per year for trading-stamp companies doing business in that State, and \$50 per year for manufacturers who sell package goods in the State in which coupons are enclosed.

It is said that the big stamp companies are anxious to have the law validated through a test case of a purely friendly nature. It would enable them to continue business in Maryland, without anxiety as to prohibitive legislation, and would work a hardship on the small competitive companies, putting some of these out of business.

If distilleries and breweries could do business in a State by paying a nominal annual license fee, with no fee whatever imposed upon retail saloons, these interests would have cause for rejoicing. It is not suggested that merchants who issue stamps should be compelled to pay as high a license fee as do retail liquor dealers. But, if a commonwealth is to regulate the stamp and coupon business within its borders, as it regulates the liquor traffic, the regulation should not be merely nominal. It should provide that those who engage in the business should contribute materially to the license revenues of the State.

States regulate the banking business, the insurance business. They hold these interests to accountability; subject them to State laws, to inspection. Insurance companies are not permitted to issue tokens of obligation without proper assurance to the State of their ability to redeem them. The stamp

companies, the coupon companies, have been under no such necessity. They issue tokens of obligation to any extent desired without the slightest restriction.

It does not suffice to argue that the big companies are known to be fully responsible, and able to redeem all tokens issued. This might be true of a bank, yet would not entitle it to issue paper currency without limit or restriction.

Maryland is regulating the stamp and coupon business in a manner calculated to soothe and reassure the big companies. The State will be the loser. Other States, where legislation is contemplated, should not make the mistake made in Maryland.

## LOOKING FURTHER FORWARD

HERBERT S. HOUSTON will be reflected to the presidency of the Associated Advertising Clubs of the World at the Philadelphia convention. That will be proper, wise, and according to the excellent precedent established by this organization—that of two-year terms, in effect, for the executive head.

President Houston modestly suggests, in his article in the current number of Associated Advertising, that some prominent newspaper publisher should be selected to succeed him in this office this year. Except for the detail that it should not, and will not, happen this year, his suggestion deserves earnest consideration.

If, at the convention of the Associated Clubs, a year hence, the membership in the newspaper departmental shall have shown a material increase—as it has shown within the past year—the propriety and wisdom of such a selection as Mr. Houston suggests should be apparent.

Naturally, fittingly, that form and method of advertising, which, by general consent, leads all others in importance, should be accorded its place of honor in a club affiliation comprising all advertising interests. Its representatives should share in all organization activities—more fully, more effectively, if possible, in the future than in the past.

President Houston sees the need of a larger newspaper representation in the membership and councils of the associated clubs, and urges active effort to secure it.

The vice-president of the Associated Clubs, Lafayette Young, jr., of the Des Moines Capital, is the logical successor, a year hence, to his present chief, President Houston. Mr. Young possesses a real genius for accomplishment in club work. His present activities extend to committee work in many organizations, including the Audit Bureau of Circulations and the Advertising Bureau of the A. N. P. A. He is a human reserve-depot of enthusiasm, energy, and ideals.

Mr. Young has the confidence of his contemporaries. He has convictions, and fights for them—always in the open, always with energy and force. His personality is a great asset in club work, for it disarms those who may oppose him on particular policies. He has the open mind. He fights hard, but he fights fairly. If he believes that a man is in the wrong he fights that wrong—not the man. He is peculiarly gifted as a public speaker. As was once said of Daniel Webster, "he is a steam engine in trousers."

This unofficial nomination of "Young Lafayette" for the presidency of the Associated Clubs, in 1917-18, is not premature. It is made now in order that it may come to the attention of the delegates to the Philadelphia meeting. It is made in the interests of the clubs. For the prospect of a newspaper publisher for president will do much to stimulate increased newspaper membership in the organization.

It is to be hoped that The Lamb, a clever magazine of fun and finance, which was started recently to gamble over the Wall Street field, will meet greater prosperity than falls to the lot of some other lambs who gamble there.



## PERSONALS

"He who conceals a useful truth is equally guilty with the propagator of an injurious falsehood."—Augustine.

**OTHER CITIES.**—Joe Mitchell Chapple, editor of the National Magazine, has been chosen to deliver the Fourth of July oration in Faneuil Hall, Boston.

F. M. Kimmell, editor of the McCook Tribune, completed the thirty-fifth anniversary of his ownership of that paper last week.

Ward L. Swift, former editor of the Watertown (Wis.) Leader, has moved to Eau Claire, where he holds an editorial position on the Telegram.

Rlenzi M. Johnston, editor of the Houston (Tex.) Post, has decided to run for the State Senate, against W. J. Johnson, attorney, and August Haxthausen.

John C. Devereux, sr., pioneer printer and newspaper publisher of St. Paul, Minn., is critically ill at his home in that city. He is eighty-six years old.

Cole E. Morgan, formerly city editor of the Knoxville (Tenn.) Sentinel, and for the past six years with the Hearst organization and the Atlanta Georgian, has resigned as Southern news editor for the Hearst papers to accept the post of news editor of the Charlotte Observer.

Former Gov. Martin H. Glynn, of Albany, was temporary chairman of the Democratic Convention in St. Louis.

M. H. Arends, formerly office manager for the Benjamin & Kentnor Company, newspaper representatives, New York, has just become affiliated with the St. Augustine (Fla.) Evening Record.

Cole E. Morgan, formerly of the Knoxville (Tenn.) Sentinel and the Chattanooga (Ga.) News editorial staff, and more recently of the Atlanta Georgian editorial staff, has accepted a position with the Charlotte (N. C.) Observer, and will be in charge of the news department of that newspaper.

Miss Iveah Hunt Sterry, a student at the new Connecticut College for Women in New London, has won the Bodenwein prize for excellence in newspaper composition. Theodore H. Bodenwein, managing editor and principal owner of the New London Day, offers each year \$25 for the best written original newspaper article. Miss Sterry covers society happenings at Eastern Point for New London and New York papers.

Samuel E. Lincoln, of the Providence (R. I.) Tribune staff, was elected Worshipful Master of Redwood Lodge of Masons, of Providence, last Monday.

George C. Stucker, formerly with the Providence (R. I.) Journal, has returned to the editorial staff of that paper.

John Thomas, of the Pittsburgh (Pa.) Sun; Joseph N. Mackrell, Chronicle-Telegram; John R. Ball, Post; Walter Christy, and A. C. Farr, Gazette-Times; L. R. Goshorn, Mary Roberts Rinehart, and Louis W. Strayer, Dispatch, and John B. Townley, Pittsburgh Press, form the Pittsburgh newspaper contingent at the National Democratic Convention at St. Louis.

Charles G. Ross, associate professor of journalism, in the School of Journalism, University of Missouri, sailed from San Francisco, June 13, on the steamship Sierra, for Melbourne, Australia. He has been granted a year's furlough, and during that time he will be employed as sub-editor of the Melbourne Evening Herald. Professor Ross was accompanied by his wife and family.

**NEW YORK CITY.**—George B. McAneny, of the New York Times, was among the speakers at the "Be for Bridgeport Dinner," held last Monday night by the Bridgeport (Conn.) Chamber of Commerce.

William Ransom has rejoined the staff of the City News Association, as night manager, succeeding Thomas Meade, who retired recently to take up farming at Woodstock, N. Y. For twenty years, Mr. Ransom was chief assistant to Manager J. E. Hardenburgh. About two years ago he was compelled by ill-health to go into temporary retirement.

Thomas D. Taylor, publisher of the Philadelphia (Pa.) Evening Telegraph, attended the commencement exercises of Columbia University, from which his son, Wallace, was graduated.

Bernard H. Ridder, publisher of the Staats-Zeitung, attended the Democratic Convention in St. Louis.

George A. McClellan, former owner of the Jacksonville (Fla.) Metropolis, stopped for a few days in New York the past week. Later he went to Canada, where he is enjoying an extended vacation.

Royal J. Davis has been appointed literary editor of the Evening Post. He formerly was instructor in literary criticism in the department of journalism at New York University.

Robert Berry, the Associated Press representative at The Hague, returned this week on board the steamship Philadelphia for a vacation.

Elmer Roberts, chief of the Paris (France) office of the Associated Press, who has been here with Mrs. Roberts for several weeks on vacation, will return to Paris with Mrs. Roberts on June 24.

Charles H. Grasty, treasurer of the New York Times, was honored with the degree of doctor of letters from Washington and Lee University, Lexington, Va., at its commencement exercises last Wednesday.

William H. Smith has been transferred from the Buffalo bureau of the Associated Press to the New York office. His place in Buffalo has been taken by Fred M. McLennan.

Dr. James R. Joy, editor of the Christian Advocate, has received the honorary degree of LL.D. from Dickinson College, Carlisle, Pa.

Charles Price, editor of the Electrical World, has returned from a trip to Topeka, Kan., and the Chicago Convention.

George McManus, the cartoonist, is sympathizing with his wife over the loss of the latter's \$2,000 diamond brooch. But he mourns not as one without hope, as he believes that advertising will recover the pretty bauble.

Miss Mary Ross, who has just been graduated from the Pulitzer School of Journalism, will join the morning World staff next week. She is a graduate of Vassar and of the University of Michigan, and is well equipped for her chosen vocation.

James S. Herrick has resigned from the morning World's reportorial staff to join the advertising staff of the Crowell Publishing Company.

Charles McD. Puckett, city editor of the Evening Post is enjoying two weeks' vacation at Athens, Tenn. William Forrest and Arthur D. H. Smith, of the Post editorial staff, also are enjoying their vacations. Mr. Forrest is on a two months' camping trip through Canada and the West.

V. C. Gardner, commercial manager of the United Press, has returned from York, S. C., where he attended the annual convention of the South Carolina Press Association.

Don C. Seitz, of the New York World, has been appointed chairman of the public education committee, of the Mayor's Independence Day Committee.

**WASHINGTON, D. C.**—William Wolf Smith, Washington correspondent of the Great Falls Tribune, has just received degrees of bachelor of law, master of patent laws, and master of laws at the National University of Law. At the graduation exercises last Monday, Mr. Smith was presented with the University medal for having attained the highest average in the post-graduate course.

Guy Mason, who is stationed at the White House for the International News Service, received a degree of bachelor of laws at the National University last Monday.

Charles D. Warner, chief of the Boston Christian Science Monitor bureau, is covering the National Conventions for his paper.

Major Raymond W. Pullman, chief of the Washington police, and former Washington correspondent, headed the great preparedness parade in which President Wilson took part last Wednesday.

Louis Brownlow, District Commissioner, and former Washington correspondent, was a delegate to the Democratic National Convention at St. Louis.

Mr. and Mrs. Roger J. Whiteford have lost, by death, their infant child. Mrs. Whiteford, previous to her marriage was Miss Mary Edna Noyes, a popular writer for the Washington Times.

**PHILADELPHIA**—Ernest Martin Hopkins, who was last year the manager of the employment department of the Curtis Publishing Company, has been elected to the presidency of Dartmouth College. He had previously been closely identified with the college, which is his alma mater.

Irvin S. Cobb, in an editorial page article in the Public Ledger, on Monday, wrote: "So far as I know, I am the only newspaper man who ever interviewed Lord Kitchener." Yet on the preceding day the same paper carried the account of an interview of Kitchener by Richard Barry, in 1906.

Mary Roberts Rinehart covered the Chicago Convention for the Public Ledger, in a series of special articles, and Weed, the Ledger's cartoonist made pictures of the celebrities. The two stars then went to St. Louis to repeat the performance.

Robert W. Maxwell, sports editor of the Evening Ledger, wrote some amusing stories from Chicago, which with their diamond and ring-side phraseology, were novelties in the way of reports of political conventions.

The Press is preening itself over the fact that Richard J. Beamish, directing editor, forecasted Hughes's nomination on the night of his arrival in Chicago, on May 29, and steadily maintained the point until the prediction became reality.

**SAN FRANCISCO.**—Terbin Drexel has arrived in the city with a party of Danish travellers. Drexel represents a large Scandinavian newspaper syndicate, and is studying American press methods.

E. G. Lewis, former publisher of the Woman's Daily at University City, St. Louis, is in the city on business.

Will Jacobs, publicity director for the Santa Cruz Chamber of Commerce and other organizations, is in the city in company with Mayor F. R. Howe, of Santa Cruz.

Clarence P. Kane, editor of the Architect, a local publication of national circulation, will spend the next two weeks on a vacation tour of southern California.

Harold E. Walker, formerly of the San Francisco Chronicle staff, is making an automobile trip across the continent to his old homestead in Maine.

Carl Crow, an authority on political affairs in the Orient, has recently taken up his residence at Berkeley, Cal., after a long residence in China, where he worked for many years in the editorial

departments of various English newspapers. He is assisting in a publicity campaign to keep California in the "wet" column.

Arno Dosch, the American war correspondent, who narrowly escaped death as a spy during the German drive through Belgium, has been in San Francisco on business and pleasure. He will return to Paris soon, with his family, as correspondent for a New York daily.

Dr. J. G. Kasai, a correspondent for papers in Tokio and New York, addressed the Advertising Bureau of the Oakland Chamber of Commerce on Tuesday. His subject was "The Observations of a Japanese." Kasai, who was graduated from the University of Chicago in 1913, and afterwards, took a law course at Harvard, also took part in the luncheon discussion of the Japanese-American problem.

K. C. Adams, of the Examiner staff; Harry Coleman, head of the Examiner's art department, and Carl Walen, head of the Hearst moving-picture service on the Coast, are going on an expedition into the mountains of Del Norte County, for the purpose of securing moving pictures of wild animals. As mountain lions, bears, bobcats, and other fauna abound in that region, some remarkable films may be brought out by the adventurers, who will make the first attempt to filmatize California's big game in their native haunts.

**CHICAGO**—William D. Eaton, one of Chicago's best known newspaper men has recovered from his severe illness, and again is at his desk in the office of the Scoop, a publication he issues in the interest of newspaper writers. Mr. Eaton was managing editor of the Inter-Ocean in 1879, and later founded the Chicago Herald.

Earl Warren Radcliffe, editor of the Enid (Okla.) Eagle was in Chicago last week visiting his brother, Jay Radcliffe, the cartoonist, and Marquis James, assistant city editor of the Journal.

Edward White, of the Press Club, is in Omaha working on the fiftieth anniversary edition of the Omaha World-Herald.

Crawford Head, formerly on the sport desk of the Herald, is reading copy on the Journal copy desk.

A. G. McNair, one of the Press Club's globe-trotters, sends a hall to his friends from Rio de Janeiro, Brazil.

Charles J. McGuirk has resigned as motion-picture editor of the Examiner to devote his time exclusively to writing motion-picture scenarios.

Robert Presnell, formerly of the Tribune, is editing the North Shore Weekly Sketch.

Meyer J. Romanoff, for two years one of the heavies on the Journal staff, has resigned and gone to work herding cattle at the stock yards, with the intention, some day, of becoming a full partner of the Armour.

Edward A. Krueger has left the City News Bureau to take a position on the staff of Popular Mechanics Magazine.

Mrs. Robert Atter, wife of the Vienna correspondent of the Associated Press, and formerly of the Chicago Daily News, is in Chicago visiting friends. Mrs. Atter is herself a newspaperwoman of note, having worked in London and most of the Continental capitals.

Robert W. Maxwell, sporting editor of the Philadelphia Ledger, visited his parents in Chicago this week. "Bob" formerly was telegraph editor of the old Inter-Ocean.

James E. Crown, formerly city editor of the Examiner and Inter-Ocean, is officiating as border correspondent for the New York World, at El Paso. Walter N. Burns, a Tribune man, recently returned from Mexico, brings the word.

Mark Watson, recently rewrite man on the Tribune, has been sent to the Washington bureau of that paper.

Forrest Crissey, the magazine writer, did the first assignment work he has undertaken in a good many years when he worked on the Journal staff during

(Continued on page 18)

## BUSINESS BUILDING IDEAS

By WILLIAM H. McMASTERS.

While a knowledge of advertising itself is an important virtue for a solicitor to possess, I am of the opinion that patience is the prime essential in getting business. A man who will work patiently on an account long enough will get the account for his paper. It may take months and it may even take years, but patience will bring home the bacon unless the prospective advertiser drops dead. In that case you will get the "sale" of the bankrupt stock.

It took me over two years to win over a candy manufacturer to advertising. When I finally landed him he only advertised a little retail store "to see if it would pay." You know, the old stuff.

I told him he couldn't tell whether it paid or not until the end of a year, at least. "All right," he replied. "Then we will try it out for a year." In this way I had a full year's opportunity to develop the account. Had I promised results on the first advertisement or the first month's advertising, I would have been stung.

The only answers for a month were from other solicitors and from old customers of the store who asked for the bargains. The store manager was a woman and I had to work against her influence, which was unalterably set against advertising.

But I exercised patience and watched the account as though my life depended upon it. I kept three small pieces of copy running in my paper exclusively. The ads were three inches deep and ran Monday, Wednesday, and Saturday.

I made the Monday ad offer something "for Monday and Tuesday only," and did the same thing for the other two ads of the week. My idea was to create a bargain interest in candy and also to make each ad work two days. In addition to two special features in each piece of copy the advertisement carried the regular price and trademark of the manufacturer's standard brand of chocolates. For small advertisements they surely carried a full load.

After the ads had been running about a month, we tried out a "hard-candy" sale. You know the kinds. Buttercups and crisp sticks and all that sugary stuff that is a winter specialty. It went big. The store had prepared for it, but Friday evening the manager was cleaned out. Maybe \$50 sales had been made on Friday. So the factory force got busy and at my suggestion they boxed the candy in two-pound boxes at the factory and I asked permission to repeat the ad on Saturday morning.

Saturday showed about 600 boxes of two pounds each sold by four o'clock and scores of people disappointed. So the following Friday and Saturday we gave them another "hard-candy" sale, working up the interest by referring to the disappointed patrons of the previous week. By insisting on a big supply all ready for immediate delivery in boxes, I helped the store organization quite a lot, but the clerks moved so slowly and seemed so helpless that only 2,000 customers were waited on in the two days. It almost drove me to drink to see people come in and go out, without being waited on. The store lacked speed.

But the manufacturer's eyes were opened to the value of advertising and, strange to say, the manager of the store also discovered things in advertising that I had never heard of before. She finally induced somebody to back her in buying the store and has since opened two others and advertises spasmodically in two papers.

A certain men's shoe store in Boston had never advertised in the newspapers since it was organized. Not even their "mark downs" in summer and winter were announced in the papers. After talking for three years about "classy advertising" and "cumulative effect," I finally prevailed upon the partners to let me show them some copy all set up. You will find that an advertise-

ment set in type will attract about ten times as much attention with an advertiser as any arguments or talk you can offer. Well! they liked the copy and after shifting over the picture of the shoe to suit them, they put it up to me as to where the copy would run.

"How much will you allow me to spend on a spring campaign?" I asked. "We will blow just \$750 whether we get anything back or not," said the junior partner, who was a real sport.

"Then there is only one answer," I told them. "We will spend it all in one paper and play up two ads a week." They ran Wednesday and Saturday. Each ad mentioned and described one shoe and give the price with an illustration. It was classy dope.

Without tracing a dozen sales direct to the advertising at the end of the season the firm admitted to me that their business showed a substantial increase for the spring months. Their annual "mark-down sale" was inserted in the paper for the first time, that summer and it attracted hundreds of new customers to the store. This firm has not only continued to be regular advertisers but they have been instrumental in compelling several other fashionable shoe stores in the city to advertise all the time.

New accounts come hard, but they are worth all they cost in patience and trouble. Every new account helps the next one, and it finally becomes an endless chain.

Next week, I will try and tell you some of the experiences of one of the most patient and successful advertising solicitors in the country, in working up two lines of advertising that had always been in the classified columns until he put them into the display columns and had them spending real money, to the great delight of the publisher and of the advertisers themselves.

