

The Editor & Publisher

and The Journalist

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

50
Vol. 47, No. 51

NEW YORK, MAY 29, 1915

10 Cents a Copy

ADVICE FROM MEN WHO KNOW THE FIELD

Suppose you were considering advertising in a Chicago newspaper—

Wouldn't you consult a Chicago man about the merits of the various newspapers rather than some one who lived in New York or San Francisco?

If that Chicago man were an advertiser himself his word would carry still more weight. And, if you were able to consult hundreds of Chicago advertisers who spend millions of dollars annually in newspapers, you would be apt to take their combined judgment as final, wouldn't you?

The Chicago Daily News from January 1 to December 31 last year printed more local display advertising *six days a week* than any other Chicago newspaper printed in seven. The Figures are:

The Daily News	(six days)	5,357,289 lines
The Tribune	(seven days)	5,016,438 "
The American	(six days)	3,767,628 "
The Examiner	(seven days)	3,429,390 "
The Herald	(seven days)	2,645,242 "
The Journal	(six days)	2,395,396 "
The Post	(six days)	1,445,199 "

Here is proof that Chicago advertisers consider The Daily News the best advertising medium in Chicago.

Are *you* willing to accept their judgment?

THE CHICAGO DAILY NEWS Over 400,000 Daily

Member of Audit Bureau of Circulations

PUBLISHERS

ON TO

The Third National Exposition of the
Printing, Advertising, Publishing, Lithographing,
Engraving, Paper, Business Equipment,
Stationery, Paper Box Manufac-
turers and all Allied Trades.

Coliseum, Chicago, June 19th to 26th, inclusive

CONVENTION WEEK

OF THE

ASSOCIATED ADVERTISING CLUBS OF THE WORLD
INTERNATIONAL ASSOCIATION OF MANUFACTURING PHOTO ENGRAVERS
AMERICAN ENVELOPE MANUFACTURERS ASSOCIATION
THE AUDIT BUREAU OF CIRCULATIONS and
OTHER AFFILIATED ORGANIZATIONS

(Special Railroad Rates from all points)

Do not miss the Biggest Event that has ever happened in the Allied Trades, where you can see and study machines, supplies, devices and ideas, the use of which will mean the saving of thousands of dollars in conducting your business.

Liberal Allotments of Free Tickets will be given to all Exhibitors for distribution among their regular and prospective customers.

This Management will also be glad to furnish, free of charge, two tickets to any interested person, upon receipt of an addressed, stamped envelope.

For marked diagrams, space rates and further particulars, address,

NATIONAL EXPOSITION CO., Inc.,

HARRY A. COCHRANE, President

Telephone, Randolph 883

Suite 1305 Advertising Bldg., Chicago, Ill.

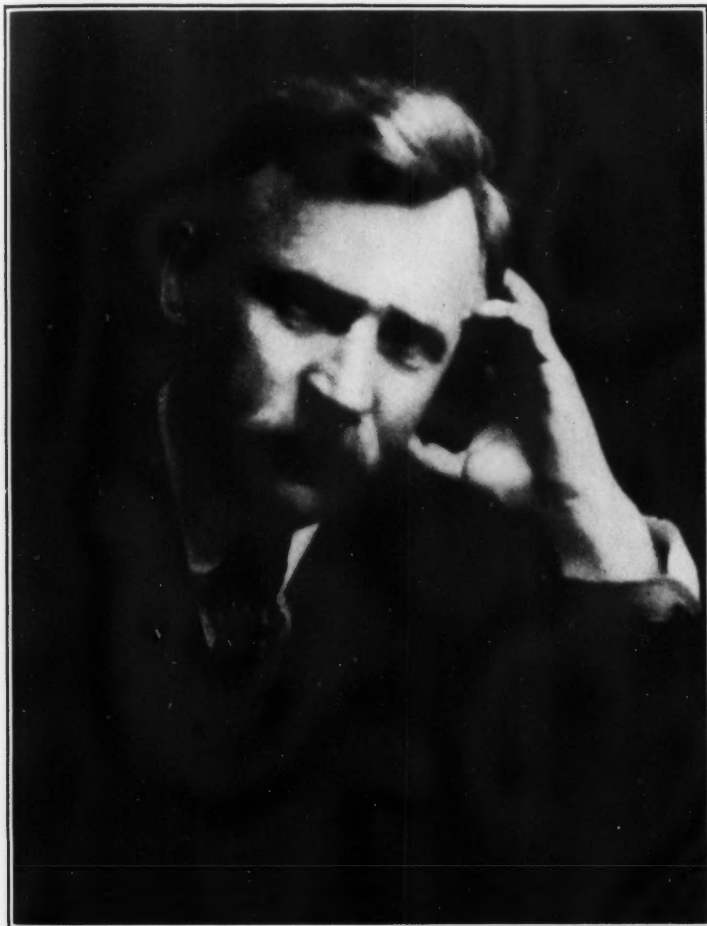
The Editor & Publisher

and The Journalist

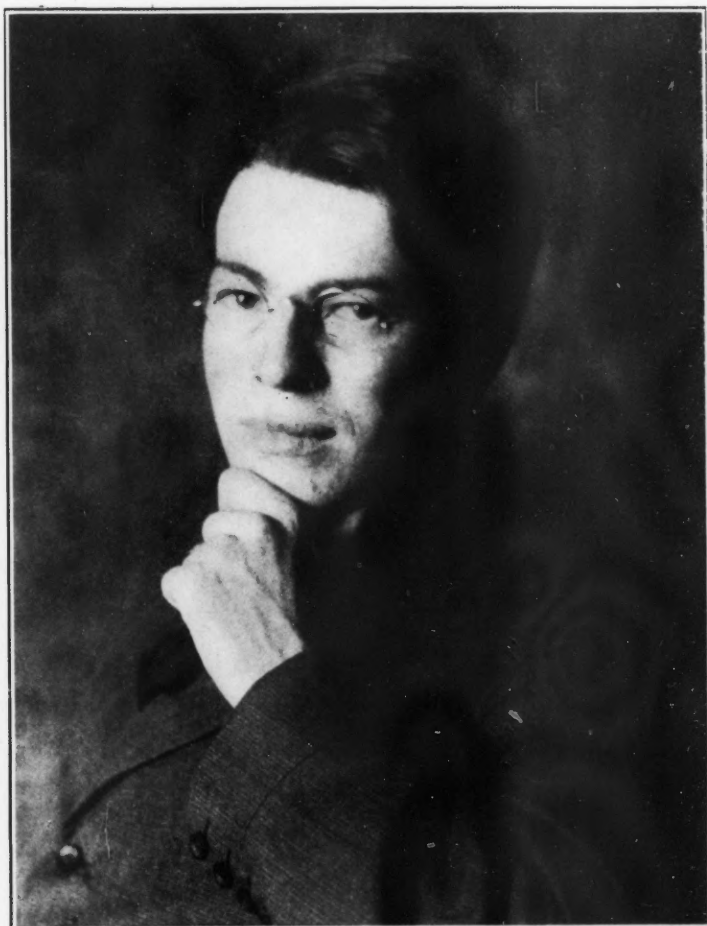
Vol. 47, No. 51.

NEW YORK, MAY 29, 1915.

10 Cents a Copy.



SAMUEL SIDNEY MCCLURE.
NEW EDITOR OF THE NEW YORK EVENING MAIL.



DR. EDWARD ALOYSIUS RUMLEY.
ONE OF THE PURCHASERS OF THE NEW YORK EVENING MAIL.

MAIL'S NEW MANAGERS

Something About the Men Who Now Have Charge of Its Destinies.

The sale of the New York Evening Mail to the S. S. McClure Newspaper Company, incorporated last week with a capital of \$3,000,000, was not completed at the time of going to press, although the board of directors of the old company at a meeting held earlier in the week had voted to accept the offer made for the property.

The new management, however, took charge of the paper on Monday.

Just how much the S. S. McClure Newspaper Company will pay for the Evening Mail has not been made public, but whatever the amount, the paper is to be turned over to the new owners free and clear of all indebtedness.

Dr. Edward Aloysius Rumely, who furnished the most of the capital employed in the purchase of the Evening Mail, and who will take an active part in its business administration, was born at La Porte, Ind., in 1882. He was educated at the University of Notre Dame, Indiana, and the Universities of Heidelberg and Freiberg, in Germany. From the latter institution he took his degree in medicine. On his return to the United States he founded the Interlaken School, of which he is president. As he did not find the practice of medicine wholly to

his liking he turned his attention to the manufacture of agricultural implements and machinery, in which his father had been engaged in a small way for several years.

Dr. Rumely founded the M. Rumely Company which, under his direction, became one of the largest manufacturers of agricultural machinery in the world. He devoted much attention to the development of the tractor as a substitute for horsepower in ploughing and built up a large business in them.

As a writer and speaker on educational topics Dr. Rumely is well known. He is the author of "To Teach Boys to Live."

Samuel Sidney McClure, the new editor of the Evening Mail, is one of the best known magazine and syndicate editors in this country. He was born in Ireland in 1857. When he was very young he came to this country. In 1883 he became editor and manager of the Wheelman, owned by the Pope Manufacturing Co.

From that time on his rise was constant and rapid. He established the first newspaper syndicate in the United States in 1884. His success was instantaneous as the service it gave was just what editors had needed for many years. He founded McClure's Magazine in 1893 and remained its editor until recently.

As a discoverer of literary geniuses he is unequalled among periodical publishers. He it was who "brought out" Kipling.

(Continued on page 1111)

ATTACKS ON KITCHENER "SPITE"

Northcliffe Papers Fail to Injure His Standing With British Public

The recent bitter attacks by certain British papers on Lord Kitchener, which failed to oust him from the British Cabinet, or from the War Office, or even appreciably to diminish the high esteem in which he is held by the English people, are held by Lord Kitchener's supporters to be the outgrowth of a feud between a corporation known as the Associated Newspapers, Limited, and the War Department. This corporation, which is headed by Lord Northcliffe, owns the London Times, the Daily Mail and the Evening News, and since the beginning of the war it has been trying to compel Lord Kitchener to permit its correspondents to witness all operations at the front, to have access to all secrets at Army Headquarters and to publish anything they liked, regardless of the censorship. Because "K. of K." has steadily refused to give carte blanche to the Northcliffe papers, those papers have vented the spite of their owner.

Something of what it would have meant to accede to the Northcliffe demands was shown early in the war. In the course of the retreat toward Paris, and at a critical moment when news of the movement was lacking, one of the irresponsible correspondents got a dispatch through to London which said that the English army

was shattered and in full flight and Paris was at the mercy of the Germans. When it was seen what consternation this false report caused, the Times tried to fix the blame on the Press Bureau.

A much reiterated argument for allowing reporters on the firing line was that unless the newspapers could publish sensational news Lord Kitchener never could raise his army. The grievance of the Northcliffe tribe against Kitchener has been known throughout London newspaperdom, and many boasts have been made in the last six months that Lord Kitchener would be forced out. But the probability is that with the great mass of the British public his reputation is today higher than ever before.

NEW PAPER RATE SUSPENDED

Interstate Commerce Commission Hold Up Increase on Railroad Rates.

