

THE EDITOR & PUBLISHER

OHIO STATE
UNIVERSITY

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

\$2.00 a Year

JULY 11 1916

NEW YORK, SATURDAY, JULY 8, 1916

10 Cents a Copy

LIBRARY



Sledge Hammer vs. Tack Hammer

No one ever saw a railway construction crew trying to drive railroad spikes with tack hammers. Yet occasionally manufacturers try to break into the Chicago market with a selling plan as ill advised as any attempt to drive a railway spike with a tack hammer.

If you want to break into the Chicago market—use the most powerful medium at your command.

Use The Chicago Daily News.

There are approximately 450,000 families in Chicago. The Daily News has a circulation of over 400,000 (average for the first five months this year 436,451), of which more than 92% is concentrated in Chicago and suburbs. So you can readily see that, disregarding the non-English speak-

ing, The Daily News is read by *very nearly every worth-while family* in Chicago. The Daily News has a larger circulation in Chicago and suburbs by over 75,000 than any other newspaper, daily or Sunday. Therefore, it is the *only* newspaper through which you can reach *all* these worth-while families.

Don't use tack hammer methods to win the Chicago market—use The Chicago Daily News.

The Nestor of retail advertising,

JOHN WANAMAKER—

says: "Our little allowance of advertising money went to the newspapers then as it goes nearly altogether to-day, because if I ever have a monument for discovering anything it will be for finding out that the only advertising of direct and instant benefit to both merchant and customer is in the daily newspaper of known circulation. All others are vanity and vexation of spirit. To have learned this fact has greatly helped my enterprises, though often there has been serious discomfort in saying so publicly and in breaking away from posters, leaflets and weeklies."

- ¶ John Wanamaker has for many years regularly used the advertising columns of *The New York Evening Post*, daily.
- ¶ *The Evening Post* is a member of the Audit Bureau of Circulations. *The Evening Post* now enjoys the largest net paid daily circulation it has had in its history of 115 years.

Some Historic Advertisers in The New York Evening Post

In the issues of the New York Evening Post of January, 1820, are found advertisements of the following historic concerns:

Brewster & Co., Carriages
Colts Repeating Fire Arms
Hodgman's Rubber Warehouse
D. Appleton, Publisher
Grant-Thorburn, Seeds

In The Evening Post issues of January, 1865, are found advertisements of:

Horace Waters, Pianos
T. V. Brokaw, Clothing
Oliver Ditson, Publishers
A. T. Stewart, Dry Goods
Davis Collamore, China
Harper Brothers, Publishers
Fragrant Sozodont
J. B. Lippincott, Publisher

In the issues of The Evening Post in 1850, are found advertisements of:

Brooks Brothers, Clothing
D. G. & D. Haviland, Porcelain
Tiffany, Young & Ellis
Ebenezer, Collamore, Cut Glass
Le Boutillier Brothers, Kid Gloves
George P. Putnam, Publisher
Franklin Fire Insurance Co.

In June, 1865, are found advertisements of:

Mason & Hamlin, Pianos
Wheeler & Wilson, Sewing Machines
Hallet Davis & Co., Pianos
Wallack's Theatre
Winter Garden Theatre
Liverpool, London & Globe, Insurance
Enoch Morgan's Sons, Soap
Steinway & Sons, Pianos
Chickering & Sons, Pianos

The New York Evening Post

More Than a Newspaper—A National Institution

GLOBE FIRST

In Boston

During the six months ending June 30, the four Boston papers having Daily and Sunday editions printed the following total lines of advertising:

Globe 4,985,275
2d Paper 4,616,490
3d Paper 3,141,180
4th Paper 2,778,975

(The above totals include all the advertising appearing in the various papers.)

GLOBE FIRST

In Automobile Advertising

During the six months ending June 30, the total number of lines of automobile and accessory advertising printed in the four Boston papers having Daily and Sunday editions was:

GLOBE	572,510
2d Paper	437,447
3d Paper	241,431
4th Paper	239,740

Automobile advertisers use the Globe in Boston because Globe advts. make sales. Note the Globe's lead in classified advertising.

GLOBE FIRST

In Want and Classified Advertising

During the six months ending June 30, the total number of lines of want and classified advertising printed in the four Boston papers having Daily and Sunday editions was:

GLOBE	296,280
2d Paper	128,241
3d Paper	56,159
4th Paper	50,863

The Globe carries the want and classified business in Boston because of the excellent results it brings to its patrons.

The net paid circulation of the Daily and Sunday Globe for the period (Jan. 1 to June 30, 1916) exceeded that of any other six months in the Globe's history.

In considering the Boston field, always remember the great purchasing power of the Boston Globe's clientele.

WET OR DRY MATS?



THE GOSS

Combination Wet and Dry Matrix Rolling Machine

WILL ROLL EITHER KIND PERFECTLY

We have a Circular that tells all about it. Write for one

THE GOSS PRINTING PRESS COMPANY

Main Office and Factory, 16th Street and Ashland Avenue, Chicago, Ill.

NEW YORK OFFICE: 220 WEST 42nd STREET

THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD., HAYES, MIDDLESEX

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 Beckman 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, JULY 8, 1916

No. 4

MAKING A FINANCIAL PAGE FOR HUMAN BEINGS

By B. C. FORBES

(How the New York American succeeded in making a Financial Page interesting to a majority of its readers; how this newspaper made Wall Street and its "mysteries" as understandable to the people generally as any other part of the city; how this enterprise on the part of Mr. Hearst, and of his publisher, Mr. Merrill, has served to educate the people as to the value of securities, and how the effort has been rewarded in profits and prestige, have been related for the readers of THE EDITOR AND PUBLISHER, at our special request, by Mr. B. C. Forbes, the financial expert.—Editor.)

I WOULD not presume, much as I would like to comply with your request, to tell editors of daily newspapers how to build up a business and financial news department. But, if it will serve your purpose, I see no objection to recording the story of how the New York American won its place on the financial map.

At the end of 1911, when I was financial editor of the New York Journal of Commerce and writing editorial matter weekly for the Financial Chronicle, I was asked by Bradford Merrill, the publisher of the American, to organize a business news department for that paper. I hesitated, for two chief reasons: I did not know whether my financial friends would receive me if I came representing a newspaper which had so frequently trounced them; and I had no intention of changing my attitude towards capitalists or the economic developments of the day.

With one conspicuous exception the financiers I consulted all took the same view which was that if I were assured of a free hand in the expression of my views, there was no position in the country which could command more influence since the Hearst newspapers formed the only group covering the whole country.

These assurances were readily given to me by the management of the American.

And I wish to record here and now that during the four years I remained on the American, both Mr. Hearst and Mr. Merrill scrupulously kept this pledge. Not once did Mr. Hearst or anyone else ask me to change my views on any subject whatsoever. On the contrary, Mr. Hearst showed extraordinary magnanimity in allowing me to discuss economic questions from my own point of view even when the editorial attitude was not exactly similar. This experience leads me to believe that in conducting a financial department which is meant to command respect and influence it is best to give the financial editor a larger measure of freedom than some newspapers would appear to permit. Any financial writer who slavishly dots the editorial i's and strokes the editorial t's is not calculated to command a large or worthwhile following of readers.

In my first interview with Mr. Hearst I suggested that I immediately go to Europe and select the ablest financial authority in the principal European capitals to send us financial cables. When I had finished outlining my programme as to the amount of cable matter we should arrange for, all Mr. Hearst said was: "Your idea is very good—only just double the amount all round."

Sir George Palsh was secured as our London correspondent; Louis Aubert, an eminent French writer, was engaged in Paris and the best men available were chosen in Berlin and Amsterdam.

This was the first time a daily paper had engaged a corps of high financial authorities to send regular financial cables and as most of the financiers here knew these correspondents, either personally or by reputation, the publication of their dispatches shortly won us thousands of desirable readers in the banking and business world. Indeed, it would be no exaggeration to say that most financial people came to feel that they could not afford *not* to read the American's European cables.

No financial department can now be regarded as complete without dispatches of this character.

The next thing was to gain for the paper the fullest confidence of responsible financial, industrial, railroad, and mercantile people. A great many men used to shrink from giving interviews to reporters from the so-called "yellow journals" lest their statements might be intentionally or unintentionally twisted in a man-



B. C. FORBES.

ner that made the speakers feel foolish. Everybody in the department realized the necessity of removing all such fears and acted accordingly. I do not recall once in the whole four years receiving a complaint from any man interviewed by the financial force, so carefully was everyone to quote financiers and others strictly accurately.

As the trustworthiness of the department came to be generally recognized, all prejudice against receiving any of its representatives disappeared. The readiness of men in the highest stations to talk freely, often confidentially, with the American's financial writers, became a most valuable asset, for it meant that on important and delicate occasions we were enabled time and again to obtain inside, exclusive information.

The average financial page in those days consisted almost wholly of quotations. The American made a hit by playing up business and financial news. A whole page was devoted to news. By grouping all foreign, telegraph and local matter relating to finance or business on the one page, busy men were saved the trouble of having to wade through a whole paper to find things appealing to them. "The American is now printing more business news than any other paper," was a remark frequently made. As a matter of statistical fact, one or two other papers devoted more space to news of this kind, but effectiveness was lost by having the dispatches scattered here, there and everywhere from the first page to the last. Without question the devoting of a special page to business news greatly helped to increase the attractiveness of the American to the financial and business community.

"Business men are busy men," was one of our axioms. Therefore, we aimed at presenting as large a number of news items as possible. Hours and sweat were spent every night

in cutting out all unimportant words and sentences. We went on the assumption that every stick over a column repelled a thousand readers from starting to read the story. An article had to be tremendously important to get a full column. I do not believe any other newspaper spent as much time and care in editing its financial and business news with a view to eliminating useless long-windedness; many and many a sentence was recast to save one or two words.

Most financial pages look deadly dull. We went in for plenty of "boxes" to dress our pages. Also, display articles were frequently preceded by a few sentences in italics either introducing the story or, more often, giving the most striking points, so that a very busy reader not greatly interested did not have to go through the whole thing.

Indent introductions were also interspersed to relieve monotony. Blackface type was likewise occasionally used for this purpose. The same means of giving emphasis to important passages were also used through the longer articles.

We made a special point of playing up exclusive matter. Readers are apt to take your valuation of a story; therefore, if you do not treat something exclusive as if it were important, the reader is apt to accept your judgment that the story is of no great importance. Leads and double leads were used generously in "scoops," and if they were short they were, of course, always given top of column with, not infrequently, a distinctive style of head.

Headlines gave us infinite bother for a long time. The copy desk—naturally, no doubt—always wanted to use as sensational headlines as they could conceive. Business men don't want exaggerated or sensational headlines; they want the truth and prefer under-statements to over-statements. Almost the only "kicks" we used to receive were about headlines, but finally a system was devised which greatly mitigated this source of annoyance. The headline writers entered into the spirit of the department and gave us loyal cooperation—sometimes I suspect, not without regrets at having to refrain from using a "humdinger" of a phrase. We strove for originality and freshness all through the department.

The financial reporters were not afraid to use up shoeleather and their zeal, perseverance and ability often gained news "beats." One exclusive story was reckoned worth half a dozen things doped out from the news ticker or from other

(Continued on page 29)

WAR NEWS CENSORSHIP BEGUN AT WASHINGTON

Major Douglas MacArthur, a Recognized Military Expert, Is in Charge of Bureau—Secretary Baker Issues Statement Defining War Department's Attitude Toward the Newspaper Press.

WASHINGTON, July 4.—Censorship of all "war" news has started, and Major Douglas MacArthur, who has just been appointed military aide to the Secretary of War and military "censor" of the War Department, opened an office in the room adjoining that of Secretary Baker Monday and formally took charge of the dissemination of all War Department news.

It didn't take the newspapermen five minutes to learn that Major MacArthur is a born executive. They already knew him as one of the recognized military experts of the General Staff.

Major MacArthur comes from a military family. His father, Lieut.-Gen. MacArthur, made a name that will go down in military history. In 1899 a competitive examination was held at Milwaukee to fill a vacancy in West Point. Young MacArthur outdistanced his competitors and won the appointment.

When he was graduated from the Military Academy, in 1903, he was No. 1 in a class of 100. He was sent to the Philippines as second lieutenant of engineers, and participated in a number of campaigns in the islands. In 1904 he was sent as military observer during the Russo-Japanese war, later travelling through China, Indo-China, Java, and India. His reports of military operations in the Russo-Japanese war are military classics. Later Major MacArthur came to Washington and was graduated from the Engineers' School at Washington Barracks.

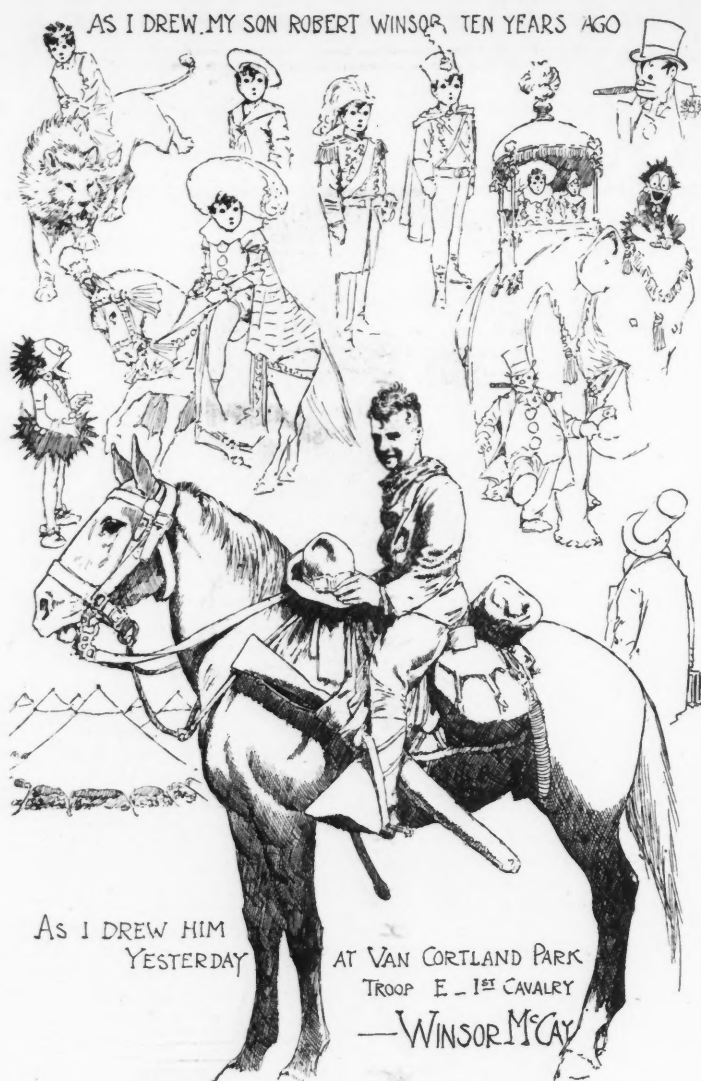
He was sent to Ft. Leavenworth, Kan., as company commander and regimental adjutant of engineers. While on this duty he wrote several military volumes that became textbooks. As captain of engineers he participated in the first mobilization of troops on the Mexican border in 1911. He went with Gen. Funston's troops and participated in the occupation of Vera Cruz. In 1913 he was assigned to duty at the War Department, and was reassigned to that duty in April of this year.

THE CENSOR'S FIRST ORDER.

Major MacArthur's first action was to induce the Secretary of War to issue an order to heads of all departments instructing them to turn over to the "censor" copies of all dispatches entering or leaving the War Department.

Then he gave out word that all the news that is not "detrimental to the military interests of the Government" would be given to the press as fast as he gets it, that his door is open all day long to supply any information the press or public may want, and that he has thrown away the clock and will stay on the job as late as any of the night-hawks of the press.

Secretary of War Baker has issued an official statement explaining his purpose in designating an officer to give out all news of a military nature during the present critical situation between the United States and Mexico. Secretary Baker also announced the appointment of Major Douglas MacArthur, General Staff Corps, as military aide to the Secretary of War in charge of the



TEN YEARS IN THE LIFE OF CAR TOONIST McCAY'S SON.
(From the New York American.)

bureau. The official statement of Secretary Baker, outlining his plan, said:

"In order to facilitate the dissemination of military information given out to the press of the country from the War Department, to prevent the spread of false information, and to minimize the giving out of information detrimental to the military interests of the Government, a temporary division of the office of the Secretary of War is hereby established, to be known as the Bureau of Information. This Bureau will be in charge of the military aide to the Secretary of War. It is to be the sole source of information given to the press from the War Department, except that of a routine nature not bearing upon the present military situation."

Secretary Baker has given orders that the adjutant-general promptly shall furnish Major MacArthur with copies of all dispatches entering or leaving the department. All bureau chiefs also have directed to furnish all information pertaining to their bureaus, dealing with the general military situation.

London Times Fund is \$20,000,000

The Red Cross fund inaugurated by the London Times has reached a total of \$20,000,000, the largest sum for a work of this kind ever raised in a newspaper campaign. British farmers subscribed \$125,000. One of the donations was \$5,000 from a benefit performance given by E. H. Sothorn.

Falsehood has a "yellow streak."

McADOO URGES STUDY

Development of South American Trade Depends on Broader Education, He Says.

Development in the youth of the country of a broader understanding of the forces that have shaped American history, a keener appreciation of the significance of the development of free institutions on the American continent, and a deeper sympathy with the aspirations of sister nations, who, like ourselves, are endeavoring to translate into realities the ideals of American democracy—the teaching of these principles, William G. McAdoo, Secretary of the Treasury, told the National Education Association at its meeting in Madison Square Garden, New York city, on July 6, would go far toward creating a better understanding and more sympathetic relationship between the United States and South American countries, ultimately resulting in breaking down the barriers of suspicion and distrust of American industries.

"There is no doubt," said Mr. McAdoo, "that until quite recently Latin America has been suspicious of the United States. Our power has been feared and our purposes have been distrusted. Rivals of the United States for Latin-American trade have skillfully fed this suspicion, which was greatly augmented by the unfortunate incident with Colombia growing out of the Panama Canal affair. That produced a very unhappy impression, and has been very prejudicial to our standing in Latin America."

MONSTER AD CAMPAIGN TO AID MOBILIZATION

Executive Committee of Associated Advertising Clubs of the World Appoints Sub-Committee of One from Each Departmental to Plan Publicity for United States Government.

The executive Committee of the Associated Advertising Clubs at its post-convention meeting at the Bellevue Stratford Hotel, in Philadelphia, authorized President Herbert S. Houston to appoint a committee, representing the various branches of the Association, to prepare a great advertising campaign for the United States Government, for use at any time in the future when the Government may have need for the quick mobilization of the country.

The campaign will be prepared as a direct result of the invitation of the Government, Mr. Houston having previously consulted various high officials.

Since the Associated Advertising Clubs, through its Committee on Industrial Preparedness (headed by Lafe Young, Jr., of Des Moines, as chairman), prepared and placed a very extensive advertising campaign in the newspapers and magazines of the country as a means for promoting the work of the 30,000 engineers who voluntarily made a survey of the industries of the country for the Government, Washington has become greatly interested in advertising as a means for reaching the people quickly and gaining their cooperation.

Howard Coffin, chairman of the engineers, said recently that their work could not have succeeded without the help of this committee and of the newspapers, magazines, poster plants and others who aided in familiarizing the people of the country with the movement.

The advertising space for that campaign was donated. The campaign to be prepared would be one for the Government to use in paid-for space.

ALL DEPARTMENTALS REPRESENTED.

The committee to make the proposed plan will embrace one man from each of the sixteen departmentals of the Associated Advertising Clubs, so that every kind of advertising medium and advertising interest will be represented.

At the meeting of the executive committee, Mr. Young told briefly of the patriotism of the publications of the country which had prompted them to give large spaces to the preparedness campaign and spoke of a poster which the Poster Advertising Association had Louis Fancher prepare, which was displayed in every city of the country having industrial plants. In addition to leading magazines, 250 daily papers used the "copy," and it was placed, by the Western Newspaper Union and the American Press Association, in 2,500 weekly papers.

A committee was appointed to cooperate with the Association's committee on retail cost accounting systems, in devising a plan to obtain the adoption of the accounting plans by the retailers of the country. O. C. Harn, National Lead Co., New York, is chairman, and the other members are Frank A. Black, advertising manager William Filene's Sons Co., Boston, and John Clyde Oswald, publisher of the American Printer, New York.

It is proposed during the year to help

(Concluded on page 10)

MUNSEY BUYS THE SUN AND SCRAPS N. Y. PRESS

Important Combination Decreases Number of Morning Newspapers in New York City—Proprietor Says He Will Try to Find Employment for the 200 Men Thrown Out of Work.

Control of the New York Sun and the Evening Sun last Saturday passed to Frank A. Munsey by purchase of William C. Reick's interest in those properties. The sale, which was forecast in THE EDITOR AND PUBLISHER last week, and which is one of the most important newspaper changes in New York city in many years, was the outcome of negotiations that had been carried on for some time for the amalgamation of the morning Sun with the New York Press, owned by Mr. Munsey since 1912.

The merger lessens by one the number of morning newspapers published in New York—the Press went out of existence with last Sunday's issue. It also ends, apparently, a long and bitter fight by bringing to the morning Sun the news service of the Associated Press. In closing the deal, the Sun having passed to Mr. Munsey, bought from him the Press, thus acquiring that newspaper's Associated Press franchise. The amalgamated paper will be called the Sun, and, although the name of the Press will be carried below the title for a time, eventually it will be dropped altogether.

PRESS PLANT TO BE SCRAPPED.

While a part of the news and editorial staff of the Press will follow Mr. Munsey to the Sun, the machines and press equipment in the Spruce Street office will be of no use under the new combination. The Press is a seven-column paper, while the Sun has eight columns. According to Mr. Munsey, the press machinery could be altered to accommodate an eight-column page, but the difference in the length of the columns raises a difficulty which cannot be overcome. The new Sun, therefore, will be printed and published on the same machines used by the old Sun.

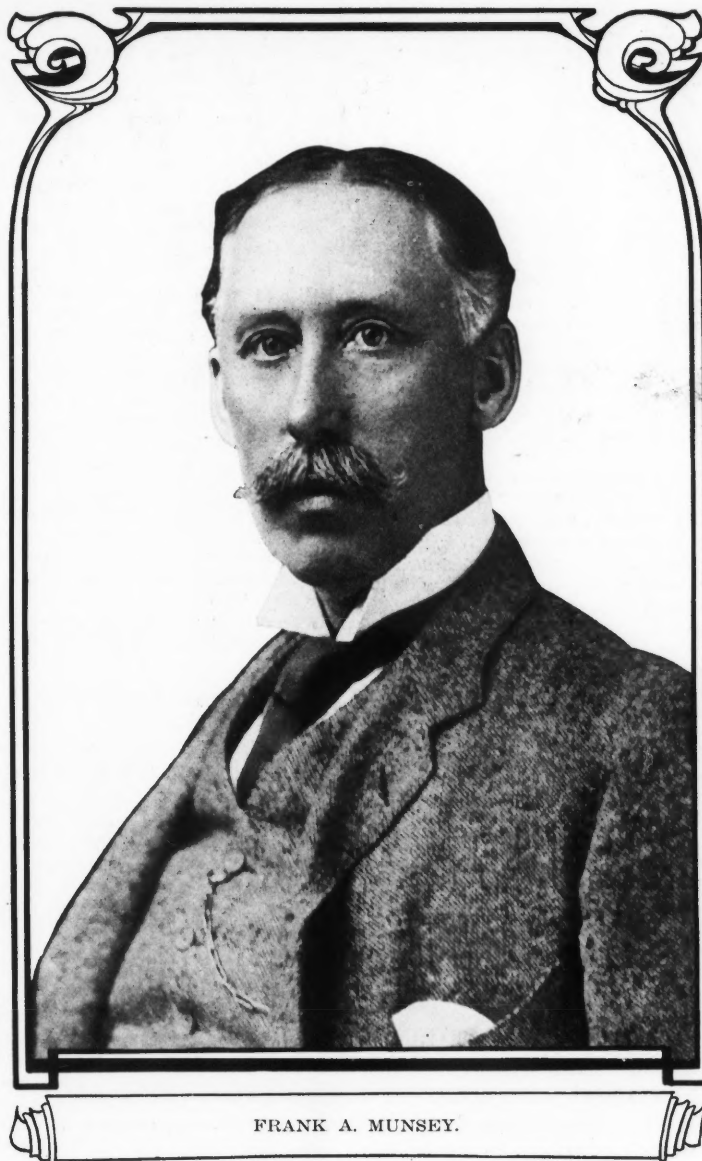
Talk that the Sun office would move uptown, and that Col. Roosevelt would get an editorial job under Munsey, was ridiculed as absurd by Munsey himself. He was asked what change, if any, his purchase might effect on the editorial policies of the Sun.

"So far as I can see," he replied, "the policies of the two papers have been fairly parallel lately."

The Sun's exclusion from membership in the Associated Press has given rise to one of the bitterest rivalries in American newspaper history. It was only two years ago that an effort was made by the Sun Association, through Attorney-General Gregory, to have a Federal suit instituted against the Associated Press under the Anti-Trust law. A complaint was filed with the Attorney-General alleging that the Associated Press was, in effect, a close corporation, that its members were not permitted to buy news from rival agencies, not permitted to furnish news to non-members, and that they closed the door of their membership upon outsiders seeking their service.

The Attorney-General's decision was against the Sun on all these points. In a letter declining to act upon the complaint, Mr. Gregory pointed out that there was no ground for action by the Federal authorities against the Associated Press under the Anti-Trust law.

In Mr. Munsey's announcement to the readers of the Press, he said in that paper:



FRANK A. MUNSEY.

Owing to this enormous cost for news gathering, the Sun, with its great prestige and its good volume of advertising, has been running at a loss. There was no cure for this situation save through the purchase of an Associated Press membership, and the only possible way to secure such membership was through the purchase of a newspaper owning one.

Mr. Ervin Wardman, who has been the publisher and editor of the Press for twenty years, and who has given dignity and power to the paper, remains with it under its new name. He will continue to give to it the best there is in him, and that in big measure. There is no sounder, abler man in all New York journalism. Mr. Keats Speed, the clever and efficient managing editor of the Press, will also remain with us, and the best of the Press staff will continue on in their work of making the Press, under its new name, much as they have done in the past.

The employees of the Press, with the exception of those who will be added at once to the staff of the Sun, will receive a two weeks' vacation with pay, in addition to the regular vacation periods, and during this time, Mr. Munsey said, he would make every effort to find places for the men who formerly made the Press. There are 200 employees in the Press Building, fifty-five being connected with the news rooms and editorial department.

"My principal regret," said Mr. Munsey, "is that so many men will be thrown out of employment. That is something that cannot be helped. Every effort will be made to place these men in good positions."

Mr. Munsey said that he could not announce the executive staff of the

Sun, for the reason that it had not been decided upon. He added that he did not know yet what the position of William C. Reick, the former proprietor of the New York Sun and the New York Evening Sun, would be in the new organization. At the head of the editorial page of the Sun the officers of the Sun Printing and Publishing Association are printed as follows: President, Frank A. Munsey; vice-president, Ervin Wardman; secretary, R. H. Titherington; treasurer, W. T. Dewart.

HISTORY OF THE PAPERS.

The Sun was established in 1833 by Benjamin Henry Day. It began its career as a one-cent newspaper, but its price was afterward raised to two cents. It passed into Charles A. Dana's control in 1868 from Moses Y. Beach, brother-in-law of the founder. Mr. Dana died in 1897, and for a short time his son, Paul Dana, was editor. He was succeeded by Edward P. Mitchell. Meanwhile, control of the Sun had passed to William M. Laffan, who established the news bureau that bears his name. Mr. Reick acquired the property from the widow of Mr. Laffan in December, 1911.

The Press was established in 1884 by Frank Hutton, who was First Assistant Postmaster-General under President Hayes. James Phillips was the next owner, and he conducted it till 1895, when he sold the property to Henry L. Einstein, from whom Mr. Munsey bought it in 1912.

MUNSEY ON A. P. FRANCHISE

Says No Morning Newspaper in New York Can Succeed Without It.

"It is impossible for any publisher, however rich he may be, to make a permanent success of a morning newspaper in New York unless he has an Associated Press franchise," said Frank A. Munsey to a representative of THE EDITOR AND PUBLISHER on Thursday. "There are only seven Associated Press papers in this field, and there will never be another."

"The Sun tried for twenty years to get along without the A. P. service, but it found gathering the news on its own hook a great drain upon its resources. The burden it was carrying necessarily affected all departments of the paper and curbed many of its activities."

"By taking over the Press the Sun secured an A. P. franchise that it could obtain in no other way. It is now in a position to go ahead and fight for leadership in the field of morning journalism. The Sun has behind it a loyal and faithful following. Charles A. Dana's spirit has animated its management and its writers. Now that the chief handicap to its success has been removed, the paper will enter upon a new period of prosperity."

"When I purchased the Sun last week it had a net circulation of about 60,000, and the Press 135,000. The consolidation of the two papers gave a combined circulation of 195,000. Naturally, some of the Press circulation may be lost, but thus far the loss has hardly been perceptible. The reduction in the price of the Sun to one cent will probably give the paper a circulation of 300,000 within a year."

"In taking over the Press the Sun secured at least \$50,000 worth of advertising it has never carried before. Moreover, the best men on the Press staff are now members of the Sun staff. Ervin Wardman, one of the ablest journalists I have ever known, will be the publisher of the Sun, and Keats Speed, a most capable and efficient managing editor, will have a directing hand in the conduct of the paper."

"Under the rules of the Typographical Union the oldest men in the composing room are to be retained."

"I shall give the Sun my earnest personal attention. With the assistance of Mr. Reick, Mr. Mitchell, and Mr. Wardman, and the cooperation of a large and competent staff, I hope to make the Sun an ideal newspaper."

Mr. Munsey did not tell what he paid Mr. Reick for the controlling interest in the Sun. A rumor current in local newspaper circles gave the figure as \$3,000,000. It is quite probable, however, that it was considerably larger. Mr. Munsey paid Mr. Einstein \$1,000,000 for the Press when he purchased it two years ago. The Sun was held to be worth at least \$5,000,000 when Mr. Dana died.

