

THE EDITOR & PUBLISHER

OHIO STATE
UNIVERSITY

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

JUL 18 1916

\$2.00 a Year

LIBRARY

NEW YORK, SATURDAY, JULY 15, 1916

10 Cents a Copy

Circulation Certainties!

The circulation of The Chicago Tribune has increased over 100 per cent in three years and it's still going up! There is nothing psychologic or mysterious about this. It is simply the reward of merit.

THE TRIBUNE has the most popular line of features of any newspaper in the country. These same features are offered for sale by THE CHICAGO TRIBUNE SYNDICATE and with their aid *any* newspaper in *any* locality should have proportionate success.

Our Comics, Color Pages, Cartoons, Health Talks, Woman's Features, General Features, Special Magazine Stories, Sport Features, Household Hints, Garden Articles, Movie News and War Correspondents' Articles are the best that can be secured.

Write Us for Samples and Prices

Chicago Tribune Syndicate

Chicago, Illinois

251 Fifth Avenue, New York City

Circulation over {
600,000
~~500,000~~ Sunday
350,000
~~300,000~~ Daily

SPEAKING ABOUT THE "LEAD"

Charles M. Palmer says: "The lead is everything. Like the position of the American boat in the first international yacht race, 'The America first and the rest nowhere' well described the position of the competing craft in a newspaper race. The Book says 'To him that hath shall be given.' The psychology of the increasing success of a success is more notable in our business than in any other that I know of. This is so because the newspaper is the manifestation of average human nature and a creature of good will almost solely, and human beings are so made that they cannot have two favorites of equal value at the same time. One must occupy first place in the mind to the exclusion of all others from anything approaching the leading position. This reputation of being first in the field is what every publisher should strive for. It is that which gives his property its greatest value. I cannot counsel you too strongly to hold on to this position at whatever cost. Once lost it is hard to regain; ONCE GAINED IT IS HARD TO LOSE."

THE EDITOR and PUBLISHER enjoys a substantial lead, over its nearest competitor in this field, in the amount of paid advertising carried, and in the amount of text matter published. The CIRCULATION of The Editor and Publisher is a NO-WASTE CIRCULATION. Every copy distributed is of value to every advertiser using space in it. It is a QUALITY CIRCULATION, enabling advertisers to reach their biggest prospects, as well as practically ALL of their prospects, WITHOUT A CHANCE OF THE MESSAGE GETTING LOST IN TRANSIT.

Many of the biggest National advertisers, many of the biggest publishers of daily newspapers, have this paper delivered to their homes, in order to accord to it a leisurely reading that would be impossible in a busy office. Just three of the National advertisers, who accord to this newspaper that distinction, place, between them, annual appropriations for advertising amounting to two millions of dollars. To have the message of a daily newspaper reach and influence these three men, alone, would be worth more to a publisher than to reach thousands of average readers of publications devoted to all phases and forms and methods of advertising. Yet these three men are merely TYPICAL of the CLASS OF READERS influenced by this publication.

Our total circulation is not so large as that of Printers' Ink, or Advertising and Selling. These excellent publications cover the whole range of advertising methods—billboards, signs, magazines, posters, catalogues, circulars, novelties, car cards. Naturally, appealing to such diversified interests, they have a larger list of subscribers than may be obtained by a periodical WHICH SPECIALIZES.

The Editor and Publisher could quickly DOUBLE its volume of paid advertising by the simple method of changing the policy of the paper, making it as forceful an advocate of magazine advertising as it is of NEWSPAPER ADVERTISING. For the magazine publishers, and the publishers of mail order periodicals, are aggressive advertisers of their advertising space. THEY DO NOT ADVERTISE IN THE EDITOR and PUBLISHER FOR THE REASON THAT THIS PAPER DOES NOT ADVOCATE THEM AS MEDIUMS FOR ADVERTISING, BUT DOES ADVOCATE THE USE OF NEWSPAPER ADVERTISING SPACE AS THE BEST AND CHEAPEST AND MOST EFFECTIVE OF ALL MEDIUMS AND METHODS OF ADVERTISING. Believing this to be true, this newspaper squares its policies with its principles—standing as the one uncompromising "NEWSPAPER ADVOCATE."

All National advertisers of importance naturally look to The Editor and Publisher for their information about newspapers. The publisher of a newspaper may reach and influence these men, through advertising in this newspaper, more surely and more economically than by any other means or methods whatever. THE MOST SUCCESSFUL OF AMERICAN DAILY NEWSPAPERS ARE DEMONSTRATING THAT FACT FOR THEMSELVES RIGHT NOW. They recognize that advertising in these columns is as good an investment for them as is advertising in their own columns for department stores, or for national advertisers.

FIRST IN ADVERTISING—FIRST IN NEWS AND FEATURES.

In the 26 issues of THE EDITOR AND PUBLISHER from January to June 1916, inclusive, there were printed a total of 19,074 inches of paid advertising. For the same period our nearest competitor in this field printed a total of 14,715 inches; giving THE EDITOR AND PUBLISHER the substantial lead in total paid space for 26 weeks of 4,359 inches.

Note: In the same period our nearest competitor carried a total of 580 inches of paid advertising for the trading stamp and coupon interests, a class of advertising barred from the columns of THE EDITOR AND PUBLISHER as undesirable.

For the same period THE EDITOR AND PUBLISHER printed a total of 27,782 inches of news and feature matter. Our nearest competitor printed 22,245 inches; giving to THE EDITOR AND PUBLISHER a LEAD of a total of 5,537 inches.

Practically every enterprising publisher of a daily newspaper on the Continent is a subscriber to The Editor and Publisher. It is PECULIARLY "HIS PAPER." For it has no interest to serve that is not HIS INTEREST. This fact means that The Editor & Publisher is the logical, the inevitable, medium for advertising for ALL MANUFACTURERS, or others, who HAVE ANYTHING TO SELL TO NEWSPAPERS.

Every reader of this newspaper is an advertiser—and BELIEVES IN NEWSPAPER ADVERTISING. The Editor and Publisher is ready to render to all of its readers GREATER SERVICE through their use of GREATER SPACE IN ITS COLUMNS.

The Editor and Publisher is making money. We do not ask any advertiser to buy space in these columns for the generous purpose of "supporting" the paper. We sell our space to those who can make PROFITABLE USE OF IT. If you publish a newspaper, or do business with publishers of newspapers, this means YOU.

Member The Audit Bureau of Circulations

4,001,431 Lines Total

Display Advertising Printed in The Boston Post for Six Months, 1916

661,499 Lines Gained

In Display Advertising by The Boston Post Over Six Months, 1915

Boston Post Smashes All Records

The above total is the largest volume of Display Advertising ever carried in any six months by any Boston newspaper and is an increase of 661,499 lines over the first six months of 1915—also a record for gains in Boston.

The Stars Show Which Paper Is Supreme in Boston

HERE are the totals in agate lines of Display Advertising printed in the Boston Newspapers having daily and Sunday editions for First Six Months of 1916, divided among the principal groups of business. They show a remarkable unanimity of opinion regarding the Boston Post by both Local and National Advertisers.

Display Advertising—January 1 to June 30, 1916

Stars (★) shows the leaders at a glance—count the stars.

CLASSIFICATION	BOSTON POST	BOSTON GLOBE	BOSTON HERALD	BOSTON AMERICAN
	Daily and Sunday	Daily and Sunday	Daily and Sunday	Daily and Sunday
Amusements	* 219,125	176,503	159,446	134,901
Automobiles	* 353,523	309,274	221,440	188,340
Banks and Trust Companies	* 16,719	12,205	11,759	5,044
Books, Magazines, etc.	* 114,246	100,953	94,415	1,926
Boots and Shoes	* 76,426	38,255	33,201	36,587
Department Stores	* 1,286,230	969,809	591,743	733,046
Women's Specialties	* 205,461	137,277	155,243	87,458
Druggists, Proprietaries, etc.	* 277,790	233,779	110,094	238,041
Financial (miscellaneous)	168,417	124,885 *	193,635	27,862
Florists	* 16,082	9,195	5,238	7,146
Food Products	* 270,967	179,495	103,356	132,819
Hotels, Restaurants	* 40,647	16,938	14,991	5,310
Household Furnishings	* 134,255	121,036	88,970	86,142
Jewelry	* 33,853	3,299	8,512	18,431
Men's Specialties	* 278,207	111,288	125,237	165,455
Miscellaneous	* 210,365	203,445	121,158	102,789
Musical Instruments	75,915 *	79,568	71,968	74,842
Railroads and Steamships	* 36,257	33,042	31,366	18,559
Sunday Magazine Section	* 58,945	56,504	58,929	40,556
Tobacco	128,001	89,462	86,241 *	144,641
TOTAL Display Advertising	* 4,001,431	3,006,212	2,286,951	2,249,895
Local Display Advertising	* 2,335,193	1,596,279	1,200,506	1,342,554
National Display Advertising	* 1,666,238	1,409,933	1,086,445	907,341

Classified advertising not included in any of above totals

Boston Daily Post
520,445

GAIN 9,959 Copies per day over June, 1915

June Gross Circulation Averages

Boston Sunday Post
358,658

GAIN 19,752 Copies per Sunday over June, 1915

The Largest Daily Circulation in New England and Largest Morning Circulation in U. S.

Eastern Representative, Kelly-Smith Co., 220 Fifth Ave., New York.

Western Representative, C. Geo. Krogness, 902 Marquette Bldg., Chicago.

THE BALTIMORE SUN *and* NON-DISTRIBUTION

In the interest of good advertising typography, THE SUN, after a thorough trial of Non-Distribution, has increased its Monotype equipment of two Type&Rule Casters, by adding

SIX MONOTYPES *for* Ad Composition

This means that the Monotypes will set all the body matter for all the ads in THE SUN, from 5 to 18 point; supply type for the hand men, up to and including 36 point, as well as rules, leads, and slugs cut to any required measure, cut bases and space material—*eliminate distribution*, and insure the highest degree of typographical excellence in every issue of THE SUN.

In the Six-and-a-Half Weeks, April 1 to May 15,
THE SUN (all issues) Printed 2,044,347 Lines or
6,388 Columns of Advertising

The management of THE SUN appreciate the importance of using *new type* and *new rule* for good typography and know the prominent part they play *in really good advertising*. They are keen for the demands of modern advertisers—and meet them. And, above all, they have proved by actual experience that NON-DISTRIBUTION *is Ad Room Efficiency*

LANSTON MONOTYPE MACHINE CO · PHILADELPHIA

NEW YORK: World Building CHICAGO: Rand-McNally Building BOSTON: Wentworth Building
TORONTO: Lumsden Building SAN FRANCISCO: Rialto Building

A. T. L. NUSSA, Aguiar 110, HAVANA, Agent for Mexico, Central America, and the West Indies

THE EDITOR & PUBLISHER

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

Vol. 49

NEW YORK, SATURDAY, JULY 15, 1916

No. 5

NEWSPAPERS FROM THE READER'S STANDPOINT

By BRUCE ORMSBY BLIVEN

Head of Department of Journalism, University of Southern California.

FOUR-FIFTHS of the worries of an advertising man who is placing copy with the daily press, have to do with the attitude of the readers toward the newspapers. The question of rates, and their relation to total circulation, is an important one, of course; but after all, what the advertising man really has to worry about is, Do the readers of this paper really read it? Do they depend upon it? Do they read the advertising in the same spirit in which they read the news?

In an endeavor to gather data on these and kindred topics, the writer has during the past two months carefully interviewed about sixty newspaper readers upon the subject, asking each person the same questions, and recording and tabulating the replies. If sixty persons seems like a small number upon which to base any conclusion, let me say that the results seemed to "standardize" themselves so regularly and carry out the same general conclusions so clearly, that the writer is convinced there would have been little difference had the inquiry covered two hundred, or five hundred persons. The questions asked were ten in number.

The reason for each of these questions will be obvious to most persons at a glance. The first question was primarily of local interest, indicating the relative standing of the city newspapers. The second question was an attempt to solve the much-mooted question of "duplication," by determining how many persons read only one paper, or two, or three. The third question had to do with the relative value of the morning and the evening paper since, other things being equal, the paper on which most time is spent is the one which is most valuable as an advertising medium. Of course, things are *not* equal in other respects, however; and so the writer, who holds no brief for either the morning or the evening paper, hopes his results will not be regarded as conclusive on this point. The next two questions, four and five, were asked to determine what parts of the paper are most interesting, and best remembered, as the results here should have an important bearing on the problem of "preferred position." The average reader spends, in all likelihood, about twelve or thirteen minutes in reading a paper; and the time needed for a careful perusal of everything in it is certainly not much under an hour and a half or two hours. Evidently, then, every reader selects parts of the paper which he reads, and rejects other parts, and "preferred position" must mean position on or opposite the pages chosen by most people.

The sixth question was inserted in this questionnaire without any expectation that it would produce results indicative of the actual state of affairs. Many more people, of course, read advertising than will admit they do. The seventh question produced, as the writer had hoped, some interesting sidelights on the spirit in which most people approach advertising. The next two questions have an important bearing on the problem of space-buying. If the average reader goes carefully down one column after another, a small ad has a much larger chance of being seen than is the case when the reader skips from one headline to another. Also I believe that the methodical reader will read through an ad with many more words than the "skipper" will. The tenth question is, of course, an endeavor to find what editorial and other qualities make the strongest appeal to the public: a point in which the advertiser is certainly deeply interested.

This list of questions was put to a mixed group divided almost equally between men and women, belonging to the great middle class. The writer tried to select individuals as nearly typical as human beings ever are. Most of them are self-supporting, with a few housewives included; and they have incomes probably ranging from \$1,200 to \$1,800 each.

The first point developed in the inquiry came in response to the first question, and was confirmed by the answers to the tenth, and is, that the selling price of a newspaper seems to make no difference to the readers in their estimate of it. In the city where the inquiry was held there are four one-cent papers,

SUBJECT MATTER OF THE QUESTIONNAIRE

1. *What newspaper do you read with more or less regularity?*
2. *How many papers do you read every day, and are they morning or evening papers?*
3. *If you read morning and evening newspapers, on which do you spend more time?*
4. *To what part of the paper do you turn first?*
5. *After you have finished reading the paper, what do you usually remember best?*
6. *Do you read the advertising?*
7. *If you do, why?*
8. *In reading the news in the paper, do you read the headlines only, or do you read the articles?*
9. *How often do you read any article from beginning to end?*
10. *What are the merits of your favorite newspaper which have induced you to subscribe for it?*

and two five-cent, but the readers did not even mention the price once. The five-cent and one-cent papers seemed to compete on an absolutely dead level, being judged strictly by the editorial policy, and quantity and quality of news. Perhaps the theory is that the price of a paper is so small in either event that the difference between one price and the other is not worth bothering about.

In this city, two papers a day is the number read by most people, according to the results of the questionnaire. Fifty-seven per cent. of the total number consult two dailies, with thirty-seven per cent. reading only one. Six per cent. read more than two—the highest recorded total being four. Every one of the fifty-seven per cent. who read two papers read a morning and an evening paper. Twelve per cent. read only a morning paper, and twenty-five per cent. read an evening paper exclusively. The six per cent. who read more than two papers divide their allegiance also between the morning and the evening field. So far as the results of this inquiry go, there seems to be a decided duplication in our city between the morning and the evening field.

The third question, "If you read morning and evening papers, on which do you spend more time?" appears to be answered in favor of the morning paper. Without wishing to tread upon any one's toes, we must report that only eighteen per cent. of those who read both a morning and an evening paper stated that they spend more time on the latter. Fifty-four per cent. of the total number stated that they take more time for the morning paper, but twelve per cent. of them read only a morning paper. Thirty per cent. spend more time with the evening paper, but twenty-one per cent. of these read no morning paper, so that we have only nine per cent. of the whole number choosing the evening paper, as against forty-two per cent. in favor of the morning paper. Naturally, this result is affected by the relative merits of morning and evening papers in this city, where the morning papers are admittedly stronger than the evening papers, except among the laboring class. Thirteen per cent. of those questioned could not decide that they spend more time with either class of paper.

That the news section of the paper is the part turned to most eagerly by a majority of readers, was the salient point brought out by question four. Sixty-nine per cent. begin with the first page and read the news section straight through. The sporting page came next, with eighteen per cent. in favor of it; and this percentage is the more interesting because it was secured entirely from the men, who composed only half the total number of persons interrogated. Judging by this result, we would be safe in assuming that nearly forty per cent. of a list composed exclusively of men would have voted for sports. Ten per cent. of the list reported that they turn first to the editorial page, and three per cent. are first interested in the dramatic news. The society page was not mentioned by any of the women, in spite of the prevalent belief that it is the keystone of the women's interest in newspapers.

Question five confirmed the opinion advanced in reply to question four. That part of the paper which remains best in the memory of the reader, may safely be assumed to be the part which has most interested him, and, since any reader peruses only part of his paper, advertising on the same page or opposite the part which interested him most, may be said to be in "preferred position." Here again, the news in the paper, as might be expected, is in the lead with thirty-nine per cent. of the total. Fifteen per cent. of the total, or thirty per cent. of the men, declared they remember sporting news best. Fifteen per cent. of the total are most impressed by the editorial page. Twelve per cent. remember the drama, only six per cent. remember society news, six per cent. are more interested in "politics," and four per cent. voted for the "magazine page," with its literary features. Three per cent. remember "oddities" or unusual items, and

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FIRST AID FOR NEWSPAPER WRITERS

By G. W. HARRIS

IN all the admonitions of famous editors, living or dead, to those who would follow the thorny path of journalism I know of nothing finer, or of nothing more nearly perfect in its complete inclusiveness, than this statement of the Rule for the Making of a Newspaper Man uttered by the veteran Chester S. Lord in his noteworthy address to the editors of Kansas, at Lawrence, on May 5:

"You must study to the limit of your resources; you must think to the limit of your intelligence; you must strive to the limit of your endurance—then you have done your best, and that marks the measure of your success."

There, compressed into two-score words, is the quintessence of all the Law and the Prophets of journalism. And this fine saying of the former "Boss" of the New York Sun is as significant for the order of its phrasing as for its completeness. "You must study" before you can think—you cannot think real thoughts until you have learned how by much study. And all your striving will be in vain unless it is guided by an intelligence that is rooted in study.

A palmary reason why the majority of newspaper men do not achieve a larger measure of success lies in their neglect of the first of these wise injunctions. Far too many newspaper men, even among those whose aspirations reach to the chair of the editor-in-chief, do not *study* at all—do not read even one serious and worthy book a year.

What to study? All study is profitable to the student, so that it be genuine study. All learning is venerable. And to the newspaper man all knowledge is useful. No matter how foreign to the scene of his labors and to affairs at present in hand a certain bit of knowledge may seem, if he have it securely it is no mere useless lumber, but at some unforeseen moment will prove to be of practical service in his work. All knowledge is fish to the journalist's net. But primary to any fishing excursions on the sea of universal knowledge should be the journalist's study of his craft.

Whether a newspaper man hopes to mould the opinions of other men, to influence, to persuade, to lead; or whether he wishes simply to narrate the day's happenings in an intelligible story that he who runs may read and understand, his unceasing study should be *How to Write*—how to use the language in which he writes—intelligently and intelligibly.

As a first aid to newspaper writers in this primary study of their craft no book has come from the press in a long time that is so good, so useful, and so helpful as a little treatise "On the Art of Writing" by Sir Arthur Quiller-Couch, which has just been published by G. P. Putnam's Sons. The author some twenty years ago completed the novel left unfinished by Robert Louis Stevenson at the time of his death, and in many books of his own has practiced the noble art of writing beautiful English and translating classic poetry.

This new book of his is beautifully written. Its clear and forceful English is a joy to read. But more to our purpose here, it is the sort of writing that is greatly needed to-day throughout the English-speaking world—and needed most of all throughout the length and breadth of the United States. If every American writer could be induced to study it, the result would be of inestimable benefit to American literature. The book deserves to be studied by every editor, every reporter, and every copy-reader on every newspaper in the country. If only it could be so studied, what a revolution it might bring in American newspaper style!

"On the Art of Writing" is made up of twelve lectures given by Sir Arthur at Cambridge University in his capacity of King Edward VII Professor of English Literature. His thesis is that the art of writing is a living business. And this preaching he sought to enforce experimentally. "Literature is not a mere science, to be studied," he says; "but an art, to be practiced. Great as is our own literature, we must consider it as a legacy to be improved. Any nation that peters with any glory of its past, as a thing dead and done for, is to that extent renegade. If that be granted, not all our pride in Shakespeare can excuse the relaxation of an effort—however vain and hopeless—to better him, or some part of him. If, with all our native exemplars to give us courage, we persist in striving to write well, we can easily resign to other nations all the secondary fame to be picked up by commentators."

And he adds as a final word to his preface: "Recent history has strengthened, with passion and scorn, the faith in which I wrote the following pages."



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SIR ARTHUR QUILLER-COUCH

we found, lies the mischief. You will not get there by hammering away on your own untutored impulse. You must first be your own reader, chiselling out the thought deftly for yourself; and, after that, must carve out the intaglio yet more sharply and neatly, if you would impress its image accurately upon the wax of other men's minds.

But about "getting there"—I ask you to remember Wolfe, with the seal of his fate on him, stepping into his bateau on the dark St. Lawrence River and quoting as they tided him over:—

The boast of heraldry, the pomp of power,
And all that beauty, all that wealth e'er gave,
Await alike th' inevitable hour;
The paths of glory lead but to the grave.

"I had rather have written those lines," said Wolfe, "than conquer Canada." That is how our forefathers valued noble writing. The Denver editor holds that you may write as you please so long as you get there. Well, Wolfe got there; and so, in Wolfe's opinion, did Gray; but perhaps to Wolfe and Gray, and to the Denver editor, "there" happened to mean two different places. Wolfe got to the Heights of Abraham.

The chapter called an "Interlude on Jargon" contains a great lesson and inculcates it with the charm of wit and humor. Jargon, says Sir Arthur, is that infirmity of speech—that flux, that determination of words to the mouth, or to the pen—which commonly passes for prose in these days, and by lazy folk is commonly written for prose, yet actually is not prose at all. It is familiar in parliamentary debates, in newspapers, and as the staple language of Blue Books, committees, and official reports. He gives some capital examples: "Adverse climatic conditions," for bad weather; such verbs as "obsess," "reerudescer," "envisage," "adumbrate"; such phrases as "the psychological moment," "the true inwardness," "it gives furiously to think"; such Latinity as "sub silentio," "de die in diem," "cui bono?" (always in the sense, unsuspected by Cicero, of "What is the profit?").

Your journalist at the worst is an artist in his way; he daubs paint of this kind upon the ill with a professional zeal; the more flagrant (or, to use his own word, arresting) the pigment, the happier is his soul. Like the Babu he is trying all the while to embellish our poor language, to make it more floriferous, more poetical—like the Babu, for example, who, reporting his mother's death, wrote, "Regret to inform you, the hand that rocked the cradle has kicked the bucket."

Some of the rules given by Sir Arthur whereby jargon may be avoided are:

Whenever in your reading you come across one of these words, *case*, *instance*, *character*, *nature*, *condition*, *persuasion*, *degree*—whenever in writing your pen betrays you to one or another of them—pull yourself up and take thought. If it be "case" (I choose it as Jargon's dearest child—"In Heaven ye slept Metonymy") turn to the dictionary, if you will, and seek out what meaning can be derived from *casus*, its Latin ancestor; then try how, with a little trouble, you can extricate yourself from that case. The odds are, you will feel like a butterfly who

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The first lecture, which was his inaugural, is on the service of literature in nurturing the complete citizen. He summarizes thus:

As we dwell here between two mysteries, of a soul within and an ordered universe without, among us are granted to dwell certain men of more delicate intellectual fibre than their fellows—men whose minds have, as it were, filaments to intercept, apprehend, conduct, translate home to us stray messages between these two mysteries, as modern telegraphy has learnt to search out, snatch, gather home human messages astray over waste waters of the ocean.

From this Sir Arthur proceeds with several chapters on the practice of writing and on the qualities which any practitioner of the art should strive to attain. These qualities he gives as accuracy, perspicacity, persuasion, and appropriateness.

Besides the practice of writing, Sir Arthur urges the study of English masterpieces, quoting the great truth spoken by Sir Joshua Reynolds for workers in another art:

The more extensive your acquaintance with the works of those who have excelled the more extensive will be your power of invention and the more original will be your conception.

The high value of the book for American newspaper men particularly lies in its eloquent and persuasive appeal against some of our chief national vices in writing. Some American editors and publishers shout from the housetops that it does not matter whether a writer knows grammar or the rules of rhetoric or any teaching of the schools so long as he have something of interest to say. Some editors of newspapers in America prefer jargon to English, provided it be absurd enough to catch the eye of the unthinking. Sir Arthur falls foul of one of that tribe:

The editor of a mining paper in Denver, U. S. A., boldly the other day laid down this law, that niceties of language were mere "frills"; all a man needed was to "get there," that is, to say what he wished in his own way. But just here,

THE KNOCKER IS THE EVANGELIST OF PROGRESS

One Chapter from the Everyday Life of a Copy-Man.

By BRUCE CALVERT

ONCE there was a copy writer. According to the sixteenth lesson of a correspondence course in short story writing I have just read that is the approved way to begin. Plunge right in head over heels into the middle of your story, just like that. Well, this copy writer kept his eyes open (some of the time), and his mouth shut (part of the time) and minded his own business (whenever he had any).

One day strolling about the village of New York he picked up from a subway newsstand a saucy looking zinelet, bearing on its front cover the pretentious title "FAME" astraddle the figure of a robust lady with wings, Ruth St. Denis draperies and a long horn, the small end in her rosebud mouth. The writer man was about to pass up Fame and lay out a nickel in a copy of Eddle Bok's and Papa Cy's Sat. Eve. Pest when he happened to notice tucked away under the lady's skirts the sub-title, "A Journal For Advertisers," and down at the bottom of the page in Cheltenham Bold the lines, "Fame welcomes all contributions relating to advertising questions treated briefly and brightly—and pays for all accepted manuscripts."

"Welcomes all contributions." That settled it. The copy-man had a considerable quantity of un-accepted manuscripts reposing in dusty quietude on top of the Grand Square Concert Stein Way at home, so that nickel never found its way into Mr. Bok's painfully swollen coffers. FAME got it. Idly turning the pages as he wedged himself into a seat on the closely packed uptown train the ad writer noted an attractive display page set in good black face type but half a page in width, only leaving a nice broad avenue of good white space around it. You just couldn't help reading it.

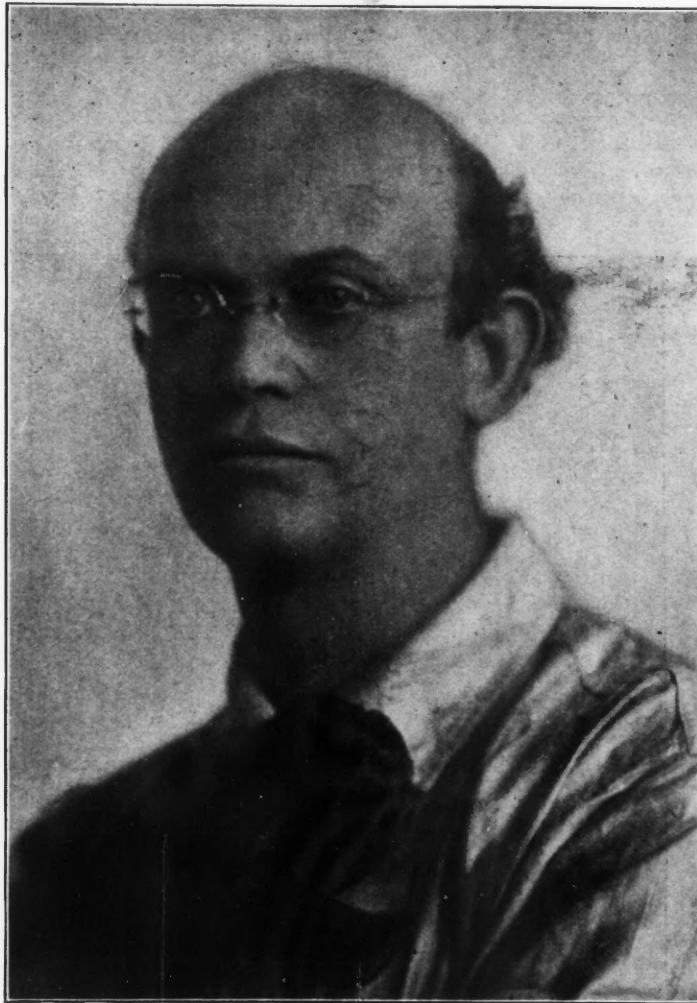
From this cute little ad it appeared that FAME was the official organ of Subway and Elevated advertising. It referred with pride to "Our two million circulation," and went on to say that the conditions were such as to "insure every card a thorough reading." "The seating arrangement," it asserted, "places the cards directly before the eyes of the passengers; the lighting is brilliant; the card spaces unobstructed; the rate less than that for other systems."

Now this writer chap had been reading in the advertising trade journals that a tremendous amount of advertising paid for in good cash is wasted in the sense that the payer gets no adequate returns for his money. This idea naturally started a train of thought towards the "Truth" reform propagated by the A. A. C. W., and thence by indirection to the proposition now being insisted upon by many advertisers that truth is just as much incumbent upon the seller of advertising space as upon the buyer and user thereof.

That statement, "The seating arrangement places the cards directly before the eyes of the passengers," naturally seemed to challenge investigation. So the writer looked about him for "the cards directly before" his eyes, but they were not. He couldn't see one. All he could see were skirts of all shades and lengths, hips, waists, wide backs and narrow backs, umbrellas, purses, handbags, heels and toes, feminine feet close together and masculine legs far apart—all these and other things, but no cards. An intensely interesting exhibit well worth the price of admission, no doubt, as a human document, but not what FAME'S well set ad said he would see.

"Ha!" mused the copy-man, "I'm a passenger all right, but there's no card before my eyes unless maybe I've suddenly gone near-sighted and can't see 'em. Lemme look into this." He did look and he looked, but nary advertising card came into his horizon, excepting the ones in the magazine. Then he began to count the passengers on each side of him as far as he could see, estimating the number he couldn't see and he came to the conclusion that there must be some forty to fifty others in the car who like himself had no cards "directly in front of them."

This went on for half an hour or more and still no cards appeared in the offing. Finally, however, through a gap in the human wall left by a fat lady who shortly had occupied the space in front of him, our hero made out the outlines of a card in the rack overhead. Then gradually as the aisle cleared more of the space allotted for cards became visible. But the ad man was peeved. He had been guaranteed a seat for his nickel with advertising cards in plain sight, directly



BRUCE CALVERT

before his eyes where he could enjoy the intellectual treat of reading other copy-men's feeble efforts and here he had had to sit for half an hour and ride fifteen or twenty miles before he saw a single card. It was getting money under false pretences, it was. The vigilance committee should hear about this at once.