Through an order issued at Washington on May 22 proposed increased rates on wrapping, printing, writing and newspaper filed by railroads in official classification territory were suspended until September 21.

It is proposed by the carriers to cancel the existing commodity rates applicable to the transportation of these articles and as a general rule to apply class rates.

The proposed increase on the various kinds of paper will average five cents per hundred pounds.

SCRANTON PAPERS MERGE

Republican and Daily News Consolidate to Form only Morning Newspaper in That Field—W. J. Pattison to Be General Manager—John E. Barrett Remains as Editor—G. A. Somarindyk Retires.

The Scranton (Pa.) Daily News and the Scranton Republican have been merged into one morning newspaper under the name of the Scranton Republican, announcement of which fact on Wednesday marked the climax to the remarkable series of changes that has taken place among Scranton's newspapers in the last three or four years.

Announcement was made in THE EDITOR AND PUBLISHER last week that W.



W. J. PATTISON.

J. Pattison, of New York, had acquired the principal proprietary interest in the Scranton Daily News, having bought out George B. Markle, of Hazleton, Pa. In the consolidation with the Republican Mr. Pattison, as general manager and treasurer, becomes the active director of the policy and the business of what is now the only morning newspaper in the Scranton field, and which starts on its new lease of life with the largest morning circulation in Pennsylvania, outside Philadelphia and Pittsburgh.

Under the new arrangement, Col. Louis A. Watres continues to be president of the Lackawanna Publishing Company, which will publish the Scranton Republican. G. A. Somarindyk, recently manager of that paper, retires from the management to devote his attention to his personal affairs, but retains an interest in the company as a stockholder. John E. Barrett will continue to preside over the editorial department of the Republican as editor-in-chief. For the present, at least, the paper will be made in the old Republican plant, in North Washington avenue.

HIS ADDRESS TO READERS

In his address to his readers, announcing the consolidation, Mr. Pattison said: "A careful study of the Scranton field has convinced me that the publication of one strong, enterprising, self-sustaining morning newspaper would serve the interests of the city and its people much better than two papers, engaged in an unprofitable business rivalry, could possibly do."

For a long time it had been a matter of general knowledge, among people well informed in the newspaper business, that neither of the Scranton morning papers was making any profit for its owners. The newspaper competition in Scranton for years had been of a ruinous character; and it did not take long for Mr. Pattison to realize, after securing control of the Daily News, that two profitable morning newspapers, or two profitable evening newspapers either, in Scranton would be an economic impossibility. Beyond any doubt, the interests of the whole community will be better served by one strong and ably conducted

morning paper than they were by the old competitive strife.

From the point of view of public interest, indeed, the only regrettable feature about the new arrangement is that a considerable number of men have been thrown out of employment by the stopping of operations at the Daily News plant. The printing trades were already so dull in Scranton that, at the behest of the Allied Printing Trades Council, the Scranton Board of Trade had besought the business men of the city to help improve conditions by having all their printing done in Scranton. The newspaper merger necessarily increases the number of idle men in the printing trades.

The Scranton Republican was established in 1867, one year after the city of Scranton was incorporated, and it has been published continuously as a daily since that date. A few years ago it absorbed the Scranton Tribune, which had been its morning rival for several years. Then, a little later, it took over the Scranton Truth, an afternoon paper.

The Scranton Daily News was started in August, 1913, and was financed largely by local capital. For some time the Markles, of Hazleton, had held the controlling interest in the property. Mr. Pattison, who bought out that interest, and who has now merged the News with the Republican, is a newspaper publisher of ripe experience. He has been actively connected with metropolitan journalism for twenty-six years, and for a part of that time was publisher of the New York Evening Post.

The stock in the Lackawanna Publishing Company, which now has the morning field to itself, is held by Colonel Watres, Mr. Pattison and Mr. Somarindyk. It is said that the last named holds only a few shares.

This consolidation was made through the firm of Harwell, Cannon & McCarthy, who also made an important consolidation in the Scranton field about two years ago when Truth was combined with the Tribune-Republican. Through the instrumentality of this firm's activities, the field of four Scranton dailies has now given way to two important newspaper properties.

AGAINST ROCKEFELLER PAPERS

Ivy Lee Opposed Establishment of String of Dailies Throughout Country

Letters made public in Washington by the Federal Commission on Industrial Relations indicate that, a year ago, John D. Rockefeller, Jr., was considering the establishment of a string of daily newspapers as part of a "broad educative campaign of publicity" designed to "clarify the public mind" on the Colorado coal strike. The letters passed between young Mr. Rockefeller and Ivy L. Lee, then in the employ of the Pennsylvania Railroad, but who has since joined the publicity staff of the Rockefeller interests. Mr. Lee did not favor the project. Advising against it, in a letter dated June 19, 1914, he said:

"I am inclosing some correspondence from the Chicago Examiner, which is indirectly aimed at the new management of the Chicago Inter-Ocean and Record-Herald. As I understand it, this paper has been financed by about \$1,500,000 of money supplied by the leading financial interests of Chicago. You will see the kind of criticism which it has immediately called forth."

After considering other phases of the subject, Mr. Lee concluded his letter with these words: "I do not believe, however, that I will ever come to the point of thinking that you should establish and become responsible for a string of daily newspapers."

Newspapermen Tee Off

A score or more of New York newspaper men ran off a qualifying round at the public golf links at Van Cortlandt Park on last Tuesday, competing not only for the club championship but also for the division which will continue for the June Cup.

PHILADELPHIA JOTTINGS

Where the Pen and Pencil Club Members Will Spend Summer Evenings—The 1000 Self-Preservation Society of the Evening Telegraph Humorists—N. W. Ayer & Sons "Educational Evenings."

(Special Correspondence.)

PHILADELPHIA, May 26.—The Pen and Pencil Club, which has had a lively winter under the presidency of Fred Whitney, city editor of the Evening Telegraph, will shortly open its yard for the al fresco diners which from 5 to 8 p. m. have been an attractive summer feature in past years. Just as soon as the seeds are planted, the rubber trees set out, and the other bosky surroundings sufficiently developed, male newspaperdom will again repair to the shade of the single but none the less imposing "spreading chestnut tree" which adorns the rear enclosure of the famous old press headquarters at 12th and Walnut streets, and forget war news and other differences of opinion nearer home, while enjoying the relaxation afforded by the society of good fellows and an excellent table d'hôte.

That celebrated tree, by the way, recently cost the club the large sum of fifteen dollars for upkeep. A new chef has been installed who is said to be a corker. He was the steward on one of the interned German ships at this port, and a steward from another ship is now bartender.

The Saturday night dinners to which each week was invited some special guest of honor, have been discontinued until fall. Among the speakers at these dinners have been James T. Cortelyou, Chief Postal Inspector of this district; Director of City Transit Taylor, Weather Forecaster Bliss, Assistant District Attorney Joseph P. Rogers, City Statistician Cattell, Ralph Bingham and Charles S. Calwell, president of the Corn Exchange Bank.

This year, for the first time, a committee from the club will, on Decoration Day, place a wreath on the monument in Mount Moriah Cemetery inscribed to "The Fourth Estate." It was erected some months ago by a group of newspaper men who turned it over to the club, and marks the last resting-place of eight men who served their papers and the community too well to think of acquiring fat bank balances. The committee in charge of the memorial is composed of Frank McClain, of the Press; M. Neagle Rawlins, of the Inquirer, and Ben Raleigh, of the Evening Ledger, who is vice-president of the club. The Sporting Writers' Association will also deprecate the graves of members of their organization as in other years.

The local room humorists of the Evening Telegraph have again broken forth, this time to the tune of an "Iddo Self-Preservation Society," which will afford a haven of safety to sorely tried reporters in case we go to war with Germany. Iddo is in Fulton County, 25 miles from the railroad, and 30 by trolley from the nearest town. It is without a daily paper but the fishing is good, and an active man is in no danger either of starving or of being unwillingly drafted as a recruit to the copy desk or as war correspondent. Fred Whitney, city editor, is president; Reynolds Moorhead, secretary, and William B. Clark, treasurer, and membership is open to any brain-weary newspaper man who prefers to perish in the daily round of assignments rather than in the gory—I mean glorious—field of battle.

Harold D. Quicksall, of the North American staff and a correspondent of the Musical Courier, is being congratulated on the appearance of a new member in his family, a young lady whose voice already carries to C alt.

A club of "Disciples of the Obvious" has been formed on one of the evening papers, and though I do not dare to tell which one, it is not hard to guess.

Abraham M. Rose, of the Press, has recently returned from a two weeks' trip to Pittsburg.

Miss May Christie, of the Evening Ledger, a Scotch girl who came to this country a year ago, is going back to Lon-

don and Paris for three or four months, to write fashions and war stories. She sails on June 19th, and hopes to get to the trenches.

N. W. Ayer & Son, the famous old advertising house of this city, has been giving "educational evenings" for its employes all winter at which well-known men were the speakers. At the final meeting of the season, Dr. J. Duncan Spaeth, professor of English at Princeton and coach of the crews, spoke on the war.

CURTIS WAGER-SMITH.

ASSOCIATED NEWSPAPER SESSION

List of Those Present at the Meeting in Chicago

A "get together" session of the Associated Newspapers was held at the Hotel La Salle, Chicago, Ill., on May 23 and 24, at which the following persons were present: C. H. Denis, Chicago Daily News; Joseph Garretson, Cincinnati Times Star; F. B. Taintor, New York Globe; H. T. Warner, Houston Post; J. W. Morrison, Kansas City Star; J. E. Langdon, Sacramento Bee; Henry Campbell, Milwaukee Journal; F. W. Joslin, Troy (N. Y.) Record; W. C. Jarman, Des Moines Capital; W. R. Watson, Omaha World Herald; H. R. Galt, St. Paul Dispatch; Jason Rogers, New York Globe; H. H. McClure, manager the Associated Newspapers.

At the luncheon on Monday there were present as guests Victor F. Lawson of the Chicago Daily News, president of the Associated Newspapers; Walter Williams, dean of the Department of Journalism of the University of Missouri, and Thornton W. Burgess, author of "Bed Time Stories."

New Brunswick Times Changes

Announcement has been made of a change in the management of the Times Publishing Company, publishers of the New Brunswick (N. J.) Times. George D. Johnson, who has been connected with the paper for seven years, five as associate editor and two as editor, retires from the company. George C. Ingling, who has been connected with the paper for twenty years, as reporter, and for several years as city editor, has been made editor. Charles W. Trueman, who has been advertising manager, succeeds J. Charles Bogan as general manager. The board of directors of the Times Publishing Company now consists of George C. Ingling, Charles W. Trueman and John Strassburger, who will direct the paper.

Vancouver World in New Hands.

The Vancouver (B. C.) World Printing and Publishing Company, Limited, which has been publishing the Vancouver World has finally passed out of existence after a protracted period of business losses, strikes and receiverships. Hereafter the World will be published by the World Limited, a new corporation organized for that purpose. A long and complicated history of business reverses, disagreements and lawsuits lies back of the transfer. The property was advertised for a week in New York, Chicago, Toronto, Winnipeg, Washington and San Francisco by court order, and the present company was the only bidder. It is hoped that now the stormy days for the World are over, and that the new management will be able to get the paper on its feet again. New quarters have been leased on Hastings street, where the mechanical equipment will be moved at once. The World has an Associated Press franchise.