A newspaper man of wide experience in the business end of New York journalism and who is well informed in regard to the Sun's affairs, estimated that the Sun lost \$2,000,000 on its news service during the last twenty years. The paper had been running behind nearly \$200,000 a year, it is reported, for several years, not because of poor management, but because of its news-service handicap.

The friends of Mr. Munsey believe that, with the capable staff at his command, backed by the good-will of the public which the paper has always had, he will be able, within the next few years, to place the Sun in the front rank of prosperous metropolitan papers.

AD TEACHERS' PROBLEMS

Some of Them Are Being Solved Very Slowly, but Outlook Is Bright, Says

Professor Hess, of the University of Pennsylvania.

The topic chosen by Dr. Herbert W. Hess, of the Wharton School, University of Pennsylvania, at the A. A. C. of W. convention, was "The Creative Implications of Selling." In an able talk, Prof. Hess reviewed the unique relations between teachers of advertising and the University realms of which they are a part. He said, in part:

"Our field at the present time is in the process of making. The narrative events of the business world are constantly affording us material for analysis and classification. The average business man gropes in wonderment at the forces which play about him. He cannot escape them, for there is the very element of destiny in his relation to events even if 'money success' alone is what he seeks.

"To us, as teachers, his problems, becoming ours for scientific use, are converted into principles involving progress. We find ourselves earnest for the success of youth; we would make instructive and ethical, acts which were formerly undetermined and half-conscious, and often unethical.

"To keep in touch with the business realm, to do justice to youth, to fight our own ambitious possibilities, is a trio of forces which has not yet resulted in a state of equilibrium, where we, as teachers, or ourselves as an institution, have the right kind of definite place, either in the eyes of the business world or the teaching system of which we are a part. It is likewise true that we are more successful as individuals than as an institution."

"What to teach is one phase of being—how to teach, another—but the environmental factor of adjustment to the business world and the group of which we are a part is still another, and at this time is becoming a most important, far-reaching, and determining issue. As instructors, we are beginning to feel the need of a far-sighted policy.

"As I have met group after group of business men I am compelled to realize that young men of personality, health, analysis, initiative, honesty, fearlessness, imagination, with powers of exposition and persuasion are being constantly demanded. World-wide markets, national efforts of distribution, agricultural success and organization are demanding almost an eugenically made man, who is happy enough, physically impressive enough, intellectually persuasive enough, and cosmopolitan enough to tackle any problem which involves stimulating human passivity, overcoming precedent, habit, tradition, and custom, and withal influencing a constantly increasing number of people in creation of newer habits and ideals relating to economic invention and progress.

"Marketing, with its allied subjects, is the very driving force of business. Its spirit is stretching around the world. It is the youth under our instruction, who are to be thrust out into the loftiest and greatest business realm the world has ever seen. And if we can fix the principle, set a habit which arouses an ideal, and give the impetus that trusts expression, we are serving the coming business generation."

SCOTT ON TEACHERS' CONFERENCE

Says that the Results Were Highly Beneficial to All Who Attended.

Prof. Walter Dill Scott, of the Northwestern University, president of the National Association of the Teachers of Advertising, while in New York this week talked with a representative of THE EDITOR AND PUBLISHER about the conference of the Teachers of Advertising, held at Philadelphia last week in connection with the A. A. C. W. convention. Among other things he said: "The conference was the best the Teachers of Advertising have ever held. The minimum attendance was thirty at any of the sessions. Every paper called for on the programme was presented, if not by the writer, then by some one who was appointed to read it for him.

"The papers were full of practical ideas and experiences. Indeed the material presented was invaluable. One of the ablest and most instructive was that of Prof. John B. Opydyke, chairman of the English department of the Julia Richman High School, New York, on 'Education in the High School.'

"The several sessions held were, first, inspirational. Not a teacher who was present went home without having a greater love for the work in which he is engaged. Second, they were highly educational in character. He indeed must be an indifferent listener who did not find in the several addresses many ideas that he could use in his own classes. The third benefit derived was from the discussions which gave all an opportunity to ask questions upon their own problems.

"I am certain that all of us feel that our attendance at the conference was highly beneficial."

STOCK EXCHANGE ADVERTISING

It Must be Honest, Declares Director William C. Van Antwerp.

The Stock Exchange view of advertising, which has been so widely discussed in the past few weeks, was authoritatively presented on Tuesday before the Financial Departmental of the Associated Advertising Clubs of the World, by one of the governors of the New York Stock Exchange, William C. Van Antwerp. And the view of the Exchange was debated vigorously by Herbert S. Houston, president of the Associated Advertising Clubs of the World.

In his address Mr. Van Antwerp, among other things said:

"In our determination to keep the advertising of our members on a high plane, we are influenced by two essential considerations. The first of these is that the New York Stock Exchange is the foremost market of its kind in the world. The securities which pass through the hands of its members represent a very considerable part of America's material wealth. Because of its size and importance and because banks, courts, and Legislatures have come to look upon our quotations as a most reliable index of values, we believe that advertising by our members should be conducted upon a plane of dignity commensurate with the interests involved. That is our first consideration.

"Our second has to do with the peculiar character of the business in which we are engaged. Both speculation and investment contain pitfalls; again and again it has been charged that credulous people have been lured into the market through misleading advertising methods. Nine times out of ten these

misleading advertisements emanate from people who are not members of the Stock Exchange, and naturally we can and do exercise a control over the advertising of our own members. We have accordingly said to them, 'You must not only put your advertising on a dignified plane, but you must not use anything in the nature of catch phrases or alluring devices designed to influence the judgment of those to whom it is addressed. You may advertise as generously as you please; supply the public with as much educational matter as you choose; offer what you have for sale, but do not attempt anything remotely approaching the business of a tipster.' This is our second and final consideration.

"On the London Stock Exchange the necessity for such prohibitions is so strongly recognized that members of that body may not advertise in any form whatever; indeed the London Stock Exchange officially publishes a daily advertisement in the leading newspapers informing the public that its members are not permitted to advertise. This is done in order that professional tipsters may be known as such and the public warned accordingly."

COMMUNITY ADVERTISING

Printers' Ink Will Put Any Town on Map, Opinion of A. A. C. W. Speakers.

Display advertising in the daily newspapers of the country furnished a 100 per cent. opportunity for the exploiting of a city's advantages, according to N. B. Buckner, of Asheville, N. C., at the session on community advertising departmental of the A. A. C. W. in Philadelphia.

Paid advertising space, supplemented with news matter and pictures, will put any town on the map, in the opinion of Edwin L. Quarles, formerly of Baltimore, but now of Indianapolis. He pointed out that when things do not happen which are news, it is often possible to make them happen, and that the wise citizen should realize that strikes, fires, crime, epidemics, and scandals advertise a city unfavorably, and that such uncontrollable publicity should be met by well-laid plans and liberal expenditure of money to hold any community above the mark.

Nashville, Tenn., was held up as a fine example of what could be accomplished by community ads in newspapers. Robert L. Burch, chairman of the Industrial Bureau of that city, told of two selling campaigns for factories. In 1913 the first one was conducted in New York. Headquarters were established for one week in the Vanderbilt Hotel by John M. Gray, jr., president of the Bureau, and the newspapers carried extensive ads asking manufacturers to meet him there, who were contemplating going South. Thousands of letters were also sent to New York and near-by manufacturers. The result was overwhelming. Later the plan was carried out in Chicago with even greater success.

At the close of its session the departmental elected A. W. McKeard, of Indianapolis, as chairman, and Charles F. Hatfield, of St. Louis, treasurer. The members of the executive committee are: William Kennedy, of Joliet, Ill.; R. L. Burch, of Nashville, Tenn., and A. H. Melville, of Madison, Wis.

The newspaper plant of E. T. Senn, of Deadwood, S. D., was blown up recently by unknown persons. Senn had been waging war on vice in Deadwood for several years.

MERCHANT WANTS TO KNOW

And the National Educational Committee Will Try to Inform Him.

Frank Stockdale, secretary of the national educational committee of the A. A. C. of W., addressing the general session on the morning of June 27, on the subject of "The Retail Merchant Wants to Know," told how the methods of fifty-nine retailers in four towns of Texas and Nebraska had been studied by the educational committee. He continued, in part:

"What these fifty-nine retail merchants want to know is not always clear in their own minds. It seems just a little difficult for them to realize that advertising skill to be effective must be based on merchandising skill. Many of them, however, are awake to the fact that competition with advertising also means competition with the methods of business control, the accounting systems, and the stock-keeping plans of the merchant who advertises, whether his store is across the street, in a neighboring town, or a thousand or two miles away. And the man who competes with advertising has no better reason for wanting to know than the man who cooperates with advertising. In either case, success is based on knowledge. To compete these merchants must know, to cooperate they must know.

"In a nutshell, these retail merchants want efficient methods for control of expenses and control of stocks, and an aggressive selling policy based on a knowledge of modern selling methods. To put the same fact in another dress, they need to know the value of time as a profit factor, and the economy of advertising in saving time and reducing selling effort. Probably the greatest need of these retail merchants today is a stock-keeping plan that will answer the question 'How long has this merchandise been in my store, and how fast is it moving?' This information will be of no value, however, unless they have decision enough to decide when merchandise ought to move and determination enough to force it to move at that time. This decision and determination, of course, will depend upon the importance they attach to turnover in computing profits. Broadly speaking this is a problem of education in the elements of merchandising."

Hospital Advertising Pays

The Mercy Hospital of Philadelphia, an institution for the care and uplift of colored persons, has found "It pays to advertise." The Public Ledger in an interesting news story a few weeks ago detailed the experience of Dr. Jackson, the superintendent, who had never received at any one time any contribution larger than \$500, while most of the gifts ranged from \$1 to \$25. On March 25 a display advertisement was run in the Ledger announcing the needs of the hospital; and a "Donation Day," to be held on April 25, the anniversary of the signing of the emancipation proclamation. Immediately inquiries began to pour in, with offers of assistance, which reached the high-water mark when a stranger called at the hospital, and, after discussing the work proposed, left a check for \$1,000. "Does it pay to advertise?" says the Ledger. "Ask Dr. Jackson."

According to statistics just issued, the total volume of national advertising carried by newspapers last year amounted to over \$55,000,000.

Wisdom can win wealth, but Wealth cannot win wisdom.

Four New Model Linotypes Sold Every Working Day

THIS is the *average daily sales record* of the Model 16, 17, 18 and 19 Linotypes since these new multiple-magazine models were officially introduced at the American Newspaper Publishers Association Convention last April. Orders for 243 of these new Linotypes alone have already been received. This remarkable demand for a composing machine that represents the final word in efficiency is additional evidence that every pulse beat of printing progress is recorded in Linotype achievement and production.

***We Have a Linotype for Every Office
At a Price and Upon Terms Within
Easy Reach of Every Printer***

THE Linotype of to-day is built in eleven different models. One of these models exactly fits your individual composition needs. Tell us your requirements and we will tell you just which model will increase the jingle of your cash drawer. If you can't use a Linotype we will tell you that, too. In either event you incur no obligation—but remember, if you need a Linotype you are paying for it whether you own one or not.

Are YOU Ready for the Question?

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

CHICAGO

SAN FRANCISCO

NEW ORLEANS

TORONTO: CANADIAN LINOTYPE LTD.

The Linotype Line

MODEL 15	- - -	\$1750
	<i>Single Magazine</i>	
MODEL 5	- - -	\$2200
	<i>Single Magazine</i>	
MODEL K	- - -	\$2300
	<i>Two Magazine</i>	
MODEL 4	- - -	\$2600
	<i>Double Magazine</i>	
MODEL 18	- - -	\$2600
	<i>Two Magazine</i>	
MODEL 19	- - -	\$2700
	<i>Same as Model 18 with Auxiliary</i>	
MODEL 16	- - -	\$2900
	<i>Double Magazine</i>	
	<i>Continuous Composition</i>	
MODEL 17	- - -	\$3000
	<i>Same as Model 16 with Auxiliary</i>	
MODEL 8	- - -	\$3600
	<i>Three Magazine</i>	
MODEL 14	- - -	\$3700
	<i>Same as Model 8 with Auxiliary</i>	
MODEL 9	- - -	\$4150
	<i>Four Magazine</i>	

SOME SHORTCOMINGS OF THE ADVERTISER, ADVERTISING AGENTS, AND PUBLISHERS

Adolph S. Ochs, of the New York Times, Tells A. A. C. W. that Advertisers' Business Judgment Seems Atrophied When Buying Advertising Space—Basic Rate Should be One Cent a Line for Each 1,000 of Circulation.

SOME pointed remarks on the shortcomings of advertisers, advertising agents, and publishers were made by Adolph S. Ochs, publisher of the New York Times, before the Associated Advertising Clubs of the World, at Philadelphia.

Pointing out that the first essential of successful advertising is something to advertise; the next to know how to advertise, and when and where, he said:

"Too many advertisers have naught to advertise save their impotence and their folly. Too often the impelling reason is vanity—to see their names in print—and the greatest damage results when business prudence is dethroned and the advertising is done for ulterior reasons, either to favor some individual or to promote some sinister purpose. But it is not of that kind of wastage I wish to speak, for we have no interest in that sort of advertiser. I have in mind some well-intentioned advertisers' lost motion and consequently low visibility.

THOUGHTLESSNESS THE WORST EVIL.

"I say *some* advertisers—though I should say *many* advertisers. To my mind, the worst evil is the thoughtless and careless method in buying advertising space. If the advertiser wishes to build a house or a factory, he investigates and informs himself, employs an architect, usually invites proposals, and awards the construction to a responsible builder. When he buys his supplies he studies the markets, he informs himself, he engages efficient assistants. To sell his goods or products, he concentrates all his faculties to study the trade and meet competition. But when he comes to advertising, his business judgment seems atrophied, his conceit predominates, his prejudices have full sway; favoritism and personal feelings are potent influences. The care and scrutiny he exercises in all other branches are woefully lacking in his advertising department.

"There are few acts of advertisers more stupid than to give time and thought to the preparation of copy, to fuss and fume with artists and compositors for an effective display, pay large sums for space, and then, to save a few pennies or a little time, mar the whole effect by supplying the publication a matrix from which to make a stereotype plate. You often see evidence of that kind of advertising shortsightedness, for it stands out like a sore thumb.

AGENTS SHOULD CHANGE NAME.

"Now as to advertising agents. If your motto of TRUTH is to be applied to their business, the first rule to advocate is to change their name, especially so if the synonym of TRUTH—honesty—is to have habitation in their establishments. The name should be changed from advertising agents to advertisers' agents. If the definition of an advertising agent is that he represents both ends of a bargain, it is too hazardous for men possessing the most usual and dangerous of human frailties—a flexible conscience. To represent both ends of a bargain is too great a temptation to get it 'a comin' and a goin'—a commission for their services from their clients and also

from the publications that they do not represent—too frequently *mis*-represent.

"In truth and conscience, the advertiser's agent should receive no pay from the publisher; he should not be a partner of the publisher or a beneficiary through the publisher of his client's patronage. I speak of ideal conditions; nothing less, I am sure, is the aspiration of your Association. I am not ignorant of the fact that many agencies—some of those of highest standing—deal with their clients with the latter's full knowledge and approval that they receive an agent's commission from the publisher, which sometimes they give in full to clients or share with them. Yet that fact does not alter the fundamental objections to the system, which is as unsound in principle as it is demoralizing to all concerned—advertiser, agent, and publisher—for it countenances an anomalous relationship. The publication should be selected solely on its merits, and the advertiser should have no cause for suspicion as to the disinterestedness of his agent or of collusion between agent and publisher.

COMMISSION FOR SERVICES RENDERED.

"Do not understand me as being opposed to the publisher paying commission; on the contrary, I believe in that system, but it should be for services rendered, and only to those agencies that retain for themselves the commission, which do not, through it, damage the publication by reducing its rates and prevent a uniform rate to all advertisers. The commission should represent compensation for developing business and assuring payment, and not be employed to deflect business from the publication office or to drive other advertising creators out of business. This suggests that the agency business should be divided into two classes—the advertiser's agent and the publisher's agent—the latter the commission agent. In a measure, we have the last-named class, known as special agents, but their efforts are localized.

"I am a firm believer in the agency system and have done my utmost to encourage it and preserve it as a legitimate business enterprise. The relationship between advertiser and publisher can be maintained on a better, sounder basis through the intermediary of the agent. The personal equation is minimized, the advertiser secures better service, the publisher the benefit of a creative factor, and, with the advantage of expert knowledge applied to the advertising, better results are assured.

"Now, about lost motion and low visibility by the advertising agent. The most glaring fault is when the agent uses his credit and standing beyond his personal resources and speculates in the result of his client's business. That's low visibility, for if he would look beyond his nose he would discover breakers ahead and about them frightful wreckage of some of the stoutest ships, even when steered by the ablest mariners. It is the exception that proves the rule if an advertising agent, departing from his legitimate business, avoids disaster.

"An agent mars his reputation as a safe adviser and counsellor when, for the small immediate profit in sight, he

takes the business of an advertiser who has nothing to advertise except, perhaps, a bad name; or one whose advertising a tyro in the business should know would bring no results.

WASTE IN PUBLISHING BUSINESS FRIGHTFUL

"Now, as to the publisher—the third party to the transaction. How about his lost motion and low visibility? I cannot even begin to catalogue his delinquencies under that head, it would consume too much time. But this I will say, that there is no other business in which there is so much lost motion and low visibility as in the publishing business. The wastage is frightful, appalling, and disheartening to those who have the temerity to acquaint themselves with the facts.

"In the matter of advertising rates there seems to be only one established rule, viz., 'All the traffic will bear.' There seems to be no standard, no basis from which to begin, and consequently rates are altogether arbitrary. Common-sense and ordinary rules of logic play little part. Rates are fixed in the easiest way; that is, along the line of least resistance. Is it any wonder that the advertiser is disquieted and not trustful when he is asked to sail the uncharted seas?

"The besetting sin is low rates. If you wish to see intelligent advertising, effective advertising, advertising that attracts the reader, where there is the least lost motion in space and words, you will find it in the publications maintaining what the advertiser considers high rates; and, on the other hand, the thoughtless, worthless advertising predominates where the rates are low.

"I am not comparing largely circulated publications with those of small circulation. I have in mind publications of relatively the same circulation. When rates, in a desirable medium, are what the advertiser thinks comparatively high, he must consider quality, and nine times out of ten the quality or character of the circulation is the deciding factor. Cheap rates destroy more advertising than they create, for they encourage useless and profitless advertising.

"I have a theory that the basic rate should be one cent a line per thousand circulation, in a publication where the advertising columns are given the consideration to which they are entitled, and the advertising placed to the best advantage for results with regard to the publication's good reputation and the reader's interest. There may be less advertising space in the publication, but what there is would be better done and more effective. I am discussing advertising in its broadest aspect; cases in which there is something to advertise and advertising space is purchased with a view to the result of its direct appeal."

Changes on Toronto News

TORONTO, July 4.—C. Lesslie Wilson, general manager of the Toronto News, has resigned to take up military work. Sir John Willison, who has been president of the News Publishing Company and editor-in-chief, will take the title of editor and publisher. A. T. Macdonald, previously assistant general manager, becomes assistant to the president. Roy Weaver, news editor, will be managing editor. J. B. Stephen, accountant, will be secretary of the News Publishing Company. C. W. McDiarmid, recently appointed advertising manager, retains that position.

The more interest you take in your business, the more interest you'll likely take out.

MONSTER AD CAMPAIGN TO AID MOBILIZATION

(Concluded from page 6)

all manufacturers and jobbers of the country by helping to make the retailer a more efficient business man. The "business death-rate" (the number of business failures) is increasing each year alarmingly, and those who have studied the situation believe this is because the average retail merchant does not have the "figure facts" pertaining to his business that are necessary to success.

Plans were also approved for the extension of the retail education work of Frank Stockdale, the association lecturer, who will hold "business short courses" for the enlightenment of merchants in the smaller cities of the country.

A plan was approved for the publication of a journal on retail advertising, under the direction of the retail department of the association. Frank A. Black, of Boston, will be the editor.

President Houston reappointed the following chairman of important national committees of the association:

National Educational Committee, Le-wellyn E. Pratt, New York.

National Vigilance Committee, Merle Sidener, Indianapolis.

Committee on Advertising, William C. D'Arcy, St. Louis.

National Committee on Business Research, Mac Martin, Minneapolis.

The executive committee expressed its hearty approval of the work of the several departments headed by these men, and larger appropriations for the work during the coming year were made.

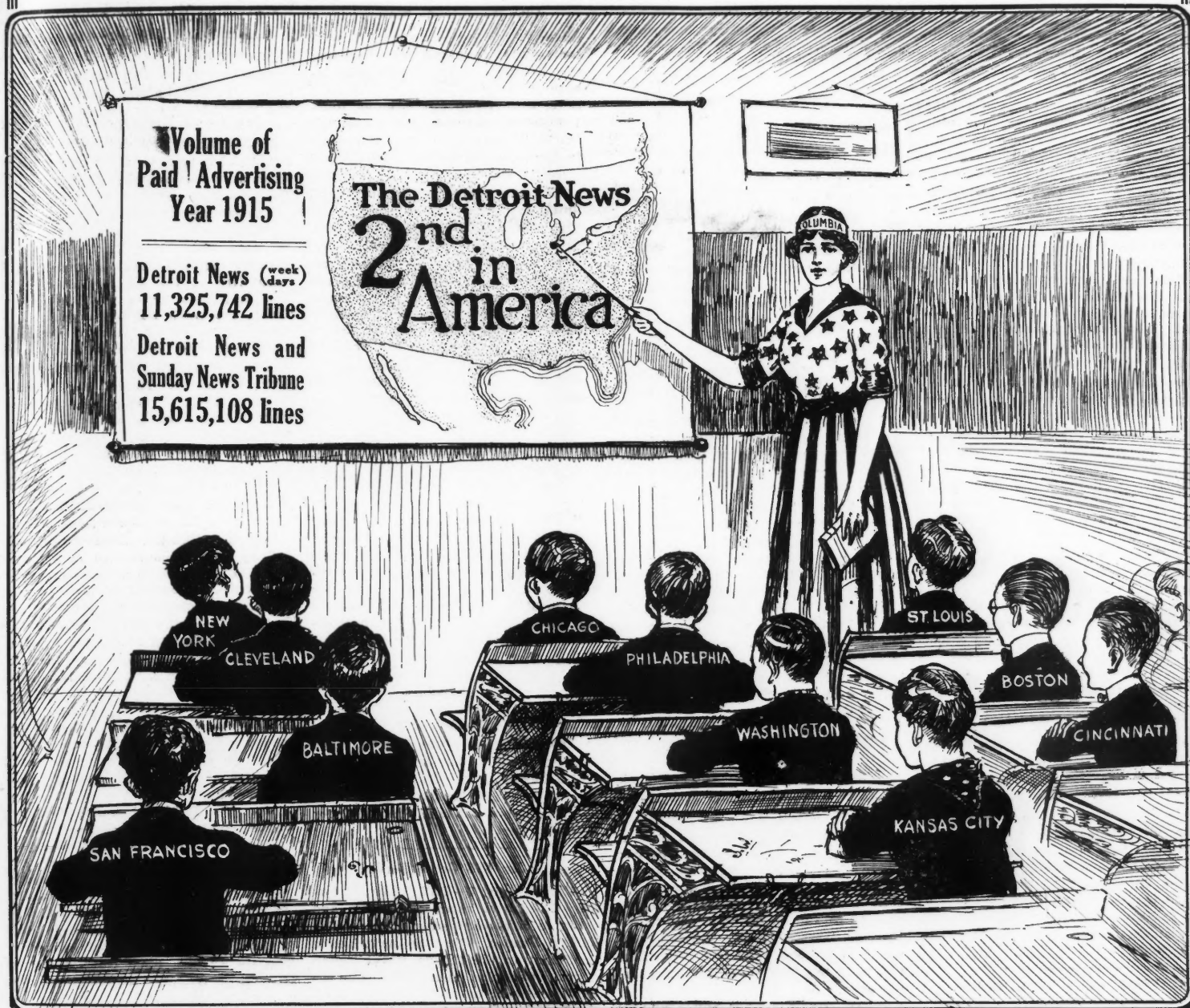
Mr. D'Arcy, in his report, showed that the advertising "copy" his committee had sent out (showing the public the public service of advertising) had had a circulation of 25,000,000 a month, occupying advertising space worth \$400,000, while the whole cost to the association was only about \$4,000.

Boston Newspaper Golfers

L. B. Paton, night editor of the Salem (Mass.) News, was the winner in the second clash of the newspaper golfers of Greater Boston at the Oakley Country Club, Watertown, last week. He turned in a 78 for the best gross score of the day. "Vin" Lawrence, of the Boston Traveler, and "Lindy" Fowler, of the Transcript, had a close race for the net trophy, the former winning out by one stroke. The net scores were: L. B. Paton, Salem News, 73; V. S. Lawrence, Traveler, 77; L. Fowler, Transcript, 78; J. Farren, Globe, 85; H. A. Harlow, Globe, 87; J. M. Mooney, Journal, 91; F. Collier, Journal, 97.

Publishers Win Libel Case Appeal

TEXARKANA, Tex., July 5.—In the Sixth Court of Civil Appeals, the case against A. H. Belo & Co., publishers of the Dallas and Galveston News, vs. B. F. Looney, Attorney-General of Texas, was reversed and the case remanded for a new trial. This case was on appeal from the District Court of Hunt County. The Attorney-General charged that certain editorial statements were libellous, and was awarded judgment for \$12,250. The higher court holds that the alleged libellous articles were mostly reproduced from magazines; that the newspapers had not violated the libel law in their publication, and that a newspaper has a legal right, under the Texas statutes, to criticise a public official for his public acts.



The publishers of The Detroit News and Sunday News Tribune offered prizes for the best illustrations expressing the fact that these papers had led all in America save one, in volume of paid advertising carried during 1915.

The above illustration by Otto Roesner of Detroit won third prize.

NEWSPAPER MEN RALLY TO THE COLORS

BOSTON TROOPS AT EL PASO

Many Newspaper Men of the Hub Are Camping on Mexican order.

BOSTON, July 4.—Reports from the Boston newspaper men at the front indicate that they were kept busy on the way down to El Paso and other points securing food.

A feature of the trip of the Ninth Regiment, M. V. M., was the presence of Miss Gertrude Stevenson as a representative of the Boston Journal. In a letter to a Boston friend Miss Stevenson writes that she was frequently interviewed and photographed by newspaper men along the way. Apparently she is the only woman correspondent accompanying the troops.

Winfield Thompson and Frank Sibley, the Globe correspondents, are equipped with film cameras. The Post sent Photographer George Walton to make the pictures and Edward J. Dunn and Theodore Hedlund as reporters. They have been sending home reams of personal stuff about the troops, from various points on the trip. Bert Ford, Willard Davis, and Harry Benwell, of the American; "Tad" Clark, of the Herald; Correspondent Merklund, of the Traveler; O. G. Draper, of the Journal, and others who are with the Massachusetts troops, are also strictly on their jobs.

"At home" everybody is writing stories of camp life at Framingham, where the recruits are encamped and where the First Corps Cadets, Boston's crack military organization, is doing guard duty. Before Brig.-Gen. Leroy Sweetser left for the front he named the camp, "Camp Whitney," in honor of the late Brig.-Gen. Whitney, a veteran of the Spanish War.

Donald G. Babbitt, City Hall man for the Record, went to Burlington, Vt., and enlisted. Walter C. Mahan, a Boston newspaper man, has enlisted in the Ninth Regiment. Babbitt joined a troop in Burlington in which were nine of his classmates. Joseph Coburn, of the Lynn Item, has joined the cavalry detachment, and is wiring specials to the Globe. Warden Wood is drawing pictures en route to the front, for the Post. He is sergeant in the mounted orderlies of the Fifth Regiment.

FROM COPY TO COLORS

Cleveland Newspaper Men Quick to Answer Call to Arms.

CLEVELAND, O., July 3.—Cleveland's newspaper row has been hit hard by the call for soldiers.

The biggest group to enlist is from the Leader, which has four in the different regiments. They are Dan R. Hanna, jr., who goes with Troop A, Ohio Squadron; Bentley Young, who goes with Company A, First Kentucky Infantry; Wilbur Bacon, who joins Troop A, and Thomas Murphy, now with the Fifth Infantry O. N. G. Hanna is a son of the owner of the Leader-News, and has been learning the newspaper business, having been on the copy desk of the Leader when the call came. Young is a reporter, and hails from Louisville, Ky. Bacon also is a reporter. Murphy has been in the ad alley.

Three conspicuous figures will represent the Press. They include C. C. Lyon, who spent a period with the regular army at Columbus, and who will live

with the Ohio troops, and report their activities for his newspaper. Harry Cunningham and Allen Markley, members of the Fifth Ohio National Guard, will also work for the Press, sending frequent "stuff" from wherever they happen to be. So interested are the army officials at Columbus in the experiences of Lyon, as reported in the Press, they have put his accounts into pamphlet form using these stories as a true picture of United States army life, and also as a means toward increasing the recruiting.

One of the leading lights at Camp Harry L. Davis, as the place where the Cleveland troops have been mobilized is called, is Lieutenant William C. Howells, adjutant to Major Houts, Fifth O. N. G. In normal times Lieutenant Howells is Sunday editor of the Plain Dealer. Another member of the Plain Dealer staff, Q. M. Gravatt, railroad editor, said to be responsible for the development of the signal corps here, is perfecting that organization. Gravatt will go with this company if it is called.

To the Naval Militia the Newspaper Enterprise Association will contribute J. H. Platt and Reed McBride, members, if that body is called out.

Grace Goulder, of the Plain Dealer, is doing human interest stories of camp life for that paper. Miss Goulder, in times of peace, does society.

Emanuel H. Johnson, of the press staff of the Ringling Brothers Circus, has joined the engineers' corps.

A novelty in news presentation is the Camp Davis Bugle, a miniature newspaper occupying a quarter of a page in the Plain Dealer, to which all members of the staff must contribute something each day, these items being as personal as possible.

NEWSPAPER MEN IN COMMAND

California Journalists Doing Their Share Toward National Defence.

SAN FRANCISCO, July 5.—Newspaper men are playing a prominent part in organizing and officering the National Guard of California, numbering several thousand men, nearly all of whom have been sworn in as Federal troops and soon to be started on their way to the Mexican border. Fred Marriott, formerly of the San Francisco News Letter, is at the head of a San Francisco company.