It was nearing his turn to get off now, but he would make up for lost time and he turned to the advertising spaces with avidity. And then for the first time in his life, Sherloeko, the ad writer, became aware that he couldn't read the ads even with that screen of people removed. Why? You shall presently see. He then began to study his fellow-riders to see how many of them were reading the cards or attempting to. He made quite a game out of it and got so excited he forgot to get off at his station. "Eeny, meeny, miny mo, does she read 'em? No. She does, he doesn't, he does——"

Next day he began the game again, and thereafter he played it every time he took the subway. He carried a little book and kept tally of the number of people in the car, the number reading the ads and those that paid no attention to them. He pursued his quest for several days, just for the fun of the game. At last he tired of it and one night when his wife was out to the anti-suff's meeting he totalled up the figures in his little book. He perceived that he had made a great discovery and in fine frenzy he took his faithful Corona in his lap (Corona is not the name of a lady in this case, but a typewriterette. I wouldn't want to get this writer person into trouble, I'm a married man myself). He seized his trusty Corona and dashed off—that's what the gifted author always does in the stories—dashes things off. I like the expression. It has kick to it)—dashed off the following article about it.

ADVERTISING WASTE.

The Subway vs. The Newspaper.

Every advertiser feels certain that a large part of his appropriation is pure waste. But to locate the rat holes, to tell where the leaks occur is not an easy matter. I have lately been paying attention to the advertisements in the subway cars and studying the people who ride up and down in the tubes of New York. My conclusion, after careful observation extending over considerable time, is that there is a big waste here which ought to be remedied.

I have watched the faces of the passengers for a display of interest in the cards over their heads checking the number of riders in the car and the number that actually read the ads and I find that less than fifteen per cent. of the riders in my range of vision, as I sit studying them, read or pay any attention to the advertising. Most of the passengers are, of course, buried in their newspapers or magazines. Those who glance at the advertising spaces do so listlessly, their eyes roving here and there, but not fastening upon any particular card with apparent interest.

I was at a loss to account for this at first as the subway cards are unusually attractive, but I think now I know the reason. If people did want to read the ads there are two very forcible physical reasons why they cannot or will not do so at present.

The first is a row of brilliant unshaded electric light bulbs directly in front of the cards impinging upon the nerves of the eyes with brutal force as you look in that direction. The effect of this highly improper juxtaposition of the light—thrust in between the eye and its object of vision—is to discourage efforts at reading the ads. As I say few make the attempt under these conditions, those who do look away again before they have time to read a card.

Try it yourself next time you ride in the subway. If you can endure the glare of that piercing light, painful and injurious to the eyes as it is, long enough to read thoroughly half a dozen cards, you are a wonder. You could look the sun in the face without blinking. But the chances are that you will give it up before you read one. City eyes, New Yorkers' especially, are much below normal. This placing of the lights is against all the laws of optics. The natural, easy position for the eyes is to have the light back of you, falling not in your face, but on the object you wish to see. The eyes should always be in the shadow if

(Continued on page 27.)

SON WOULD BREAK J. R. McLEAN'S WILL

Edward B. McLean Files Caveat to Have Document Set Aside—Charges that Father Was of Unsound Mind When it Was Drawn—Distinguished Counsel Engaged to Handle the Case.

WASHINGTON, July 11.—A legal battle to break the will of John R. McLean, involving the administration of the millions amassed by the late publisher of the Washington Post and the Cincinnati Enquirer, was set in motion in the District Supreme Court last Friday by his son, Edward Beale McLean, sole heir, under the terms of the document to the fortune.

Former Secretary of State Elihu Root, former United States Senator from Texas Joseph W. Bailey, John B. Stanchfield, one of the country's best lawyers, who appeared as chief counsel in the now famous Riggs perjury trial, and Wilton J. Lambert, Mr. McLean's Washington attorney, form part of the array of legal talent who will attempt to have the will adjudged null and void.

The caveat bearing the signature of the petitioner and the attorneys was filed in the court on Friday, and is based on the allegation that the testator "was not of sound and disposing mind, nor capable of making or executing a valid deed or contract" at the time the will was made.

"PROCURED BY IMPORTUNITIES."

The petitioner also sets forth that the will "was procured by importunities, persuasion, misrepresentations, and undue influence practiced upon the said John R. McLean, which he was at the time too enfeebled in body and mind to resist, and that the execution of the said paper-writing by the said John R. McLean was not the free and voluntary act of the said John R. McLean."

The trial of the case bids fair to bring forth the greatest array of legal talent that ever appeared in one case in the local courts in this generation.

Besides former Secretary of State Root and Messrs. Stanchfield, Bailey, and Lambert, it is understood another former Cabinet member will be retained. Mr. McLean has been in consultation with his attorneys since shortly after the document was filed. He refused to discuss his action in the matter, saying the paper filed in court spoke for itself, and that that was all he had to say in reference to the will.

WILL FILED ON JUNE 12.

The will of the elder McLean was filed for probate in the District Supreme Court on June 12 last, the testator leaving the entire income of the estate to his son, an only child. The document provided that, upon the death of the son, the principal should go to his children. In case there are no children of Edward Beale McLean living at the time of their father's death, the estate is to go to Edward Beale McLean's heirs-at-law.

By the terms of the document the holdings of the testator in the newspaper property, the Washington Post and the Cincinnati Enquirer, no sale shall be made without the consent of Francis T. Homer, a Baltimore lawyer, a warm personal friend of the deceased millionaire. In the event that Mr. Homer fails to approve the possible sale, such sale shall not be made without the consent of Edward Beale McLean.

The second paper in the case was filed in court on Tuesday by two of Edward B. McLean's attorneys, Joseph W. Bailey and Wilton J. Lambert. In it the petitioner asks the court to issue a

rule on the executor, the American Security & Trust Company, to show cause by Thursday why the net income of the estate should not be paid to him pending the contest of the will.

Justice Gould issued the rule, as requested, but no date has been set for the trial of the pending contest.

It is regarded as somewhat singular that no mention was made in the Washington Post of John R. McLean's illness, death, or will.

NEW DAILY FOR EAST ST. LOUIS

Incorporation Papers Filed for the Tribune, a Morning Republican Paper.

ST. LOUIS, July 12.—East St. Louis is to have a daily morning newspaper, the

organizer and principal stockholder, will be elected president and general manager. He came to East St. Louis two years ago from Shawneetown, Ill., where he owns a newspaper, and started the Tribune, a weekly paper that is now in its second year. The result of the incorporation will be that the Tribune will be changed from a weekly to a morning daily. The management has received much encouragement from advertisers both local and national.

CHARLESTON'S NEW DAILY

John P. Grace Will be the Editor and A. J. Furlong, Business Manager.

The new Charleston (S. C.) daily, the American, will make its initial appear-

DRASTIC NEW PRESS LAW

Proposes to Prevent Publication of False Reports and Rumors.

WASHINGTON, July 10.—A fine of \$5,000 or imprisonment for a period of not more than six months, or both, is provided as a penalty for the violation of a proposed law introduced by Representative Campbell, of Kansas, entitled, "A bill to prevent the publication of false reports and rumors affecting the international relations of the United States." The bill was referred to the Committee on Judiciary.

Representative Campbell is a Republican, and has served in the House since the Fifty-eighth Congress, and is a member of the Committee on Rules. It is the most stringent of any bill introduced along this line. While the bill provides a heavy penalty for violation, it does not state what department or officer of the Government shall judge when its provisions have been violated. It is to be presumed that it would fall within the jurisdiction of the Attorney-General.

The bill (H. R. 16,871) provides that "it shall be unlawful for any person, company, corporation, press association, news association, or newspaper publication to cause to be published, to transmit by any means, or to publish within the United States any false report or rumor (a) having a bearing upon the international relations of the United States, or (b) of such a nature as to have a tendency to injuriously affect the peaceful relations of the Government or people of the United States with the Government or people of any other country or nation.

New York Herald May Move

Rumors that the New York Herald will move to a site somewhere in the Forties, between Broadway and Seventh Avenue, are again current. The Herald Company leased the site of its present building in 1891, for a period of thirty years. The Herald, at one time, was considering locating on Eighth Avenue, near the Pennsylvania Terminal, but for various reasons that plan was abandoned. Recently, it has been learned, property in Seventh Avenue, between 41st and 42d Streets, was being considered along with the property between Broadway and Seventh Avenue, between 47th and 48th Streets, the present site of the Pekin restaurant. The keystone shaped block has a frontage on Broadway of 206 feet and 200 feet on Seventh Avenue.

Swope Heads N. Y. City News Association

At a meeting of the directors of the New York City News Association, held on Wednesday, July 12, Herbert Bayard Swope, city editor of the World, was chosen president of the Association. His predecessor in that office, Robert E. MacAlarney, resigned on July 3, when he retired from the city editorship of the Tribune to become editor of the scenario department of the Jesse L. Lasky Feature Play Company. The vacancy in the executive committee of the City News Association caused by the retirement of Mr. MacAlarney and the election of Mr. Swope to the presidency, was filled by the election of W. L. Randall, formerly city editor of the New York Press, representing the Sun, with which the Press has now been merged.

The amount of news print paper exported from Canada in the last fiscal year was valued at £3,600,000.



EDWARD B. McLEAN.

East St. Louis Tribune, for which articles of incorporation have just been filed. The capital stock, fully paid, is \$65,000, and the incorporators are: C. C. Wright, McLeansboro, Ill.; H. H. Kohn, Anna, Ill.; Harry B. Ward, Duquoin, Ill., and A. T. Spivey, East St. Louis. The paper will be Republican in politics, but will be allied with no particular faction.

The Board of Directors will have a member from each of the five Southern Illinois Congressional Districts, and on the list of stockholders each county in the southern part of the State is represented.

An election of officers will be held in a few days, at which A. T. Spivey, the

ance to-morrow, with John P. Grace as editor and publisher. Mr. Grace has long been active in South Carolina political and legal circles. The American will be independent in politics.

Joseph P. Burns, formerly of the Montgomery (Ala.) Advertiser, will be Mr. Grace's chief assistant. The business manager will be A. J. Furlong, formerly advertising manager of the Mobile (Ala.) Item, and later of the Montgomery Advertiser. His last position was with the Dothan (Ala.) Eagle. The American starts with a paid circulation of 15,000 copies. Harry J. Chapman, formerly of the Charleston Evening Post, will be the circulation manager.

TRADING STAMPS THROWN OUT BY 300 BUTLER STORES IN METROPOLITAN AREA

New York's Largest Chain-Store Organization Abolishes Pernicious System From All Its Retail Grocery Shops—Twelve Years' Trial Convinces James Butler, Inc., That Trading Stamp is Only a Tax on Business—Its Elimination Means Lower Prices.

REGISTER another victory in the fight against that insidious, blighting pest on American business, the trading stamp.

James Butler, Inc., has seen the light of truth—that the trading stamp is a parasite, and nothing but a parasite, on honest merchandising; and on the strength of that conviction has cut away the nefarious growth.

And this means more than that single sentence can convey. James Butler, Inc., conducts the largest chain of retail grocery shops in New York city, or in the whole Metropolitan District. The concern advertises "Stores Everywhere," and it covers as no other "chain-store" organization does the whole territory adjacent to New York city. Besides some two hundred shops in Greater New York, this company has retail groceries in all the chief towns of Westchester County, in cities as far North as Nyack, on the west side of the Hudson; as far west as Newark and Paterson, N. J., and as far to the eastward as Port Jefferson, L. I., and Stamford, Conn. The total number of these stores is more than three hundred. From every one of these three hundred shops James Butler, Inc., has now abolished trading stamps.

FOR ECONOMY AND EFFICIENCY.

New York's largest chain-store organization has not taken this action without understanding clearly what it means—greater economy and efficiency in merchandising—or without having given the system now condemned and abandoned a thorough-going trial. The concern began using trading stamps about twelve years ago. About that time its business experienced a healthy growth, and Mr. Butler, the founder and head of the concern, attributed some of the increase to the use of the stamps. For a time their use appeared to attract new customers to his stores. Accordingly a contract for a period of several years was entered into with the Sperry & Hutchinson Co. to use that corporation's green trading stamps in the Butler stores.

Mr. Butler was willing to give the trading-stamp scheme a full, fair, and thorough trial in order to convince himself whether that scheme is a valuable adjunct to merchandising—whether it really is profitable to the merchant using it. Certainly nobody will deny that twelve years is ample time in which to try out the system fairly and fully. It was so tried. Its results and all its bearings on the business were studied assiduously by the officers of the concern. Careful records were kept, and conned again and again. And the end of it all was the same conclusion that was arrived at by the chain-store merchants of Philadelphia a few months ago—the inevitable conclusion that is sure to be reached by every merchant and every student of merchandising who goes to the bottom of the subject—the conclusion that the trading stamp is not advertising, is not a valuable adjunct to merchandising, is not, in the long run, of any profit whatsoever to the merchant who distributes it with the goods he sells; but, instead, is simply and solely an unnecessary, burdensome, and iniquitous tax on business.

This conclusion is the unanimous opinion of the officers and executive force of James Butler, Inc. They have proved to their complete satisfaction by their long experimentation with it and observation of its workings that the trading-stamp scheme is nothing but a

against a business evil, John Griffith, president of James Butler, Inc., said:

"Yes, we used trading stamps for several years, and now we have discontinued their use. Our contract with the trading-stamp people expired, and we stopped. We've thrown them out of all our stores, because we are convinced that it is more economical and more profitable for us not to handle them. This action is in line with other economies we are instituting. See Mr. Meston, our advertising manager; he will tell you all about it."

CONVINCED THAT STAMPS ARE A TAX.

A. J. Meston, the company's advertising manager, said:



OSCAR R. SEITZ.

THE NEW EDITOR OF THE NEW YORK DEUTSCHES JOURNAL.

shrewd system of taxation for the benefit of the fabricators of that system, the wily makers and promulgators of trading stamps.

These experienced and level-headed business men know, of course, that it is impossible to get something for nothing in this world, and so they know that the trading stamp is no more a profit or a benefit to the person receiving it than it is to the merchant distributing it.

LOWER PRICES TO CONSUMERS.

They admit frankly that the elimination of trading stamps from their three hundred stores has enabled them to reduce prices to the consumer, and so has been of very real and direct benefit to the people who trade with them, as well as to themselves, in ridding them of a burdensome tax on their business.

To a reporter for THE EDITOR AND PUBLISHER in quest of the facts constituting this now victory in the fight

"We have abolished trading stamps from all our stores, because we have convinced ourselves that they are only a tax. We began to use trading stamps about twelve years ago. So, you will see, we have given the thing a pretty thorough trial. At first Mr. Butler thought that they did attract some people to our stores, and thus helped sales. But for a long time now we have known that they were of no profit to us and of no real benefit to our customers. We were tied up to the Sperry & Hutchinson Company by a long-term contract to use the stamps. But that contract ran out about the last of June, and we refused to renew it. We are through with them. Viewing it from every possible angle, the trading stamp is a tax on merchandising—and a useless, unnecessary, and burdensome tax. I cannot see it in any other light.

"It is not only a matter of economy for us to abolish the stamps, but means a direct benefit in economy to our customers also, for it enables us

WILL EDIT DEUTSCHES JOURNAL

Oscar R. Seitz Appointed Publisher and President of Mr. Hearst's German Daily

Announcement was made this week of the appointment of Oscar R. Seitz as editor and publisher of the New York Deutsches Journal and president of the publishing company.

Mr. Seitz, who is a member of the New York bar, is one of the leading men in German circles. He was born in New York city in 1874, of German parentage, his father being a dealer in chemicals. After finishing the course of the Columbia Grammar School, while still a boy he went to Switzerland where he remained for a few years.

On returning to America Mr. Seitz entered Columbia University, from which he was graduated in 1894. After completing the law course of the University in 1896, he entered the office of Shipman, Laroque & Choate as a clerk, where he remained two years and then opened an office of his own.

Mr. Seitz has always taken a prominent part in the German social and political life of the city. A few years ago he was president of the Liederkrantz Society, one of the foremost German organizations of the city. During the last Presidential campaign he was president of the Progressive German-American Business Men's Association. Last year he was a member of Mayor Mitchell's Tax Commission.

The new editor of the Deutsches Journal is a man of substantial and attractive personality. He is quiet in manner, expresses his views frankly and earnestly. Mr. Seitz has been a close student of German thought and progress, and probably understands the mental and spiritual attitude of the German people toward Anglo-Saxon civilization as it exists in America, as well as any one not born in the Empire. He is thoroughly American, himself, and believes in the country's ideals.

As editor of the Deutsches Journal Mr. Seitz will have an excellent opportunity to bring about a better understanding among Germans of some of the questions that have arisen regarding the attitude of Americans and Germans toward each other.

to make some reductions in prices on the goods we sell. So it means a saving all round. Whenever trading stamps are used, certainly in the long run, the customers have to pay for the stamps.

"We do not know, of course, what effect this action of ours will have on certain of our competitors who use trading stamps—not that that will make any difference with us; we have discarded them as a useless and hampering tax—but if it was a competitor of ours that had abolished the stamps I think we should welcome it as an opportunity to follow suit and throw them out, too.

PRAISE FOR E. & P. FIGHT.

"I have been greatly interested in watching the fight THE EDITOR AND PUBLISHER has been making against trading stamps. It's a great fight and a good fight, and I hope you will keep it up. More power to you. I want to say that you are making a mighty good paper. I read it every week, and read it through. It is a splendid paper. Your fight against trading stamps cannot fail to have far-reaching and beneficial effects in helping to rid American business of that baleful tax."

SOUTHERN PUBLISHERS HOLD SUCCESSFUL ANNUAL MEETING AT ASHEVILLE, N. C.

Robert S. Jones, of the Asheville Citizen, Elected President—Association Appropriates \$4,000 for Trade Paper Advertising—Committee Appointed to Investigate the Coupon System—Delegates Hear Speeches from San Francisco by Telephone.

ASHVILLE, N. C., July 11.—When President W. T. Anderson, of Macon, called the first meeting of the Southern Publishers' Association to order at Grove Park Inn yesterday, only forty of the eighty-odd delegates to the convention were present, the rest being delayed "somewhere in the U. S. A." by floods and rains, which caused trouble in passenger service on some of the railroads this week. W. M. Clemens, of the Mobile (Ala.) Item, secretary-treasurer of the Association, was among those delayed.

Walter C. Johnson, business manager of the Chattanooga News, Chattanooga (Tenn.), was elected temporary secretary. Practically the only business transacted was the appointment by the president of an auditing committee, and a nominating committee to select candidates for the various offices of the organization for the coming year.

COMMITTEE APPOINTED.

The auditing committee consisted of W. W. Holland, Spartanburg (S. C.) Herald; E. B. Jeffress, Greensboro (N. C.) News, and J. A. Allison, Nashville Tennessean and American.

The nominating committee included Victor H. Hanson, Birmingham (Ala.) News; E. M. Foster, Nashville (Tenn.) Banner; A. F. Sanford, Knoxville (Tenn.) Journal and Tribune; N. K. Duerson, Lynchburg (Va.) News; W. A. Elliott, Florida Times-Union, Jacksonville (Fla.)

Three new applications for membership were received: B. C. Mason, Savannah Press; R. L. McKinney, Macon News, Macon, and T. E. Gaffney, Galveston Tribune. They were unanimously elected.

After adjournment the publishers spent their time watching the operation of the latest model linotypes, Intertypes, and monotypes on the veranda of Grove Park Inn. The Keystone Type Foundry also had a full line of the latest model steel type cases on exhibition.

THE MEMBERSHIP LIST.

The secretary's report shows that the list of members of the Association on May 15, 1916, was as follows:

Albany (Ga.) Herald; H. M. McIntosh, editor; J. A. Davis, business manager.
Anderson (S. C.) Daily Mail; G. P. Browne, business manager.
Atlanta (Ga.) Constitution; Clark Howell, editor.

Atlanta (Ga.) Journal; James R. Gray, editor; Charles D. Atkinson, business manager.
Atlanta (Ga.) Georgian; Hugh E. Murray, business manager.

Asheville (N. C.) Citizen; J. H. Calne, editor; Robert S. Jones, business manager.
Augusta (Ga.) Chronicle; Thomas W. Loyless, editor; H. C. Smith, business manager.

Augusta (Ga.) Herald; Bowdrie Phinizy, editor; T. C. Bryan, business manager.

Birmingham (Ala.) Age-Herald; E. W. Barrett, editor; John McRae, business manager.

Birmingham (Ala.) Ledger; George Crulshank, editor; J. J. Smith, business manager.

Birmingham (Ala.) News; Frank P. Glass, editor; Y. H. Hanson, business manager.

Brunswick (Ga.) News; C. H. Leavy, business manager.

Bristol (Va.) Herald-Courier; Perschel Dove, editor; S. G. Harliss, business manager.

Charleston (S. C.) News and Courier; Robert Latham, editor; Mason C. Brunson, business manager.

Columbia (S. C.) Record; James H. Moore, editor; W. B. Sullivan, business manager.

Charleston (S. C.) Evening Post; Thomas R. Waring, editor; Alex. B. Kohn, business manager.

Charlotte (N. C.) News; W. C. Dowd, editor; W. M. Bell, business manager.

Chattanooga (Tenn.) News; G. F. Milton, editor; W. C. Johnson, business manager.

Chattanooga (Tenn.) Times; L. G. Walker, editor; H. C. Adler, business manager.

Columbia (S. C.) State; W. S. Gonzales, editor; F. C. Withers, business manager.

Gadsden (Ala.) Times-News; W. I. Martin, editor; Charles E. Meeks, business manager.

Gadsden (Ala.) Journal; H. W. McCullough, business manager.

Galveston (Tex.) News; George McQuaid, editor; John F. Lubben, business manager.

Galveston (Tex.) Tribune.

Greensboro (N. C.) Daily News; E. B. Jeffress, business manager.

Greenville (S. C.) Daily News; George W. Brunson, Jr., editor; George W. Brunson, Jr., business manager.

Houston (Tex.) Houston Chronicle; M. Foster, editor; C. B. Gillespie, business manager.

Houston (Tex.) Post; R. M. Johnston, editor; G. J. Palmer, business manager.

Jacksonville (Fla.) Florida Metropolis; George A. McClellan, editor; Robert S. Carver, business manager.

Jacksonville (Fla.) Florida Times-Union; Willis M. Ball, editor; N. C. Elliott, business manager.

Knoxville (Tenn.) Journal and Tribune; William Rule, editor; A. F. Sanford, business manager.

Knoxville (Tenn.) Sentinel; Wiley Morgan, editor; C. B. Johnson, business manager.

Little Rock (Ark.) Arkansas Democrat; Elmer E. Clark, editor; K. A. Engel, business manager.

Louisville (Ky.) Courier-Journal; Henry Waterson, editor; Bruce Halldeman, business manager.

Louisville (Ky.) Herald; C. A. Segner, editor; G. F. Gladfelter, business manager.

Louisville (Ky.) Evening Post; Richard W. Knott, editor; W. W. Stouffer, business manager.

Louisville (Ky.) Louisville Times; R. W. Brown, editor; James Berry, business manager.
Lynchburg (Va.) News; Walter E. Addison, editor; M. K. Duerson, business manager.

Macon (Ga.) News; R. L. McKenney, editor.
Macon (Ga.) Daily Telegraph; W. T. Anderson, business manager.

Memphis (Tenn.) Commercial-Appeal; C. P. J. Mooney, editor; J. W. Hayes, business manager.

Memphis (Tenn.) News Selmitar; M. W. Connolly, editor; E. L. Cohn, business manager.

Mobile (Ala.) Item; W. M. Clemens, editor; R. R. Buvinger, business manager.

Mobile (Ala.) Register; Erwin Craighead, editor; R. G. Rapler, business manager.

Montgomery (Ala.) Advertiser; W. T. Sheehan, editor; R. F. Hudson, business manager.

Montgomery (Ala.) Journal; Horace Hood, editor; F. H. Miller, business manager.

Nashville (Tenn.) Banner; R. H. Yancey, editor; Edgar M. Foster, business manager.

Nashville (Tenn.) Tennessean-American; Marshall Morgan, editor; James H. Allison, business manager.

New Orleans (La.) Item; Marshall Ballard, editor; Arthur G. Neunyer, business manager.

New Orleans (La.) Daily States; J. W. Ross, editor; M. Beyersdorfer, business manager.

New Orleans (La.) Times-Picayune; D. D. Moore, editor.

Norfolk (Va.) Virginian-Pilot; John W. Kelly, editor; R. E. Turner, business manager.

Raleigh (N. C.) Times; S. H. Farabee, editor; John A. Park, business manager.

Raleigh (N. C.) News and Observer; W. H. Bagley, business manager.

Richmond (Va.) Evening Journal; Charles B. Cooke, editor; A. B. Williams, business manager.

Richmond (Va.) News-Leader; G. W. James, editor; R. B. Jones, business manager.

Richmond (Va.) Times-Dispatch; John Stuart Bryan, editor; J. St. George Bryan, business manager.

Savannah (Ga.) Morning News; E. N. Hancock, editor; F. G. Bell, business manager.

Spartanburg (S. C.) Herald; Charles O. Hearon, editor; W. W. Holland, business manager.

Tampa (Fla.) Times; L. D. Reagin, business manager.

Tampa (Fla.) Tribune; W. F. Stovall, business manager.

Winston-Salem (N. C.) Evening Sentinel; H. R. Durle, editor; Rufus Shore, business manager.

Texarkana (Tex.) Four States Press; C. E. Palmer, editor.

Waycross (Ga.) Journal; L. V. Williams, editor.

TUESDAY'S SESSIONS

Important addresses and the election of officers for the ensuing year were the features of the second day's session. A number of delegates who had arrived during the night were in attendance. When the meeting was called to order, President Anderson introduced as the first speaker P. C. McDuffie, of Atlanta, president of the Atlanta Ad Club, who talked on "Insurance Advertising." Mr. McDuffie declared that the biggest opportunity for advertising in the South to-day was that of life insurance.

Russell R. Whitman, director of the Audit Bureau of Circulations, Chicago, explained "The Wherefore of the Audit Bureau of Circulations and What It Has Accomplished." He said that the newspaper is the commodity to be built

up and sold, and that advertising is a by-product. He advocated an increased subscription price, and asserted that a stable, permanent circulation was of far more value than fluctuating street sales.

ADVERTISING COMMITTEE'S REPORT.

The report of the advertising committee was then read and adopted, and the members were thanked for their work. The committee had spent \$2,400 in drawing the attention of national advertisers to the purchasing power of the South, and is asking for at least \$4,000 to carry on this work for the coming year.

The nominating committee made its report, and the following officers were elected:

President, Robert S. Jones, the Asheville Citizen.

First vice-president, F. G. Bell, Savannah News.

Second vice-president, D. D. Moore, New Orleans Times-Picayune.

Secretary-treasurer, Walter Johnson, Chattanooga News.

Executive committee—Victor H. Hanson, Birmingham News; E. M. Foster, Nashville Banner; C. B. Johnson, Knoxville Sentinel; James H. Allison, Nashville Tennessean-American; A. F. Sanford, Knoxville Journal and Tribune; G. J. Palmer, Houston Post; W. T. Anderson, Macon Telegraph; W. A. Elliott, Jacksonville Times-Union; Robert Latham, Charleston News and Courier; Elmer Clark, Little Rock Democrat; W. E. Thomas, Roanoke Times; W. B. Sullivan, Charlotte Observer.

AS TO ADVERTISING MATRICES.

"What advertising matrix service are the members using, and is the amount of extra business secured as the result of offering these illustrations to the advertisers sufficient to justify the expense?" was the topic that brought forth the most discussion during the second day's session. There was a wide divergence of opinion, as there seemed to be about every topic placed before the members for discussion. Some of the publishers advocated the use of the matrices and free illustrations as business getters; while others said that they were not in business for the purpose of giving anything free. Possibly a majority of the members felt that the giving of free service was getting to be an unmixt evil. Members who took prominent parts in the discussion were: Victor H. Hanson, Birmingham News; E. M. Foster, Nashville Banner; F. C. Withers, Columbia State; H. C. Adler, Chattanooga Times; M. Foster, Houston Chronicle; Paul E. Wilkes, Atlanta Georgian.

Russell R. Whitman told of the peculiar qualifications necessary to the work of the A. B. C.'s thirty-five expert auditors, who, he said, were really investigators. The A. B. C., Mr. Whit-

(Continued on page 24.)



DELEGATES AND GUESTS WHO ATTENDED CONVENTION OF SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION.

◊ TRADE **LINOTYPE** MARK ◊

Acid-Testing a Composing Machine

LIKE every piece of fine equipment purchased and installed to save time, labor and money, a composing machine must be judged entirely by its results on work in your plant.

This is the only true test of its dollars-and-cents value to you.

Unless this viewpoint is kept constantly in mind the printer is very likely to spend either more or less than his actual composition requirements demand.

The MERGENTHALER LINOTYPE COMPANY makes composing machines ranging in price from \$1,750 for the Model 15 to \$4,150 for the Model 9. Each Linotype is purposely designed, built, and equipped for a definite kind of composition.

If our minimum-priced model fits your individual typesetting needs, *that is the Linotype you want.* But since the cost and equipment of every Linotype is governed by its capacity and versatility—you naturally want the one which will save you most.

*We have a Linotype for every
office at a price and upon terms
within easy reach of every printer
SEND FOR THE FULL DETAILS*

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO
1100 S. Wabash Avenue

SAN FRANCISCO
638-646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: CANADIAN LINOTYPE, LTD.

NORTH CAROLINA PRESS CONVENES AT DURHAM

Forty-fourth Annual Meeting of the Association a Pleasant and Profitable Session—Edward E. Britton, of Raleigh News and Observer, Chosen President—Association Will Urge New Forestry Law.

(By Telegraph.)

DURHAM, N. C., July 13.—The forty-fourth annual convention of the North Carolina Press Association closed its sessions here to-night with the installation of the incoming officers. Morehead City was chosen as the meeting place for the convention in 1917. To-night William G. Shepherd, war correspondent of the United Press, graphically depicted before the Association some of his experiences at the front with the warring armies of Europe. Other speakers who addressed the convention were Secretary of the Navy Josephus Daniels, who is a member of the Association, and Melville E. Stone, of New York, general manager of the Associated Press.

The following officers were elected: Edward E. Britton, Raleigh News and Observer, president; Stanford Martin, Winston-Salem Journal, first vice-president; R. F. Beasley, Monroe Journal, second vice-president; Z. W. Whitehead, Wilmington Southern Lumberman's Journal, third vice-president; J. B. Sherrill, Concord Tribune, secretary; H. Galt Braxton, Kinston Free Press, orator; M. L. Shipman, State Commissioner of Labor and Printing, historian; W. Laurie Hill, Charlotte Presbyterian Standard, poet.