Strike in Rockville

Compositors and other mechanical employees of the Rockville (Conn.) Leader went out on strike last week when their demands for a 50-hour week, a decrease of five hours, was refused by T. F. Rady & Co.

The newspaper men and newspaper women attached to the Baltimore (Md.) daily papers were hosts at a dance given at the Academy of Music in that city on May 20.



BOSTON AS A MARKET

THE SOUTH STATION, BOSTON, daily receives and discharges **more** passengers than **any other railway terminal in the world**. The North Station also handles over 90,000 people every day. This is stated merely as one of the evidences of the commercial importance of Boston and its relation to the rest of New England.

BOSTON, as the social, civic and commercial center of New England, sets the **styles and standards** of the rest of this thickly populated and most prosperous section of the United States, which is another way of saying that in winning Boston you win New England.

NEW ENGLAND is one of the most thickly populated and richest parts of the country. But it **does not** and **cannot** produce sufficient food to keep its own population.

BOSTON, the real Boston, has a population of 1,500,000 people who **must** look to the outside for **most** of the food they eat. Just think what a market this affords for the manufacturers of food products **alone**.

FOR such manufacturers there is no better, no more concentrated market than New England, and in establishing a foothold in **Boston** one is enabled to reach into the **adjoining territory** with a good introduction, a good base of supplies and every facility for the prompt and efficient covering of New England.

New England's Greatest Home Newspaper

BOSTON AMERICAN

can render important assistance to food manufacturers in introducing and popularizing a product in this territory, and is in a position to co-operate intelligently and efficiently in doing this work.

The DAILY circulation, now over **400,000**, is the **largest evening circulation** in New England. Greater than that of all of the other **Boston evening papers** combined. The Sunday circulation, now over **330,000**, is the **largest Sunday circulation** in New England.

The Boston American gets **into** the homes and **stays** there. That is where food stuffs find a market—**in the homes**.

The Boston American is the Baedeker of sports and the market, which accounts for its tremendous **street** sales—sales that naturally result in increased **home** circulation, as The Boston American is taken **to** the home rather than **from** the home.

Just as Boston is the gateway to New England, The Boston American is the key to Boston. Unlock the gate with the key and enter the most fertile field in the United States.

BOSTON AMERICAN

New York Office
1789 Broadway

80 Summer Street
Boston, Mass.

Chicago Office
504 Hearst Building

DO COUPONS TEND TO INCREASE THRIFT?

A Correspondent Maintains That They Do Not—Says Poorer People Are Led to Buy Things They Do Not Need Just to Get Them—Experiences of the Retail Merchants of Providence With Trading Stamps.

[The following letter from the secretary of the Retail Division of the Providence Chamber of Commerce is a strong indictment against manufacturers' coupons, and is worthy of careful perusal by all who are interested in the subject.—Ed.]

THE PROVIDENCE CHAMBER OF COMMERCE.

May 19, 1915.

THE EDITOR AND PUBLISHER:

The merchants of Providence, with one exception, are and always have been, opposed to trading stamps and alleged profit-sharing coupons, more especially those which are issued and redeemed by some other than the manufacturer who packs them with his goods.

The members of the Retail Division of the Providence Chamber of Commerce believe that it is an infringement upon their rights, as retail merchants, to make them the unwilling distributors of an alleged advertising proposition which they know from experience has little real value, and which tends to break the balance and harmony of their merchandise. They believe that the adoption, by manufacturers, of any style of trading stamp, whether or not it be identified by the name profit-sharing coupon, is subversive to the sound business principles of merchandise competing upon its merits. In other words, the merchants of Providence cannot see the benefit of a scheme which requires of an already successful product that it carry with it a second product which does not add to its value, which does not give it greater publicity with the public, and which is simply designed to rouse the cupidity inherent in many people.

THE THRIFT ARGUMENT.

For some time past those arguing in favor of the coupons have been emphasizing the allegation that coupons tended to increase thrift in the people. Considering the fact that the profits of the coupon companies are derived, not from the sale of their paper to manufacturers, but from the very high percentage of unredeemed coupons, it would appear that the original assertion of this organization, namely, that the scheme is "an imposition upon the public" was surely justified. It has been found by the merchants of this city that, instead of promoting thrift, any sort of a trading stamp scheme has destroyed thrift to a certain extent. In other words, it has been found that the poorer people

who need to practice thrift more than any other class in our community will frequently purchase goods for which they have no immediate use in order to secure the stamps or coupons. After doing this once or twice (and it is most frequently done in order to round out a certain number of stamps or coupons), there is aroused a certain antagonism in the minds of the people, who blame the scheme and not their own actions, and as a result business is hurt.

INJURIOUS TO SOME RETAILING.

The members of the Chamber of Commerce would be the last persons to attempt to tell a manufacturer of merchandise how to conduct his business except under circumstances such as those connected with the alleged profit-sharing coupons, a scheme that will hurt the retailer if it is allowed to grow, and a scheme that was recognized as being injurious to sound retail methods when the so-called profit-sharing coupons were first thought of, as is evidenced by the packing of "merchants'" coupons, which is in the nature of a bribe.

As the merchants of Providence have been all through the trading stamp proposition, they know it did not give them increased advertising, and they know it did cost them thousands of dollars. They cannot see any real advertising merit in the packing of the coupons. Certainly the coupons do not create any new demand for goods, and after the coupon has been taken from a package there is nothing to indicate from whence it came save the memory of the purchaser of the goods, and it is an admitted fact that the American public forgets more quickly than any other body of people.

The coupon in itself, bearing no indication of the manufacturer who packed it, does not advertise the goods, but rather the manufacturer is compelled to advertise the coupon, and so is placed in a position of buying a so-called advertising proposition which makes it necessary for him to pack with his goods the product of some other manufacturer, and then to use up at least one-eighth of his advertising appropriation in setting before the public that his goods are carrying the other manufacturer's product. This, in the minds of our members, is not good advertising and the money spent for it could be used to a much better advantage in some other form.

QUESTION OF COST.

And then there is the question of cost. It has been argued repeatedly that in every form of advertising, more especially that placed through the agencies, a certain percentage is paid gladly for the service rendered, and that the cost of doing business under the coupon scheme is based on the same principle. The proponents of the coupon scheme, in making this argument, apparently hope that the manufacturer and the public in general, will not know enough of the two propositions to realize the vast difference between them.

In the one you are paying for a staff of expert advertising men and the services they render. Under the coupon scheme it is necessary to maintain an advertising force by the manufacturer and then pay, not for advertising exports, alone, of coupon companies, but for a staff of high-salaried salesmen, for the rental of innumerable stores and the necessary employees to conduct those stores, and for the purchase of merchandise to stock them. This cost for ADVERTISING would appear, on careful analysis, to be excessive, and for that reason the Retail Merchants' Division holds that it will, in the long run, seriously affect the manufacturers and the retail stores which carry their product. This because the cost must be included in the price of the goods by the manufacturer, and this excessive overhead cost must be paid for by the ultimate consumer.

In conclusion, it will not be amiss to call attention to the fact that manufacturers can only profit by the past experience of the merchants using the twin brother scheme of so-called profit-sharing coupon; i. e., the trading stamp, and to remind them that everyone of the large department stores which has failed recently in New York and other cities has been a trading stamp store including the Siegel, Greenbut and Matthews stores.

CHARLES S. COULTER.

Secretary Retail Merchants' Division.

STATE LAWS ON COUPONS

One Thousand Dollar License Required of Those Who Use Them in Indiana.

Following are the laws in different States dealing with the coupon plan:

The gift enterprise bill has been signed by the Governor of Colorado and soon becomes a law. The drafting and successful passage of this bill is credited to the efforts of the Retail Association of the Denver Chamber of Commerce. The act simply stipulates that it will be unlawful for "any person or persons to engage in any manner in any gift enterprise business" and provides a "fine of

not to exceed \$1,000 or imprisonment for not exceeding 50 days, or both in the discretion of the Court." The law is apparently ambiguous because of its lack of definition of the term "gift enterprise." However, its advocates claim that it has been copied from the only law of its kind upheld by the Supreme Court of the United States, and that it has been successfully enforced.

The Indiana Legislature has enacted a law requiring each merchant who desires to dispense trading stamps or coupons with merchandise to take out a license at an annual cost of \$1,000. This act also requires a separate license from the treasurer of the county for each store or place of business in the county before coupons, premiums, etc., may be furnished, sold or used.

Utah has passed a law requiring all coupon and trading stamp companies doing business in the State to file a bond of \$50,000 and establish an office within the boundaries of the State. The act also imposes a tax of 50 cents on each 1,000 stamps, which must be paid when the stamps are placed in the hands of the merchant. Provision is also made that all the books relating to business transacted in Utah must be kept within the State and that merchants who use stamps and coupons must keep a record of all transactions. A penalty of \$300 or six months imprisonment, or both, is imposed for violation.

The law in Oregon levies upon the merchant who gives out stamps or coupons a tax of 5 per cent. on the gross receipts.

A bill has been introduced in the Pennsylvania Legislature making it unlawful to dispense stamps or coupons, except to the extent of carrying out existing contracts. This bill contains penalties of \$1,000 fine or six months imprisonment, or both.

California has a bill which necessitates the taking out of a county or city license by any person, firm or corporation using or furnishing stamps, coupons, etc., to any other person, firm or corporation to use in connection with the sale of merchandise, at a cost of \$6,000 annually.

It has been the practice of the trading stamp companies to test the constitutionality of a law soon after its birth, and this phase of the situation will be watched with interest.

CICAR DEALERS AGAINST COUPONS

Pass Resolutions Demanding Legislation Against the Evil

Nothing could have been firmer or more determined than the stand taken against the coupon evil, by the Western Retail Cigar Dealers at their fourth annual convention. (Continued on page 1099.)

THE AUSTRALASIAN NEWS COMPANY

(Limited)

THE NEW ZEALAND NEWS COMPANY

(Limited)

PUBLISHERS' AGENTS

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

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

Arrangements may be made through our United States agent, **THE AMERICAN NEWS COMPANY**
9-15 Park Place, New York City.

BOSTON NEWS ITEMS

American Starts Campaign for Better Streets—Post Against Botanical Hall Project—Traveler Working for Pardon for Frank—Whitney Will Contest Is Interesting Many Newspapermen.

(Special Correspondence.)

BOSTON, May 25.—For the last week the Boston American, with characteristic energy, has been conducting a better streets campaign. Many columns of matter regarding the admittedly poor condition of the streets of this city have been printed, as well as illustrations from photographs showing bad spots in the asphalt and other pavements. Today the American calls for a mass meeting of citizens for Friday to discuss this question.

In a recent editorial the Post referred to the expressed desire of Mayor Curley for a Botanical Hall to be erected in the Fenway at an expense of \$250,000, and suggested that no "frills" should be indulged in at this time, but that money should be spent for bettering the streets and other much-needed municipal improvements.

Several times the Post has carried advertisements calling attention to the New York Herald as an advertising medium. These Herald ads have been set in single column measure. Now the New York World is using the columns of the Post and the Traveler to call the attention of New England advertisers to the advantages of publicity in the World.