Harry Davids, former San Francisco newspaper man and now Assistant District Attorney at Chico, has organized a new militia company, of which he will be captain. The company is composed of business men of Chico and vicinity. Capt. J. V. McClatchy, of the staff of the Sacramento Bee, is at the head of the Machine Gun Company of the Second Regiment, N. G. C., which is now being held in readiness at Camp Johnson, in Sacramento.

Edward Hamlet Lorenson, first sergeant, city editor of the Watsonville Pajaronian; City Editor McSherry, of the Register, and sixty-seven other well-known young men, recently left Watsonville with their company and joined the State forces mobilized at Sacramento awaiting orders to go to the front.

John W. Connors, Spanish-American War veteran, newspaper man and expert telegrapher, who has been recuperating from a recent illness at the Veterans' Home in Yountville, has volunteered his services to Capt. Frank J.

Sullivan, of Company B, Signal Corps. Connors was immediately sent to a physician in Napa for examination, the doctor being instructed to give him "the best of it."

ALBANY ANSWERS WILSON'S CALL

Well-Known Newspaper Men of Capital Offer Services to Nation.

Albany (N. Y.) newspapers and news bureaus have "done their bit" in sending National Guardsmen to the front in response to President Wilson's call. They lead off with the Albany Evening Journal, which contributed no less a soldier than Major Albert E. Denison, commanding officer of the First Battalion of the Tenth Infantry, Albany's infantry organization. Major Denison, or "Bert," as he is familiarly known to all newspaper men and all persons connected with Police Headquarters, which he has covered ably for years for the Journal, was given a rousing send-off. On the eve of the departure of the Tenth for Camp Whitman at Beekman, Major Denison received a purse of gold from James C. Farrell, son-in-law of the late Anthony N. Brady, and Deputy Public Safety Commissioner William J. Rice. Police Justice John J. Brady presented the Major with a ring set with red, white, and blue stones on behalf of the committee and aides of Albany's big flag day preparedness parade, of which Major Denison was grand marshal.

The Albany Argus sent two men to the front. Raymond C. Martin enlisted in Troop B, of the First Cavalry, and John Coyne offered his services to Uncle Sam by way of the Albany naval recruiting station. Coyne first applied for enlistment in the Guard, but prospects for actual service in the Tenth Regiment seemed so slim that he withdrew his application and enlisted in the United States Navy. He is now at the Newport training station.

From the Knickerbocker Press went William J. McChesney, jr., as a recruit in Troop B, of the First Cavalry. The Albany bureau of the Associated Press sent Frank Wade, telephone reader, with the Second Field Hospital. Wade was on the reserve list and was called for active service.

Rader Will Go to Border

CHICAGO, July 5.—Phil Rader, a former Chicago newspaper reporter and artist, is in the city after a year and a half in France, where he served as a lieutenant in the British Royal Flying Corps. For nine months he was actively engaged on the Flanders front. He participated in scores of forays over the German lines in several aerial battles. During his spare moments he drew sketches of army life for the Chicago Daily News, and contributed to the Daily News to the limited extent permitted by the censor.

Lieut. Rader left the British service and is in Chicago superintending the shipment of aeroplanes to Columbus, N. M., where they will be put at the disposal of United States army flyers. Lieut. Rader will proceed to the Mexican border to act as instructor to the army aviators. His home is in San Francisco, where his wife and baby reside.

Joseph Berine, a newspaper man, and A. McDermid were drowned recently while canoeing in the river at Moose Jaw, Sask.

In reading about successful men, some one event usually stands out as the turning point in their career.

MANY FIGHTERS FROM PHILADELPHIA PAPERS

Typewriters Abandoned for Rifles, Swords, Cavalry Mounts, and Other Warlike Paraphernalia, by Editors, Reporters, Compositors, and Business Office Men Who Have Enlisted.

PHILADELPHIA, July 5.—Philadelphia newspaper men are not behind the rest of the country in enlistments for the front. On the Ledger, "Jack" Young has "closed his typewriter and girded on his sword," according to the headline. He was military reporter for the Ledger, and has seen service in the Philippines, as a non-commissioned officer in the Second Cavalry, U. S. A. Previous to his engagement on the Ledger, he had been on the staff of the Press. He goes with Troop A, Philadelphia Cavalry. Francis Boyer, financial representative of the Ledger advertising staff is a member of the First City Troop, the crack military organization of the city, dating back to Colonial times. He is a Yale graduate and was formerly connected with the Curtis Publishing Company. Robert A. Bould—Corporal Bould, if you please, of Company B, Engineers—goes from the Evening Ledger.

The Press has lost Philip Meredith Allen to Troop A, and Wilson Meek, son of Samuel Meek, general manager of the Press, and making his name at Harvard, to the Richmond (Va.) Blues.

From the Bulletin, "Tom" Price, not so long back from service in France, where he served with a Canadian regiment and had no end of thrilling adventures, enlisted in the Second City Troop. He is the son of Frank J. Price, a well-known newspaper man of New York and Philadelphia. John J. Gallagher, of the local staff has gone with the Second Regiment. Robert McLean, son of William L. McLean, publisher of the Bulletin, who has been affiliated with the circulation department, a graduate of Princeton, and while there a member of the staff of the Daily Princetonian, is with the First City Troop. The Bulletin has also given its blessing and best wishes to Fred F. Bartlett, of Troop G, and Douglass Downs Durand, of the Second Regiment, of the classified advertising staff; George O'Hea, Third Regiment, of the circulation department; Edward Malone, Ambulance Corps of the Third Regiment, of the delivery department; Thomas Keenan, Field Hospital Corps, and Victor Grillet, Troop G, from the composing room, and Lester Reamer, First Regiment, of the press room.

On the North American, C. G. Fox, of the local staff, is with the First City Troop; and Ernest Dix, a photographer, and Robert Kuntz, of the information bureau, with the Second Regiment.

The Inquirer and the Evening Telegraph lose but few men, and none of the local staff.

The war correspondents to date are Einar Barford, of the N. A., and Gordon MacKay, of the Ledger, who are on their way to the border. "Budge" Reinhardt, of the Evening Telegraph, is at Mount Gretna, and crazy to get further along the line, and Franklin R. G. Fox, Carl L. Zeisberg, and Lisetta Neucum has been covering Mount Gretna for the Evening Ledger, with Thomas F. Healey for the Morning Ledger. J. E. Wood, E. J. Young and H. A. Cassell, of the Evening Ledger advertising staff are members of the Naval Reserve. Salaries will be paid while men are away.

CURTIS WAGER-SMITH.

THE ROAD TO MARKET

When you are ready to sell Cleveland—and there's no better market anywhere—the straight road lies through the CLEVELAND PLAIN DEALER.

Every wheel is humming in Cleveland, Akron, Youngstown, Lorain and the other "PLAIN DEALER towns" in Northern Ohio. Merchants are making money—wages are high and increasing. Farmers anticipate big crops and are expecting big prices.

Never before were so many homes in any one district eager and waiting to buy more and better things to wear, eat or enjoy—to buy advertised goods.

THE PLAIN DEALER

FIRST PAPER

SIXTH CITY

circulation EXCEEDING 140,000 DAILY and 185,000 SUNDAY, almost exactly equals the total number of buying-homes in Cleveland and adjacent territory.

THE PLAIN DEALER *alone* is able to deliver intact to the advertiser the buying-power of this fine market.

Western Representative

JOHN GLASS

Peoples Gas Building, CHICAGO

Eastern Representative

JOHN B. WOODWARD

Times Building, NEW YORK

PRIZES WELL DESERVED

Cups, Trophies and a Banner Distributed to Ad Clubs at Philadelphia for Specified Supremacy in Last Year's Work.

The distribution of awards for excellence aroused much interest at the A. A. C. W. convention. Four cups, three trophies, and a banner were awarded to advertising clubs for excellence in meeting the conditions of award.

The Printers' Ink cup was awarded to Minneapolis Advertising Forum again, for having best taken advantage of its opportunities to benefit its membership, its community, and all advertising, as well. Other cities favorably mentioned in this contest were the Chicago Advertising Association, the Advertising Club of St. Louis, the Advertising Club of Cleveland, the Pilgrim Publicity Association of Boston, and the Advertising Club of New York.

The Baltimore Truth trophy went to the Milwaukee Ad Club for the best work the year past in the promotion of the cause of truthful advertising. Milwaukee made 500 investigations of untruthful advertising, and in only four cases were they forced to prosecute. The Indianapolis, Spokane, Kansas City, Des Moines, Minneapolis, and Louisville Clubs made good showings for this trophy.

The Kalamazoo Truth trophy, for the best work by cities under 20,000, was awarded to Cairo, Ill. Nevada, Ia., which held the trophy last year, was the only competitor.

The D'Arcy Big Brother cup was awarded to Chicago. This cup goes to the Chicago Advertising Association, because it made the best record in organizing new clubs and in creating and maintaining interest in club work. The Iowa State Association and the Minneapolis Forum were honorably mentioned.

Benjamin Sherbow, of the Advertising Club of New York, was awarded the Higham medal and cup for the best paper delivered at any departmental session of the convention. The subject was Typography.

The Boston Mileage banner went to the Honolulu Ad Club, which travelled 57,200 miles. This was obtained by multiplying the number of miles travelled to reach the convention by the percentage of the Club membership in attendance.

The Dallas Ladies' trophy was awarded to Chicago, the Chicago Club being the only one to present data on which to judge the award. There were forty-one women in the Chicago party.

The Los Angeles Convention cup went to St. Louis for winning the next convention.

The awards in these contests were presented to the convention by William Woodhead, of San Francisco, a member of the executive board and former president of the Associated Advertising Clubs of the World.

DEPARTMENTAL ELECTIONS

Some of the Officers and Directors Chosen for Ensuing Year.

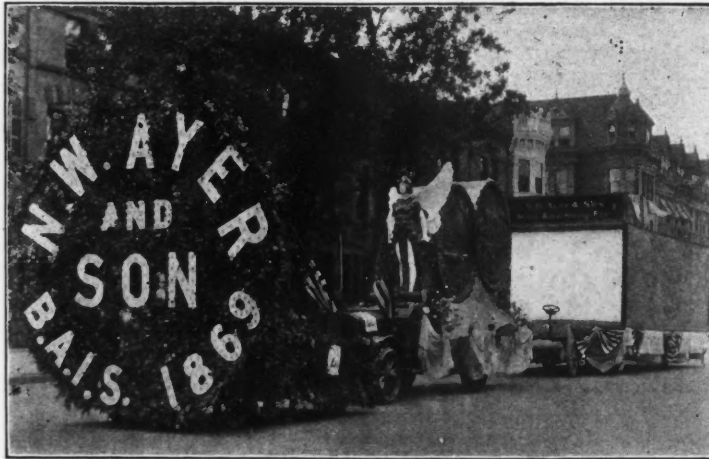
The following are the results of some of the departmental elections held at the A. A. C. W. convention last week:

Retail Advertisers—I. R. Parsons, Chicago, president; Ben Lee, Newark, vice-president; C. P. Barnum, Minneapolis, secretary.

Church Advertisers—President, Christian F. Reiser, Grace Methodist Church, New York; first vice-president, George C. Shane, of Shane Brothers &

Moore, Philadelphia; second vice-president, W. W. Cribbens, San Francisco Chronicle; third vice-president, W. F. McClure, Redpath Bureau, Chicago; secretary, D. E. Weigle, Messiah Lutheran Church, Philadelphia; temporary treasurer, S. D. Price, Camden, N. J.; members of governing board, Herbert S. Houston, New York; Merle Sidener, Indianapolis; Walter B. Cherry, Syracuse; Paul B. Jenkins, Milwaukee; B. B. Guild, New York; Dean L. J. Birney, Boston School of Theology.

Religious Press—Chairman, Phillip E. Howard, Sunday School Times, Philadelphia; secretary-treasurer, J. W. Klinger, Christian Endeavor, Boston;



N. W. AYER & SON'S FLOAT IN PHILADELPHIA AD PAGEANT.

representatives on national commission, Phillip E. Howard (one year), Walter J. McIndoe (one year), and F. W. Larensen, New York (two years).

Newspaper Publishers — Lafayette Young, jr., Des Moines Capital, president; G. Edward Buxton, jr., Providence Journal, vice-president; Jerome D. Barnum, Syracuse Post-Standard, second vice-president; John Woodward, Chicago News; F. P. Webb, Baltimore News; Rowe Stewart, Philadelphia Record, representatives on the National Commission; Jerome D. Barnum, Post-Standard, Syracuse; George N. Burlach, Post-Dispatch, St. Louis; Richard H. Waldo, New York Tribune; William H. Field, Chicago Tribune; Fleming Newbold, Washington Star, directors.

Providence Journal Soldiers

PROVIDENCE, R. I., July 6.—William M. Tugman, of the Journal, has been sent to the Mexican border with Battery A to cover the doings of that company for his paper. Walter L. Bouve, of the Journal, is covering troop manoeuvres at Quonset Point, while J. Harold Williams will cover the doings at Plattsburgh for the next month. Charles A. Donelan, sport cartoonist on the Journal, has enlisted for the naval training cruise for civilians. Percy Cantwell and B. J. McLoughlin, of the mechanical end, and John Heatherman, of the business office of the Journal, are among the members of Battery A, on the way to the border.

Stork Visits the Hamshars

Mr. and Mrs. Robert W. Hamshar, of 4913 Seventh Avenue, Brooklyn, announce the birth of a daughter on July 4. It weighed eight pounds and will be christened Edith Florence. Mr. and Mrs. Hamshar were married on August 25, last year, at the home of Mrs. Frances Wright, the bride's mother. Mr. Hamshar is attached to the city staff of the New York Tribune.

TYPE THE CARRIER OF THOUGHT

Hence It Should Serve Advertising Idea, Says Benjamin Sherbow.

In an address on "Typography," Benjamin Sherbow, before the Graphic Arts Association of the Associated Advertising Clubs Convention at Philadelphia on June 27, said, in part:

"The man who designs advertising print should ask himself this: What must this piece of advertising do? How can I make type do its most effective work in helping the reader to a quick understanding of the advertising story? How can I make it easy and still easier

cause, solicits your custom, describes your goods and as often as it catches the eye of the multitude it begins to talk. It is strong or weak, convincing or uncertain, clear-cut or careless and altogether effective in proportion to the judgment exercised in the display of color.

"Thus you may speak in a conventional black, a loud red, a bright blue, a sunny yellow, a dignified brown, or a combination of intonations as may be required for any particular purpose.

"Haven't you often heard the loud red, yellow, and black of the Gold Dust Twins calling you to 'stop, look, and listen' to their rapid cleaning of the pots and pans; and the flaring color-screed of the Klaxton Horn? Haven't you been influenced by the beautiful, contrasting, brilliant effect of color in the sport car ads calling you to buy a runabout for the summer vacation, or been impressed by the staid soft colors usually employed for advertising the dignified limousine for the use of your wife and family in town?

"Paper, 'the body'; ink, 'the voice.' "Take care of the body; it is as important to your advertising matter as to your physical welfare; but give equal care to the voice. Your ink-voice on an announcement, poster, or ear card shows your breeding, screams your message, proclaims the virtue of your wares, or entices your customer, according to how well that voice is trained by thought and care to impress the one who listens."

Wareham Wins Swimming Cup

W. H. Wareham, an "ad-fish" from Cincinnati, won the Kind cup, the first prize in a swimming competition held in the pool of the University of Pennsylvania gymnasium on Tuesday. The contest was open to all delegates to the convention, and thirty men competed. Second prize was won by Warren Kelley, of New York, who received a thermos bottle. Philip Kind, a member of the firm of local jewelers, who donated the cup, took third place. The contestants were required to swim two lengths of the pool, a distance of 200 feet, and to compete in four dives, plain front, plain back, front jack-knife, and back jack-knife. J. Harold Potsdamer, of the Poor Richards, was manager of the event, and James Sterrett, of the Sporting Writers' Association; George J. Thompson, J. H. Willson, and Charles Kerrigan were judges and timers. The winner's time in the speed swim was 52 and 1-5 seconds.



IRVIN F. PASCHALL.
A Poor Richard Who Worked Hard for the Convention Committee.

INK THE VOICE OF PAPER

Frank J. Conover Tells A. A. C. W. Color Is Important Factor in Advertising.

In his talk at the Philadelphia Convention of the Advertising Clubs, on "The Relationship of Ink to Paper in Advertising," Frank J. Conover said.

"Ink is the voice of paper. The voice that is in reality your voice. It speaks for you, calls for you, pleads your

The New York Evening Post

CARTOONS----AND CARTOONISTS.

The New York Evening Post is Very Critical in Matters Artistic;

But Has Found a Cartoonist Who is Also an Artist.

. . . . Awhile ago I was asked to name the best ten newspaper cartoonists in the country. Offhand I made this list:

Cesare, of the New York Sun.
 Berryman, of the Washington Star.
 Darling, of the Des Moines Register.
 McCutcheon, of the Chicago Tribune.
 Bradley, of the Chicago Daily News.
 Williams, of the Indianapolis News.
 Briggs, of the New York Tribune.
 Donaghey, of the Cleveland Plain Dealer.
 Fox, of the Wheeler Syndicate.
 Weed, of the Philadelphia Ledger.

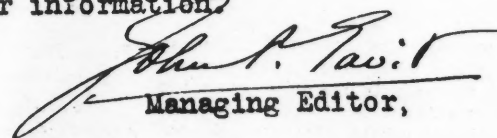
"There are many others," I said, "and each excels in his own line. Some are powerful in matters political; some are best with things social and sentimental; some are funny. Nearly all are caricaturists rather than artists."

"Why place Cesare first?"

"Because whether dealing with politics or war, social subjects, humorous situations, portraits or caricatures, Cesare is always an artist. His technique is in my judgment superior to that of any other newspaper cartoonist in America. He is good enough for the Evening Post."

Well, now Cesare has joined the staff of the New York Evening Post, and his cartoons will appear therein daily, beginning Monday, July 10. This radical departure was possible only with a Cartoonist whose work measured up to the highest standards of technique. For a long time we have been looking for such a man. We have found him.

There is opportunity to share Mr. Cesare's work with a limited number of high-grade newspapers. Live managing editors will think it worth while to write or telegraph for information.


 Managing Editor,

PRESIDENT HOUSTON REVIEWS CONVENTION

Position Taken by the Newspapers One of Outstanding Events of the Gathering—How the Retailers Were Helped—National Defence Committee's Splendid Work—President Wilson's Address.

By HERBERT S. HOUSTON.

(Pres., Associated Advertising Clubs.)

The newspapers came to the fore in a strong and commanding way at the Philadelphia Convention. That is one of the outstanding facts of the whole great gathering. Under the leadership of Lafayette Young, jr., of the Des Moines Capital, the chairman of the newspaper department, they are now in the van of all our activities. At one of the sessions of the newspaper section, our able executive secretary of the Vigilance Committee, Mr. Kenner, made an address on the work of the committee, which made a profound impression on all the newspaper men who heard it. Everyone was impressed by both the saneness of the work and by the fair-mindedness of those who were directing it.

EFFECT OF VIGILANCE WORK.

I believe that the ghost was entirely laid that vigilance work lessens advertising and thereby reduces newspaper income. The simple truth is that that view is entirely exploded. In every field of publishing, whether newspaper, periodical, trade paper, farm paper, or religious paper, the clean publication that establishes high standards and holds to them is the paper that has succeeded. And the newspaper men at Philadelphia had this truth pounded home more effectively, I believe, than it has ever been pounded before.

As far as the convention as a whole is concerned, its most far-reaching and permanent result will doubtless be the efficiency systems for retailers. The Committee having this important work in charge reported that five systems were practically completed, for hardware dealers, for grocers, for druggists, for boot and shoe dealers, and for jewellers. These will be ready for use in the early fall. Selling plans are now being developed. Beyond any question these retail cost accounting systems, which are simple, which are economical and which are effective, will render the most far-reaching service to advertising and to all business. They touch a business question that is fundamental—the well-being of the retailer. If he is weak and ineffective, the whole scheme of distribution is weak and ineffective.

KEEPING TABS ON BUSINESS.

Through these systems, which will be sold and installed under the direction of the clubs, the retailer will be able to keep such track of his business that he can get credit at his bank and credit from his jobber and, what is more to the point from the view of advertising, he will be able to demonstrate himself that it is the advertised goods on which he makes his profits. The value of that demonstration to business and to advertising will repay a thousand-fold for all the work and effort that have been put into the advertising club movement since it began.

Chairman Hurley, of the Federal Trade Commission said to me in Philadelphia that other organizations had talked about helping the retailer but that we had actually gotten on the job and worked out definite plans to help him. And it is a great satisfaction to state that the Federal Trade Commission

will pass on and endorse our retailer systems, just as the American Society of Chartered Accountants will do. Surely with these authoritative endorsements and with the selling machinery we have highly geared and running in the clubs, we can quickly place these systems all over the country where they will do their life-saving work among thousands of retailers.

Supplementing these efficiency systems and the sales work that will distribute them, the Educational Committee will carry forward a most practical plan of educational work among retailers. This will take the shape of a short course in business, lasting about a week and carried forward under the direction of the advertising club of a city. Mr. Frank Stockdale, who has demonstrated his great power in work among retailers, will have especial charge of these business short courses.

AIMING THE GOVERNMENT.

At Philadelphia it was reported that the plan of coöperation with the Naval Consulting Board had been most effectively supported and had accomplished its object. The 30,000 engineers, at the time of the convention, had practically completed their industrial survey of the resources of the country. It was my privilege to report that Howard Coffin, chairman of the Committee on Industrial Preparedness, had stated that the coöperation of the clubs, in the advertising campaign it had been able to carry forward, had made possible the effective performance of the engineers' great task. Over 2,500 newspapers had carried the advertising copy.

A PATRIOTIC SERVICE.

While it was a patriotic service to the country, it was also a service of incalculable value to advertising. It made a first-hand demonstration of the power of advertising to 30,000 engineers, men who are vital in all the industries of the country. It also made a demonstration to the Government which will stand advertising in good stead when the Government has occasion to mobilize the country quickly or carry forward any other great nation-wide movement in which direct and convincing appeal is essential.

Right now our Committee on National Defence, of which Lafayette Young, jr., is the chairman, and in whose membership is included a representative of every advertising interest, is preparing a comprehensive plan that will be placed on file with the Government for use, if need should come. And there is certainly reason to believe that the Government looks with favor on the advertising club movement.

And here is an interesting thing to relate in the columns of THE EDITOR AND PUBLISHER in connection with that great meeting in Independence Square, which was addressed by President Wilson. The President was almost prevented from coming by the crisis in Mexico. Indeed, it was not until nine o'clock on Thursday, the day of the meeting, that his secretary, Mr. Tully, telephoned me from the White House that he would come. He did come and he delivered a most inspiring and stimulating address, that cheered every man who heard it. That address was telegraphed in full to General Carranza in the City of Mexico that night and the New York World stated that it was that address which had given Carranza a new and better focus on our intentions and on the whole situation; with the result that he dispatched a friendly note that has averted the crisis.

BIG CONVENTION OF SOUTHERN DAILIES

Newspaper Publishers' Association to Meet at Asheville Next Week—Distinguished Speakers to Address the Convention—President Wilson to Talk to Delegates Over the Telephone.

ASHEVILLE, N. C., July 7.—Two hundred of the South's biggest newspaper publishers and editors will attend the fourteenth annual convention of the Southern Newspaper Publishers' Association, to be held here Monday and Tuesday.

F. L. Seely, former owner of the Atlanta Georgian, and W. T. Anderson,



W. T. ANDERSON.

owner of the Macon (Ga.) Telegraph, president of the Southern Newspaper Publishers' Association, have arranged an attractive programme.

Among the notables who will address the meeting are the Hon. Josephus Daniels, Secretary of the Navy; William G. Shepherd, London manager of the United Press Association; Russell R. Whitman, managing director of the Audit Bureau of Circulations; Ralph Bingham, and B. O. Digman.

During the annual banquet, the publishers will listen to an address by President Wilson over the telephone.

Many pictures of great manufacturing plants, including several of the largest publishing houses and newspaper plants in the world, will be shown. The very latest in newspaper presses, linotype and monotype machines, and other newspaper equipment will be exhibited during the evening at the famous Grove Park Inn Hotel. A three-day golf tournament, with ten trophies, is a part of the programme.

The present officers of the Association are:

President—W. T. Anderson, Macon (Ga.) Telegraph.

Vice-president—Robert S. Jones, Asheville (N. C.) Citizen.

Second vice-president—Walter Johnson, Chattanooga (Tenn.) News.

Secretary and treasurer—W. M. Clemens, Mobile Chamber of Commerce.

The executive committee consists of the following prominent Southern publishers: Victor H. Hansen, Birmingham (Ala.) News; D. D. Moore, New Orleans Times-Picayune; Elmer E. Clarke, Little Rock (Ala.) Democrat; G. J. Palmer, Houston (Tex.) Post; M. K. Duresan, Litchburg, Va.; F. C. Bell, Savannah, Ga.; John A. Clark, Raleigh, N. C.; Charles D. Atkinson, Atlanta (Ga.) Journal; W. A. Elliott, Jackson-

ville (Fla.) Times-Union; Edgar M. Foster, Nashville (Tenn.) Banner; Robert Nathan, Charleston, N. C.; R. W. Brown, New York city.

FERTILE ADVERTISING FIELD

Successful Campaign Conducted in New England for Egyptian Straights.

The Egyptian Straights Cigarettes advertising campaign, conducted in New England by the Ernest J. Goulston Advertising Agency, of New York city and Boston, has been brought to a close. Twelve full page advertisements were used in fifty-five papers and the campaign covered fourteen weeks.

To a representative of THE EDITOR AND PUBLISHER, Mr. Goulston said:

"Never in my experience in advertising have I seen such wonderful coöperation given in an advertising campaign by newspapers as was given us by the newspapers of New England. We used fifty-five papers in the campaign, and each tried to outdo the other in making the campaign a success.

"The campaign was prosecuted in New England because it has a very large percentage of pure Turkish tobacco smokers, and was considered a fertile field.

"The New England campaign was so successful that it has been decided to duplicate it in other parts of the country."

ON BORDER DISTRIBUTION

J. M. Schmid Tells of the Work of Mr. Friss of El Paso.

One of the visitors of THE EDITOR AND PUBLISHER this week was John M. Schmid, circulation manager of the Indianapolis News and the newly elected president of the International Circulation Managers' Association. Mr. Schmid was accompanied by his wife.

Speaking on the subject of border distribution of daily newspapers, Mr. Schmid said to a representative of THE EDITOR AND PUBLISHER:

"I have just had a letter from H. H. Friss, circulation manager of the El Paso (Tex.) Herald. He tells me that he is prepared to make distribution of daily newspapers in any portion of the territory between Eagle Pass and Yuma, a distance of about 1,200 miles. We purpose to perfect a service to the National Guard at least, just as soon as we can ascertain the location of the different regiments."

Mr. Schmid has been assisting the circulation force of the New York Times in installing a new Cox Multi-Mailer.

North Carolina Press Meeting

The North Carolina Press Association will meet at Durham, N. C., on July 13. Coincident with this meeting there will also be held a convention of the North Carolina daily afternoon newspaper associations. It is expected that William G. Shepherd, London manager of the United Press Association, will address both conventions.

Ground has been broken at Anacortes, Wash., for the new home of the Anacortes American. The structure will be completed by August 15. It will be of reinforced concrete.

The Schenectady (N. Y.) Union-Star, beginning July 17, will abolish its return privilege, owing to the shortage of print paper.

Take my advice, and cultivate Truth as a companion.

CHURCH ADVERTISING A LIVELY DISCUSSION

Many Clergymen Attend Session of Departmental and Hear Several Speakers on Publicity as Applied to Religious Conditions—Church "Must Deliver the Goods," Says Barton.

PHILADELPHIA, July 5.—For the first time in any A. A. C. W. convention the men who are interested in church advertising, principally in the newspapers, got together, and their conclave was not far from being one of the liveliest spots in the big meeting. The sessions numbered upwards of 300 people, half of whom were clergymen.

The greatest sensation of the department came on Tuesday afternoon, when W. B. Ashley, the associate editor of the Christian Herald of New York, talked of Christ, the first successful Church advertiser. It was a daring address, mingling Bible facts with advertising language, and made a great impression.

"Jesus was the most run after preacher of his day," he said. "Because he had such splendid advertising. All up and down Judea they were saying, 'We must go to hear him. Perhaps he will place his finger on a man's eyelid and he will have his sight restored. Or perhaps he will again change water into wine.' The zeal and push of his laity did the work. 'Come to hear Rabbi Jesus,' they would cry. 'He has all the other Rabbis guessing.' Yet I would not have you overlook the great and significant fact that Christ did not do his own advertising," said Mr. Ashley. "He merely created the selling points."

A Philadelphia newspaper man, a layman who for twenty-five years has been doing religious work for the press, William T. Ellis, of the North American, in a witty speech, addressed chiefly to the clergy present, emphasized the importance of using paid advertising in the newspapers to announce services, entertainments, and appeals, and furnishing the city editors with news, which they would be glad to have for their columns. He explained the office idea of "News," and said that in churches much was constantly happening which should find its way into the paper, while announcements of sermons should go in the advertising columns. "Free notices of Sunday services and charitable affairs have put churches in a class that no editor would be so bold as to describe plainly to preachers," he said. "It is a relic of the ancient mendicancy of the church. Some papers eliminate the Sunday notices," he continued, "except as paid ads, and you can imagine nothing deadlier than a full page of such announcements, run as reading matter." He recommended a publicity committee in each church, who would send to the papers the human interest happenings of the parish, and arrange for the formal paid notices. Every editor would be glad to have a good church-news story on Monday. Why depend solely on a Saturday department?

Many other speakers emphasized the value of the newspaper ad to the church, and told of getting legitimate news stories in other departments. One of these was a lovable Syracuse pastor, the Rev. F. T. Keeney, who described his honor league of automobiles which went to church, and other innovations. Arthur C. Turner, the widely known advertising manager of the Baltimore News, spoke on "Display Church Advertising for Newspapers." James

Kecley, editor of the Chicago Herald, who was to tell about "What Newspapers Want," was not able to be present, but the Rev. Daniel Weigle, who is very popular with local newspaper men, and who has his church crammed by advertising, and producing real news stories, told of his experience.