The following were chosen as members of the executive committee: Major H. A. London, Pittsboro Record; R. R. Clark, Statesville Landmark; J. H. Caine, Asheville Citizen; H. B. Varner, Lexington Dispatch, and T. J. Laster, Smithfield Herald.

Major H. A. London, H. B. Varner, M. L. Shipman, W. C. Dowd, of the Charlotte News, and W. J. Jordan, of the Carolina Republic, were named as the legislative committee.

In former years the place of holding the convention has been selected by the executive committee, but after a spirited discussion this action was performed by the convention. Besides Morehead City, invitations were extended from Gastonia, Raleigh, and Asheville.

Resolutions were adopted providing that a committee from the Association appear before the next meeting of the General Assembly to urge the enactment of an intelligent and practical forestry law, embodying a provision for the appointment of a State Warden and forest-fire wardens in each county of the State in order that the forest resources of the State may be conserved and encouragement given for the establishment in North Carolina of paper and pulp mills, whereby the newspaper publishers would be enabled to purchase print paper at a more reasonable price. This committee was appointed, and consists of R. E. Carmichael, Winston-Salem Journal; Z. W. Whitehead, and R. R. Clark.

Resolutions were adopted endorsing four constitutional amendments which will be submitted to the voters of the State at the November elections.

The business of the Association was suspended for thirty minutes to-day while Dr. Della Dixon Carroll, of Raleigh, addressed the editors on "Equal Suffrage." James H. Cowan, the retiring president, made clear the fact that the Association would not take any definite stand on this question, owing to the proverbial freedom of the members,

while declaring that he personally is an ardent champion of equal suffrage.

Interesting papers were read by various members of the Association. At the final session resolutions were adopted expressing the thanks of the Association to the city of Durham, the Durham Chamber of Commerce, Trinity College, the Civic League, the "Bull Durham" and Liggett & Myers tobacco factories, the Golden Belt Cotton and Bag Mills, and Durham Durable Hosiery Mills, and the Country Club.

Social features of the convention were receptions, luncheons, barbecue dinner, and trips of inspection to the immense factories in this city.

NEW EQUIPMENT FOR N. Y. MAIL

Growth of Last Year Calls for \$200,000 Worth of New Presses and Linotypes.

Since its acquisition by the present owners a year ago, the New York Evening Mail has had gratifying increases in circulation and advertising; increases that have been greater than the paper had ever had in its history. To meet the increasing demands upon its plant, the Evening Mail has recently purchased \$200,000 worth of new machinery of latest pattern, which will give the paper the most modern and efficient mechanical equipment.

All this new machinery will be installed by early fall. Arrangements are also being made for increasing the paper's floor space from 18,000 to 32,000 square feet. Under ordinary news conditions the Evening Mail's presses can print over 200,000 papers a day. The new equipment will increase its capacity, under ordinary news conditions, to 350,000.

While it is not the policy of the Evening Mail to issue great bulky papers, it has desired to enlarge the size of its papers so as to serve better both advertiser and reader. This can be done now. The paper has purchased two of Hoe's latest high-speed X-pattern sextuple presses. Each can turn out 36,000 papers of 24 pages an hour. With the three presses at present used, the press equipment of the Evening Mail will be able to meet all demands.

It has also bought a new stereotyping outfit, which will give a triplicate system: the dry process, the wet process, and besides the new equipment of machines for casting the leaden cylinders will have a hand equipment in case of a breakdown. Included in the new equipment also are nineteen linotype machines. Fifteen of these are of the Mergenthaler Company's latest model, No. 18, which was exhibited for the first time in April at the time of the annual meeting of the American Newspaper Publishers' Association. Two of the other new linotypes are four-magazine machines, each having eight type faces, for ad work, and two are two-magazine machines.

The composing room is to be fitted with steel furniture throughout, and it is planned to make the whole plant fire-proof.

The London (Ont.) Free Press has presented a handsome set of colors to the 135th Middlesex Battalion. The presentation was made recently, and was most impressive.

In Waterbury (Conn.) a Red Cross fund for the benefit of the families of soldiers on the border of Mexico has been started with a subscription of \$10 a month by each of the Waterbury daily newspapers, the Democrat, Republican, and American.

ASHLAND ENTERTAINS EDITORS OF KENTUCKY

Convention of State Press Associations Instructive Gathering—Congressman W. J. Field Leads Discussion on Partisan Press—Col. John Gaines of Bowling Green is Association's New President.

(By Telegraph.)

ASHLAND, Ky., July 13.—The Kentucky Press Association, which has been in session in Ashland since Monday, adjourned to-night to meet next winter at the call of the president. The new officers were elected to-day as follows: Col. John Gaines, of Bowling Green, president; Col. Robert McBride, of Louisville, vice-president; J. C. Alcock, of Jeffersonville, secretary.

The executive board selected comprises Woodson May, of Somerset, chairman; L. R. Elkins, of Lancaster; B. F. Forgey, of Ashland; Benjamin Cozine, of Shelbyville, and J. Nall Larue, of Frankfort.

The meeting, which was the first to be held in this city for thirty-six years was attended by nearly two hundred editors and members of their families from all over the State. It proved to be one of the most instructive and delightful gatherings in the history of the organization. The programme was one of unusual merit, and the citizens of Ashland left nothing undone to make their distinguished visitors enjoy every minute of their stay in the city.

Among the social features provided for the newspaper people were an auto ride over the thirty miles of paving, of which the city is justly proud, a visit to the steel and nail plants, an auto trip to Huntington, W. Va., a reception given by Miss Anna M. Poague, a member of the Association, and Mr. and Mrs. Frank Henderson, at the Henderson home, a dance, a banquet by the Ashland Board of Trade, and a public reception at the Elks' Home.

The visitors were welcomed to the city by Mayor Swisbury, and the response was made by Mr. Shinnick, of the Shelbyville Record, the youngest member of the Association. On Wednesday addresses were made by J. M. Ross, of the Lexington Leader, on "News and Headlines"; William A. Burchett, of the Bourbon Stock Journal, on "Raise More Live Stock," and Congressman W. J. Field, on "Should There Be a Partisan Press?"

This morning Mrs. John Woodberry,

of Louisville spoke on "Better Babies"; Mrs. Cora Wilson Stewart, of "Moonlight school fame" spoke on the subject so dear to her heart; Thomas Underwood, of Hopkinsville, gave a talk on "Parnassus Kentucky," and President W. A. Ganfield, of Centre College, made an address on "My Ideals of Kentucky."

At the banquet to-night toasts were responded to by Mr. Woodberry, and Harry Summers, of Elizabethtown; Jarrel Hager, of the San Francisco Sun; Mrs. Stewart and the Rev. W. A. Fite, of Ashland. B. F. Forgey, of the Ashland Independent, was toastmaster.

President James B. Stears, of Nicholasville, occupied the chair at all the business sessions. J. C. Alcock, of Jeffersonville, served as secretary and treasurer.

In his address on the question of a partisan press Congressman Field said that the press had done more in establishing good government in the world than all other institutions put together. He discussed different phases of newspaper influence, and felt that there should be a partisan press. Yet, he said, no editor owes it to any political party to go beyond the bounds of truth. He said that a paper should stand up for the party it represents, but this did not mean that it could not be honorable and truthful to men of other parties.

A round-table discussion of the subject was led by the Hon. H. A. Sommers, of Elizabethtown, who said that he never supported a bad man in his paper, and that a partisan press never does a better work than when it defends a bad man. This subject was further ably discussed by A. E. Gullion, Charles Stewart, Mr. Fitzhugh, Mat Cohen, and others.

Before adjourning, the Association extended its thanks to F. M. Thompson, of Georgetown, and J. B. Stears, of Nicholasville, for what they had done for the Association in days gone by. These men having sold their newspapers, are retiring from the business, but they were given a cordial invitation to attend the future sessions of the Kentucky Press Association.

The Indiana Associated Weeklies has appointed a committee to consider plans by which weekly newspapers published outside county seat towns may obtain foreign advertising, and report at the next meeting.

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE.



ADMITTING THE WRONG MAN TO THE MANAGING EDITOR.

“News That Is AUTHENTIC When It Is NEWS”

The Boston Traveler Points Out That The United Press, Alone, Among News Services, Gave The True Facts In The Mexican Crisis

(Following is reproduced from The Boston Traveler of July 6, 1916.)

Friday afternoon, June 30, the Traveler received through its United Press correspondent in Mexico City advance information on the coming Carranza note, which subsequently was substantiated in every particular.

The Traveler alone, of all Boston newspapers, morning and evening, gave its readers the correct “dope” on what was to take place.

While every other paper was telling its readers that Carranza’s answer was a “defiance,” and that war was probably inevitable, the Traveler gave its readers *the Facts*.

Even the papers of the next morning, July 1—the Post, Globe, Journal and Advertiser—with the advantage of 12 hours leeway for verification, could not give their readers the information at the disposal of the Traveler’s family.

The Traveler has been repeatedly able to score over its contemporaries because it is better equipped with news-gathering facilities.

Other papers are served by the Associated Press.

The Traveler benefits by the combined service of both the UNITED PRESS and ASSOCIATED PRESS.

In the above conspicuous news “beat” which brought welcome tidings to thousands of Massachusetts mothers, fathers and wives, the Traveler stood alone, because it alone was able to draw upon the great news-gathering facilities of the “U. P.”

For news that is AUTHENTIC, when it is NEWS, the Traveler is invariably in the forefront.

The United Press Serves More Afternoon Papers Than Any Other News Agency In The World—Six Hundred and Sixty U. P. Papers In The United States Printed The Truth On June 30. Did You?

UNITED PRESS ASSOCIATIONS

GENERAL OFFICES

NEW YORK CITY

LARGE SHIPMENTS OF PAPER TO FRANCE

Manufacturers Not So Embarrassed by Local Conditions that They Cannot Supply Foreign Demand—Prices Going Up This Fall—Federal Trade Commission to Investigate Situation.

WASHINGTON, July 11.—Officials of the Bureau of Foreign and Domestic Commerce and of the Federal Trade Commission looked with some interest on a cable dispatch to the New York Herald stating that measures adopted in France to relieve the paper famine appear to be meeting with success; that within the past three months there had been a reduction in the price of paper; that paper makers were now soliciting paper, and that, until recently, they would not accept new customers, and would only supply their old ones on their own terms.

This cablegram was followed by lengthy comment by manufacturers of print paper who claimed that they did not understand the changed situation in France as outlined in the cablegram, and deprecating efforts on the part of American manufacturers to make an effort to enter the French market on the ground that conditions in this country surrounding the production of print paper are such as to make it even difficult for the American manufacturers to supply the home market.

SITUATION AFFECTED BY IMPORTS.

American publishers who have been following the situation with regard to paper in the United States have surmised that perhaps the reduction of the rates on paper in France, which has been more sorely pressed for paper than this country, was occasioned by the entry of American paper into France. Inquiries made by the representative of THE EDITOR AND PUBLISHER at the Department of Commerce has developed the rather remarkable fact that for the five fiscal years ending with June 30, 1915, not a pound of American news print was exported to France, but that, beginning July 1, 1915, exports began and have continued since, the exports for May, 1916, with one exception, being the largest for any preceding month. This is the record of exports of print paper to France:

July, 1915, 286,812 pounds, valued at \$6,813; August, 1,583,060 pounds, valued at \$37,470; September, 107,078 pounds, valued at \$2,814; October, 613,817 pounds, valued at \$19,372; November, none; December, none. January, 1916, 523,587 pounds, valued at \$13,090; February, 180,440 pounds, valued at \$3,970; March, 83,961 pounds, valued at \$2,318; April, 60,994 pounds, valued at \$2,043; May, 1,124,997 pounds valued at \$24,750.

REGARDING AMERICAN MANUFACTURERS.

This record is interesting, because it shows the first substantial exportations of paper to France from this country, and the comparatively large exportations in May appear to synchronize with the reductions in price in France.

This seems to indicate that the French paper makers or dealers are becoming "reasonable" in the face of American competition, and it also indicates that the American paper makers are not so greatly embarrassed by conditions here that they cannot export substantial quantities at comparatively reasonable prices.

Officials of the Federal Trade Commission assure the representative of THE EDITOR AND PUBLISHER that atten-

tion will be given to the subject of the export of print paper from this country and the price obtained in connection with the investigation it is undertaking into the print paper situation in the United States under the Owen resolution.

The Commission at the present time has in Eastern print paper mills about a dozen special agents collecting information, and the statement is made that a full report will be made on the subject before the time arrives for publishers to make their annual contracts for paper. The investigation is being expedited in every possible way, so that full information about paper making will be placed before the country.

ADVANCES CERTAIN THIS FALL.

Both the Department of Commerce and the Federal Trade Commission continue to receive information that the news print makers intend to increase prices this fall, and it will be the aim of the Commission to disclose by its investigation whether they will be justified in doing so.

In this connection the suggestion is made that publishers or others who have information with regard to increases already made or projected should lay the information before the Commission, as it is anxious to secure data with regard to the subject from any and all sources.

The Bureau of Foreign and Domestic Commerce, Department of Commerce, announces that plans have been completed for an investigation of South American markets for paper, paper products, and printing supplies. It will

cover every country in South America, and its aim will be to present to the American manufacturer a complete report of the paper and printing needs of the Southern republics. The paper investigation will be divided into four principal sections—news print, book and writing papers, building and wall papers, and paper products.

BARRETT TO INVESTIGATE.

Robert S. Barrett, of Alexandria, Va., has been selected to make the investigation. He is at present the publisher of the Alexandria Gazette, president of the Virginia Press Association, and has had an experience of twenty years in the paper, stationery, printing, and allied trades, twelve of which were spent in Latin America. He was the president of La Compania del Libro Azul (The Blue Book Store), stationers, paper dealers, and printers, Mexico City, and the president and editor of the Mexico City Daily Record and La Prensa de la Tarde, afternoon daily newspapers in Mexico City. He has travelled extensively abroad and speaks Spanish fluently.

Mr. Barrett expects to visit the principal cities of the United States during the next three months with the object of meeting the manufacturers and ascertaining how they are prepared to handle export business. He will be glad to arrange conferences with manufacturers and selling agents wherever possible, and the bureau will be glad to receive suggestions from those interested. Correspondence should be had with the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.

WASHINGTON BUREAU OF INFORMATION

THE centralization of power of necessity develops the centralization of knowledge. Our National Government has centralized in Washington, and consequently the great knowledge of the Government which is acquired for the benefit of and the dissemination to its people must come from the Capital City. The limitless fund of information accessible to all when they are familiar with the routine way of approach, is invaluable when once acquired. The Government's great amount of *technical* information, much of which is of inestimable value to the publishers of papers, is to be had for the asking.

It is the purpose of this announcement to give to the readers of this paper, through its columns, the benefit of certain knowledge compiled by the Government.

Queries from those desiring *technical* information of value to owners or publishers of newspapers will be answered promptly by THE EDITOR AND PUBLISHER, through its columns, by our Washington correspondent.

This brings to the readers of this paper a source of information which is only limited by the printed word. Any information which can be obtained from the Congressional Library—the greatest institution of knowledge in the world, containing every known printed volume in the English language—is at the disposal of the readers of this paper by propounding the query and sending it to the New York office of THE EDITOR AND PUBLISHER.

Information relating to copyrights—the *status* of legislation in Congress involving the interests of newspaper publishers, can also be had in this way—what the Federal Trade Commission is doing—laws and regulations enforced by the Post Office Department—the decisions of the Supreme Court and orders of the Department of Justice—statistical announcements of the Bureau of Foreign and Domestic Commerce of the Department of Commerce relating to exports and imports, on paper, inks, etc.—or any order by the State, War, and Navy Departments as to the censorship of news.

This, and like information, will be furnished upon request, but only through the columns of the paper. Questions propounded should be brief, clear, and concise, and the response will be made as fully as space will permit. But in no instance will any information be given which is of a news value to a newspaper, which can be construed as encroaching upon the functions of a news association or the duties of a special correspondent.

Address all communication to THE EDITOR AND PUBLISHER, Suite 1117, World Building, New York City.

REPORTERS LEGALLY BARRED

Court Rules in Favor of Decision of Montreal Board of Control.

TORONTO, July 11.—The Montreal Star has lost in its action to force the Board of Control of that city to admit newspaper reporters to its meetings. Following the recent municipal elections, the Board passed a resolution by a vote of three to two to exclude reporters except on Mondays and Fridays, when delegations are customarily received. The Star thereupon took up the cudgels on behalf of the press of the city, and moved for an injunction to restrain the Board from barring out the reporters. The case was argued last week before Judge Bruneau, of the Practice Court.

Only one witness was called, Omer Chapat, the Star's municipal reporter, who testified to the act of exclusion on several consecutive occasions. Counsel for the petitioner maintained that the functions exercised by the Board were such as to make its deliberations of wide public interest, and expressed the belief that the ratepayers had a right to know what was done at Board meetings.

In rendering judgment, Judge Bruneau decided that under the law constituting the Board of Control, there was nothing to compel them to hold their sessions in public. The City Council was expressly required to do so, but not the Board of Control. He therefore ruled that the Board possessed the right to do as they had done and close their doors to the public.

Sutro Sues W. R. Hearst

Theodore Sutro has filed a suit in the County Clerk's office against the German Journal Corporation, the Star Company, and William Randolph Hearst for \$3,846 alleged to be due him as salary as editor of the Deutsches Journal. Mr. Sutro sets forth that he became editor of the Deutsches Journal in January, 1913, at \$5,000 a year under a yearly contract; that he worked under this agreement, although the contract was not yearly renewed, until March 25, 1916, when his salary was stopped. His claim is for pay from March 25 to December 31, 1916.

Hearst Ranch Seized by Carranzistas

According to a dispatch published in the New York World, William R. Hearst's ranch at Barrocera, 100 miles south of Columbus, N. M., has been seized by the Carranza Government. John D. Hayes, its manager, reported the seizure while passing through Gen. Pershing's headquarters. He brought away 110 horses as far as Galeana.

Arrival of German Submarine

The Baltimore News was the first newspaper to announce the arrival of the German submarine Deutschland at Baltimore in its regular Sunday edition on July 9. The New York Evening Telegram, the only evening newspaper printed in New York on Sunday, and the story in its early edition the same day.

Woolley's Job Causes Inquiry

WASHINGTON, July 11.—Representative Moore, of Pennsylvania, Republican, introduced a resolution yesterday inquiring of Secretary McAdoo whether Director Woolley, of the Mint Bureau, has a leave of absence to act as publicity director for the Democratic National Committee, and whether Mr. Woolley is to continue on the Government pay-roll during such absence.

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

A Daily Force of Almost Four Million

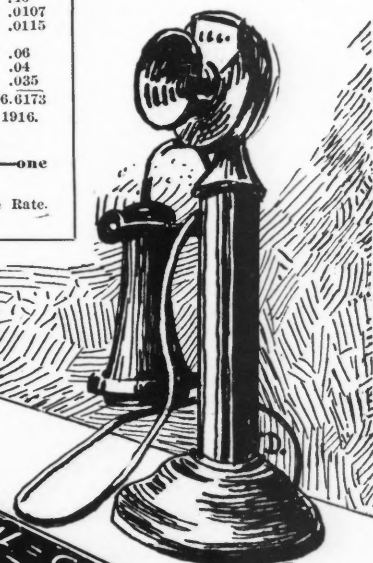
	Paid	2,500	10,000
	Cir.	Lines	Lines
Albany Knickerbocker	38,514	.06	.06
Press (M)	33,580	.06	.06
Albany Knickerbocker	33,580	.06	.06
Press (S)	44,776	.16	.16
Brooklyn Eagle (E) 3c.	60,841	.15	.15
Brooklyn Eagle (S) 3c.	63,066	.15	.15
Bklyn. Standard Union (E)	105,839	.14	.12
Bklyn. Standard Union (S)	8,023	.0179	.0129
Buffalo Courier-Enquirer (M & E)	20,432	.035	.03
Corning Evening Leader (E)	5,667	.0143	.0108
Elmira Star-Gazette (E)	6,290	.02	.015
Gloversville Leader-Republican (E)	6,512	.035	.015
Ithaca Journal (M)	8,257	.0358	.0214
Ithaca Journal (S)	6,304	.0214	.015
Newburg Daily News (E)	276,635	.40	.38
St. Vernon Daily Argus (E)	690,499	.00	.57
New York American (M)	175,267	.28	.27
New York American (S)	92,853	.40	.40
New York Herald (M)	92,853	.50	.50
New York Herald (S)			
N. Y. Journal of Commerce (M)	18,654	.18	.15
New York Evening Mail (E)	144,381	.32	.29
New York Evening Post (E)	21,151	.18	.16
New York Sun (M)	185,000	.39	.36
New York Sun (S)	125,000	.39	.36
New York Times (E)	170,404	.31	.29
New York Times (M)	334,744	.50	.45
New York Times (S)	93,848	.25	.21
New York Tribune (M&S)	207,663	.285	.27
New York Telegram (E)	207,663	.20	.18
New York Telegram (S)	391,831	.40	.40
New York World (M)	391,831	.40	.40
New York World (S)	398,727	.40	.40
New York World (E)	6,242	.0136	.0107
Oneonta Star (M)	6,318	.0215	.0115
Poughkeepsie Star (E)			
Rochester Union & Advertiser (E)	38,452	.10	.06
Schenectady Gazette (M)	20,680	.06	.04
Troy Record (M&E)	18,401	.035	.035
	3,825,481	7.1145	6.6173

Ratings Government Statements, April, 1916.

*The Editor & Publisher Estimate.

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

Compare this with the Average Magazine Rate.



NEW YORK STATE — THE EMPIRE STATE FOR ADVERTISERS

STAR'S SERVICE MADE MANY SOLDIERS HAPPY

St. Louis Daily Had Big Tent at Mobilization Camp of Missouri National Guard and Scored Hit by Catering to Rights and Comforts of Militiamen.

One of the outstanding features, from a newspaper viewpoint, of the recent mobilization of the National Guard of Missouri at Camp Clark, located about four miles east of Nevada (Mo.) was the circulation work done on the camp grounds by the St. Louis Star.

The Star was on the field with a special corps of correspondents, photographers, circulation men, and a "Headquarters Tent" as soon as the first troops arrived. The tent occupied the most conspicuous spot in the entire four-hundred-acre reservation, and not a guardsman could arrive or leave without seeing "St. Louis Star Headquarters." Here stamps, envelopes, postal cards, and writing paper were furnished the troopers at cost, and when the heavy demand of six thousand soldiers for tobacco, cigarettes, crackers, cakes, etc., etc., caused these commodities, dear to every soldier's heart, while in the field, to soar in price (ten and fifteen cents being charged for articles regularly sold at five cents), the Star immediately established a commissary in its tent and supplied the wants of the soldiers at the regular rates. Outgoing and incoming mail was handled by the Star, and express packages for the guardsmen were distributed.

The soldiers' demand for their own home town papers was met by supplying such papers at the regular price, but each purchaser was required to buy a copy of the St. Louis Star as well. Messages from the soldiers to their folks at home were gathered and printed in the Star gratis.

A dummy figure of Villa holding a Star was placed outside the Star's tent, and on it was hung a sign reading: "Villa also is a regular reader of the St. Louis Star."

On July Fourth the Star's representatives arranged a monster dance for the soldiers, which was given on the pavement surrounding the public square in Nevada. Three of the regimental bands from the encampment furnished the music, and soldiers and citizens alike voted it the finest affair they had ever attended. This dance was the only social feature connected with the nearly three weeks' encampment, and necessarily the Star came in for a great deal of praise.

The result of these activities was that every guardsman was a booster for the St. Louis Star, and when that paper appeared on the camp streets it was eagerly bought, the daily sales averaging one paper to every two men on the grounds. This in competition with many of Missouri's strongest papers, several of which are located 250 miles nearer Camp Clark than the Star, is a remarkable record indeed.

Not an uncommon occurrence was for the soldiers to give "three cheers and a tiger," and "the Star's all right" when passing Star headquarters.

W. S. Simons, who has been on the Star's staff for the past eighteen months, was in charge of the circulation work at the camp, and is responsible for most of the stunts enumerated. Mr. Simons was formerly assistant circulation manager of the Houston (Tex.) Chronicle, and has seen ser-

vice on several of the larger Western dailies.

Lieut. Pierce, of Company K, First Regiment, and Frank Sullivan looked after the news end of the encampment. Both will be with the troops at the front. Mr. Harris, one of the Star's staff photographers, handled the pictures, a full page daily.

By demand and common consent the St. Louis Star was made the official newspaper of the encampment.

Since reaching the border the demand for the Star from the Missouri troopers has been so insistent a Star representative has been sent to Laredo to look after their wants.

BOSTON GLOBE'S HIT IN EL PASO

By Arrangement with Texas Daily Soldiers Get Home News.

With the departure of thousands of New England's sons for the border to serve Uncle Sam in his Mexican crisis, the Boston Globe realized that each and every one of them would be hungry for news from home.

Accordingly, it entered into an arrangement with the leading paper of the border, the El Paso Herald, which circulates extensively in the section occupied by the New England troops, whereby the Globe telegraphs daily to the Herald a condensation of all the home news which Globe editors judge will be of especial interest to the New England soldier boys.

This news is printed daily in the El Paso Herald, under a fac-simile of the Globe's first-page heading, thus keeping the boys at the front informed of all that's going on back home.

Dispatches from El Paso say that every item of news from home is read with avidity in camp, even by men who at home show no particular keenness for reading the newspapers.

Sent Fifty Men to the Front

The Times-Picayune, of New Orleans, has sent its city editor, Lieut. Casey Jones, to the colors, and fifty men of the editorial and business staff, among whom is Reporter Reed. Since there is a rule in the Picayune office which must be heeded, the management made them "war correspondents," with their pay from the paper as usual. This was the story brought to the A. A. C. W. Convention by Business Manager John L. Ebaugh.

"At the time of the Spanish War," he said, "we raised a company for the front, and during the same year a theatrical company, which went on the road, and so good is our equipment for dealing with emergencies that the paper never missed 'em."

Gone to Mexican Border

Each of the Baltimore daily papers sent a staff representative with the Maryland military bodies to the Texas-Mexico border as follows:

The American and the Star—First Regiment, John Minot Barrett; Fourth and Fifth Regiments, E. Lester Muller.

The Baltimore Sun and Evening Sun—First Regiment, Vincent DeP. Fitzpatrick; Fourth and Fifth Regiments, W. A. Alexander.

The News—Maryland Brigade, H. I. Harman.

George M. Sheets, for six years a reporter on the Davenport (Ia.) Democrat, and Guy Bacon, of the staff of the Davenport Times, are serving as privates in Battery B, the Davenport company of artillery in the Iowa National Guard mobilization camp near Des Moines.

RETAIL BUSINESS ADS

Problem of Just How Much to Spend on Publicity is Not an Easy One to Solve, Declared Men Who Ought to Know.

News value in advertising of retail business; the scientific adjustment of the question of just how much to spend on publicity; the mistake of having too many bargain sales; and other vital matters connected with the copy and the cost of what goes into the newspapers were salient features of the address of John L. Hunter, sales-manager of the A. T. Lewis & Son Dry Goods Company, of Denver, at the opening departmental meeting of the retail advertisers last week at the A. A. C. of W. Convention. The speaker was especially emphatic regarding the poor policy of having too many bargain sales. "Advertising is being used as a cathartic instead of a food," he said. "The results tend toward a loss of vitality that necessitates larger and more frequent doses. A steady diet of bargains causes indigestion. When we realize that advertising is really vital nourishment and not a corrective then we shall see more sane expenditures. Last year 240 millions of dollars was spent by retail stores on so-called advertising and judging by the clippings sent to my desk from all over the country, fully 95 per cent. of that amount was spent to sell merchandise without profit. Think of it! Two hundred and twenty-eight millions of good money thrown after the mistakes and bad guesses of merchants and buyers and why?"

Discussing the scientific method of handling department store advertising, he pointed out that the good manager will note the extent to which newspapers help to promote social activities by reports of the theatre, society, art, clubs, music, education, housekeeping, motoring, and travel, all of which make demand for clothes and home furnishings. If he is alert he will hitch up his publicity to the demand thus created.

The 400 delegates attending this departmental meeting were keenly interested in Jesse M. Joseph's talk on "How Much Should a Specialty Store Spend on Advertising During the Year?" The speaker blazed away in a rapid-fire, snappy speech, which was full of meat and was made additionally attractive by turn-over posters to illustrate his remarks. He got a great ovation. He began by referring to 107 firms of all kinds, which had failed during a given period. Of this number, those who had spent \$50 in ads were 15, while 92 had not spent one penny. Out of his experience in handling 250 stores in 27 kinds of business, he said he had found five methods used by managers to arrive at a conclusion as to how much they should allow for advertising appropriation.

The only safe basis was to ascertain the percentage of increase of total business, as compared with the previous year and the similar percentage of advertising cost to get that business. "Take the per cent. of increase of business in any year and add it to next year's advertising appropriation, and you will get a proportionate increase of business."

Horace E. Ryan, of Indianapolis, spoke on "Where and When a Department Store Should Advertise." "The one medium is the newspaper," he insisted. "Retail advertising is news. Take John Wanamaker; he knows. In an ad in the Philadelphia North American, he once wrote, 'At the beginning of the

business, our little allowance for advertising went to the newspapers then, just as it does in larger measure to-day. The only advertising of direct and instant value is that which goes in the daily of known circulation. To have learned this fact has greatly helped our enterprise.' Mr. Ryan said that the habit in Philadelphia of bulletining store news in the morning papers was more marked than in any other city. In the Middle West, and other sections, the evening papers are preferred. The test of results should be the gauge of practice, and in his own office, he used "the dominant evening paper." He considered Sunday advertising overdone, an opinion shared by many ad men, but few had the courage to curtail it. "The Sunday ad sometimes gets us more business than we can handle," he continued. "It is better to have strong Monday and Wednesday ads. There is nothing like the power of the newspapers when we want quick, resourceful action." Other means of department store advertising, less effective than newspapers, came in for brief mention.

CURTIS WAGER-SMITH.

Golf Club to Hold Tournament

The New York Newspaper Golf Club is promoting a professional golf tournament to be held on the Van Cortlandt Park links on Tuesday and Wednesday, July 18 and 19. It is announced that the prizes will be bigger and better than any ever before distributed in a professional golf tournament in this country. In addition to a prize of \$300, the winner will receive a silver cup, which he will be asked to regard as a sort of championship emblem. The newspaper men hope to repeat the event next year, but the winner will not be asked to return the trophy. The first ten players will receive substantial money awards. The player making the best score in each round will also be well looked after, and there will be other prizes, also.