The Boston Traveler has been conducting a vigorous campaign for the pardon of Leo M. Frank, convicted of murder in Atlanta. Much space is devoted to this campaign, and petitions for a pardon for Frank have been circulated, some of the leading men of Massachusetts signing them.

The Traveler "beautiful girl contest" has grown to monumental proportions. Every day a page of photographs of the girls in the contest is run. At the close of the contest a number of young women will be sent to the San Francisco Exposition at the expense of the Traveler. The contest has developed the fact that there are many stunning beauties in New England.

Paul Waitt, who covered Billy Sunday's meetings in Paterson, N. J., for six weeks, returned home Monday. Mr. Waitt appeared to be in abounding good health, but he did not report that he had hit the trail. Mrs. Waitt was with her husband for four weeks of his sojourn in Paterson.

At the court house the Whitney will contest is attracting much attention. Tom Phelan, of the American, who is doing the story for his paper, is the official humorist at the press table. Arthur Parker is covering the story for the Post. Norman Ritchie is drawing the cartoons for the Post. Thayer, of the Globe, is writing the story for his paper. Harry Putnam is doing the Herald story and Ernest Jackson, a Post man, is working, on leave of absence from his paper, for the contestants. The O'Connell brothers, former well-known newspapermen, are handling the case for the contestants. They are James, Joseph F. and Daniel T. O'Connell. Joseph F. O'Connell is a former Congressman.

ROY ATKINSON.

NIEBUHR WAS ON THE JOB

United Press Man a Passenger on the Ryndam When Rammed.

The ramming of the Holland-American liner Ryndam by the freighter Joseph J. Cuneo off Nantucket early Wednesday morning was one of those rare occasions when a newspaper man was actually on the scene of a big story.

Walter Niebuhr, editor of the Lincoln (Ill.) News-Herald, and a special correspondent of the United Press, was on board the Ryndam enroute to Rotterdam. He was aroused from his slumbers by the crash which sent the liner listing to port. Niebuhr was one of the first on deck, and he observed the calm man-

ner in which the officers and crew of the Ryndam succeeded in preventing any serious panic. He was not so favorably impressed by the actions of the crew of the Cuneo, to which he, along with all the other passengers, was transferred. Later when the battleship South Carolina appeared on the scene, Niebuhr was transferred to that vessel.

Through the courtesy of Captain Russell, of the South Carolina, Niebuhr was permitted to send his story by wireless to the United Press in New York, and thereby he scored a beat for his service. His story was the first account of the details of the accident received in New York until the Ryndam arrived, conveyed by the battleship, late Wednesday night. In his wireless story Niebuhr said:

"The South Carolina arrived alongside the Cuneo at 7:30 a. m. after making a record run. Under forced draft, she developed more speed than on her official acceptance trial. When she appeared the refugees from the stricken liner gave her a rousing, heartfelt cheer of welcome. The Stars and Stripes never looked better. Captain R. L. Russell, commanding the South Carolina, immediately arranged to transfer the passengers and those of the crew who had been taken aboard the Cuneo to the battleship. The work of the sailors from the South Carolina in handling the small boats by which the transfer was effected was a joy to witness."

Syndicate Plan for Small Town Papers

Sale has just been made by Henry F. Harris, publisher, of the Richmond (Mich.) Review, to Robert R. Buek, a Detroit advertising expert, with considerable newspaper experience. Mr. Harris retires after nearly five years' experience in Michigan, all of which time was passed on the Review. For some years he has been publishing newspapers in his office for the villages of New Haven and Emmett, which have been successful. He is a firm believer in this syndicate community plan for publishing papers for the smaller towns, which would be deprived of a local newspaper were it necessary to install a plant. He is planning to locate in the suburbs of Philadelphia.

COUPONS INCREASE THRIFT

(Concluded from page 1098.)

Annual convention held recently at San Francisco. It is probable that no class of men have suffered more from the coupon than the independent dealers, and it is not surprising therefore to find them voicing their opinion of the coupon evil in no uncertain tones.

Strong resolutions were adopted calling for national legislation to deal with the evil, and a permanent committee of three was appointed "to consider and report upon all matters relating to coupons and to take such action as is necessary in that regard."

A committee of two was also appointed to confer with the executive committee of the National Wholesale Grocers' Association, then in session at San Francisco, with the object of attaining its assistance toward legislating against the use of coupons and gift enterprises. In the same way steps were taken to urge the Wholesale Druggists' Association of America to use its influence towards the passage of such legislation.

The secretary was instructed to thank Marshal Field & Co. for the position they had taken against the "vicious, deceptive, monopoly-creating coupons."

Thanks were voted to the Hon. Oscar W. Underwood "for the interest he has taken in the welfare of the retail dealers of the United States in the matter of legislating against the monopoly-creating coupon."

Newspaper Ads Cancelled

It is rumored that over \$400,000 of Tuxedo tobacco advertising has been cancelled in the daily newspapers because of the expense of packing profit sharing coupons in the packages. Fatima cigarette advertising has been curtailed, it is said, for the same reason.

Four First Aids

The NEW YORK AMERICAN is doing everything it can at all times to establish a relationship of mutual benefit between advertisers and itself.

The NEW YORK AMERICAN'S interest in advertisers does not cease with receiving contracts.

First: We try to help advertisers get the best possible type effects in their advertisements so as to make them inviting to readers.

Second: We try to make up the advertising pages so as to give as great a variety of business news as possible to each page.

Third: We try to place each advertisement as advantageously as possible so as to increase its influence upon the reader.

Fourth: We try to arouse the interest of readers by printing daily articles asking them to read the advertisements and give their trade to advertisers.

These are four important first aids to advertisers.

Readers of the NEW YORK AMERICAN are very responsive.

There are so many of them that advertisers cannot fail to receive profitable returns.

Please bear in mind that NEW YORK AMERICAN readers are **One-Fourth** of the reading and buying population of New York, and **One-Sixtieth** of the reading and buying population of the United States.

How can any business man overlook an opportunity to make his appeal for trade to so many people who earn and save and spend and invest **one-fourth** of the money earned and saved and spent and invested by New Yorkers?

THE NEW YORK AMERICAN

DAILY AND SUNDAY

MEMBER AUDIT BUREAU OF CIRCULATIONS

NEWSPAPER ADVERTISER CO-OPERATION

Plan Originated By The Centralia (Ill.) Sentinel For Serving The Manufacturer of Food and Other Grocery Products—Seventeen Dealers Sign Agreement to Stock Goods Advertised in That Newspaper.

Just how far a newspaper should go in serving the general advertiser is a subject frequently discussed at editorial and ad club meetings and conventions. The experiences of some of the newspapers in their efforts to co-operate with the advertiser are always interesting, sometimes amusing, and often profitable.

A most illuminating instance of what may be done by a newspaper in a small city is that of the Centralia (Ill.) Evening Sentinel, published by Verne E. Joy. Although Centralia has a population of only 10,000 people, Mr. Joy is thoroughly alive to his opportunities, and is right on the job of publishing a good paper and getting advertisers interested in it.

After studying the subject of co-operation with national advertisers Mr. Joy originated and put through a plan that is attracting favorable attention throughout the Middle West. The largest advertising agency in Chicago, and one of the leading baking powder concerns, agree that Mr. Joy has gone a step further than any other newspaper with which they are acquainted, and that he is entitled to a lot of credit for what he has done.

DISTRIBUTION GUARANTEED.

Under his plan the manufacturer and jobber of food and other grocery store products is guaranteed a distribution of his products in seventeen of the leading grocery stores the instant he signs an advertising contract with the Evening Sentinel for sufficient space to assure the movement of the goods. Mr. Joy believes that the plan offers the final solution of this co-operative question that is demanding the attention of publishers and advertisers everywhere. At any rate the Evening Sentinel is willing to act as a try-out for the plan in a prosperous industrial field located in a large fruit-growing and dairy section.

The scheme worked out by Mr. Joy and backed by the retail grocers of Centralia is as follows:

After many conferences with the merchants in which Mr. Joy explained his ideas on marketing conditions, and as to what might be done through co-operation between the Sentinel and the retail grocers, the following agreement was drawn up and signed by them:

AGREEMENT OF CO-OPERATION.
BY THE GROCERS OF CENTRALIA, ILL., FOR THE MANUFACTURERS AND JOBBERS OF FOOD AND GROCERY PRODUCTS WHO WILL ADVERTISE LOCALLY IN THE CENTRALIA EVENING SENTINEL.

FOR MUTUAL PROFIT, we, the undersigned leading grocers of Centralia, Ill., realizing that it requires much less sales effort, produces a quicker turn of stock, and makes more for our customers' satisfaction to sell products for which a ready sale is being influenced by local advertising, **AGREE TO PUSH THE SALE IN OUR STORE OF SUCH PRODUCTS AS ARE LOCALLY ADVERTISED** in the Centralia Evening Sentinel, and co-operate in every legitimate way with the Manufacturer or Jobber who will place his advertising in our local newspaper, where we can secure the benefit of concentrated local circulation in the territory from which we secure our business.

UPON NOTICE FROM THE CENTRALIA EVENING SENTINEL that sufficient local advertising has been contracted for in the largest daily circulation in south Illinois to create a local demand—

WE FURTHER AGREE—

To place in stock an initial order of such advertised products, and keep in stock a quantity sufficient to meet our demand.

We reserve the right to omit from said list and decline to keep on sale any of such articles as we may deem exorbitant in price or inferior in quality.

To occasionally connect up such general local advertising with any we may do ourselves, by mentioning that we have the advertised products for sale.

To make at least one window display every three months for such advertised products.

To display in our store a reasonable amount of advertising matter which may be furnished.

To permit store demonstration of any Sentinel advertised product upon some date mutually convenient.

Obviously the most striking feature about all this is that it is not a beautiful dream discussed over the coffee cups at some Ad Club dinner. It really exists, and it really works. Grocers are a singularly unromantic lot of men, and if the Sentinel plan was not commercially advantageous, it would still remain a radiant mirage.

In a circular addressed to the manufacturers and jobbers of food and grocery store products Mr. Joy puts it in this somewhat figurative fashion:

"The grocers of Centralia and Centralia's one big newspaper have joined hands, and both extend those hands to you in a solicitation to come in where the water's fine, where certain initial distribution is assured, and where there is a certain and mighty force to bring the customer to the doors of your Centralia dealers."

Mr. Joy also insists vigorously that "of Centralia's 2,845 homes 84 2/3 per cent. of those which get a local daily get the Sentinel, as do over 70 per cent. of all homes worth reaching at all."

Centralia is about sixty miles east of St. Louis, Mo. It has railroad repair shops, foundries, machine shops, envelope, cigar and overall factories, a bottling plant, window glass works, a creamery, flour and rolling mills, a tool handle factory, four coal mines, oil and gas wells, etc. The country round about is noted for its fruit. The population of Orange County is above 35,000, with few foreigners or negroes.

These facts are cited merely to show that Centralia is an average Middle West town, and that enterprises like the Sentinel's might be counted upon to produce results elsewhere.