John Lee Mahin, New York city, took as his theme "Should the Church Advertise?" and declared there was no good reason why the church should not advertise, so long as there are people in the world to whom the benefits of the church have not come. He said:

"It seems to me that the different denominations represent different brands of an article that should be merchandised as effectively as is a soap, a food, or an article of wearing apparel.

"Different brands appeal to different classes. Different methods of exploiting each are desirable and logical."

Mr. Mahin believed that the church has a constructive service to "sell" to the public, and cited the Apostle Paul as a good example of salesman. He continued:

"There exists no finer example of service salesmanship than the story of the Apostle Paul. His first public service was the stamping out of what he and his associates considered, as heresies because they were breeding in the masses discontent with and distrust of the rule of the classes."

The Rev. Dr. William E. Barton, pastor of the First Congregational Church of Oak Park, Ill., in his address said:

"The first and best advertisement for any church is the widespread assurance that it uniformly has a service worth attending. No investment in printer's ink can ever be a substitute for this. Equally with every other advertiser, the church must stand ready to deliver the goods and give to the person who enters its doors something worth coming for, and there is nothing else the church has to advertise which is so well worth advertising as the Gospel of Jesus Christ. . . .

"I believe in advertising church services, but I believe first of all in having something to advertise, and that the thing advertised should not be meretricious, or cheap, or theatrical, but fundamentally and invariably the Gospel of Jesus Christ.

"Jesus was an interesting preacher. He knew how to get the attention of the crowd and how to keep it after He got it. He did not always preach alike; He changed His style of preaching at least four times, and always for a reason. He did not depend upon His miracles to bring in the crowds; indeed, He deprecated the gathering of multitudes after that fashion. But He got the people and they heard Him gladly. . . .

"I place well to the front among advertising agencies the local press. A minister ought to go to the editor of the local paper, or papers, large or small, and say frankly, 'I want to help you in every way I can, and I want you to help me. I want to give you all the news features you care for in connection with our church work and to report them in a style which you will find interesting to your readers, and I want to know what features of our work you are willing to announce and to report.'

"If a minister will come to a friendly understanding with the editors of the local press, and will cultivate a style of announcement and report which has news value, he can get an immense amount of free advertisement.

"I believe in a dignified and well-kept bulletin-board. Many church bulletins look shabby and unattractive."

PRINTERS ARE AIDING TRUTH

Graphic Arts Department Co-operates with National Advertising Commission.

Addressing the Graphic Arts Association at Philadelphia last week, John Clyde Oswald said, in part:

"The best advertising from off the printing press at the present time is produced under the supervision of trained advertising men, who usually are not printers. It results in a minimum of waste to the manufacturer and dealer, and thereby renders the maximum service to all concerned. That printer can best serve the advertiser who because of a study of advertising himself becomes possessed of the advertising point of view.

"There is another important development in the new attitude of the printer towards the product of his press. It is that which concerns his moral responsibility. When I was new at the business, the printer who would hesitate to turn out circulars to promote fake advertising schemes or patent medicines of doubtful consistency would have been laughed at. Indeed, most of us envied the man with the brain of sufficient dexterity to enable him to devise a get-rich-quick scheme. Conditions have changed. Nowadays the fakir usually has to seek far to find a printer willing to share the opprobrium which comes from even slight participation in questionable transactions.

"We are enlisted under the banner of the Associated Clubs of the World, the outstanding feature of which is the word 'Truth.' We are helping to emblazon it forth to the world.

"How can the Graphic Arts Department of the National Advertising Commission cooperate with the other departments of the Commission in promoting the cause of advertising? In the first place, by making printed publicity more effective. This means that the members of the department must themselves attain to the highest efficiency, so that they may not only render the greatest possible degree of service, but may be enabled to create an influence that will spread beyond their immediate circle. In the second place, by living up to the spirit as well as to the letter of the best principles of business ethics as expressed in our standards of practice.

"To this work we dedicate our efforts. We shall stay on the job. We have an ambition to make good. We are inspired by a desire to make service the watchword of business and thereby to play an important part in the divine plan of making the world a better place in which to live. We believe in the dignity of our calling, and we pledge ourselves to cooperate in every way in the work of elevating it to the highest plane."

Dallas to Compel Truthful Advertising

DALLAS, TEX., July 3.—Dallas is soon to have a "Truthful Advertising" ordinance, if the City Commission follows the recommendation of a special committee from the Dallas Chamber of Commerce and Manufacturers' Association, which appeared before the Commission to urge the adoption of an ordinance prohibiting fake advertising matter of all kinds within the city. The committee, in its recommendation, embodied the ideas of the merchants of Dallas, as expressed through the various organizations, and presented a model ordinance and asked its adoption.

All men are born free and equal, but most of them marry.

PAPER COSTS LESS IN PARIS

Price Has Been Lowered, So New York Herald Reports.

The New York Herald prints a dispatch from Paris saying that three months ago the Figaro paid 150 francs (\$30) for one hundred kilos (220 pounds) of paper; to-day the price is only 120 francs (\$24).

Paper-makers also are now soliciting orders, while quite recently they would not accept new customers and only supplied their old ones on their own terms.

The improved conditions seem to indicate that there is a likely market in Paris for American paper.

Local dealers in New York say that prices here are worse than they have ever been. Manufacturers, they say, will in the near future be compelled to prorate their product among the newspapers. No more paper is now being exported to Europe from this country and Canada than last year.

New Record for Hancock Chair

There has been some quiet laughter in Philadelphia over the fact that the sacred Hancock chair, used by the chairman of the convention at the time when the Declaration of Independence was signed and never taken from its shrine except to seat a President of the United States, was placed for the presiding officer at the meeting of the advertising men in Independence Square, and used by A. A. C. W. president Houston, all unaware, while President Wilson sat in an ordinary chair.

Masque at Mr. Booth's Villa

Detroit society folk to the number of several hundred, attended a performance of the Cranbrook masque, written by Sydney Col Howard, of Cambridge, and produced under the auspices of the Arts and Craft Society, at the country home of George G. Booth, president of the Evening News Association, publishers of the Detroit Evening News. The setting for the masque was a Greek theatre, beautiful in design, which was erected by Mr. Booth for the occasion. The production was artistic in conception and admirably presented.

Whiskey Men Evade Law

With the passage of the County Option law by the Minnesota Legislature in 1915, many counties of that State voted the saloons out, and the larger cities became headquarters of a number of concerns that advertise to sell whiskey by mail and to deliver liquor in dry territory anywhere. St. Paul has become the headquarters for a number of these concerns, which are advertising in all the farm papers and all the daily papers of the Northwest that will take this class of advertising. An extensive line of this whiskey publicity is now being placed through the Greve and Northwestern Agencies of St. Paul.

Window Dressing Worth Seeing

Philadelphia merchants entered enthusiastically into the "dress-up" movement to show the visiting advertising hosts last week what can be done in the way of window displays. Three hundred merchants competed for fifteen prizes, and the convention committee which picked the best windows said there were not enough trophies to go around, so it awarded "honorable mention" to fifteen more. The prizes were silver loving-cups, trays, pitchers, and bowls.

THE EDITOR & PUBLISHER

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

New York, July 8, 1916.

"There is this difference between happiness and wisdom: he that thinks himself the happiest man really is so; but he that thinks himself the wisest is generally the greatest fool."—Colton.

THE "editorial influence" of a newspaper is best exerted in behalf of all advertisers when it is exerted in behalf of no one advertiser in particular.

THE Bethlehem Steel Company keeps at it. Their advertisements, setting forth the facts of the armor-plate situation, are logical, hard-hitting and winning. If the campaign had been started a few months earlier there would be no doubt whatever of the result upon Congress.

IT is ethical, profitable and essential to cultivate reader-responsiveness to all advertising appearing in the columns of a newspaper. But to single out particular lines of advertising, and to accord to these special boosting, does not help the growth of general reader-responsiveness. Rather, it tends to give the impression of special self-interest on the part of the management in that particular line of business.

BERT MOSES declares that the ablest man among the officers of the Ad Club movement is Lafe Young, jr. Presiding at the newspaper departmental in Philadelphia, Mr. Young gained new admirers. He guided the discussions with such fine tact, with such agreeableness, that advocates of warring doctrines met each other upon a plane of verbal fair play. Views were exchanged without rancor. Mr. Young, by the way, will be the next President of the Associated Advertising Clubs. As George M. Cohan says, "We've told you that once before."

THERE are a good many newspaper publishers who are stoutly opposed to the manufacture and sale of "patent medicines," and who refuse all advertising of this nature. All publishers, we believe, would welcome some effective weeding-out process, through which quack remedies, often actually injurious to those who use them, could be eliminated. But an indiscriminate prohibition of the sale of all proprietary medicines is an extreme measure, which neither a majority of publishers nor their readers are ready to favor. This, however, is the aim of the propaganda and efforts of the American Medical Association. They are determined to force the issue in every way possible. It is idle to contend that these efforts of the doctors are purely mercenary. A majority of them believe that the work is in the interest of the public health and welfare. They are engaged in a relentless crusade. They have power and influence. The issue concerns the people—

very greatly; it concerns the newspaper publishers—incidentally. It is an issue of fact. A publisher who favors the protection of proprietary remedies of real value is no more to be charged with mercenary motives than are the doctors who urge absolute abolition of all such remedies. The medical men are a unit in their opposition; the publishers are divided on the subject. It is a live question, and newspapers should take an active part in bringing about its sensible solution.

THE SUN

TWENTY-FIVE years ago newspaper men, coming from "the Bridge" into Park Row, frequently caught glimpses of a white-bearded man, with ruddy smiling face, standing at a window of the business office of the Sun, chatting with some employee. It was a face benign, wise, and gracious. It pictured kindness, toleration, good cheer. It looked out upon a world with which all seemed to be well. In the smile which illuminated that countenance there was nothing sinister. It was the smile of comradeship. There was something genuine in it which warmed one.

That was Charles A. Dana, then the most conspicuous living journalist, the greatest satirist of his time and the keenest analyst of public problems. He made the Sun the greatest force in the republic. He shattered the false pretensions of politicians and public men with an editorial pen dipped in spiritual fire. To those subject to his scorn he appeared to be Satan's vice-regent in the world. Yet, looking back to those days, we may now realize that, in spite of human fallibility, Charles A. Dana wielded the scourge in the cause of humanity, enlightenment, and brotherhood.

In the same period there was a man in New York working with super-human energy, definite purpose, and undaunted will to create a new type of magazine, to be sold for ten cents a copy. He faced mountains of difficulty. The news companies refused to handle his publication. He created a distributing organization of his own. He had little capital. Few believed in him. He was a man with a vision. He wanted a serial story. Popular authors demanded big pay. He wrote the story himself, and it won a host of readers. The man was Frank A. Munsey.

If somebody had suggested, twenty-five years ago, that on July 3, 1916, Frank A. Munsey would own and publish the Sun, the seer making such a prophecy would have been scoffed—unless he had made it to Mr. Munsey himself, in which case that amazing man would have probably hinted that it was merely one of the possibilities open to him.

Frank A. Munsey has won many triumphs and suffered some defeats. The victories have not satiated him; the defeats have not quenched one spark of the elemental fire of the man.

What will he do with the Sun? The open road lies before him. The long trail of struggle against odds lies behind him. He has created two great banking institutions; he has matched his wits with capitalists, and won; he continues to be an important factor in the magazine field; he is a force in public life. He will not be tied to any Sun tradition except that of Sun excellence. With such a record, facing such an opportunity, the answer is obvious.

MR. BUXTON'S INVESTIGATION OF NEWSPAPER CO-OPERATION

FROM the viewpoint of the newspaper publisher, probably the most important paper read during the sessions of the newspaper departmental at the Philadelphia meeting was that of G. Edward Buxton, of the Providence Journal, on the co-operation problem.

Mr. Buxton had undertaken to collect definite facts covering the attitude and practices of publishers, advertising agencies, and national advertisers in regard to the extent of extra services to be accorded to national advertisers by newspapers in which they use space. THE EDITOR AND PUBLISHER has printed a résumé of the results of his questionnaire, submitted to representatives of these three interests.

To his eighth question, "Will you run readers describing manufacturer's goods in order to assist him in his distribution?" eight publishers replied: "Occasionally"; forty-three replied, "No."

In his eleventh question, "Will you publish cooking recipes for food advertisers when the name of the product is mentioned in the recipe," Mr. Buxton put the case of the Armour advertising, as at first planned, to his jury. Two publishers replied, "Yes"; five, "Occasionally"; forty-five replied, "No." Mr. Buxton had not singled out the Armour advertising as an illustration, yet the verdict of the publishers covered the case.

It is notable that the replies from advertising agencies and from national advertisers indicate about the same attitude toward these questions as that taken by the publishers. This demonstrates the fact that, generally speaking, neither national advertisers nor the agents who place their business expect to receive from publishers more than they pay for. The national advertisers who have built up great enterprises through newspaper advertising know, from experience, that advertising space in a good newspaper can be used with profit without exacting bonuses in the way of free gifts of readers.

Mr. Faust, in his able address, placed stress upon the fact that the newspaper must educate the market for the national advertiser. In his view this can be done by editorial features so shaped and planned as to keep the thought of the reader centered upon the things advertised in the paper. In his view, the Armour advertising can be made profitable only through the efforts of the editor of a newspaper to arouse and hold the interest of his readers in the food subject. As we have pointed out before, pure food is a subject of news interest, and should be accorded liberal space in all newspapers—but not because of the Armour advertising, nor of the possibilities of stimulating advertising of local food products. Newspaper features and news must be treated on the basis of their interest and importance to the reader. To make the editorial features of a newspaper feed the current advertising, to shape them with a view of "cultivating the market" for an advertiser, is to force the abdication of the editor and to injure the influence of the paper with its readers.

MR. FILENE FINDS THE ANSWER

IN his speech at Philadelphia, Edward A. Filene, the Boston merchant, declared that he had found that, in advertising a store, profitable results could be obtained only from those newspapers which "resist the pleasure of us advertisers."

It is time that merchants who depend so largely upon newspaper advertising for their prosperity should realize this great truth, and should understand that it is only the newspaper of high editorial ideals which exerts great influence through its advertising columns.

The newspaper of greatest influence with its readers is the newspaper of unquestioned independence, serving singly the public good. That standard must be a real one. It must be lived, not merely preached. "The pleasure of us advertisers" must be, as Mr. Filene admits, resisted—whenever that "pleasure" infringes upon the independence, or runs counter to the policies, of the newspaper.

In resisting the pressure of one advertiser who seeks some special advantage over another, a newspaper is merely being true to its own ideals and interests, and is SERVING ALL ADVERTISERS.

The same standard should prevail in the treatment of all advertisers. If space is sold to one advertiser without the bonus of free reading matter, that should be the policy in selling all space. If the automobile advertiser is to receive a bonus of free reading matter, the department-store advertiser should be placed on the same basis. Yet, in hundreds of newspapers to-day, what amounts to unfair discrimination in favor of amusement and automobile advertisers, as against department-store advertisers, is freely practiced.

Mr. Filene sounded a great truth. To "resist the pleasure of advertisers" is, nearly always, to act in the interests of those advertisers. Newspapers should be edited by THEIR EDITORS. In instances where there is never any variation from this rule, the value to advertisers of the advertising columns is never open to question.

GOING BEFORE THE BIG JURY

THE National Conference Committee of the Railways is using large display space in leading newspapers in which to present the case of the railways, in connection with the threatened strike of conductors, engineers, firemen, and brakemen, to the big jury of the people themselves. They make it plain that it is the people who, in the end, would have to pay every penny of the one hundred million dollar increase per year which the demands of the workers would entail. The tax would not be upon stockholders, bondholders, or officials of the roads. It would be collected through increased charges for transportation of passengers and freight.

The United Cloak and Suit Designers' Mutual Aid Association presents its case, in connection with the cloak strike, to the big jury, through a three-column display advertisement in leading New York newspapers. The members of this association have not gone on strike, the organization is not affiliated with the unions, and there has been interference with the designers by the union pickets. The case is argued before the jury of the whole people.

These two instances, current examples of a growing tendency, illustrate the better way in the settlement of disputes in which the public is a factor—a third party. The Bethlehem Steel Company, using thousands of newspapers, has done more to educate the people as to the armor-plate situation than has ever been done before.

With public sentiment favoring its case, and the case a good one, the big corporation may always safeguard its interests. No legislative corruption funds need be provided—no lobbying done.

PERSONALS

"He who calls in the aid of any equal understanding doubles his own; and he who profits of a superior understanding raises his powers to a level with the height of the superior understanding with which he unites."—Burke.

NEW YORK CITY.—Adolph S. Ochs, publisher of the Times, and Mrs. Ochs, were guests, last week, at the wedding of Miss Iphigene Molony, daughter of James Molony, of the Times, to Gilbert Bettman, of Cincinnati. The ceremony was performed at the country home of the bride's parents, Mount Healthy, Cincinnati. Miss Iphigene Ochs, of New York, daughter of Mr. and Mrs. Ochs, was the maid of honor.

George Harvey, editor of the North American Review, has been honored by Amherst College with the degree of doctor of laws, and by Dartmouth College with the degree of doctor of letters.

W. R. Oestreich has been placed in charge of the city desk of the Brooklyn Times. He succeeds Preston Goodfellow, who was sent to the Mexican border as a war correspondent.

Dr. Franz Ehrlich Junge has been appointed as one of the associate editors of the Staats-Zeitung.

Robert MacAlarney has resigned from the city editorship of the Tribune and taken a position as editor of the scenario department of the Jesse L. Lasky Feature Play Company. He is succeeded by W. E. Moore.

Blakeley Hall, formerly editor and publisher of the Morning Telegraph, is now general manager of the Philadelphia Ledger Syndicate, the Ledger News Bureau, and the Ledger Photo Service. Mr. Hall won his spurs in journalism under Charles A. Dana on the Sun. In recent years he has spent much of his time abroad.

Charles A. Sperry, formerly with the Bridgeport (Conn.) Herald and more recently on the advertising staff of Harper's Bazaar, is a member of the Sixty-ninth New York now at the front.

Jesse Crossway, of San Francisco, Cal. has been appointed traffic chief for the Eastern Division of the Associated Press, with headquarters in New York. W. F. Flanagan, Mr. Crossway's predecessor, retired because of ill health. Before coming to New York, Mr. Crossway was day chief operator of the Western Division of the Association. His position in San Francisco has been taken by Jesse Brown, formerly night chief operator of the Western Division.

OTHER CITIES.—Arthur J. Dodge, of Washington, D. C., former president of the National Press Club, has been elected business manager of the Denver (Col.) Civic and Commercial Association.

John H. McNeely, editor of the Evansville (Ind.) Journal-News, has received a captain's commission from the War Department, and will organize a company of volunteers in Evansville as soon as the Government is in need of volunteers.

Richard B. Swenson, for many years publisher and editor of the Wilmet (Wis.) Agitator, is now publisher and editor of the Monmouth (Ore.) Herald. Mr. Swenson gave up his work as editor of the Agitator several years ago on account of ill health, and went to California.

H. Kirk White, publisher of the Owosso (Mich.) Press-American, has been appointed by President Wilson to be postmaster at Owosso.

Lloyd M. Felmly, of Easton (Pa.) who graduated last month from Lafayette College, has joined the editorial staff of the Newark (N. J.) Evening News.

Herbert Richards was ordained to the Roman Catholic priesthood at Toronto (Can.) by the Rt. Rev. Bishop Fallon. Mr. Richards lived for a time in Montreal, where he engaged in newspaper work with the Gazette and the Herald.

Morley B. Drake, of Brantford, has succeeded James M. Cowen as city editor of the Niagara Falls (N. Y.) Review.

Thomas Rees, publisher of the Springfield (Ill.) State Register, is a candidate for the Democratic nomination to Congress from the Ninth Illinois District.

Harry T. Hagaman, editor of the Lakewood (N. J.) Citizen, is a candidate for the Republican nomination for member of Assembly.

The Rev. Ernest Clyde Wareing, D.D., has been appointed by the General Conference of the Methodist Church, as editor of the Western Christian Advocate.

Hutton Wendover, of Warwick (N. Y.) has taken a position as telegraph editor of the Meriden (Conn.) Times. Mr. Wendover graduated last month from the Columbia School of Journalism, New York city.

Arthur Platt Howard, one-time "Boy Mayor" of Salem (Mass.), editor of the Salem Dispatch, and later engaged in newspaper work in Vermont, is back in Salem as editor of the Salem Dispatch, the same name under which he published a daily for a few months four years ago.

Ross C. Miller, who has been city editor of the Bakersfield Californian during the past three years, has moved to San José to become editor of the San José Examiner, a new paper. Mr. Miller was very popular at Bakersfield, where he showed exceptional ability as a news-gatherer and editor. Karl C. Ingram has succeeded Mr. Miller on the Californian.

Robert W. Hobbs, who has been in charge of the special department of the Newspaper Enterprise Association at Cleveland, has resigned to become managing editor of the Los Angeles (Cal.) Record.

"Bunny" Fish, formerly of the Boston Journal, has enlisted in the Eighth Massachusetts Infantry and will cover the movements of that troop for a syndicate of papers in eastern Massachusetts, including the Salem News, Lynn Item, and Haverhill Gazette.

Frederick Fletcher, a reporter for the Baltimore American, tried to enlist, but was rejected because he was several pounds under weight. He drank water all night, tried again, and was accepted. He is now with Company K, Fourth Maryland Infantry.

C. A. French, former manager of Ralph H. Booth's Muskegon (Michigan) Chronicle, has organized the Rural Weeklies Publishing Company, with a string of weekly newspapers in Kent and Allegan Counties, Michigan.

Will C. Creamer, after eighteen years as city editor in Martin's Ferry, O., and Wheeling, W. Va., his second newspaper situation being with the Wheeling Register, has left the daily work and is now proprietor and editor

of the Ohio Valley Trades Review, published at Wheeling.

Harrison Fuller, of the St. Paul (Minn.) Dispatch and Pioneer-Press, has taken his place in Battery B, the crack St. Paul artillery company. Howard Kahn, Sunday editor of these papers, and Martin Kelly, police reporter for the Dispatch, also resigned to enlist in Battery B. The positions of the three men will be kept open for them until they are mustered out.

Joe Mitchell Chapple, editor National Magazine, will speak on July 2 at the dedication of the boulder to Elbert and Alice Hubbard.

Robert W. Wooley, director of the Mint, resigned that position on July 5 to become head of the Publicity Bureau of the Democratic National Committee. Mr. Wooley, who was formerly on the staff of the New York World, directed the publicity work of Mr. Wilson's first Presidential campaign.

Oscar D. Wolf, who has been connected with the Topeka (Kan.) State Journal for twenty-five years, and who for some time has been circulation manager, has resigned. Mr. Wolf started as a boy stenographer at \$25 a month. As he was ambitious and worked hard he was promoted from time to time until he became not only manager of circulation, but acted as secretary to Frank P. MacLennan in addition to his other duties.

Julian L. Harris, formerly Sunday editor of the New York Herald, and lately editor-in-charge of the European edition of the Herald in Paris, has resigned. Mr. Harris is planning to remain abroad until the fall, when his friends expect that he will return to this country.

CHICAGO—N. L. Collier, cartoonist, has left the employ of the Journal to devote his time to free-lance and comic work.

Frank Roderus, who recently sold his magazine, Garage Efficiency, has resumed his former position as business manager of the Chicago Banker.

T. R. Weddell, editor of Insurance Post, is spending a month in Colorado.

Dan C. Batchelor, of the Journal, and Carl P. Pratt, formerly of the American, have received notice that they passed in their examination for department editor under the State civil service examination. Mr. Pratt accepted an appointment as editor of the State Food Department bulletins.

A. Chester Koehl has been made assistant city editor of the Evening American, succeeding Russell Edwards, who resigned.

George Kavanaugh, of the Press Club, is free-lancing it on the Mexican border. Recently he took a motor-truck trip to Gen. Pershing's base. Robert W. Presnell, editor of the North Shore Weekly Sketch, is in San Antonio as a corporal in M Company, First Illinois Infantry.

Penny Ross, who has been drawing "Mamma's Angel Child" for the Tribune Sunday comic supplement for several years, will introduce his angelic protégé into the movies soon.

S. J. Duncan-Clark, of the Evening Post, addressed the Canadian Club of Chicago at its annual banquet Friday night in the Congress Hotel.

Chicago's corps of newspaper correspondents on the border has been recruited to war strength. Those going South with the militia regiments, in addition to others already on the border, are: Walter N. Burns, Mark Watson,

Sidney Willis, and Ben Kendall, of the Tribune; Junius B. Wood and Gene Morgan, of the Daily News; Donald Higgins, William A. Feeney, and Marquis James, of the Journal. Mr. and Mrs. James will visit Mr. James's mother in Oklahoma and then proceed to Brownsville, Tex.

WASHINGTON, D. C.—J. J. Daly, of the New Britain (Conn.) Herald, was a visitor to Washington this week. Mr. Daly was formerly with the Washington Post.

Stanley Frost, who has been in charge of the New York Tribune Bureau in Washington for the last nine months, has been called to the home office where he was telegraph editor prior to coming to Washington. Carter Field, the Capitol man of the Bureau, is temporarily in charge.

John Corrigan, of the Atlanta Constitution, has been elected chairman of the Press Committee of the Southern Society, one of the largest organizations in Washington.

Carter Glass, jr., of the Lynchburg News and Advance, has returned to his home in Virginia to join his company of the Lynchburg National Guards, who will leave shortly for Mexico.

G. Gould Lincoln, of the Washington Star, one of the champion tennis players of Washington, has just taken part in several matches in which he came out victorious.

PITTSBURGH, Pa.—H. C. Fentress, business manager of the Cleveland Press, visited Pittsburgh last week to confer with the publishers of this district concerning the advancing cost of paper.

Col. O. S. Hershman, of the Pittsburgh Press, spent the Fourth at his estate, Allenhurst, N. J.

George H. Selde, formerly with the Sun and Post of Pittsburgh, is now associate editor on Pulitzer's Magazine, New York.

H. Brownfield Scott, of the editorial staff of the Pittsburgh Dispatch, is on an automobile tour throughout the State.

G. D. Morris, the Press photographer, who is a member of the Eighteenth Regiment, has returned to the city to receive hospital treatment before rejoining his company in El Paso.

World Man With New Magazine

Frederick Stoker, of the New York World, and Ernest S. Smith are the editors of Uncle Sam, "a magazine of Americanism," the initial number of which has just been put into circulation. The July issue contains illustrated papers on President Wilson, Charles E. Hughes, "Fighting Fred" Funston, and Rear-Admiral Fiske; editorials on the Mexican situation and other timely topics; a paper on "Boy Scouts of America," by Arthur W. Seabury; two good short stories; a patriotic poem by Rothvin Wallace, of the World, and another by Arthur Angyal, and other spirited matter.

Pittsburgh Press Picnic

The annual picnic of the Pittsburgh (Pa.) Press will be held at Kenneywood Park on July 15 with the working girls of Pittsburgh as guests. This is a long established custom of the Press and as usual the River Regatta of the Press will follow the picnic.

The Omaha (Neb.) Daily News benefit baseball game, played recently in Omaha between the Rourkes and the Amateur All-Stars, netted \$200.50 for the City Mission Playground.

SENSATION SPRUNG ON DOMINION PUBLISHERS

Disintegration of Canadian Press Association Within Two or Three Years Is Predicted by Well-Known Trade Paper—Dissensions in Present Composite Body the Cause.

TORONTO, July 4.—A sensation has been sprung on Canadian publishers this week. The Printer and Publisher, a trade newspaper which caters specially to the printing and newspaper publishing business of Canada, is out with the prediction that within two, or, at the most, three years, the Canadian Press Association will disintegrate. The appearance of this article, indicating an underlying condition of unrest in the Association and giving a very plausible reason for its disruption, has come as a shock to a great many members, who have viewed its expansion with considerable pride.

Here are a few of the outstanding paragraphs in the article:

"There will be a fifty-ninth annual meeting of the Canadian Press Association, as at present constituted; and there may be a sixtieth; but it is pretty certain that there will not be a sixty-first. The daily men—in particular, the publishers of metropolitan dailies—will either pull out from the C.P.A., or else will own it. If they pull out, it will be to form an association patterned after the model of the A. N. P. A. If they remain in the C. P. A. it will almost certainly mean that the weekly publishers and the publishers of trade and class newspapers will be eliminated—by their own will and act, or otherwise; and if they secede or are voted

out of the C. P. A.—well, it is matter for speculation.

SMALL DAILIES IN BALANCE.

"What of the publishers of small city dailies? Will they cling to their big brothers; or will they cast their lot in with the weekly and trade-class men? The right answer does not suggest itself.

"The publishers of metropolitan dailies, carrying much department-store advertising, are more or less under the domination of the department stores whose business they carry. Though, of course, none are likely to admit it.

"Since small city dailies and country weeklies do not, often because they may not, carry the mail-order advertising of the great department stores, it is clear that the department stores desire to see the widest and largest possible circulation built up for the metropolitan dailies which carry their advertising.

"The penetration and enlargement of the distribution of metropolitan dailies into the territories which are the natural fields of the small city daily and the country weekly menace the interests of the local medium. And so it is by no means certain that the small city dailies will join in with their big brothers to form a Canadian Newspaper Publishers' Association. They may find a better alliance with their little brothers—yet not always smaller or humbler—the country weeklies.

FINANCIAL PROBLEM DIFFICULT.

"When the daily men have an Association of their own—either the C.P.A. or a C.N.P.A.—they will have a financial problem which will hit them sorely. It costs \$10,000 a year to operate the C. P. A. as at present constituted and run. It is not likely to cost less

than this sum to run a C. N. P. A. It costs the largest metropolitan dailies \$120 a year now to have affiliation with the C.P.A.; but when the weekly and trade and class, and possibly the small city daily groups, are non-contributors to needed funds, the individual costs to the big city daily men will go up four, five, or six times—and there's the rub!

"The C.P.A. is introducing and fostering the idea of a promotion department; and is likely to encourage the placing of advertisers' business 'direct'; and to rely on publishers' 'coughing up' a percentage of the customary agency commission which is thus saved, to supply needed money. This looks fine, but—!