Editor Loses Suit Thrice

The Appellate Division, Third Department, of the New York Supreme Court, has confirmed a verdict of \$2,000 for libel, with costs, against Byram L. Winters, of Waverly, N. Y., in favor of the First National Bank, of Waverly. At the first trial in Tioga County a verdict of \$3,000 was obtained, which was reversed. At the second trial there was a verdict of no cause of action, which also was reversed. The venue was then changed from Tioga to Madison County, where a verdict of \$2,000 was obtained. The appeal before the appellate division was from this judgment of the trial term.

Louisville (Ky.) Papers Conserve

The Louisville (Ky.) Evening Post on July 11 raised the price of its pink sporting extra to two cents. The exorbitant price of print paper is given as the reason for the increase. Both the Evening Post and the Louisville Times, another afternoon paper, have announced a "limited returns" and a "no returns" policy, respectively, with regard to the papers taken out by newsboys. The announcement was like a bombshell in the camp of the newsboys, who threatened to "strike" if the Times didn't change its mind about "no returns." When it became known the change actually had been made a small-sized riot was staged at the counter where the boys make returns. In the fight that followed two of the newsboys were badly handled. Street fights among the "newsies" were frequent throughout the afternoon.

Cesare

FOR the very critical in matters artistic a cartoonist has been found who is also an artist. Whether dealing with politics or war, social subjects, humorous situations, portraits or caricatures,

Cesare is always an artist. His technique is superior to that of any other newspaper cartoonist in America. A cartoon by

Cesare appears daily, in the

New York Evening Post

More Than a Newspaper—A National Institution

For Exclusive Syndicate Rights in Your City, Telegraph at Once to

Syndicate Department

The New York Evening Post, 20 Vesey Street, New York City

THE EDITOR & PUBLISHER

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

New York, July 15, 1916.

"Wisdom does not show itself so much in precept as in life—in a firmness of mind and a mastery of appetite. It teaches us to do, as well as to talk; and to make our words and actions all of a color."—Seneca.

MR. OCHS places the rate-ideal for newspaper space at one cent per line per thousand circulation. It is conceivable that, in time, this ideal will be realized. If it is realized it will be through the development of reader-responsiveness to advertising to a degree not yet achieved.

THE churches finally decided that it was not good policy to "allow the Devil to have a monopoly of the good music"; and they are, nowadays, coming to the same view about advertising. If a church should have as good music as a place of amusement, why should it not have as good advertising?

THE high estimate placed by Mr. Munsey on the value of an Associated Press franchise to a New York morning newspaper should not obscure the fact that the A. P. is not the only news service in the field. In their own spheres of service the competing press associations are indispensable. Their standards of service are quite as high as those of the cooperative organization—their enterprise in securing and distributing the news of the world, at the smallest possible cost to their patrons, represents a vital factor and element in the making of newspapers.

SLOWLY but surely the movement toward the two-cent paper grows. Only in the largest cities is the penny paper feasible, under present conditions. It has long been recognized that publishers of daily newspapers are slow to act as a body, and that is the reason for the halting of this perfectly sound economic movement. Fear of the other fellow often holds the publisher of a penny newspaper to a losing policy. On this one thing, at least, competing publishers should be able to reach an understanding.

THREE thousand daily newspapers are running the "railroad copy." There has been no attempt to influence editorial opinion by the National Conference Committee. They are telling their story in display space, and it will pay. No newspaper has been urged to advocate their side of the question at issue as a condition of securing this business. Not a half-dozen newspapers, of the three thousand dailies, would accept the business if any such conditions were attached. That is the fine and cheering fact of the situation.

THE publishers of the Pittsburgh daily newspapers have decided to limit the scope of cooperation with national advertisers to those things which a newspaper may properly do, without

extra charge, for buyers of its advertising space. They have decided to refuse requests of advertisers for the circularizing of the local trade, or for the solicitation of orders from dealers for advertised, or to-be-advertised, goods. It seems that the very generous policy of some of our great dailies in these matters has bred a general expectation, on the part of manufacturers, of unlimited cooperation from the newspapers. In buying newspaper advertising space, some manufacturers have come to expect a bonus in the shape of selling service quite outside the usual scope of newspaper activity. A few of our biggest dailies have organized special departments, through which to render such service and meet this extra expense cheerfully. They assist in securing dealer cooperation with advertisers of worthy products, on the general theory that if they can popularize advertised commodities they will have accomplished the greatest good for the greatest number. For the newspaper of less bounteous reserve resources, the plan is not so feasible.

PLANNING AN ADVERTISING CAMPAIGN FOR UNCLE SAM

THE Associated Advertising Clubs, through its executive committee, has authorized President Houston to appoint a committee whose work it shall be to formulate a comprehensive plan of advertising for the possible use of the Government. This committee will consist of one man from each of the sixteen departmentals of the Associated Clubs.

In any general plan of campaign devised for the use of the Government by this body there will be embraced, naturally, all forms of advertising. The billboard interests will have equal representation with the newspaper interests. The car-card, the electric sign, the programme—all subsidiary advertising devices are thus aligned with the newspapers as factors in any general advertising campaign.

Does any great business enterprise use all forms of advertising? Why does John Wanamaker concentrate on the newspapers? Why are a majority of great advertising campaigns so concentrated? Is there any sound reason why the Government, when contemplating an advertising campaign for recruits, should adopt a plan which would not appeal to a successful business man?

It will be pointed out that, in the recent contribution of advertising to Uncle Sam, an enterprise engineered by the officials of the Associated Clubs, these minor advertising interests gave generously of their commodities, while but two hundred and fifty of the daily newspapers of the country joined in the contribution. If, therefore, the paid advertising to be undertaken by the Government is to be in the nature of a reciprocal favor, these minor advertising interests should be entitled to receive a generous share of the appropriations.

But is it sound policy for the Government to spend money for advertising in this way? Is it not incumbent upon the Government to use as much discrimination and practical sense in apportioning an advertising appropriation as would be used by a business man? Is Uncle Sam to adopt for his first big advertising campaign the plans as prepared for him by the interests represented in the recent gift to him of advertising space and devices? Is it good taste for these gift-makers to now appoint themselves the arbiters of Uncle

Sam's advertising plans? Will the Government be best served by such plans?

In this whole plan of "convincing the Government of the value of advertising" the participating newspapers have aligned themselves with the advocates and promoters of all devices, useful and otherwise, which are classified as "advertising." Teaching discrimination to their local merchants, these publishers have permitted newspaper advertising space to be placed on a par of value with advertising methods and devices which they have long condemned. If Uncle Sam is to advertise, why should he not have disinterested and expert advice about methods and mediums?

AN UNFORTUNATE ILLUSTRATION

THE trading stamp-coupon interests have searched long and industriously for an argument which should serve to give to their device an economic status. They have found one which appeals to them.

They compare the trading stamp and coupon to the cash discount which the merchant receives from his wholesaler or jobber in consideration of prompt payment of his bills. They assert that the customer of this merchant, who pays cash, is also entitled to this discount, and that the merchant is enabled to give it to him in the guise of the stamp or coupon.

WOULD THE MERCHANT ACCEPT STAMPS AND COUPONS IN LIEU OF HIS CASH DISCOUNT WHEN PAYING HIS BILLS TO HIS WHOLESALE OR JOBBER?

If the idea is sound, as applied to retailing, it is equally sound as applied to the transactions between wholesaler or jobber and the merchant. YET WE HAVE NOT HEARD OF ANY WHOLESALE OR JOBBER INTRODUCING THE TRADING STAMP OR COUPON AS A SUBSTITUTE FOR THE CASH DISCOUNT.

When a merchant pays his bills before they are actually due he does so to secure the benefit of this same cash discount. If it amounts to two per cent. per month, the inducement lies in the fact that the saving is actual, that the money remains to his credit in his bank.

The wise customer of a store prefers to act on the same plan. The merchant who gives stamps, of a supposititious value of two per cent. on a dollar purchase has added that two per cent., or a little more, to the retail price of his goods. The merchant who does not use this device sells at a price which covers this cash discount, AND LEAVES THE CASH IN THE PURSE OF THE PURCHASER.

For a competitive merchandising proposition to masquerade under the guise of a plan by which the merchant is enabled to give a discount for cash to his customers is a proposition so absurd that it is unfortunate for the stamp and coupon interests that they have had to promulgate it.

Messrs. Caldwell and Hamilton must find some argument better than this. It is a boomerang. But is there any better argument to be found? We doubt it.

RUNNING "READERS."

IN Mr. Buxton's questionnaire, addressed to publishers, advertising agents and national advertisers, he sought light on the subject of running "readers," without extra charge, in order to strengthen an advertising campaign.

The advertising agents were asked whether they requested such service from publishers. Three of them answered, yes; twelve of them, occasional-

ly; thirty-one answered, no. One agent commented: "When the advertiser insists, we help take advantage of weak papers." Another remarked: "It depends on the paper." Still another commented: "On a paid basis."

As will be noted, a great majority of the agents neither ask nor expect these free gifts of space—and, with some others, "it depends on the paper." The general view would seem to be that only the weak papers are expected to accord this extra measure of service. Does it not follow, then, that a really strong paper, if given to this practice of granting free reading notices aligns itself with the weaker ones—with papers having no standards of practice which are vital to them?

Of the eight publishers who answered the question with a half-affirmative, "occasionally," one commented: "Rests with editorial department." In the absence of fixed policies in the business department, this is a good expedient. If the matter is left to his judgment, without pressure from downstairs the average editor will weigh these things in the scales of "news-value," and the mere puff will have little chance.

Forty-three publishers, of the fifty-one answering the query, replied in the negative. These figures are evidence of the ratio of sound, as against unsound, policies and rules practiced by daily newspapers. It is only the minority of publishers who need to be chastened in this matter—yet this minority includes some excellent publications, whose example, because of that fact, is demoralizing.

It is not necessary to lend the editorial influence of a newspaper to the task of making any good advertising in its columns bring results. The best newspapers do devote space to the work of educating readers as to the value and interest to them of the advertising in their columns—but the propaganda work of this character covers all advertising alike, and does not single out a special advertisement for special boosting.

A good deal of hopeful expectation centres in the work now being done by the Federal Trade Commission in its investigation of the news print situation. There is something fundamentally wrong with a great industry in which prices are fixed arbitrarily, in which the consumer is wholly at the mercy of the seller's momentary frame of mind. We hear of publishers who are unable to renew their contracts for news print on any terms, but are compelled to buy in an open market, in which the seller is not at all anxious to sell at any price, and not willing to quote a price at all for future delivery. It would seem, to the lay mind, that this process of demoralizing the market is one entered upon deliberately by the manufacturers, with the aim to breed panic among the publishers, and to put them in a frame of mind where new contracts, at greatly advanced prices, will be eagerly made. For this reason the work of the Trade Commission should be speeded up, and if it is found that manipulation is playing a larger part than economic conditions in the present situation, relief may be sought in a Congressional investigation.

ELSEWHERE in the issue will be found the announcement of the opening of an information bureau in Washington for the benefit of THE EDITOR AND PUBLISHER'S readers. It ought to be a great help to busy newspaper and advertising men.

PERSONALS

NEW YORK.—Stephen Bonsal, the well-known war correspondent and newspaper special writer, who for the past two years has been a member of the Board of Public Utilities in the Philippines, has resigned.

Herman Bernstein, who was recently appointed editor of the American Hebrew, announced on July 7 in *The Day*, the Yiddish daily which he founded and edited for two years, his withdrawal from the latter publication, and is no longer responsible for its editorial conduct.

William Winter, dean of American dramatic critics, and for over thirty years on the *New York Tribune*, but now retired, was eighty-eight years old on Saturday. Mr. Winter received many telegrams and letters of congratulation.

William J. Guard, press representative of the Metropolitan Opera Company, of this city, accompanied by Mrs. Guard, sailed on Saturday to join General Manager Gatti-Casazza in Italy.

Cesare, whose cartoons have appeared in the *New York Sun* for several years, has been engaged by the *Evening Post*. Up to this time the *Post* has rarely published cartoons except in its Saturday issue.

"Bud" Fisher, who draws the "Mutt and Jeff" comics for the *New York World* and other newspapers, sustained a broken rib and severe bruises, as the result of an automobile accident near Saratoga on Saturday.

Capt. George A. Shreiner, of the Associated Press staff of war correspondents, who has been home in New York for several weeks on a vacation, sailed this week to resume his duties at the front.

Ryan Walker, the cartoonist, has been absent from New York on a lecture trip that has kept him busy since last fall. He spoke 250 times, and covered nearly every State in the Union.

OTHER CITIES.—Former State Senator Thomas Rees, publisher of the *Springfield (Ill.) State Register*, is a candidate for the Democratic nomination for Congress from the Twenty-first District of Illinois. For thirty-five years he has been one of the proprietors and publishers of the *Register*, which is recognized as one of the most potential Democratic journals in the country.

Goode M. Guerry, who for eight years has been connected with the *Tampa (Fla.) Morning Tribune*, first as city, then as managing editor, has left that newspaper to go to the *Jacksonville Metropolis* as news editor. He is succeeded by Robert W. Bentley, who resigned as managing editor of the *Tampa Daily Times*, to become managing editor of the morning paper.

Ralph D. Casey, of the *Seattle Post-Intelligencer*, has been appointed assistant professor in journalism at the State University of Montana, succeeding Prof. Carl H. Getz, who has gone to Ohio State University.

Jack Royle, from the Chicago office of the Associated Press, was in Washington this week to secure passports to enter Mexico, and will be stationed at Mexico City for the Associated Press. He has been on the border and in Mexico City a great deal during the past two years.

Rice Galther, editor of the *Meridian (Miss.) Dispatch*, has gone to Hot Springs, N. C., where he will spend a vacation of several weeks.

The Rev. Dr. Francis T. Tagg has just retired from the editorship of the *Baltimore Methodist Protestant* after

twenty-five years' continuous service in that capacity. He is succeeded by the Rev. Dr. Frank T. Benson, of Washington.

R. C. Harbison, editor of the *San Bernardino (Cal.) Sun* and formerly connected with the *San Francisco Examiner*, has been endorsed by the Republicans of the Eleventh California District for Congress. The district comprises the counties of San Diego, Orange, Riverside, San Bernardino, Imperial, Inyo, and Mono.

Col. J. Perry Fyffe, city editor of the *Chattanooga News*, has responded to the call to the colors, and is now stationed with the soldiers at Nashville. Col. Fyffe is an officer in the local organization of the National Guard.

Howard Stodghill, formerly circulation manager for the *Montgomery (Ala.) Advertiser*, is now circulation manager for the *Louisville (Ky.) Herald*, succeeding J. H. Scales.

J. Sherman Porter, managing editor of the *Lexington (Ky.) Herald*, has sent in his resignation, effective August 1.

Roger Burlingame, managing editor of the *Frankfort (Ky.) State Journal*, has resigned. He expects to engage in newspaper work in Lexington.

Howard W. Stodghill, formerly circulation manager of the *Mobile (Ala.) Item*, is now in charge of the circulation department of the *Louisville (Ky.) Herald*, succeeding J. H. Scales, who is with the Kentucky Magazine Agency.

Merritt Isaacs, for several years on the staff of the *Sandusky (O.) Register*, has succeeded E. H. Hilt, who became general manager of the *Lorain News* a few months ago, as night editor of that newspaper.

Eugene W. Farrell, advertising manager of the *Newark (N. J.) News*, and Mrs. Farrell are spending a few weeks at the Meadow Lawn House, Elka Park, Greene County, N. Y.

N. H. Linkenfelter, prominent newspaper man of Oklahoma City, Okla., has been appointed by Frank M. Gault, president of the State Board of Agriculture, as secretary of the board to succeed the late Don B. Lawhead, who died suddenly several days ago.

Mrs. Clare Kinnamore, wife of Staff Correspondent Kinnamore, of the *St. Louis Post-Dispatch*, is visiting her husband at El Paso, Tex. Mrs. Kinnamore is a newspaper sketch artist, and will make a number of sketches of border scenes, and especially of the arrival of the National Guard troops.

Harry A. Sward, treasurer of the *Moline (Ill.) Dispatch Publishing Company*, is spending a vacation of two weeks in the East.

J. A. Mosenfelder, of Davenport, Ia., a janitor in the School of Journalism at the University of Michigan, is doing vacation relief work on the *Moline (Ill.) Dispatch*.

PROVIDENCE, R. I.—Fred Hopkins, suburban editor of the *Journal*, entertained a number of old-time bicycle riders at the Pen and Pencil Club Saturday, following the annual reunion. James Keane has entered the employ of the *Providence Journal* as cartoonist.

Thomas Brady, jr., formerly of the *Journal*, now a member of the Rhode Island Troop of Cavalry, is side-lining stories to the *Journal* on the trip to the border, while Ralph Bailey is sending stories to the *Tribune*.

A. W. Talbot, of the *Journal*, leaves Monday for a two weeks' canoeing trip to Newport, Vt. William M. Strong, of the *Journal*, will spend his vacation in Vermont, New Hampshire, and New York.

CHICAGO.—Reports that Hopewell L. Rogers, business manager of the *Chicago Daily News*, has resigned from Battery C, of the Illinois National Guard, now on duty on the Mexican frontier, and had been married, following his resignation, were definitely denied by the *Daily News* upon inquiry by the Chicago cor-



HOPWELL L. ROGERS.

respondent of THE EDITOR AND PUBLISHER. Mr. Rogers asked for and obtained a two-day leave of absence from his command on June 27 to attend a meeting of the American Newspaper Publishers' Association in New York, of which he is president. Upon his return he asked to be sworn in, and this was done. Later on the same day, he passed the medical examination and became a Federal soldier. The engagement of Miss Agnes Street, of 41 East Schiller Street, daughter of W. D. C. Street, manager of the Chicago Clearing House Association, to Mr. Rogers was announced on June 29. Mr. Rogers is now with Battery C on the border. The date of his wedding has not been announced.

Richard J. Finnegan, managing editor of the *Chicago Journal*, on Thursday celebrated nine years of married life. The boys of the staff, from the circulation department to the exclusive gentlemen who have attained the distinction of little offices all to themselves, presented Mr. Finnegan with a round robin of congratulations, facetious and otherwise.

George Wheeler Hinman, jr., has left the *Tribune* to become secretary of the Chicago Auxiliary to the American Relief Committee of Berlin.

Jack Little, jr., the American's war expert, is numbered among the vacationists this week, as is also A. L. Sloan.

Hector Elwell is back on the city editor's job at the *American*, after an extended vacation in Michigan.

Russell Edwards, who resigned his position as assistant city editor of the *American* to become publicity manager of Bismarck Gardens, is back on the *American* again, doing re-write.

Clarence Snyder, of the International News Service, spent a few hours in Chicago this week on his way back to New York from the Mexican border.

Ring Lardner, the *Tribune's* sport-page columnist, is spending his vacation in New York.

Mrs. Clara Page, is doing Society on the *Herald*, and Mrs. Jessie Donahue has been appointed club editor of that paper.

Chicago's veteran newspaper man, W. Y. Perry, has come safely through an operation for appendicitis at Wesley Hospital. Mr. Perry is Chicago repre-

sentative of the *Indianapolis News*, *Washington Star*, *Baltimore News*, *Montreal Star*, and several other newspapers. He is widely known in the Middle West and as widely popular.

Joseph D. Salkeld, political editor of the *Chicago Journal*, is on a two weeks' fishing trip on the Illinois River.

Melville L. Slater, rewrite man on the *Chicago Journal*, is on the city desk in the vacation absence of Marquis James, assistant city editor.

PHILADELPHIA.—Cyrus H. K. Curtis has begun his usual summer programme, going up to Maine and coming down once a month to New York on his yacht, and then coming to Philadelphia by train.

C. H. Bonte, dramatic editor of the *Public Ledger*, is on his annual foreign trip. This year he has gone to Japan, travelling overland by way of the Canadian Rockies to Vancouver, and thence to Hawaii, where he will spend some time in Honolulu. He plans to return by the Southern route, along the Mexican border, and so through New Orleans, home.

Harry Covington, night city editor of the *Ledger*, will leave for the West next Monday, on his vacation.

"Jack" Young, of the *Ledger*, who set off so gayly to the boundary last week with Troop A, accompanied by fanfares of approbation from his brother scribes, is back again, the medical authorities having refused to accept him.

Howard Shelley has gone to Newport for the summer, and will locate in New York in the fall.

Yoshio Nitobe, formerly on the *Public Ledger* staff, sailed from Seattle for his home in Tokio this week. He is a Haverford graduate, the son of Dr. Inazo Nitobe, of the Imperial University of Kyoto.

PITTSBURGH.—G. S. Applegarth, editorial writer on the *Pittsburgh Gazette-Times*, has taken a similar position on the *Philadelphia Bulletin*. McCready Huston, night editor of the *Gazette-Times*, is Mr. Applegarth's successor. Reginald Warner is now night editor.

Col. Charles Alexander Rook, president and editor of the *Pittsburgh Dispatch*, has been selected as a Presidential elector, representing the Thirtieth District, comprising the Seventh to Twelfth Wards of Pittsburgh, Homestead, McKeesport, Duquesne, and other Monongahela Valley towns. His name has been sent to Justice Charles E. Hughes, the Republican nominee for President.

Nicholas Martin, of the *Tri-State Bureau*, is at Plattsburgh for a month's training.

Claude E. Morehouse, night editor of the *Post*, is automobiling in Ohio, calling on fraternal friends in Cleveland and Akron.

Miss Iva I. Riley, of the *Gazette-Times*, has returned from a trip to Iowa, and while away covered the political conventions at Chicago for the *Gazette-Times*.

Arthur G. Burgoyne, jr., is writing a daily letter from the border to the folks back home, for the *Pittsburgh Gazette-Times*.

Marion Bonsall Davis, a former *Pittsburgh* newspaper woman, is en route to the front as a nurse in the service of the Allies.

(More Personals on page 23.)

The Northeast Nebraska Editorial Association will hold its next meeting at Norfolk, July 28 and 29.

RESULTS OF VIGILANCE

How Censorship of Advertising Copy Is Making Cleaner Newspapers and Is Protecting the Public Against Frauds—The Work Reviewed.

One of the most interesting papers read before the A. A. C. of W. Convention was that of Merle Sidener, chairman of the National Vigilance Committee, on the vigilance work of the Association. It was read by H. J. Kenner, secretary of the National Vigilance Committee, before the Newspaper Departmental. Summarizing the purpose and activities of the vigilance committees, Mr. Kenner said:

"Vigilance committees of the Associated Advertising Clubs of the World help to conserve a valuable newspaper property, reader-confidence in advertising columns. They furnish facts to aid newspapers in their censorship of advertising copy. They go direct to advertisers and persuade them to avoid the use of untrue or distrust-breeding statements in their newspaper advertising. By quiet investigation and friendly action, they eliminate advertising practices which are unfair competitively, and which are demoralizing to trade development.

"The work of the vigilance committees is a service to honest business, not a propaganda. The committees do not attack advertisers. They gather facts and let the facts show the character of the advertising investigated. They are thorough in investigation and deliberate in action. They are always open-minded and dispassionate. They see all sides of an advertising question. They judge every case of questionable advertising on its own merits. They are not opposed to any advertising as a class. Honest advertising of honest products is helped, not hurt, by the vigilance work of the Advertising Clubs.

"After I tell you what the National Vigilance Committee and the local committees are trying to do for newspapers, I hope that you will create a committee to work with them closely in the coming year so that they may be of much greater service to newspapers. The men directing the affairs of the National Committee possess practical newspaper advertising experience. They feel that they understand your problems and sympathize with them, yet they want you to tell them how your vigilance committees may be made of greater value to you.

ALWAYS READY TO HELP.

"Do you want to know whether or not the stock-selling copy of some Western oil company is trustworthy? Do you want to know the nature of the scheme being used by a "work-at-home" classified advertiser? Do you want to know whether the claims made for a certain medical product are reasonably true or not? If so, please ask the National Vigilance Committee. The Committee will seek the most authoritative sources for information bearing on all of these questions. It is ready at any time to initiate a special investigation to get facts for you. The Committee has developed into a national clearing-house for practical truth-in-advertising information, and it is well equipped to be of vital use to newspapers.

"It is cheering to know that at last newspapers are to profit especially through their cleanness. The National Vigilance Committee will campaign actively in the coming year to help clean newspapers get business. And clean newspapers does not mean merely those which conduct reform campaigns to

purify politics and social conditions and maintain a high moral tone in their editorials. Clean newspapers are those which also keep their columns consistently free from objectionable advertising.

"I think it is because the Committee has always tried to be fair and helpful that newspapers are using its service with confidence and are basing their acceptance or rejection of accounts upon the data given.

"In the coming year, a committee from the newspaper departmental of the A. A. C. of W., acting with the National Vigilance Committee, can be of great help in making these bureaus more effective. I hope a committee of this kind will be appointed. The National Committee wants your constant advice and aid in order that its service may help each of you make your newspaper more influential and prosperous."

New Honor for James Kerney

James Kerney, "live-wire" editor of the Trenton (N. J.) Evening Times, has been elected president of the Trenton Rotary Club, and is filling the office with his characteristic "pep." One of the first surprises he gave to the organization was to invite the members to dinner in the Times building to let them say "how" the paper should be run. Leading business and professional men of the city were in attendance. They inspected the Times' battery of sixteen linotypes, the modern Goss press, and other equipment, and found that they could not make any suggestions. One of Mr. Kerney's first ideas, which is being carried to fulfillment, is the formation of a rifle club among the Rotary members. This step is in line with preparedness campaigning, and Mr. Kerney would have a trained body ready to take its place at the front or to act as a home guard in the absence of the National Guard.

Editor Enright's Rise

The announcement that Frederick W. Enright, editor and publisher of the Lynn (Mass.) Daily Telegram, is considering running for Mayor of Lynn this fall, recalls his rapid rise in journalism. He came to Boston from Nova Scotia six years ago, and worked as a cub reporter on the Boston Advertiser. Later he was a district man on the Boston American. Then he did police news on the Lynn Evening News and covered Lynn for the Hearst papers. Then he conceived the idea of starting the Telegram, which paper now claims the third largest circulation in Lynn.

Woman Editor Arrested

An Amsterdam cable says that Rosa Luxemburg, principal editor of the Berlin Socialist newspaper Vorwaerts, was arrested at her home in Berlin on Monday last, according to the Leipziger Volkszeitung. The reason for her arrest has not been ascertained. Criminal proceedings against Rosa Luxemburg and others were instituted about a year ago on account of alleged treasonable articles in the Monthly Internationale, which was suppressed by the German Government. She was subsequently released. In 1914 she was sentenced to serve a year in prison for accusing German officers of abusing private soldiers.

Kentucky Daily Suspends

The Catlettsburg (Ky.) Tribune, a daily, has suspended publication owing to the high cost of paper and material and to lack of proper support.



NEW HOME OF THE SYRACUSE (N. Y.) JOURNAL.

Receiver for Muscatine Daily

In friendly court proceedings on July 8, at Muscatine, Ia., upon the application of a majority of the stockholders of the Muscatine News Company, the District Court appointed G. Allbee receiver for the corporation, in order to continue the publication of the Muscatine News-Tribune. The corporation announced if the debtors of the company will promptly pay their accounts at the News-Tribune office the receiver will be able not only to continue the paper, but to pay all outstanding obligations in full without prejudice or favor to any creditors. The receiver, Mr. Allbee, is a prominent member of the bar and one of the leading Democrats of the county, and will make no change in the policy of the paper or the personnel of the staff. J. C. Van Lent will continue as business manager, and Lee C. H. Orbach will be in editorial charge, T. H. Brannan having retired from active participation in the business.

John W. Carey Buys Rock Rapids Review

SIoux CITY, Ia., July 10.—John W. Carey, a well-known newspaper man, who has been an editorial writer on the Sioux City Journal for several years, has bought the Rock Rapids (Ia.) Review from P. S. McCarty, and will take possession on July 15. As a writer of humorous verses concerning national celebrities, under the heading "Hoos Hoo," Mr. Carey has contributed to many newspapers. He is a member of the American Press Humorists' Association.

San Jose Evening News Sold

C. W. Williams, for thirty-four years publisher of the San Jose (Cal.) Evening News, has sold that paper to H. O. Baggerly, who has been for twenty years sporting editor of the San Francisco Bulletin. Mr. Williams went into partnership with H. A. DeLacy, who started the paper, six months after the first issue was printed. A short time later he purchased the interest of Mr. DeLacy, and for the last thirty-four years has been the sole owner and publisher. During that time Mr. Williams has not been out of the office for more than three consecutive days, and that only on three different occasions. Mr. Williams has been in failing health for some time past, and it was this fact that induced him to sell the property and retire.

Ottawa Journal in A. N. P. A.

The Ottawa (Canada) Evening Journal has been elected to active membership in the American Newspaper Publishers' Association.

SUN PRINTERS LOSE APPEAL

Men Who Were Dropped Get No Relief From the Union.

When the New York Sun took over the New York Press, forty-two printers were dropped to give room to forty-two from the Press. This was done in accordance with a provision in the rules of Typographical Union No. 6 to the effect that in case of the consolidation of two daily newspapers the oldest printers on the paper that is absorbed must be retained, if their terms of service exceed those of a like number on the other paper.

The discharged printers appealed from a ruling of the executive committee to this effect, but at a meeting of the union, held on Sunday, that body voted to sustain the action of the committee.

It is expected that the men who were dropped, who enjoy the sympathy of the older Sun men, will appeal from the action of the local to the executive council of the International Union. If they lose in that, the matter may be brought before the convention of the printers next month in Baltimore.

It is the contention of the printers who were dropped that the Press has ceased to exist, and that the Sun chapel owed no jobs to printers who had worked on the Press. The union held that the Press still exists, as a part of the Sun, and that both Sun and Press printers had to be treated as if working for one paper, and if there were too many, the younger men in point of service would have to be dropped. Of the forty-seven printers on the Press, forty-two were older in service than the forty-two Sun printers.

High Newspaper Postage

Dr. R. M. Coulter, Deputy Postmaster-General of Canada, has handed out a memorandum explaining why it costs \$10 a year postage to send daily newspapers to our soldiers fighting in France. The postage is at the rate of one cent for two ounces, which means that an average of about three cents has to be put on the ordinary issue of a daily newspaper. This amounts up to approximately \$10 a year. As on previous occasions, the Canadian postal authorities take refuge behind the international postage regulations. The rates paid by the Canadian public on newspapers to France are the same as those paid by the people of England on newspapers forwarded to the same country.

The semi-annual meeting and summer outing of the Northern New York Press Association will be held at Malone and Meacham Lake, July 14 and 15.

Don't complain of the high cost of advertising; make the advertising worth the cost of purchasing it.

BIG CONCERN ON CONSERVATION

Du Pont de Nemours & Company Give Some Good Advice.