Early Newspaper Cartoons

James Melvin Lee, head of the department of journalism at New York University, in the current issue of Cartoons, gives an interesting account of the "Fashion Plate" cartoons which flourished in the United States after the War of 1812. These cartoons were published on separate sheets at prices from five to twenty-five cents and were lithographed, giving them something of the effect of the fashion plate. Mr. Lee describes several of the more notable cartoons of this period. Another feature of Cartoons this month is an article on Japanese election cartoons and the work done by native cartoonists in the recent momentous general election. "Forgotten Cartoonists" is another article by Mr. Lee.

Great Britain's Pulp Supply

The question of pulp supply is receiving considerable attention in London. At a meeting of the Colonial Section of the Royal Society of Arts, S. Charles Phillips urged, as a matter of supreme importance, that Great Britain should endeavor to supplement its foreign sources of raw materials for the making of paper with those awaiting development within the empire. He showed that the present dependence on Norway and Sweden might involve serious consequences if either of those countries should become a foe.

Jacob Vogel, advertising agent, formerly in Park Row, has moved to 220 Fifth avenue, New York City, joining the uptown colony of advertising agencies.

NEW INCORPORATIONS

TALLAHASSEE, FLA.—The Florida Record Publishing Company, Tallahassee, Fla., capital stock, \$5,000. T. J. Appleyard, president; George R. Miller, secretary and treasurer; J. P. Clarkson, manager.

OWENSBORO, KY.—The News Publishing Company, Owensboro; capital, \$5,000. Incorporators: Claud E. Abshier, Frank B. Posey, Fred A. Heuring.

POUGHKEEPSIE, N. Y.—Arthur A. Parks Publishing Company, Inc., printing, publishing newspaper, etc.; capital, \$100,000. Incorporators: A. A. Parks, R. Brown, M. F. Duhamel, Poughkeepsie.

NEW YORK CITY.—Sinclair Tousey Publishing Company, Manhattan; \$20,000. John T. Parkerson, W. H. Southwick, Manhattan; Sinclair Tousey, Yonkers.

BOSTON, MASS.—South Shore Newspaper Company, Boston; John D. Murphy, Walter Shuebruk; \$30,000.

ALBANY, N. Y.—Jefferson Advertising Agency, Islip; \$10,000. G. R. Lovell, Port Richmond; R. A. Young, F. T. Pace, Brooklyn.

NEW YORK CITY.—Joseph Ellner Company, Limited, Manhattan; general advertising; \$10,000. Joseph Ellner, Charles D. Isaacson and Ernest Cook; Schlesinger, Davidson & Harris, No. 20 Broad street.

State Journal Celebrates

The State Journal of Lansing (Mich.) celebrated its sixtieth anniversary on Tuesday, May 11, with a handsome special edition setting forth the wealth and importance of Lansing, and the State Journal's part therein. Lansing was a small town back in 1855, but it has grown amazingly since then, and the State Journal has kept pace with it all the way. Not the least interesting part of the celebration was the formal opening of the State Journal's fine new building at Ottawa street and Grand avenue.

Hudson County Today

The Hudson Dispatch, of Union, Hudson County (N. J.) has issued an attractively bound and illustrated history of Hudson County entitled "Hudson County Today." The book, which is compiled by Robert R. Stinson, and edited by Robt. Rieser, treats of the history, people, trades, commerce, institutions and industries of Hudson County, and has, moreover, many excellent portraits of Hudson County notables. This is a book which might be especially recommended to those persons who think that Hudson County is merely a place from which one takes boats, or trains to somewhere else.

Appel to Speak to Many Clubs

Joseph H. Appel, advertising manager of John Wanamaker, left Saturday on a trip to the Pacific coast. Several of the advertising clubs in the various cities along the way have arranged, through the efforts of Lewellyn E. Pratt, chairman of the educational committee, to have Mr. Appel stop and address them. On Thursday evening, May 27, Mr. Appel will speak at the Pacific Coast Advertising Men's Convention with Governor Hiram Johnson, of California. He spoke in Denver Wednesday, and will speak in San Francisco during the first week in June, in Portland, Ore., on June 7, and in Seattle, Wash., on June 8.

460 Daily Newspapers

are profiting by the use of
WINTHROP COIN CARDS

Less trouble to collect small amounts due.

Remittances made more promptly.

Loss through failure to collect reduced to a minimum.

A letter will bring prices and details.

THE WINTHROP PRESS
141 East 25th Street New York City

Governor Charles Henderson, of Alabama, Senators Oscar W. Underwood and Frank S. White and about 250 other prominent men from all parts of the state will attend the annual Gridiron dinner of the Birmingham Newspaper Club on May 30.

Expenses

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

Why

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

Let us send you proofs and convince you.

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

NEWSPAPER

prosperity is based on circulation.

FEATURE

elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

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

Newspaper Feature Service
M. Koenigsberg, Manager

41 PARK ROW NEW YORK

Sport Service

Everything for Your Sport Page

News Pictures
Letters Box Scores

DEMAREE CARTOONS

Write or Wire for Samples and Prices

International News Service
238 William St., New York City

USE

UNITED PRESS

FOR
Afternoon Papers

General Offices, World Bldg., New York

Joseph P. Schiller Syndicate
Newspaper Sunday Supplement
Schiller Building, CHICAGO

Polly's Paper Playmates
again make their bow to the Sunday Newspaper Publishers.

A colored, pictorial supplement, 8x10 in size, printed from the very best half-tone plates in four colors on coated stock; each supplement has printed thereon a coupon calling for a ten cent pattern. The money received by the publishers for the patterns pays a margin of 50 per cent. to the newspaper. We mail and pay postage. Write or wire for sample in color.

This is a great CIRCULATION producer and maintainer.

THE MODERN EDITORIAL

N. A. Huse of the Norfolk (Neb.) Daily News Tells Its Characteristics.

The editorial in the American newspaper is, of course, undergoing a radical change, but a change which, it seems to me, will bring with it more power than has been attached to this department of the paper in recent years. We are swinging from the extremely personal and bitterly partisan editorial of the past into an impersonal, carefully considered interpretation of news and conditions along unbiased lines—an interpretation which will appeal to the whole public rather than to one partisan faction, and



N. A. Huse

one which, on the whole, will lend more dignity and compel more widespread respect from the readers. Along with the change in tone is coming a marked change from the long, argumentative, passionate plea to the shorter, cleaner-cut presentation, and with it all is an ever-increasing touch of humor, which was lacking in the old days, and which is the saving grace in so many instances.

The tendency of the public is undoubtedly toward the shorter editorial. As a people we're keyed up to a pretty high tension and we haven't time to wade through the old-time, two-column lambasting that the editor dished out to his despised contemporary or to the yellow dog running for office on the opposing party's ticket. And yet, with it all, the great mass of citizens have a longing for intelligent, logical interpretations of the important events, presented in condensed form. The public enjoys itself most when it can analyze in some thing of a satisfactory way the causes and the effects of things that happen, and very naturally there is a longing for a trustworthy guide in exploring the abstract avenues of thought and imagination that are opened up by each day's news. The newspaper must furnish this guidance and the one that performs this function the most sanely, the most calmly and with the least bias, is the one which is bound to command prestige and esteem.

The sparkling paragraph is to the editorial page what salad is to the dinner, and the paper that gives this spice is the one that will attract greatest attention to its more serious discussions.

Just as in the news pages, so in the editorial page that discussion which gets down to brass tacks in regard to local affairs—the affairs in which the readers have a direct personal interest—will create the greatest impression. Col. Nelson devoted only a column a day to general editorials in the Kansas City Star, but he put editorials concerning local affairs on the front page—and they had much to do with the building and shaping of Kansas City. The little city of Norfolk, Neb., has paved its streets and lighted its streets, and has passed a pure milk ordinance, and has done many other things along the line of public improvement, because of intensive, hard-hitting editorial campaigns in The News. The editorial page of a paper must take the lead in its community in arousing senti-

ment for public improvements—and there is no question that these local editorials are read as eagerly as the front page.

I believe that the development of colleges of journalism, which will turn out men trained by education in history and logic and literature and economics and philosophy, and at the same time in writing crisply, is destined to increase the prestige of the editorial and that its power will grow during the next twenty years, in small papers as well as in the larger ones.

WHAT THE PAPERS PRINT

Analysis of Six National Newspapers Shows That They Publish Something Else Besides War News.

An analysis, perhaps the first of its kind, has just been made of the contents of six of the country's leading newspapers by students at the University of Maine.

The results have been given out, not as proving general conclusions but rather as indicating general trends.

One interesting result was the discovery that whereas, to the casual reader, the papers may sometimes have seemed to print little but war news, the war really ranked fifth in the classified list of items printed. An unexpected circumstance was that the three Eastern papers analyzed print a great deal more war news than the three Western papers used, despite the heavy population of Europeans in the Western field. Of a total of 966 war stories printed in the six papers in six days, the Eastern papers carried 648, or slightly more than two-thirds.

HOW ITEMS WERE CLASSIFIED.

Because there is no standard of news classification, the following arbitrary classification was used:

- I.—"Spot" news, covering unexpected events;
- II.—Politics, in broadest sense;
- III.—Finance, in broadest sense;
- IV.—War news;
- V.—Recreation, including sports;
- VI.—Education, including religion, science, etc.

The measurement adopted was the count of individual stories. Community items and classified groups under boxed or group heads were taken each as one item. Only news items were counted.

Six papers were analyzed, being the New York Times, the Springfield Republican, the Boston Transcript, the Chicago Tribune, the Indianapolis News and the Kansas City Star.

Six issues of each were analyzed, as follows: For Monday, February 1; for Tuesday, February 9; for Wednesday, February 17; for Thursday, February 25; for Friday, March 5; and for Saturday, March 13.

WHAT THE COUNT SHOWED.

Class	News	Times	Transcript	Tribune	Republican	Star
"Spot" ...	255	202	151	208	199	106
Politics ..	357	145	158	167	90	149
Finance ..	194	282	231	210	110	140
War	90	258	244	118	146	110
Recreation	269	251	112	121	133	102
Education.	124	58	198	72	134	72
Totals..	1290	1176	1094	896	831	769
Average items a day ...	215	196	182	149	138	128
Composite ranking of papers:						
News ...1	1	1	1	3	4	6
Times ...1	1	2	2	3	5	6
Trans. .1	2	2	3	3	5	6
Tribune .2	2	3	4	4	4 1/2	23 1/2
Repub. .2	3	3	4	5	6	6
Star ...4	4 1/2	5	5	5	6	6
Comparative news ranking:						
"Spot"	1212					
Finance	1167					
Politics	1075					
Recreation	988					
War	966					
Education	668					

CLUBS AND PRESS ASSOCIATIONS

An excellent program has been prepared for the midsummer meeting of the Kentucky Press Association which will be held at Olympian Springs, that State, June 7 to 11. Among the interesting items on the program are: "Mechanical End of Newspaper," round table, led by Charles R. Nelson, of the Winchester Democrat. "Getting the News for a Daily Paper," by Jack Salles, of the Louisville Courier-Journal. "Evil of Price Cutting," by Bruce Miller, of the Paris Kentuckian-Citizen; "Things Women Like to Read in a Newspaper," by Miss Louise Babbage of the Cloverport News. "How to Get Circulation," round table, led by William Henry Jones of the Glasgow Republican.