### Hurley to Head Commission

On July 1 Edward N. Hurley, vice-chairman of the Federal Trade Commission, will succeed Chairman Joseph E. Davies as chairman. The mere statement has been made at the Commission that the change means that the Commission has adopted the rule of the Interstate Commerce Commission that the chairmanship shall rotate each year, but it is known that there has been considerable friction in the Commission for some time. It is intimated that Chairman Davies has in some ways tried to dominate the Commission, and this has aroused resentment.

Vice-Chairman Hurley was formerly a successful manufacturer, and is considered a very able man. He has had plenty of practical business experience, something which it has been apparent that Mr. Davies has lacked, the latter being a lawyer by profession and not acquainted in a direct way with commercial and business matters.

### Sphinx Club Officers for 1916-1917

The new standing committees of the Sphinx Club having been appointed, the following is a list of those who will direct the activities of the Club during the coming season:

President, Preston P. Lynn.  
Vice-Presidents, R. S. Scarborough, Clarence W. Smith, Dan A. Carroll, Collin Armstrong.  
Secretary, Edmund D. Gibbs.  
Treasurer, R. F. R. Huntsman.  
Executive committee—W. R. Hotchkin, James O'Flaherty, Samuel Moffitt, Clarkson Cowl, George Ethridge, Corbett McCarthy, Ludwig Nissen.  
Speakers' committee—C. W. Smith, chairman; Jerome A. Crane, John Lee Mahin, William Berr, James P. Gilroy, Albert Strasburger, Will D. Gash.  
Membership committee—R. S. Scarborough, chairman; Thomas A. Barrett, Richard W. Lawrence, Corbett McCarthy, R. R. Heywood, F. Wallis Armstrong, J. Wade McGowan.

Amon G. Carter, general manager of the Fort Worth (Tex.) Star-Telegram, called on Chicago publishers this week.

### Reporters Escorted President

WASHINGTON, June 14.—The newspaper correspondents who walked in the preparedness parade as an escort to President Wilson on Wednesday were W. W. Price, president of the White House Correspondents' Association, who represents the Washington Star, and acted as marshal of the newspaper men; M. Brice Claggett, vice-president of the Association, and White House correspondent for the Associated Press; Steve Early, Associated Press; Tom Kirby, and Mr. McCamm, United Press; Frank Lamb, International News Service; L. Ames Brown, New York Sun, and Philadelphia Record; Joseph P. Annin, Washington Herald; Wingrove Bathos, Washington Star; Stanley M. Reynolds, Washington Times; Stewart Price, Brooklyn Standard-Union; R. Eddy Mathews, Christian Science Monitor; H. C. Hallam, Providence Tribune; William A. Bird, jr., New York Tribune; Hal H. Smith, New York Times; William Leavitt Stoddard, Boston Evening Transcript, and two Chinese correspondents who insisted upon carrying the American flag.

### Little Tech for Three Days

Boston, June 12.—The editors of The Tech, the official publication of the Institute of Technology, are issuing a daily edition of the paper during the time of the commencement exercises, dedication of the new Tech buildings, and other events of to-day, to-morrow, and Wednesday. In to-day's issue of Tech is a story of the trip to Boston from New York, on the Bunker Hill, of a large group of Tech alumni. This stunt was made possible by the liberal use of the wireless. The steamer was met far down the harbor by a fast motor boat on which were bundles of The Tech containing a complete story of the voyage up to the time of going to bed. All the activities of the week are being presented in a creditable manner, and the volume of advertising indicates the paper's financial success.

### Two Dailies for Redwood City, Cal.

Redwood City, Cal., with a population of 2,400, is to have two daily papers. Last week, H. W. Simkins, one of the editors of the Daily Palo Alto Times, announced that he would start a daily paper. A few hours later the Redwood City Democrat, a weekly and one of the oldest papers on the peninsula, appeared with the news that it would be at once converted into a daily. The Democrat was leased from James V. Swift, Redwood City postmaster, by James D. Hedge, its present editor and manager, and Edward D. McGettigan a San Francisco newspaper man. The Redwood City Times-Gazette will continue to be issued weekly.

### Pape Not Guilty of Libel

BRIDGEPORT, Conn., June 12.—William J. Pape, editor of the Waterbury (Conn.) Republican, was found not guilty by a jury last Friday of libel charges brought against him by State Senator James A. Peasley. The case was in the courts several weeks. Peasley was assailed several times in editorials in the Republican, which alleged dishonesty in city affairs. He brought suit for \$50,000. No appeal was taken.

### Where He Got It

He was a witness in a case in the police court.  
"What is your name?" inquired Prosecutor Robinson.  
"Mah name?" from the darky incredulously.  
"I'm talking to you," snapped the Prosecutor.  
"Well, sah, mah name is Hallowed Hopkins," answered the negro.  
"Hallowed—Hallowed," gasped the Judge.  
"Where did you get that name?"  
"Frum mah mah," answered the negro. "It am from de Scriptures."  
"From the Scriptures? What part of the Scriptures?"  
"Doan you all r'membah, Judge, wheeah it says, 'Hallowed be thy name?'"  
The Judge recalled the passage.—Louisville Times.

### Attacked Stephens-Ashurst Bill

E. J. W. Proffitt, speaking before the Providence (R. I.) Retail Grocers' and Marketmen's Association, at a recent meeting, said regarding the Stephens-Ashurst bill: "Price-cutting will drive the corner store, the small army of unorganized, independent retailers out of business in the battle with monopolies, and the only remedy lies in price protection and maintenance in compelling all retailers to sell the same article at the same price." He declared the bill economically unsound, politically unwise, and morally wrong, for the reasons that, if passed, it would eliminate competition on articles nationally advertised.

### Buffalo Business Bureau Incorporates

The Better Business Bureau of the Advertising Club, of Buffalo, N. Y., has filed articles of incorporation with Secretary of State Hugo, at Albany, N. Y. According to the papers the purposes of the Bureau are "to promote integrity and create confidence in advertising, selling, and all other phases of business, and do all lawful things which may help sustain such results." The directors of the Bureau are: John T. Coit, Herbert N. DesMarets, William P. Goodspeed, C. A. Gould, Ralph C. Hudson, E. F. A. Kurtz, Herbert A. Meldrum, O. L. Neal, Alexander F. Osborn, George Ostendorf, R. J. Sauter, A. Spangenthal, Kenneth W. Watters, Charles R. Wiers, and L. A. Wilson.

### New Firm Buys Old Plant

W. W. McCarroll, the inventor of the electrolytic straightening machine and formerly with Wessels & Company, and M. E. Connelly, formerly of the Lead Mould Foundry, of New York, have purchased the old E. B. Sheldon electrolytic plant of New Haven, Conn. The plant has been reorganized and re-equipped. The Sheldon Company is now specializing in advertising electrotypes and stereotypes. A New York office has been established in charge of J. E. Jacobsen.

### Publisher Hill Remembers Employees

By the will of John A. Hill, the publisher, who died on January 24, 1916, fifteen employees receive \$1,500 each, and forty-eight \$1,000 each. Miss Rose Steiner, Mr. Hill's secretary, is given the income from \$30,000 for life. The residue of the estate, valued at \$1,134,933, is bequeathed in equal shares to the widow, Mrs. Emma B. Hill, and her daughter, Jean C. Hill.

## PERSONALS

(Continued from page 17)

the Republican Convention. "Had the time of my life," he told Managing Editor Richard J. Finnegan. "It's living the old days over again."

Ed W. Smith, sporting editor of the American, and well known fight referee, will probably referee the Willard-Fulton fight, in Minneapolis, Labor Day.

Ned Holmes, former Texas scribe, is in Chicago in the interests of "Treasure Island," now playing at the Colonial.

Barry Faris, International News Service correspondent at Washington, was the guest of Harold Hall, at the Brewster Apartments during the Republican Convention.

Wm. H. Stuart, James B. Young, of the American; Ring Lardner, E. H. Phillips, B. L. Taylor, and Katherine Synn of the Tribune; John Temple Graves, Sam W. Small, jr., William C. I. Hollowell, Guy Cramer, and Harry Murphy, of the Examiner; Frank Armstrong, Clyde Brown, and Mollie Morris, of the Daily News, and J. D. Salkeld, of the Journal, are in St. Louis this week, reporting the Democratic Convention for the Chicago papers.

Thos. W. Andrews, of the Milwaukee Leader, was in town last week on business for his paper.

## TIPS FOR DEALERS IN NEWSPAPER EQUIPMENT

New Concerns and Old That Are or Will Be in the Market for Supplies.

## NEW INCORPORATIONS

NEW YORK CITY.—James F. Newcomb & Company; capital stock, \$30,000; printing, publishing, stationers, engravers, advertising; incorporators, W. P. Van Wyck, C. L. Chapman, and J. F. Newcomb.

NEW YORK CITY.—American Food Manufacturer Publishing Company; capital stock, \$10,000; incorporators, F. Condon, C. E. Wright, and R. R. Richman.

COLUMBUS, Ohio.—Coons Publishing Company; capital stock, \$5,000; incorporators, Ray M. Coons, C. J. Coons, Ralph V. D. Coons, Otto W. Riestig, and Isaac N. Coons.

LA SALLE, Ill.—La Salle Poster Advertising Company; capital stock, \$2,500; incorporators, W. E. Vanderwater, Edith M. Vanderwater, and J. E. Morrison.

CONNELLSVILLE, Pa.—Connellsville Publishing Company; capital stock, \$10,000; incorporators, Joseph J. Thompson, G. T. Wolfersberger, and W. F. Brooks.

PITTSBURGH, Pa.—Catholic American Publishing Company; capital stock, \$5,000; incorporators, Charles J. Jaegle, Charles J. Jaegle, Jr., Anthony Jaegle, and Josephine Jaegle.

GEORGETOWN, Tex.—Sun Publishing Company; capital stock, \$8,000; incorporators, John R. Allen, George Keahey, and W. Lowery Foster.

NEW YORK CITY.—Manufacturers' Printing Company, formed by consolidation with the H. J. Vredenburg Company, Inc.; capital stock, \$50,000; printing, photo-engraving and designing; directors, Eugene L. Faure, Archibald Reid, and Harrison J. Vredenburg, all of New York.

NEW YORK CITY.—Inter-Continental Publishing Corporation; capital stock, \$2,000; printing and publishing; directors, George J. Nathan, Eugene F. Crowe, and Eltinge F. Warner, all of New York.

NEW YORK CITY.—Albert Larson; capital stock, \$5,000; printing, lithographing, and steel engraving; directors, Albert and Leonore Larson, of Brooklyn, and Sidney A. Larson, of The Bronx.

NEW YORK CITY.—Schob & Wieser; capital stock, \$10,000; printers and publishers; directors, Henry Schob, Edward W. Wieser, and Fred C. Meisoll, all of Brooklyn.

NEW YORK CITY.—Palmer & Oliver; capital stock, \$15,000; publishing and printing; directors, Elmer W. Oliver, Harry F. Palmer, and Henry White, all of New York.

GENEVA, N. Y.—Briel Foster Advertiser Company; capital stock, \$5,000; general advertising; directors, Edward A. Bertram, Frank H. Leonard, and Paul R. Borlano, all of New York.

TULSA, Okla.—The first daily newspaper for negroes to be established in Oklahoma has made its appearance here, the Tulsa Star. It is edited and published by A. J. Smitherman, president of the Western Negro Press Association for the last five years. This is said to be the only negro newspaper in the United States.

## Got His Name on Front Page

The man was reading the front page of the newspaper as he walked across the busy street. "Gee," he mused, "I'd like to get my name in big type on the front page of a newspaper." Just then a street car bumped into the man. He got his name on the front page of the next edition of the paper. But he missed the story.—[Cincinnati Enquirer.

## CHANGES IN INTEREST

WATERTOWN, N. Y.—The St. Lawrence Republican and the Ogdensburg Journal have been combined and placed in the morning field under the name Ogdensburg Republican-Journal. The Journal was an evening daily, and the Republican was a weekly.

CLAY CENTER, Kan.—John Best, for two years business manager and one of the large stockholders in the Clay Center Publishing Company, publishers of the Daily Dispatch-Republican and the Weekly Dispatch, has sold his holdings to the other stockholders and purchased the Clyde Republican and the Clyde Voice.

PORTLAND, Ind.—David T. Praigg, of Indianapolis, and his son, Noble T. Praigg, of this city, have sold their stock in the Commercial-Review to B. F. Sprunger, recently publisher of the Ossian Journal, and S. C. Gouty, of Fort Wayne.

## OBITUARY NOTES

J. G. NEWLAND, editor and part-owner of the Frederick (Okla.) Ledger, died at his home at Frederick on June 7, aged sixty-eight years. A wife and three sons, one of whom is employed by the Cincinnati Post survive.

CARL UNGER, aged sixty-one years, editor and publisher of the Galveston (Tex.) Journal, and one of the best-known German-American editors in south Texas, died at his home in Galveston, on June 3. Mr. Unger formerly resided in St. Louis, where he was city editor of the Amerika, and at one time was on the staff of the Westliche-Post and the Globe-Democrat.

MAURICE J. CODY, editor of the Paper Trade Journal, died on Wednesday at the Bushwick Hospital, Brooklyn, from intestinal trouble. He was a native of Lexington, Mass., and about fifty years old. He was a graduate of Andover Academy and Harvard College. He also attended the Harvard Law School. He came to New York about twenty years ago, and shortly afterward engaged in newspaper work with the Paper Trade Journal. For a time he also was editor of the American Stationer.

EDWARD J. COX, a real estate operator, died of pneumonia at his home, 217 Union Street, Brooklyn. He formerly was connected with the business department of the Brooklyn Daily Eagle.

JAMES WILLIS HEARD, seventy-two years old, assistant treasurer of the Mergenthaler Linotype Company in Manhattan for the last ten years, died at Atlantic City, N. J., of hardening of the arteries. Mr. Heard was born in Greensboro, Ga., and his father was a large plantation owner there. When the Civil War broke out he and all his brothers enlisted on the Confederate side and fought throughout the war. Mr. Heard took up his residence in Brooklyn about twelve years ago. He lived at 130 New York Avenue.

THOMAS A. McLAUGHLIN, aged sixty-six, veteran soldier, educator, and editor, died in Bessemer, Ala., following a stroke of paralysis. After the Civil War he took up teaching and journalistic work, and later became the editor of the Iron Age, the first daily paper published in Birmingham and vicinity. He also published a weekly in Bessemer. Mr. McLaughlin was a brilliant and forceful writer in those pioneer days, and paved the way for the establishment of the Age-Herald as the result of a consolidation of the Iron Age and Birmingham Herald.

The Daily Avalanche has made its appearance at Groesbeck, Tex. It is published by Ira Lawley.

## ENGAGEMENTS

Walter M. Koll, advertising manager of the Olympic Theatre, Chicago, Ill., and Mrs. Knoll, announce the engagement of their daughter, Miss Isabel Coe Koll, to Orville Bunnell.

Announcement is made of the engagement of Miss Mildred L. Eckhardt, of 567 West 184th Street, New York city, and Griffith Bonner, journalist, of Pittsfield, Mass. Miss Eckhardt is known as "The Girl of N. Y. U.," a song by that name having been written by Mr. Bonner and dedicated in her honor.

George M. DeGinther, manager and editor of the Collingswood (N. J.) Retrospect, and Miss Katherine Brown, librarian of the Collingswood Library, announce their engagement.

## WEDDING BELLS

J. L. Wadley, jr., city editor of the Texarkanian of Texarkana, Tex., was married on June 8 to Miss Cathryn Peak, daughter of Dr. F. A. Peak, of El Paso and Hot Springs.

John J. McKone and Miss Florence Mae O'Leary, daughter of Jeremiah O'Leary, of Lawrence, Mass., were married at St. Monica's Church, that city, on June 6, by the Rev. John B. Leonard. Mr. McKone is a well-known newspaper man.

J. L. Wadley, jr., city editor of the Texarkana (Ark.) Daily Texarkanian, and Miss Cathryn Peak, daughter of Mr. and Mrs. F. A. Peak, of El Paso, Tex., were married at the Methodist Church in Paso on June 8. Mr. and Mrs. Wadley will make their home in Texarkana.

Louis Lowe Simons, a member of the editorial staff of the Galveston (Tex.) Daily News, and Miss Mary Woods Thomas, daughter of Mr. and Mrs. William H. Thomas, of La Grange, Tex., were recently married at the St. James Methodist Church, at La Grange, Dr. C. M. Bishop, president of Southwestern University at Georgetown, officiating. After a brief honeymoon Mr. and Mrs. Simons will make their home in Galveston.

Miss Agnes Theresa Murphy, daughter of Mr. and Mrs. William J. Murphy, of Brooklyn, was married on Wednesday evening, to Arthur J. McKenna, a member of the staff of the New York Tribune. The ceremony was performed in St. Patrick's Church, Brooklyn, by the Rev. Joseph F. Murphy, a cousin of the bride. Mr. and Mrs. McKenna are spending their honeymoon in the Adirondack Mountains.

The Herald Publishing Company, of Montpelier, Ind., has dissolved.



## Forty-one Years of Telephone Progress

The faint musical sound of a plucked spring was electrically carried from one room to another and recognized on June 2, 1875. That sound was the birth-cry of the telephone.

The original instrument—the very first telephone in the world—is shown in the picture above.

From this now-historic instrument has been developed an art of profound importance in the world's civilization.

At this anniversary time, the Bell System looks back on forty-one years of scientific achievement and economic progress, and gives this account of its stewardship:

It has provided a system of communication adequate to public needs and sufficiently in advance of existing conditions to meet all private demands or national emergencies.

It has made the telephone the most economical servant of the people for social and commercial intercourse.

It has organized an operating staff loyal to public interests and ideals; and by its policy of service it has won the appreciation and good will of the people.

With these things in mind, the Bell System looks forward with confidence to a future of greater opportunity and greater achievement.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES

One Policy One System Universal Service

## SOUTH AMERICAN NEWSPAPER BUREAU

**Formed at Buenos Aires by Thirteen Important United States Papers—George A. March Appointed Special Representative—South American Republics Anxious to Get North American Capital.**

Bearing credentials from thirteen important North American newspapers, as director of their South American office, George A. March returned to Buenos Aires to-day. During the first year of his special representation of New York, Philadelphia, Chicago, Boston, and Washington newspapers, Mr. March made a marked impression on South American business and Governmental interests. His fundamental knowledge of the various republics, and the experience gained from personal contact during several trips to every centre of importance, added to the confidence of the newspapers back of him, make the South American Bureau at Lavalle 341, Buenos Aires, the important point of business contact between North and South America.

Mr. March has collected, during his two months' stay in the United States, a mass of data mixed with enthusiastic, but candid, statements of conditions. He is prepared to present the feeling of sympathy which has sprung up between the United States and the various South American republics. The newspapers he represents do not disguise this reaching out for advertising propaganda, and their concerted effort comes only after careful investigation into the ability to secure results. The cooperating newspapers understand that the matter of trade development is not a question of a day or a year, but that there is a great deal of work to be done. They have gone into it with due consideration of the expense as well as the time. Only those who have investigated realize the great distance to South America and the vastness of the continent. In selecting Mr. March, the syndicate of United States newspapers was governed by the need of a man possessing tact, knowledge, and ability to manage the considerable investment involved in the conduct of a South American bureau.

The New York office of the syndicate is at Room 400, Evening Post Building, 20 Vesey Street, and the newspapers represented by Mr. March are the New York Evening Post, Minneapolis Journal, Baltimore Sun, St. Louis Globe-Democrat, Cleveland Plain Dealer, Buffalo Evening News, Boston Globe, Evening Star, Washington, D. C.; Chicago Tribune, Chicago Daily News, Philadelphia Record, Pittsburgh Post, and New York Tribune.