"Are the agencies likely to be lamb-like under such a challenging and menacing of their interests? Printer and Publisher trows not, and foresees a merry war between the agencies and the C. P. A. and the publishers who compose the C. P. A. In a trial of strength, both sides are likely to suffer losses; and the din and field of battle may even cross over the border into Uncle Sam's land, for there are several advertising agencies over there who give business to Canadian publishers; and conceivably they may sympathize with their brethren in Canada.

"One wonders if the C.P.A. looked before it leaped when deciding to enter the lists in a trial of strength with its 'official solicitors,' the agencies."

SERIOUS INTERNAL DISSENSION.

The Canadian Press Association, as at present constituted, is a composite body, made up of large and small city dailies, rural weeklies, magazines, class and trade papers. Such difficulties as have hitherto arisen, in holding the various elements together, have been overcome by dividing the organization into three sections—daily, weekly, and trade and class. The point has now been reached, however, when this arrangement bids fair to prove inadequate, and, while every effort has been made to keep the dissensions in the Association private, the foregoing article lets the cat out of the bag.

The fight will apparently develop first between the daily members and the members of the trade and class section, and it will be to determine which body shall remain in the C.P.A. The decision will naturally rest with the weekly publishers, who will have to say with which party they intend to ally themselves.

STOPS PAPER TO SERVE COUNTRY

Iowa Publisher Drops Business and Goes to the Front.

One of the popular feature syndicates in the Middle West recently received from one of its clients, the Stockport (Ia.) News, this letter:

"Do not ship us any more comic supplements until we again write you. We have been ordered to war with the Iowa Guard. You may send us your bill, as we have made arrangements to have our mail attended to and all bills paid."

The publisher is H. R. Tillotson.

Going to stop his paper until Uncle Sam needs his services no longer; willing to pass up his business to serve his country.

Shows a fine spirit, doesn't it?

Those things called dear are, when justly estimated, the cheapest: They are attended with much less profit to the artist than those which everybody calls cheap.

CHURCH WEEKLIES CUT SIZE

Paper Shortage Hampers Bible and All Religious Publishing Houses.

Local committees of Methodists in New York, Cincinnati, and Chicago met in Chicago this week to consider the matter of prices of Christian Advocate and books, the former now published at financial loss, and the latter likely to be because of the big advance in the prices of paper. The New York agent, Dr. E. R. Graham, said:

"I do not see how it is going to be possible to avoid advance in subscription price of our Christian Advocates and some of our books. In the case of the Advocates the advance may make losses even greater than they are now. I cannot tell. The judgment is that some changes must be made. I am told that similar conditions confronted when the Civil War came on. We had the usual advance orders out for paper, but they were not enough."

The American Bible Society reports itself unable to get paper at any price in quantities needed, and said that fear was felt that the lower prices of Testaments, selling at five and ten cents, and Bibles, selling at fifteen cents, would be curtailed in numbers if not cut off altogether. The Society has had orders for paper out many months ago, and is now only beginning to receive it.

Publishers of religious weeklies are giving notice that, beginning on the first week in July sizes of issues will be curtailed, and ministers and others are being exhorted to cut down their sermons and addresses. Several papers of thirty-six and forty pages give notice this week they will hereafter be reduced to twenty pages. None has yet announced advances in price.

Increased Rates Advertised.

An advertising campaign to inform the public of the advance in the subscription rates of weekly newspapers from \$1 to \$1.50 per annum, has been launched this week by the Canadian Press Association. Copy for seven advertisements to run in consecutive editions is being sent out from the head office to every weekly paper in the Dominion. Publishers who have raised rates hope that this copy will induce other publishers to take the step. On Monday a conference will be held between the advisory committee of the Association and the chairman of the weekly section, with a view to laying plans for carrying on the work during the coming year.

Fletcher Co. Pays Its Soldier Boys

Immediately upon issuance of "the call to the colors" the Fletcher Company, Philadelphia, one of the few advertising agencies with its own printing department, showed its patriotism by an order allowing full pay to employees during their service with the Pennsylvania National Guard. The hardest hit department was the printing plant, many employees of which are regular members of the Guard. One of the company's principal artists, a crack horseman, enlisted.

GOING OUT OF BUSINESS

SEGUIN, Tex.—The Seguin Zeitung Publishing Company, publishers of the Seguin Zeitung, has filed certificate of dissolution in the office of Secretary of State at Austin.

PORT LAVACA, Tex.—The Wave Publishing Company of Port Lavaca, which published the Port Lavaca Wave, has filed certificate of dissolution in the office of the Secretary of State at Austin.

THE VOLUME OF ADVERTISING IN THE DISPATCH IS A BAROMETER OF THE CITY'S PROSPERITY

The Columbus, O., Dispatch breaks all advertising records for the first six months of this year by showing an advertising gain of

Considerably More Than Three Quarters of a Million Lines

over the corresponding six months of 1915

exact figures in gain being 863,690 lines, which makes the first half of this year the banner six months in the 45 years of Dispatch history.

The success of The Dispatch depends upon the success of Columbus as a whole, and the success of Columbus depends largely upon The Dispatch. This is evident by the fact that THE INCREASED COLUMBUS BANK CLEARINGS FOR THE FIRST SIX MONTHS OF 1916 WERE \$67,250,200.00.

Neither the prosperity of Columbus nor of The Dispatch is War prosperity. Both are due to a healthy, substantial growth—sound, conservative business methods, and a pull altogether of merchants, manufacturers and financiers.

ADVERTISING THAT GROWS IS ADVERTISING THAT PAYS

The Columbus Dispatch

Ohio's Greatest Home Daily

Eastern Representative
I. A. KLEIN
Metropolitan Tower
New York

Western Representative
JOHN GLASS
Peoples Gas Building
Chicago

CONVENTION SIDE-LIGHTS

Six Mayors of large cities attended the Ad Club convention. They were: Mayor Preston, of Baltimore; Davis, of Cleveland; George Puchta, of Cincinnati; Mac Vicar, of Des Moines; Henry W. Kiel, of St. Louis, and Martin Behrman, of New Orleans. They were the guests of Mayor Smith, of Philadelphia, to view the Monday-night pageant on Broad Street.

One of the most interesting groups at the convention was that from the Honolulu Ad Club, fifteen in number, including three women. They were bedecked in garlands of yellow lily flowers—the leis of Hawaii—which are worn around the neck, reaching to the waist and around hats. One of the party was Prof. A. L. Andrews, head of the department of English and psychology at the College of Hawaii, who is a teacher of advertising in the Y. M. C. A. on the island.

The tallest delegate was James D. Le Cron, from Des Moines, who measures six feet seven inches. He is president of the Iowa delegation. Henry T. Watts, advertising manager of the Des Moines (Ia.) Register and Tribune, who came on in advance of his party, at last found a place which would provide a special bed for the giant to rest in.

Distinguished by their Scotch plaid hat-bands, the ad-men from Hamilton, Ontario, Canada, made a sensation when they paraded around the floor on the opening morning of the convention. They were led by a band which played "The Campbells Are Coming." Later in the week they appeared in kilts,

with bare knees. W. C. Thompson, president, headed the group.

T. M. Skarzynski was here from Petrograd, and claims second honors for distance. He believed that his city can and should have a convention ere long. After the war, of course.

"Carnation Gibson"—he with the perpetually blooming pink carnation in his coat lapel—was a visitor from Cleveland with the 300 men who arrived from that city.

Miss Frances Foulks, of Nashville, Tenn., is the only woman secretary of a men's advertising club in the country. She was among those present, at the A. A. C. Convention.

The Baltimore crowd were as spectacular in another way. They were heralded by some forty young boys in white with sailor caps, who played their cornets and drums as if they were grown-ups. The delegation wore yellow and black striped hat-bands—among other things.

Established Swimming School

The swimming school established by the Cleveland (O.) Press is a great success. Both boys and girls are eligible to the classes, tickets being required from the newspaper. Cooperation of the Luna Park management, in donating the use of the lake in the park, has been obtained. Five expert men swimmers as teachers for the boys, and two expert young women, as teachers for the girls, serve on the "faculty." The details are being looked after by Ross Tenny, sporting editor, of the Press.

WEDDING BELLS

Verne P. Kaub, since 1913 city editor of the Watertown (Wis.) Daily Times, was married recently to Miss Hilda E. Gnewunch. The ceremony was performed at the parsonage of St. Mark's Lutheran Church, in Watertown.

A. H. Mitchell, jr., city editor of the Martins Ferry, (W. Va.) Times, was married last week to Miss Jean Giffen, of St. Clairsville, W. Va. The ceremony was performed by the Rev. Ira F. Leeper, of the United Presbyterian Church, in St. Clairsville.

Miss Olga Pennington, a musical comedy star of Sydney, Australia, recently became the bride of Theodore B. Fenton, a newspaper man of San Francisco. In pursuance of the bride's desire, the ceremony was performed on the deck of a tugboat just outside the Golden Gate. The Rev. John M. Caldwell, pastor of the Westminster Presbyterian Church, officiated. Although Fenton is now doing regular details on a San Francisco newspaper, he has made a name as a writer of vaudeville acts and popular songs. It was through a business engagement to write an act that he became acquainted with his bride.

Jerome D. Barnum, business manager of the Syracuse (N. Y.) Post-Standard, and Miss Elinor Cross, of Syracuse, were married on June 23. Mr. Barnum is the new secretary-treasurer of the newspaper departmental of the A. A. C. of W.

Paul Hamilton Weleh and Miss Ruth Hobbs, daughter of Mr. and Mrs. A. A. Hobbs, of Duluth, Minn., were married on June 24, at the home of the bride's sister in Duluth. The ceremony was performed by Bishop Morrison. Mr.

Weleh's mother, Mrs. Margaret Hamilton Weleh, was for a number of years editor of the woman's page of the New York Times.

L. H. Mitchell, formerly of the Cedar Rapids (Ia.) Republican staff, later a member of the University of Iowa faculty, then a dramatic editor and theatrical manager in New York and elsewhere, was married, June 22, in Brooklyn, to Miss Muriel Jane Moscrip, of that city, formerly an Iowa teacher. Mr. Mitchell is now on the New York Telegram.

George Du Bois Proctor, one of the best-known newspaper men in New York city, was married on July 3 to Miss Eileen Anna Curran, recently with "Chin Chin." The ceremony was performed at the rectory of All Saints' Church, New York. During recent years Proctor has been connected with motion-picture journals, and has served as scenario editor for several companies.

John W. Hill, reporter on the Cleveland (O.) News, and Miss Hildegrade Beck, daughter of the orchestra leader, and herself a musician of note, were married on June 26, in Cleveland.

Edgar Allen Forbes, of San Francisco, Cal., eloped on June 27 to San Rafael with Miss Alice Schluab, and was married. Forbes has been an editor on several publications, including World's Work and Leslie's Weekly.

The Buffalo (N. Y.) Express on June 11 carried a Rotary Club section that made a hit in Buffalo. Thumb-nail pictures of the 44 members were presented, together with a number of articles on the Rotary movement. The pages were plentifully supplied with advertisements secured by the Express's competent staff.

THE INTERTYPE

FAIR PLAY - FAIR PRICES - FAIR PROFITS

Orders for More Than 50 Machines

Model A
Single Magazine
\$2100

Model B
Two Magazines
\$2600

Model C
Three Magazines
\$3000

Standardized and Interchangeable Models.



a month for the past five months have been entered at our factory.

It is the trade's expression of its belief in the stability of this company, of its confidence in the merits of the INTERTYPE, of its appreciation of the privilege of choice which it now enjoys, and of its realization of the value of Intertype Standardization, Flexibility and Simplicity.

INTERTYPE CORPORATION

NEW YORK
WORLD BLDG.

CHICAGO
OLD COLONY BLDG.

NEW ORLEANS
316 CARONDELET ST.

SAN FRANCISCO
86 THIRD STREET

BUSINESS PRESS MET

Departmental Was One of Most Interesting at A. A. C. W. Convention
—Many Good Speeches—Important Resolutions Passed.

The Business Press departmental at the A. A. C. W. Convention was represented by the Associated Business Papers, Incorporated, all sessions being presided over by A. A. Grey, president of the Associated Business Papers and chairman of the Business Press departmental.

At the first day's session, Elton J. Buckley, editor of the Modern Merchant and Grocery World, delivered an eloquent and timely address of welcome to the delegates.

Papers were read at the morning and afternoon sessions on Tuesday, and the Wednesday afternoon session was devoted entirely to a business meeting of the Associated Business Papers.

PLACE OF THE BUSINESS PAPER.

An important address was delivered by J. J. Rockwell, of the McGraw Publishing Co., New York, entitled "The

Place of the Business Paper in the Advertising Plan." Mr. Rockwell pointed out the selective value of the circulation of the business paper and emphasized the importance of the buying power represented, showing conclusively that while the business paper was concededly the most important element for reaching the technical distributor, whether this distributor be represented by all the ramifications of the retail trade, the circulation of the business paper represented a consumer element of the most magnificent proportions.

A. C. Pearson, of the Drygoods Economist, delivered an address entitled "Advertising Trade Marked Goods in Business Papers." Mr. Pearson established certain rules for defining the value and significance of trade marks, and pointed out the practical results which had followed trade paper campaigns in procuring for trade-marked articles some of the greatest commercial successes which the manufacturers of the country had ever experienced.

The address entitled "The Opportunity of The Business Press to Participate in the Creation of Foreign Trade," by

C. A. Tupper, of the Mining World, Chicago, and summarized elsewhere in this issue, presented evidence of the wide influence of the business paper in developing the use abroad of American manufactures of every description.

METHODS HAVE CHANGED.

The address by E. R. Shaw, of the Practical Engineer, Chicago, entitled "Business Press Advertising Agency Relationships," reviewed at considerable length the change in conditions which had taken place in both the agency and the publishing business, rendering the old-time relationships no longer tenable. The present method of compensation to agents was a hold-over from the days when the agent was the representative of the publisher. To-day the agent is the representative of and is employed by the advertiser to increase the efficiency of his advertising and he should be paid for his services by him.

Other addresses were made by C. H. Clark, advertising manager of the Robbins & Meyers Co., Springfield, Ohio, entitled "The Business Paper from the Viewpoint of the Advertiser," and by J. Horace Lytle, of the Shoe & Leather

Reporter, Boston, Mass., entitled "Training the Advertising Representative."

MUCH IMPORTANT BUSINESS.

The Wednesday afternoon session of the departmental was confined to a presentation of the progress report of the president and the report of the chairman of the committee to operate with the Federal Trade Commission, the report of the chairman of the Committee to cooperate with the Bureau of Foreign and Domestic Commerce; the chairman of the Postal Committee and National Councilor.

The meeting adopted the suggestion by the president that the executive committee proceed with the preparation of plans for the engaging of a managing director to be in charge of a promotional and educational business press bureau, and the appointment of a conference committee composed of the publishers of the leading business papers of the country to cooperate with the executive committee in providing funds to adequately finance the work of the bureau.

Another important resolution was presented by Mr. H. M. Swetland through which the associated business papers go on record as favoring the salary or fee basis in lieu of commission basis for compensating advertising agencies for the work they do for advertisers. This was adopted.

The administration was warmly complimented and commended for its vigorous and successful action by Messrs. McGraw, Swetland, Phillips, Shaw, and others and a vote of full confidence given to the officers and executive committee.

The executive committee will hold a meeting within the next fifteen days to decide upon the time and place of the annual meeting and to formulate the propaganda which will be submitted to the conference committee.

THOMSON'S IDEA ACCEPTED

Newspaper Man's Suggestion Incorporated in House Militia Bill.

When the National Guardsmen of New York State were summoned to mobilize for service in Mexico, Hugh H. Thomson, of Yonkers, County Court reporter for the Yonkers Herald and Yonkers Statesman, conceived the idea of calling upon Congress to pass a bill providing for the support of the dependent families of Guardsmen. Mr. Thomson presented the proposition to Congressman Woodson R. Oglesby, with the result that it was incorporated in the House bill by the chairman of the Congressional committee.

In a letter to Mr. Thomson, acknowledging his suggestion and informing him of its adoption by the House committee, Mr. Oglesby says:

"With reference to the amendment as suggested by you for the care of families of members of the National Guard who might be called to war, whose families are entirely dependent upon their earnings, the chairman of the committee agreed to offer this amendment himself, and as this would more certainly insure its adoption I, of course, was glad to have him do it. You will notice that the amendment was incorporated in the bill. Inasmuch as this is originally your suggestion, I am sure you will be glad to know it was fructified."

A composition for cheapness, and not for excellence of workmanship, is the most frequent and certain cause of the rapid decay and entire destruction of arts and manufactures.

Business Is Good in Seattle

And the Seattle Times is now on the crest of the wave of its greatest period of prosperity. In witness whereof the following wire to the New York Office is eloquent proof:

POSTAL TELEGRAPH-CABLE COMPANY

NIGHT LETTERGRAM

THE POSTAL TELEGRAPH-CABLE COMPANY (INCORPORATED) TRANSMITS AND DELIVERS THIS NIGHT LETTERGRAM SUBJECT TO THE TERMS AND CONDITIONS PRINTED ON THE BACK OF THIS SLIP.

COUNTER NUMBER TIME FILED CHECK

INDEPENDENT COMPETITIVE PROGRESSIVE

SEND the following NIGHT LETTERGRAM, subject to the terms on back hereof, which are hereby agreed to.

5SPG 123 NL 1230A
z Seattle WN July 1 16

RECEIVED

JUL 1 1916

THE S. C. BECKWITH SPECIAL AGENCY

J. T. Beckwith
Tribune Building,
New York City.

June was the biggest June since 1910, and the second biggest in the history of the paper. The total paid advertising carried was 986,272 lines, a gain of 70,660 lines over last year. The P.I. carried 569,494 lines. The Star carried 336,266 lines. We carried 71,072 lines more than the two other newspapers combined.

For the first six months our total automobile advertising was 311,962 lines, or 87,038 lines more than our nearest competitor.

Our total foreign advertising for the first six months of 1916 was 26% greater than the first half of 1915.

The net cash paid circulation for the month of June was 74,138 copies Daily 82,275 copies Sunday.

JOSEPH BLETHEN.

The attention of advertisers is respectfully called to the fact that the Seattle Times is the only paper required to properly cover Seattle and Seattle territory. It has both *quality* and *quantity* and leads in *quantity* and *quality* advertising. There are no exceptions to this statement.

TIMES PRINTING COMPANY

JOSEPH BLETHEN C. B. BLETHEN
Pres. and Gen'l Mgr. Vice-Pres. and Editor

MEMBER AUDIT BUREAU OF CIRCULATIONS

Eastern Representative: THE S. C. BECKWITH SPECIAL AGENCY

New York Detroit St. Louis Kansas City Chicago
Tribune Bldg. Ford Bldg. 3d Nat'l Bank Bldg. Journal Bldg. Tribune Bldg.

HEDEMAN'S DEATH LOSS TO WORLD JOURNALISM

War Has Taken One of the Best Writers on International Politics in Europe—Friend of Three American Presidents, He Supported Wilson's Refusal to Recognize Huerta.

Journalistic circles in Paris have been shocked by the news that Jules Hedeman, foreign editor of the *Matin* at the outbreak of the war, had been killed in battle.

Hedeman was the best known to Americans of active French journalists. He visited America many times, and was often received at the White House. He became well acquainted with Presidents Roosevelt, Taft, and Wilson.

His last visit was at the beginning of the Mexican troubles, when he made a special trip to report for the *Matin*, from which newspaper he received perhaps the biggest salary paid to any European journalist. He was a relative of the great De Biowitz, and though born a Dutchman became a naturalized Frenchman, and was made an officer of the Legion of Honor.

At the outbreak of the war he was in Germany, but escaped to France and immediately volunteered for active service, though he was forty-five. He went into the trenches as a simple "poulu." Soon enamored of the soldier's life, he performed many acts of courage and was promoted to be a lieutenant with the honor of bearing the regiment's flag.

WROTE FOR NEW YORK TIMES.

When in Paris on leave a few months ago an important position in the propaganda bureau was offered to M. Hedeman, but he declined to leave his regiment. Many of his *Matin* articles, including those on the Mexican crisis, he gave exclusively to the *New York Times*. His last article concerned British intervention as a consequence of the German violation of Belgium, the final words being "the German plan has failed."

Hedeman, who had been trained by the famous De Biowitz, many years the correspondent of the *London Times* at Paris, began to attract attention in 1901, when the death of Queen Victoria made possible a closer relationship between his country and England, by advocating a Franco-British entente cordiale. He developed this policy by means of the Anglo-French Convention of 1904, the Morocco imbroglio of the following year, and Agadir crisis of 1911. Two years later he was recognized as one of the best writers on international politics in Europe.

In the spring of 1914, when the recognition of President Huerta by certain European chancelleries and the failure of the Washington Government to recognize him threatened serious international complications, M. Hedeman came to this country to "write up" the situation.

ENDORSED PRESIDENT WILSON.

His first article of three which appeared in the *Matin* of May 4, was a flat-footed endorsement of President Wilson's policy and a condemnation of the short-sightedness of Europe in treating Huerta seriously. Among other things, with what had come to be recognized as his prophetic acumen, he asked these two questions:

"From the point of view of French national interest and from a purely selfish point of view, is not the friendship and good will of a hundred million Americans worth more than the friendship of Huerta and a few Mexicans?"

"Suppose a European conflict should

break out, would not the moral support of that great and strong Power be more precious than the sympathy of the Mexican and the Mexican Indians?"

"JUST WHAT NEW YORK NEEDED"

Amos F. Eno's Estimate of the Columbia School of Journalism.

In the Amos F. Eno will case before the Surrogate, in which relatives are endeavoring to break that instrument, Mrs. William A. Greer, daughter-in-law of Bishop Greer, of New York, testified this week that on one occasion Mr. Eno had said to her, in speaking of the Columbia School of Journalism:

"It is a great institution and a fine thing for the community. It was just what New York needed."

Appreciate the E. & P.

E. J. Stackpole, jr., of the *Harrisburg (Pa.) Telegraph*, writes: "I am a very close reader of *THE EDITOR AND PUBLISHER* and appreciate the value of the suggestions made and the assistance given to publishers through your columns."

ADVERTISING WOMEN PLAY UP

They Show a Reason for the Faith That Is in Them and Score.

The advertising women had their innings at the A. A. C. W. gathering when several hundred of them had a meeting all their own, for the first time, at an annual convention. Miss J. J. Martin, referred to as "our well-beloved Miss Martin," advertising manager of Sperry & Hutchinson, New York, presided, and the speakers were Mrs. Christine Frederick, who described herself as a three-in-one person (mother, wife of an advertising man, and advertising woman); Mrs. Anne E. Tomlinson, Paris fashion editor of the *Dry Goods Economist*, and Miss Ida Clark, of Bloomfield, N. J.

Mrs. Frederick, who is known to Philadelphians by her articles on homemaking, in the *Public Ledger*, told the reasons why women had a definite place in the advertising world, and why in many lines they were able to beat men at the game. She showed that a woman is better posted on the things which appertain specially to her own sex, and

the methods of appeal which induce the sale of such articles.

Miss Clark commented on the times when there were no women space-buyers, and many of the men did much of their work before the bar of a famous café. She gave a practical talk, reminding her audience that the editorial policy of a paper had an important bearing on their activities, that its political bias, its attitude toward union or non-union labor, and its interest in women's affairs, were matters for consideration quite as much as circulation.

"Have you ever paused to consider," asked Mrs. Tomlinson, "that back of the few big men's-clothes creators in Paris, there are women, counselling, criticising and advising? The history of merchandise, from beginning to end, is a woman's history. Take the Paris gowns, for instance. They are made by women for women; woman buyers select them for the American market, women artists copy them here for other women; and they are shown by women to customers in the department stores. Mrs. Jane Z. Johnson, of New York, who does advertising for the *Paramount Pictures*, also spoke.

In June 1916

The Evening Mail

NEW YORK

Gained 330 Columns

The largest advertising gain of any New York evening newspaper.

Advertising Gains—June 1916 over June 1915

The Evening Mail	- - -	330 columns
The Evening Sun	- - -	306 "
The Globe	- - -	274 "
The Evening Post	- - -	165 "
The Evening Telegram	- - -	144 "
The Evening Journal	- - -	85 "
The Evening World	- - -	83 "

Figures compiled by The Evening Post Statistical Department.

Note particularly the trend of advertising to the better grade newspapers—papers reaching people with buying power, as against bulk circulation and neighborhood buyers.

THE EVENING MAIL

NEW YORK

AVERAGE NET PAID CIRCULATION, JUNE, 168,542

Member A. B. C.

**IN PHILADELPHIA
THE EVENING TELEGRAPH
Gained More Than
A MILLION LINES**

of paid advertising
in first six months of 1916

—a greater gain, six days a week, than that of any other Philadelphia newspaper, six or seven days a week.

THE EVENING TELEGRAPH

For more than half a century, Philadelphia's leading high-class evening newspaper.

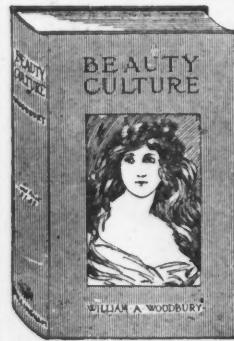
**THE
PITTSBURG
LEADER**

NET PAID
CIRCULATION **84,036**

Now More Than
70,000

The Sunday Item
New Orleans, La.

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

R. J. BIDWELL CO.

Pacific Coast Representative of

**DAILY
NEWSPAPERS**

SAN FRANCISCO OFFICE

of the

Editor and Publisher

742 Market Street
SAN FRANCISCO

PRESS ASSOCIATIONS

The National Press Club of Washington, D. C., opened its roof garden this week, and the opening feature was the first run of moving pictures of the National Democratic Convention at St. Louis. Part of the pictures showed the press section of the Convention, and gave a good view of the newspaper men at work.

The absence of many members of the Boston Newspaper Club, because of military activities, affected the attendance at the Club's midsummer outing at Squantum, but all who went had a good time. H. T. Claus, of the Transcript, presided, and there were talks by T. H. Murnane, of the Globe; James Reardon, of the American, and others. W. H. Holden wrote and read an essay on preparedness. A fish dinner was the feature of the day.

Byron Norrell, editor of the Ada (Okla.) Morning News and president of the Oklahoma Press Association, is taking steps to organize a press association composed of editors of newspapers in the Fourth Congressional District. He has asked all editors who are favorably disposed to the plan to communicate with him, and is receiving favorable answers from many editors. A meeting will be held at Ada in the near future, when details of the organization will be worked out.

Frank H. Spearman, author of railroad stories and Western fiction, gave a talk on story writing to the members of the Los Angeles Woman's Press Club at their last session for the year. Mr. Spearman recently located at Hollywood, where he is building a home in the foothills. One of his most popular stories, "Whispering Smith," was recently shown on the screen in Los Angeles. Published work of the members of the club was on exhibition, and tea was served.

President Horace H. Atherton, jr., of the Essex County Press Club of Massachusetts, announces another summer meeting of the newspapermen, probably to be held at the United States Shoe Machinery Company clubhouse at Beverly the first of August.

For the first time since the Pen and Pencil Club was organized in Providence, R. I., ladies were admitted last week. The club, situated near Brown University, was opened as headquarters for the women relatives and friends of members. Refreshments were served and an informal entertainment was furnished. The Club was also made the headquarters last week of the many New York and Boston newspapermen who were in Providence to "cover" the presence of Charles A. Hughes, Presidential candidate, at Brown commencement.

CIRCULATION HOLDERS

These were the contributors to the National Editorial Service for the first week in July: Col. Edwin F. Glenn, Chief of Staff, Department of the East, U. S. A.; Charles F. Thwing, LL.D., President, Western Reserve University; John L. W. Birkinbine, Formerly Chief Engineer, the Oaxaca Coal and Iron Company, Mexico; Thomas B. Smith, Mayor of Philadelphia; Albert Bushnell Hart, Professor of Government, Harvard University; Representative Scott Ferris, Chairman of the House Committee on Public Lands; Wharton Barker, Author of "The Great Issues"; for Years Financial Agent of Russia in the U. S.

Write or wire for rates
NATIONAL EDITORIAL SERVICE, Inc.
225 Fifth Avenue, New York

**WILSON FOR PEACE, HE
TELLS N. Y. PRESS CLUB**

The President Attends Club's Annual Dinner and Makes Noteworthy Address, Saying that He Sees No Glory in Conquest, and that His Aim Is to Avoid Needless War.

The annual dinner of the New York Press Club, held at the Waldorf-Astoria on Friday evening, June 30, was graced and distinguished by the presence of President Wilson, who delivered a noteworthy speech in which he made plain to all that he sees no glory or honor in striking Mexico, and that he is most seriously impressed with the pleas reaching him from every quarter of the nation that he avoid war with the distracted country beyond the Rio Grande.

"Do you think the glory of America would be enhanced by a war of conquest in Mexico?" the President asked. "Do you think that any action of violence by a powerful nation like this against a weak and distracted neighbor would reflect distinction upon the annals of the United States? Do you think that it is our duty to carry self-defence to the point of dictation in the affairs of another people?"

The diners answered these questions with a loud chorus of "Noes."

"So, gentlemen," the President continued, "I am willing to play for the verdict of mankind. Personally, it will be a matter of indifference to me what the verdict on the seventh of November is, provided I feel confident that when a later jury sits I shall get their judgment in my favor. Not in my favor personally—what difference does that make?—but in my favor as an honest and conscientious spokesman of a great nation.

THE BRUTAL THING THE IMPULSIVE THING.

"The easiest thing is to strike; the brutal thing is the impulsive thing," he said. "No man has to think before he takes aggressive action, but before a man really conserves the honor by realizing the ideals of a nation, he has to think exactly what he will do and how he will do it." Later in his address he said:

"I have not read history without observing that the greatest forces in the world and the only permanent forces are the moral forces. We have the evidence of a very competent witness, namely, the first Napoleon, who said that as he looked back in the last days of his life upon so much as he knew of human history, he had to record the judgment that force had never accomplished anything that was permanent."

It was announced that the dinner was a non-partisan affair, and it was not regarded therefore as the beginning of the President's campaign for reelection; but, nevertheless, it was a rousing Wilson dinner.

MAYOR MITCHEL SPEAKS.

Mayor Mitchel spoke of the gigantic problems the President had had to face; Ralph Pulitzer told him that the newspapers would reflect him; Bainbridge Colby told him he was the man who had achieved what the Progressives wanted achieved, and Irvin S. Cobb maintained that his candidate for President is "a smooth-faced man."