An endowment fund to send a girl each year to the School of Journalism of the University of Texas was started at the recent meeting of the Texas Women's Press Association in Waco. The plan was adopted at the suggestion of Mrs. J. A. Jackson, of Austin, and more than \$100 in cash was raised by those present at the meeting. Mrs. Jackson is confident that not less than \$3,000 will be raised as an endowment fund. Just how this scholarship will be awarded has not been definitely decided, but it is probable that it will be given to some girl in the College of Arts of the University who desires to enter the School of Journalism. The delegates to the meeting were invited to meet in Austin next year as the guests of the School of Journalism.

At the regular monthly meeting of the New York Press Club recently, the

financial secretary's report showed the club to be in better condition than it has been for years, with a most encouraging outlook. Since the closing of the club's restaurant a saving of \$600 per month has been effected and the small grill service which has been installed is proving very satisfactory. Keets Speed, managing editor of the Press, was recently elected a member

The Texas Panhandle Press Association in annual convention at Plainview, Texas, elected the following officers: J. M. Adams, Plainview Herald, president; L. D. Waggoner, Miami, vice-president; Miss Ida M. Farrel, Galzier, secretary-treasurer. The next convention will be held in Amarillo in 1916.

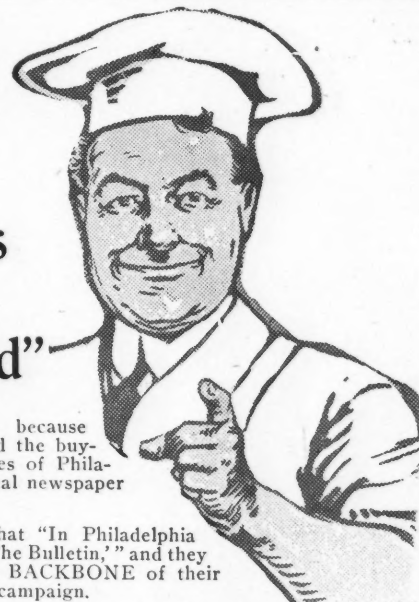
The annual summer outing of the Indiana Editorial Association will be held at Corydon on June 11 and 12.

The Southern Iowa Editorial Association has elected officers for the coming year as follows: President, David Brant, Iowa City Republican; vice-president, W. P. Wortman, Malvern Leader; secretary, O. E. Hull, Leon Reporter.

The members of the South Carolina Press Association and the Master Printers are looking forward to holding a joint meeting with the North Carolina Press Association at Montreal on July 1, 2 and 3.

The Toronto Globe has been fined \$50 and costs in a Toronto Police Court for publishing a Sunday edition, which was considered a violation of the "Lord's Day" act.

"If You Want Your Goods in Philadelphia's Homes—Do as Ivins Did"



Ivins' succeeded largely because they carefully investigated the buying and selling possibilities of Philadelphia, as well as the local newspaper situation.

Ivins' analysis showed that "In Philadelphia nearly everybody reads 'The Bulletin,' and they made 'The Bulletin' the BACKBONE of their Philadelphia advertising campaign.

THE RESULT: Most every grocer in and about Philadelphia now sells Ivins' Cakes and Crackers.

If you want to get thorough dealer distribution and place your goods in most of Philadelphia's 358,129 homes—

"Do As Ivins Did"
 Concentrate your advertising in
 The Philadelphia
Bulletin

Net paid daily average for April
356,814 Copies
 a Day

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.
 William L. McLean, Publisher, City Hall Square, Philadelphia

Win and hold the Philadelphia market the way the Ivins Bakery did

NEWSPAPER MAKING

Advertising is the news of the business world. Advertising has been developed to the point where it is more important to those who buy and read newspapers than the ordinary routine news which they print. This is probably more true in a comparative way than as an actual condition. Given two papers printing approximately the same news, the one carrying more advertising will find a larger sale.

In the past most newspapers have been run as newspapers, letting the advertising grow as fast as it could be stimulated by solicitors who did little more than sell space. Recent experience has shown that the possibilities of advertising have not yet been approximated. Through intelligent stimulation and service, which can be easily and economically rendered, advertising can be made to grow beyond anything previously dreamt of.

Any newspaper by the gradual process of creating increased interest in its advertising, and branching out so as to add different phases of business activity in its field of daily treatment in its new columns, can attract lines of advertising never previously exploited except in programs and other forms of wasteful extravagance alleged to be advertising.

Our modern 100-per-cent.-effective solicitor is not a copy-chaser, he is a constructive salesman, ready and able to apply the power of publicity as a selling agent to almost any line of business endeavor. The possibilities for such development are so limitless as to be bewildering. The trouble with the newspaper business in the past has been that it has adhered too closely to beaten paths.

Our newspapers have been too ready to devote space—which means money—to almost any enterprise coming their way so long as it did not look like ready advertising free of charge. They have been profligate with their resources, and not used the space which they were willing to give away to develop their own future business.

Those of us familiar with modern business conditions know that many a national campaign is awarded to the agency which can offer most in the way of free publicity, and that the newspapers have been worked for about as much free space as they sell. In some cases agency men have laughingly said that they spend real money in the magazines and work the newspapers for fifty-fifty.

Space in a newspaper not sold for advertising belongs to the publisher and that part previously given away to press agents and agencies which urge their influence in getting free space as business efficiency can better be devoted to the intelligent cultivation of new lines of possible advertising activity.

There is hardly a line of local business that can not be made to be productive of advertising to the profit of the newspaper

and the customer. Intelligent editorial stimulation first, to interest those in the business in the enterprise, and then to awaken the interest of the general reader in the line of endeavor is bound to show results.

For instance, a series of articles on bake shops, showing the wonderful modern sanitary equipment that is used to produce bread and cake, will awaken a new interest on the part of readers and a greater demand for such products, and bakers can easily be induced to use space to cash in on the publicity. They will certainly get results and many of them will stick as regular advertisers.

In many cities coal dealers do not advertise. A series of short articles showing the advantage and economy of buying coal when it is cheapest, can be utilized to stimulate interest and be made the basis of securing some advertising from dealers, who will get results and some of whom will continue as regular advertisers.

In other words, the newspapers have it within their power to use their news columns for trade stimulation more profitably than to throw away the same space on those who are merely working them for something for nothing. Disputes regarding rates and necessities for concessions will rapidly be minimized as our newspapers are able to prove definite and profitable results.—NORTHCOTE.

TEXAS NEWS BUDGET

Waco and Fort Worth Ad Clubs Endorse Herbert S. Houston for A. A. C. W. President.

(Special Correspondence.)

Dallas, Texas, May 22.—A verdict in the libel suit brought by B. F. Looney, attorney general of Texas, against A. H. Belo & Co., publishers of the Dallas-Galveston News and allied publications, awarding the plaintiff damages of \$12,500 was returned at Greenville, Texas, on the morning of May 24, after trial lasting one week. Looney brought suit alleging libel through editorial comments by the Belo publications based on the compromise in the suit brought by the State of Texas against the Missouri, Kansas and Texas Railway Company of Texas, known as the "Katy Consolidated Suit." He asked damages of \$100,000. The damages were awarded by the jury on instructions from the court to find for the plaintiff on six counts.

At a meeting of the Dallas Advertising League, held last week, Herbert S. Houston, of New York, was endorsed as a candidate for president of the A. A. C. W.

The San Antonio (Texas) Express on May 20 celebrated its fiftieth anniversary with a mammoth 200-page edition. The edition was profusely illustrated, photographs from all important cities and towns in Southwest Texas, with comprehensive stories regarding that section being reproduced. Telegrams of felicitations from state and national officials were also prominently displayed.

Miss Fredda Streight, daughter of the late T. E. Streight, editor of the McGregor (Texas) Mirror, who was shot and killed by his wife several years ago, has just received notice that she is made the sole heir to the estate of her great uncle, Willis Mooney, who recently died at San Antonio, Texas. The estate is valued at about \$250,000.

George F. Thompson, formerly financial reporter on the Dallas (Texas) Morning News, who is now serving a sentence in the United States prison at Leavenworth, is to be brought back to Dallas in the near future to stand trial in the state courts on a charge of theft by conversion in connection with the alleged misappropriation of some cotton warehouse receipts. Thompson was indicted in the Federal court on a charge of using the United States mail with intent to defraud about the same time he was indicted in the State court, and on trial was convicted of the charge. As the state had first call on the prisoner, but was not ready for trial, he was given to the Federal authorities on condition that he would be returned to the state au-

thorities for trial when they were ready, and it is on that condition that he is to be returned to Dallas for trial now.

The Fort Worth Ad Club has adopted resolutions endorsing Herbert S. Houston, of New York, as a candidate for the presidency of the Associated Advertising Clubs of the World. The club also passed resolutions upon the death of Elbert Hubbard, who was well known in the advertising circles of Texas.

The San Antonio (Texas) Press Association has just perfected its organization and elected officers as follows: President, George D. Armistead; vice-presidents, Vories P. Brown, Robert S. Israel and Robert Coulter; treasurer, Col. F. A. Chapa. These officers with the following constitute the board of governors: Mose C. Harris, Louis DeNette and M. M. Harris. The new club has fifty charter members on its rolls.

The Waco (Texas) Ad Club has elected delegates to the convention of the Associated Ad Clubs at Chicago, June 20-24, as follows: President, C. B. Harman, W. V. Crawford, J. W. Carlin, E. C. Blomeyer, W. H. Hoffman and John Wyche. It is expected that about 20 members of the Waco club will attend the convention, going on the Texas Ad Men's special train.

DINNER TO W. A. TAYLOR

William A. Taylor, until recently editor in chief of the Associated Sunday Magazines, was tendered a genuine surprise dinner May 24 at the Waldorf. About ninety of the leading writers and magazine editors of the country attended. Robert H. Davis, of Munsey's, presided. Mrs. Ethel Watts Munford Grant presented a gold watch to Mr. Taylor. Mrs. Grant, in her speech of presentation, said she had never known Mr. Taylor except through his courteous letters of rejection.

J. Thompson Willings presented a drawing by Mr. Coll, which embodied all the principal characters of fiction made famous by Mr. Taylor's editorship. Among those present were:

John S. Phillips, Charles Hanson Towne, Herbert Kaufman, George Barr McCutcheon, George O'Hara Cosgrove, Kate Jordan, Mrs. Wilson Woodrow, Carolyn Wells, Hartley Davis, John H. Hawley, Paul West, Paul K. Reynolds, George Gibbs, Gilman Hall, Franklin P. Adams and William B. Meloney.

Will He Sign The Bill?

If the Governor of California signs the bill against fraudulent advertising recently passed by the State legislature, California will be the twenty-ninth State to adopt this kind of protective legislation.

An informal contest is going on among the Maine newspapers to produce the oldest newspaperman of that state now in harness. The favorite at present is W. A. Pidgin, of the Lewiston Journal, who has been engaged in active newspaper service for 65 years. The Journal claims that Mr. Pidgin puts in more hours than any other man in the office.