On the eve of sailing Mr. March was in an enthusiastic frame of mind, remarking:

"The importance of this movement cannot be gainsaid. Now that a very sincere sympathy is springing up between the United States and the various South American republics, the newspapers which form this group feel that no effort should be spared that will assist in the betterment of commercial relations between the two continents.

"There is no disguising the fact that business men in the United States desire to secure a market in South America for their manufactures, and are anxious and willing to meet South American buyers on the same terms which they have previously enjoyed from Europe. On the other hand, the South American republics are anxious that North American capitalists and investors should realize the vast possibilities which exist for the investment of capital in the further development of their countries, and any movement which assists towards this end will be welcome by them."

On a matter that might seem to some to be insignificant, Mr. March placed unusual emphasis. He urged that particular attention be given to the placing of sufficient postage on letters to South America. As an illustration, he told

how, on account of the publicity recently given his work in South America, he received by the mail which arrived in Buenos Aires, the week before he left for New York, nearly 200 letters from the United States. All were inquiries with regard to the various conditions and business possibilities in the South American republics. No less than ninety of these letters bore a two-cent stamp, and he had to pay a surcharge on each one of them of 30 centavos, 12 cents American money.

Mr. March feels that when this is brought home to American business men they will avoid this irritation of prospective customers. He said: "I wish that you would impress upon merchants, exporters, and others who desire to secure business connections in South America, the absolute importance of seeing that their letters are properly stamped with a 5-cent stamp, and more if they are overweight. Nothing is so irritating to the recipient of these letters as when they are called upon by the local postal authorities to pay two or three times what the correct postage would have cost in the United States. On my arrival in this country, a few weeks ago, I called on the Chamber of Commerce of the United States in Washington, and was promised that some means would be found to bring the matter to the special attention of those who send letters to South America. This condition has existed for a considerable time, and the United States Consuls and commercial attachés in the various South American republics are being attacked continually on the subject, and yet the nuisance continues."

Not the least of the benefits to be derived by the cooperating newspapers will be the exhaustive reports of Mr. March on matters similar to the postage subject as they develop during his travels through the Southern continent. This chain of newspapers is the first well-organized and tangible plan on the part of the press of the United States to secure and develop trade with South America. Any firms anxious to secure business connections in the Argentine, Chili, Brazil, etc., are invited to write to George A. March, at the general offices of the papers represented, Lavalle 341, Buenos Aires, Argentina, and information will be gladly furnished. Representatives travelling to the Argentine and bringing letters of introduction through the papers mentioned will be welcomed and given every assistance. Copies of all of the papers are kept on file.

### Jean Webster Dies in New York

Jean Webster, who in private life was Mrs. Glen Ford McKinney, and well known as a writer and dramatist, died Sunday, June 11, in New York city. She became famous as an author through the writing of a series of the "Daddy Long-Legs" stories, but not until they were put into play form did she obtain recognition as a dramatist. Mrs. McKinney was a daughter of the late Charles L. Webster, the publisher, and a grand-niece of Mark Twain. She was born in New York city, and was a graduate of Vassar College.

### An Interesting Innovation

An innovation recently given a trial in the columns of the Duluth *Herald* is meeting with widespread interest in Duluth and environs. For some time past the *Herald* has been publishing photographs under the caption, "Faces of Yesterday." The photos are those of prominent citizens, and zest is added to the scheme by the withholding of names until the following day, leaving the readers to guess the identity of the pictures.

### Stevens Joins Chicago Agency

Knill-Chamberlain-Hunter, Inc., publishers' representatives, announce the addition to their organization of A. E. Stevens, in their Chicago office. Mr. Stevens has had a long experience in

advertising and publishing, having started his business career in one of the older advertising agencies in New York city, and been manager of the Association of American Advertisers, publisher of the Peoria Transcript, and publisher of the Racine Times. For the past two years he has been acting in an advisory and consulting capacity for many newspapers published in the Middle West.

### Hannibal Commercial Club Organizes

The Associated Advertising Clubs of the World will have a new member in a few days, for the advertising bureau of the Hannibal, Mo., Commercial Club has just been organized and voted to affiliate with the associated body, which is to hold its convention in Philadelphia this month. Paul Hutcheson, secretary of the Advertising Club of St. Louis, went to Hannibal to assist in forming the new organization, which has twenty-five charter members. It was voted to send a delegate to the Philadelphia convention, who is pledged to vote for St. Louis for the convention in 1917.

### Advertising News

In case of a death in the family would you print the obituary on a billboard? If your wife entertained would you send an account of it to the theatre-programme man? If you were to enlarge your business would you advertise on a hotel blotter? If you were going to have a wedding among your relations would you get out a handbill?

Some people look upon the newspaper as a convenience, self-sustaining, and resorted to only after all other forms of advertising have failed. The obituaries, the business changes, the entertainments, the weddings, are the things that give your newspaper its widespread circulation. They are the things that cause people to pay for the privilege of reading your advertisement. In advertising, the newspaper is preeminent. The newspaper is advertising. Advertising is news. —(Lebanon (Ind.) Reporter.

### Texas Newspaper Statistics

There are 4,408 persons engaged in the printing and publishing industry of Texas. This industry represents a capital investment of \$9,127,000. Texas has 1,067 printing and publishing establishments. Printing and publishing houses are the predominant class of manufacturing establishments in Texas. Texas ranks second with other States in number of newspapers published. The first newspaper ever published in Texas was the Houston Telegraph. It was established by Gail Borden in 1836. It is now defunct. A Texas newspaper man invented condensed milk. The oldest newspaper now being published in Texas is the Galveston News. It was established in 1843. The circulation of Texas newspapers is five papers per family, per issue. There are 57 foreign publications issued in Texas. The combined circulation of Texas publications is 5,000,000 per issue.

### Hoe Apprentices Graduated

Graduating exercises of the apprentice school of R. Hoe & Co., printing press manufacturers, were held last week at De Witt Memorial Church, on Rivington Street, New York city. Prizes were awarded to boys who led their classes. Joseph E. Meyer received a gold watch, the first prize. The apprentice school is maintained in connection with the firm's plant, and has the cooperation of the Board of Education. The course covers a five-year period.

### A Baseball Challenge

The baseball team of the Albert Frank & Co. advertising agency, New York, is open to meet the team of any agency, newspaper, or special representative's office. Arrangements may be made by communicating with James Dunn, manager of the team, 26 Beaver Street, New York; telephone 3831 Broad.

### Greeley Paid Poe with a Note

(From Bruno's Weekly.)

Not always did the Tribune pay its contributors upon acceptance of their stories, nor the week after publication, as it is customary to-day. Horace Greeley, the founder and famous editor, paid for poetry he purchased from Edgar Allan Poe, for use in his journal, with a promissory note, which was drawn on October 24, 1845.

New York, October 24, 1845.

Sixty days after date I promise to pay Edgar A. Poe, or his order, fifty dollars for value received.

\$50.00 due Dec. 26th.

Horace Greeley,  
62 Nassau Street,  
Corner Spruce.

Frances Walker, a Spokane musician, was the possessor of this valuable document, in which the best-known editor of the middle of the last century paid the best-known poet for his contributions, before it became the possession of Mr. Patrick F. Madigan, and one of the most valuable pieces in his collection of Poe autographs. It was given to Mr. Walker twenty-five years ago by Mrs. John F. Cleveland, a sister of Horace Greeley, and widow of John F. Cleveland, who was for many years treasurer of the New York Tribune Company.

### Philadelphia's Newspaper Poets

Philadelphia's newspaper poets have lately come strongly to the front with excellent verse. On Memorial Day the Ledger carried poems by Harvey M. Watts and Fullerton L. Waldo; the Press, by Richard J. Beamish; the Bulletin, by "Tom" Price; the North American, by Leigh Mitchell Hodges, and the Evening Ledger, by "Tom" Daly. In the current issue of Contemporary Verse, of which "Sam" McCoy, of the Bulletin, is one of the editors, Mr. McCoy has three poems. Last Sunday the Record carried a spirited poem, "L'Homme Mort," by George Morgan, Sunday editor of the Record.

### Cleveland Loses Magyar Daily

CLEVELAND, O., June 14.—Cleveland has lost one of its two Magyar daily newspapers, Magyar Hirlap, with the removal of George J. Kemeny, its publisher, to Detroit. The paper was established here two years ago. It is understood it is being backed by Detroit manufacturers, who are said to be forming a \$100,000 company, with Mr. Kemeny as the editor. Leading Magyars entertained Mr. Kemeny and his family at a farewell supper Saturday.

### New Sales Company Formed

A company for the sale and distribution of the Multicolor Press, an office printing machine, which reproduces form letters and other printed matter in two or three colors in one operation, has been formed in Cleveland, O., by W. G. Davies, formerly advertising manager of the Stearn Company, and H. B. Mallett, sales agent of the Rapid Addressing Machine Company.

### Making a Good Prison Paper

What really constitutes a first class up to date prison newspaper has been the subject of discussion by inmates of the Massachusetts Reformatory at Concord Junction, in their publication called "Our Paper." One writer wants originality; another suggests that inmates can get better acquainted through it; a third suggests an editorial department and news and jokes gathered from the prisoners and officers in the institution. A fourth believes that every prison paper should have an athletic department. The paper is made up in magazine form, the inside of the cover page being devoted to a poem, "Hope On." News from the outside world is grouped, and there are frequent quotations from Boston and other newspapers, all properly credited. There is no advertising.

## PHILADELPHIA REVELS IN PREPAREDNESS ACT

**Nothing Slow Now in Quaker Town as It Gets Ready to Receive the Associated Advertising Clubs of the World—Some Details of Huge Parade and Other Features of Great Gathering.**

PHILADELPHIA, June 14.—Just to prove to the world at large how far from "slow" Philadelphia really is, every event at the A. A. C. of W. Convention will be started five minutes earlier than scheduled. Even the mammoth parade, it is announced, will move ahead of time, which, if the proud boast holds good, will certainly be a record-breaker.

The town is humming with preparations for the big affair. The papers are daily devoting columns of space to the entertainment features, and each hour sees some new and striking stunt develop. One of the very latest sensations to be provided is the plan to have a steeple-jack, Hassler the daring, stand on the finger-tips of William Penn's hand, hundreds of feet in the air, over City Hall, and shower confetti on the marching throngs. Three searchlights on near-by buildings will throw his figure into strong relief, and to make the act even more spectacular, while he is performing his exploits, which include sliding down a rope from the hand of the statue to the observation platform far below; the 400 electric lights around the base of the tower which will illuminate it so that it can be seen for twenty miles, will be extinguished, and the flood of light concentrated on the fearless atom high above the pavement.

The water pageant on Thursday night will also be packed with thrills, chief of which is to be a sham-battle between an anchored balloon 1,500 feet above the Schuylkill and a dirigible, piloted by Leo Stevens. The dirigible, which will hold three passengers besides the aviator, will attack the huge gas-bag with small arms, and the pilot of the latter will reply with a machine gun.

### GREAT WATER PAGEANT.

The water parade will be led by a brilliantly illuminated barge, with a band of 150 pieces. It will be towed by a steam tug and escorted by a flotilla of canoes, gay with lights and bunting. Among the floats will be a can of Campbell's soup, sixty-five feet long; a Victor dog, twenty feet high, listening to a huge Victrola; a cake of Ivory soap nearly as long as the soup-can; a Coca-Cola float loaded with beauties sipping the beverage beneath a line of pergolas, and a frozen sheet of ice over which skaters will glide as though it were January. By way of contrast there will also be a tank into which lithe water-sprites will dive. At the end of the parade will come 30 Scotch pipers on a barge, and after they have passed the reviewing stand, every light in the neighborhood will be extinguished for a few minutes before the display of fireworks begins, on the Girard Avenue Bridge. The pyrotechnics will reproduce some of the features of the European war. High overhead, a swiftly-moving dirigible will drop bombs, and the famous French "curtain of fire" will blaze a menace through which the "75s" will belch forth flames of defiance. Equally effective will be the "Niagara Falls" set and the seal of the Poor Richard Club will be displayed in a flood of radiance fifty feet across.

The parade will be illumined by mighty searchlights, 100,000 candle-power strong, which will make the river almost as bright as day. G. E. Gable, who will direct the pageant, will be stationed on the bridge, and issue his orders through a movable light which will signal in Morse code to ten telegraph operators placed at intervals along the line of march. River police in motor-boats will be on hand for accidents and in case of mishaps, the nearest operator will send a S. O. S. with his searchlight to Mr. Gable, who will send a police boat to the rescue.

The North American says that be-

tween 8,000 and 10,000 ad men will be here to help in the celebration, in which pleasure and serious business will pack every minute so full that wise folk are even now beginning to sleep overtime to make up in advance for the little chance they will have to doze after the proceedings start. When the delegations begin to arrive on Saturday, they will be met at the stations with bugles and kettle-drums, and be escorted in state to their hotels. Sunday morning sermons will treat of advertising as a moral force, and Monday morning at 9:30 the sessions will open at the University. On each of the four days of the Convention, there will be band concerts at 9:15 and at noon on the campus, and an exhibit of advertising will be displayed in Houston Hall, on the grounds. The street pageant is scheduled for Monday night; on Tuesday afternoon the delegates will visit the navy yard to inspect the new super-Dreadnought Pennsylvania; and in the evening a military and naval display will be staged on Franklin Field at the University. The advertising men will be the first visitors to board the man-o-war.

Wednesday night the delegates will go to Willow Grove, where Victor Herbert's orchestra will play a march especially written in honor of and dedicated to the Advertising Clubs. The next night is allotted to the river pageant, and on Friday every one will be the guests of the Poor Richard Club at Atlantic City.

### MANY PLEASURES FOR WOMEN.

It is expected that 2,000 women will accompany the delegates to the Convention, and special arrangements have been made for their entertainment, beginning with a reception on Monday morning at 10:30 at the Bellevue-Stratford, when a committee of local women will greet them and make them feel they are with friends. On Tuesday they will make a tour of the department stores, and go to the navy yard in the afternoon. They will be the guests of the Curtis Publishing Company on Wednesday, and after an inspection of the plant and luncheon they will motor to Cyrus H. K. Curtis's country place at Wyncote for tea. Thursday they will be taken to Valley Forge and be photographed in a moving picture at Betsworth. Out-of-town clubs will provide cabarets at the hotels each night, beginning with Chicago at the Bellevue-Stratford; New York will take hold on Tuesday at the Adelphia; on Wednesday Baltimore will preside at the Ritz, and on Thursday Boston will perform at the Walton. These performances will start at 11 P. M.

### AN UNUSUAL AUTO RUN.

George F. Goldsmith, advertising manager of the Public Ledger and chairman of the Atlantic City day committee, has announced a "roadability run" to the shore on Friday morning. This will be a legal speed-limit contest on a secret time schedule, "a motoring go-as-you-please, within the law." Previous to the start, the Mayors of Philadelphia, Camden, and Atlantic City will each set a time in which to cover the distance. These times will be submitted in sealed envelopes to the contest committee and will not be opened until the end of the run. The average of the three times will be the official time for the run, and many prizes will be offered to the winners and as specials. There will be no entrance fee.

In Philadelphia, at 1:30 o'clock on Tuesday afternoon, June 27, there will be a conference between dealers who sell to farmers, publishers of country newspapers, and publishers of farm papers. The general subject for discussion will be the development of the farmer trade through advertising of any kind or description. The purpose is to secure closer cooperation between dealers, country newspaper publishers, and farm-paper publishers in developing the farm trade. To gather material for the discussion, question blanks have been sent to hundreds of editors of country

papers and farm journals, by T. W. Le Quatte, advertising manager of Successful Farming, Des Moines, Ia., who will preside at the conference.

### SOME AD CLUB BENEFITS

**Fort Worth Merchants Saved Big Sums by Elimination of Itinerant Vendors.**

Commenting on the benefits of the Advertising Club of that city, the Fort Worth (Tex.) Record says:

"No other commercial organization is more entitled to the good will and active support of the business men of the city than the Fort Worth Advertising Men's Club.

"Organized in 1909, it immediately exerted a strong constructive influence in the business life of the city, and in the seven years of its existence this activity has never waned.

"It has saved to the merchants of this city thousands of dollars by protecting them from fake advertising solicitors and promoters of grafting schemes. Fort Worth was for many years the Mecca of the itinerant vendor with his so-called 'fire sale,' 'bankrupt sale,' and 'railroad wreck sale,' but through the efforts of the Ad Club and the co-operation of the newspapers, this city has become an unprofitable field for the dishonest merchant and the untruthful advertiser, with the result that the local merchant has not been confronted with unfair competition and the consumers protected against deception, imposition, and fraud."

### AD WOMEN CLOSE SEASON

**Enjoyable Dinner and Dance Given at the Shelburne, Brighton Beach.**

The League of Advertising Women, of New York city, closed their season Saturday, June 10, with a dinner and dance at the Shelburne, Brighton Beach. Everyone had a good time, notwithstanding the inclement weather.

A. A. Galerstein, of the Thompson-Starrett Company, was awarded the prize offered to the person guessing the eighteen picturesque scenes displayed in the booklet given as a souvenir by the League. While the dinner was in progress, the guests were entertained by an unusually good cabaret.

Among those present were the president, Miss J. J. Martin; the secretary-treasurer, Miss Mabel Graswinckel; Mr. and Mrs. W. E. Mead, Mrs. C. E. Galtson, G. F. Kalkoff, J. Personeni, Miss Pearl Richless, A. A. Galerstein, John Morrison, P. Sleder, Mr. and Mrs. Alfred La Vigne, Walter Tobin, Miss Anna Shaughnessy, Miss A. N. Hollands, Charles Rackle, Hiram Sherwood, E. D. Dudley, Mr. and Mrs. Edward Kress, Miss Amy Peverley, Miss Ellie Archer, Miss Ida Clarke, Mr. and Mrs. H. Craig Dare, Porter Carruthers, Miss E. V. Righter, Miss Gordon, Miss M. Simmons, Miss Aylett Lapsley, F. Smith, T. E. Cleary, Thomas Moore, and J. E. O'Mara.

The League will resume its activities in September.

### LIVE AD CLUBS

The following officers have been elected for the ensuing year by the Toronto (Canada) Advertising Club: R. S. Corryell, president; G. F. Yorke, vice-president and chairman membership committee; F. H. Rowe, vice-president and chairman finance committee; H. C. Hershman, vice-president and chairman vigilance committee; secretary, Adam F. Smith; publicity committee, P. C. Cherry; entertainment, H. H. Holland; house, S. H. Staughton; educational, G. P. Duffield. Many members of the Club will attend the convention of the Associated Advertising Clubs of the World in Philadelphia.

The New York Woman's Press Club will hold its annual outing to-day at Denville, N. J.

Plans for a new morning paper are being considered by the Elmira (N. Y.) Star-Gazette Company.

**The  
Pittsburg Dispatch**  
Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE  
Brunswick Building, New York  
THE FORD-PARSONS CO.,  
Peoples Gas Building, Chicago  
H. C. ROOK,  
Real Estate Trust Building, Philadelphia

**92,330**  
lines of advertising GAINED for the week ending June 3d over corresponding week of 1915.

**6,118**  
more lines than the gain of any other Detroit newspaper.

Advertisers know why.

**The Detroit Free Press**  
"Michigan's Greatest Newspaper"

VERREE & CONKLIN Foreign Representatives New York Chicago

*Now More Than*  
**70,000**  
**The Sunday Item**  
New Orleans, La.

**Net Paid 84,036**  
8 Cents Per Line Flat

**The Pittsburg Leader**

This is the paper that carries your message into the homes of the people that create and enjoy the prosperity of this industrious and prosperous community. In the first four months of 1916 the Leader carried 4,179,848 lines of advertising, a gain of 351,500 lines over the same period of 1915.