Mr. Cobb said he knew it was a non-partisan dinner all right, but thought that meant that the Press Club took no responsibility for what he said. He told of the horrors of war he had seen in Europe and of his return to a land of peace and prosperity.

In the course of his address on "The Press and the President," Ralph Pulitzer said:

"No politician ever has received the support of the press as a class by appealing to the selfish interests of the press as a class.

"You hear of the farmer's vote and the manufacturer's vote, the labor vote, and the Wall Street vote, but you never hear of the Park Row vote. That is because these other interests are material interests, thriving by material means. But a newspaper to endure, must be far more than a manufacturing enterprise. It cannot rest content with the mechanical application of black ink to white paper. It cannot be satisfied with harvesting the events of the day and manufacturing them into the news of the hour. Its life-force lies in a higher function. Among its raw materials, which find their places in its finished product, are public convictions, public principles and public ideals. The newspaper has not only a body and a brain; it has also a soul. In individual cases the soul is crippled and shrivelled. The brain is sordid and debased, the body is prostituted and debauched.

"But, as a profession, the press has a public conscience which it sets above its material advantages.

"And so we may rest assured that the newspapers which will support President Wilson in this campaign will be following their honest principles, while a great majority of those who oppose him will be following their honest prejudices.

"It is true the opposition will be somewhat lacking in the virtue of consistency. It will indict Mr. Wilson for being domineering on the one hand and for being pusillanimous on the other, for being stubborn and for being vacillating, for being a visionary and for being an opportunist, for being a pacifist and for being a militarist, for ignobly exploiting the enervating prosperity of the present and for deliberately precipitating the hard times of the immediate future, for being subservient to Germany and for being sycophantic to England, for putting us into Mexico and for keeping us out of Mexico.

"And so I can assure our honored guest that, in this campaign for the vindication of his administration, that portion of the press which supports him will support him honestly and conscientiously. That part of the press which opposes him will oppose him honestly and conscientiously. And an honest support and an honest opposition, with an honest American people to judge between them, is all that any man has a right to ask."

Mrs. Wilson sat in the balcony, where there were five hundred other women. Mrs. Wilson dined in private and appeared in the balcony at nine o'clock escorted by Mrs. Dudley Field Malone, Mrs. John Purroy Mitchel, and others.

**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

WHAT LIVE ADVERTISING CLUBS ARE DOING

Brief Accounts of Their Important Activities Specially Reported by Correspondents in Many Cities.

LAYING OUT A CLUB PROGRAMME

How M. S. Kimball Proposes to Solve a Serious Ad Club Problem.

M. S. Kimball, president of the Plymouth Advertising Club, Plymouth, Mass., and chairman of the committee on club programmes, A. A. C. W., at Wednesday's open forum session of the Philadelphia Convention spoke on laying out a year's club programme in advance. He said:

"The committee's first move will be to ascertain, through a postal-card canvass of the membership, the sort of meetings and the kind of subjects the members want for the coming year, whether study courses, and if so what kind, what kind of speakers, etc. This plan has been used by the Town Criers' Club, of Fargo, N. D., and with great success. That's why we shall use it, for Fargo is a town of much the same size, and with doubtless many of the same problems as our own.

"This committee will also ascertain what the business community of Plymouth needs in the way of educational stimulus on advertising and selling matters.

"Our committee's survey and plan will embrace, quite naturally, the matter of speakers. In this connection, it will be particularly valuable to have on the committee one member at least who has a wide acquaintance among members of other advertising clubs who might be secured for speaking engagements. The speakers approached will be those most likely to excel in the particular sort of subjects the membership desires, and out of the list of speakers prepared by the Association, together with those with whom the special committeeman just referred to would naturally be in touch, it should not be a difficult matter to make satisfactory arrangements with speakers who will fill the bill."

EL PASO AD CLUB'S PROGRAMME

Will Get Down to Brass Tacks in Conducting Its Meetings the Coming Year.

El Paso, Tex., July 3.—Displacing the entertainment committee with an education committee, President A. E. Rowlands, of the El Paso Ad Club, at a meeting of the Ad Club officers and directors last Friday, outlined the campaign he would inaugurate for the coming year. The outline of work for the year was approved by the officers and directors and will be placed before the membership of the Club at the next meeting. Its adoption is assured.

One of the recommendations is that regular meetings be held once a month, instead of bi-weekly, and be held in the evening instead of at noon. President Rowlands announced that the meetings of the Club hereafter will be confined to technical advertising addresses and discussions. Addresses will be illustrated with microscope illustrations.

Restrictions will be placed upon the membership of the Club, so as to exclude all who are not actively interested in advertising. The vigilance committee will be urged to greater activity in unearthing and preventing fraudulent advertising.

Falschhood is a "four-flusher" that masquerades as Truth.

COUNTRY NEEDS A. A. C. W.

All Advertisers Are Interested in Successful Manufacturing Says E. H. Hurley.

Coöperation and industrial preparedness are the most important questions before the business men of the country to-day, declared Edward N. Hurley, vice-chairman of the Federal Trade Commission, in an address last Thursday before the A. A. C. W., at Philadelphia.

"The Associated Advertising Clubs of the World," said he, "are doing their part in an unselfish, patriotic way to help improve and solve our many merchandising problems, but I question whether you gentlemen realize the great power you possess for improving conditions in our industrial life.

"The country needs at this particular time the coöperation of a strong national organization, with energy and good judgment. The Associated Advertising Clubs of the World have these qualifications, and under the leadership of your capable and efficient president and executive committee you can do our country even a greater service in the future than you have done in the past.

"The work of your Association deals with a part of the field of business which is most important—the marketing of commodities. Selling and advertising are bound up together. To find the need and to supply it are two sides of the same shield. The usefulness of a manufacturer to the community is greatly extended through advertising. Merchandising has passed far beyond the confines of the old-time marketplace. It now extends over whole continents—over the entire world, and it is advertising which makes possible national merchandising.

"Every advertiser is interested in successful manufacturing, for only the successful manufacturer remains in business, to sell his goods, and to advertise. Whatever promotes manufacturing success, therefore, and business success in general, directly interests the advertising man.

"Ignorant competition is most dangerous to the development and success of our country. It is estimated that 90 per cent. of the manufacturers and merchants in Germany know absolutely what their goods cost to manufacture and sell. If you compare our figures, which show, according to estimates, that only 10 per cent. of our manufacturers and merchants know what it costs to manufacture and sell their products, you have the answer as to why Germany has been so successful in developing such a high standard of efficiency in manufacturing and distributing their products.

"Since better business methods usually begin with better methods of cost accounting, scientific cost keeping becomes in a very definite sense the basis of our prosperity. The Government, through the Federal Trade Commission, by recommending the subject of costs to the business men of the country at this time, and offering to aid in the actual development of proper cost systems, is endeavoring to do a constructive piece of work which is of the greatest importance. The problems of credit and finance, of foreign trade and unfair methods of competition, and of labor and capital—all will begin to solve

themselves once the subject of costs receives on every hand the attention it rightfully deserves."

SWEEPING LIQUOR AD CLAUSE

Offered as Amendment to Post Office Appropriation by Senator Jones.

WASHINGTON, July 5.—Senator Jones, of Washington, has offered an amendment to the Post Office Appropriation bill, prohibiting the post office to handle newspapers or publications of any kind containing any advertising of intoxicating liquors of any kind. The amendment reads in part as follows:

"That no letter, postal card, circular, newspaper, pamphlet, or publication of any kind containing any advertisement of spirituous, vinous, maited, fermented, or other intoxicating liquors of any kind, or containing a solicitation of an order or orders for said liquors, or any of them, shall be deposited in or carried by the mails of the United States, or be delivered by any postmaster or letter carrier, when addressed or directed to any person, firm, corporation, or association, or other addressee, at any place or point in any State or Territory of the United States, at which it is by the law in force in the State or Territory at that time unlawful to advertise or solicit orders for such liquors, or any of them, respectively."

The penalty for violation is fixed as a fine not exceeding \$1,000, imprisonment for not more than two years, or both, and imprisonment not to exceed five years for any subsequent offence.

The amendment further provides that any person in the postal service who shall forward any of the proscribed matter shall be fined not more than \$100 or imprisoned not more than one year, or both. Addresses of liquor dealers and pictures of breweries, distilleries, or bottles designated to advertise liquor are within the inhibition of the act.

APPALLING ALPHABETICAL AD

Suggested by Writer Who Tells Tale of Condensation in Chicago.

Waldemar Young, the president of the Newspaper Men's Club of San Francisco, who is rewrite man on the San Francisco Chronicle, conducts in that paper a column headed "Bits of Color Round the Town," in which he recently sprung this:

"One of the afternoon papers carried a headline, during the Republican Convention in Chicago, that caused an Australian, just arrived in port and not used to our lingo, to ponder over it until, out of sheer curiosity, he accosted a stranger and asked what 'all these blawsted alphabetical things' could possibly mean.

"The headline, in heavy black, was: 'G. O. P. Turns Down T. R.'

"What would he have thought if, apropos the hot weather in New York, a paper had spread, for instance, this headline—an entirely intelligible grouping of letters to any American:?"

"'B. V. D's O. K. in N. Y.'"

Historic Gavel to Houston

A pleasing incident of the A. A. C. W. proceedings in Philadelphia was the presentation to President Houston, by Dr. E. J. Cattel, on behalf of the Mayor of Philadelphia, of a gavel made from a raft in old Independence Hall. The presentation speech by Dr. Cattel and the words of acceptance by Mr. Houston were filled with lofty and patriotic sentiment, and were frequently interrupted with applause.

1,000 Newsboys March

Escorted by a squad of police, more than 1,000 newsboys marched through the Bridgeport (Conn.) streets carrying red fire last Monday night, prior to their being entertained by the Morning Telegram at a production of "Cinderella," at a local theatre.

Live up your Saturday or Sunday issue by using one or more of our

MAGAZINE FEATURE PAGES

Timely subjects, well illustrated with half-tones that print. Used by The St. Louis Globe-Democrat, Buffalo Courier, and many other prominent papers.

Service consists of four 7-column or 8-column mats per week, 20 or 21 inches.

Ask us to mail you proofs by return mail.

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

The McClure Method

Our features are sold on their individual merit.

Any service may be ordered singly.

THIS MEANS:

The greatest possible variety from which to choose.

The submitting of each feature to your own editorial judgment.

The opportunity to order a budget consisting only of what you want.

A definite reduction from individual prices on budgets.

Write us for samples of our Sunday Colored comics, daily comics, women's features, bedtime stories, fiction, etc.

The McClure Newspaper Syndicate
120 West 32nd St. New York

MANHATTAN PHOTO-ENGRAVING CO.

ENGRAVERS AND DESIGNERS



251 & 253 WILLIAM ST. COR NEW-CHAMBERS ST. NEW YORK.

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

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

PROMOTION DEPT.
SHAFFER GROUP

12 S. Market, Street Chicago

**The
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

Printer's Ink

after two investigations, one in 1910, and
another in 1913, unqualifiedly recommended
LABOR PAPERS as the strongest kind of
business pullers.

The New York Call

(Daily and Sunday)

is a leader in this class—the only Labor
Daily published in the East and strong ac-
cordingly.

**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 Sun-
day 22½c a line

For further information write

Urban E. Dice, 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

June Advertising

The Evening Star

WASHINGTON, D. C.

Last month the Evening and Sun-
day Star printed over a million lines
of advertising or more than any two
of its competitors combined. The Star
frequently prints more local display
advertising than all three of them
combined.

**The
Pittsburgh Post**

ONLY
Democratic
Paper In
Pittsburgh.



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

92,330

lines of advertising GAINED for the
week ending June 3d over corre-
sponding 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

PRAISES GERMANY'S PRESS

**Professor Götz Says 3,900 Papers and
Periodicals Have Collapsed.**

High praise is given to the German
press by Professor Götz, of the Uni-
versity of Leipzig, in a new book called
"Germany's Intellectual Life in the
World War," recently reviewed in the
London press. Professor Götz lauds the
newspapers of the fatherland for their
patriotism, their lofty ideals, and the
irreproachable methods pursued in re-
alizing these ideals.

One of the labors of the German press
which meets with the professor's warm
recognition is the industrious and pa-
tient way it has rebutted calumniators.
But for its press, says the professor,
Germany would have been flooded with
French, British, and Russian lies, which
might have had a serious effect on the
spirit of the people, and fostered a
feeling of despondency. Wherever an
enemy lie has appeared, the German
press has fearlessly killed it. It has
disdained to meet lie with lie, main-
taining a high standard of verity "under
the circumstances."

Professor Götz regrets that so ad-
mirable an institution as the German
press should not have met with the ma-
terial success which it deserves. From
the beginning there were difficulties.
Men were called away to the army, ad-
vertising fell off, especially in industrial
quarters, and paper and other neces-
saries became scarce and dear beyond
the power of weakly established news-
paper proprietors to purchase. In the
first year of the war 800 newspapers
and periodicals collapsed, and before the
spring of 1916 the figures rose to 3,900.

At the beginning of the war the
number of periodicals published in Ger-
many was estimated at 9,000.

BILLBOARD MEN WILL FIGHT

**Providence (R. I.) Cases Likely to Go
to Federal Supreme Court.**

PROVIDENCE, R. I., July 7.—The bill-
board men of this city, some of whom
are members of the Town Criers Adver-
tising Club, are preparing to fight any
prosecution by the city for not recon-
structing the boards they had erected
prior to the adoption of the new ordi-
nance.

It is believed that prosecution is near.
Spencer Hopkins, Inspector of Public
Buildings, has prepared a long list of
billboards that do not conform to the
law. The billboard men feel that the
matter must go to the Federal Supreme
Court eventually.

"We have had the last word from
the State Supreme Court," says one
billboard man, "and we have no doubt
that the Federal Court will sustain us.
An enormous sum of money is in-
volved. It would not hurt the city one
bit to wait a few years, until the ex-
piration of present leases, but there
seems to be a disposition to put us out
of business, regardless of justice, and
we intend to fight."

Fake Paper Made Killing

A fake paper made a killing in Phila-
delphia and near-by coast resorts on
July 4, when thousands of copies an-
nouncing the reported assassination of
the King and Queen of England, were
sold for five to twenty-five cents. The
sheet was called the New York Dispatch.
In Philadelphia, the rag was sold
around the Reading Terminal by ten
strange newsboys, and local newsboys
who tried to get copies for sale were
refused. At Atlantic City, four boys
sold their papers for ten cents each un-
til the police stopped their activities.

"PEGGY" OFF TO THE "WAR"

**Miss Hull, in Khaki, Will Be Free Lance
Along the Mexican Border.**

CLEVELAND, O., July 5.—The first wo-
man reporter from this section to go
to Mexico in connection with the pres-
ent crisis is Henrietta Goodnough Hull,
better known in Cleveland as Peggy.
Miss Hull has been doing special ad-
vertising work for the Plain Dealer.



HENRIETTA G. HULL,
"Peggy."

Failing in an attempt to have herself
appointed as a representative of a local
paper to report the "war" in Mexico,
Peggy announced herself as a free
lance, and left Cleveland on July 4 with
the cavalry, Troop A, for Columbus.

She plans to send news to the Plain
Dealer, and will contribute to the Pu-
eblo (Col.) Chieftain, the Honolulu Star
Bulletin, and the Minneapolis Tribune
and other newspapers.

The picture shows Peggy prepared
for emergencies as far as apparel is
concerned.

Amateur Journalists Meet

Fifty delegates attended the National
Amateur Press Association Convention
in Boston. President George J. Houtain
presided. J. B. Escnwein awarded the
poetry laureate to Reinhart Kleiner,
and honorable mention to Emolyn G.
Isaacson. Arthur B. Reeve presented
the story laureate to Charles D. Isaac-
son and honorable mention to Edna von
der Heide. The delegates enjoyed a
trolley ride about the city, and a real New
England baked-bean supper at the home
of Mrs. Laurie Sawyer, in Allston.

A successful business man is one who
makes more than his wife can spend.
A successful business woman is one
who know how to land such a man.

CHANGES IN INTEREST

HUNTSVILLE, Tex. — The Walker
County Star, which was established
here in April of this year by J. E. Pate,
editor and publisher of the Grimes
County Star, published at Anderson, has
been purchased by W. C. Janes and
Frank Clarke. Mr. Janes has been ed-
itor of the Star since its establishment,
and prior to that time was connected
with the Huntsville Item. Mr. Pate
will devote all his time to the Grimes
County Star.

NEW LONDON, Mo.—The Ralls County
Record and the Ralls County Times
have been merged by the purchase of
the Record's business and plant by
Gulford D. Harris and John T. Fisher.
The Record had been published in New
London for more than half a century.
Its editor was Col. Joe Burnett.

NICHOLASVILLE, Ky.—Ed Wollon and
W. P. Wollon, who purchased the Jes-
samine News recently from Postmaster
James B. Steers, have sold the paper
and plant to Clinton Ricketts, of the
Jessamine Journal. The Wollons pub-
lished only one issue of the paper.

COLUMBIA, Mo.—Hugh L. Moore, son
of former Mayor W. P. Moore, and
Maurice Hicklin, have bought the Daily
Times from Fred A. and Charles A.
Preece. Mr. Moore has worked on the
Kansas City Journal and the St. Louis
Republic, and was the owner and editor
of the Monett (Mo.) Record. Mr. Hick-
lin's newspaper experience was with the
Arkansas Gazette at Little Rock. He
also was employed for a time on the
Lexington (Mo.) Intelligencer.

TAYLORSVILLE, Ky.—The Spencer Cour-
ier has been sold by Commissioner A. T.
Beard to the Spencer Magnet. The con-
solidated papers are published under
the name of Spencer Magnet.

DODGE CITY, Kan.—C. T. Warren, who
has been in charge of the publication
of the Journal for the last two years,
has sold the paper to Dow G. and Ross
E. Busenbark. The elder Mr. Busen-
bark has been in the newspaper busi-
ness at Lyndon, Eskridge, and a num-
ber of other Kansas towns. His son,
Ross E. Busenbark, graduated from the
Department of Journalism at the
State University this spring. E. L.
Scrivener, another graduate of Kansas
University this spring, will be the city
editor of the Journal.

MORE PERSONALS

SAN FRANCISCO.—George Fisher,
S circulation manager of the San
Francisco Chronicle, who was a dele-
gate to the recent annual meeting of
the International Circulation Managers'
Association at Grand Rapids, will spend
several weeks in the East inspecting
the offices of a number of the big news-
papers before returning to the Pacific
Coast.

Among the newspaper men visiting
here this week are the following: R. S.
Cassidy, an editor of Vallejo; Maxwell
Longfellow, editor and publisher, of
Maricopa; H. Hammond, publisher, of
Byron; O. A. King, publisher of the
Amador Ledger, Jackson, Cal.

Mrs. Robert W. Patterson, one of the
owners of the Chicago Tribune, arrived
here a few days ago, with Mr. and Mrs.
Prescott Hunt, Mrs. John Sowers, and
Mrs. Charles Hopper. They came West
in a private car and are continuing
their tour of the Coast via Portland.

W. F. Benedict, Sunday editor of the
San Francisco Chronicle, is spending his
summer vacation in the Yosemite.

A. J. Callahan, formerly of the Min-
neapolis Journal, has become advertis-
ing manager of the San Francisco Ex-
aminer. He succeeds J. B. Pinkham,
now the Examiner's business manager.

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 Michigan

At its twenty-third summer session, which runs from July 3 to August 25, the University of Michigan is offering two courses in journalism, intended for two classes of students: (1) Those who are considering newspaper work as a possible profession and wish some knowledge of its requirements, problems and possibilities; and (2) those who have learned from actual contact what the problems of the newspaper worker are and wish to obtain the aid toward their solution which a theoretic consideration may give. The courses are not designed to serve as a substitute for practical experience. Experienced newspaper men from cities near Ann Arbor will supplement the class work by giving informal lectures and by answering students' questions on various phases of the work. Both the course in elementary newspaper writing and that in advanced newspaper writing will be conducted by Lee A. White, assistant professor of journalism in the University of Washington and assistant professor of rhetoric in the University of Michigan for the summer session, 1916.

The summer school also offers graduate courses in the theory and practice of argumentation, short-story writing, studies in the dramatic form of writing and studies in theories of style.

Valparaiso University

The patriotism of journalism students is perhaps no better exemplified anywhere in the country than at Valparaiso University where the entire staff of *The Torch*, the student collegiate publication, has enlisted for service on the Mexican border. Editor-in-chief Zakeran has joined the Ohio National Guard; Sporting Editor Huldrenson, Circulation Manager Treiber, and Business Manager McNulty are with the Indiana Guards. Assistant Editor Reynolds crossed the State line and enlisted in the Illinois medical corps.

University of Montana

More than thirty thousand clippings from newspapers and current periodicals have been filed in the "morgue" of the school of journalism at the State University of Montana, in the past year. The clippings contain biographies, governmental articles, scientific discoveries and current topics that are likely to be of interest in the future. The "morgue" is open for use to students in the preparation of class work and for general reference.

Effort is made to bring the files up to the standard requirements of a well-equipped newspaper office that the students may become thoroughly familiar with modern reference methods. The "morgue" also contains the bulletins of the National Geographic Society. During the last year these bulletins have concerned chiefly the countries now at war and they have been a great aid in the systematic study of the army manoeuvres, the location of cities, forts, and batties, and of the general progress of the war.

Dr. J. H. Durston, editor of the *Butte Daily Post*, was one of last week's lecturers at the summer session of the State University of Montana. Dr. Durston's theme was "Your Point of View." His address was scholarly and inspiring.

University of Wisconsin

Three 1916 graduates of the course in journalism at the University of Wisconsin have secured positions on the *Cleveland Press*. They are Arthur W. Prussing, and William B. Reedy, of Chicago, and Fred M. Distelhorst, of Dorchester, Wis. They began their new work on July 1.

MAY DEMAND SUNDAY PAPERS

Canadians Now Have No Way of Getting News From Saturday to Monday.

TORONTO, July 3.—Are the people of Toronto and other large Canadian cities going to insist on the publication of Sunday newspapers? Such a development is quite within the possibilities, if recent events have any significance. There is a strong Lord's Day act in force at present which would have to be overcome before any such steps could be undertaken, but there are movements under way in other directions, such as in the operation of shell factories, that will have a tendency to break down several of the restrictions thrown around the Lord's Day—at least during the duration of the war.

The immediate reason for popular agitation for Sunday newspapers is to be found in the frequent circulation on Sundays of alarming rumors, which could not receive any general contradiction until Monday mornings. Last Sunday, for instance, a story was circulated extensively in Toronto, to the effect that 15,000 Canadian soldiers had been gassed by the enemy, and that an appalling casualty list was to be expected. This tale was not only spread by word of mouth, but was repeated from several pulpits. As a result, many citizens spent a miserable day for no good reason whatever.

The civic authorities are taking energetic steps to locate and punish the originators of this and other false reports, and in future it will go hard with any one who fabricates such malicious stories. At the same time, if the evil continues much longer, some steps will have to be taken to give the people the truth through the newspapers.

Redwood City Now Has a Daily

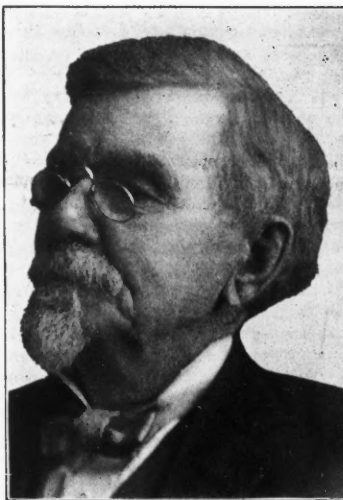
SAN FRANCISCO, July 3.—The *Redwood City Star*, Redwood City's first daily newspaper, made its appearance on June 15. It is an eight-page evening paper. James D. Hedge and E. T. McGettigan are the publishers and editors. Mr. McGettigan, who holds the lease of the paper, is a newspaper man of long experience, and is secretary-manager of the Redwood City Chamber of Commerce. The *Democrat* has been issued as a weekly, under the management of Mr. Hedge, for the last two years. As H. W. Simpson, of the *Palo Alto Times*, is about to establish a daily at Redwood City, there will be three daily papers in San Mateo County as well as twelve weeklies.

A man in Ohio has just refused permission to his daughter to marry the son of a Mormon. Wonder what he'd do in the case of the son of a traveling salesman?

HAS BEEN A PUBLISHER 57 YEARS

Friends of J. J. Richardson Nominate Him Dean of American Journalists.

To have been continuously connected with one paper for over fifty-seven years is the record of J. J. Richardson, editor of the *Davenport (Ia.) Democrat*, and his friends are asking if this does not qualify him for the title of dean



J. J. RICHARDSON.

of American newspaper men. So far, they have been unable to find any other publisher with a similar record.

Mr. Richardson was the member for Iowa of the Democratic National Committee during two terms, in Grover Cleveland's time. Under his direction the *Democrat* has always stood for the same sturdy kind of Democracy which Mr. Cleveland typified. They were close personal friends, as well as political associates.

The *Davenport* editor, who recently observed his seventy-seventh birthday, spends most of every day in his office, and says he never felt better in his life.

Bound Newspapers Are Books

The question whether newspapers when bound cease to be "newspapers" within the meaning of the provisions of the Tariff law, and become "books," came up for decision this week for the first time before the Board of General Appraisers in a protest filed by James Keeley, publisher of the *Chicago Herald*. The merchandise covered by the protest consisted of a number of copies of the *London Times* bound into book form. The specific protest before the Board related to thirty-two volumes. The collector exacted 15 per cent. duty under the paragraph reading "books of all kinds, bound or unbound," whereas the importer claimed free entry as "newspapers and periodicals." Judge Fischer affirmed the collector, holding that Congress restricted the term periodicals to include only such as have not been bound in book form.

No Trace of H. O. Reinsch Found

No trace has been found of H. O. Reinsch, twenty-four years old, publisher of the *Lawton (Ia.) News*, who disappeared from Sioux City, June 10. On that date Reinsch went to Sioux City to arrange for the sale of his newspaper. The following day his clothes were found in an abandoned boat on the Big Sioux River near Riverside Park. The river was dragged in an effort to recover the body. The police worked for several days on the case.

A Million More

In six months of 1916 The New York Times published 5,661,654 agate lines of advertisements, a gain of 1,004,882 lines over the corresponding period last year, and the greatest volume and the greatest gain in its history. Deducting Help and Situation Wanted advertisements, The Times carried a greater volume of advertisements and made a greater gain than any other New York newspaper.

The average net paid circulation of The New York Times, daily and Sunday, for the six months ended March 31, 1916, was 334,744 copies.

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

THE SAME
CENTRAL PRESS ASS'N

which supplied 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.

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
250 Fifth Avenue
NEW YORK
Lytton Building
CHICAGO

Every reader of
DETROIT SATURDAY NIGHT
is a prospect. No waste circulation.

G. LOGAN PAYNE CO.
New York Chicago Boston Detroit

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.

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

Circulation News, Views, and Observations

CIRCULATION PROBLEMS

Importance of the Element of Time in the Distribution of a Metropolitan Newspaper—Reminiscences of an Experienced Manager.

By L. F. GAUTIER.

(Circulation Department of the New York World.)

The circulation department can be rated the most active and important branch of a newspaper organization, aside from the news department.

Time is everything in its routine, and the vast amount of editing work is so systematized that the distribution of a large edition goes along to-day without apparent effort.

In my eighteen years of consecutive service with the circulation department of the New York World, I have seen



LOUIS F. GAUTIER.

many changes, but time still remains a great factor in distribution methods.

In former days when railroad service was not as good as it is now, a special train would be chartered on a few hours' notice, without a thought as to the cost. The circulation manager, after he had put in a hard day's work at his desk, would make a trip on one of these trains for probably four hundred miles, without a wink of sleep until he reached his destination. You will admit that being on duty for a full twenty-four-hour day without rest is somewhat wearying.

SOME THRILLING STUNTS.

Each paper in those days strove to be the first on sale; and a book could be written about the many "stunts" that were pulled off to accomplish this. Some of them involved thrilling, strenuous, and even dangerous moments.

At one time the World had exclusive permission to ship papers to Rochester, N. Y., on the American Express Company's money train, which enabled it to beat the other papers to that city by several hours.

The first day of the run a man was detailed by the office to accompany this shipment to Rochester, although the Express Company would not allow outsiders to ride upon it. When the man arrived at the depot, and looked into the car where the papers were placed, he found a messenger of the company armed to the teeth. Believing that he would either be shot or jailed at the first stop, he returned to the office with the explanation that "he who runs

away, will live to fight another day." However, the papers reached their destination at Rochester on time, thus beating the other New York daily newspapers by two hours.

INTENSE RIVALRY BETWEEN PAPERS.

Much rivalry existed between the representatives of the different publications, and particularly between those who went out on the special newspaper trains each Sunday morning. It was the ambition of each one to beat the other, by some trick. For example, at Dunnellen, Pa. a bundle was thrown off the train while it was running at the rate of fifty miles per hour, the different publications being packed in bags. On one occasion when the train was approaching this place the baggage man yelled, "Let her go" before the train reach the station, with the result that all the New York newspapers, with the exception of the World, were distributed in a stream about fifteen feet deep, for a quarter of a mile, consequently the World was the only paper on sale in Dunnellen that Sunday.

The other messengers claimed that the World man had bribed the brakeman to pull this trick.

When the bull dog edition was first published it was difficult to make the train which left the old Pennsylvania Terminal at 6:30 P. M.

One night when the main sheet starter was very late, a number of wagons were sent to the ferry. The last one arrived just as the ferryboat started to leave her slip. In their endeavor to get the bundles on board the men threw them at the boat with the result that several of them landed in the Hudson River, missing the boat by several feet. This was an instance in which time got the best of us, but the depths of the rivers are not beyond circulation experts.

The New York city papers are still in demand in the outlying villages and cities, although the local publications have been greatly improved. People will always want to read the news appearing in the great dailies no matter how excellent their own local newspapers may be. The problem of reaching them quickly with the latest issues is always awaiting a new solution.