In a circular letter sent out by E. I. Du Pont de Nemours & Co., manufacturers of explosives, appears the following pertinent the conservation of paper:

"The solution of this problem is largely in the hands of advertisers and business houses in general. For instance, we had a plan to double the size of our house organ with a circulation of 200,000 per month, but have decided to suspend this matter for the present rather than to further disturb the paper market. We will also, until the situation is relieved, publish every other month.

"All our offices will be immediately supplied with half-size letterheads to be used for short letters.

"We will do no circularizing not absolutely necessary.

"In every other way that will not seriously interfere with our business, we will make an earnest effort to conserve paper.

"One more important point is to see that all waste paper is resold rather than burned. Our advertising department has a regular monthly income from the sale of old paper and obsolete electrotypes, half-tones, and line cuts. If every advertising manager will look over his stock of cuts and sell the metal of those that are no longer needed, it will help the metal market and will help prevent prices of cuts and electrotypes from going higher."

Gone Out of Business

The Driftwood (Pa.) Gazette has suspended publication, after forty years' existence. Its editorial proprietor, Joseph S. Johnson, has taken over the Cameron County Press, Emporium, Pa.

To Promote Church Advertising

A church advertising conference will be held at New Haven, October 8, 9, and 10, under the auspices of the publicity department of the New Haven Chamber of Commerce. The meeting will be preceded with lay sermons in various churches on Sunday, October 8. The business sessions, Monday and Tuesday, will be followed by a banquet Tuesday evening. Charles M. Dobbs is chairman of the committee in charge. This and other similar conferences are following the example set, some months ago, by Chicago advertising men who held a conference to promote church advertising. The Philadelphia Convention conference on church advertising was really the outgrowth of the Chicago movement. In Chicago, a permanent organization of "advertising parsons" has been formed, and regular meetings are being held at the headquarters of the Advertising Association of Chicago clubrooms.

Frank's Defeat Presbrey's

On July 8 at Flatlands Grounds, East 35th Street, Flatbush, the Albert Frank & Co. nine defeated the Frank Presbrey Co. nine by a score of 6 to 3. The game was well played and full of excitement from start to finish. Farrellman pitched a fine game, held Presbrey scoreless until the eighth inning when they scored three runs. Sarata received fine support, Disken making catches in left field that looked like sure hits. The score was 3 to 6 in favor of the Frank nine.

More people read newspapers and magazines than ever read them before, and yet the number of publications in the United States is growing less.

Covered the U-Boat Story

Washington correspondents who visited Baltimore to cover the U-boat story were: Grafton S. ... Horace Epes, and Norman ... of the Associated Press; Lowell Millett, and Carl D. Groat, of the United Press; W. A. Crawford, of the Central News; Carl M. Wisehart, of the New York Sun; S. R. Sartwell and W. J. Weisinger, of the International News; Kendrick Schofield, of the Washington Times; George Laughlin, of the New York Herald; Charles D. Warner, of the Boston Christian Science Monitor; M. W. Bethke, of the New York Staats-Zeitung, and George Barthelme, of the Cologne (Germany) Gazette.

New Wage Scale in Toronto

Toronto publishers have recently signed up a new contract with the local typographical union. It provides for an increase in wages of a dollar a week, the same to be in effect from June 1, 1916, to June 1, 1917. This brings the scale for evening papers up to \$22 a week and for morning papers to \$24. Apprentices receive an increase of \$1 every six months, instead of fifty cents, as at present. The publishers also agree to permit the apprentices to attend the printing classes at the Technical School during their working hours, and pay their wages while at school. The representatives of the publishers in the negotiations were J. F. Mackay, Toronto Globe, and J. E. Atkinson, Toronto Star.

Fire in New Orleans American Office

NEW ORLEANS, July 15.—Fire did damage of \$5,000 to the New Orleans American's plant and building, at 629-631 Common Street Saturday afternoon. An overheated melting pot in the stereotyp-

ing department, on the third floor was too near the woodwork and ignited it. Captain Jackson, of the First Precinct Police, found E. M. Hogan, a deaf and dumb stereotyper alone in the room, and was told by him in writing what had happened. The fire burned through the roof and was smothered after an hour's work. The building, which was not insured, was damaged \$2,000, while the machinery, which was insured, suffered \$3,000. Publication of the paper was not interrupted.

Booneville (N. Y.) Herald Wins

The Utica (N. Y.) Sunday Tribune Company, publishing the Utica Herald-Dispatch, has lost its fight for designation of that paper for the publication of the 1916 session laws and concurrent resolutions in Oneida County. The Appellate Division, Third Department, has affirmed an order of Justice Chester, at the Albany Special Term, denying the Sunday Tribune Company a writ of mandamus directing the Republican members of the Board of Supervisors of Oneida County to revoke the designation of the Booneville Herald, published by Garry A. Willard, to do the session laws work. The appeal was taken against Francis M. Hugo, Secretary of State, and Willard.

N. Y. Sun Shares, \$2,500 Each

Michael F. Laffan, brother of William M. Laffan, for many years owner of the New York Sun, has left a personal estate of more than \$85,926. The property listed consists mainly of stocks, including five shares in the Sun Publishing & Printing Association, valued at \$12,500.

If you want money, go to strangers; if you want advice, go to friends; if you want nothing, go to relations.

THE INTERTYPE

FAIR PLAY - FAIR PRICES - FAIR PROFITS

Model A
Single Magazine
\$2100

Model B
Two Magazines
\$2600

Model C
Three Magazines
\$3000

Standardized and
Interchangeable
Models.



By Encouraging the Man

who would sell you something different to argue against

INTERTYPE

Standardization, Interchangeability and Simplicity—you may learn how difficult it is to really talk seriously against three points of such vital interest to the user.

We Build To Serve

NEW YORK
WORLD BLDG.

CHICAGO
OLD COLONY BLDG.

NEW ORLEANS
316 CARONDELET ST.

SAN FRANCISCO
86 THIRD STREET

CANADIAN AGENTS: MILLER & RICHARD, 7 Jordan Street, Toronto; 123 Princess Street, Winnipeg.

DEMANDS EMBARGO ON MANY PAPER PRODUCTS

Bill Introduced in Congress by Representative Dillion, Will, if Passed, Have Sweeping Effect Upon Control of Supply and Prices—Much Discretionary Power Given to the President.

WASHINGTON, July 10.—An embargo upon print paper, wood pulp, and pulp products, is asked for by Representative Dillon, of New Hampshire, a member of the Interstate and Foreign Commerce Committee of the House. The bill (H. R. 16852), which is considered an important one to publishers and the paper trade, reads as follows:

"That an embargo be, and is hereby, laid on all shipments of print, book, bond, and linen paper, pulp, and pulp products to any foreign country.

"Section 2. That the President of the United States is hereby empowered with authority to raise the embargo by this act laid upon shipments of print, book, bond, and linen paper, pulp, and pulp products, or any of them, when in his judgment the price charged for such product or products to the consumer in the United States is fair, reasonable, and just, which said raising of the embargo aforesaid shall be made manifest by his proclamation.

"Sec. 3. That the President of the United States is hereby empowered with authority for and during a period of two years from the passage of this act to reestablish said embargo so raised, which shall be made manifest by his proclamation, if in his judgment the prices charged for the products enumerated in the foregoing section become exorbitant, unfair, and unjust to the consuming public.

PENALTIES FOR VIOLATION.

"Sec. 4. That during the continuance of the embargo provided for in this act, any owner, master, or lessee of any vessel clearing or attempting to clear from any port within the United States for any foreign port, having on board for carriage any print, book, bond, or linen paper, pulp, or pulp products, shall be fined in a sum double the value of said cargo, and in addition shall be fined a sum not less than \$1,000 nor more than \$10,000.

"Sec. 5. That during the continuance of the embargo provided for in this act, any railroad company or its agent who shall transport without the United States any print, book, bond, or linen paper, pulp, or pulp products, shall be fined in a sum equivalent to double the value of the shipment of said products aforesaid, and in addition thereto shall be fined a sum not less than \$1,000 nor more than \$10,000.

"Sec. 6. That the provisions aforesaid shall equally apply to any individual, firm, or corporation engaged in the carrying of freight for hire without the United States."

The bill was referred to the Committee on Interstate and Foreign Commerce.

Porter Wrote Own Epitaph

Boston, July 11.—There are no public bequests in the will of the late Linn Boyd Porter, widely-known author, who wrote under the pen name of Albert Ross. All his property is left to his widow and two daughters, except minor bequests to his grandchildren. The will directs that over the grave shall be inscribed "Linn Boyd Porter, 1851—1916, Journalist, Author, Traveler." Among those who attended the funeral of Mr. Porter, who was a former president of the Boston Press Club, was a delegation from the club.

Forty Years in Harness

PROVIDENCE, R. I., July 11.—Walter B. Frost, owner and publisher of The Manufacturing Jeweler, of Providence, celebrated his fortieth anniversary as a newspaper man last week. In an interesting letter to the Sunday papers here he outlines many experiences during two score years in the game, tells of great reporters he knew here, and of the advance of Providence in the newspaper field. He says, in part: "The city of Providence was not half the size in 1876, that it is now, but it maintained two morning and two evening papers, and the calibre of the newspaper men was high. Newspapers at that time were set from type and were printed on cylinder presses. There were no perfecting presses in Providence, no linotypes, no monotypes, no stereotyping machines, no typewriters, and no telephones, yet newspaper work was exciting and the newspapers of the day were well worth reading."

Crossed Continent Alone in Auto

Crossing the continent in an automobile is not such a novelty now as it was a few years ago, but so far as we know, no person has made the trip alone save Hal Walker, of the reportorial staff of the San Francisco Chronicle. Mr. Walker left San Francisco in an Overland runabout, model of 1912, on May 20 and arrived in Oakland, Me., a distance of 4,998 miles, July 6, without a serious accident. He did not have a tire punctured, and had no trouble with his engine; truly a remarkable experience. Mr. Walker says that the journey would have been sixteen days shorter had he not been delayed by heavy rain-storms and impassable roads in the Middle West.

NEWSPAPERS FROM READER'S STANDPOINT

(Continued from page 5.)

probably should be added to those most interested in the general news.

A decided majority of the persons included in this questionnaire read ads, and are not ashamed to say so. Sixty-six per cent. unhesitatingly answered yes. Twenty-one per cent. answered no, and thirteen per cent. gave a qualified answer, in most cases saying, "No—or at least hardly ever"; "very seldom," and the like. I might say that there were of course no advertising men or newspaper men among those questioned. The most varied answers were brought out in response to the question, "Why do you read advertising?" It is difficult to catalogue them, but they are capable of being divided into groups. By one of the strange freaks of figures the first four groups had each exactly the same number of replies. Sixteen per cent. of those who read advertising (not of the total number of persons questioned) do so from economy motives, to learn about interesting sales. These were not all women, though they were in a majority. Sixteen per cent. read ads to see, as one person put it, "what they have to say." "Because the ads are so interesting," another explained. Sixteen per cent. attributed their reading of advertising to "curiosity." "I am interested in seeing what they will say next," is a specimen report here. This group is, of course, very similar in motive to the last one mentioned. I have separated the two because in the former group the interest seemed to centre on the copy appeal, and in the latter group the curiosity might be aroused by anything about the ad. Sixteen per cent. read

advertising involuntarily, as it were, because the ads "catch the eye." "I read an ad if it stops me in the paper so I can't help it," said one of these readers. Another eight per cent., which possibly ought to be included with the last group, read advertising because of its artistic merits. "I read advertising to see the art work and to study the harmonious arrangements," one in this group reported. Eight per cent. more read classified advertising only, either "to buy or sell something," "to see how many people are out of work and what kind of jobs are open," or for some similar reason. Eight per cent. avowed that they read advertising to inform themselves. "I read the ads to learn the truth about things," said one of these, paying a fine unconscious tribute to the implied honesty of the advertiser.

Only eight per cent. of the total—and these all women—stated that they read advertising for definite style information. "I want to see what they are wearing now," is the way one of this group explained her interest. Eight per cent. of those questioned would be, however, sixteen per cent. in a list of women exclusively, and probably it would run much higher in a list composed of fashionable society women, none of whom were included in the group of persons to whom the present questions were put.

Four per cent. of the total of advertisement readers reported that they read advertising merely "to pass the time." None of them seemed to be persons of too much leisure, on whose hands time might hang heavily, so the presumption is that their reading of advertising is pretty infrequent.

Questions eight and nine brought results which seem to prove conclusively that the habit of skipping through the newspaper is practically universal. Seventy-five per cent. of the answers were to the effect that the readers go through the newspaper reading headlines only, and that a story must be exceptionally interesting to be read entire. Twenty-one per cent. stated that they select the stories which interest them, from the headlines, and then read the stories clear through. Question nine brought some surprising responses. Not one of the persons questioned stated that he read through to the end of the stories in the paper as much as half of the time. "I finish a story that I begin to read, about once in ten times." "Once in twenty-five times," said another. "Ten per cent. of the time." "Only in rare cases." "I go beyond the headline once in ten times, perhaps, but when I do, I read every word." "I usually find all I want to know in the first paragraph." (Duc, of course, to the construction of a news story, where the first few words give all the important facts.) "Ten per cent. of the time I read a story through." "Very seldom." "Three times out of ten." The impression conveyed by every one of the answers was that the reader's attention wanders restlessly through the pages of the paper, losing interest very quickly in each successive thing that it pauses upon. If this is correct, it speaks of the necessity for first, comparatively large space for display advertising—since roving attention is harder to capture than that of the man who diligently studies up and down the page—and second, economy of words. If the average reader spends only ten or fifteen seconds on each item that he passes, then your advertising message must be so worded that the kernel of what you have to say may be grasped in that length of time—

or else your headline or illustration must be so fascinatingly interesting that the reader cannot resist its appeal.

The tenth question—"What are the merits of your favorite paper which have induced you to subscribe for it"—developed the fact that convenient arrangement of news is a prime factor in inducing a choice. Thirty six per cent. of the total voted for a five-cent morning paper which makes a specialty of carefully tabulating and indexing its news. A morning five-cent paper of a rather sensational type came next, with eighteen per cent. A morning one-cent paper came third with fifteen per cent. A conservative evening paper came next with six per cent. The evening paper which has the largest circulation in the city—nearly three times as great as that of the five-cent morning paper which heads the list—had only a three per cent. vote, being on an equality with the one-cent evening daily which fights the battle of organized labor. Three per cent. of the list voted for a five-cent morning daily published 1,500 miles away from our city, preferring apparently its musical, dramatic, and literary criticisms and a brilliantly edited column of whimsicalities for which it is famous. Sixteen per cent. of the list could state no preference among several papers.

Political affiliation was not mentioned by any one either in praising or condemning any paper. Indeed, the paper which stood first on the list is notorious for the degree to which its editorial policy colors its handling of news, and has been a sturdy supporter of the losing side in every political campaign in the State for the past five years. As was stated above, the selling price of the paper also seems to be a matter of complete indifference. It was never once referred to as being a determining cause. Incidentally, six per cent. of the persons questioned wrongly stated that such-and-such a paper is a morning or evening publication, in spite of the fact that they are subscribers to it and ought to be aware of its time of appearance. If I may insert here a personal opinion, I would add that in my judgment the reading public is far less concerned about the distinction between morning and afternoon papers than are journalists. Among newspaper men "news is news until to-morrow," but among readers "news is news until it is read." I have repeatedly seen twenty per cent. of the newspaper readers on a street car with yesterday's paper in their hands; and I have just as often been in homes where the average life of each newspaper was at least forty-eight hours. Moreover, in several years' retail advertising experience, I have found that one insertion of an advertisement announcing a special sale, limited to two days' time, pulls almost as heavily the second day as the first, which must be due in part at least to the belated reading of the ad by many people.

This report hardly needs any elaborate conclusion, as the inferences to be drawn from the results are stated in the text where they are not clearly obvious. Of course, these results are not to be taken too seriously; inasmuch as conditions vary from city to city, and among various classes of readers, and what is true in our city would not be true in another part of the country. I believe, however, that there is a fruitful field for investigation, which is somewhat indicated by the present questionnaire; and that a more exhaustive inquiry on a nationwide scale would be certain to produce results of decided interest to advertising men.

PACIFIC COAST SITUATION

Increased Appropriations for Advertising Made by National Dealers.

SAN FRANCISCO, July 6.—Louis Honig, president of the Honig-Cooper Advertising Company, of San Francisco, who returned from an extensive Eastern tour, is optimistic as to the future of the advertising business on the Pacific Coast. After spending some time in New York, he visited Chicago and attended the Republican National Convention, primarily to get a line on national policies as expressed at the Conventions, with a view to their relationship to the forthcoming political campaign on the Pacific Coast.

On his return here, Honig met a number of men prominent in Coast business circles, who agreed with him that the coming Presidential campaign will not interfere with general business conditions on the Coast as much as some of the previous campaigns. While the reflex of the Eastern war market prosperity has not been felt here to a great extent, there has been an upward trend that is slow but sure. The men at the head of large interests, such as produce, canned goods, etc., think that the outlook for the year's business is good.

The men who are putting up Oregon Hood River apples, and the "Skookum" apples from the State of Washington, are planning newspaper national campaigns for the fall. The California Central Creameries will continue newspaper advertising of its Golden State Butter. The Sperry Flour Company, of San Francisco, is increasing its appropriation for the Pacific Coast newspapers. A. Schilling & Co., the largest tea and coffee house on the Coast, are using larger-sized copy in more Coast papers than in the past. D. Ghirardelli & Co. are planning to use large newspaper space in Coast papers during the fall of this year and the spring of 1917.

RICE GROWERS TO ADVERTISE

Will Conduct Campaign to Promote Larger Consumption of Cereal.

PHILADELPHIA, July 13.—An echo of the ad men's big convention here comes in the announcement by J. M. Stoner, of the firm of D. S. & H. Craig, Inc., wholesalers of rice, that the rice growers and shippers are preparing an advertising campaign to promote the sale of their commodity.

"I have never been able to understand," said Mr. Stoner, "why rice has not been a more popular food with the American people. It seems to me that, during these days of the high cost of everything, the people would instinctively turn to a diet at once so cheap and wholesome.

"As everybody knows, we eat vast quantities of potatoes, but just compare the relationship of the two foods. Potatoes contain 18.4 per cent. of starch, as against 79.4 for rice; potatoes are 78.3 per cent. water; rice contains but 12.4 per cent. Rice is also rich in protein, containing 7.4 per cent., to 2.2 per cent. for potatoes.

"America grows the best rice in the world, and the acreage is increasing each year. The culture has spread from Louisiana, which is the centre of the production, into Texas, Arkansas, the Carolinas, and California. At that we produce only about 25,000,000 bushels, as against something like 3,000,000,000 bushels of wheat."

The annual meeting of the Georgia Press Association will be held in Augusta July 17, 18, and 19.

Elmira Star-Gazette Wins

The third department of the Appellate Division of the New York Supreme Court has just ruled that when the designation for printing the session laws of 1915 was made, the Elmira Star-Gazette more nearly represented the Republican party views than did the Elmira Advertiser, which had been the recognized Republican paper before. The appeal was taken by the Elmira Advertiser Association. The original action was brought by the plaintiff as a taxpayer to restrain the printing of the session laws for 1915 by the Star-Gazette Company under a designation of the Republican members of the Board of Supervisors of Chemung County. The Advertiser had been publishing the laws. During the campaign of 1914 it supported the candidates of the Prohibition party. The Star-Gazette, which had been a Democratic paper before the campaign, announced its independence, and during the campaign supported candidates of both parties.

MORE PERSONALS

BOSTON—William Gavin, the Traveler's State House man, is enjoying his annual vacation.

Charles P. Haven, of the Herald, has been made one of the battery of rewrite men on that publication.

Charles Manson, once of the daily staff of the Post, is now a Sunday special man for the American, where he is making a hit. Mr. Manson was on the Sunday Post for a time before he started daily work.

Charles Winston, well-known press agent and publicity promoter in general, has joined the staff of the Post as a reporter.

Edward Maguire, City Hall man for the Post, is covering the Elks convention in Baltimore.

Charles Butler, Federal Building man for the Record, is doing the automobile column for that paper as well.

Fred Green, Police Headquarters man for the Transcript, is taking a vacation in Maine.

During the absence of Howard Brock, city editor of the Post, on his vacation in the Maine Woods, George B. C. Ruggs, assistant city editor, has been acting city editor.

Thomas Phelan, of the American, left with the last detachment of Massachusetts troops for the border.

CLEVELAND—Michael D. Fanning, "war" correspondent for the Leader at Columbus, is writing a series of "Letters of a Rookie at Camp," touching on the humorous side of camp life of the Ohio National Guard, which is making a big hit with the readers of his paper.

Q. M. Gravatt, railroad editor of the Plain Dealer, has taken a leave of absence, with pay, to supervise his wireless signal corps company, which will work in conjunction with the Ohio National Guard. Joseph K. Schmidt is acting railroad editor.

Chester Ruth, brother of Carl D. Ruth, Washington correspondent of the Leader, is believed to hold the record for covering a long distance in landing a job. He fell into the Leader office a few days ago, after covering 1,100 miles from Mitchell, N. D. and will do general work.

George A. Riley, formerly of the central office of the Scripps concern at San Diego, Cal., is now with the business department of the Newspaper Enterprise Association here.

Charles H. Newall, who has been handling the copy for "Pep," the official organ of the Newspaper Enterprise Association, has resigned to become man-

aging editor of the Seattle (Wash.) Star.

Emmet Finley, formerly assistant managing editor of the Press, has been appointed as director of the special department of the Newspaper Enterprise Association.

SAN FRANCISCO—Eugene Bowles has resigned from the San Francisco Bulletin to become secretary of the Oakland Chamber of Commerce. Bowles was the first secretary of the Newspaper Men's Club of San Francisco.

Alexander R. Jones, staff correspondent of the San Francisco Chronicle, accompanied California's State troops to the Mexican border, to keep in close touch with the boys at the front. He is now at Nogales, Ariz., where the larger portion of the State's 4,000 soldiers were ordered.

Charles Coleman has returned to the city desk of the San Francisco Chronicle, after an enjoyable vacation trip to the mountains.

C. G. Bockus, formerly a newspaper man, now successful broker and realty man of Honolulu, is here on his way to inspect soda properties in the Kern County desert, in which several Hawaiian millionaires are interested.

Kenneth C. Adams, of the San Francisco Examiner staff, has returned from an adventurous trip into the mountains of Del Norte County, which he took with Mr. Wallen, of the International Film Service party, for the purpose of securing motion pictures of California wild animals.

Among the newspaper men in town during the week were: J. V. McClatchy, of the Sacramento Bee; D. H. Porterfield, a San Diego newspaper man; R. W. Bull, editor of a Eureka paper.

121,600 GAINED

During the Month of June The Philadelphia Press Has Made the Splendid Gain of 121,600 Lines of Paid Advertising.

This gain is of the most substantial character of advertising.

In the matter of AUTOMOBILE ADVERTISING "The Sunday Press" has become one of the leading mediums of the world—if not the leading.

In the matter of FOOD PRODUCTS ADVERTISING by its efficient service it has, in three months' time, taken a position in the front ranks.

In FINANCIAL ADVERTISING its position is among the foremost of the country.

In BOOK ADVERTISING with its Sunday Book Magazine it is only approached by one other Sunday paper in America in its service to publisher and reader.

Service is the note that runs through all our attempts to do—and it is a SERVICE that is bringing these great gains.

*Philadelphia is a Great City
The Press is Its Interpreter*

SOUTHERN EDITORS MEET AT ASHEVILLE

(Continued from page 10.)

man explained, is not a conversational organization, but one through whose efforts the people were gradually getting a more earnest confidence in circulation statements. Mr. Whitman was compelled to answer scores of questions regarding particular phases of the work of the bureau.

H. C. Adler, business manager of the Chattanooga Times, the only one-cent paper in the South, and Victor H. Hanson, of the Birmingham News, locked horns upon the subjects of subscription prices and feature stories. Mr. Adler declared that the Times is making money with its one-cent rate, and that the so-called feature story was of little use to a paper, at times crowding out real news. Mr. Hanson maintained that many people read the features before reading the news.

Mr. Hanson referred to the plant of the Cleveland (O.) Press as the finest newspaper plant in the world. He had heard that the advertising manager of the Press sometimes tells department stores that they could not have the amount of space asked, and would have to reduce the size of their ads. Mr. Hanson asserted that the department stores in the large centres of population are facing a serious situation in not being able to get sufficient space to advertise their goods. The publishers were greatly interested in this phase of the situation, and some of them expressed a willingness to move their plants to some such city at once.

"Should Country Weeklies and Correspondents Be Carried as Exchanges or as Subscribers Only?" was briefly discussed by E. B. Jeffress, of the Greensboro News. In the discussion which followed, there was a marked sentiment in favor of cutting off every reader of the paper not paying for it. The high cost of white paper, which had a prominent place as a subject of discussion throughout the meetings, was again brought into the limelight during this argument.

WEDNESDAY'S PROCEEDINGS

Members Favor Plan to Locate Nitrate Plant in the South—Annual Banquet.

(By Telegraph.)

ASHEVILLE, N. C., July 12.—Members of the Southern Newspaper Publishers' Association to-day went on record as unanimously endorsing a resolution offered by J. H. Allison, of the Nashville (Tenn.) Tennessean and American, asking Congress to locate the proposed \$20,000,000 nitrate plant on the Tennessee River, at Muscle Shoals. As a preamble to the offering of the resolution, Mr. Allison declared that the United States has secretly bought nine million tons of nitrate from another country. Copies of both the paper read by Mr. Allison to the publishers and the resolution will be forwarded to President Wilson and Secretary of War Baker.

The subject of Mr. Allison's paper was "How the Southern Publishers May Help to Get the Government's Proposed Twenty-Million-Dollar Nitrate Plant Located in the South." Mr. Allison declared that the plant should be located far from the border, close to the cotton belt, and within easy range of the necessary minerals, a location which, he declared, Muscle Shoals amply fulfills.

Mr. Allison will be present at Nashville Friday at a meeting of Governors and civic organizations of six Southern States at which ways and means for

bringing the plant to Muscle Shoals will be discussed.

H. C. Adler, of the Chattanooga (Tenn.) Times, read an interesting paper on "Should a Newspaper Become a Sales Force for an Advertised Article?" Mr. Adler said that the promotion methods of some papers were not in keeping with the best ethics of the profession. He emphasized the point that advertising is news.

St. Elmo Massingale spoke on "The Eternal Question of Free Publicity—Is There Not Some Way of Getting Cooperation Among the Papers in a City or State?"

W. W. Roberts advised the publishers on "Composition and Care of Metal," answering many queries after the talk.

"Meeting the Increased Cost of Production" was the topic discussed by W. T. Anderson, of the Macon Telegraph. He said that the cost of white paper and metal is constantly increasing, and showed ways in which the increased cost might be met.

During the afternoon the members voted to raise \$4,000 to be spent with various trade journals during the coming year for the purpose of bringing the advantages of Southern newspapers as advertising mediums more before the public and appointed a committee to investigate the coupon system.

Sitting at tables in Grove Park Inn members of the Southern Newspaper Publishing Association to-night listened through telephones, to the waves breaking on the shores of the Pacific Ocean at San Francisco, heard the familiar strains of "Dixie" and "The Star-Spangled Banner" played by a band within a stone's throw of the Pacific, and heard a personal representative of Gov. Johnson deliver an address for the Governor. The scene was impressive, and was made more so by the fact that considerable money had been spent to install the apparatus and bring experts here to take charge of the novel feat.

During the banquet to-night, Gov. Locke Craig delivered a splendid address on "The Greatness of the South," declaring that the South is no longer a sectional part of the United States. He told of the greatness of the commercial growth of the country and the part the South plays in the world's industries.

From his home in Greenwich, N. J., N. C. Kingsbury, first vice-president of the American Bell Telephone Company, read his paper on "Spinners of Speech" to the guests seated comfortably in the dining-room of Grove Park Inn.

William G. Shepherd, famous war correspondent told the publishers of the many strange sights he had witnessed on the battlefields of Europe, from which he has just returned.

The telephone feature crowned the evening, W. T. Gentry, President of the Southern Bell Telephone Company becoming exchange operator for the moment, and calling in quick succession, stations all along the route to San Francisco. Afterwards, moving pictures, showing the actual lines, were shown to the publishers.

The members of the Association agree that this year's convention was the best ever held by the organization.

SOUTHERNERS PLAY GOLF

Publishers Spend Balance of Week Testing Their Skill on the Links.

ASHEVILLE, July 13.—About forty members of the Southern Publishers' Association started in the golf tournament on the Asheville Country Club course, one of the finest in the South, Wednesday afternoon, and spent the

balance of the week chasing the elusive little white sphere over the course. Handsome prizes are offered for the winners, among them the Printers' Ink trophy, the Grove Park Inn trophy, the Asheville Citizen trophy, the Asheville Times trophy, and the Board of Trade trophy, in addition to the splendid consolation trophy, the Land of the Sky trophy.

Although the business sessions of the convention lasted only three days, most of the publishers brought their wives with them, and are staying over at Grove Park Inn for a week or ten days, giving the huge hotel the semblance of a great house party. Motor rides, picnics, dances, organ recitals, and other amusements have been provided for the fair sex in attendance on the convention, and all are having the best possible time. A big dinner-dance Saturday night will wind up the social features for the week.

C. H. LITES.

WEDDING BELLS

Benjamin Wilk, of the staff of the Fairchild Company, New York, publishers of the Daily Trade Record and Women's Wear, and Miss Gertrude Levy, were married a few days ago. The honeymoon trip will include visits to a number of the larger cities and summer resorts.

Enterprising journalism at Patchogue, L. I. reached the superlative when James A. Canfield, editor of the Patchogue Advance, scored a "beat" by announcing in his columns the secret marriage of his daughter, Miss Louise Canfield, twenty years old, to Ralph V. Dillard, of Tulsa, Okla., son of Judge Frank B. Dillard. When the young people were attending the same business college, the romance began and continued while Mrs. Dillard was a student at Vassar.

George B. Ryan, city editor of the Boston Herald, and Miss Mary Webb Dinegan, of Boston, were married on July 10, in St. John's Church, that city, the ceremony being performed by the pastor, the Rev. M. J. Owens, who also celebrated the nuptial mass that followed. A small party of guests were present at the wedding. Mr. and Mrs. Ryan will live in Newton.

The marriage is announced of George Ulrich Rehfuss, of the Philadelphia Public Ledger staff, and Miss Harriet Carlton Wheeler, of Bristol Ferry, R. I. At-home cards were enclosed for 2531 South Lambert Street, Philadelphia, after September 18. Mr. Rehfuss is in charge of the architectural and building section of the paper.