Austin Tribune Sold

Austin, Texas, May 22.—The Statesman Publishing Company has announced that it has purchased the Austin (Texas) Tribune, an afternoon paper published here, and effective after Sunday, May 23, will issue both morning and afternoon papers. The morning paper will continue as the Austin Statesman and the afternoon paper will be the Austin Tribune. The afternoon paper will be published each weekday afternoon and on Sunday morning consolidated with the morning paper. A. C. Baldwin, who has been editing the Tribune, has retired from active newspaper work.

The New York Times Social Club, an organization of employees of the New York Times, had an excursion to Bear Mountain on the Hudson on May 23, where the baseball team of the advertising department beat that of the circulation department: score 10 to 5.

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

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

We can increase your business—you want it increased.

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

BURRELLE

60-62 Warren Street, New York City

Established a Quarter of a Century

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

THE EMPIRE STATE ENGRAVING COMPANY

165 WILLIAM STREET NEW YORK

Open Day and Night

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TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

154 Nassau Street Tel. 4200-4 Beekman

THE PROVIDENCE JOURNAL

use a Scott Multi Unit Double Quadruple Press. It suits their requirements and would suit yours also.

Let Us Figure It Out for You.

Walter Scott & Co.
Plainfield, N. J.

Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

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

Romeike Clippings

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

HENRY ROMEIKE, INC.,

106-110 Seventh Ave., New York City.

Jacob Friedman,
LAWYER.

302 Broadway New York, N. Y.
Telephone, Worth 1676.

ADVERTISING ACCOUNTS COLLECTED.

Probably 60% or more of your suspense accounts are collectible.

Pleased to have you send them to me.

References: Publishers, Advts. Agts., etc.

CHICAGO NEWS LETTER

Exhibits At Associated Advertising Clubs Convention to Be Novel, Idealistic and Helpful—Many Special Conferences Scheduled—New Officers Elected By the Illinois Press Association.

(Special Correspondence.)

CHICAGO, May 24.—The exhibits at the eleventh annual convention of the Associated Advertising Clubs of the World, which is to convene here June 20 for six days, will be distinct from any ever shown heretofore at a gathering of ad men, according to Irvin F. Paschall, of Philadelphia, who addressed a luncheon of the Advertising Association of Chicago today. Mr. Paschall is an advertising man, and is chairman of the national exhibit committee of the convention.

"The exhibits," he said, "will be as nearly idealistic as we know how to make them. They will not be made in the interest of any firm or corporation. They will not advertise any firm or corporation. They will be made in the interest of the consumer alone. We are seeking to visualize in these exhibits the 'fair play' idea that is now one of the big ideas of modern business.

"The exhibits will differ from those made at other conventions not only in size, but in ideals—for the exhibits of this year have been planned not so much to extend the use of various kinds of advertising media as to increase the results to the advertiser.

TO GIVE NEW IDEAS.

"The exhibits have been prepared with the idea that the business man will get actual ideas for improving and enlarging his own individual sales and advertising, and I will say flatly that any business man interested in the selling of goods will be sure to get ideas that will help him from these exhibits. All we ask business men to do is to come and see these exhibits and bring their brains and their fingers along with them. We'll furnish the notebooks and the pencils.

"Just to show that our aim is toward the ideal let me say that in the farm journal exhibit the name of no farm journal will be mentioned or will be seen. The same thing holds true of the specialty advertising and of other departments. We want to show that each advertising medium—not any particular paper or journal or product—is of benefit for certain kinds of business. And we will take care that only the truth is spoken from these exhibits."

There will be eighteen sections of the exhibit, which will be housed in the gold and Elizabethan rooms of the Congress Hotel. The sections include newspapers, magazines, farm papers, advertising agencies, retail storekeepers, billboards, business printing, novelties, street car advertising, signs, English and foreign advertising, trade papers and religious papers.

The business printing exhibit will show everything from the manuscript to printed stock. The newspapers will reproduce a daily paper. The retail store section will show how the stores are supervising the welfare of their employees and how they are making better salespeople of them.

SPECIAL CONFERENCES.

More special and departmental conferences of enterprises linked with the advertising profession will be held in Chicago in convention week than ever were assembled at one time. A partial list, supplied at convention headquarters, follows:

Affiliated Association of Advertising Agents; chairman, Major E. E. Critchfield, president, Taylor-Critchfield-Clague Company, Chicago.

Agricultural Publishers' Association; chairman, T. W. Le Quatte, advertising manager, Successful Farming, Des Moines, Ia.

Associated Retail Advertisers; chairman, Frank A. Black, advertising manager, William Flene's Sons' Company, Boston.

Price & Lee Company, New Haven, Conn. Association National Advertisers; chairman, Harry Tipper, advertising manager, Texas Company, New York.

Association American Directory Publish-

ers; chairman, Wilson H. Lee, president, Graphic Arts Association; chairman, H. H. Cooke, New York.

National Association Advertising Specialty Association; chairman, C. L. Craver, Chicago.

Out-Door Advertising Association; chairman, Charles F. Bryan, Thos. Cusack Company, Cleveland, O.

Poster Advertising Association; chairman, A. M. Briggs, president, A. M. Briggs Company, Chicago.

Quoin Club; chairman, A. C. G. Hammesfahr, advertising manager, Collier's Weekly, New York.

Religious Press Association; chairman, John D. Emerich, Chicago.

Business Press; chairman, J. H. McGraw, president, McGraw Publishing Company, New York.

Club Organs; Carl Hunt, editor, Associated Advertising, Indianapolis.

Club Secretaries; chairman, Norman M. Farrott, secretary, advertising Club of Baltimore.

Community Advertising; chairman, Ed. F. Trefz, National Chamber of Commerce, Chicago; assisted by H. E. Myers, Chicago.

Direct By Mail Advertising; chairman, Homer J. Buckley, Buckley, Dement Company, Chicago.

House Organ Editors; chairman, George Walker, Multiples Display Fixtures Company, St. Louis.

Newspaper; chairman, William H. Field, business manager, The Tribune, Chicago.

Premiums; chairman, C. E. Barker, president, United Profit Sharing Corporation, New York.

Teachers of Advertising; chairman, Harry Tipper, president, Advertising Men's League of New York.

The Press Writers' Club gave a tea Sunday afternoon in Hotel La Salle, at which there was also a short programme rendered.

A memorial meeting for the late Herbert Stuart Stone, son of Melville E. Stone, and others lost on the Lusitania is planned for Saturday at noon in the Fourth Presbyterian Church.

Preston F. Gass, of the Journal, was married last week to Miss Emma Butler, whose acquaintance he made when sent to report a club affair that she managed.

E. P. Cockrell won chief honors in the opening tournament of the Western Advertising Golfers' Association last week.

E. G. Westlake, the Post's automobile editor, lost an eye as a result of an auto accident in Colorado a few days ago.

DEATH OF PROF. CHO-YO.

Prof. Cho-Yo, newspaper writer and a world authority on Oriental languages, who made his home at the Press Club, died suddenly on May 15 in Mineral Wells, Tex. He went South to make scientific experiments in a nursery owned by David B. Clarkson, president of the David B. Clarkson Publishing Company, Chicago. He was buried from the Press Club on May 20. The pallbearers were Opie Read, Col. William Lightfoot Visscher, Charles N. Wheeler, Dr. G. Frank Lydston, Walter A. Washburne, Judge Harry Olson, Frank Commerford, Judge Michael F. Girten, Dr. William Frederick Nutt, Edwin F. Clipson, David B. Clarkson, Edward Davison and William D. Eaton.

Before the Illinois Press Association adjourned its Golden Jubilee convention on Friday these officers were elected: Col. W. G. Dustin, Dwight Star and Herald, president; Guy V. Petit, Reynolds Press, first vice-president; H. U. Bailey, Princeton Republican, second vice-president; Albert L. Hall, St. Charles Chronicle, third vice-president; John M. Sheets, Oblong Oracle, secretary; J. B. McClure, Carlinville Democrat, treasurer; W. J. Smith, Waukegan Daily Sun, auditor.

The Weekly Business Review has been started as a regular Monday feature of the Examiner. The space is devoted to news articles by the leaders of various business lines. The feature has proved a magnet for advertising.

MARQUIS JAMES.

The Young Lady Journalist

A girl student of journalism at the University of Missouri, having been asked the question: "What would you do if the editor sent you to report a midnight fire?" replied, "No gentleman would ask a lady to go to a fire at such an hour."—Minneapolis Journal.

BEREAU OF ADVERTISING EXHIBIT

A Feature Will Be a Miniature Daily Printed on the Grounds.

The newspaper exhibit at the Associated Advertising Clubs of the World's convention, which has been planned under the direction of Wm. H. Field, of the Chicago Tribune, in co-operation with the Bureau of Advertising, American Newspaper Publishers' Association, will be unique and striking.

Around the space in the Congress Hotel allotted to the newspapers will be erected a monster booth, built of gigantic newspaper pages illustrating various phases of the work of the newspaper in the advertising field. There will be a page, for instance, showing the newspaper as the medium for financial advertising, another illustrating its strength with department stores, and so on. All of these pages will bear the caption "THE DAILY NEWSPAPER."

The first page, which has been especially prepared by the Bureau of Advertising, will be an attention getter. It will herald the news of the convention just about as the Chicago newspapers will on the first day. It will also contain news stories illustrating experiences of successful newspaper advertisers. A powerful cartoon showing how the newspapers cover North America will be a feature.

Every article in it from the headline down to the most minute advertisement has been specially prepared for the Chicago exhibition.

Inside the booth will be the display of the Bureau of Advertising modelled something on the lines of the exhibit at Toronto last year, but with a closer attention to pictorial and display effects. The exhibition space being limited, a very careful choice of the best examples has been made from the general newspaper advertising field.

Perhaps the most ambitious feature of the exhibition will be the publishing each day of "THE DAILY NEWSPAPER." This will be a miniature daily written and printed on the ground. It will report news items concerning the convention just as the ordinary daily newspaper does it. It will be issued each afternoon at about three o'clock for free distribution among the delegates. The newspaper will be under the editorial direction of W. A. Thomson, director of the Bureau of Advertising, and T. H. Moore, associate director.

CONVENTION NEWS NOTES

"Bring Your Printer," says S. Clayton Wicks, chairman of the National Exhibit Committee engaged in advertising the \$15,000 exhibit which is so important a part of the convention of the Associated Advertising Clubs of the World in Chicago, June 21 to 24.

"Bring Your Printer," is formal notice that this great advertising association realizes that the printer man is today, more than ever, indispensable in making advertising campaigns successful. He has the technical knowledge for manufacturing literature that makes sales.

"The thought 'Bring Your Printer' expresses clearly the advertising man's desire for closer and more thorough understanding between printer and advertiser in getting better, more resultful printing and direct-by-mail advertising.

"To get the full benefit of the exhibit, and the convention, join the Graphic Arts Department of the Associated Advertising Clubs, H. H. Cooke, 627 West 43rd street, New York City, chairman. It costs only five dollars (\$5) a year, and you can make your money pay several hundred per cent. interest. Write Mr. Cooke for particulars."