Newsboy Wins Scholarship Prize

Louis Alparn, one of the members of the Lynn (Mass.) Newsboys' Association, who was graduated at the Cobbet School last week, was awarded first prize for excellency in his studies by the Lynn Newsboys' Scholarship Board. To encourage the members of the Newsboys' Association toward a higher education so that when they complete their high-school course they may be eligible toward a scholarship, which is awarded every year by the Board, the Association arranged to award prizes to the ninth-grade boys rating highest in their studies. Louis has distinguished himself in his studies. Coming to this country five years ago he completed the nine grades in that time which shows wonderful progress. He is thirteen years of age and is a youngster with a strong determination that spells success. Louis will enter the English High School in the fall and will prepare himself for college.

H. W. Simpkins, owner of the Palo Alto Times, announces that his paper will be an evening daily at an early date.

FAVORS EXCLUSIVE NEWSBOYS.

Mr. Lynch Gives Three Reasons Why He Prefers Them.

By J. J. LYNCH,

(Circulation Manager Cleveland Press.)

Nearly every town has a different condition to meet, and must be handled to the best advantage of these conditions. So has each newspaper, with very few exceptions, a different system, and it must be handled along the lines that will bring best success to that paper.

My experience is limited to conditions that have existed and are existing in Cleveland and northern Ohio.

The Cleveland Press has been working on the basis of exclusive carriers and newsboys for the past fifteen years. Previous to that time the boys were privileged to handle all newspapers, and the result was anything but satisfactory. Having had experience with the privileged boys, and also with the exclusive boys, during the past fifteen years, we feel that it is to our best advantage to cater to the exclusive boy.

(1.) Because he is practically working under our supervision, and will be more apt to carry out our orders.

(2.) That he will pay attention to his work and serve his customers more faithfully and with promptness.

(3.) That our records prove that the exclusive boy has made a greater increase than the boy who sells all newspapers.

The reason for this last point is plainly obvious. In exclusively handling one paper he prizes that exclusive privilege and must of necessity put more ginger into his work to make his exclusive representation satisfactory to his paper, and profitable to himself. When he sells several papers his gross sales may be more satisfactory to him, but robs any one newspaper of that element of hustling which makes for increases.

At the present time the entire country circulation of the Cleveland Press, and two-thirds of our city circulation, is handled by exclusive carriers and newsboys. About 4,000 are exclusive boys, and about 1,700 are privileged boys. The 30 per cent. that handle all newspapers cause us more trouble and annoyance than the entire number of exclusive boys, because it is impossible for them to push one paper in preference to another, with satisfaction to the publishers. They cannot carry out instructions from the different circulation representatives, as they are conflicting and confusing.

ST. PAUL NEWSBOYS' CLUB

Business Men Clear Debt and Raise Maintenance Fund.

ST. PAUL, Minn., July 2.—A four-day campaign has just been operated successfully for the benefit of the St. Paul Newsboys' Club, the object being to pay off an indebtedness of \$2,000 and obtain an annual maintenance fund of \$4,000. The affair was conducted by the trustees of the club, endorsed by the Commercial Club, and having the cooperation of the Rotary Club. Prominent business men personally canvassed the wholesale district for subscriptions.

The Newsboys' Club is five years old, and has 200 members. Its influence on the boys has always been most salutary, as evidenced by Grier M. Orr, Judge of the Juvenile Court, who says that for

every ten newsboys who used to be taken into the court before the organization of the Club there is now only one. Superintendent Lange of the public schools states that the boys have improved 50 per cent. in their studies since joining the Club.

The boys, with their own chief of police and trial board, help enforce a city ordinance forbidding boys under ten to sell papers and requiring that those between ten and sixteen must go to school and have regular permits as newsboys. The Club has a monthly magazine, the Newsboys' Booster, and has just been provided with a pool-table presented by Koehler & Hinrichs, grocers. The boys have a drum corps which practices nightly for participation in St. Paul's next winter carnival.

WEEKLY DELIVERY EXPENSE

Cost to Pittsburgh Gazette-Times for Transporting Papers to Dealers.

By J. H. MILLER, JR.

(Circulation Manager, Pittsburgh (Pa.) Gazette-Times.)

The subject assigned to me, "What is the Average Weekly Expense per Thousand for Delivery of Papers from the Mailing Room to City Newsdealers, Sub-stations, Post Office, and Railroads," is one that does not require a lengthy paper, and in obedience to the request of the programme committee, I will treat this subject with brevity and furnish you the average weekly cost of the Pittsburgh Gazette-Times and Chronicle-Telegraph, for the delivery from the mailing room to the city newsdealers, sub-stations, post office, and railroads as follows:

Gazette-Times, daily and Sunday, weekly average \$2.77 per 1,000.

Chronicle-Telegraph, daily except Sunday, weekly average \$2.53 per 1,000.

In explaining these figures, I desire to state that the Gazette-Times and Chronicle-Telegraph do not own any horses or wagons, but, however, contract for them at a figure equivalent to the wage paid drivers when owned by us. This contract also gives these publications the right to reduce or increase the number of wagons needed; also absolute jurisdiction as to the employment of drivers and anything pertaining to the condition of stock and wagon equipment.

The average circulation thus delivered at this weekly average cost is: Morning, 85,000; evening, 106,500; Sunday, 107,000. The average number of pages printed: Morning, 14; evening, 24; Sunday, 82. Equipment used: Morning, 3 autos, 5 wagons; evening, 3 autos, 7 wagons; Sunday, 6 autos, 8 wagons. Also included a weekly average of 4,200 packages forwarded via street-car lines of Pittsburgh at a cost of three cents per package, regardless of size.

Grand Old Editor's Outing

TORONTO, July 3.—Canada's famous ninety-two-year-old editor, Sir Mackenzie Bowell, called affectionately the grand-daddy of Canadian newspapermen, is off on a holiday jaunt to Alaska and the Yukon Territory. Travelling has always been a passion with him, and he has made a trip to the Pacific Coast every summer for many years. This time his son, C. J. Bowell, managing director of the Belleville (Ont.) Intelligencer, is with him; but it may be taken for granted that Sir Mackenzie thinks he is looking after "Charley," rather than vice versa. Sir Mackenzie, who was once Premier of Canada, is one of the most virile men of his years on the North American continent, and he is still very much the editor of the Intelligencer.

MAKING FINANCIAL PAGE FOR THE PEOPLE

(Continued from page 5)

second hand sources. We compiled every month a record of new issues of capital and as we had comparisons running back for a number of years, this formed a valuable feature, especially as no other daily paper attempted this task. Our annual record of the number of stockholders in corporations, as obtained direct from officials at considerable labor and by diplomacy, constituted a really valuable compilation as until recently no other publication had such records.

One thing that distinguished the American's business page from all others was its signed daily article, or editorial, by the business editor. By Mr. Hearst's orders this article at first and for a long time was printed in gothic type throughout with plenty of paragraphs and star lines. These articles were "different," as the magazines say.

They were written on the principle that everybody is a human being before he is a banker, a broker, an investor, or a business man. They were written also on the theory that daily newspapers have women readers as well as men readers. Most daily financial articles are not read by people not directly interested in stocks. The American's article was meant to appeal to everybody, men and women, investors and non-investors, employers and workers. That they were read by all classes was abundantly demonstrated by the thousands—yes, literally thousands—of letters of comment that poured in from every State in the Union. And it may interest editors to know that the articles that brought the greatest number of letters of comment and commendation were the "human interest" ones and not the technical financial ones. Every article was meant to have a bearing on finance, economics, business, labor or other subject germane to a business page—although, let me confess, other writers used to twit me that they needed a magnifying glass to trace the connection between some of these articles and Wall Street!

The proof of the pudding lies in the eating. The worth of an article to a newspaper lies chiefly in the number of people who will want to read it. Applying this test, these A B C articles touching life at many points justified themselves. There are twenty human beings for every investor and if something can be written to appeal both to the relatively few investors and to a majority of the other human beings, then surely it is merely common-sense to print stuff that has the wider appeal.

We laid great stress on such elementary things as the value of thrift, the desirability of investing savings, the importance of meeting the needs of small investors, the social and political advantage of increasing the number of stockholders and bond holders in corporations.

Flinflaming was sweepingly condemned no matter how highly placed its perpetrators might be. Every effort was made to hold the balance even between capital and labor.

In this way the American's business department earned a reputation for fairness. Its fearlessness also won for it the respect of financial leaders, who paid more attention to what it said than to the toothless articles printed in some of the other financial pages.

On finishing a talk before the financial students at the Columbia School of

Journalism, I was asked by the instructor to tell the young fellows how we had managed to gain in uncommon degree, the inner confidence of so many big men. In addition to such rudimentary things as playing fair with these men and seeking to deserve their confidence, I emphasized the need for studying the makeup of each man whose friendship might be worth having. Everything in this world is based on human nature. I stated that not a few men could be best broached through the avenue of subtle (but sincere) flattery, such as a polite reference to the importance you attached to their views on the subject you wished them to discuss. In most cases, however, permanent friendship and confidence can be established and maintained only when the financial writer can make himself sufficiently interesting to the other party to have him welcome a visit; in other words, the writer must be able, on occasion, to tell his influential friend something that will interest him, as a wholly one-sided friendship is not apt to last. A twenty-dollar a week cub reporter, naturally is less likely to succeed in establishing intimate relations with busy men than a writer of some experience and responsibility, especially one whose life has not been spent wholly within a radius of a few miles. It is well, also, that the editor-in-chief and the editorial writers should know who are particularly helpful to the paper in giving it news so that there may be reciprocity should appropriate opportunity arise.

The average financial page is cluttered with deadwood—printed solely because the news agencies supply it without extra expense. Some of the stuff printed under the head of commodity markets, such as the price of vegetables, the average householder never sees, is utterly worthless. Quotations never made a daily paper. To sacrifice live news for the sake of columns of unimportant local and out-of-town quotations, is, to my mind, poor policy. Where space is not a consideration, these yards of figures do no harm and may do some slight good; but outside the regular stock and bond quotations, listed and unlisted, everything would be secondary to news.

I use the term "news" to cover also views, for my experience has been that comments are read quite as generally as news. If a newspaper had a trained force capable of dressing up every important piece of financial news with pertinent comments, paying special attention to such technical matters as statements of earnings, annual reports, reorganization plans, etc., the effect upon circulation and advertising would, I believe, be most satisfactory. Men fit to do this work well, however, would have to be paid high salaries, and only the leading city papers could make a department of this kind pay.

One thing business news departments should have which they do not have. The cartoon should be introduced. The metropolitan paper which introduces this novelty, using it skillfully and with good taste, will win many thousands of readers. There is ample room for a topical business or financial cartoon at least twice a week. Were they done cleverly, everybody would talk about them.

It may not be out of place to add that in its fourth year the American's business and financial department, according to the records, carried more financial advertising than any other morning newspaper in New York, with one exception.

Had any one four years ago prophesied such a showing he would have been

ridiculed. Mr. Hearst and Mr. Merrill, however, evidently were able to see farther and clearer than some of their critics.

CHELTENHAM SWAMPS PRESBREY

Advertising Agents' Baseball League Opened Its Season Last Saturday.

The Advertising Agents' Baseball League opened its season last Saturday afternoon. At the Flatbush, L. I., grounds the team from the George Batten Company took on the Albert Frank & Co. nine, while the Cheltenham played the Presbrey team at Westchester. The Cheltenham-Presbrey game was a runaway for the Cheltenham, and they won by the score of 22 to 10. The feature of the match was a sensational one-hand catch in left field, by Asking, of the Cheltenham.

The teams were as follows:

Cheltenham—Dearnly, pitcher; Tisdale, third base; Peace, first base; Spiegel, catcher; Metcher, short-stop; Anderson, centre field; Danzig, second base; Asking, left field; Vaughn, right field.

Presbrey—Disken, left field; Wolf, pitcher; Bauman, second base; Sarata, first base; Sackteban, catcher; Argenzo Birch, third base; McNulty, right field; Blum, centre field; Schuarz, short stop.

The George Batten Company won from the Albert Frank & Co. nine by the score of 10 to 4. For the first four innings of the contest it was a nip-and-tuck pitchers' battle. Then the Batten batsmen began solving the Frank twirler's offerings, with the result that in the rest of the game they hit out eight runs to two for the Frank team.

The teams were as follows:

Batten—Malone, first base; Cooke, short-stop; Schumacher, third base; Caterson, catcher; Owsley, second base; McDonald, pitcher; Naples, centre field; Pearson, left field; Hamilton, right field.

Frank—Meyers, third base; Stinard, catcher; Smith, short-stop; Kiely, pitcher; Schwind, first base; Siegfried, centre-field; Riordan, second base; Jones, left field; Southerton, right field; Borst, substitute.

HOW AGENTS STAND ON RATES

Pass Resolution Favoring Commission of 15 P. C. on Newspaper Advertising.

At the executive session of the Affiliated Association of Advertising Agents held at Philadelphia on June 28, the following resolution was adopted:

"It is the unanimous sense of the Affiliated Association of Advertising Agents that the Newspaper differential (commission) to regularly recognized advertising agents be not less than 15 per cent. (fifteen), and that 2 per cent. be the cash discount allowed for payment on the 20th of the month following the publication of the advertising."

Collin Armstrong as former chairman of the Newspaper Committee of the Association of New York Advertising Agents, and at present chairman of that Association, was requested and directed to transmit this resolution to the newspaper departmental.

Suspended Paper; Went to Border

The Waterbury (Conn.) Mail, established about seven months ago by Charles E. Gradwell, a London newspaperman, was suddenly discontinued last week with no notice from its publishers. It is understood Mr. Gradwell has gone to the border.

Women's Features

Ask for samples of the following:

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

The Evening Mail Syndicate

203 Broadway New York

Now Ready for Delivery!

LARGE SCALE MEXICO MAP

In Colors

Size 28 x 36 inches.

Can be combined with European War Zone Map, making ideal Reference War Chart.

Special low price quantity orders.

Exclusive territory reserved for Live Wire Newspapers.

Send 25c. for sample postpaid.

S. BLAKE WILLSDEN

Premium and Advertising Specialties.

1606 Heyworth Building, Chicago

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

OUR TANNER PUZZLES

(Daily, 1 Column)

will carry reading matter complete, including answer to preceding issue.

The INTERNATIONAL SYNDICATE

Features for Newspapers

Established 1899 BALTIMORE, MD.

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

USE UNITED PRESS

FOR Afternoon Papers

General Offices, World Bldg., New York

TIPS FOR THE AD MANAGER

Crane & Ordway Co., of St. Paul, are placing a line of advertising in farm papers through the Taylor-Critchfield Agency, of Chicago.

Farwell, Ozmun, Kirk & Co., of St. Paul, are placing an extensive paint campaign through the Mitchell Advertising Agency, of Minneapolis.

The Great Northern Railway, general offices in St. Paul, is placing its newspaper advertising through the Chicago agency of Nichols-Finn & Co.

An extensive campaign of national advertising is being carried on by the Towle Maple Syrup Co., of St. Paul, by a Chicago agency.

The White Enamel Refrigerator Co., of St. Paul, is placing an extensive newspaper and magazine campaign through the Dollenmeyer Agency, of Minneapolis.

Among the St. Paul educational institutions whose copy is being prepared and placed by the Corning Agency are the Macalester Conservatory of Music, the College of St. Thomas, Oak Hall School for Girls, and St. Catherine's School for Girls. The Corning Agency is also placing the Twin City newspaper space for St. John's Military Academy for Boys, at Delafield, Wisconsin, and an extensive newspaper campaign for Shattuck Military School, at Faribault, Minnesota.

Chambers Agency is sending out orders to a large list of dailies and weeklies in four or five States, for the Behrens Drug Co.

The Chambers Agency is now handling the advertising of Cabarrus & Company, importers of tropical fruits and Guatemala coffee. They will be ad-

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

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.;
Kresge Bldg., Detroit, Mich.

vertised extensively in newspapers and magazines.

The P. F. O'Keefe Agency is making arrangements for handling the large account of the Winchester Repeating Arms Company. This year the arms company will confine its efforts entirely to newspaper and farm papers.

NEW INCORPORATIONS

NEW YORK CITY—Modern Finance Corporation; capital stock, \$15,000; printing and publishing, especially magazines; incorporators, A. E. Small, W. C. Hubbard, and T. H. Trenholm.

NEW YORK CITY—Hopper-Cousins Press Syndicate; capital stock, \$10,000; printing and publishing; incorporators, J. H. Röhley, R. G. Hopper, and W. S. Cousins.

NEW YORK CITY—Central News Photo Service; capital stock, \$7,000; news photos, mat service, and conduct news service generally; directors, David A. Murphy, Thomas E. McGrath, and Eric Siemering.

NEW YORK CITY—John M. Torr; capital stock, \$10,000; advertising, printing, publishing; incorporators, J. Schenberg, P. Crichton, and J. M. Torr.

NEW YORK CITY—United States Publishers' Association; capital stock, \$1,250,000; general publishers' business; incorporators, Herbert E. Latter, Norman P. Coffin, and Clement M. Egner.

NEW YORK CITY—Rich & McLean; capital stock \$10,000; manufacture all kinds of machinery, printing machines and presses; directors, Solomon Rich, Benjamin McLean, and Morris McLean, all of New York city.

NEW YORK CITY—International Slide & Film Advertising Company; capital stock, \$10,000; general advertising business; directors, Abraham Hurwitz and Don Williams, of New York city, and Edward H. Hahn, of Jersey City, N. J.

NEW YORK CITY—Hodges Publishing Company; capital stock, \$1,000; printing, publishing and advertising business; directors Blanche Hodges, Charles P. Sands, and William J. Reid, all of New York city.

BROOKLYN—Kelmecott Press and Advertising Service; capital stock, \$500; general printing, publishing, and advertising business; directors, Charles B. Smith, James Wilson, and Frederik Woods, all of Brooklyn.

BROOKLYN—Romeike Press Clipping Bureau; capital stock, \$500; general advertising business, general library and information bureau; directors, Albert Romeike, of Hoboken, N. J.; Furman Romeike, of Elmhurst, and Edna J. Seiss, of New York city.

NYACK—Rockland Printing Company; capital stock, \$1,000; newspaper publication and general job printing; directors, Eugene F. Perry, John C. Vicker, and Arthur A. G. Luders.

BIRMINGHAM, Ala.—Direct Advertising Service; general advertising; incorporators, H. D. Cullen, George W. Peck, and J. A. Henderson.

CHICAGO, Ill.—Dial Publishing Company; capital stock, \$25,000; incorporators, Frederick J. Koch, Harry R. Kern, and Willard C. Kitchel.

EVANSVILLE, Ind.—Republican Publishing Company; capital stock, \$10,000; directors, Charles G. Covert, C. W. Wittenbraker, and Guild C. Foster.

WILMINGTON, Del.—Edgar M. Hoopes Advertising Agency; general advertising agency and brokerage business; incorporators, Edgar M. Hoopes, jr., Bertha L. Houft, and Henry R. Craig.

NEW YORK CITY—George Matthew Adams Service; capital stock, \$100,000; general printing and publishing business, newspaper feature service; directors, George Matthew Adams, Montclair, N. J.; Abraham Kaplan, and August F. J. Altieri, of New York city.

NEW YORK CITY—The Q Corporation; capital stock, \$500; general advertising and publicity business, manufacturing advertising devices and novelties; directors, Charles A. Birchfield, Oliver Hoffman, and Thomas P. Degraffenried.

NEW YORK CITY—Forkum-Connor; capital stock, \$10,000; general advertising business; directors, Ralph L. Forkum, of Rosebanks; J. Harry Connor, of New York city; and Frank Kling, of Brooklyn.

NEW BRITAIN—The New Britain Record Company, publishers of the New Britain Record, has been incorporated with a capital stock of \$100,000, which has been fully paid. The incorporators are J. L. Doyle, Mary A. Doyle, E. J. Doyle, and W. J. Doyle. J. W. Lockett, who has been fourteen years with the paper, will undoubtedly be the general manager.

New Paper Has Big Programme

NEW ROCKFORD, N. D., July 5.—The Daily Capital recently made its appearance here. The purpose of the new paper is to encourage the removal of the capital of the State to New Rockford, and, incidentally inject a little political "pep" into the campaign. J. H. Worst is the editor, and the publishers are A. C. and Len J. Olsen.

NEW PUBLICATIONS

PLAINVIEW, Tex.—The Plainsman and Farmer is the name of a new newspaper, of eight pages, which has just been established here. Robert Hoover is editor, and J. M. Adams, owner of the Plainview News, is publisher.

BOTTINEAU, N. D.—Organization of a company known as the Bottineau Coöperative Publishing Company, has been perfected in Bottineau County, North Dakota, and plans are under way for the establishment of a new newspaper. L. L. Stair, of Newburg, has promoted the new company. It will be capitalized at \$25,000.

SMITHVILLE, Ont.—A new newspaper has been born here. It is called the Smithville Review, and is under the ownership and management of A. T. Mitchell. The initial number was newsy, well printed, and showed a generous advertising patronage. Smithville is not a large city, but it is well situated in a prosperous community.

News Now Printed on Duplex Press

The Santa Barbara (Cal.), Daily News, published by Thomas M. Storke, is now printed on a new twenty-page Duplex press, which has been installed in a new building especially constructed for it in connection with the mechanical and editorial departments of the paper. The publisher claims that there is not on the Pacific Coast another city of the size of Santa Barbara having a newspaper plant the equal in capacity of that of the Daily News, with four linotypes and a twenty-page color press.

Berlin Tageblatt Suspended

The Tageblatt, one of the leading Berlin newspapers, announced on June 28 that its appearance had been prohibited by order of the military commander. This is the first instance for some months of the suspension of a Berlin paper.

BOSTON JOURNAL'S PROGRESS

It Adopts Independent Policy, but Will Support Hughes for President.

According to reports from Boston, the Boston Journal is making excellent progress under its present management. Four years ago the Journal was distinctly a partisan Progressive organ, owned by Frank A. Munsey, and later by Matthew Hale, both high in the



CHAS. ELIOT WARE, JR.

councils of the Bull Moose. Shortly following the national election of 1912 the paper changed owners and came into the hands of the men now identified with it. It was evident at once that Progressivism had no place in the policies of the new owners, but the reputation of former days was difficult to shake off, even when a few weeks ago it came out for Hughes for President.

The Journal has gained a reputation for frank independence in its comment on public men and public measures. It commended and criticised Democratic Gov. Walsh as freely as it has commended and criticised Republican Gov. McCall. It has been consistently against President Wilson's temporizing foreign policies and as consistently it has subscribed to the fundamental principles of Republicanism.

The men who have had directing hands in bringing the Journal to the front are Charles Eliot Ware, jr., now president and general manager; Walton A. Green, editor and publisher, Edgar D. Shaw, managing editor, and James A. Coveney, advertising manager.

Mr. Ware came to newspaper work from a general business experience. Mr. Green forsook the law in favor of editorial work, Mr. Shaw and Mr. Coveney have been newspaper men all their grown-up days.

To Keep Printing at Home

The Home Industry League of California held a luncheon meeting in San Francisco on Thursday. The topic for discussion was "How to Use Printers' Ink to Make it Pay." A campaign was opened to keep California printing in California printerries. This campaign is directed against the practice of many large concerns in the State which send their big orders for printing to Chicago and New York and have only their smaller rush jobs done locally. George Norton, expert promotion-literature printer, spoke to the members on this phase of the meeting and then on the selling power of good printing and the waste of poor printing.

AD FIELD PERSONALS

Rudolph Guenther, president of the Guenther Advertising Agency, of New York, has compiled a booklet entitled "What Advertising Can Do for Public Utility Securities in Awakening the Public to Their Values as Investments."

Harry W. Bosworth, formerly advertising manager of the Goddard Brothers Store, Lynn, Mass., has been made sales manager of the Thompson-Hudson Company, of Toledo, O.

E. L. Shuey, advertising director of the Lowe Brothers Company, of Dayton, O., has been appointed to a place on the directorate of the Greater Dayton Association. He succeeds E. A. Deeds, who resigned some months ago.

C. A. Kracht has severed his connection with the New York Globe and taken a position as advertising solicitor with the New York Evening Mail.

F. H. Flint, formerly advertising manager of the Saskatoon Phoenix, Saskatoon, Canada, has joined the staff of the Winnipeg Saturday Post and is in charge of the advertising department.

V. R. Churchill, secretary of the Honing Cooper Advertising Company, San Francisco, addressed at Atascadero the annual convention of the Southern California Press Association. He spoke on "Coöperation between Newspapers and Advertising Agencies." The convention lasted a week. Harian W. Palmer, of the Hollywood Citizen, was reflected president of the Association.

Thomas A. Kerwin, advertising manager of the Almy, Bigelow & Washburn department store of Salem, Mass., is on his way to Mexico with Boston's crack Battery A, Ninth Regiment.

F. A. Eaton, for the past three years manager of the copy and art departments, respectively, of the Hanft-Metzger Advertising Agency, has joined the staff of the New York Tribune as manager of the service department. He is assisted by L. H. Kurtz, who has been assistant advertising manager of the Ronald Press Company, publisher of business books.

New Government Ad Bill

WASHINGTON, July 5. — The Senate has passed a bill changing the law which requires the register of a United States Land Office to publish in newspapers certain notices. The bill which is now pending in the House, provides that "whenever the law requires the register of a United States Land Office to publish a notice for a certain period of time in a newspaper to be designated by him, such publication may be made by publication each week, successively, in a weekly newspaper of general circulation for the prescribed period of time, or by publication once a week on Saturday of each successive week in the daily issue for each Saturday of a daily newspaper of general circulation until such prescribed period of time shall have elapsed from the first day of publication in such daily newspaper."

CANDIDATES NOW BUY SPACE

Six Hundred Minnesota Papers Get Cash for Politicians' Publicity.

St. Paul, Minn., July 5.—One of the features of the late popular primaries in Minnesota was the amount of newspaper publicity used by the various candidates for State offices.

In past years newspaper advertising by candidates has been looked upon by publishers as more or less of a bribe, and they have either refused absolutely to run the advertising or have charged rates most prohibitory.

About two years ago the Corning Advertising Agency, of St. Paul, made the argument to the publishers that when a man ran for office, he should have the same privilege of advertising as the man who advertises dry goods, and that the use of the best kind of advertising should not be denied to him, either by absolutely refusing to sell space or by the charging of excessive rates.

Practically all the 600 publications in Minnesota now look upon political advertising as perfectly legitimate business, realizing that the old "gum-shoe" method of campaigning was exhausting to the candidate, tremendously expensive, and not particularly satisfactory, and that the candidate for office who buys space in a reputable newspaper does not necessarily buy the editorial support of that paper.

This business-like view of the situation has resulted in an immense increase in the amount of political advertising carried by the dailies and weeklies of Minnesota, and during the last campaign the newspaper advertising of six candidates for State offices in Minnesota were handled by the Corning Agency. Every one of these candidacies was successful at the polls. The most notable case is that of Frank B. Kellogg, of St. Paul, who won the Republican nomination for United States Senator by an overwhelming plurality. Advertisements of all sizes, from a few inches up to a full page, were used on his behalf in about 400 dailies and weeklies. Probably no candidate for an office at the hands of any one State of the Union has ever equalled this record.

Nicolai with Morton Company

Lawrence G. Nicolai, who for the past six months has been handling motor-car advertising and publicity on the Pacific Coast for J. W. Leavitt & Co., and who prior to that time was connected with the advertising departments of leading Western and Eastern newspapers, has joined the Chicago office of the William J. Morton Company, special representatives, and will be assistant manager. Mr. Nicolai was in charge of the foreign advertising and automobile departments of the Seattle Post-Intelligencer for four years and held a similar position with the Los Angeles Express and the Los Angeles Tribune.

What is it that will make you get into action to start along the Highway of Success that leads to the City of Fortune?

The West Michigan Press Association will hold its annual convention in Traverse City, July 20 and 21.

The price of the Reading (Pa.) Times, a morning paper, has been increased from six cents a week to ten cents a week.

The man who doesn't get ahead in this life usually gets a foot.

The Following Newspapers are Members of

THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA.	NEW JERSEY.
NEWS Birmingham Average circulation for March, Daily 39,025; Sunday, 41,039. Printed 1,905,330 lines more advertising than its nearest competitor in 1915.	JOURNAL Elizabeth
CALIFORNIA.	PRESS-CHRONICLE Paterson
EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	COURIER-NEWS Plainfield
MERCURY-HERALD San Jose Post Office Statement 11,434. Member of A.B.C.	NEW YORK
THE PROGRESS Pomona	COURIER & ENQUIRER Buffalo
GEORGIA.	IL PROGRESSO ITALO-AMERICANO New York
JOURNAL (Cir. 57,531) Atlanta	DAY New York The National Jewish Daily that no general advertiser should overlook.
CHRONICLE Augusta	NEBRASKA.
ILLINOIS.	TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
HERALD-NEWS (Circulation 15,190) Joliet	OHIO.
STAR (Circulation 21,589) Peoria	PLAIN DEALER Cleveland Circulation for June, 1916. Daily 141,470 Sunday 185,020
IOWA	VINDICATOR Youngstown
REGISTER & LEADER Des Moines	PENNSYLVANIA.
EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity.	TIMES Erie
SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	DAILY DEMOCRAT Johnstown
KENTUCKY	TIMES-LEADER Wilkes-Barre
MASONIC HOME JOURNAL Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	TENNESSEE.
LOUISIANA	BANNER Nashville
TIMES-PICAYUNE New Orleans	TEXAS
MICHIGAN	CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
PATRIOT (No Monday Issue) Jackson Lat Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat rate 2 cents line; full position 2½ cents line.	UTAH.
MINNESOTA.	HERALD-REPUBLICAN Salt Lake City
TRIBUNE, Morning and Evening Minneapolis	VIRGINIA
MISSOURI	DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
POST-DISPATCH St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first four months, 1916: Sunday average 375,428 Daily average 217,228	WASHINGTON
MONTANA	POST-INTELLIGENCER Seattle
MINER Butte Average daily 11,965. Sunday, 20,189, for 3 months ending March 20, 1916.	CANADA
NORTH CAROLINA.	ONTARIO
SENTINEL Winston-Salem October Gov't report 5,848, net gain October, 1915, over October, 1914, 1,028 copies.	FREE PRESS London
ROLL OF HONOR	
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	NEBRASKA.
ILLINOIS.	FREE PRESS (Cir. 129,884) Lincoln
SKANDINAVEN Chicago	NEW YORK.
	BONLLETINO 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

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.

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

Hemstreet's
PRESS CLIPPINGS
Tenth Avenue At 45th Street
New York

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS
OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
64 Nassau Street Tel. 6999-4 Downtown

ATTRACTIVE OFFER FOR QUICK SALE

Two Duplex Flat-Bed Presses
Replaced by Scott Web Presses

Ten-page press prints from type 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.