Michael A. Kelly, one of the star reporters of the Public Ledger, was married on June 28 to Miss Katherine Barbara Seitz, daughter of Jacques Seitz, of Henry Clay, Del. Paul McGahan, likewise a star, on the Inquirer, was best man. The happy couple will live at 5436 Walnut Street after a honeymoon in Jersey. This was the third wedding in the Ledger local staff during the week.

St. George Pulp & Paper Co. Loses Suit

The \$35,000 suit of the St. George Pulp & Paper Company, of Norwalk, Conn., against the Southern New England Telephone Company, for damages as the result of the burning of the plaintiff company's plant during a thunder-shower, the cause of which was alleged to have been the proximity of improperly insulated wires of the telephone company, was non-suited in the Superior Court in New Haven on July 7 by Judge Shumway, after the plaintiff company had presented its case.

BACK WITH NEWS FROM BORDER

Photographer Walton, of Boston Post, Brings Home Uncensored Stories.

BOSTON, July 10.—George Walton, staff photographer of the Post, returned to-day from the Mexican border.

He said that he left the other Boston newspaper men in good health and spirits.

"The telegraph service at El Paso is most excellent," he said. "The boys who are with the army at Camp Cot-



GEORGE A. WALTON.

ton and Camp Pershing live at the Hotel del Norte, in El Paso, and have all the comforts of home. Camp Cotton is three miles distant, and Camp Pershing eight miles away. When they wish to visit the camps they charter automobiles, with Mexican chauffeurs.

"The people of El Paso, as well as the officers in the regular army, are very hospitable. The newspaper men have been invited to make the exclusive Toltec Club their home as long as they are in El Paso.

"El Paso is a city of rumors. There is a rumor that this, that, or the other thing is going to happen circulating all the time. But the National Guard of Texas, where all sorts of dreadful things are feared, is not up to the war strength yet.

"Brigadier-General E. Leroy Sweetser, of the Second Massachusetts Brigade, has been a frequent visitor to the rooms of the Boston newspaper men, having discovered that their bathing arrangements are superior to those found in camp.

"Walter Mahan, who enlisted in the Ninth, and who is an old-timer on Newspaper Row, was enjoying a bath, sub rosa, in Eddie Dunn's tub when his colonel appeared on the scene. Somebody took Colonel Logan to one side and explained the situation. He smiled, Mahan saluted when he appeared, dripping from the tub, and the incident was closed.

"Ted Hedlund, of the Post, is at Columbus, N. M. So closely is the telephone line censored that conversation is cut off at once if a person makes any remark about troop movements or anything that is taboo in military circles.

"They tell a story in Columbus about a telegram that an editor of the Boston American sent the censor, asking him to use better English. For a time there was something doing, but the censor, who reads reams and reams of copy and frequently writes new leads, had a sense of humor and let the matter pass."

CONNECTICUT MEMBERS CONFER

Committee Appointed to Promote Co-operative News Service.

The Connecticut members of the Associated Press held a meeting at the Hotel Bond, Hartford, on Wednesday, and were the guests at luncheon of Col. Charles Hopkins Clark and the Hartford Courant.

After luncheon the subject of the co-operative news service was generally discussed, and following the custom prevailing in other parts of the country, a committee was formed to represent the Connecticut members. This committee consists of W. J. Pape and E. E. Smith, morning papers; W. O. Burr, J. M. Emerson, Theodore Bodenwein, and W. D. Phillips, evening papers.

Among those present were: W. O. Burr; C. P. Chamberlain, Hartford Times; Col. N. G. Oshorn, New Haven Journal-Courier; W. J. Pape, Waterbury Republican; E. E. Smith, Meriden Record; J. M. Emerson, Ansonia Sentinel; Johnstone Vance, New Britain Herald; Theodore Bodenwein, New London Day; W. D. Phillips, New Haven Register; E. E. Crane, South Norwalk Sentinel; G. W. Peterson, Torrington Register.

The following represented the Courant: C. H. Clark, H. H. Couland, H. W. Clark, A. L. Madlock. The following A. P. men were present: Kent Cooper, head of the traffic department; J. S. Elliott, superintendent Eastern division; Harold Martin, assistant superintendent; W. G. Myers, manager of New Haven office.

ASSOCIATED OHIO DAILIES

Summer Meeting Will be Held at Cedar Point on July 20 and 21.

The summer meeting of the Associated Ohio Dailies will be held Thursday and Friday, July 20 and 21, at the Hotel Breakers, Cedar Point, O. There will be but two business sessions, Thursday afternoon at 1:30 o'clock and in the evening at 7:30. The social features of the session will be continued over Saturday and Sunday, and all members have been urged to take their wives and children with them.

Features of the Thursday afternoon session will be:

Address, "One-half Century of Ohio Journalism," Col. E. S. Wilson, of the Ohio State Journal; address, "The High Cost of Government," the Hon. Malcolm Jennings, secretary of Ohio Manufacturing Association; address, the Hon. Chester E. Bryan, editor of London Democrat; address, "The Newspapers of Ohio in Relation to Ohio State Fair Advertising," by the Hon. George A. Stauffer, secretary of the Ohio State Board of Agriculture; "The News Print Situation," discussion by members; secretary's annual report, election of officers.

The night session on Thursday will be addressed by United States Senator Warren G. Harding, publisher of the Marion (O.) Star.

On Friday the Association members and their friends will enjoy a boat ride on Lake Erie, up Sandusky Bay.

Pep for City Editors

Pep is the title of the breezy house organ issued by the Newspaper Enterprise Association of Cleveland. It is not devoted exclusively to hoisting its own business, but gives in each issue two or three columns of "hunches" or suggestions to city or country editors in regard to news features that can be worked up right in the home field.

WYOMING PRESS ASSOCIATION

After Session at Cody, Members Will Meet Montana and Idaho Editors.

The Wyoming Press Association will hold its annual meeting at Cody on July 21 and 22. The meeting at Cody this year will be individually distinctive in that the Wyoming editors, after their regular two-day session, will convene in joint session with the newspaper men of Idaho and Montana at the Cañon Hotel in Yellowstone Park. From present indications it is believed that the meeting will be marked by a greater and more enthusiastic attendance than ever before in the history of the State Association.

The Wyoming editors will remain in session in Cody until late Saturday afternoon. The people of Cody have arranged a big banquet and ball Saturday evening for the visiting editors.

A splendid programme is now being prepared, and it promises to be of much interest to those engaged in newspaper publishing and its auxiliary branches.

Sunday morning the newspaper men will leave in autos for the interior of Yellowstone Park, where they will rest in Grand Cañon and hold a joint session with the publishers of Idaho and Montana and also with those in attendance at the "Park to Park" road meeting.

From the Grand Cañon the newspaper men will journey to the Upper Geyser basin, via Norris, and thence on the fourth day to Yellowstone Lake, returning to Cody on the fifth day.

Prizes to the extent of over \$250 in value will be distributed at the convention for various specimens of newspaper handiwork submitted by the members in good standing in the Association.

PRESS ASSOCIATIONS

Secretary of War, Newton G. Baker, has accepted an invitation extended by officers of the Tri-City Press Club to be the guest of the club on the occasion of the visit to Rock Island Arsenal this summer. The date has not been fixed, but it is expected he will inspect the Government plant early in September. A banquet will be provided in his honor by the club. F. O. Van Galder, editor of the Modern Woodman, Rock Island, is president of the club, and James Clifford Safley, telegraph editor of the Moline Dispatch, is secretary-treasurer.

Through the resignation of James C. Garrison, who went to New York two weeks ago, F. N. Luther, editor of the Evening Tribune, has been elected head of the Pen and Pencil Club, of Rhode Island, at Providence. This caused a shift in some of the other officers. Thomas M. Walsh was elected first vice-president; Frank E. Jones, second vice-president; John A. Myers, assistant treasurer. Charles F. Cassidy was elected a member of the board of governors and S. A. Gibson, Herbert Baker, and John A. Myers the new house committee. It has been decided to publish a year book, and A. W. Talbot has been selected to edit it.

For the purpose of being mutually helpful, members of the newspaper fraternity in Brownwood, Tex., and nearby towns, correspondents and special writers, have organized a Press Club at Brownwood. Officers were elected as follows: Wilbur Smith, president; James C. White, vice-president; D. E. Spill, secretary-treasurer. The secretary was instructed to obtain copies of by-laws and constitutions from similar clubs and submit them at the next meeting.

NEW INCORPORATIONS.

NEW YORK CITY.—Jewish Newspaper Publishers' Syndicate, Inc., capital stock, \$100,000; general publishing and bookselling business, general newspaper proprietors; directors, Abraham S. Gussow, Nathan Levy, and George C. Woolf, all of New York city.

NEW YORK CITY.—The Sacks Company, Inc., capital stock, \$10,000; general advertising business, printing and publishing; directors, Sumner Simpson, of Bridgeport, Conn.; Clarence O. Saeks and Modie Harris, of New York city.

NEW YORK CITY.—National Forum Publishing Corporation; capital stock, \$60,000; printing and publishing; directors, Howard R. Bonny, Russell L. Cooke, and William A. Perry, all of New York city.

NEW YORK CITY.—Banker's Foster Service, Inc., capital stock, \$40,000; general advertising business; directors, C. B. Reynolds, Ward G. Foster and A. R. Fergusson, all of New York city.

EDDYVILLE, N. Y.—First New York corporation; publishing newspapers, manufacturing merchandise, dealing in stocks, bonds, etc.; capital stocks, \$105,000; incorporators: J. J. Sullivan, D. O'Connor, F. W. Hamberg, New York city.

MECHANICSVILLE, N. Y.—Greeley Press, Inc., publishing, printing, book-selling; capital stock, \$20,000; directors, L. Frendenberg, J. Jakobson, and J. P. Tollus, of Brooklyn.

PLYMOUTH, Mass.—Tribune Publishing Company, capital stock, \$30,000; directors, Charles G. Kidder, George M. Faulkner, Miriam Secular.

WILMINGTON, Del.—New York Exhibitors' Advertising Corporation, general advertising business; capital stock \$750,000; incorporators, C. R. Mudge, A. M. Gorman, G. D. Hopkins, all of Wilmington.

WILMINGTON, Del.—United Exhibitors' Advertising Corporation, general advertising business; capital stock, \$300,000; incorporators, W. P. Pumphrey, E. F. Baird, E. G. Clugston, of Wilmington.

CHICAGO.—Trade Press Publishing Corporation, capital stock, \$175,000; incorporators, Frank L. Cheney, Daniel J. McMahon, J. Water Nielson.

DANVILLE, Ill.—Illustrated Publishing Company, capital stock, \$10,000; incorporators, Henry R. Fish, Frank A. Wiles, W. A. Noll.

CLINTON, Okla.—Clinton Chronicle Company, capital stock, \$5,000; incorporators, S. R. Hawks, jr., F. J. Hawks, and E. L. Mitchell.


MINNEAPOLIS, Minn.—Federal Press Association; capital stock, \$50,000; general news and advertising service; incorporators, P. L. Evans, G. Graham, and Senator Carl L. Wallace.

Tribune Promotes Carter Field

Carter Field now heads the New York Tribune Washington Bureau, succeeding Stanley Frost, who has returned to the New York office. Bronson Batehlor, for the last year on the telegraph and rewrite desk of the Tribune in New York, has been sent to Washington. Mr. Field has been doing both houses of Congress for the Tribune during this session of Congress. He has a very wide newspaper experience, starting on the Baltimore American in 1908. For nearly two years Mr. Field "covered" the Senate for the United Press, following which he joined the bureau of the New York Tribune. Batehlor is a South Bend (Ind.) boy. He is a graduate of the Pulitzer School of Journalism, and has made rapid strides in the newspaper profession.

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.

Topeka
Daily Capital
 Average net paid circulation for the six months ending March 31, 1916, as sworn to in Government report.
32,551
 And as confirmed by report of The Audit Bureau of Circulations.
Arthur Capper
 Publisher,
TOPEKA, KANS.

MANHATTAN PHOTO-ENGRAVING CO.
ENGRAVERS AND DESIGNERS

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

THE Louisville Herald is first in the morning field, in foreign advertising gains, for the twelve months ending May 31, 1916.
 Another instance that shows the trend of the Louisville newspaper situation toward "the paper that goes home."
THE LOUISVILLE HERALD
 Kentucky's Greatest Newspaper

DOMINANT IN—

1. READERSHIP
2. CHARACTER
3. CIRCULATION
4. PRACTICALITY
5. PREFERENCE
6. PERFORMANCE

ADVERTISERS KNOW WHY.

The Detroit Free Press

"Michigan's Greatest Newspaper"

VERREE & CONKLIN	Foreign Representatives	New York Chicago
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**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

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

MEMBER A. B. C.

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

**THE
PITTSBURG
LEADER**

NET PAID
CIRCULATION **84,036**

**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.

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 LIVE ADVERTISING CLUBS ARE DOING**Brief Accounts of Their Important Activities Specially Reported by Correspondents in Many Cities.**

William J. Raddatz, president of the Stratford Press Co., was elected president of the Cleveland Advertising Club, at a meeting of the board of directors held last week. He had previously been chosen president by preferential vote of the members at the annual election held April 12.

The three new members of the board of directors are F. M. Boughton, J. H. Harris, and P. E. Ryan. Sydney S. Wilson, president of the Andrews Institute for Girls, at Willoughby, is vice-president; L. E. Moneywell, advertising manager of the Acme Manufacturing Co., second vice-president. T. W. Garvin is secretary, and F. D. Connor, advertising manager of the Guarantee Savings & Trust Co., is treasurer.

About 150 Town Criers of Providence, R. I., with their wives and young lady friends attended a complimentary showing of the moving-pictures of the Town Criers' Parade, at the Strand Theatre, in Providence, R. I., Saturday evening. Following the show the party had dinner at the Rathskeller. Howard Branch, Dan Mahoney, Roy S. Whittemore, and D. Gus Schneider furnished entertainment.

The Adercraft Club of Canton, O., has chosen its officers for the coming year as follows: President, Charles B. Sala; vice-president, Martin L. Pierce; treasurer, W. G. Saxton. The secretary is elected by the board of directors. For directors the returns showed the election of Jack Barnes, R. V. Mitchel, A. P. Maurer, and a tie vote between W. W. Worcester and W. N. Daberko. According to the provisions of the constitution, the choice of the tie will be selected by a secret ballot of the new board of directors.

William H. Rankin, president of the Mahin Advertising Co., Chicago, has been elected president of the Western Advertising Agents' Association, succeeding Stanley Clague. Other officers are J. Howard Start, vice-president; James O'Shaughnessy, secretary and treasurer; Stanley Clague, F. G. Cramer, E. E. Critchfield, W. C. D'Arcy, Carl M. Green, H. H. Mallory, Jesse F. Matteson, William D. McJunkin, James O'Shaughnessy, William H. Rankin, J. Howard Start, Paul V. Troup, and James H. Ward, directors.

Arrangements for "the biggest and best" dinner that has yet been given by the Advertisers' Club of Indianapolis were made by a special committee this week at a meeting at the Chamber of Commerce. It was decided to invite to the dinner all persons who are connected with advertising business in Indianapolis, and fully 500 guests are expected. The date of the dinner will be July 26, but the place has not yet been chosen. Reports of the work at the annual convention of the Associated Advertising Clubs of the World, recently held at Philadelphia, will be made at the dinner.

New officers have been elected by the Salem (Mass.) Chamber of Commerce Ad Club as follows: President, George P. Lord; John H. Jenkins, secretary; Capt. James N. Clark, treasurer.

The convention of the Montana State Press Association will be held in Livingston, July 19 to 24, inclusive.

AD CLUB FORMED IN BROOKLYN**Stanley E. Gunnison Its First President—Members All Publicity Men.**

More than fifty advertising men of Brooklyn met on Wednesday and organized the Brooklyn Advertising Club. These officers were elected:

Stanley E. Gunnison, president; Darwin R. James, first vice-president; W. M. Horner, second vice-president; John T. Ballou, secretary, and Joseph T. Cornwell, treasurer.

The object of the Club is "to develop the advertising interests of Brooklyn and promote a closer relationship between the buyers and sellers of advertising in its various forms." Membership in the Club is to be limited to writers of advertising, members of firms or corporations employing advertising writers, publishers, buyers, and sellers of advertising, and all others directly interested in publicity work.

The advertising men present at the organization meeting were made charter members of the Club. Among those present in addition to the officers named above were:

Lester B. Smith, Herbert S. Ardell, Alphonzo Smith, Jr., Herman Neanderland, Louis A. Jirsa, Lester C. Lincoln, Charles M. Laidlow, J. B. Cohen, F. H. Timpson, Paul J. Furnas, E. C. Looker, William G. Reynolds, Alfred Shreck, George Miller, Joseph B. Sheffield, Douglas L. Byrd, J. E. Meade, J. H. Kimmelman, J. C. Nutting, J. J. Apatow, E. A. Hungerford, Bart I. Schneider, H. W. Beals, Charles Newman, Jackson W. Quinn, Raymond Gunnison, L. C. Horning, M. Kerrigan, Charles Stroh, and G. W. Pease.

A. A. C. of W. Endorses Catalogue

The Associated Advertising Clubs of the World, through the National Educational Committee, of which Lewelyn E. Pratt is chairman, is distributing for publicity purposes a limited number of copies of "1,600 Business Books," a catalogue which is the result of nearly nine years' search for printed matter relative to business. The A. A. C. of W. gave valuable coöperation in publishing this catalogue, which was compiled by Sarah B. Ball, and is just off the press. Miss Ball, who is in charge of the business branch of the Newark (N. J.) Free Public Library, did her work under the supervision of John Cotton Dana, librarian of that institution and chairman of the committee on libraries of the A. A. C. of W. Mr. Dana established in Newark the first branch library for business men, nine years ago. The purpose of the A. A. C. of W. in distributing the catalogue is to call the attention of the business man to the literature of his business. The catalogue is published by the H. H. Wilson Company, White Plains, N. Y.

Ohio A. P. Papers Elect Officers

The following have been elected officers of the recently formed Ohio organization of editors of Associated Press papers in that state: President, John Kaiser, editor Marietta Register-Leader; vice-president, Joseph Garretson, managing editor Cincinnati Times-Star; secretary, R. J. Dustman, Columbus correspondent of the Associated Press; treasurer, G. W. C. Perry, Chillicothe Gazette.

PRACTICED OWN PREACHMENTS**A. A. C. W. Put Noblesse Oblige Ads in All Philadelphia Newspapers.**

PHILADELPHIA, July 12.—In connection with the subject of the recent A. A. C. of W. convention and resultant advertising, it is worth while noting, especially after L. B. Palmer's attack on free publicity, before the newspaper departmental (of which the A. A. C. W. secured a record amount), that every newspaper in the city carried a noblesse oblige, in the shape of a quarter-page ad, from the officers and executive committee of the Associated Advertising Clubs of the World.

It was a most courteous and gallant acknowledgment, beginning in large type, "Thank You, Philadelphia"; was addressed to the Governor of the State of Pennsylvania and its good people, to the Mayor, his official family and the citizens, to Provost Smith and Dr. Taggart, of the University; Dr. Wilson, of the Commercial Museum, and "especially" to President Durbin, Rowe Stewart, Irvin Paschal, and every individual member of the Poor Richard Club, and expressed the deep appreciation of the associated clubs for the splendid hospitality shown by "your wonderful city" and the help given by all which contributed so largely to the success of the "inspirational, enjoyable, pleasant, and, above all, helpful event."

A signal compliment was paid the Ledgers, morning and evening, during convention week, by numerous influential newspapers all over the country, which sent in paid advertisements addressed to the advertising men in session, to the extent of 15,973 lines, far more than was carried by any other newspaper in town.

There were several full pages, contributed by the New York American, the Chicago Tribune, twice, the Cincinnati Enquirer, the Detroit Free Press, and also the Advertising Club of Milwaukee, while the Brooklyn Eagle, the Providence Evening Bulletin, the New York Times, the Denver Express, the Allentown Call, the Allentown Democrat, and others, gave convincing expression to the faith that was in them by extensive displays.

The notable ovation given Cyrus H. K. Curtis, when he addressed the convention on the opening morning, was another significant indication of the esteem in which the Ledgers and their chief are regarded.

Philadelphia to Have a Church Ad Club

PHILADELPHIA, July 13.—Thirty clergyman, pastors of churches of several denominations, attended a meeting in Westminster Hall a few days ago to consider the organization of what will probably be the first Church Publicity Club in the country. William J. Eldridge, who presided, appointed a committee to prepare a plan of organization for the Club and present it to the ministers of the city early in October. The committee consists of the Rev. Dr. P. C. Wright, chairman; the Rev. Dr. George D. Adams, of Chestnut Street Baptist Church; the Rev. Daniel E. Weigle, George C. Shane, and Edward H. Bonsall.

Papers Raise Their Rates

The Atlanta Journal and the Atlanta Georgian have raised their prices from 2 to 3 cents a copy; the Reading (Pa.) News-Times and the Allentown (Pa.) Morning Call from 1 to 2 cents. It is reported that the Reading Herald will increase its delivery rate from 6 to 8 cents.

THE KNOCKER AS A MODERN EVANGELIST

(Concluded from page 7.)

eye strain is not to be courted. On hygienic grounds our health board ought to and doubtless will, ere long prohibit such placing of the lights as a menace to the public health. Exposed lights, either in public or private in these days of scientific advancement and indirect lighting, are an inexcusable barbarism and a needless cruelty. They must go.

The second obstacle to easy reading of the cards is a row of perfectly opaque hand-grips likewise interposed in the line of vision between the cards and the possible readers. So that even if you could stand the beating of those bright lights in your eyes and actually wanted to read the cards you would find it hard to do so on account of these latter obstructions. I found it next to impossible to read a single card without twisting and squirming around in my seat or craning over into my neighbor's lap to avoid the lights or see between the straps. How many weary, half-suffocated subway riders are going to all that trouble?

If subway advertising actually pays as the agents claim it does, and it must give some returns or advertisers would not use it, how infinitely much better it would pay if the obstacles I have called attention to were removed and the reading of cards made easy.

"There," said the copy-man as he drew out the last sheet, "that's snappy stuff. I'll send it right away to FAME which offers to pay cash for contributions on advertising 'treated briefly and brightly.' This is brief enough, only six hundred words and it sparkles enough to draw fire out of them. They will see at once the force of my conclusions. They will thank me for calling their attention to this matter and they will do something about it immediately as they are no doubt anxious to give their clients the best possible service, and they will send me a nice check so I can buy the Missus that new coat I promised her for Easter."

So saying he hurried out and dropped the MS in the letter box addressed to the editor of FAME and went to bed with happy anticipations of the response. Did he get that check? I hate to tear open the wounds of a man's soul but he did not. This is what he got.

"Dear sir:—

"As an 'Advertising Psychologist' you are an excellent example of the futility of this so-called science to teach the use of plain common sense in the simple matters of everyday life.

"You send an article on the uselessness and waste of subway advertising to the house organ of the firm which controls that form of advertising, and expect to be paid for it!

"Either you have no knowledge of the medium to which you desire to contribute—a point which the merest beginner in free lance work would study, or you send out your matter in the careless manner indicated by the 'anything, anywhere' of your letter head, with the hope that it will psychologically hit the mark—by chance!

"We return the MS herewith.

"Yours very truly,

"FAME."

No word of thanks. Not a thing about investigating the matter and improving the subway advertising service if possible. It was a bitter blow to the copy-lad for he had already in a moment of enthusiasm, told Mrs. Writer about the article and asked her to stop at Wana-

maker's and pick out the wrap she wanted. The gentle, sarcastic rap in the first line of the letter about "Advertising Psychologist," etc., refers to the copy-writer's letter heading from which the words are quoted. But that gratuitous slam at the noble science of psychology! "The futility of this so-called science." Shade of William James! Labors of Münsterberg, Walter Dill Scott, Paul Cherington, and John Lee Mahin all brushed aside by this giant mind in the office of FAME!

The copy-man recovered from his disappointment in a few days, however, and then he bethought him that his article might be pie for "advisors" and managers of newspapers around the town. So he sent it out one after another to every newspaper in New York. Back it promptly came each time. No one questioned the truth of the observations, but nobody wanted the story. The last one to return it, the advertising manager of the Globe, had a heart, though. He thought he might save the copy-carpenter further heart-ache and stamps, so he wrote as follows:

"Dear Sir:—

"I am returning herewith your manuscript as it is of no use to us.

"If we desired to boost our advertising department we surely would not attempt to do so by belittling or knocking other media. While you may be sincere in what you observe by riding in the subways, from an advertising psychologist's standpoint, you are wrong. As a matter of fact there is a lot of merit to good subway car advertising.

"I simply feel that by telling you this I am rendering you a service. You might offer this copy to other newspapers, so take my friendly criticism as a tip and save a lot of postage.

"Yours very truly,

"A. J. K.,

"Advertising Director, The Globe."

No more about the copy-man. But I have a word or two further to add before we close. Please note that the article did not attack the subway as an advertising medium. It merely called attention to certain conditions adversely affecting the public health (eye strain) and the efficiency of subway advertising—things easy of adjustment which would enormously increase the publicity value of subway cards.

I have printed these letters because they so aptly typify the attitude of the average Harveyized steel-encased business brain towards new ideas. For all 'round, rock-ribbed, dyed-in-the-wool conservatism, your business man has Gibraltar backed off the map. To this type of mind every unwelcome truth, or constructive criticism is a "knock." Such do not ask "Is it true?" or being true, "Can it be remedied?" But at once take the attitude shown in the two letters that any criticism, just or otherwise of established business conditions is a knock and they resent it as such. The truer the accusation, as a rule, the more they resent it.

The stand-patter, conservative business man stands for what is. Its only the rare great ones, the truly big men with vision—men like A. T. Stewart, John Wanamaker, Marshall Field—idealists, dreamers, that are bold enough to break the bonds of convention and blaze new trails across the fields of commerce.

The knocker is the evangelist of progress. He refuses to accept what is just because it is. He points to something better and to get that he exposes the wrongs or weaknesses or inadequacies of what we have. That's

the only way anything can ever be improved. If you want to put a stop forever to progress, turn the world back into the gloom of darkness and ignorance, shut out the light of advancement kill invention and give loose rein to every form of stupidity, evil and injustice, suppress your knockers.

That's all I wanted to say. I merely related the little true story of the copy-writer to point this plea for the knocker.

FIRST AID TOWARD NEWSPAPER WRITING

(Concluded from page 6.)

has discarded his chrysalis.

Use straightforward speech rather than circumlocution.

Choose concrete nouns rather than vague, abstract, woolly ones.

Remember that the first virtue, the touchstone of masculine style, is the use of the active verb and concrete noun. When you write in the active voice, "They gave him a silver teapot," you write as a man. When you write, "He was made the recipient of a silver teapot," you write jargon.

Illustrate the general by the particular.

Sir Arthur ends the chapter with these truthful words of warning:

So long as you prefer abstract words, which express other men's summarized concepts of things, to concrete ones which lie as near as can be reached to things themselves and are the first-hand material for your thoughts, you will remain, at the best, writers at second hand. If your language be jargon, your intellect, if not your whole character, will almost certainly correspond. Where your mind should go straight, it will dodge; the difficulties it should approach with a fair front and grip with a firm hand it will be seeking to evade or circumvent. For the style is the man, and where a man's treasure is there his heart, and his brain, and his writing, will be also.

Thus, it may be seen, this wise teacher denounces jargon, not because it is an ugly thing; but because it is "a dead thing, leading nowhither, meaning naught. There is wickedness in human speech, sometimes. You will detect it all the better for having ruled out what is naughty."

Yet he would err, if at all, on the side of liberty. "I hold it a sin against the light," he says, "to put up a warning against any word that comes to us in the fair way of use and wont (as 'wire', for instance, for a telegram), even as surely as we should warn off hybrids or deliberately pedantic impostors, such as 'antibody' and 'picture-drome'; and that, generally, it is better to err on the side of liberty than on the side of the censor: since by the manumitting of new words we infuse new blood into a tongue of which (or we have learned nothing from Shakespeare's audacity) our first pride should be that it is flexible, alive, capable of responding to new demands of man's untiring quest after knowledge and experience."

The final chapter of the book, from which this last quotation is taken, is an incomparable essay "On Style." Style in writing, he says, is much the same thing as good manners in other human intercourse; and, he adds, there is nothing comparable for moral force to the charm of truly noble manners. "The first and last secret of a good Style consists in thinking with the heart as well as with the head."

No newspaper writer can read this excellent book without being the better for it; none can study it and fail to do better work for having conned its precepts.

Your Better Self will lift you when you fall, correct you when you're wrong, instruct you when you're ignorant—but your Better Self will not tolerate cowardice.

Excels in Volume and Growth

In June The New York Times published 927,201 agate lines of advertisements a gain of 165,114 lines over June, 1915, and, deducting Help and Situation Wanted advertisements, a greater volume and 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—a circulation which represents in one grouping the largest number of intelligent, discriminating, and responsive readers ever recorded by a newspaper.

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

\$300,000

Raised in eight years by friends and supporters of

The New York Call

(Daily and Sunday)

as voluntary contributions proves our contention, that Call readers are not alone followers, but responsive to every appeal whether in its news or advertising columns.

The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



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

June Advertising

The Evening Star

WASHINGTON, D. C.

Last month the Evening and Sunday 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.

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 90¢ a line.
Combination Rate, Daily and Sunday 22½¢ a line

For further information write

Urban E. Dice, F. A. Mgr., Fgh., 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

TIPS FOR THE AD MANAGER

H. W. Kastor & Sons Adv. Co., Lytton Building, Chicago, Ill., are making contracts with some Western newspapers for the Eatonic Remedy Company, Chicago, Ill.

N. W. Ayer & Son, 300 Chestnut Street, Philadelphia, Pa., are asking rates in Southern newspapers on six-inch six-time, forty-inch four-time, and fifteen-inch sixty-six-time. Copy to start in July. The name of the advertiser is not obtainable.

E. T. Howard Co., 432 Fourth Avenue, New York city, is placing orders with some New York city newspapers for the Tobacco Corporation of America, "La Sultana Cigars," 150 West 52d Street, New York city.

Cecil Advertising Company, Mutual Building, Richmond, Va., is sending out nine-time orders to some Western newspapers for the Reed Tobacco Co., "Relu Cigarettes," Richmond, Va.

Gardner Advertising Company, Kinloch Building, St. Louis, Mo., is making 5,000-line one-year contracts with a few Pacific Coast newspapers for Isko, Incorporated.

Van Cleve Company, 1790 Broadway, New York city, is again placing page orders with some large city newspapers for the Maxwell Motor Car Co., "Maxwell Auto," Woodward and Warren Streets, Detroit, Mich.

Lessing Advertising Agency, Des Moines, Iowa, is sending out orders to

some Western newspapers for the Automatic Electric Washer Co., Newton, Iowa.