**W. E. MOFFETT,**  
Advertising Manager.

**In Philadelphia**  
**111% Gain**  
**In Advertising**  
**In May**

In May the Evening Telegraph gained 345,424 agate lines of hard advertising—a gain of 111% in comparison with the same month last year.

**PLENTY OF  
MONEY AND GOOD CHEER**

That's the situation in  
**PITTSBURGH, PA.,**  
Everybody Busy.

**GAZETTE TIMES**  
**CHRONICLE TELEGRAPH**  
Have the largest circulation.

**Combination Rate, Daily 20c a line.**  
**Combination Rate, Daily and Sunday 22½c a line**

For further information write  
Urban E. Dicc, F. A. Mgr., Pgh., Pa.  
J. C. Wilberding J. M. Branham Co. R. J. Bidwell Co.  
225 Fifth Ave. Maller's Bldg., Chicago 742 Market St.  
New York Chemical Bldg., St. Louis San Francisco

## Topeka Daily Capital

Average net paid circulation for the six months ending March 31, 1916, as sworn to in Government report.

# 32,551

And as confirmed by report of The Audit Bureau of Circulations.

*Arthur Capper*  
Publisher,  
TOPEKA, KANS.

## Deutsches Journal

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

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  
38 Park Row, New York

## The Pittsburgh Post

ONLY  
Democratic  
Paper In  
Pittsburgh.



CONE, LORENZEN & WOODMAN,  
Special Representatives  
New York, Detroit, Kansas City, Chicago

You MUST Use the  
**LOS ANGELES EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN..... 150,000

**Colorado Springs**  
and  
**THE TELEGRAPH**  
An A. B. C. Paper  
**J. P. MCKINNEY & SON**  
New York Detroit Chicago

### Mac Gregor Comes to New York

T. D. MacGregor, vice-president of the Harvey Blodgett Company, bank advertising specialists, of St. Paul, Minn., has resigned to accept an important position in the department of publicity and new business of the Guaranty Trust Company, of New York. Mr. MacGregor wrote the first three annual series of "Talks on Thrift" for the Savings Bank Section of the American Bankers' Association, and for the past eight and a half years has been editor of the banking publicity department, of the Bankers' Magazine, New York.

## FLORIDA NEWSPAPERS AND THEIR EDITORS

J. H. Reese of the Orlando Reporter-Star Prepares Historical Sketch of Leading Papers of that State—Floridian, Established in 1828, Probably Oldest Paper in Florida Still in Existence.

J. H. Reese, president of the Orlando (Fla.) Reporter-Star Publishing Co., recently read an interesting paper on "Florida Newspapers and Editors," before the Round Table, a local organization. Florida has been neglectful of its history, and Mr. Reese has put a deal of time and work in gathering data for his sketch of newspaper-making in this State. Some of the things he said were:

"The Ocala Banner claims to be the oldest paper in Florida, carrying that statement as a catch-line on its stationery; yet its first page proclaims it to be in its fourteenth year. There are several papers much older. The Orlando Reporter-Star has had thirty-seven years of continuous publication in its various forms, twenty-three years as a daily. It is not intended to dispute the claim of the Ocala paper, for its editor, Mr. Harris, recognized as the Nestor of the Florida press, enjoys not only the respect of all newspaper men but also has a firm place in their affections. He is a veteran in years as well as in service, and has the rare consciousness of having had the value of his work recognized.

"In J. H. Benjamin, of the Ocala Star, his afternoon contemporary, Mr. Harris has a worthy colleague. Mr. Benjamin also is a veteran in the business.

FLORIDIAN ESTABLISHED IN 1828.

"The Floridian, published at Jacksonville by Albert M. Williamson, is probably the oldest paper in Florida. It was established in 1828, and is, therefore, at this time eighty-eight years old. The Floridian was published in Tallahassee, the capital, for many years, and Capt. Dyke, its editor at one time, was one of the strong men of Florida and an editor of much force. He took an active part in the politics of the State some thirty years ago, but never held a political office. In conversation with the present editor of the Floridian I was told that the paper is probably older than the published date of its founding indicates; books are in existence showing the imprint, 'Florida Press, Pensacola, 1822.' Thus the value of the imprint in an important respect is indicated. It appears that the Floridian has been published in three of Florida's most important cities—Pensacola, Tallahassee and Jacksonville.

"The Pensacola News claims to be the oldest paper in America's oldest city. It was established in 1855, and its existence of late years has witnessed numerous editorial changes.

"While the length of this paper would drag out interminably if attempt were made to mention half the newspaper workers in Florida who deserve it, I shall ask permission to chronicle here the names of a few of those who have earned recognition by the outstanding excellence of their work. Goode Guerry, managing editor of the Tampa Tribune, and Shelton Matlack, the city editor, are newspaper writers of noteworthy ability.

"The Tampa Times is conducted by D. B. McKay, who came up from the cases to his present position of prominence and influence. He is Mayor of Tampa and under his administration that city has advanced wonderfully. During this period of the editor's official engagement elsewhere the Times has been largely in the hands of Robert Bently, managing editor.

"Miami has two excellent daily newspapers, the Metropolis and the Herald. S. Bobo Dean is responsible for the remarkable success of the afternoon

paper—the Metropolis. The Herald is edited by Frank B. Stoneman.

"At St. Petersburg the two daily papers are the Times and Independent. The Times is edited by W. L. Straub, who is at once fearless and fair, keen but considerate. He is also a cartoonist of ability. The Independent is the afternoon paper, edited by Lew Brown.

"The Lakeland Evening Telegram was established by M. F. Hetherington, and is one of the most influential papers in Florida.

"Key West has two daily papers, but because of the physical aloofness of their location, they have never achieved any appreciable influence or recognition on the mainland.

"There are two daily papers at West Palm Beach, the Sun and the Post, recently established as such, though both have been published successfully as weeklies for a long time. Fort Myers has a daily, Arcadia and Bradenton each has a daily. A recent compilation shows that Florida has 31 dailies, and enough weeklies, semi-weeklies and other classes of publications to run the total number to 207."

### President to Speak at Press Club Dinner

The New York Press Club is making unusual arrangements for its annual dinner to be given at the Waldorf-Astoria June 30. The fact that President Wilson will be present and deliver an address gives to the event a significance that is certain to bring out a big attendance. As not more than 800 persons can be accommodated at the tables quite a number of lawyers and business men who want to be present will find some trouble in securing tickets. The President's address is certain to be full of "pep," as he always speaks to newspaper men in a most intimate and interesting way.

### PRESS CLUBS

The Perth and Huron Counties' Press Association met in Stratford, Ont., on June 9. Plans for putting into force the new subscription rate of \$1.50 per annum on July 1 were discussed, and the Association will stand back of the proposal. The visiting members were entertained at a luncheon by the Board of Trade and taken for an auto trip around the city. H. B. Elliott, of the Wingham Times, president of the Association, presided at the various sessions.

The Newspaper Men's Club of San Francisco is planning for additional summer events, among them another all-night trip to some picturesque spot in the hill country surrounding San Francisco. An old-fashioned barbecue is a feature of this affair. A course of Saturday night lectures on journalistic topics by prominent men is also proposed.

Charles L. Butman, of the San Francisco Chronicle staff, has been appointed the "Scraps" of the Newspaper Men's Club of San Francisco. Butman, who might also be called the "Scrapper," owing to some of the serious newspaper fights he passed through during his past career as a publisher of a paper in the mining districts of California, is systematically going through the back files of the local papers and of THE EDITOR AND PUBLISHER, to obtain every mention of the club which has appeared in print. These clippings will be placed in scrap-books, and, eventually, bound into a book, forming an important part of the archives of this growing organization of newspaper men.

Members of the Canadian Press Association who participated in the excursion to Port Arthur and Fort William, following the annual meeting, returned to the starting point in Toronto last Thursday, delighted with the five days' outing. They enjoyed ideal weather throughout the entire trip, and were royally entertained in the Twin Cities and also at the Soo on the return journey. They were guests of the

Canadian Pacific Railway Company, and were granted the exclusive use of the Upper Lakes' flagship, Keewatin, during the trip. At Port Arthur and Fort William they were entertained by the civic officials, being given a civic luncheon, trips over the harbor and the elevators, auto trips through both cities, and a theatre party. At Sault Ste. Marie, they visited the paper mill of the Spanish River Pulp & Paper Company and the works of the Algoma Steel Corporation. The party was led by Past President W. E. Smallfield, Renfrew Mercury, and was composed of more than 150 members and their wives.

The Boston Press Club Reporter is now only a memory, the final edition having been printed last week. The paper was started at the beginning of President Atkinson's administration with the understanding that it would be run as long as it was not an expense to the club. The advertising was expected to "pay the fiddler." Of late it has not done so. Much credit is due Howard Bangs, editor of the late publication, for his untiring efforts. He not only edited the Reporter, but wrote a large part of the material appearing therein.

The Boston Press Club received a letter from the St. Louis Press Club extending an invitation to the Boston newspaper men covering the St. Louis Convention to make the St. Louis Press Club their headquarters. They were also invited to participate in festivities arranged for the occasion.

### Named as Advisory Committee

TORONTO, June 12.—Pursuant to the change in the constitution made at the last annual meeting of the Canadian Press Association, the new president, J. G. Elliott, Kingston Whig, has named the following members of the board of directors to act as the advisory committee for 1916-17: George E. Scroggie, Toronto Mail and Empire; Lorne A. Eedy, Walkerton Telescope; W. G. Rook, Canadian Home Journal; W. E. Smallfield, Renfrew Mercury. Mr. Elliott is chairman and Mr. Scroggie, vice-chairman. Formerly the advisory committee was elected by the board of directors, but it was felt to be fairer to the president if he were permitted to select personally the members with whom he would have to act during the year.

### ART'S PLACE IN ADVERTISING

To Be Effective It Must be Clean, Appropriate, Direct and Simple.

BOSTON, June 14.—"When advertising becomes less strained and more natural, less exaggerated and more credible, less vehement and more understandable, it will gain more general belief, greater response and far larger profits for its sponsors than ever in its history," said Howard L. Hillman, of the Eastern Advertising Agency, at the Poster Exhibit at the Boston Young Men's Christian Union.

"Yes, there is need for art in advertising and the greater the art the better the advertising, for the greatest art is always direct and simple in its appeal.

"The purpose of advertising is to induce some particular action of the part of the people to whom the advertising is addressed.

"The test of advertising is in its results. It may be ever so refined and aesthetic—and a failure. It may be simple and homely in form—and a success. Advertising is like men in that as refinement goes its strength dwindles.

"There is a place for art in advertising, but for meaningless ornamentation, for pictures of pretty girls irrelevant to the message of the advertiser, for the old English type hob-nobbing with the modern American faces—no! Art in advertising is the quality of fitness to bring about the desired results. It is as much art to word a tactful and magnetic message as it is to create a compelling and illuminating illustration."

## NEWS OF THE SCHOOLS OF JOURNALISM

[In this department will be presented each week news items from the Colleges and Universities in which journalism is taught. Occasional contributions are invited from such institutions, the only restriction being that the matter sent in shall be brief, important, and of general interest.—Ed.]

### University of Missouri

All of the nineteen students graduated this year with the degree of bachelor of journalism from the school of journalism of the University of Missouri, secured positions with newspapers, magazines, or advertising agencies, before graduation. H. A. DeLashmuth is a reporter on the St. Paul Pioneer-Press; D. W. Davis and Dale Wilson are on the staff of the Cleveland Press; Sam W. Webb, jr., is with the Kansas City Star Literary department.

Glenn H. Doughty and E. P. Wagner are engaged in advertising work in St. Louis; Miss Merze Marvin is in the advertising department of the Pierce Publications at Des Moines; Miss Bertha Schmidt will do advertising work for the National Oats Company of St. Louis; Miss Myrtle Wright is a reporter on the Warrensburg (Mo.) Star-Journal; Miss Ruth Sanders goes to the Motor Age, of Chicago; Miss Anne S. Evans is a reporter on the Spectator at Tulsa, Okla.

D. C. Collins is on the staff of the Journal-Chronicle of Owatonna, Minn.; Miss Sadie Wise is a reporter for the Joplin News-Herald; L. G. Hood is instructor in journalism in the University of Minnesota; Miss Nellie Fitzgerald is a reporter for the Maryville (Mo.) Democrat-Forum; Miss Clara Dunn will take post-graduate work at the school of journalism; J. B. Gibson will engage in free lance work.

Two of the graduates of this year have gone abroad to do newspaper work. Ralph H. Turner is employed as reporter on the Japan Advertiser at Tokio, and Miss Margaret Murphy in newspaper syndicate service in Melbourne, Australia.

### University of Texas

In accordance with a plan recently adopted by the students of the University of Texas, T. R. McKeever, a publisher of Austin, was appointed general manager of the student publications of the University of Texas. These publications are the Daily Texan, the Cactus, and the Texas Magazine, and the cost of printing them is more than \$17,600 annually. Student managers have heretofore handled the publications independently, with indifferent success. The plan providing for a general manager for all the publications is doubtless entirely new in college journalism. The newly appointed manager will be required to give bond. He will exercise general supervision over the business end of the publications, and will employ students to do the work, providing employment for eight men as managers and collectors. Under the new plan the editor and managing editor of the Daily Texan and the editor of the Cactus will receive a salary of \$200 a year, while the editor of the magazine will receive a salary of \$75 a year. The publications are under a board consisting of B. O. Brown, instructor in journalism; J. E. Trevelan, instructor in business training; Roy Hawk, editor of the Daily Texan; William Johnson, editor of the Cactus; Raymond Myers, president of the Students' Association; Lerr Sherrill, Assemblyman; David McGee, elected by the student body at large.

### University of Minnesota

The department of journalism has entered upon the work of making a newspaper survey of the State, a preliminary appropriation having been made for the purpose from the research fund of the University. The survey

was suggested by the Minnesota Editorial Association at its convention in February. Messrs. Kirkwood and Hood, in charge of the department of journalism, are sending out a form of questions to the 700 newspapers of the State covering about every conceivable point pertaining to the newspaper profession, both business and editorial. The questions are the most comprehensive ever propounded to newspapers. The work in hand is expected to result in large profits to the newspapers, especially in the matter of foreign advertising. It is hoped to approximate the wonderful success reaped by the similar performance of the University of Kansas department of journalism under Merle Thorpe. It will be of incalculable benefit to the central advisory board which the State Editorial Association is soon to organize.

### WHISKERS SAVED HAWKES'S LIFE

#### Canadian Journalist Sat Unharmed Amid Many Alien Enemies.

TORONTO, June 12.—Four well-known local newspaper men went to Chicago for the Republican National Convention last week. "Mel" Hammand, city editor of the Globe, covered the event for his paper. Arthur Hawkes represented the Star; J. Edgar Middleton, the News, and J. V. McAree, the Mail and Empire. The Globe man was the only one who had the foresight to make arrangements with one of the American papers for admission, and he was for the time being attached to the staff of the New York Times. After waiting around for a day or two, the News representative got in as a representative of the Norfolk (Virginia), Dispatch, while the redoubtable Hawkes, who is as stout a Britisher as is made, secured the necessary entry by attaching himself to the New York Polish Daily.

Hawkes has recently adorned himself with a beard, which made his appearance among the Polish representatives quite in keeping. His friend, Middleton, could not resist the opportunity and sent a special dispatch to his paper, telling about Hawkes's doings. After explaining the situation and the necessity for waiting until an opportunity came to get in on the strength of some one else's absence, Middleton wrote:

"Persistence was rewarded. Mr. Hawkes was recognized as the lineal descendant of King Stanislaus and given a seat among the Hyphens. On arriving amidst the areas of whiskerage and polylingualism, he was warmly greeted.

"Whom do you represent?" said his neighbor.

"The New York Polish Daily," responded the new arrival with a slight Czechish accent.

"Good, I also am a Czech," said his neighbor. "A Hungarian."

"Thus he sits amidst alien enemies, in instant peril of assassination, but from long experience in Ottawa immune to the danger of poison gas."

### TEST OF ADVERTISING VALUE

#### Ad Men Should Study Circulation for Quality, not Quantity, Says Lee Anderson.

CLEVELAND, June 14.—"Study your circulation, not for quantity, but for quality," was the advice of Lee Anderson, advertising manager of the Hupp Motor Car Corporation, in a recent address before the Cleveland Advertising Club. On this point Mr. Anderson said:

"I think there is a decided need for scientific selection of lists. Let me give you an example. A few months ago an advertiser expending very considerable sums in farm papers asked me to review his list. From less than five minutes' talk with the advertising manager, I found that the farm papers on this advertiser's list had been selected with

a view to their reputation as good publications. I do not think he had a bad farm paper on the list. Yet the cost per traceable sale through his farm paper advertising was excessive. We started to pick the list to pieces, and it was soon demonstrated that, while he had a list of admirable farm papers selected, there was such a strong overlapping of circulation that it was next to impossible for him to secure sales at reasonable cost. The list was revised on the basis of giving the maximum amount of non-duplicated circulation in each agricultural community. The publication having the greatest amount of the right kind of circulation was selected. The cost per inquiry was immediately cut—also the appropriation.

"I have just said that the publication having the greatest amount of the right kind of circulation was selected. Back of this is a thought which I think can be made valuable to every man making out an advertising appropriation. That thought is this: You should not be so much concerned with the exact quantity of circulation as with the exact quality of circulation. It seems to me axiomatic that 100,000 readers of the right calibre and the necessary purchasing power are more valuable to the advertiser than a million readers of little or no purchasing power. Study your circulation—not for quantity, but for quality."

### ORDERED TO CHANGE NAME

#### United Savings Association Must Strike "Savings" from Its Title.

The United Savings Association, of 16 Court Street, Brooklyn, a trading-stamp organization, has been ordered by the New York State Banking Department to strike from its name the word "savings," on the ground that the use that word in the title of the corporation is contrary to law.

Several weeks ago the attention of the State Banking Department, at Albany, was called to the fact that the United Savings Association was unlawfully using the word "savings" in its title, and George F. Skinner, of the Albany office, ordered an investigation by the New York office. The facts as set forth in the complaint were corroborated by the investigators, and Mr. Skinner wrote Joseph F. Conran, of Montague Street, Brooklyn, attorney for the United Savings Association, that the word "savings" must be stricken from the title of the corporation.

The law under which the action of the Banking Department was taken, is section 666 of the Penal Law of the State of New York, which states that the word "savings" shall not be used by any organization other than a money corporation which is defined as an organization having the sanction of the Insurance Department of the Banking Department. It was on this ground that complaint against the United Savings Association was made to the Banking Department. The president of the Association is Thomas T. Tumulty, brother of Joseph Tumulty, Secretary to President Wilson, and R. F. Curran, formerly advertising manager of the Newark (N. J.) News, is the vice-president and general manager.

Another phase of the United Savings Association's business was the issuance of a form of money order. This was a small coupon having a cash valuation of two mills, and was given in exchange for one of the company's stamps.

In an interview with a representative of THE EDITOR AND PUBLISHER, Mr. Curran said:

"The use of the word 'savings' in the title of our corporation was entirely due to ignorance of the law. Our company was incorporated in Delaware, where no such restrictions are put on incorporations. We had no intention of defrauding or misleading the public. We used the word 'savings' figuratively. That is, we intended to convey to the public mind the impression that our stamps and coupons were money savers, because of their cash valuation."

## Greatest Volume of General Advertising

In five months of 1916 The New York Times published 4,726,957 lines of advertisements, a gain of 842,272 lines over the corresponding period last year, and, deducting Help and Situation Wanted advertisements, a greater volume and a greater gain than any other New York newspaper.

Average Columns of Advertising Each Day in the Week for the Year ending May 31, 1916 published in

## THE STAR

WASHINGTON, D. C.

Column	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Monday	78	97	100	113	107	68	180

Every day is a good advertising day in Washington as people who read The Star have money to spend every day in the week.