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.

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.]

How the Norfolk News Scored a Beat

NORFOLK, Nebraska, June 26, 1916.

THE EDITOR AND PUBLISHER:

A small story recently appearing in your columns regarding my talk at the University of Kansas newspaper week made me out as such a soothsayer and psychic marvel that I am briefly setting forth the exact facts in connection with the Omaha tornado in order to preserve something of a reputation for veracity.

On the morning of March 23, 1913, I woke up at 4:30 A. M., and could not go back to sleep. I got up and came downtown to the News office, arriving at the office at about 5:30. This was the first time in my life I ever got up at that hour in the morning to go to the office. I do not know what made me wake up. When I got downtown I heard on the street that there had been a tornado in Omaha the night before. I called up the Nebraska Telephone Company, from whom we lease our Associated Press telegraph wire, and they informed me that Omaha had been swept by a tornado, and that there was not a wire working into the city. This was at 6:00 A. M. I immediately got our telegraph operator, news editor, foreman, and linotype operators assembled ready for emergency.

At 6:30 our telegraph operator telephoned the Nebraska Telephone Co. to ask what the prospect of a wire was. He was informed that there was no wire—that every one of the 10,000 wires into Omaha had been swept away. At that instant over the 'phone he heard in the office of the Telephone Company the click of a telegraph instrument and recognized it as a call from Omaha to Norfolk. He called the telephone official's attention to what had just happened, and was then informed that one wire had just been completed into Omaha, but that this wire must be held for a packing company, and would be used from Omaha to St. Paul, Minn., and thence to Chicago, for the leased wire packing house report.

I then had a session with the Telephone Company over the wire, and finally convinced them that they owed it to the public to give this wire to a newspaper in preference to a packing house, in view of the heavy loss of life and property destruction that had taken place. This argument prevailed, and at 7:00 we began getting a report, and by noon had about twelve columns of telegraph matter in type, including a list of the dead and injured. This was one case where the Norfolk Daily News swept the world in a tremendously important story, as a result of my incidentally waking up at 4:30 A. M., and my going downtown for some mysterious reason that I cannot explain.

Up to two o'clock that afternoon, the Norfolk Daily News had the only telegraph wire, with one exception, working out of the city of Omaha. We gave the story to Sioux City papers, they sent it to St. Paul, from there it went to Chicago and New York—and that is how the Associated Press got the news of the Omaha tornado.

This was a most remarkable experience, and was one of the times when great good fortune came to a newspaper's assistance in a wonderful way, but I do not want to be understood as having said that "on the strength of my hunch, I called the newspaper force together and then, still working on a hunch, telephoned several towns and learned that there had been a tornado"—which was the erroneous story as to what I told the University of Kansas about the incident. The actual facts were weird enough just as the thing happened.

Thanking you in advance for making the correction, I remain, sincerely yours,

The Norfolk Daily News.

N. A. Huse, Editor.

In Re Don Marquis

ORANGE, N. J., July 4, 1916.

THE EDITOR AND PUBLISHER:

We all owe you gratitude for closer acquaintance with Don Marquis of the Sun Dial. To my mind he is doing a distinct service in satirizing the opinions of the young woman product of our present educational methods. She goes through a school where she is permitted to nibble only at varied sorts of knowledge. After school, with untrained mind, she absorbs smatterings of freak

ideas. The freakier the greater the attraction for her and the result is "Hermione." We have all met her, particularly around newspaper offices and woman movements of all kinds.

While thinking of "eclymists" don't let us forget the Dago-poet-humorist of the Philadelphia Evening Ledger, the genial "Tom" Daly, whose poetry is appreciated wherever the English language is known. Two of his collections of poems, "Canzon" and "Carmina," have already passed through numerous editions.

While a long list could be given of paragraphs of the past, there is one we would like to have recalled when the Sun is mentioned, and that is Phil Welch, of the "Accidentally Overheard" column of the Sun. Even when the fatal cancer was gnawing away at his tongue, he was producing those merry gulps that were translated regularly into French and German in Europe. He told me how some "blank fool would retranslate them back into English and then they were funny."

S. H. HORGAN.

Sets the Record Straight

PROVIDENCE JOURNAL,

EDITORIAL ROOMS,

PROVIDENCE, R. I., July 4, 1916.

THE EDITOR AND PUBLISHER:

I should be glad to have you correct the news item from your Providence correspondent, which appeared in your last issue. He has me as having been "formerly connected with the Associated Press." Never have I been connected with the Associated Press. I have been a writer of special articles for many years, having given my special attention to Latin-American countries and Spain. I am more widely known, probably, as the author of "The Child That Tolleth Not," a recent purchase of that book having been made by the Wharton School of Finance, University of Pennsylvania, for assignment in one of its classes.

THOMAS R. DAWLEY, JR.

LOCAL CO-OPERATION URGED

Editor Roe Tells Bankers They Should
Work with the Press.

ST. PAUL, Minn., July 5.—Herman Roe, editor of the Northfield News and secretary of the Minnesota Editorial Association, who was nominated at the recent primaries for the State House of Representatives, addressed the annual convention of the Minnesota Bankers' Association in this city. He urged that the country banker and editor join hands in educating the country merchant for mutual benefit.

"The country banker should come out of his shell and be the very soul of his community," Mr. Roe declared. "The small-town retailer usually is just a shopkeeper, who knows nothing of intelligent merchandising, and seldom seeks to improve his methods. His principal competitor, the mail-order house, uses methods that are the very acme of intelligent merchandising. The banker, cooperating with the editor, can change all this. The former should take the public into his confidence more. He should be heard from more often. Coöperation between the banker and editor can educate the merchant in solving the small town's business problems, chief of which is mail-order competition."

The speaker urged the coöperation of these three classes in establishing advertising clubs to provide intelligent publicity for the town's business. He said the community spirit should be intensified, lines between town and farm wiped out, and the farmer, the largest mail-order customer, should be shown that what helps the town helps him, and that, in the long run, he can deal more profitably with the store in his market town than with a mail-order house.

Oakland Is on the Advertising Map

SAN FRANCISCO, July 6.—The Ad Men of San Francisco are congratulating the Oakland delegation on their successful campaign for the 1917 convention of the Pacific Coast Advertising Association. Oakland sent a special

delegation to Spokane for this purpose on funds raised by giving an Ad Masque several months ago in the Oakland Auditorium. Oakland is now sure of its "place in the sun," as, in addition to securing the next convention, it was declared winner of the silver loving-cup for sending the largest number of delegates to this year's convention, and W. W. Cribbins, of Oakland, was elected president of the Pacific Coast Advertising Association.

SYNDICATE PLANT ON BORDER

Papers Served by N. E. A. Get Stories
Direct from El Paso, Texas.

CLEVELAND, O., July 4.—The Newspaper Enterprise Association, of Cleveland, has established a complete producing plant at El Paso, Texas. Editor S. T. Hughes made the plans.

Not only was a staff of writers dispatched to the border, but also equipment, materials, and men necessary for the sending of news, pictures, mats, etc., direct to the newspaper offices, instead of sending the results to Cleveland and then out to the clients.

Harry Payne Burton is in charge of the contingent on the border. With him are the special writers of the N. E. A., Robert Montsier, Leon Starmount, and E. R. Higgins. Robert Minor is making pictures at El Paso. W. H. Durborough, photographer, is making special exposures. The engraving department is in charge of Robert Reindieu, and the stereotyping department is directed by W. C. Handley. The headquarters is in the El Paso Democrat building.

James H. Lanyon, who is an expert on national guard data, is representing the Plain Dealer on the border. The Leader is represented by M. D. Fanning and the Press by C. C. Lyon. The News is receiving its "war" news from J. Rolland Wood.

Newspaper Advertising

By SAMUEL P. JOHNSTON.

Carlyle in "Heroes and Hero Worship" wrote:

"Edmund Burke said that there were Three Estates in Parliament, but in the Reporters' Gallery yonder there sat a 'Fourth Estate' more important than they all."

The newspaper is the throbbing of the pulse—the beating of the heart—the understanding of the brain of all the people everywhere—of all elements of society—all elements of life; Through it has come freedom and independence; It has let in the light and shut out the dark.

By placing the advertising story alongside of the news story you get "front row in the orchestra." By setting the advertising story next to the human interest story of life and love of achievement and failure, of courage and bravery of good deed, and bad of humanity in all its varied interests you get maximum attention.

The folded newspaper propped against the cream pitcher shares interest with the breakfast; the cry of "extra" attracts attention at noon—the evening lamps sheds its light on the newspaper reader absorbed in events of human interest.

What more conspicuous place for advertising—for the telling of your story—What safer place to invest your advertising money than in the universal forum—THE NEWSPAPER!

TWO PAPER COMPANIES DECLARED IN DEFAULT

Public Printer Reports Their Failure to Meet Government Demands for Stock at Contract Prices—Test Case Will Be Brought Under Attorney-General's Decision.

WASHINGTON, July 5.—The Public Printer has reported to the joint committee on printing that the Champion Coated Paper Company, of Hamilton, O., and the Republic Bag & Paper Company, of New York, are in default on contracts entered into by them for supplying paper for the public printing.

The default of these companies will bring a test case, in which all paper-makers who supply the Government with paper will be vitally interested, as it is based on what the paper companies believe is the unjustifiable construction given to their contracts by the Government to the effect that the quantity they bid on is an estimated one, and that the Government can order as little or as much as it pleases.

Recently, the matter came up, and the joint committee on printing asked the Attorney-General for an opinion on the subject. The Attorney-General in an informal opinion upheld the Government; that is, that it could order as little or as much as it saw fit under its form of contract, and the contractor was bound to furnish the amount ordered, or suffer the penalty.

A few days ago, the Attorney-General reiterated the opinion as a formal one, thus making it binding on the Government in defining its course in dealing with a contractor or contractors who declined to furnish unlimited quantities.

WILL BRING TEST CASE.

The representative of THE EDITOR AND PUBLISHER is advised that the joint committee on printing will instruct the Public Printer to bring a test case in the event that after formal demand the paper companies decline to furnish paper under the construction of the contracts as referred to.

The Champion Coated Paper Company refused to furnish at the contract price more than 10,000 pounds of Lots 21 and 22, or 20,000 in all, machine-finished printing paper in rolls, and cut to sizes. The contract price on Lot 21 is \$4.22, and that on Lot 22, \$4.13. A year ago the price was \$3.69. It is stated that on open-market sales the company can obtain \$7 for this class of paper. The Government wants it now to furnish 40,000 pounds, 20,000 pounds of each lot, under the contract prices.

The Republic Bag & Paper Company declines to furnish unlimited quantities of newsprint at \$3. The estimated quantity was 300,000. The company has delivered 328,000 pounds, or 28,000 pounds more than the estimate. The Public Printer now asks for 222,000 pounds more, and the company refuses to comply with his request or order.

Highway Ads Removed

An ordinance forbids the placing of advertising signs along county roads in Orange County, California, and recently, after due warning, a number of such signs, placed in violation of the ordinance, were removed by order of the County Board of Foresters. C. F. Spellmeyer, resident engineer in Orange County for the State Highway Commission, has taken similar action with regard to signs along the State highway.

GODWIN'S POETRY WON COIN

Through It the House Press Gallery Barber Shop Was Replenished.

The House Press Gallery shaving outfit—a community ownership affair—was in need of some replenishing, and Earl Godwin, of the Washington Star, burst into verse in an effort to collect the quid pro quo for the purpose. Here it is as it appeared on the bulletin board under the caption, "The Village Barber":

"You may think it very funny that we're always out for money, but the truth is that the village barber's in a frightful mess. The soap is sadly lacking, and the blades are dull and crackling, and the whole blamed shooting-match is on the 'Fritz' much more than less.

"So you guys who do your shaving, while the Congressmen are raving, please kick in a pair of nickles 'ere we have to shut up shop. Have the comforts of a home underneath the big White Dome, and refuse to let your whiskers grow a 'Cyclone' Davis crop.

"On this matter don't delay; do not put it off a day, but let Donaldson go purchase these necessities at once.

"Let us cover each committee, looking shaved and sweet and pretty, so that no one by his halry jaw his Congressman affronts."

The response was prompt and satisfactory.

SUCCESSFUL Evening Newspaper in big growing Southern city can be purchased on easy terms.

A broad gauge live wire editor handling this property can make \$40,000 per annum. Owner has refused options. Quick action necessary.

Write for particulars to "Owner" L 2070, care Editor and Publisher.

HELP WANTED

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

ADVERTISING MANAGER-SOLICITOR.

Want man who can take hold of fertile advertising field which has never been properly developed, never been developed in a substantial way. We have the circulation, and the retail business in the field is extensive and prosperous, though not on a big scale.

The man to make good must be able to give good service by writing good copy; he must be a good solicitor, and must be capable of directing department, one assistant on display, two on classified.

Not a fancy salaried position, but will start at \$40 to right man, and can go to \$50—maybe more, if he proves himself to be right man by putting the right business in paper.

No experience desired; prefer man from inland city of 40,000 to 75,000 population.

Address, giving competent account of yourself: Address L 2084, care Editor and Publisher.

MAILING CLERK—Wanted on a metropolitan daily, a clerk who understands working the Dick System of Mailing Lists. None but expert need apply. Good chance for quick, intelligent work, state salary desired. Apply L 2076, The Editor and Publisher.

WANTED—Young man, experienced in either editorial or business department of magazine or newspaper to take good position with the most rapidly growing farm magazine in the South-east. Must have \$5,000 to invest. Address Box 1177, Jacksonville, Fla.

WANTED—Daily financial and mining newspaper, Colorado, seeks eastern advertising representative who is in touch with financial and investment advertisers. Will make liberal offer to man who can fill the bill. Address Financial, care Editor and Publisher.

CIRCULATION MANAGER: one who can build up a circulation which is already substantial, but which has bigger possibilities, through extending of territory and bettering of paper. Want a man who can build on merits of paper, rather than on scheme and prizes. Will pay \$20 to \$40 to man who can show a convincing record. Address L 2083, 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.

Here's a Consistent Plugger For a Conservative Publisher

Record:—Worked up to Advertising Management of largest daily in city of over 300,000; was second man for two years in advertising on big daily in city of over 600,000; one year with an advertising agency; have financed a number of Chambers of Commerce. Can lay out and write good advertising or editorial copy. 39 years old, happily married, temperate and tactful. Want management of daily newspaper but will devote most of my time to advertising department. Now manager third largest daily in a Southern State. Reason for changing.—New Ownership taking possession shortly are bringing their own manager. Address, A. G. G.—S., care The Editor and Publisher.

ADVERTISING MAN, five years editorial and practical advertising experience on leading daily in city of 80,000, finished copy writer, faithful and energetic. Can you use me? Address K 2066, care Editor and Publisher.

ADVERTISING SOLICITOR, wants position. 8 years' experience. Have position or daily, but want a change. Good references. Address Adman, 617 Main St., Lafayette, Ind.

BUSINESS MANAGER—With record of tripling earnings of paper he is now with, in less than two years, that desires change for reasons not concerning business. Also successful as managing editor of small daily. Capable of taking charge of either or both departments of daily in town of 20,000 to 40,000. Young, married, reliable. Address K 2069, care Editor and Publisher.

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 aggressive, married, and now employed. Would be pleased to correspond should you have an opening. Address K 2063, care Editor and Publisher.

CIRCULATION MANAGER on Central State daily is leaving position on account owners did not appreciate a one thousand gain in three months. What have you to offer a man that has had long experience in various-sized fields. Let me convince you of my ability. Address L 2079, care Editor and Publisher.

CIRCULATION MANAGER wants to hear of an opportunity. Seventeen years' experience and a clean record. Moderate salary to start. Address L 2074, care Editor and Publisher.

CIRCULATION MANAGER on Western daily with seven years' experience in all branches of work, desires change. Can furnish proof of ability. Efficiency and promotion with least expense. Address Box K 2065, care Editor and Publisher.

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.

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 15 years on some of best large city papers. Thorough printer, make-up and executive. Will go any place. Address K 2033, care Editor and Publisher.

DETERMINED REPORTER—With five years' newspaper experience; 20 years old, American, strictly temperate, reliable; wages secondary; go anywhere. Address Albert J. Kuten, 2207 Vine St., Quincy, Ill.

EDITORIAL MAN wants position as reporter, city editor or desk man on paper, in town of at least 12,000, afternoon publication preferred. Can take phone service, read proof, write heads or report. Have had three years' experience and two years college journalism. Must have work; can come at once. Good References. Address M. F. Bovard, Marselle, Ill.

PUBLISHER—Successful publisher and business manager desires connection with good daily. Might take small interest. Best of references. Address Daily, care Editor and Publisher.

GENERAL MANAGER—Open for immediate proposition. Thoroughly seasoned in all branches of newspaper making. Young, energetic, and able to make your proposition a go. Address X. Y. Z., care Editor and Publisher.

REPORTER, with five years' experience, now employed on daily in city of 65,000, wants position on evening newspaper. 24 years of age, married, and a total abstainer. Can furnish best of references. Address "F. T. W.", care Editor and Publisher.

START AN ADVERTISING PROMOTION DEPARTMENT.

It will not interfere with your regular advertising department. If you have a paper in a city of 100,000 or over, and desire to get every retailer in your city in your paper, read this statement: The writer has personally solicited advertising for over 20 years from small duties to those having over 300,000 circulation. Have made a study of this work, and can go out and get contracts to prove it. Any amount of references are obtainable from publishers of leading newspapers whom I have worked for, promoting new local business. Address William H. Yale, 350 W. 57th St., New York City.

Owner leading daily newspaper of city of 60,000 will consider sale of a \$25,000 interest to a competent editor.

Proposition O. A.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., N. Y. City

\$9,500.00

One half in cash, will buy Evening Daily located in good city within seventy-five miles of New York City. Equipment includes one linotype.

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.

PUBLISHER'S NOTICE

The Editor and Publisher maintains an efficient corps of paid correspondents at the following important trade centres: Boston, Philadelphia, Toronto, Cleveland, Pittsburgh, Cincinnati, Detroit, St. Louis, Chicago, Alhanta, 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, 143 W. Washington St.; Ches. 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 picas 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; Brenlano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack'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.

Pittsburgh—Parker House News Stand, Pittsburgh—Davis Book Shop, 416 Wood Street.

Washington, D. C.—Pert E. Tremis, 511 Fourteenth St. N. E. Book Store, 1000 Pennsylvania Ave. N. E.

Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.

Detroit—Solomon News Co., 69 Larned St., W. San Francisco—R. J. Bidwell Co., 742 Market.

HOW NOT TO FINANCE A PAPER

Disaster Follows Scheme to Establish New Daily in Los Angeles, Cal.

LOS ANGELES, Cal., July 3.—An attempt to establish an additional daily paper in Los Angeles has resulted in disaster to James S. Rodman, proprietor of the Globe Company. Schemes within schemes for the financing of a paper yet unborn were disclosed in the course of a suit in a Justice Court. Rodman confessed judgment in favor of George O. Klase. The amount involved was only \$125, but it is said that numerous other suits will follow as a result of the action.

In the evolution of the scheme, Rodman stated that he had first put out solicitors, who received promissory notes to sell. These were to be disposed of at \$1 each, and called for the future payment of \$4 by the purchaser. The latter, for the \$5, was to receive three shares of stock in the Globe Company, one coupon book, and one year's subscription to the proposed evening daily.

Rodman declared that if payments had been received for all of the promissory notes that were disposed of there would have been \$200,000 in the treasury, sufficient to go ahead with the plans. He stated that few, if any, purchasers of promissory notes had paid up, and that the notes were all two or three years old at this time.

Tons of Newspapers Left in Subway

According to a report issued this week by the statisticians of the Interborough Rapid Transit Company, five tons of newspapers are thrown away every day in New York's subway. The accumulation if not cleared away would block the trains in a short time. Every day half a ton of dirt from the passengers' boots is removed from steps and platforms of the underground road. All told, 36,000 packages, averaging fifteen pounds each, have been gathered in the subway in the last six months. One hundred porters, costing \$40,000 in six months, were employed; sixty dozen brooms were worn out; 120 cases of polish, 72 dozen mops, 1,800 pounds of cotton waste, 36 dozen sponges, and innumerable other articles were used by the porters.

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

ALONG THE ROW

YES: TIME WORKS CHANGES.

Back to the Row came the wandering typo after an absence of several years; and after sizing it up he remarked: "Gee, but things have changed since the old days. Say, in the years gone by I couldn't walk along the Row over twenty feet, but some one would invite me to have a drink. To-day I only met one man I know, and what do you suppose he said? It almost knocked me flat. He said: 'Hello, Bill, old man, back in town? Glad to see you. I'm on my way to get an ice cream soda. Will you join me?' Say, the Row is on the blink."

GOOD EITHER WAY.

"Pa, what is a stick that newspapermen are always talking about?"

"It depends, my child, on the sense in which it is used. It may refer to a certain number of lines of type, or a night editor."

MATTER OF HISTORY.

Noah was one of the first men who believed in honest advertising. He announced that a big flood was coming—and that accommodations could be secured on his boat. Both of which proved true.

THE SAD SONG.

Oh, for an office where things run
The same from year to year.
Where ev'ry one feels good and safe
And shake-ups do not fear;
Where no consolidation comes,
It's awful work to do.
And makes one set of men perform
The stunts once done by two.

PREPAREDNESS.

Managing Editor—"How is that new reporter making out?"

City Editor—"Fine. I sent him to find out the condition of Harrison B. Youkers, the Millionaire, and when he came back he got busy on his obituary."

Managing Editor—"Why, is Harrison's condition serious?"

City Editor—"At the house they said he was improving but our man learned that three specialists had been called in and he decided to take no chances."

IMMUNES.

Among those who have gone to the border are many comic artists. But there is no hoping that any of them will be killed, which is another of the sad episodes of war.

WHEN THE PRESS STARTED.

The Press, which has just been consolidated with the Sun, was started with the idea of making it a one-cent Union Republican newspaper. During the Blaine campaign the Tribune was boycotted by Typographical Union No. 6 and by organized labor in general. There is no doubt but it had a serious effect on the Republican campaign, and many attribute Mr. Blaine's defeat in this State by a few hundred votes to the boycott. Had Blaine carried New York State he would have been elected. So when the Press was launched it was made a strict union shop from top to bottom. And by the way, the Tribune has been a strict union paper for many years past.

Mr. Munsey says that New York has too many daily papers. Still, years ago there were many more. Among those eliminated we recall the Daily Republic, The Dial, Truth, The Daily Telegraph, The Leader, The Daily News,

The Star, The Daily Sporting Globe, and The Recorder. It's a long sad list, but it's a game in which you've got to hold good cards, with money to back your cards, if you hope to win.

TOM W. JACKSON.

OBITUARY NOTES.

CLARK M. LANGLEY, aged eighty-nine, said to be the oldest printer in New England, died a few days ago at Lowell, Mass. He was formerly one of the owners of the Nashua (N. H.) Telegraph.

EDWARD SYLVESTER ELLIS, aged seventy-six, famous as a writer of fiction for boys, died a few days ago at Cliff Island, Me. His home was in Montclair, N. J. He was an honorary member of the New Jersey Journalists' Association, having edited a daily newspaper in Trenton for one year.

WILLIAM L. MILLIGAN, for many years stenographer of the Westchester County Court, at White Plains, died Monday night after a long illness at his home, 100 Franklin Ave., Mount Vernon, N. Y., at the age of sixty-two. At one time Mr. Milligan was on the editorial staff of the Minneapolis Tribune and later on the staff of the New York Herald and New York Tribune.

EDWARD H. ALLEN, fifty-six years old, well known in theatrical and advertising circles, died on June 27, in Boston, following a year's illness. He was for many years in the theatre programme publishing business in Boston. Quitting the advertising business in Boston, in 1900, he devoted his time to promoting expositions in Boston, Cincinnati, Milwaukee, and Chicago.

LEO B. SZYMANSKI, for a number of years City Hall reporter for the New York Staats-Zeitung, died suddenly from heart disease, at his home, 340 East 198th Street, The Bronx, on June 22. He was born in Germany, in 1847, and was educated at the University of Breslau and Berlin. He came to this country in 1883, and became the editor of the Louisville Anzeiger. Later he went with the Cleveland Anzeiger, and since 1904 he had been with the Staats-Zeitung.

MISS BERTHA M. B. GREENE, twenty-nine years old, formerly society editor of the Sacramento (Cal.) Star, died recently at the White Hospital, in that city, following an illness of a month. She underwent an operation and was unable to recover.

HANS STERTZ, a journalist, and formerly a resident of Newark, N. J., and New York city, died recently in Germany. He was formerly connected with the New Yorker Herald.

CAPT. FRANK HOLCOMB MASON, former Cleveland, Ohio, newspaper man, died recently in Paris, according to a cable received in Cleveland by friends. Captain Mason began his newspaper career in 1866, when he became a reporter on the Cleveland Leader. Later he rose to editorial writer, and finally to editor-in-chief. He left newspaper work in 1880, when he was appointed as American Consul at Berne, Switzerland. At intervals up to 1913, he was Consul at Marseilles, Frankfurt-on-the-Main, Berlin, and Paris. Captain Mason was born in Niles, Ohio, and during the Civil War did distinguished service. He was seventy-eight years old.

JAMES P. MATTHEWS, seventy-eight, from June 21, 1870 to 1882 managing editor of the Baltimore American and subsequently special pension examiner for the United States Government, died last week at his home in Baltimore. For a short time after leaving the American,

in 1882, he was employed on the editorial staff of the Baltimore Sun. He had resigned the position with the Government two weeks before his death.

LIEUT. HAL R. GORDON, the Toronto Star correspondent with the first Canadian contingent, is reported to have been killed in the battle of Zillebeke. Lieut. Gordon was twenty-seven years of age, a graduate of the University of Toronto, and not only a witty and clever writer, but a cartoonist of no mean ability.

MISS SUSAN F. STRONG, of 318 72d Street, Brooklyn, stenographer to the editorial staff of the New York Tribune, died last week at Holy Family Hospital, Brooklyn, following an operation for appendicitis.

HENRY CHARLES FORDHAM, head of the Westchester Motor Service Company, of Mount Vernon, died last week at his home in South First Avenue, that city, at the age of forty-six. He was at one time employed by the Associated Press, but later became proprietor and editor of the Mount Vernon News, and still later of the Mount Vernon Daily Eagle.

MRS. AUGUSTA SCHMIDT, wife of Heinrich Schmidt, city editor of the New York Staats-Zeitung, died last week at her home, 35 Covert Street, Brooklyn. She was a native of Roemerstadt, Austria, and a member of the German Hospital Society.

COL. LEROY BIDWELL PEASE, commander of Warren Post, G. A. R., of Brooklyn, dropped dead last week at Utica, N. Y. soon after the procession of Grand Army Veterans entered the armory for the session of the State Encampment. Col. Pease had been connected with several newspapers. He founded the Evening Reporter at Woonsocket, R. I. in 1873, thus starting New England's first penny daily. He continued to edit it until 1897, when he retired from business.

WILLIAM F. NASH, owner of the Two Rivers (Wis.) Chronicle, and a leader in Democratic circles, died at Two Rivers last week. In 1878 he was State Senator, and before that he was a member of the Assembly. He was sixty-nine years old.

EDWARD M. WILFORD, forty years old, for the last fifteen years in the employ of the New York World, was killed by an automobile Tuesday night as he stepped from a trolley car in Brooklyn. He was thrown ten feet against the curb, and suffered a fractured skull. Wilford was in the photo-engraving department of the World, in charge of color plate work, and was recognized as one of the most efficient men in his line. He stood high in Masonic circles.

"JACK" MCKALLIP, aged forty, well known in Pittsburgh and Philadelphia as a writer of humorous poetry, died in New Kensington (Pa.) June 25. He was stricken with paralysis a few days previous. He was at one time connected with the Hearst papers in New York.

JOHN L. GRIBBEN, who, on April 14 last, completed fifty years of service with the Pittsburgh Leader, died on July 2 at his home in Sharpsburg, a suburb of Pittsburgh. He began as a newsboy when eleven years of age, was sixty-two years old at his death, and in the advertising department of the Leader. He was prominent in county politics, and had held several offices.

LUCIUS WITTICK, mining editor of the Joplin (Mo.) News-Herald, committed suicide by shooting himself at his home. Despondency was given as the cause.

Half a Year! Half a Year! Half a Year Onward!

During these Six Months of

1916

Many Newspapers have done WELL
Some Newspapers have done BETTER
One Newspaper has been BEST of all—the

NEW YORK WORLD

Total Lines of Advertising printed by the New York morning papers in June, 1916, as compiled by the Statistical Department of the New York Evening Post:

WORLD	1,082,231
TIMES	937,201
AMERICAN	794,713
HERALD	591,616
TRIBUNE	383,338
SUN	324,050
PRESS	159,871

For the First Six Months of 1916, January 1 to June 30 inclusive

WORLD	6,268,652
TIMES	5,664,158
HERALD	3,800,181
TRIBUNE	2,163,167
SUN	1,946,723
PRESS	833,926

The **NEW YORK WORLD** sells 100,000 **MORE COPIES** in New York City each week day than any other Morning Newspaper.

33,000 Gain In Average Daily Circulation In One Year

The New York Globe

The average net paid circulation of The Globe for the month of June each year for the past seven years has been as follows

June 1910	-	-	-	109,106	June 1913	-	-	-	153,237
" 1911	-	-	-	118,695	" 1914	-	-	-	174,206
" 1912	-	-	-	137,348	" 1915	-	-	-	187,894
				June 1916	-	-	-	220,794	

During the month of June 1916 the volume of space used by the New York's leading sixteen retail stores in the evening newspapers was:

	1916	1915	GAIN	LOSS
Globe	222,560	182,153	43,407
World	220,878	215,758	5,120
Journal	172,905	203,869	30,964
Sun	190,829	181,589	9,240
Mail	208,371	162,533	45,838
Telegram	86,922	102,331	15,409
Post	65,669	66,314	645

More than double the circulation in seven years with no increase in rates makes The Globe the best buy in New York

NOW
220,000 a day

THE NEW YORK GLOBE

Member
A. B. C.

JASON ROGERS, *Publisher*

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.,
Special Representatives

NEW YORK
Brunswick Bldg