Massengale Advertising Agency, Candler Building, Atlanta, Ga., is making 5,000-line, one-year contracts with a few Southern newspapers for Sweet Dreams Company, Montgomery, Ala.

Dooley-Brennan Company, Harris Trust Building, Chicago, Ill., is sending out orders to a few newspapers in selected Eastern sections for the Wood Products Co., Insurance Exchange Building, Chicago, Ill.

Chambers Agency, Mason-Blanche Building, New Orleans, La., is placing orders with a few newspapers in selected sections for Cabarrus & Co., fruits, Guatemala City, C. A., and 625 St. Charles Street, New Orleans, La.

Turner Advertising Company, 508 South Dearborn Street, Chicago, Ill., is sending out orders to a few large city newspapers for the Kalamazoo Vegetable Parchment Company, "Kalamazoo Ice Blankets," Kalamazoo, Mich.

Snitzler Advertising Co., Garland Building, Chicago, Ill., is making contracts with some Western newspapers for Parker Belmont & Co., "Silmerline," Chicago, Ill.

Taylor-Critchfield-Clague Co., Brooks Building, Chicago, Ill., and Fuller Building, New York city, is placing orders with a selected list of newspapers for the Woodrow Wilson Independent League, 280 Madison Avenue, New York city.

Dunlap-Ward Advertising Company, 58 East Washington Street, Chicago, Ill., is making contracts with some Western newspapers for the Atlas Auto Supply Co., Chicago, Ill.

N. W. Ayer & Son, Philadelphia, are sending out 500 lines, one year, to some Mississippi papers for Igleheart Bros. (Flour), Evansville, Ind.

C. H. Fuller, Chicago, Ill., is placing four inches, six times, in a few papers, for the Frontier Asthma Co.

Marion, Ill., to Advertise Itself

In order to call attention to the advantages of Marion, Ill., the city will issue a commercial bulletin edited by J. E. Myers. The bulletin will be distributed throughout Williamson and adjoining Counties to a selected list of several thousand people, including farmers, merchants, professional men, and good citizens generally.

Will Advertise Dallas in Newspapers

Plans for advertising Dallas as an education centre are being developed by the educational committee of the Dallas Chamber of Commerce and Manufacturers' Association. Last year the business men of Dallas, through cooperative efforts raised a fund, and in connection with the schools themselves spent several thousand dollars in newspaper advertising, using all the larger dailies in Texas. The same plan will be followed this year, but it is planned to practically double the amount of money available for newspaper space.

Waco (Tex.) Typographical Union No. 188 announces that it will pay all dues of its members now serving with the Texas National Guard on the Texas border.

CHELTENHAM DEFEATS BATTEN

Two Ad Team Clubs Meet in Battle at Woodhaven, L. I.

The Cheltenham Agency baseball nine defeated the George Batten nine July 8 at the latter's grounds in Woodhaven Junction, L. I. It was an unfortunate afternoon for the Batten team, as two of its men were injured during the game.

George Dearnley pitched a masterly game for Cheltenham, while Pitcher McDerval, of the Batten team, was no mystery for the Cheltenham batsmen. Third Baseman Anderson made some impressive stops and throws, and Manager Tom Peace's full-length pick-up of a bullet heave was nothing short of phenomenal.

The backstopping of Caterson and the fielding of First Baseman Malone were outstanding features of Batten's play. The lineup was as follows:

Cheltenham—Dearnley, pitcher; Tisdale, shortstop; Peace, first base; Splegal, catcher; Anderson, third base; Askling, left field; Melcher, second base; Vaughn, centre field; Christy, right field.

Batten—Cook, shortstop; Malone, first base; Hamilton, right field; Caterson, catcher; Schumacher and O'Donnell, third base; Rudolf, second base; Ously, left field; McDerval, pitcher; Maple and Pearson, centre field.

Boston Ad Agencies Combine

Boston, July 11.—The advertising interests of L. J. Brackett, owner of the Brackett-Parker Company, will be merged with the Greenleaf Company, of this city, on July 15. Mr. Brackett will give personal attention to the accounts that he has been associated with for many years, but much of his time will be devoted to other business interests. Both the Brackett-Parker and the Greenleaf agencies have been doing work for the national advertisers in the New England field for some time past. This merger gives the Greenleaf people a foremost position among advertising agencies of national reputation, both regarding volume of business and the representative character of the accounts handled.

The Daily As a Messenger

The Bureau of Advertising of the American Newspaper Publishers' Association makes, in an artistic brochure just issued and entitled "Your Messenger," a strong and logical plea in behalf of the daily newspaper as an advertising medium. The theme of the story is that a messenger must be chosen carefully if you want to be sure he will go where you send him. The argument is that the daily paper, judged by the cold figures of past performances, has proved its worth as a message-bearer, the products which lead the world being newspaper advertised. Telling a story everywhere, every day, is what counts. The name of Rowan, who carried the famous message to Garcia, has been generally forgotten, because it has not been kept in print. Daily newspaper advertising, kept up, means everlasting publicity which goes straight home.

Fuller & Smith, advertising agents, Cleveland, who have long been located in the Engineers' Building, that city, have taken the entire fifteenth floor of the New Guardian Building, formerly the New England Building. The new quarters will be occupied December 1. The firm was organized eight years ago, and handles national advertising.

FINANCIAL ADVERTISING

How Good-Will Created by Publicity Saved Big Bank from Ruin.

In opening the first departmental meeting of financial advertisers ever held in connection with the meetings of the Associated Advertising Clubs of the World, John Ring, jr., of St. Louis, chairman of the departmental, suggested that the growing interest which banks are manifesting in advertising as it affects their business will have a large influence toward giving banks a better appreciation of advertising as it pertains to the business of banks' customers.

"Recently one of the largest banks in the United States was called upon to finance a certain business, the reorganization of which would have panned out poorly if it were not for the fact this concern has expended large sums in national advertising. Though the company was bankrupt, the asset of good-will, which it had created through advertising, remained as a resource that will probably pull the company through without loss, and put it on a money-making basis.

"This phase of our Association's work is a matter of the future. Many of us may not be able to grasp its possibilities. Good-will, created through advertising, will become an important factor in dealings between financial institutions and business men to whom credit is extended by financial institutions."

"ADVERTISE" IS SUPREME RULE

Frank S. Bamford Tells Biscuit Makers How to Sell Their Wares.

CHICAGO, July 12. — Frank S. Bamford, president of the American Trade Publishing Company told members of the Biscuit and Manufacturers' Association, in convention at the Hotel Sherman, how to sell their wares. The supreme rule, he says, is: "Advertise." He pointed to the products of the National Biscuit Company and Loose-Wiles as examples.

"Establish your quality," he said. "The best advertising on earth will not continuously sell an inferior article. Second, be sure of your distribution by linking your selling organization with your dealer.

"Then advertise. People's memories in this land are too short to be trusted. The man who thinks his business is so well known that he does not need to advertise, is entitled to a place on the joke page of a newspaper. Marshall Field and John Wanamaker never made that foolish mistake."

Dollar Day in Providence

PROVIDENCE, R. I., July 13.—To-day was observed as Dollar Day by the merchants of this city. This day is looked forward to by advertising men, largely, as their day. Good-naturedly each one vies with the other for the best display in the local papers. The cooperative advertising has been handled through a sub-committee of the publicity committee consisting of Joseph S. Gettler, and Albert C. Rider. Leon Samuels was chairman of the general committee. He was assisted by Charles S. Coulter, William C. Elliott, Ernest P. Fredericks, Albert C. Gup-till, John J. Healey, and James R. Kingery.

The Laurel Hill Association, of Stockbridge, Mass., has protested against the "flagrant advertising" under the authority of the "New Haven" Road as a defacement of "the scenic beauty of the countryside."

Advertising Agents

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

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

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

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

Publishers' Representatives

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

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

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

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

O'FLAHERTY'S N. Y. SUB-
URB LIST,
22 North William St., New York.
Tel. Beckman 3636

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

AD FIELD PERSONALS

Gustav Simon, formerly associated with the North Side News of the Bronx, as its dramatic critic, has signed a contract with the International Mining Company and Refining Corporation to serve as advertising and promoting manager of the concern.

Captain H. Dwight Cushing, of Boston, a well-known advertising man, has gone to the front with the Eighth Regiment, M. V. M. Major Charles T. Cahill, advertising manager of the United Shoe Machinery Company, has also departed for the Mexican border with his command.

Carroll Swan, of the Swan Agency, Boston, is in camp Framingham with the First Corps Cadets. Mr. Swan is a second lieutenant.

Harold F. Barber, of the Barber Agency, Boston, is a member of the First Corps Cadets; and is at Camp Whitney with the command.

L. MacLean Beers, of the Beers Advertising Agency of Havana, Cuba, and New York, met President Menocal, of Cuba, on July 5, in the interest of the New York American.

Henry Stanton has been appointed assistant manager of the Cincinnati office of the J. Walter Thompson Company.

F. H. Flint, who for some time has been advertising manager of the Saskatoon (Sask.) Phoenix, has gone to Winnipeg, where he has accepted a similar position with the Winnipeg Saturday Post, with which he was connected some years ago.

Gardner Osborn, formerly connected with the J. Walter Thompson Company, has joined the New York office of Hoyt's Service, Inc. He will be associated with R. L. Talley, the vice-president, in the department of plans and service.

W. C. Van Bergen, of Salt Lake City, who had charge of the advertising and colonization of the Delta project, Delta, Utah, and who was formerly advertising manager of K. C. Baking Powder and Thor Washers, has joined the copy and plan department of the Chappelow Agency, St. Louis.

Chicago newspapermen gave a "welcome home" party at the Chicago Athletic Club this week in honor of Charles Sommers Young, who was recently appointed Western manager of N. W. Ayer & Son Advertising Agency, with headquarters in Chicago. Mr. Young was a Chicagoan from 1903 to 1910, during which time he was advertising manager of the Chicago, Milwaukee & St. Paul Railroad. Since 1910 he has been business manager of the San Francisco Examiner, which position he resigned to become associated with the Ayer Agency.

W. F. Johns with Paul Block, Inc.

The soliciting staff of the Chicago office of Paul Block, Inc., has been strengthened by the addition of William F. Johns, an Amherst College graduate, who gained his first advertising experience in the East in the advertising de-



WILLIAM F. JOHNS.

partment of Burroughs, Welome & Co., in New York, where he was located for three years. For the past four and a half years Mr. Johns has been in the Chicago office of O'Mara & Ormsbee, travelling throughout the entire Central West. He has had a wide experience among Western advertisers, and should prove a worthy addition to Mr. Block's Chicago office soliciting staff, which now numbers ten men.

Advertising by Town Crier

Down in Provincetown, Mass., at the tip-end of Cape Cod, the town crier still survives from the days of the old whalers. He is Walter L. Smith, and he has been on the job a long time. He is about the best advertising medium there is in that part of the Cape. If you have anything to sell, hand a description of it to Mr. Smith, pay him the regular rate, and he will go all over town ringing his bell and telling your advertising story. The higher the rate the louder he will call out the description and the more thoroughly he will cover the town.

An Alluring Spider Web

The Fremont (Neb.) Evening Tribune has issued a dainty but effective folder, on hand-made paper, telling how one can "talk to a three-million-dollar audience" through the Tribune. The folder is bound in embossed tissue of spider-web design, and one page is graced by a portrait of Virginia Pearson, the moving-picture star, reading the Tribune at her studio in New York. The entire production shows that not all the good printing is done in Eastern offices.

La Prensa Film May be Seen Here

It is quite probable that the motion-picture film of the plant of La Prensa, of Buenos Aires, South America, which was shown at the big Ad Club convention in Philadelphia, will be exhibited in some of the large cities this fall and winter. Romeo B. Ronconi, the New York representative of the paper, has received a number of requests to this end. The film, which is 4,000 feet long, is regarded by those who have seen it as one of the best newspaper films that has been made.

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA. NEWS Birmingham Average circulation for March, Daily 39,025; Sunday, 41,039. Printed 1,905,330 lines more advertising than its nearest competitor in 1915.	NEW JERSEY. JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. MERCURY-HERALD San Jose Post Office Statement 11,434. Member of A.B.C. THE PROGRESS Pomona	NEW YORK. COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO-AMERICANO New York DAY New York The National Jewish Daily that no general advertiser should overlook.
GEORGIA. JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta	NEBRASKA. TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
ILLINOIS. HERALD-NEWS (Circulation 15,190) Joliet STAR (Circulation 21,589) Peoria	OHIO. VINDICATOR Youngstown
IOWA. REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity. SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
KENTUCKY. MASONIC HOME JOURNAL Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	TENNESSEE. BANNER Nashville
LOUISIANA. TIMES-PIGAYUNE New Orleans	TEXAS. CHRONICLE Houston The Chronicle guarantees a circulation of 25,000 daily and 45,000 Sunday.
MICHIGAN. PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat rate 2 cents line; full position 2 1/2 cents line.	UTAH. HERALD-REPUBLICAN Salt Lake City
MINNESOTA. TRIBUNE, Morning and Evening Minneapolis	VIRGINIA. DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
MISSOURI. 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. POST-INTELLIGENCER Seattle
MONTANA. MINER Butte Average daily 11,965. Sunday, 20,189, for 3 months ending March 20, 1916.	CANADA. ONTARIO FREE PRESS London
NORTH CAROLINA. SENTINEL Winston-Salem October Gov't report 5,843, net gain October, 1915, over October, 1914, 1,023 copies.	ROLL OF HONOR
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	NEBRASKA. FREE PRESS (Cir. 125,384) Lincoln
ILLINOIS. SKANDINAVIAN Chicago	NEW YORK. SCHLANTZING BULLA GIRA 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

Circulation News, Views, and Observations

CIRCULATION NOTES

CIRCULATION EXPENSES REDUCED

How It May be Accomplished Explained by An Expert.

By JOHN M. SCHMID.

(Circulation Manager, Indianapolis News.)

The greatest abuse in the newspaper business has always been the "return privilege," and the drain upon the resources of the newspapers incident to this privilege has been a great burden to publishers.

In 1906, when I assumed the management of the circulation department of the News, newspaper agents throughout Indiana handling local and foreign papers were making big profits on "junk," which, by long standing custom, was given in the form of newspapers they were supposed to sell. Excessive return privileges, for which the paper received nothing, and for which it took no circulation credit, amounted on this paper alone to over 650,000 pounds in that year. This meant a waste of about \$13,500 annually, at the current price of paper in those days.

Excess transportation charges figured at an average of three-quarters cent per pound, cost about \$4,800 more, and wrapping paper, twine, and extra cost of handling these excess returns cost an additional \$1,000, a total of \$19,300.

This amount of money was saved in subsequent years by limiting the return privilege in extreme cases to 5 per cent., and in most cases to 2 and 3 per cent., without loss of circulation.

In former years the News handled most of its city circulation through supply stations conveniently located. This circulation, then about 26,000 copies, was handled on a 10 per cent. commission basis, averaging approximately \$33 per day, or \$11,232 annually.

In addition to these supply stations the News employed twelve district men who had charge of carriers, also looking after new business, complaints, stops, collections, etc. We decided to abolish supply stations operated on a commission basis wherever practicable, and substitute supply stations operated by our own men, thereby saving most of the money paid out as commission and at the same time getting more satisfactory results.

All papers sent to stations operated by our own men are delivered by automobiles, and bundles are tied only one way, causing a big saving in our twine bill each year; furthermore, the twine is returned to our mail room about once a month, and is used over and over again, until it is practically worthless.

We use no wrapping paper at all on city bundles; newspaper "spoils" are good enough, and even these are returned to us to be sold for junk. We have no credit accounts in the city, excepting newsdealers, who handle about 2,500 copies daily. We now receive 1 1/2 cents per copy from newsdealers and limit them to 10 per cent. in the city and 5 per cent. in the country. The above figures include only the principal items, and alone exceed \$30,000 per year. Circulation managers can save money by cutting out the middleman, who usually does little work for big pay.

Circulation Manager Entertains Staff

H. H. Fris, circulation manager of the El Paso (Tex.) Herald, gave a dinner a few days ago to all the employees in his department in celebration of the fifth successive record-breaking business month. After the dinner the guests

danced until a late hour. As the day was the seventh wedding anniversary of Mr. and Mrs. Fris they were presented with a handsome Thermos water bottle in celebration of the occasion. Mr. Fris had it filled immediately and all drank to the health of the couple and to the increasing circulation of the Herald.

RAISING SUBSCRIPTION PRICE

How Rate Can Be Increased, and Thus Keep Up with Advancing Cost.

By W. L. ARGUE.

(Circulation Man., Toronto Daily Star.)

For me to suggest a plan, to raise the price that might be consistently followed by all publications everywhere, seems to be impossible, and at the very outset I have no hesitation in stating that I do not think any fixed rule can be laid down that will apply in all cases. Competitive conditions, costs, etc., in all sections of the country are vastly different, and each individual case must be handled on its own merit, governed entirely by local conditions.

Before attempting to raise the subscription price of the Star, I found it essential to first receive the cooperation and interest of the editorial department. I felt that, in asking our subscribers for an increased price, some very good reason must be given. Accordingly, the managing editor was asked to help me show where improvements had been made (and were constantly being made), to give the reader a bigger value for his money. We endeavored to show our readers that these improvements and greater service necessitated greater expenditure on our part, and, in turn, compelled us to ask them a little higher price for the paper.

After our plans had been laid in this respect, I felt that the next important part of my work was to give our subscribers, and the public generally, advance information that the subscription price was to be raised on a certain date. To accomplish this, I circularized all present subscribers, inserted conspicuous display advertisements in the Star, and also ran advertisements in the country newspapers where the Star circulated. After this preliminary work was done, I next had a staff of experienced subscription canvassers go carefully over the field, painstakingly explaining the reason for the new price, and endeavoring to get new subscribers whenever they could.

While I could go further and mention other minor details that were carried out in the campaign, this is, in the main, the plan I followed. It may not prove effective in other territories, but I may say in the case of the Toronto Daily Star it was a success. We put the increased rate of 50 cents a year to mail subscribers into effect on October 1, 1914 (having at that time about 24,000 mail subscribers, and a circulation of 14,000 through country news agents). At the present time our circulation shows 23,000 mail subscriptions and 23,500 to country news agents. We found that in some instances subscribers who had been getting their paper by mail changed to our delivery boys, but this did not matter materially, because the figures indicate that we not only held our total number of country readers, but gained a substantial increase of 8,500 new ones.

When the world talks about a man, it's a eulogy; but when the world talks about a woman, it's an elegy.

CUTTING OUT THE WASTE

Problem of Placing Circulation on a Nearly Paid Basis as Possible.

By E. C. WHITE.

(Business and Circulation Manager, Houston Chronicle.)

I take it that the object of this paper was intended to be a discussion of the problems involved in cutting out the waste and placing circulation on a nearly an entirely paid basis as is possible. I will, therefore, take up first that part of the circulation of the daily newspaper which brings no cash to the counting department. The greatest source of waste is undoubtedly the return of unsold copies; then follows left-overs, service copies, complimentary copies, samples, copies furnished employees, advertisers, correspondents, and exchanges.

When we recently faced an absolute famine in print-paper supply, due to an increase in circulation which caused us to use 25 per cent. more paper each day than we had contracted for, we found it absolutely necessary to reduce our output. Naturally, one of the first steps suggested was the elimination of unsold or free copies, and the reduction of left-overs, copies spoiled in printing, and returns.

Our records showed that of the output of 40,000 daily and 50,000 Sunday, our unpaid copies and returns amounted to an average of 2,600 per day, or 6-10 per cent. Figured on the basis of the cost of print paper, we were giving away \$150 worth of white paper each week, \$600 a month, or \$7,200 a year, besides the cost of postage, express, wrapping paper, twine, and labor. My first action towards cutting down this tremendous waste was the entire elimination of returns.

I next advised employees that they must pay full subscription price for copies of the Chronicle delivered at their homes. I sent letters to advertisers advising them that on account of the paper situation we were forced to reduce the number of copies furnished them for checking purposes, and then cut that list to a minimum. Where a big store was getting twenty copies, we reduced them to 5, and the smaller merchants in proportion. Many were cut off entirely. All complimentary returns were stopped, both city and on the mailing list, and the parties sent a letter explaining why the action was taken, and as a result our total unpaid list is to-day about 700 copies, or 1.72 per cent. of our circulation. That means that our circulation is now 98.28 per cent. paid, and this saving in money amounts to over \$5,000 per year.

You naturally ask, What effect did this have on our circulation? and you will, perhaps, be surprised to hear that it increased our actual paid circulation, and only reduced the gross number of copies printed. To-day our cash received from agents, news companies, newsdealers, and newsboys is considerably greater than it was before we cut off returns and free copies.

Through arrangements made by the heads of the three big dailies in Baltimore, nearly two thousand carriers and newsboys were guests last Thursday of the Hippodrome Theatre in that city to witness the performance of "The Newsboys' Sextette," brought from New York. A special programme was arranged, the music having been adapted to whistling.

Scott Laird, who has been country circulation manager for the Springfield (Ill.) News-Record, has resigned to become circulation manager of the Dixon (Ill.) Morning Leader. Mr. Laird made the change at the suggestion of Mr. Cheadle, who recently severed his connection with the News-Record to become managing editor and business manager of the Dixon Leader.

Preliminaries in the ice cream, pie, watermelon, and cake-eating contests, to be staged in the annual picnic of the Cleveland Press to newsboys, are being held every Saturday morning in the Press carriers' room. Circulation Manager Jack Lynch is master of ceremonies at these events. Last Saturday the youngsters showed what they could do in punishing ice cream and cake. Next week they will be tried out on watermelon.

Boston, July 10.—The first detachment of Boston newsboys, members of the Newsboys' Club, left Boston to-day for the summer camp at Halifax, on the shores of Lake Monoponsett. The camp is under the supervision of Edward L. Curran, of the Newsboys Club. The camp is divided into seven groups of sixteen boys each, and each group stays one week. That the short stay helps the boys to gain strength is without question. One boy gained four pounds, and others have done almost as well. The boys do various light tasks about camp, for exercise.

Some of the Los Angeles newspapers have been showing considerable enterprise during the past few months in the line of offering a big prize in order to build up circulation. The Los Angeles Examiner has inaugurated a "\$50,000" Auto Gold contest. The first prize is valued at \$5,500 and the second prize has a value of \$4,000. Twenty-three automobiles, several of which are rated at over \$3,000 each, are offered, in addition to a number of cash prizes.

Dallas Newsboys Entertained

The circulation department of the Dallas (Tex.) Evening Journal entertained 150 newsboys with an annual Fourth of July ice cream dinner in the distribution rooms of the News Building. M. W. Flores, superintendent of the circulation for the A. H. Belo & Co. publications, was master of ceremonies, and made a short talk, telling the boys of his recent trip to Grand Rapids, Chicago, New York, and other large cities, where he studied the work being done among newsboys and working boys in general. He said he had decided upon what he considered the most practical and the most constructive plan, and would lay it before the people of Dallas at an early date. He added that it was patterned largely after the work now being done in Grand Rapids.

Subscription Rate Conferences

At a meeting of the advisory committee of the Canadian Press Association, held on Monday last in Toronto, it was decided to prosecute the campaign for raising the subscription rate of weekly newspapers vigorously during the next few months. To this end a series of district conferences will be arranged, the first series to be held in western Ontario, the second in eastern Ontario, and the third in Quebec and the Maritime Provinces.

NEWSPAPER ACTIVITIES IN MANY CITIES

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

The Harrisburg (Pa.) Telegraph recently entertained the schools of Harrisburg and vicinity with an outing at Paxtang Park, near the city. Seven thousand children and their parents and friends enjoyed games, contests, and spelling bees for prizes. The Governor spoke, and there was a free vaudeville performance and singing of patriotic songs. Little Majorie Sterrett, the battleship girl, came from Brooklyn at the Telegraph's request, to mingle with the girls and boys, and altogether the kiddies had just about as good a time as it was possible to have during the whole of a summer day. The outing will be repeated in 1917.

The St. Louis Globe-Democrat on July 1 launched its new service bureau. The purpose of the bureau is, primarily, to serve advertisers, but it will also endeavor to help the entire Globe-Democrat community. David R. Williams, for over seven years past with the Chappelow Advertising Agency, St. Louis, will be the manager. He has had valuable merchandising experience. While at the Chappelow Agency, he was assigned to several national accounts of well-known goods sold by dealers all over the United States. He wrote consumer copy, dealer copy, direct mail copy.

One of the most creditable issues yet gotten out by the Chattanooga News was the Rotary edition, issued Thursday. There were three sections to the paper. The front page contained a large dynamo hub, representing the local Rotary Club. A color scheme of blue, yellow, and white was carried out. Two of the sections contained matter relating to the history, growth, and activities of the Rotary organization. Cuts of the members of the Chattanooga Club were printed.

The Aero Club of America, through the New York World, tendered to the members of the National Education Association at its convention last week, a special exhibition of aeronautics at the Sheepshead Bay Speedway. Between 3,000 and 4,000 persons attended, the majority teachers.

Praise of Cleveland is the substance of a series of articles being run in the St. Louis Star, by Charles H. Huff. The series sound warnings to St. Louis that Cleveland is likely to pass that city in the race for third place. The recent campaign for the \$2,500,000 hall, publicity for which was handled by W. G. Davies, of the Cleveland Advertising Club; the street railway system, the group plan, and the Cuyahoga River improvement, are some of the things pointed out by Mr. Huff to Cleveland's credit. Cleveland is now sixth city, and St. Louis fourth.

While the Sun and Evening Sun, of Baltimore, devote much space to raising money for the "Milk and Ice Fund" for invalids and babies of the poor of the city, the Baltimore News is conducting a campaign for a "Fresh Air Fund" to enable very poor children of the city to spend some time at a healthful resort maintained for the purpose in the suburbs. In this work the News has the cooperation of various benevolent organizations, the theatres, the Boy Scouts, and the children of the city. It is also aided by sidewalk fairs con-

ducted by children in all sections of the city. Hundreds of little boys and girls of the more fortunate class set tables on the sidewalks where they sell fruit, cakes, lemonade, and ice-cream, and their total contributions to the News' fund runs into thousands of dollars annually. One of the News' staff gives his entire time and attention to taking care of this department. The American and the Evening Star also conduct a similar department, but under the auspices of the St. Vincent de Paul Society, which raises funds for both milk and ice for the poor and outings for the children of the very poor of the Catholic Church.

The San Francisco Bulletin is running a remarkable serial, entitled "Somewhere in the Sky," written by Phillips Dwight Rader, of San Francisco, who recently returned from London, after having distinguished himself as an aviator in the defence of London against Zeppelins. He spent two years in fighting in the trenches with the Foreign Legion in France, and in the air with the British Flying Corps. In his story, Rader gives much inside information as to his thrilling experiences as an aviator in the course of his more than two thousand flights. He resigned his commission in order to return to his country and join the United States army forces as a military aviator. He is now at the Mexican border, where he has joined Curtiss in flying and teaching flying for the United States army. He was a newspaper cartoonist in San Francisco before he went to Europe.

The Baltimore Sun for three years has offered a bronze trophy to the school-boy nine making the best record. This year's trophy was won by School No. 48. The championship pennant and the fielder trophy were awarded by John Hubert, president of the second branch of the City Council of Baltimore. Pennants were also given to four other schools in as many districts representing their respective district championships.

The Sandusky (O.) Register, which, since 1884, has been issued as a seven-day-a-week morning paper, will on July 17 drop the Monday morning issue. E. H. Mack, one of the managers, in giving reasons says:

"We have never been able to develop our Sunday edition as we should because the advertising revenue has been divided between that and the Monday issue. Moreover, the circulation has been confined to Sandusky and one or two near-by towns. Under the new arrangement the Sunday edition will be delivered to all subscribers of the daily edition, and in addition to some seven or eight hundred subscribers who have taken the Sunday issue only. We are now planning to enlarge the Sunday edition from ten or twelve pages to a more complete newspaper ranging from twenty to thirty-two pages."

The Toronto Star is again offering a fishing outfit to the angler catching the largest black bass this season in Ontario. The competition is open to everybody, including American visitors to Ontario summer resorts, and lasts until September 15. The Star has made this offer for many years, and it has always attracted much interest.

LEXINGTON HERALD TO BUILD

Ground Broken for New and Improved Home for Kentucky Paper.

LEXINGTON, Ky., July 11.—Ground has just been broken for a new home for the Lexington Herald, at the corner of Short and Walnut Streets. The building will be of reinforced concrete, and will front forty feet on Walnut and extend back sixty-six feet on Short. It will consist of a basement and four floors above the ground, all five floors to be occupied by the different departments of the Herald.

The plans for the Herald Building have been made after a careful study of modern newspaper plants and the building is as nearly as is practicable in the case of the Herald, the application of the principle of a floor to a department. One feature will be the making of the matrices on the same floor with the composing room and the making of the plates for the press on the same floor with the press, avoiding the necessity of sending either forms or metal back and forth from the press-room or stereotyping room to the composing room.

The composing room will be exceptionally well lighted, with windows on three sides and with floor space for nine news and three advertising composition machines.

The Herald has contracted with the Duplex Printing Press Company, of Battle Creek, Mich., for a twenty-page tubular plate press, especially constructed for the Herald, to deliver the paper in two sections or in a single section up to twenty pages, as may be desired.

One Hundred Sixty-Eight Page Weekly

Not all of the big newspaper issues are confined to dailies. For instance, the Byron (Cal.) Times, a weekly, recently published its fifth Booster Edition, containing 168 pages. This is said to be the largest paper ever issued on the Pacific Coast. Some of the articles were devoted to the hemp, rice, sugar beet, celery, and bean industries, and were profusely illustrated. Harry Hammond, the editor, who supervised its preparation, is being congratulated upon the excellence of the number by the State editors.

Detroit News Enterprise

Every summer the Detroit News conducts a travel tour. This year's trip had for its objective point Chicoutimi, Quebec. Because of the rush incident to the Fourth of July, when the 225 tourists went to board the steamship City of Detroit III, which was to take them to Buffalo, 80 were turned back by the inspectors, on the ground that the capacity of the boat had already been reached. The Evening News at once chartered a special train, which carried those who had been left behind from Detroit to Niagara Falls 226 miles in 216 minutes.

Tampa Tribune to Have a New Home

The Tampa (Fla.) Tribune Publishing Company has purchased the entire block bounded by Zack, Morgan, Polk, and Pierce Streets, in the centre of Tampa, as a site for a new home for that newspaper. The price paid is said to be \$100,000. Col. Stovall, president of the company, says the building will cover at least half of the block, and will be surrounded with flower gardens and other ornamental effects.

Nothing is given away. Everything is purchased at a price—even black eyes!