## The PITTSBURG PRESS

Has the LARGEST

Daily and Sunday CIRCULATION IN PITTSBURG

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

## Painters' Tools

And supplies can be sold with very little lost motion—through

## The New York Call

(Daily and Sunday) 40,000 higher paid Union Painters, within 25 miles of Municipal Building, through their representatives, endorse and support The Call, and pledge patronage to Call advertisers.

## 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."

MEMBER A. B. C. Foreign Advertising Representatives KELLY-SMITH COMPANY 220 Fifth Avenue NEW YORK Lytton Building CHICAGO

## USE UNITED PRESS

FOR Afternoon Papers

General Offices, World Bldg., New York

## Editors Who Know



The Balm News service have the happiest of all faculties of value to any editor — that of anticipating the news with pictures, and furnishing material most suitable for the building up of a practical morgue. It is strictly a newspaper man's service in every sense of the expression.

ARTHUR C. JOHNSON,  
Columbus Dispatch.

Balm Service Motto is "Illustrate To-day's News To-day." Try it.  
**BAIN NEWS SERVICE**  
32 Union Square, E., N. Y. City

## Movie Strip

A good lead or footstick for any page in your paper. Size 7-column by 1-inch deep. Fifteen square inches of laughs for anyone.

### No composition.

Write us for proofs and exclusive territory on this pulling feature.

The price will please you too.

**WORLD COLOR PRINTING CO.,**  
R. S. Grable, Mgr.  
ESTABLISHED 1900 ST. LOUIS, MO.

Special representatives know that the greater the variety and volume of local business their papers carry, the higher the value of the papers to the national advertiser.

Many special representatives who know through years of observation recommend

## AD ART SERVICE

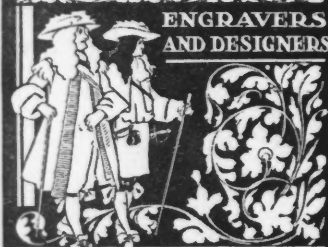
212 Press Bldg. Cleveland, O.  
to all papers on their lists.

Having the confidence of its readers

**DETROIT SATURDAY NIGHT**  
produces sure results.

G. LOGAN PAYNE CO.  
New York Chicago Boston Detroit

## MANHATTAN PHOTO-ENGRAVING CO.



ENGRAVERS AND DESIGNERS  
251 & 253 WILLIAM ST. COR NEW-CHAMBERS ST. NEW YORK.

## EIGHT CUPS AND TROPHIES

### List of Prizes to Be Awarded at the A. A. C. W. Convention.

The following is a complete list of the cups and trophies to be awarded at the Philadelphia Convention of the A. A. C. W., June 26-29:

The D'Arcy cup—Offered by William C. D'Arcy, St. Louis, member executive committee A. A. C. of W., for the club doing the best work in organizing new advertising clubs or increasing the efficiency of existing clubs.

The Printers' Ink cup—Offered by Printers' Ink Magazine, for the club "making the most practical use of its opportunities during the year" in increasing the power of advertising clubs, the effectiveness of advertising, and the welfare of the communities.

The Baltimore Truth trophy—Offered by the Advertising Club of Baltimore to the club which does the most toward increasing public confidence in advertising.

The Kalamazoo Truth trophy—Offered by the Kalamazoo Advertising League to the club in a city of less than 50,000 which does the best truth-in-advertising work during one year.

The Los Angeles Convention cup—Offered by G. Herb Palin, of Los Angeles, to the club which is awarded the annual convention of the A. A. C. of W. each year.

Higham medal and cup—Offered by Charles F. Higham, London, England, the gold medal to the member delivering the most constructive paper in the fewest words at a departmental session of the Convention; the cup to the member's club.

Boston mileage banner—Offered by the Pilgrim Publicity Association of Boston to the club sending the largest percentage of membership the longest distance to the Convention. Score will be calculated: percentage of members multiplied by mileage.

Dallas ladies' trophy—Offered by the Dallas Advertising League, to the club bringing the largest number of ladies the longest distance, in proportion to the size of the club.

## CONVENTION NOTES

There is considerable interest as to what clubs will place Cincinnati in nomination as the 1917 Convention city. Marietta was the first club in Ohio to endorse Cincinnati, and to that club will fall the honor of making the nomination. Charles S. Dana, a well-known attorney and public speaker, will make the first speech. Knoxville, the second club to endorse Cincinnati, will make the second nomination. George E. Helm, former president of the Knoxville Advertising Club, performing the oratorical honors.

The Pittsburgh delegation to the Associated Advertising Clubs of the World Convention at Philadelphia will include more than sixty of the live wires of the advertising profession of the Smoky City. J. E. Trower is in charge of the party, which includes the following members of the Pittsburgh Advertising Club: Egbert G. White, S. T. Farquhar, K. T. Ohliger, W. G. Evans, Ira G. Harper, Charles G. Kemper, R. L. Forsythe, Urban E. Dice, Mortimer C. Smythe, A. K. Harris, Albert P. Hill, P. L. Barker, W. B. Cross, J. Grant Hinds, C. A. Riddell, Robinson Showalter, Allen Fink, Z. Z. Hugus, Joseph J. Vigneau, H. P. Lowell, jr., W. W. Walpe, T. D. Harman, T. D. Harman, jr., S. J. Stoughton, H. J. McNalis, Robert Rawthorne, jr., H. W. Barnes, William Shaughnessy, J. E. Stevenson, Edward D. Day, C. B. Nash, W. M. Duff, 2d, J. M. Hewitt, Paul C. Dinstroy, C. A. Holmes, J. E. Trower, U. L. Yepsen, S. T. Montgomery, U. C. Dwyer. A special on the Baltimore & Ohio Railroad will carry the delegates on a daylight trip over the mountains on June 25.

The Missouri Athletic Club, of St. Louis, one of the largest organizations of its kind in the world, has arranged

to take care of several hundred members of the Associated Advertising Clubs of the World, if St. Louis secures the 1917 convention. Members of the Advertising Club of St. Louis have completed the arrangements with the Athletic Club officers. The visiting delegates would have at their disposal sleeping rooms, the largest swimming pool in the country, and the gymnasium and dining-rooms. Many special entertainments would also be provided by the Athletic Club.

A 12-inch gold-lined silver cup will be awarded by the educational committee of the A. A. C. W. to the club selling the largest number of Paul Cherrington's "The First Advertising Book" by Wednesday evening, June 28.

A 12-inch silver-lined cup will be awarded by the publications committee to the club selling the most copies in proportion to membership.

## LIVE AD CLUB NEWS

"I attribute all my fortune to having had confidence in myself and my powers," said Frank Goewey Jones, the Detroit author, at the recent luncheon of the Buffalo (N. Y.) Advertising Club. While serving sentence of four years in a penitentiary, Mr. Jones worked unceasingly with his pen, with the result that, when he was released, he had earned enough from his writing to enable him to pay his debts and support his family.

President Julian Boehm, of the Atlanta (Ga.) Ad Men's Club, has appointed the following delegates and alternates to the A. A. C. W. convention in Philadelphia, June 25-30: C. S. Dobbs, P. C. McDuffie, W. V. Kriegshaber, W. R. Howard, W. H. Smith, F. E. Lowenstein, Hubert W. Anderson, Oris Rauschenburg, Jack Carr, St. Elmo Massengale. Alternates will be T. R. Gentry, J. V. Boehm, Col. F. J. Merriam, W. G. Hastings, J. H. Atchison, Charles W. Brooks, J. F. Windsor, M. D. Eisenman, and Arvid Kantor.

A number of young business men of Mexico, Mo., have organized an Advertising Club, with the following officers: D. L. Morton, president; Ross Wagner, vice-president; Mitchell White, secretary, and Louis Barth, treasurer.

The Woman's Advertisers' Club of Cincinnati has elected the following officers: Miss Edythe Cowie, president; Mrs. E. R. Wunder, vice-president; Miss Marie Buchanan, secretary; Miss Katherine Brakers, treasurer. The Club has affiliated with the Associated Advertising Clubs of the World, and elected Mrs. Clarence Payne and Mrs. William F. Chambers as delegates to the Philadelphia convention.

At the Monday luncheon of the Advertisers' Club of Cincinnati, on June 14, Harry Conover, publicity and promotion manager of the Thomas Cusack Co., of Chicago, addressed the Club on "Outdoor Advertising." The annual election of the Club will be held on June 20.

The Town Criers, of Providence, R. I., have voted to conduct an investigation into the financial condition of the Rhode Island Company. An officer of the company recently spoke before the City Council, and asked the railroad committee to assist the company financially. Edward J. W. Proffitt, Charles A. Potter, and Charles S. Coulter were appointed as a committee to carry out the inquiry.

Abraham and Socrates were shown to have been leading advertisers of their times, by Hugh S. Orem, last Wednesday, at the Ad Club's luncheon. Mr. Orem spoke on "Advertising, Past and Present." After his historical excursions, he stated that the daily newspaper is the greatest and best advertising medium that has yet appeared.

The annual election of officers by the Ad Press Club of Johnstown, Pa., was

held last week and resulted as follows: President, Ludwig H. Henning; first vice-president, Morgan V. Jones; second vice-president, William G. Hager; secretary, Tom Nokes; treasurer, William J. Rausch. Ludwig H. Henning was chosen delegate-at-large and Tom Nokes, Morgan V. Jones, and William J. Rausch delegates to represent the club at the convention of the Associated Advertising Clubs of the World at Philadelphia. The delegates were instructed to vote for Cincinnati for the 1917 convention of the A. A. C. of W.

The Texarkana (Ark.) League of Admen has elected the following officers for a year: Ira E. Johnson, president; C. K. Faison, first vice-president; C. E. Palmer, second vice-president; W. W. Thornton, third vice-president; J. Y. Wright, secretary; W. C. Kuhl, treasurer; auxiliary director, R. J. O'Dwyer; vigilance committee, Bruce Christopher, chairman; W. R. Hodge, De Witt Davis, Claude Martin, Ray Heilbron. The following revised list of disapproved advertising mediums was adopted: Trade displays and convention programmes; out-of-town solicitors and special editions; printing tickets for programmes for entertainments; hotel registers, placards, chairs, writing desks, etc.; lodge and church directories; time books; church, lodge, and other programmes, opera-house programmes excepted if change of copy be permitted; school and other publications not entered at post office as second-class matter; voting contests. It was further requested that all special advertising schemes be referred to the vigilance committee.

Cleveland Advertising Club Day at American League Park, Cleveland, O., was celebrated on June 10, the event having been postponed from the preceding Wednesday on account of the presence of a temporary lake in the grounds. Instead of a game, the ad men and the baseball stars gathered at the banquet table, and listened to each other tell how well they helped to place Cleveland on the map.

The Canton (O.) Adcraft Club has become a member of the Advertising Affiliation, and will be formally admitted at the next meeting of Affiliation directors. The Canton organization now has 300 members.

The Marlin (Tex.) Commercial Club has taken up the fight against dishonest and fake advertising schemes, and a censorship committee has been appointed to which shall be referred all advertising schemes that are offered in Marlin. The names of this committee are kept secret, being known only to the president of the association, who appoints them, and they are to pass on all advertising schemes before such schemes shall be patronized by members of the Commercial Club.

The El Paso (Tex.) Ad Club was addressed by several notables in the Texas newspaper field at its meeting during the convention of the Texas Press Association, in El Paso. Among the speakers were: A. L. Perkins, news editor of the Galveston (Texas) Tribune; Henry Edwards, editor and publisher of the Trope (Texas) Banner and vice-president of the Texas Press Association; Col. William A. Bowen, editor and publisher of the Arlington (Texas) Farm Journal, and J. C. Wilmarth, of El Paso.

Just before the final adjournment of the General Assembly of the Presbyterian Church in the United States of America, at Atlantic City, N. J., last week, the committee on bills and overtures suggested the establishment of a department which might obtain "helpful and official publicity of the Assembly's activities," and the Assembly will have a press agent hereafter.

The annual midsummer meeting of the South Dakota Press Association will be held at Sioux Falls on August 3 and 4.



## NEWSPAPER ACTIVITIES IN MANY CITIES SHOULD THE WAR CORRESPONDENT BE RESURRECTED?

### BE RESURRECTED?

(Concluded from page 3)

what he can, and before he can do even this he must be reliable in the fullest sense of the word. The necessary experience, and his contract to abide by the military law of the army he is with, will make the war correspondent reliable; incidentally these requirements would weed the number of correspondents down to a point where the public would get the best there is.

War is so serious a matter to the belligerent and neutral nations that the person who can appreciate the full sense of the word "war" must wonder that "faking" is permitted in any phase of describing it. To get to this state it may be necessary to see thousands of human bodies rot out in the open but any man with a little imagination ought to know that it will not do to pour kerosene into a burning house. The facts of war are distressing enough without fanciful details being invented for them.

But war has a psychology of its own. Men who would not think of gloating over a murder seem to find delight in pouring out all that their prejudice contains. In this they differ strangely from the man who is doing the fighting. While the soldier nearly always respects his enemy, the men who describe the soldier do not always do that. Nothing could appear more ridiculous. Some correspondents seem to overlook the fact that some day there will be peace again and that then the very people whose cause they adopted in so extreme a fashion will be their own most merciless critics.

To the military man war becomes a business after the first excitement is over, to some correspondents it remains a passion to the end. When neutrals do this, the spectacle offered is no pleasant one.

It has often struck me that if war was left entirely to the military we would have less of it. It is true that the young bloods in any army are inclined to look upon war as a means to rapid promotion, but the fact is that the older element, whom the youngsters would not mind seeing killed off, is too fond of his life and rank to be very jingolstie. Wars are kept alive largely by the press, after diplomats have started them. Issues are befogged and conditions beclouded until passion has full sway. Honest and competent war reporting would act as a cold shower on this.

In rehabilitating the war correspondent the cause of peace would gain. It seems futile to think of disarmament and universal peace so long as communities must maintain police forces and penitentiaries. Just as the fear of publicity has become one of the best correctionary measures for the individual, so would the fear of being shown up have a salutary effect upon nations.

It must be borne in mind, of course, that no army could be forced to admit war correspondents to witness its operations. That is perfectly true. But if one army admitted to its front war correspondents of the type I have referred to, the other would have to follow suit, or labor under the handicap of the impression that it had something to hide.

The first government taking this step would have to be credited with the best effort yet made for universal peace. Not that I am inclined to give the war correspondent a position beyond a mere reporter at the front. To do his work he must act neither the military expert nor the diplomat, but must be just a plain man with good eyes and a rigid sense of proportions—a sort of even-tempered individual who realizes that "stew is never eaten as hot as it comes off the stove."

The Indiana Democratic Editorial Association will hold its summer outing at Michigan City, July 20-22.

## Various Plans and Schemes That Are Being Employed to Build Circulation and Increase Prestige.

The St. Louis Globe-Democrat has announced an increase in price of its Sunday edition of ¼-cent a copy. This took effect on June 1. All delivery sources are affected, country as well as city. This is the second St. Louis daily to increase its rates, the Post-Dispatch on May 1, 1915, having made a raise in its Sunday rates ¼ of a cent.

The only St. Louis Sunday paper left which has not made this increase is the Republic.

As a feature of interest to the visiting editors, the El Paso (Tex.) Morning Times, during the Convention of the Texas Press Association, just closed, printed each day a brief account of the corresponding day's proceedings of the sessions of the Texas Press Association held in El Paso just twenty years ago, which was the last time the Texas editors met in the border city. Many of the editors who took part in the proceedings at that time are still active in its ranks.

The Cleveland (O) Press is making an effort to improve local traffic conditions, both as to the number of fatalities and the inability of the police to cope with the situation. Besides printing all the news about these accidents, the Press is offering remedies, one to facilitate quicker movement of the traffic from the downtown section to the outlying districts, and the other to lower the death rate. Already these efforts have resulted in the appointment of a traffic commission, and the Press will continue the crusade toward the enforcement of the law.

The Philadelphia Press, cooperating with the Automobile Club of Delaware Co. and the Mayor of Wildwood, N. J., is arranging an automobile run to that resort on July 1. The city by the sea will offer \$300 in cash prizes with a special prize for women entrants, and it is expected that there will be 2,500 motorists in line. On arrival at the shore there will be a banquet with speeches, and on Monday, the Press will conduct three interesting events, one of which, the obstacle race, will be, it is said, the first of the kind ever held. It is to take place on a roped-off part of the beach at low tide and the car which can negotiate a course strewn with boxes, barrels, and baskets in the quickest time, without overturning any of them, will get the first prize. There will be also a hunt for \$100 buried in the sand, and each person who enters the race will be given a clue. There will also be an auto parade on the boardwalk, prizes being awarded for the best decorated cars.

The El Paso (Tex.) Morning Times is running an auto service between El Paso and Fabens. While the service is for the purpose of carrying the Morning Times, a large seven-passenger car is operated and passengers and small packages are carried. Passengers are called for at any downtown hotel or close-in residence in El Paso.

More than a thousand offerings were made in the competition for the \$50 prize offered by the St. Paul Dispatch and Pioneer for a design acceptable as a symbol to represent the city of St. Paul. Not one, however, came up to the necessary standard. Robert Shepard MacCourt was awarded the \$25 offered for the best suggestion.

The Baltimore (Md.) News began on June 6 to issue a noon edition, which will be a permanency.

Several years ago the Baltimore Evening Sun instituted a movement for brightening the city by planting flower gardens in back yards and unused lots. To stimulate interest, the paper offered prizes. Much interest was created and there was a vast improvement all over the city. This year the competition is on a much larger scale. In addition to prizes offered by the Evening Sun, various associations offer prizes of \$3 to \$10. The prizes offered this year by the paper total \$55.

The Easton (Pa.) Free Press has been elected an active member of the American Newspaper Publishers' Association.

The Boston Journal has caused many feminine hearts to beat quicker through the offer of an opportunity to appear in a motion picture to be staged in the vicinity of Boston. This is the first time that the motion picture has been used as a circulation builder by a Boston newspaper. To start the idea the Journal used a full-page advertisement and a column of reading matter, offering to fifteen young men and as many young women a chance to pose in a movie. The contest is run on the usual plan, contestants to be voted for. The young woman who wins will play the leading part and will also get \$25 in gold. The leading man will get \$20. It is also intimated that the leading lady may have a fine position with a motion-picture company at the conclusion of her Journal engagement.

The Knoxville (Tenn.) Sentinel has purchased a 48-page Hoe press, which will be installed in August or September. The Sentinel is discarding a 32-page Goss press. When the machine is installed, the paper will go to eight columns and new column width will be 12½ ems instead of 13 ems as formerly.

To boost the project for a good road between Ottawa and Prescott, giving a connection between the Canadian capital and the good roads system of New York State, the Ottawa Free Press organized and carried out, over the last week-end, a reliability tour, which took in Prescott, Ont., Ogdensburg, Gouverneur, and other American cities and towns. Those who went were royally received and entertained all along the route. William Findlay, manager of the Free Press, led the party.

### Wants Magazines to Pay More

WASHINGTON, June 14.—A bill designed to "revolutionize the postage rates paid by newspapers and magazines and wipe out the \$60,000,000 loss the Post Office Department claims it sustains annually on account of the cent-a-pound rate has been introduced in the House by Representative Randall. It proposes adapting the parcel-post zones to second class mail matter, which embraces newspapers, magazines, and other publications. Mr. Randall said the present second-class mail system "constitutes a rank discrimination against the small weekly and daily newspapers of the country by permitting the big monthlies and weeklies published in the large cities to go into the territory of the former on a virtually subsidized basis."

## Circulation Building Features

Proofs and prices with pleasure on request.

### The INTERNATIONAL SYNDICATE

Features for Newspapers  
Established 1899 BALTIMORE, MD.

### Ten Million a Week Says Government Report

A special service syndicated gratuitously to papers who desire live movie topics.

### The Vitagraph Company of America

East 15th St. & Locust Ave., Bklyn., N. Y.  
NEW YORK LONDON  
CHICAGO PARIS

### 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  
37 WEST 39TH ST., NEW YORK

### THE SAME CENTRAL PRESS ASS'N

that supplies national convention reports by William J. Bryan, Irvin S. Cobb, and Samuel G. Blythe, furnishes day in and day out a practical, sensible illustrated matrix service. Ask for samples and prices. Write either to our eastern office in the New York World building, or our central office at Cleveland.

### SUPPLIES

For the Press and Stereotype Rooms are increasing in price and becoming scarce and difficult to obtain. Our advice is to ORDER NOW while it is possible to secure supplies that later on will be entirely exhausted.

"Quality Goods Only"

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

### Women's Features

Ask for samples of the following:

Oliphant's daily fashion service.  
Rheta Childe Dorr's editorials. Zoe Beckley's "Her Side—and His."  
"Problems of Everygirl."

**The Evening Mail Syndicate**

203 Broadway New York

## TIPS FOR THE AD MANAGER

Lewis Manufacturing Company, "Lewis Built Houses," Bay City, Mich., is placing its advertising through the J. Walter Thompson Company, Detroit, Mich.

Andrew Cone Advertising Agency, Tribune Building, New York city, is again sending out orders to a selected list of newspapers in selected sections for C. A. Stoneham & Co., brokers, 41 Broadway, New York city.

National Advertiser Advertising Agency, 32 West 25th Street, New York city, is placing new orders with a selected list of newspapers for the Emergency Laboratories, "Poslam," 32 West 25th Street, New York city.

Snitzler Advertising Company, Garland Building, Chicago, Ill., is sending out orders to some Western newspapers for the International Pharmacal Company, Chicago, Ill.

Nichols-Finn Advertising Company, 222 South State Street, Chicago, Ill., is making 5,000-line, one-year contracts with large city newspapers for the Chicago Pneumatic Tube Company, "Little Giant Auto Truck," Chicago, Ill.

E. P. Remington Agency, 1280 Main Street, Buffalo, N. Y., is placing copy with newspapers that have contracts for the Foster Milburn Company, "Doan's Kidney Pills," 1280 Main Street, Buffalo, N. Y.

Ostenrieder Advertising Agency, Peoples Gas Building, Chicago, Ill., is sending out orders to some Nebraska newspapers for the Peter Schoenhofen Brewing Company, Chicago, Ill.

Federal Rubber Company is making contracts through the Sales Service Company, Chicago, Ill.

## Advertising Agents

**COLLIN ARMSTRONG, INC.,**  
Advertising and Sales Service,  
1457 Broadway, New York.

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

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

**LEVEY, H. H.,**  
Marbridge Bldg., New York.  
Tel. Greeley 1677-78.

## Publishers' Representatives

**ARKENBERG SPECIAL AGENCY**  
702A World Bldg., New York  
406A Madison Ave., Toledo, O.

**CONE, LORENZEN & WOOD-**  
**MAN,**  
Brunswick Bldg., N. Y.; Advtg.  
Bldg., Chic.; Gumbel Bldg., Kan-  
sas City.

**DE CLERQUE, HENRY,**  
Chicago Office, 5 S. Wabash Ave.  
New York Office, 1 W. 34th St.

**GLASS, JOHN,**  
1156-1164 Peoples Gas Bldg., Chic.

**O'FLAHERTY'S N. Y. SUB-**  
**URB 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.;  
Kreage Bldg., Detroit, Mich.

R. A. Mathews Advertising Corpora-  
tion, 140 South Dearborn Street, Chi-  
cago, Ill., is making 5,000-line, one-year  
contracts with some large city news-  
papers for the Standard Gas Saver  
Company, Racine, Wis.

A. R. Elliott, 62 West Broadway, New  
York City, is placing orders with some  
New York City newspapers for the  
Pickman Company, Inc., "Pickman's  
Liquid Chocolate," 1457 Broadway.

Anheuser-Busch Brewing Associa-  
tion, "Bevo Drink," Ninth and Pesta-  
lozzi Streets, St. Louis, Mo., will shortly  
start a general newspaper campaign to  
advertise their new drink through the  
D'Arcy Advertising Company, Interna-  
tional Life Building, St. Louis, Mo.

The George L. Dyer Company, of 42  
Broadway, New York, is making con-  
tracts with newspapers for the adver-  
tising of the Consolidated Film Corpora-  
tion.

W. D. McJunkins, Chicago, is plac-  
ing 42 lines, ten times, with a few pa-  
pers for the Hotel Colfax.

C. H. Touzalin, Chicago, is sending  
out 40 lines, 29 times, to a few papers  
for the Plaza Hotel. The same agency  
is placing 40 lines, 8 times, with a se-  
lected list of Sunday papers for the  
Northern Michigan Transit Company,  
Portage Point, Ia.

Fisher-Smith Company, New York  
city, is now handling the advertising of  
the Saptorin Drug Company, Balti-  
more, Md.

Dauchy Company, New York city, is  
placing six lines, thirteen times, with  
some weekly papers for E. S. Wells,  
Jersey City, N. J.

Blackman-Ross Advertising Agency,  
New York city, is sending out 200 lines,  
two times, to some Pennsylvania papers  
for A. H. Smith (Djerkiss).

The San Francisco office of the H.  
K. McCann Co. has been doing a good  
deal of direct mail work lately for the  
Standard Oil Company. In connection  
with a drive on Zerolene, the agency  
is putting out 225,000 copies of a folder  
which is to be sent to every automobile  
owner on the Pacific Coast. It is also  
preparing to do some advertising for  
Arthur G. Duncan, sales director for  
the Pacific Improvement Co., owner of  
the Pacific Grove Beach subdivision,  
which is being put on the market. The  
property is situated near Pacific Grove,  
on the Seventeen-Mile Drive.

The Philip Kobbe Company, of New  
York, is placing advertisements for Sil-  
verbloom mohair cloth in newspapers  
and magazines for the Leshner-Whit-  
man Company, Inc., of New York. The  
same agency is also planning an exten-  
sive campaign for advertising St.  
Nicholas cloth.

Vanderhoof, Condit & Eckstorm, of  
Chicago, are placing copy in all of the  
Chicago papers, and in the foreign lan-  
guage and suburban weeklies of the  
same city, advertising the Torrens Sys-  
tem of Land Registration.

## Ad Restored His Memory

His memory restored by reading in a  
newspaper of his disappearance, John  
J. Nolan, of Flatbush, N. Y., who left  
his home on June 2 after completing  
arrangements for his marriage to Miss  
Jeanette Wheelin, of No. 213 Claren-  
don Road, has returned to Brooklyn,  
and immediately went to Miss Wheel-  
in's home.

Under the will of Mary Helena Mc-  
Carthy, a newspaper woman, who died  
recently in Washington, D. C., her sis-  
ter, Elizabeth Dwyer, is made chief heir  
to the estate, which is valued at \$18,-  
000.

## PRESBRY CO. DAY AFIELD

## Well-Known New York Advertising Agency to Take Customers on Outing.

A day afield for its customers will be  
held by the Frank Presbrey Company,  
of New York, at the Sleepy Hollow  
Country Club, Scarborough-on-Hudson,  
Tuesday, June 20. About 250 invitations  
to the outing have been issued. Golf  
and tennis games will be played.

The party will leave the Grand Cen-  
tral Terminal at 10:45 o'clock and ar-  
rive in Scarborough at 11:50, motoring  
to the Country Club. An hour of "sweet  
idleness" will be enjoyed between twelve  
and one o'clock, after which luncheon  
will be served in the Golf Club house.

At two o'clock the golfing and tennis  
tournaments will begin. There will also  
be a putting contest on the clock golf  
course. Prizes will be awarded in the  
golf tournament for best gross score;  
first, second, and third best net, and  
kicker's handicap. There will be a win-  
ner's and consolation prizes in the ten-  
nis tournament.

Dinner will be served in the main  
clubhouse at seven o'clock, followed by  
a musical programme and the presenta-  
tion of the golf and tennis trophies to  
the winners. The return trip to New  
York will be made at 10:42 o'clock.

The invitations for the outing are  
printed on heavy bond from copperplate  
engraving. The programme of events is  
in the form of a cardboard streamer,  
lithographed with a panoramic view of  
the Country Club grounds, golf course,  
and tennis courts. Above each item is  
the face of a clock showing the time of  
starting and finishing each event.

## PURE AD LAW EFFECTIVE

## Six Itinerant Merchants Convicted and Fined at Cherokee, Okla.

The benefit of having a pure adver-  
tising law on the statute books of a  
State as a protection to the retail mer-  
chant who is striving to do a legiti-  
mate business in a legitimate manner,  
was amply disclosed in the town of  
Cherokee, Okla., recently, where three  
itinerants were convicted of violating  
the law of that State and fined \$15 each  
and costs, bringing the total to more  
than \$100, enough to make the experi-  
ment unprofitable, so the fly-by-nights  
paid their fines and shook the dust of  
Cherokee from their feet.

Six retail merchants of Cherokee filed  
the complaint against the itinerants,  
charging violation of the State law pro-  
hibiting false and misleading adver-  
tising. The charge was based on the dis-  
play of a huge poster headed, "Un-  
claimed Freight Sale," and the circula-  
tion of handbills bearing the same  
heading, in addition to descriptions and  
prices of all kinds of clothing and dry  
goods.

## News Getting and Ads Visualized

The judges in the Baltimore Mer-  
chants and Manufacturers' Association  
window display contest have announce-  
d the five winners, each of whom will  
receive a silver cup as a trophy for the  
display having the best advertising  
value, the greatest originality, and  
the greatest artistic merit. The Bal-  
timore News prizes, trips to coast re-  
sorts, were also awarded. One mer-  
chant visualized his News advertise-  
ment by putting the ad in his window  
and running from it ribbons to the ar-  
ticles advertised. Another showed how  
the News covers the events of the world  
through the Associated Press dis-  
patches. A large globe and dozens of  
copies of the News, together with a tel-  
egraph instrument, conveyed a graphic  
idea of how news is gathered and pub-  
lished.

The Boston Pilgrim Publicity Asso-  
ciation has 476 members. Only one  
death occurred among them during the  
year just closed.

## ADS ARE VOICE OF BUSINESS

## Without Them Trade Is Deaf and Dumb, Says Boston Advertising Man.

Business without advertising is both  
deaf and dumb, according to Frank A.  
Black, advertising manager for Filene's,  
who recently addressed the members of  
the Boston Press Club.

"Why not news of stores, as well as  
news about baseball, automobiles, and  
various kinds of sports?" he asked.  
Then he expressed the opinion that the  
news of department store wares, pre-  
pared by experts as are the baseball  
stories, would be very acceptable to a  
large number of readers.

He said that he sees no reason why  
the newspapers of the country should  
not treat store news as real news, and  
not in the light of favoring an adver-  
tiser when it is run.

Advertising tells store news as the  
newspapers tell the news of the com-  
munity, he said, comparing the work of  
a department store advertising depart-  
ment to the editorial end of a newspa-  
per. The store, like the newspaper, has  
its reporters, artists, and desk and  
makeup men. The reporters go about  
the store gathering the news about the  
wares to be advertised, write what they  
have learned, and submit their copy to  
the desk men, who edit it.

"There is more than double as much  
retail advertising as any other kind,"  
he went on, "and it may please the  
newspapermen here to know that the  
newspapers are the natural mediums,  
because they circulate in distant cen-  
tres."

Mr. Black said that his theory of store  
advertising is news of better values,  
better styles, better materials. This  
should be told truthfully, and if so done,  
will create a following. "Most busi-  
ness comes from that following," he said.

"Advertising is the speech of busi-  
ness," he went on. "Business without  
advertising is deaf and dumb. Adver-  
tising expresses individuality. The best  
advertising is simple, the direct plain  
speech of human interest. Advertising  
is, like newspapers, what people de-  
mand. It reflects manners, morals, and  
the habits of the times."

Mr. Black said that the "brazen, big  
type, blatant kind of advertising" shows  
the pioneer stage of the profession. He  
termed some kinds of advertising  
"drunken, insane, and lying." He said  
that it is an indication that that kind  
of people still exist. On the other hand,  
the truthful, simple, cultured, dignified,  
red-blooded kind proves that the world  
and its people are progressing. "But," he  
went on, "advertising must be honest  
and efficient; either alone will not do."  
He concluded:

"Advertising and people cannot be  
made honest by law. This can only be  
accomplished by education. Adver-  
tising must be an asset to business, and  
not an expense; advertising must pro-  
duce and not consume wealth."

## Foreign Advertising in Honduras

Vice-Consul Stanley L. Wilkinson, of  
Tegucigalpa, Honduras, writes: "The  
Tegucigalpa consulate has received nu-  
merous inquiries from American busi-  
ness concerns regarding the cost and  
method of advertising in Honduras.  
There are two daily newspapers in Teg-  
ucigalpa—the Nuevo Tiempo and El  
Cronista,—which are published every  
day except Sunday. Rates are practi-  
cally the same for the two papers, al-  
though a schedule of prices for foreign  
advertisers is issued only by Nuevo  
Tiempo. A copy has been received by  
the American consulate." A copy of the  
rate schedule of Nuevo Tiempo for for-  
eign advertisers, accompanied by a  
translation into English, and a state-  
ment of additional facts regarding the  
two papers, may be inspected at the  
Bureau of Foreign and Domestic Com-  
merce or its district offices.

The Paris (Tex.) Morning News has  
moved into its new building, erected on  
the site of the one destroyed by fire re-  
cently.

AD FIELD PERSONALS

R. J. Bidwell, head of R. J. Bidwell & Co., newspaper advertising representatives of San Francisco, is making an extensive Eastern tour. Mr. Bidwell handles the advertising of many of the leading newspapers of the East and the Middle West in Pacific Coast territory.

Charles R. Frazier, one of the leading advertising men of Honolulu is among the recent arrivals at San Francisco from the Hawaiian Islands.

B. Holt Willard, an experienced advertising writer of New York, is now in charge of the advertising department of the Hessig-Ellis Drug Company, of Memphis, Tenn.

Louis Honig, head of the Honig-Cooper Advertising Company, of San Francisco, is in Chicago on his way home from an Eastern trip, made in the interests of large advertising prospects.

Vernon R. Churchill, secretary of Honig-Cooper Advertising Company, of San Francisco, has gone to Atascadero, to attend the convention of the Southern California Press Association.

Anson McKim, president of A. McKim, Limited, Montreal, the dean of Canadian advertising agents, has been touring western Canada and looking into business conditions in the larger cities of the prairie provinces. He was favorably impressed with what he saw, and predicts great development in that part of the Dominion after the war.

Arthur Judson and Norman Craig have been admitted to partnership in the firm of Fuller & Smith, of Cleveland, O.

Howard Mills, formerly connected with Boston and Worcester (Mass.) newspapers, has been made advertising manager of the North Adams (Mass.) Herald.

Leslie C. Stratton, advertising manager of the Coney Island Times and Bayside Review, has been reappointed as advertising director of Feltman's, at Coney Island.

M. R. Hilts has been appointed by the Puritan Machine Company, of Detroit, Mich., as assistant to Frank M. Eldridge, advertising manager. Mr. Hilts was formerly connected with the advertising department of the Oakland Motor Car Company, and of the Paige-Detroit Motor Company.

H. Tyler Kay, of Chicago, has become advertising manager for the National Radiator Company, of Johnstown and Trenton, N. J., the largest independent radiator concern in the United States.

One Proposition Won; One Lost

The United States Chamber of Commerce at Washington, D. C., has announced in a special bulletin the result of the balloting of 353 organizations, in forty-one States, on the referendum concerning the maintenance of resale prices. On proposition No. 1, favoring maintenance under proper conditions, the vote was 690 1/4 for and 236 3/4 against. On proposition No. 2, favoring, through the Federal Trade Commission, the prevention of price-cutting, the vote was 543 for and 289 against. Thus, the first proposition was carried but the second was lost, a two-thirds vote in favor being necessary.

HEADLESS PICTURE CASE ENDS

Boston Post Wins on Appeal of Post Office Department to U.S. Supreme Court.

BOSTON, June 13.—The action of the Supreme Court of the United States in denying the petition of the Post Office Department for a review of the "Headless Picture Case," which decision was reported briefly in THE EDITOR AND PUBLISHER for June 10, is a final victory for the Boston Post Publishing Company against which the suit was originally instigated by the Postmaster of Boston. The publisher had already obtained a favorable decision in the United States Circuit Court of Appeals.

From this decision the Post Office Department sought to appeal, and on May 22 filed with the clerk of the United States Supreme Court in Washington a petition for a writ of certiorari which would bring the case before the highest court for review. Accompanying the petition were printed briefs submitted by the Government's attorney and by Edmund A. Whitman, of the firm of Elder, Whitman & Barnum, of Boston, who represented the Post all through the case.

In the proceedings in the trial court before Judge Dodge, Attorney Whitman explained that the Post had secured the pictures from its own photographers, who were sent into the busy shopping district of downtown Boston from time to time, to take photographs of women shoppers. The heads were afterwards cut from the photographs which were printed in the Post with the offer of \$5 in gold to any woman who would call at the office of the newspaper wearing the same costume and hat she wore the day the photograph was taken, and identify her picture among the headless illustrations published in the Post.

Assistant United States District Attorney Leo A. Rogers presented the case for the postal authorities, assisted by Horace J. Donnelly, a solicitor from the Post Office Department in Washington. Judge Dodge found that the headless pictures did not constitute a lottery within the ordinary acceptance of that term, but he held that they fell within the prohibitions of the lottery statutes which forbid schemes offering prizes dependent in whole or in part upon chance, and excluded them from the mails.

This decision was reversed on appeal to the Circuit Court of Appeals, which was unanimously of the opinion that the pictures as published in the Post did not constitute a lottery or come within the prohibitions of the lottery statutes.

The pictures were published in May, 1915, and almost immediately Postmaster Murray notified the publisher that the pictures constituted a lottery in the opinion of the Postal authorities and that the Post would be excluded from the mails if the pictures continued to appear in its columns.

The Post adopted the scheme in the belief that it was a legitimate method for increasing its circulation, and it has now been upheld in that belief by the highest court in America.

Union Plumbers Advertise

One of the most novel series of advertisements that has appeared in Dallas (Tex.) newspapers recently, is now being run by the Dallas Plumbers' Union No. 100. The advertisements are being used to induce the public to patronize union plumbing shops. The ads carry names of all plumbing shops that employ union men.

It Was Lee Richmond

In the issue of THE EDITOR AND PUBLISHER for June 10, in the report of the officers of the Rochester (N. Y.) Ad Club, page 1693, it was erroneously stated that E. Goddon Lee had been chosen as one of the directors. The name should have been Lee Richmond.