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

CIRCULATION HOLDERS

The following are the contributors to the National Editorial Service for this week. L. Laurence Laughlin, Professor of Political Economy, University of Chicago. J. Madison Taylor, M.D., Professor of Applied Therapeutics, Temple University. Henry Woodhouse, Member of the Executive Committee of The Aero Club of America. Wilfred Schoff, Secretary of the Commercial Museum of Philadelphia. Paul O. Husting, United States Senator from Wisconsin. Dr. Edward Ewing Pratt, Chief of the Bureau of Foreign and Domestic Commerce, Department of Commerce. Charles M. Pepper, Former Trade Advisor, U. S. Department of State. Write or Wire for Rates. National Editorial Service Inc. 225 Fifth Ave., New York.

Now of all times in the year is when your readers most need our

Health Articles

By John B. Huber, A.M., M.D.

The INTERNATIONAL SYNDICATE

Features for Newspapers
Established 1899 BALTIMORE, MD.

Women's Features

Ask for samples of the following:

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

The Evening Mail Syndicate

203 Broadway New York

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

Having the confidence of its readers

DETROIT SATURDAY NIGHT
produces sure results.

G. LOGAN PAYNE CO.
New York Chicago Boston Detroit

**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.

USE
**UNITED
PRESS**
FOR
Afternoon Papers

General Offices, World Bldg., New York

**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

**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**

R. J. BIDWELL CO.

Pacific Coast Representative of

**DAILY
NEWSPAPERS**

SAN FRANCISCO OFFICE
of the
Editor and Publisher

742 Market Street
SAN FRANCISCO

BUSINESS BUILDING IDEAS

By WILLIAM H. McMASTERS.

No advertising campaign can be successful unless there is a real idea behind it—something that can be hammered at day after day until it dominates people's minds. Furthermore, there is many a good idea that has languished and drooped because the right man didn't do the hammering.

In one of the largest cities in the country, an advertising man of the old school had taken a position on a new evening paper. This was ten years ago. Business was good in the circulation department, but very bad in the advertising department. Business doesn't always follow circulation as closely as some people imagine. Solicitors are needed to build up business, even on the papers with the greatest circulations.

So, the old-time solicitor looked over the field. He found all the regular accounts covered by the regular men. If he was to get business it would have to be developed. Most big advertisers of the future being the outgrowth of the small advertiser of to-day, he looked for a regular advertiser that could be developed. And he found him. Yes, he found two of him, both in the classified department, and small. But they were steady. They had the habit.

The first was a piano-dealer. He claimed, in his advertising, to own a piano warehouse. He handled old pianos that had been taken in exchange for new ones. You could get any make of piano at his warerooms. Oh! yes, you could. Some of the best makes were awful specimens of musical instruments, but they were genuine pianos and offered at a price. His story had a "bargain" sound. Behind the second-hand piano story was the real story of "our own make piano." This piano was brand new, and the terms of purchase were liberal.

Even with all the possibilities of the piano business, there was very little doing. Just enough to keep things moving. But the idea was there. The plan was good. And the old-style solicitor was persistent. He persuaded the piano man to allow him to take the ad out of the classified columns, increase the

size of it, tell the story better, and put it into the regular display columns of the paper.

Little by little the business began to grow. Always in the advertisements appeared the names of leading pianos that could be purchased for startlingly small prices. "Bust the Piano Trust" was the motto, and the public came and bought pianos—the new pianos, "our own make," made especially for the dealer to sell, and everybody was satisfied. I should say everybody except the regular piano dealers. They tore their hair. They even prevailed upon several newspapers to keep the advertisements out of their columns. But this merely increased the size of the copy and centralized it in the one paper that considered its columns open to any honest advertiser.

All this agitation helped to boom business, until the "Warehouse Dealer" became easily the biggest piano dealer in his city, and one of the biggest in the country. From an advertiser who balked at \$100 a month in 1905, he developed until a \$5,000 a month appropriation didn't bother him at all, in 1915. Pianos, a new idea, a good medium, and a solicitor who knew his business is a hard combination to beat.

The other advertising account that the same solicitor built up at the same time was that of a credit house. The city had scores of credit firms where the public could buy clothing and gilt clocks and furniture on credit for \$1 a week, but this new system improved on that. By issuing order checks on all the big cash stores, the entire shopping district was thrown open to its patrons. All the cut-price sales could be availed of, and the only cost to the customers was a bonus of 10 per cent. The terms were the same as the old-style credit house. The stores allowed another inside percentage to the firm, which assumed all risk and furnished all capital.

The idea was the best ever known in "credits." And yet it was only dragging along. When the solicitor got on the job the copy was appearing only in the classified columns. Shortly afterward it appeared in the display columns, and the size was increased. The story was

WHY ADVERTISE?

"Why advertise?" was a sluggard's cry.
"I have the goods—the people must buy."
But all the while he silently swore
Because so few came to his store;
And very soon these few fell away,
And nobody came the live-long day,
So, sitting alone in his quiet retreat,
He watched the people on the street.

Over the way was his rival's place,
And a look of horror came o'er his face
As he saw his OWN trade, rich and poor,
Drifting in at the rival's door.
"Heavens be praised! What's this all about?"
And he ran outdoors and began to shout:
"Hey, what you doin' over there?"
"You've always bought your goods in here."

It seems this fellow across the street
Was alert, ambitious, and hard to beat.
Some newspaper men had put him wise:
"If you want good business—advertise."
So he advertised with all his might,
Newspaper copy, crisp and right.
Tho' success exceeded his wildest hope,
He keeps right at it—"shooting the dope."

And that stupid sluggard?
It makes me weep
To think of a man
So fast asleep.
Poor old fool,
He couldn't pay rent,
So a constable came—
And out he went.

H. BLANCHE FREDERICKSON.

developed. The business began to grow. The old-style credit firms, with their time-worn system of selling stuff that the public didn't like at prices that circumstances alone had forced them to pay, began to advertise heavier. It was on open fight in the display columns.

But it was too late. The tide had turned. Inside of five years the copy had jumped to full-page copy at the right seasons of the year. I recall the first double-truck advertisement. Two full pages telling of the 75,000 satisfied patrons who used this firm's order-check in buying their family and personal needs.

A success built up on a good idea through newspaper advertising, but the real credit was due to the solicitor who recognized the possibilities and didn't stop until he had shown what real advertising meant to a business.

Big accounts are only little accounts that have grown up. If you can't find them grown up, catch 'em when they're young and train 'em! Then somebody can't steal them away from you, and, besides, there's a lot of pleasure in watching 'em grow. Ask any old-time solicitor.

Because of the increased cost of production, the price of each of Atlanta's afternoon papers, the Journal and the Georgian, has been raised from two cents to three cents a copy.

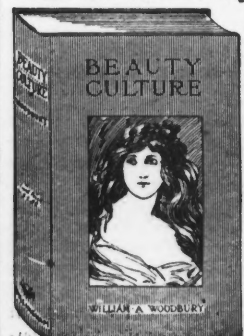
**Colorado Springs
and
THE TELEGRAPH**
An A. B. C. Paper
J. P. MCKINNEY & SON
New York Detroit Chicago

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

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

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

COL. ROOK IS LEADING SPIRIT OF HIS PAPER

Head of Pittsburgh (Pa.) Dispatch is Like His Father, Its Founder, in Energy and Civic and Journalistic Pride—How He Has Maintained Standing of Widely Known Daily.

WHEN Pittsburgh and Pittsburghers are spoken about, no matter where the conversation takes place, the Pittsburgh Dispatch and its owner, Col. Charles Alexander Rook, are talked of, some good stories are told of past and present issues of this sheet and its owner is championed.

"The Dispatch, you know, was founded by my father, and I believe I must have been no more than six years old when I began to get interested in the persons and machinery that made the paper," Col. Rook recalled.

So it is easily understood why "C. A.," as the Colonel is affectionately known among all the persons in his employ. After entering the Dispatch office in 1880, he went rapidly to the top, becoming secretary in 1888, treasurer in 1896, and president and editor-in-chief in 1902.

For many years Col. Rook made his newspaper rivals look forward with trepidation to the appearance of the Dispatch, as the older members of the Press Club all recall, because there were always "scoops" on big things in the industrial and financial world; in fact, even in the general news of the day.

NOTABLE SCOOPS IN PAST.

Leading civic organizations of the city, avow the "Blockhouse," the original fort of Pittsburgh, was saved in its present position largely through the efforts of the Dispatch.

The entrance of the Wabash Railroad into Pittsburgh; the Frick-Carnegie fight, which made the formation of the United States Steel Corporation possible, and the first intimation of the Western Union-Pennsylvania litigation, are only a few of the "scoops" heralded by the Dispatch.

It would be an unusual person who could guess aright the birth date of Col. Rook. Years have dealt lightly with him. He was born in 1861, and, after his academy days, finished his schooling at the Western University, now the University of Pittsburgh.

"Of course, I believe in schools of journalism, that is," he qualified, "if the student of journalism like any other college man is willing to be taught after he has entered a newspaper office that there is a lot he does not know about newspaper making. But the journalistic course is splendid equipment, and the more equipment one has for any profession is an advantage."

Before Henry Ford was out of short trousers, the founder of the Dispatch had thought of a pensioning plan for several of his faithful employees. "It wasn't, of course, with the exact scientific precision of Mr. Ford's application," the oldest pensioner of the father of Col. Rook explained to a group of students at the University of Pittsburgh. "Anyhow, it worked to great advantage in my case; it has been the fund that has educated my family at the best colleges of the country. It included a certain percentage of the profits to be paid to several of we old fellows who started years ago to help make the paper one of the great institutions of Pittsburgh."

As son succeeded father in days past, so again at the Dispatch office Col.

Rook's only son is in the business department.

SOME OF THE COLONEL'S ACTIVITIES.

Col. Rook has just been reelected a director of the Associated Press and a member of the executive committee.

"My hobby is motoring over the wonderful mountains of the Keystone State," the president of the Dispatch explained, "but easternward, near Altoona and Bellefonte." Then his interrogator recalled duty for him also lay in that path, as Col. Rook is Vice-Chairman of the Pennsylvania State Prison Labor Commission, also president of the board of managers of the Western Penitentiary of Pennsylvania, and makes many trips to the new State penitentiary at Rockview, near Bellefonte. Furthermore, he never fails to champion in his editorial columns the best reforms for the remaking of men and women who have erred.

He is a director of the Newsboys' Home, several local clubs, the Fellowship Club of Philadelphia, and the Pennsylvania Society of New York.

In home, State, and country politics Col. Rook has been many times honored, and is now Lieut.-Col. on the staff of Gov. Brumbaugh. At different times he has been urged to run as Mayor of his city, Governor of the State, and United States Senator, but declined these honors. Although the Dispatch is independent, its president is a Republican.

It was Manton Marble who said, "the editor's work is allied to the statesman's, the politician's, and takes rank as it takes tribute of letters, science, and law." So in the life of the owner of one of the country's most widely known journals are these words exemplified.

NEWSPAPER ADS GET ACTION

Most Personal Medium One May Use, Says Charles T. Jeffery.

Charles T. Jeffery, president of the Thomas B. Jeffery Company, makers of the Jeffery cars, made some interesting remarks about advertising, while in New York a few days ago. Among other things, Mr. Jeffery said:

"The newspapers are in a class by themselves. I advertise in them because they are flexible mediums, capable of giving the quickest action. That is, they provide the means for us to concentrate our forces on a certain city or community. They make possible a fine art of advertising strategy. And they get quick action when it comes to sales.

"The newspaper is undoubtedly the most personal medium one may use. I mean by that that they get nearer to the people. The newspaper is the greatest purveyor of facts in existence. And since advertising is nothing more than one process of conveying facts— attractively arranged—it follows that no advertising campaign is complete without including certain newspapers."

Proposed New Sacramento Daily

According to press reports from Sacramento, Cal., there seems to be some foundation for the rumors that a new morning newspaper is to be established at Sacramento with the first issue scheduled to appear within sixty to ninety days. A. R. Hopkins, Assistant Deputy State Printer, is said to have been in San Francisco negotiating for the purchase of plant and equipment for the proposed daily. Southern Californian politicians, presumably interested in the candidacy of Mr. Booth, of Los Angeles, are reported to be behind the project.

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 Managership 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.

BUSINESS OR ADVERTISING MANAGER on daily paper. Ten years' experience in business office. Make-up and soliciting of advertising on one of the largest daily and Sunday papers of the country. Best of references as to character and ability. 30 years of age. Address Box L 2085, care The 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.

CARTOONIST—If you have been thinking of hiring an original cartoonist but have hesitated on account of the expense, drop me a line and I will show you how reasonable I am for a man who can turn out the circulation builders. Address L 2088, care The 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.

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, Marseilles, 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.

HELP WANTED

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

ADVERTISING SOLICITOR—High-class, clean cut, producing newspaper advertising solicitor to solicit specified space and fixed term advertising contracts. Position involves traveling. Has good future and splendid money making opportunities for worker. Salary or commission. Replies confidential. References. Address L 2087, care Editor and Publisher.

CIRCULATION MAN—A big weekly has an opening in its circulation department for a keen, bright, hard-working young circulation man. One with ingenuity, force, brains and ambition can make himself valuable and build a fine future. Must be a good letter writer, able to talk to boys and other news agents in an encouraging, energizing way. Address in confidence: Ambition, care The Editor & Publisher.

FOR SALE

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

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 16, 20, and 24 pages. Overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

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

ONLY DAILY in Central West city of 18,000, netting owners \$20,000 per year; finely equipped. Controlling interest offered for \$55,000. Proposition 326x.

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 centers: Boston, Philadelphia, Toronto, Cleveland, Pittsburgh, Cincinnati, Detroit, St. Louis, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

Branch offices are located as follows: Chicago, Herald Building, 163 W. Washington St.; Chas. H. May, Mgr.; Phone Franklin 44; San Francisco, 742 Market St.; R. J. Bidwell, manager, phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 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; 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, Manhattan (opposite the World Building), 33 Park Row; The Woodworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

Baltimore—B. K. Edwards, American Building. Philadelphia—L. G. Itau, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

Boston—Parker House News Stand.

Pittsburgh—Davis Book Shop, 416 Wood Street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth Street, N. W.; Riggs Bldg., News Stand.

Chicago—Powner's Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.

Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.

Detroit—Solomon News Co., 69 Larned St., W. San Francisco—R. J. Bidwell Co., 742 Market.



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 persons and the leading Banks, Trust Companies and Corporations.

Romeike Clippings

are an indispensable adjunct to every business. If you have never used them, write for information and terms to-day.

HENRY ROMEIKE, INC.,

106-110 Seventh Ave. New York City

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street
New York

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.

ATTRACTIVE OFFER FOR QUICK SALE

Two Duplex Flat-Bed Presses Replaced by Scott Web Presses

Ten-page press prints from type a 4, 6, 8 or 10 page 7 column paper at 5000 per hour.
Twelve-page press prints 4, 6, 8, 10 or 12 page 7 column papers at 4500 per hour.

Send for further information

Walter Scott & Co.
Plainfield, N. J.

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.

ALONG THE ROW

HIS BUSY SEASON.

The Exchange man is busy now.

For there is lack of thrillers.

And so he has to hustle up

A page of so of fillers.

He diggeth up a lot of stuff

About health and inventions

Of wild men on the South Sea isles

And Germany's intentions.

He throws in scientific dope

And little human stories.

And beauty hints—he knows in them

The woman reader glories.

He has a cure for every ill

All posted and all headed.

Some measure up a stick

Some can be double-headed.

And so when suicides are few

Also slayers on vacation

And no sensation is in sight

In the entire nation.

And when the desk for copy howls

And swears like all perdition.

The Exchange man shoots out the

stuff

And makes good the edition.

WHY EDITORS SWEAR.

"To Editor, Daily —

"SPRING LAKE, N. J., July 12, 10:30 A. M.—Another terrible man-eating shark was seen off here this morning. There was great excitement and many of the women bathers fainted when they reached shore. Boat loads of men have started with shot guns to try and destroy the monster.

"Smith, Correspondent,

"Col. dpr."

"To Editor, Daily —

"SPRING LAKE, N. J., July 12, 2:30 P. M.—Kill story sent this A. M. Shark was one of the waiters at hotel who went in for swim and got mixed up with seaweed.

"Smith, Correspondent,

"Col. dpr."

HEARD AT CROWLEY'S.

First Scribe—"Have you noticed any changes in the Sun since it changed hands?"

Second Scribe—"Yes. It now contains the announcements of four places where you can buy sand worms."

FROM THE SKINNERSVILLE SIGNAL.

"We received a visit from a slick gent last week who tried to induce us to get out a special illustrated number of the Signal calling attention to Skinnersville's attractions as a leading summer resort and manufacturing centre. He told us we could sandbag all of our merchants into paying for their pictures and write-ups, and make a pot of money, even after paying him his commissions. But we told him there was nothing doing. As long as we remain in business we will not deceive the public. Skinnersville is not a summer resort. It has two hack number alleged hotels, which never advertise and never will, under their present management, who believe that a tin basin, a moth-eaten rug, and a half-inch mattress, are worth \$2 a day with meals extra. We are not a manufacturing centre, we have a clothes-pin factory, and a tomato cannery, but these two industries hardly call for a special number. Besides that, we don't like special numbers anyway—it's impossible to issue one and tell the truth. Special numbers exaggerate everything. They make a Queen Anne out of a shack, a garage out of a barn, a lake out of a horse pond, and make a leading citizen out of a village tank. They also tend to drive Mrs. Smith to fury because Mr.

Jones gets a two-column picture and Mr. Smith only one, and create social jealousies, and trouble for the Editor—None for us—Thank you."

TOM W. JACKSON.

AMONG THE NEW BOOKS

WHO'S WHO IN AMERICA, 1916-17, Vol. IX.—A biographical dictionary of notable living men and women of the United States. Edited by Albert Nelson Marquis. Published by A. N. Marquis & Company, Chicago. The growth of this remarkable publication has kept pace with the increase in the number of Americans who do things worth while. Simply as a record of achievements, it is inspirational, and as a reference book it has long been recognized as indispensable. The first edition, printed in 1900, contained 827 pages and 8,602 sketches. This year's issue contains 3,056 pages and 21,922 sketches, of which 2,589 have appeared in no previous issues. It requires no long argument to prove the value of nearly 22,000 biographies of people who have made themselves conspicuous in their respective walks in life. In addition, it gives the addresses of leading Americans in all parts of the world. In a word, all its best features are continued. The next volume will be issued in May, 1918.

The Sun Clock Was Right

The Baltimore (Md.) Sun says that a day or two ago a dilapidated old man glanced up at the big clock on the Sun Building. The hands pointed to 12. In the old man's hand was a watch of the dollar variety. It had apparently seen hard service, for the nickel finish was all worn off, showing it to be genuine brass; the crystal was broken, the dial was dirty, and one of the hands was bent. Yet it ran, and the old man seemed to have great faith in its timekeeping qualities. Like all other high-class chronometers, at that moment it indicated twelve o'clock. "That clock," said the old man, pointing up at the large dial on the Sun office, "is right to the minute."

A Diplomatic Letter

One of the best stories heard at the Convention was told at the final meeting in the Academy of Music by Homer Buckley, president of Buckley, Dement & Co., of Chicago, who spoke for "Direct Mail Advertising." Ike Einstein had owed a bill of some size for some time and at last, after many letters had been sent him, he received a severely polite notice, couched in the best business language, threatening suit. He therefore took his pen and indited the following: "Gentlemen: Your letter received and contents noted. Please find enclosed my check for \$187.50, due you for goods received. I certainly am sorry that you have had so much trouble in collecting this account, and that you have had to write me so many letters about it. Yours very truly, Ike Einstein. P. S.—This is the kind of letter I would write if I had the money."

Gave Dinner to Women Employees

PROVIDENCE, R. I., July 11.—Following its annual custom, the Providence Journal Company gave its women employees a dinner at the Turks Head Club here last Thursday night. There were sixteen of them present. A souvenir of a five-dollar gold piece was found at each plate, while original menus, the work of the young women, and large bouquets of roses were the favors. At the close of the dinner the women were entertained at Keith's Theatre.

OBITUARY NOTES

M. J. SHAUGHNESSY, for many years a prominent advertising man in New York city, and later vice-president of the Scandinavian-American Bank of Seattle, died in that city on July 8. Mr. Shaughnessy began business as advertising manager of Bloomingdale Bros., and organized the Wanamaker advertising department when Wanamaker opened in New York. He started the M. J. Shaughnessy Advertising Company, of which he was president at the time of his death. He was born in Simsbury, Conn., April 20, 1863.

"COLONEL" CLINTON McCABE, for eighteen years police reporter on the Baltimore News, died of heart failure superinduced by typhus fever on July 7. He became ill on the steamship en route to Jacksonville, Fla., where he was going for his summer vacation. He was brought to the Maryland General Hospital, where he died. He was one of the best-known Police Department newspaper writers in the Eastern States. He made an exhaustive study of criminology, and wrote, a few years ago, a voluminous book on police work.

HARRY PIERCE MYRICK, fifty-nine years old, one of Wisconsin's best-known editors and newspaper men, died in Madison on July 1. He was appointed editor of State printing and a member of the State Printing Board by Gov. Philipp in 1915. Until a short time before this, when his health started to fail, he was editor of the Milwaukee Free Press, being one of its founders prior to its first edition on June 18, 1901. For many years previous to that he was managing editor of the Milwaukee Sentinel. He was born on August 27, 1857, in Pontiac, Mich., and was graduated from the University of Michigan in 1878.

WILLIAM LINCOLN LOVELAND, mechanical superintendent of the Philadelphia Evening Bulletin, died in Philadelphia recently, after a brief illness, of pneumonia. He is survived by a widow, two daughters, and two young sons. Mr. Loveland had been connected with the Bulletin for sixteen years, going to Philadelphia from Chicago, where he had been employed on the Daily News.

MRS. CHARLES A. VAN VALKENBURG, mother of Edward A. Van Valkenburg, editor and publisher of the Philadelphia North American, died at her home in Wellsboro, Pa., on June 22.

JOHN CALDWELL, aged seventy, a widely-known printer, was run down and killed in Lexington, Ky., a few days ago, by an auto driven by Harry Giovanoli, editor of the Lexington Leader. Mr. Caldwell worked at various times on all of the newspapers in Louisville. He had worked in practically all of the larger cities of the country. Before the advent of the linotype he was considered one of the fastest typesetters.

CHARLES T. BRODHEAD, a New York newspaper man formerly employed by the Evening Sun, Mail, and Globe, died on July 6 at his home in Nyack, N. Y., in his fifty-third year. He covered the Criminal Courts Building for several years, and reported many noted trials.

SAMUEL WESLEY, for forty-five years connected with the Barrie (Ont.) Advance, died on July 5, aged sixty-five. He was born in Barrie, began his apprenticeship on the Advance when fourteen years of age, and ultimately became its editor and proprietor. Six years ago he sold out.

H. A. HARDING, formerly a reporter on the Calgary (Can.) News-Telegram, and son of S. H. Harding, editor and publisher of the Port Rowan (Ont.) News, was killed in action recently in northern France.

"OHIO FIRST"

WHERE FIVE MILLION PEOPLE HAVE ONE
AND A HALF BILLION DOLLARS TO SPEND

THERE are five countries in Europe, each an independent nation, that have less population than Ohio, the state. In fact, Ohio is as populous as Denmark and Norway put together, and larger than Switzerland, Bulgaria or Greece. It is also more populous than Chile, the Yankee of South America and three times as populous as Uruguay.

THE five million people in Ohio produce each year over one and a half billion dollars worth of agricultural and manufactured products—and in the factories and shops this year over three hundred million dollars will be paid in wages.

AND this great and fertile field is surprisingly easy of access to the advertiser. More than half of Ohio's population lives in cities and towns and about 50 per cent of the people are in thirteen cities of 30,000 or over.

THE National Advertiser who uses Ohio newspapers listed at the right covers the entire state effectively. He reaches a concentrated market quickly and thoroughly.

OHIO is the place to start with a new product or with an old one that is simply new in advertising. Ohio has people and its people have money. Get your share.

AN EFFICIENT LIST OF OHIO NEWSPAPERS			
	Net Paid Circulation	2,500—10,000 Lines	
Akron Beacon-Journal(E)			
Canton News (E&S)	24,837	.035	.035
Chillicothe Scioto Gazette (E)	12,446	.015	.015
Chillicothe News Advertiser (E)	2,310	.0057	.0057
Cincinnati Commercial Tribune (M)	2,449	.0085	.0072
Cincinnati Commercial Tribune (S)	†60,723	.11	.09
Cincinnati Enquirer (M & S) 5c.	†26,339	.14	.12
Cleveland Leader (M)	53,000	.14	.12
Cleveland Leader (S)	76,550	.15	.13
Cleveland News (E)	106,593	.17	.15
Cleveland Plain Dealer (M)	112,888	.18	.16
Cleveland Plain Dealer (S)	131,430	.18	.16
Columbus Dispatch (E)	174,867	.21	.19
Columbus Dispatch (S)	75,077	.10	.09
Dayton Herald (E)	71,832	.10	.09
Dayton Journal (S) †	22,114	.05	.035
Dayton Journal (MS) †	22,430	.05	.035
Combination rate, both papers, 5c. per line			
Dayton News (E)	32,014	.045	.045
Dayton News (S)	18,443	.03	.03
East Liverpool Tribune (M)	*5,666	.0115	.01
Findlay Republican(M)	5,496	.0093	.0093
Lima News (E)	9,322	.02	.0157
Mansfield News (E)	7,631	.019	.019
Marion Daily Star (E)	7,089	.0129	.0129
Newark American-Tribune (E)	5,560	.0085	.0085
Piqua Daily Call (E)	4,119	.0072	.0072
Portsmouth Daily Times (E)	8,377	.015	.015
Sandusky Register (M)	4,721	.0093	.0093
Springfield News (E & S)	12,224	.02	.02
Steubenville Gazette(E)	3,570	.0143	.0071
Toledo Blade (E)	50,182	.11	.09
Youngstown Telegram (E)	*15,728	.03	.03
Youngstown Vindicator (E)	18,014	.03	.03
Youngstown Vindicator (S)	15,034	.03	.03
Zanesville Signal(E)	*6,173	.0128	.0128
Zanesville Times-Recorder (M)	*15,281	.025	.025
Totals,	1,220,529	2.1690	1.8997
† Publishers' statement.			
* A. B. C. statement.			
Other ratings, April, 1916.			

This Advertisement Written By Clyde S. Thompson, Pres.
THE THOMPSON-CARROLL CO.
Cleveland

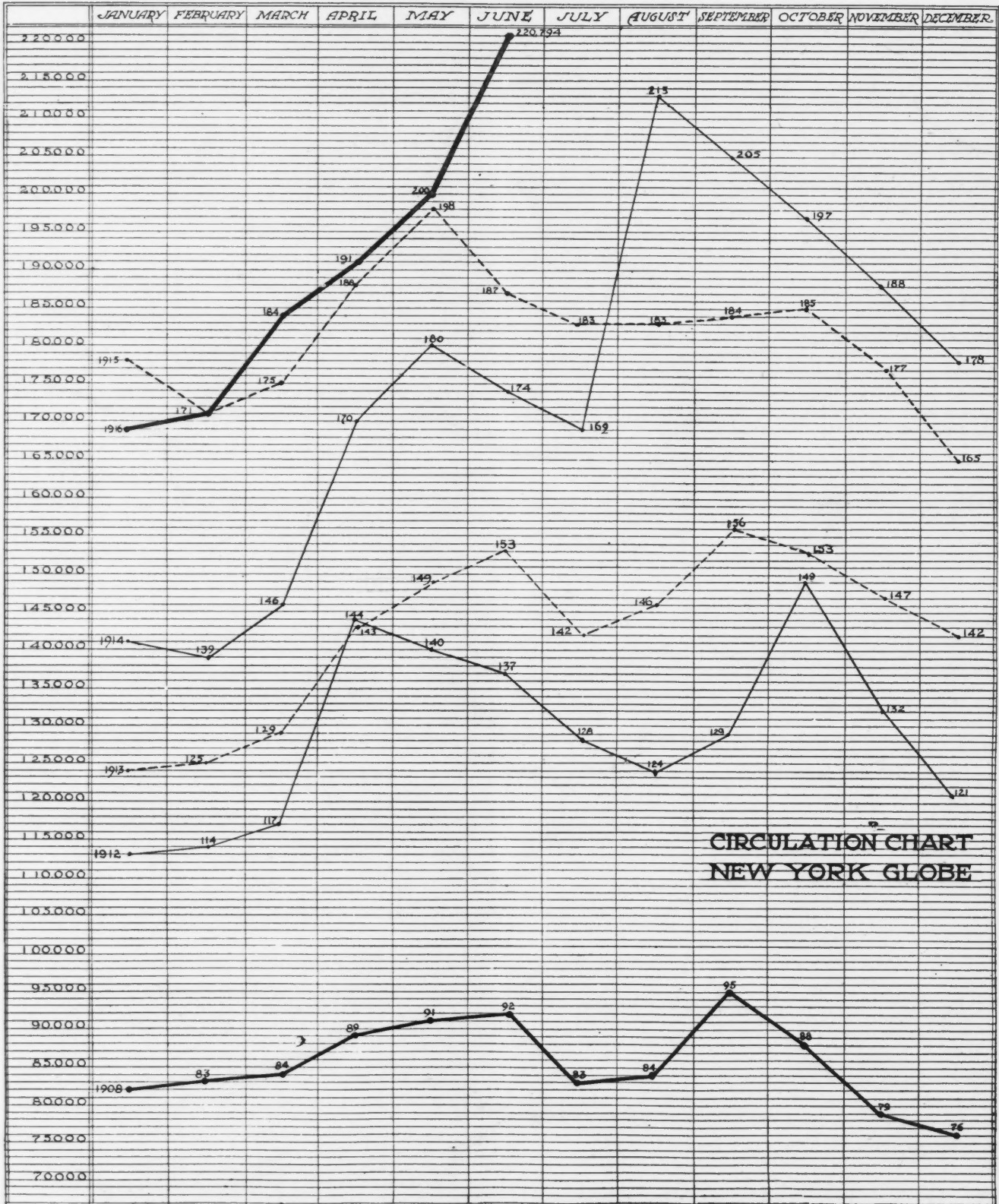
Write for detailed information about the FREE CO-OPERATIVE SERVICE BY OHIO'S LEADING NEWSPAPERS
Address Any Newspaper on this List or The Editor & Publisher, World Building, New York

Much More Than Double the Circulation With No Advance In Advertising Rates

Average for 1908 - - - - 91,736 Average 6 mos. 1916 - - - - 189,500

Average Sale June 1916 - - - - 220,794

The New York Globe—Member A. B. C.



CIRCULATION CHART
NEW YORK GLOBE

CHICAGO Tribune Bldg. O'MARA & ORMSBEE, Inc., NEW YORK Brunswick Bldg.
Special Representatives

The Nation Press, Inc., New York.