The Following Newspapers are Members of

THE AUDIT BUREAU OF CIRCULATIONS

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

<b>ALABAMA.</b> NEWS ..... Birmingham Average circulation for March, Daily 39,025; Sunday, 41,039. Printed 1,905,330 lines more advertising than its nearest competitor in 1915.	<b>NEW JERSEY.</b> JOURNAL ..... Elizabeth PRESS-CHRONICLE ..... Paterson COURIER-NEWS ..... Plainfield
<b>CALIFORNIA.</b> EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. MERCURY-HERALD ..... San Jose Post Office Statement 11,434. Member of A. B. C. THE PROGRESS ..... Pomona	<b>NEW YORK.</b> COURIER & ENQUIRER ..... Buffalo IL. PROGRESSO ITALO-AMERICANO. New York DAY ..... New York The National Jewish Daily that no general advertiser should overlook.
<b>GEORGIA.</b> JOURNAL (Cir. 57,531) ..... Atlanta CHRONICLE ..... Augusta	<b>NEBRASKA.</b> TRIBUNE ..... Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
<b>ILLINOIS.</b> HERALD-NEWS (Circulation 15,190) ..... Joliet STAR (Circulation 21,589) ..... Peoria	<b>OHIO.</b> PLAIN DEALER ..... Cleveland Circulation for May, 1916. Daily ..... 140,279 Sunday ..... 185,268 VINDICATOR ..... Youngstown
<b>IOWA.</b> REGISTER & LEADER ..... Des Moines EVENING TRIBUNE ..... Des Moines Essential to covering Des Moines and vicinity. SUCCESSFUL FARMING ..... Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	<b>PENNSYLVANIA.</b> TIMES ..... Erie DAILY DEMOCRAT ..... Johnstown TIMES-LEADER ..... Wilkes-Barre
<b>KENTUCKY.</b> MASONIC HOME JOURNAL ..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	<b>TENNESSEE.</b> BANNER ..... Nashville
<b>LOUISIANA.</b> TIMES-PICAYUNE ..... New Orleans	<b>TEXAS.</b> CHRONICLE ..... Houston The Chronicle guarantees a circulation of 25,000 daily and 45,000 Sunday.
<b>MICHIGAN.</b> PATRIOT (No Monday Issue) ..... Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat rate 2 cents line; full position 2 1/2 cents line.	<b>UTAH.</b> HERALD-REPUBLICAN ..... Salt Lake City
<b>MINNESOTA.</b> TRIBUNE, Morning and Evening ..... Minneapolis	<b>VIRGINIA.</b> DAILY NEWS-RECORD ..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
<b>MISSOURI.</b> POST-DISPATCH ..... St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first four months, 1916: Sunday average ..... 375,423 Daily average ..... 217,223	<b>WASHINGTON.</b> POST-INTELLIGENCER ..... Seattle
<b>MONTANA.</b> MINER ..... Butte Average daily 11,905. Sunday, 20,189, for 3 months ending March 20, 1916.	<b>CANADA.</b>
<b>NORTH CAROLINA.</b> SENTINEL ..... Winston-Salem October Gov't report 5,843, net gain October, 1915, over October, 1914, 1,028 copies.	<b>ONTARIO.</b> FREE PRESS ..... London

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	<b>NEBRASKA.</b> FREE PRESSE (Cir. 128,884) ..... Lincoln
<b>ILLINOIS.</b> SKANDINAVEN ..... Chicago	<b>NEW YORK.</b> DOLBYTTINO DELLA SERA ..... New York

**New Orleans States**  
Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6 Months Ending Mar. 31, 1916.  
**34,686 Daily**  
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

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

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

### PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

## R. J. BIDWELL CO.

Pacific Coast Representative of

# DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

of the

Editor and Publisher

742 Market Street  
SAN FRANCISCO

### What Do You Know About This?

The Times-Leader is the only one of the three New Haven, Conn., evening newspapers which opened its books to the recent audit of the Audit Bureau of Circulations. The S. C. BECKWITH SPECIAL AGENCY  
New York Chicago St. Louis

### ATTRACTIVE OFFER FOR QUICK SALE

Two Duplex Flat-Bed Presses  
Replaced by Scott Web Presses

Ten-page press prints from type a 4, 6, 8 or 10 page 7 column paper at 5000 per hour.  
Twelve-page press prints 4, 6, 8, 10 or 12 page 7 column papers at 4500 per hour.

Send for further information

Walter Scott & Co.  
Plainfield, N. J.

### Wm. A. Woodbury's Book



Attracts Women and Girl Readers. The Subject and the Author Combine to make it a Happy Premium.

ELIOT LORD,  
110 W. 34  
New York

## LIVE TOPICS DISCUSSED BY OUR READERS

*[Under this caption we shall 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.]*

### On Utilizing the Movies

NEW LONDON, CONN., June 12, 1916.

THE EDITOR AND PUBLISHER:

In looking over the current issue of THE EDITOR AND PUBLISHER, I was interested in an account of a Hartford paper utilizing the "movies" to get circulation.

I think I was the first to dope out this proposition, on the Telegraph, here in New London. Late last summer I got in touch with Walter Steiner, of the Budris Film Company, New York, and arranged with him a little story, which we called "A Romance of New London." We got several of the local merchants to help defray the cost by paying for the scenes that took place inside their stores or in front of their places of business.

Then we arranged a contest to get the players. The young man and young woman who received the greatest number of votes were given the principal parts. And the others received parts, according to the votes they received. It was a big success, and I suggested a way that Steiner could go ahead and make it a success with newspapers.

The picture was, of course, the centre of attraction for one whole week at the biggest local theatres. We had the local theatre men sparring to get it, and had to use considerable tact to avoid a rumpus. The picture was fair and attracted big crowds all the week.

All around, it is a great scheme—for the newspaper, for the merchants, and for the theatre that shows the reel.

C. H. THOMPSON,  
National Electric Bulletin Corp.

### Anent Price Investigations

POTTSVILLE, Pa., June 13.

THE EDITOR AND PUBLISHER:

If you are a friend of the newspapers, urge every newspaper editor to write to his Congressman to insist on the putting into effect of House bill 202, now buried in the Committee on Rules, calling for an investigation of the fictitious and unnecessary high price of paper supplies.

Also, to write to the Federal Trade Commission to push action on the investigation that they have under way and which seems to have died an unnatural death.

Also, to write to Chairman Kitchin, of the Ways and Means Committee, to incorporate free trade in paper products.

Also to Congressman Mann, the Republican floor leader, to endorse the above.

J. H. ZERBEY,  
Editor, Pottsville Daily Republican.

### MORE CONVENTION NOTES

The first "Advertising Flier" out of St. Louis is to leave that city for Philadelphia on June 24 over the Pennsylvania Railroad, and its trip across the country is to be a record-breaker. The train will be made up of ten all-steel coaches and will carry the members of the St. Louis Ad Club to Philadelphia, where the Associated Advertising Clubs of the world will hold their great convention the following week. The St. Louisans are making every effort to secure the convention for their city next year, and the advertising train is part of their nation-wide campaign.

Several cars on the big train will be loaded with advertising specialties and souvenirs, and these will be distributed free along the route. The St. Louis advertising men will carry a band with them on the trip and concerts will be given in every town in which the train stops while advertising specialties are being distributed.

W. E. Aughinbaugh, editor of Leslie's Export Bureau and lecturer at Columbia University, will deliver the opening address at the export session of the Convention of the Associated Advertising Clubs of the World. Dr. Aughinbaugh, who has sold goods in almost every country on the globe, civilized-and-uncivilized, is well known as an editor and lecturer.

### NEW YORK ASSOCIATED DAILIES

Don C. Seitz and C. M. Palmer Will Address Summer Meeting at Ithaca.

The regular summer meeting of the New York Associated Dailies will be held at Ithaca, N. Y., on June 28, on invitation of President Frank E. Gannett, publisher of the Ithaca Daily Journal, and one of the publishers of the Elmira Star-Gazette. There will be morning and afternoon business sessions, at which many subjects pertaining to the editing and publishing of daily newspapers will be discussed.

The publishers will have as their guests Don C. Seitz, business manager of the New York World, and C. M. Palmer, of New York, both of whom will make addresses. Mr. Palmer will speak on "Newspaper Values and What Makes a Newspaper Valuable." Between the morning and afternoon sessions President Gannett will entertain the visitors with a boat ride on Cayuga Lake, followed by a luncheon.

The organization has a membership of thirty-three daily newspapers published in the smaller cities of the State. A large majority of the members will be present at the coming meeting.

H. H. Kniekerbocker, of the Middletown Times-Press, is vice-president of the Association, and Gardiner Kline, of the Amsterdam Recorder, is secretary and treasurer.

### GIBBONS ON ADVERTISING ART

Canadian Pacific's Publicity Agent Says the Best Is None Too Good in Ads.

Railroad advertising men from most of the railway systems of the country attended a luncheon last Thursday at the Chicago Advertising Association and heard John Murray Gibbon, general publicity agent of the Canadian Pacific System, talk on "Art and Advertising."

Mr. Gibbon brought with him a large number of remarkable posters exemplifying poster advertising art at its best. The exhibit was one of the finest ever shown in Chicago.

In his speech Mr. Gibbon declared that "civilization and art owe a big debt to newspaper advertising."

"Buying and selling are too apt to be merely sordid activities," said Mr. Gibbon, "but the artist with his fine drawings can add a touch of beauty to this buying and selling that will lift it to a higher plane. The commercial artist is not doing anything low. He is working for the good of the community. The additional value that an artist can give to an advertising idea is as great as the value of a skilled designer can give to any other raw material."

"A few pieces of wood may be transformed into a Chippendale of great market value by a skilled artist, and when you eliminate the skilled artist from your advertising programme you are offering chunks of wood instead of Chippendale to your possible clients."

### BAN ON SUNDAY PAPERS

New Blue Laws in Newport News, Va., Not Approved in That City.

Newport News, Va., felt the full force of the application of that city's new blue laws last Sunday. So widespread is the popular disapproval of the ordinances that proceedings against the laws' enforcement are expected to bring about court action that will result in a liberal interpretation of what sort of labor comes under the term "necessity."

As they stand now the new laws prohibit even the sale of cigars, cigarettes, or candy, and the distribution of Sunday newspapers. Even the newspaper printing plants were prohibited from doing a tap of work on their Sunday editions after midnight Saturday. Newsboys likewise were prohibited from selling newspapers in the streets, and unless an automobile being used for only

pleasure purposes was operated by its owner the operator was haled into court.

Even the street cars were not permitted to run, thus putting out of commission, temporarily at least, the pleasure resorts just outside the city, all of which employ large numbers of men and women and depend upon Sunday for the greatest profits. Sports of all kinds within the city limits were taboo, and if it were not for a special law permitting it it would have been impossible even for families to have cream delivered at their homes at meal hours.

### SALESMANSHIP THEIR THEME

Many Well-Known Speakers Will Address Congress in Detroit Next Month.

A fine array of speakers is announced for the World's Salesmanship Congress at Detroit, Mich., July 9 to 13 next.

On Sunday, July 9, the first day of the Congress, lay sermons will be preached in many Detroit churches on the subject "The Ethics of Salesmanship." Among the laymen who will speak will be J. George Frederick, editor of Advertising and Selling, New York, and S. DeWitt Clough, president of the Chicago Advertising Club.

The second-day speakers will include Secretary of Commerce Redfield, on "Salesmanship Abroad"; Senator Lafe Young, of Des Moines, Ia., on "Your 'Uncle Sam' Salesman"; Arthur Brisbane, editor of the New York Evening Journal, on "Salesmanship at Home," and Sir Thomas Lipton, of London, on "Salesmanship Versus Salesmanship."

On the third day among the speakers will be H. J. Heinz, of Pittsburgh, on "Perseverance"; Harry Tipper, president of the New York Advertising Men's League, on "Driving vs. Leading"; Edwin A. Walton, advertising manager of the Burroughs Adding Machine Company, Detroit, on "The Correct Attitude Toward Advertising," and J. C. Apsely, of Printers' Ink, Chicago, on "Determining Basis of Pay." There will also be many speakers at the travelling salesmen's and counter-sales people's departmentals.

The fourth day's list of speakers is headed by V. L. Price, vice-president of the National Candy Company, of St. Louis, on "Sales Bulletins," Elizabeth Phillips Dowling, manager of the Bureau of Credits, of Detroit, will talk on "Relation of Credits to Salesmanship," and Anna Carroll, of Philadelphia, Pa., on "Woman and Salesmanship." The lumber, insurance, industrial, and real estate men will hold their departmental sessions that day.

### TYPESETTING MACHINE IN PERU

La Prensa, a Lima Daily, Introduces Innovation from United States.

United States Consul-General William W. Handley, writing from Peru, under date of May 17, says:

"La Prensa, a daily newspaper published in Lima, to-day published a long article informing the public of its importation of a typesetting machine from the United States. This journal, which is one of the most enterprising in the country and well gotten up from a typographical point of view, points out that it is the first newspaper in South America to install the latest model of this machine."

Some two years ago La Prensa sent to the United States a young Peruvian to study the mechanism and operation of typesetting machines, and now, after having made a thorough study and become a first-class operator, he has returned to Peru to teach others to operate them.

"The introduction of this American machine in the office of La Prensa will probably lead to further importations in the near future, as considerable interest is being shown in newspaper circles here looking to the improvement of their equipment."

**ALONG THE ROW**

**IN THE LIMBLIGHT.**

And now the political reporter looms up almost as big as the man who writes baseball.

**THE NEW REPORTER.**

Bill Bryan of Nebraska  
As scribe now has a job,  
But surely none can blame us  
If we prefer I. Cobb.  
Bill is a mighty genius—  
A hustler all the while—  
But Bill as a reporter  
Lacks dash and snap and style.

**HARD LUCK.**

Visitor—"I suppose there are cases where a typographical error caused annoyance and trouble, are there not?"  
Editor—"Yes. I once wrote 'Prohibition Candidate for President Opens Campaign,' and it appeared 'Opens Champagne.'"

**FROM THE SKINNERSVILLE SIGNAL.**

"With this issue we cease to publish the Physical Culture Department for Women, conducted by Tessie Toodles. When we started in on it we thought that it would fill a long-felt want, and bring joy and health to hundreds of homes, but, on the contrary, it has caused skinned noses, abrasions, sprained knees, and about six dozen assorted sizes of angry and indignant husbands, who have threatened to drop their subscriptions unless we make good on doctors' bills, drug supplies, and pay for broken chairs, destroyed bric-à-brac, and smashed what-nots, filled with shells, grandmothers' pictures, and other relics of the past.

"The Physical Department stuff seemed to read all right, but when the solid matrons of this fair town began to try and jump over chairs, stretch on their backs, and smite the parlor table with their heels, try to stand on their heads and touch the gas fixtures with their feet, and attempt other stunts which only circus performers can accomplish, trouble began; and has continued ever since. In one or two instances, the development worked so well that two of our best subscribers who were knocked out by their wives in bouts with gloves, sent us scathing communications. So we have decided to can the Physical Development articles, and devote the space to social notes and miscellaneous crimes, when there are any."

**HEARD AT HITCHCOCK'S.**

First Scribe—"Where is Luxton now?"  
Second Scribe—"The last I heard of him he was on the firing line."  
First Scribe—"In Russia, France, or Germany?"  
Second Scribe—"No, right here in New York. He lost his job."

**LIKE THE WORLD DOES.**

We like to see them put the hooks into the advertising crooks—  
Those who in a skin game engage  
And put fakes in the want ad page—  
And rob the poor of hard earned dough  
Into the jug should surely go—  
And papers that are fair and square  
Will do their best to put them there.

**VINDICATED.**

"In your report of the meeting of the striking garment workers," said the City Editor to the young reporter, "you say, 'Several lurid speeches were made.'"  
"Yes, sir."  
"Well, young man, the word 'lurid' means pale yellow. Get me?"  
"Yes, sir; but the expression is all right. You see, they have been on strike for several weeks—going without proper food, and were consequently very pale—and while I was at the meeting they were all yelling like—so they were pale yellow."  
"That will do. Take the emergency trick to-night."

TOM W. JACKSON.

**PUBLISHER'S FOUR FUNCTIONS**

Joseph Blethen, of the Seattle Daily Times, Told Clubmen What They Are.

Joseph Blethen, president of the Times Printing Co., publishers of the Seattle Daily Times, was an honored guest and principal speaker at a recent meeting of the San Francisco Advertising Club, at the Hotel St. Francis. His subject was "Newspaper Advertising." He said in part:

"Newspaper advertising is a prime factor in the success of the motion-picture business, and theatre managers all over the country are constantly enlarging their space in the dailies, realizing that, with such a commodity as they are selling, the public must be reached quickly. The daily paper is the only medium through which they can get results. The Seattle Times, in a recent Sunday issue, carried a separate section devoted to motion-picture theatres, which included five full-page advertisements. This shows the extent to which exhibitors have awakened to the necessity of reaching the public through the newspapers.

"Advertising is no experiment; it is here to stay. It is just as much of a commodity as any article of commerce. It is as necessary to the business of the merchant as his stock, for without advertising, his stock will remain on the shelves. The newspaper publisher has four functions. He produces a newspaper, he sells to the business community the right to talk to his readers through his advertising columns; he manufactures the physical product under much the same conditions of raw materials, labor, and market conditions as any other manufacturer, and, lastly, he markets his product, under the strictest competition."

**PUBLISHER'S NOTICE**

The Editor and Publisher and the Journalist maintains an efficient corps of paid correspondents at the following important trade centres: Boston, Philadelphia, Toronto, Cleveland, Pittsburgh, Cincinnati, Detroit, St. Louis, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

Branch offices are located as follows: Chicago, Herald Building, 163 W. Washington St., Chas. H. May, Mgr.; Phone Franklin 44; San Francisco, 742 Market St., R. J. Bidwell, manager, phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 pica wide and twelve inches deep.

Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line. For those unemployed a fifty-word or eight-line advertisement will be published two times FREE.

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news stands:

- New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woodworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Munk's, Macy's corner, at Thirty-fourth St. entrance.
- Baltimore—B. K. Edwards, American Building.
- Philadelphia—L. G. Rau, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.
- Boston—Parker House News Stand.
- Pittsburgh—Davis Book Shop, 416 Wood Street.
- Washington, D. C.—Bert E. Trenis, 511 Fourteenth Street, N. W.
- Chicago—Poussin Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.
- Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.
- Detroit—Solomon News Co., 60 Larned St., W.
- San Francisco—R. J. Bidwell Co., 742 Market.

**HELP WANTED**

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

**EDITORIAL WRITER**—Capable man with working knowledge of newspaper editorial writing to assist editor; should be familiar with conditions, men and affairs in Eastern Pennsylvania. Send samples of work, give experience and such information as will enable advertiser to judge qualifications. Confidential. Address P. O. Box 1273, Philadelphia, Pa.

**COPY EDITOR** and final proof reader on technical periodicals, to work in office in New York City. Male. Experience and a good working knowledge of English required. Address K 2064, care Editor and Publisher.

**SITUATIONS WANTED**

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

**ADVERTISING SOLICITOR**, wants position, 8 years' experience. Have position on daily, but want a change. Good references. Address Adman, 617 Main St., Lafayette, Ind.

**BUSINESS MANAGER**—Seven years' practical experience in Office and Mechanical Management on paper of 24,000 in city of 100,000 desires permanent position as Business Manager of medium-sized daily, Middle West preferred. Young and aggressively married, and now employed. Would be pleased to correspond should you have an opening. Address K 2063, care Editor and Publisher.

**CLASSIFIED MANAGER**—Available. My system is unbeatable. Am able to show 100% gain in One Year's time. I can make a paper the recognized Want Ad medium of its vicinity. Address Class Mgr., 961 Olney St., Indianapolis, Ind.

**CARTOONIST**—A fresh young cartoonist wishes the name of some editor, anywhere, who would be interested in receiving a demonstration of general cartooning ability. Address Knox Reeves, 438 Portland Ave., St. Paul, Minn.

**CIRCULATION MANAGER**—Wanted circulation manager on large or small paper. Can furnish you the best of references. Address J. M. Morris, 948 10th St., Des Moines, Iowa.

**CIRCULATION MANAGER**—I want a job as circulation manager in large city or can handle other duties as well on small city daily. Thoroughly grounded in all phases of business end. Long experience in various-sized fields. Temperate and reliable; satisfactory references. Address Box K 2060, care Editor and Publisher.

**CIRCULATION MANAGER**—Trained right up to the minute, desires position soon after July 1st. If your circulation department needs new blood, more "pep" or re-organizing, my record and list of references will convince you of my ability to supply such needs. Address K 2058, care Editor and Publisher.

**CIRCULATION MANAGER**—Position as Circulation Manager of a large daily paper or business manager of a smaller paper. Have had ten years' experience in Metropolitan fields. Can furnish best of references. Thoroughly familiar with all branches of newspaper work. Can show exceptional work record vouched for by Publishers. It will pay you to investigate if your circulation department is not efficient. Communicate with K 2054, care Editor and Publisher.

**COMMERCIAL ARTIST**; wishes position; one that offers opportunity as Advertiser's Assistant. Address A., care Editor and Publisher.

**COMPOSING ROOM FOREMAN**.—Position wanted as foreman of daily paper. Experienced young man of 25 years on some of the best large city papers. Thorough printer, make-up and executive. Will go any place. Address K 2033, care Editor and Publisher.

**LAWYER**—Newspaper Correspondent, specializing politics, desires to commence with a daily in small city, or country town, as associate editor and reporter or as editor and reporter of a country weekly. Western or Central Massachusetts, or Connecticut preferred. Willing to invest if paying Publication. Address K 2057, care Editor and Publisher.

**NEWSPAPERMAN**, experienced, wants place after July 1st, with metropolitan or small city newspaper. Fifteen years' experience from street work to Sunday features. Can deliver goods. Address "July 1st," care Editor and Publisher.

**POLITICAL CARTOONIST**—Can write, re-write, read proof; now associate editor of technical magazine, seeks position on a small daily. Willing to start from bottom at very moderate salary. Address K 2055, care Editor and Publisher.

**PRESSMAN**—Thoroughly competent, understands press-room conditions, handling of men. Do not use tobacco or liquor; 15 years' experience as foreman, references qualified to take charge; executive ability. Can produce results. Address Pressman, 635 North St., New Orleans, La.

**PRESSROOM FOREMAN**, union, 40 years old, 20 years with present paper, keeps white and print waste down to lowest possible point. My print waste last year was only 9-10 of 1% and while waste was only 5-10 of 1% this can be verified by A. B. C. Auditors. Will protect you against mill overweight. In present position I run a car of paper per week. Best of references in regard to ability and sobriety. Address K 2055, care Editor and Publisher.

**PUBLISHERS** opportunity to get A-1 right hand man. Experienced in newspaper advertising (display and classified) circulation business management, general and special agency work, space buying and selling accountant and systematizer. Recommendations from leading agencies and publishers. Full particulars by addressing K 2044, care Editor and Publisher.

\$23,000 buys western daily which is the leader in its field. Annual cash receipts over \$25,000. In 1915 returned owner over \$4,000 for personal effort and investment. Proposition N. Q.

**CHAS. M. PALMER**

Newspaper Properties

225 Fifth Ave., N. Y. City

**\$20,000**

Cash available for first payment upon a desirable Daily newspaper property located in New York, Pennsylvania, Massachusetts or Connecticut.

**HARWELL, CANNON & McCARTHY,**

Newspaper and Magazine Properties, Times Bldg., New York

- Average annual receipts \$45,000.
- Net, \$7,000 to \$10,000.
- Equipment invoices, \$34,000.
- Building valued at \$20,000.
- Central state republican evening paper.
- Price, \$55,000; without building \$35,000.
- Proposition 919x.

**H. F. HENRICHS**

Newspaper Properties, LITCHFIELD, ILL.

**Newspaper Properties for Sale**

- ILLINOIS DAILY** in small solid city with no competition. Earns on valuation of \$6,000, including Linotype. Light overhead expense. Price \$4,500 with \$2,500 down, to reliable publisher, who can handle all but mechanical end. Client "MARCO."
- HALF INTEREST** in best daily in city of 12,000 west of Missouri River. Plant worth \$50,000 net earning full dividends on that valuation. Experienced reliable advertising man prepared to pay \$10,000 down and assume position at once can get long time on balance of \$5,000. Client SAYLIE.
- FINANCIAL JOURNAL** in large Central West city. Founded 22 years ago and yielding annually upwards of \$3,600 net. A field peculiarly its own. Most of its 400 advertisers have used the paper over ten years. Reasons for selling purely personal. A price of \$7,000 with \$3,000 down, balance long time will be given a capable publisher who can act immediately. Wire or write immediately. Client D. F. W.
- CENTRAL WEST** Democratic small city Daily, splendidly equipped, offered at \$8,000 which is but two-thirds of inventory value and 60% of annual business. One-half interest for \$4,000 to good advertising and editorial man who will take immediate possession. Unusual opportunity. Wire for particulars. Client B. B.

*A. D. Porter*

118-120 Griswold St., Detroit, Mich.

**FOR SALE**

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

**FOR SALE**—3-deck press, prints 4, 6, 8, 10, 12, 16, 20, 24 pages. Overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

**FOR SALE**—4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.



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 St., New York City  
Established a Quarter of a Century.

### 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.

## 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 to every business. If you have never used them, write for information and terms to-day.

HENRY ROMEIKE, INC.

106-110 Seventh Ave. New York City

## Hemstreet

## PRESS CLIPPINGS

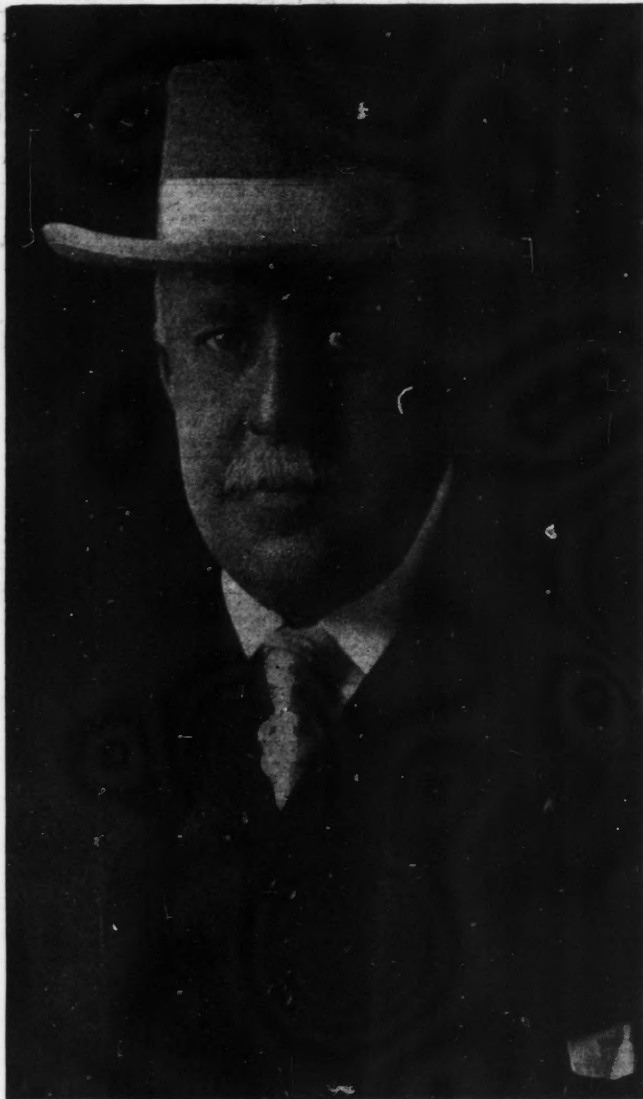
Tenth Avenue At 45th Street  
New York

### Keen Publishers Everywhere Are Buying Electric Bulletin Machines.

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

National Electric Bulletin Corp.  
New London, Conn.



THE LATE JOHN R. McLEAN.

## JOHN R. McLEAN DIES AFTER LONG SICKNESS

Owner of Cincinnati Enquirer and Washington Post Had Been a Power in Ohio Politics—His Other Large Interests—Will Disposes of Estate Estimated at from \$15,000,000 to \$20,000,000.

As was announced in THE EDITOR AND PUBLISHER last Saturday, John Roll McLean, owner of the Washington Post and the Cincinnati Enquirer, died on June 9, at his country home, Friendship, on the outskirts of Washington. He had been sick with a complication of diseases for about three months.

Mr. McLean was widely known not only as one of the foremost newspaper publishers of the country, but also because of his extensive railroad, mining, and real estate interests. In recent years he had taken an active interest in civic and political affairs in Washington, as he had formerly in Ohio. For many years he was a member of the Democratic National Committee from Ohio, and as such was well known in national Democratic gatherings. His name was more than once mentioned for the Vice-Presidency. During the last decade of the last century he held a stern whiphand over Ohio politics, sharing control of the State's politics with Marcus A. Hanna. In 1889 he was the Democratic nominee for Governor of Ohio and was defeated by George K. Nash, the Republican nominee. In 1885 he was a candidate for United States Senator from Ohio.

Mr. McLean was born in Cincinnati on September 17, 1848. He was the son

of Washington and Mary L. McLean. He received his early education in the schools of that city, and afterwards was a student at Harvard University, going thence to Heidelberg University, Germany. He was a good German scholar, and by later residence in France learned to speak French fluently.

In his younger days (Mr. McLean won a wide reputation as an athlete. He was a member of the celebrated Cincinnati Red Stockings and was regarded as a wonderful sprinter. He was also a musician of ability.

After completing his studies in Germany, Mr. McLean returned to Cincinnati and took up journalism as a profession, associating himself with the Enquirer, of which his father was the founder and editor.

Mr. McLean took exclusive charge of the Enquirer in 1870, when he purchased the interest of Mr. Faran. Shortly afterward he acquired his father's interest in the newspaper. This marked a new era in the prestige and prosperity of the newspaper, which became one of the leading newspapers of the country.

He went to Washington in 1885 and at once engaged in banking and real estate operations. He continued, however, to maintain a close supervision over the policies and management of the Cincinnati Enquirer.

For about a year prior to 1895 Mr. McLean owned and edited the New York Journal, which he sold to William Randolph Hearst. About twenty years ago Mr. McLean purchased stock in the Washington Post, and ten years later obtained controlling interest. Since that time he had guided its policies.

One of Mr. McLean's interests in recent years was in the Washington & Old Dominion Railroad Company, of which he was the largest shareholder and chairman of the board of directors. He was one of the largest shareholders in the American Security & Trust Company, in the Riggs National Bank, and in the Washington Gas Light Company, of which he was president for several years. His properties were estimated to be valued at several million dollars. Mr. McLean was a quiet giver to charity, and now, at his death, thousands of poor in Cincinnati learned for the first time from whom had come to them for many years free ice in summer, and free coal in winter.

Mr. McLean married Miss Emily Truxton Beale, daughter of General Edward F. Beale, of Washington. She died suddenly, at Bar Harbor, in 1912.

Mr. McLean is survived by one son, Edward B. McLean, of Washington, and two grandsons, Winson Walsh McLean and John R. McLean, 2d, as well as by a sister, Mrs. Mildred Dewey, wife of Admiral Dewey.

Mr. McLean's will, which was offered for probate on Monday, leaves the income from the estate, estimated by Washington financiers to be between \$15,000,000 and \$20,000,000, to his son, Edward B. McLean. Upon the latter's death the will provides that the principal of the estate shall go to the son's children, if any be living at the time of the father's death. In any event, the sum of \$100,000 is left to each of Edward B. McLean's children when they reach the age of twenty-five years, an additional \$100,000 when they reach the age of thirty years, and another \$100,000 when they reach the age of thirty-five years.

It is also provided that the newspaper properties shall not be disposed of by the American Surety and Trust Company, of Washington, the executors and trustees of the will, without the approval of Francis T. Homer, formerly a Baltimore lawyer, who handled much of Mr. McLean's business, and the consent of Edward B. McLean.

Certain of the employees of both the Washington Post and the Cincinnati Enquirer are to be retained as long as the McLean estate controls it. Several bequests of \$10,000 are made to relatives, and annuities of \$300 and \$400 are made to servants.

### Acton Davies

ACTON DAVIES, dramatic critic, moving-picture playwright, and former general newspaper worker in New York, died from rheumatism of the heart, in Chicago, on June 12. He was forty-eight years old, and entered newspaper work in New York in 1890, as a reporter for the New York Evening Sun. Three years later he succeeded Charles B. Dillingham, dramatic editor of that paper, which position he held until about three years ago when he went to the Tribune in a similar capacity. Among Mr. Davies's moving-picture scenarios was "Tillie's Tomato Surprise," in which Marie Dressler appeared. He also was the author of the novel, "The Grand Finale," and with Charles Nirdlinger he wrote the play, "The First Lady in the Land," in which Elsie Ferguson appeared. In his reporterial days on the Sun, Mr. Davies acted as its correspondent in Cuba and Porto Rico, and during the fighting at Guantanamo he was with the Marine Corps.

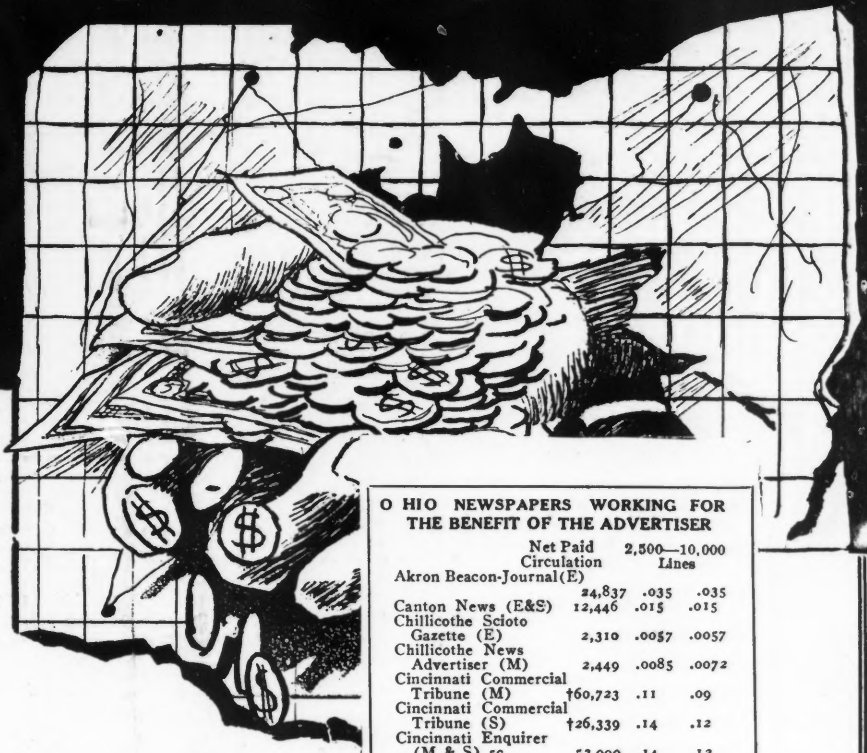
### OBITUARY NOTES

GEORGE STROHMMEYER, aged forty-five, who for twenty-five years was employed in the composing rooms of the Baltimore Sun, latterly as a proofreader, died suddenly on June 11 at his home in Baltimore.

HIRAM TYLER BREWER, newspaper and magazine writer and at one time Eastern representative of the Federal Baseball League, died on June 10 at St. Luke's Hospital, New York city. He was thirty-six years old. For two years immediately preceding his joining the Federal League forces he was on the staff of the New York Herald as a writer of baseball news.

# Rich Ohio Beckons

*Come and  
Get Your  
Share*



**P**LACE your advertising money in the zone of liberal spending. Ohio has all the prosperity of the east without being overworked and over advertised. It has 40,740 square miles of land area with 117 inhabitants per square mile. More than 55% of its 4,767,121 population live in incorporated towns or villages.

Ohio has fertile soil, extensive hardwood forests, abundant supplies of natural gas and petroleum. It is an inland empire, rich beyond dreams, waiting for the aggressive advertiser.

## A State of Home Owners Busy Factories—Rich Farms

Do you know that Ohio has 100 dwellings to every 111.1 families—home people who can buy home supplies. The average Ohio family has 4.2 persons.

This wonderful state has 15,138 factories with a pay roll of 245 million dollars. It turns out yearly products to the value of \$1,437,936,000. Think what a spending power this gives the citizens of Ohio.

There are over 26 million acres of farms, the average farm having 80 acres. Of these 192,104 are wholly or partly owned by the occupants.

Ohio is educated. It has only 3.2% illiteracy and in the present generation, having advantage of modern schools, the per cent. is only 0.9.

The annual output of Ohio Petroleum and natural gas is \$29,620,959—coal \$29,353,663.

## Let These Money Spending Millions Read Your Ad.

Arrange your advertising appropriation so that a liberal portion of it shall be spent in Ohio. In this advertisement is included a list of representative Ohio newspapers. They circulate among the prosperous liberal people of their various communities. Write any of the papers named for rate cards and detailed information regarding trade conditions.

National Advertisers and Advertising Agents wishing detailed information in respect to market conditions and distribution facilities in OHIO should communicate with The Editor & Publisher, New York City.

### OHIO NEWSPAPERS WORKING FOR THE BENEFIT OF THE ADVERTISER

	Net Paid 2,500—10,000	
	Circulation	Lines
Akron Beacon-Journal(E)	24,837	.035
Canton News (E&S)	12,446	.015
Chillicothe Scioto Gazette (E)	2,310	.0057
Chillicothe News Advertiser (M)	2,449	.0085
Cincinnati Commercial Tribune (M)	160,723	.11
Cincinnati Commercial Tribune (S)	126,339	.14
Cincinnati Enquirer (M & S) sc.	53,000	.14
Cleveland Leader (M)	76,550	.15
Cleveland Leader (S)	106,593	.17
Cleveland News (E)	112,888	.18
Cleveland Plain Dealer (M)	131,430	.18
Cleveland Plain Dealer (S)	174,867	.21
Columbus Dispatch(E)	75,077	.10
Columbus Dispatch(S)	71,832	.10
Dayton Herald (E)	22,114	.05
Dayton Journal (S) †	22,430	.05
Dayton Journal (MS) †	1,07	.045
Combination rate, both papers, 6c. per line		
Dayton News (E)	32,014	.045
Dayton News (S)	18,443	.03
East Liverpool Tribune (M)	5,666	.0115
Findlay Republican(M)	5,496	.0093
Lima News (E)	9,322	.02
Mansfield News (E)	7,631	.019
Marion Daily Star (E)	7,089	.0129
Newark American-Tribune (E)	5,560	.0085
Piqua Daily Call (E)	4,119	.0072
Portsmouth Daily Times (E)	8,377	.015
Sandusky Register(M)	4,721	.0093
Springfield News (E & S)	12,224	.02
Stouhenville Gazette (E)	3,570	.10
Toledo Blade (E)	50,182	.11
Youngstown Telegram (E)	15,728	.03
Youngstown Vindicator (E)	18,014	.03
Youngstown Vindicator (S)	15,034	.03
Zanesville Signal(E)	6,173	.0128
Zanesville Times-Recorder (M)	15,281	.02
Totals	1,220,529	2.3547

† Publishers' statement.  
\* A. B. C. statement.  
Other ratings, April, 1916.

# There is no Substitute for the Goods in Newspaper Making

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Just about four weeks ago (on Monday, May 22nd) the New York Globe began publishing the *special war news service* of The Chicago Daily News. The response of the New York public was almost instantaneous.

---

## 20,000 Increase in Circulation In Three Weeks and Growing Daily

---

The public has appreciated the importance and value of the best war news collected by over 30 special correspondents at European Capitals and with the armies and buys the Globe for it.

In Chicago this special war service has driven The Daily News to the highest point in its notable career—over 436,451 per day.

In New York the same service in three weeks has enabled The Globe to sell over 220,000 copies per day—the highest point ever reached by a high-grade evening newspaper in New York.

Now Selling  
220,000 a Day

**The New York Globe**

Member  
A.B.C.

*Advertisers Get the Benefit of this Steadily Growing Circulation  
Without Any Advance in Rates*

---

CHICAGO  
Tribune Bldg.

O'MARA & ORMSBEE, Inc.,  
Special Representatives

NEW YORK  
Brunswick Bldg.