A strong committee has been appointed by Charles E. Barker, vice-president of the United Profit-Sharing Corporation and director of the Premium Advertising Division, to co-operate with the General Publicity Committee of the Associated Advertising Clubs of the World. V. C. Brown, of Sperry & Hutchinson; S. W. Eckman, of B. T. Babbitt, Inc.; A. E. MacKinnon, of the Hamilton Corporation, and Charles R. Sherlock, of the United Cigar Stores Company, have in

charge the providing of a booklet and store-window hanger for distribution throughout the United States. Mr. Barker's committee handled the same work a year ago with notable success.

The Publicity Committee of the Advertising Association of Chicago, of which S. De Witt Clough is chairman, has issued a set of convention poster stamps for the use of members of the Associated Advertising Clubs of the World. The designs were donated by Chicago artists and are most attractive in coloring and in conception. Any one who desires some of the stamps and will agree to use them can write to Mr. Clough, 4753 Ravenswood avenue, Chicago, for them. Tell him you saw a notice of the stamps in THE EDITOR AND PUBLISHER.

INTERNATIONAL PRESS CONGRESS

Outline of Program of Meeting at the San Francisco Exposition, July 5 to 10.

Jason Rogers, publisher of the New York Globe, has just returned from a conference at Chicago with Walter Williams, director of the forthcoming Panama-Pacific Exposition International Press Congress, which will be held July 5 to 10, had this to say to a reporter of THE EDITOR AND PUBLISHER:

"Great progress is being made to make the forthcoming International Press Congress a notable event in the annals of newspaper making. Mr. Williams will shortly issue a formal program that will indicate the importance of the matters to be discussed at the gathering.

"The keynote of the Congress will be 'Efficiency,' and most of the limited number of really notable speakers will present and discuss matters seldom touched upon in open meeting. Many of the most vital topics of newspaper making will be considered and it is possible that the Congress will formally record its findings.

"The first day will be devoted to international topics with representatives of foreign countries expressing their views on subjects of general interest. The set programme will be limited to three hours a day, from 9 a. m. until 12 noon, with purely sectional features during the afternoon for those particularly interested.

"It has been finally decided to carry through the idea of 'A Book of The International Press Congress' to contain a digest of the proceedings of the Congress, together with a complete historical summary of the newspaper business, with symposiums covering the whole field of newspaper making.

"This book will be the most notable attempt to consolidate in one volume the best thought, and also a complete record of newspaper making up to and including 1915. It will provide a veritable gold mine of matter for instant reference for the use of all newspaper workers, much material absolutely not obtainable elsewhere, and much of which in a short time would be lost to the world.

"It is planned to permit only those who personally attend and register at the Congress and contributors, to secure copies of the 'Book of The Congress' at a cost not to exceed \$10 a copy, and to sell only sufficient other copies to meet any possible deficiency in cost of production at a very materially advanced price.

"I have offered to assist Mr. Williams in this wonderful production and feel certain of the support of every newspaper man in the country in doing so. It is going to be distinctly worth while for all newspaper men who can do so to attend the San Francisco gathering in July.

"All visiting newspaper men will be royally welcomed by their San Francisco brethren, and I can promise them that they will return home better qualified to perform their work by reason of the inspiration they will acquire by participating in the Congress.

"Far too many of our Eastern newspaper men have failed to visit the Pacific Coast and gain a broader appreciation of the scope and possibilities of our great country. Participation in the proceedings of the Press Congress provides an opportunity for combining business with pleasure in doing so this summer."

The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

Western Office: 332 South Michigan Ave.
Ryan & Inman.

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

S. J. Waggaman, Jr., Special Representative.

See Publisher's announcement for subscription and advertising rates.

New York, Saturday, May 29, 1915

SENATOR McCULLUM MISTAKEN

When Senator McCullum, editor of the Waco (Tex.) Semi-Weekly Tribune, publicly stated, recently, that the country weekly would go the way of the cross-roads store, he showed a lamentable lack of knowledge of the present condition of the country weeklies. It may be that his own paper is being crowded out by the local dailies. This would not be at all strange since news weeklies are not over popular in cities where the daily papers are as enterprising as they should be.

But in the small towns, those in which there are either no dailies whatever or those that do exist are only make-believes, the country weekly is a tower of strength, and is liable to continue as such for many years to come. The country weekly is regarded by the townspeople as an institution that is indispensable to the prosperity of the community. Everybody reads it, from the man who drives the hack or mends shoes, to the doctor, the lawyer or the parson. It may not be written in the most approved style, its typography may be none of the best and yet every line it contains is as eagerly read as the chapters of an all absorbing detective story.

What does Senator McCullum think is going to take the place of the country weekly—the big city daily? Not to any appreciable degree! Is the big city daily going to print the home news of the small town—the little things, as well as those of greater importance? Will it mention the painting of Smith's barn; the new delivery wagon that Jones, the grocer, recently bought, or the joke that the village wag played upon the red-headed barber? Such trifles as these seem ridiculous to the metropolitan editor, but to the people in the small town they are mighty interesting.

The country weekly is in no danger of being driven to the wall except in such places as have outgrown their swaddling clothes and become so large that only a daily meets the needs of the city.

According to advices from London one of the chief causes of the sudden withdrawal of the Echo, the new half-penny newspaper recently launched by the house of Lloyds, at the end of six weeks, was the standing charge of about £1,000 a week (\$5,000) for distribution. The Echo was started under the most

favorable auspices. It was well edited, attractive in appearance and contained the news of the day in an appealing form. Unfortunately the time was not ripe for the appearance of a new afternoon paper, and the expense of getting it out was so tremendously large and its income was so pitifully small that its sponsors came to the conclusion that it was better to pocket the loss already incurred than continue on a course that threatened failure. The resources of its publishers were large, and, undoubtedly, if there was a ghost of a chance for the Echo to achieve any kind of a success, it would have been continued. London, with its enormous population of seven millions, has thus far refused to support a third half-penny paper. The trouble with most persons who want to start new papers in big population centers is that they do not take into account the constant drain on capital that such publications entail day in and day out, month in and month out for the first two years. Unless the promoters have an unlimited supply of cash in hand and are good losers they will be wise to steer clear of the daily newspaper field.

E. S. Hale, a popular English writer on advertising, urges that advertising space be sold on a wholesale and retail basis, the same as almost any other marketable thing. Retail business, he maintains, no matter what its origin should have a retail rate, and wholesale business, no matter what its origin, a wholesale rate. If such a plan were adopted in handling advertising space he believes that agency questions relating to commissions, discounts and rebates could be done away with. What do the readers of The Editor and Publisher think about it?

Educating the public to buy advertised goods only is the task upon which many progressive newspapers are now engaged, the object being not only to serve the manufacturers who advertise but to be of real help to the readers. Recently the Orange Judd and the Phelps Companies, of Springfield, Mass., have printed a series of talks on the subject in their several publications. The titles of some of them are these: "To Make Your Money Go Furthest," "Why They Are Better," "Why They Are Cheaper," "Why They Are Safest," "What Advertising Has Done," "Advertising Decreases Cost." The talks are admirably written and are most convincing in their argument. Every newspaper publisher ought to send for a copy of these advertisements, which have been collected in pamphlet form, and reproduce them in his columns.

AMONG THE NEW BOOKS.

THE BUSINESS OF ADVERTISING, by Earnest Elmo Calkins; D. Appleton & Co., New York and London, publishers.

When Messrs. Calkins and Holden brought out "Modern Advertising," ten years ago, it was the best book on the general subject of advertising that had appeared up to that time. Teachers of advertising adopted it for class room use, not because it was an ideal text book on advertising, for it was not, but because it was the most satisfactory work that had appeared. Great changes have taken place in the practice of advertising since "Modern Advertising" first appeared, and in response to the requests of many friends Mr. Calkins has brought out "The Business of Advertising," which, while containing some of the material in the former book, rewritten, presents much that is new and valuable. It is intended for all who wish to know what advertising is and how it is done.

The plan upon which Mr. Calkin's book is constructed is simple, but thorough. Its aim is to present the broad principles of the art in a plain manner so that anyone, be he a buyer or seller of advertising space or merely a seeker after knowledge of the subject, can secure from its pages an intelligent view of the field. Perhaps the scope of the book can be better understood from the titles of the several chapters, which are as follows:

"What Is Advertising?," "Sellers of Space," "Sellers of Advertising," "Buyers of Advertising," "The Necessary Steps for Marketing a New Product," "The Advertising Renaissance," "The Creative Work of Advertising," "Selling at Retail," "Advertising as a Profession." In the appendices may be found a list of advertising organizations, some figures showing the number of publications, and a list of books for a business library.

Mr. Calkins gives the newspaper the credit of being the best advertising medium. Continuing he says:

"Its frequency of issue offers opportunity for quick action. It grows out of a need of a wide-awake people desirous of knowing what has happened in the world the past twenty-four hours. As an instrument of information and instruction, rather than of amusement and entertainment, it becomes a sort of natural market place in which to offer goods for sale."

PUBLICITY AND PROGRESS, Twentieth Century Methods in Religious, Educational and Social Activities, by Herbert Heebner Smith; Hodder & Stoughton, New York; George H. Doran Company, publishers.

Mr. Smith, a newspaper and advertising writer of experience, presents in this volume helpful suggestions on the preparation of interesting material to enlist the support of churches, school, libraries and other institutions of a beneficial character.

Editors of newspapers are often led to swear, under their breath, at the character of the matter furnished them concerning the activities of public institutions and social organizations, in which the public, their readers, is interested. Every such institution or society is a legitimate source of news, and for this reason the dailies are not only willing, but eager to print matter concerning them. Mr. Smith's book is designed to help those who prepare such material for publication, and to show how to use it to the best advantage.

"OLD FOES ARE FRIENDS"

Old foes are friends and factions fight no more
When danger to the Flag looms dark without:
Hushed are the harsh debate and raucous bout
In upper rooms, where hostile pens, before,
With pious zeal opponents slashed and tore,
Venting the party wrongs with flare and flout,
When murmuring menace rises to a shout—
When threat to Homeland comes from foreign shore

"Hold Up His Hands!" the sanctum slogan runs,
And every ardent scribe gives honest heed;
The Nation's chief confronts an issue vast,
And tempts the triggers of the tyrant guns;
Lo! at his back, united, stands the breed
That bled and died for Freedom in the past!

JAMES C. McNALLY.

JACKSON'S ALONG THE ROAD

A HARD SUMMER.

Italy has decided to add to the horrors of copy reading. We learn with sorrow that Cervignagocce, and other spaghetti producing centres are jumping into the war game, which has induced Prince von Schoenberg-Hartenstein to quit Vienna. These latest atrocities now being linked with Przemysl will have to be handled despite the condition of the thermometer. It's going to be a hard summer, boys.

NOT A POPULAR REFRESHMENT.

Newspaper shakes.

HAS ITS ADVANTAGES.

A daily paper out in Kansas doesn't print war news for fear of offending its German readers. Must mean a great saving on cable tolls, repair bills for type-setting machines and a cinch for head line writers.

PRESS TIME.

When the cars start home from Coney Island after dark.

The coupon scheme is getting cramps—
So is the game of trading stamps.
The public it is growing wise—
Wants value full for all it buys.
Something for nothing one can't get—
That is a safe and certain bet.
You pay for stamps and coupons, too,
All that they earn comes out of you.
You are the goat, good Mister Man
Of so-called "profit-sharing plan."
But you are growing wise we know
And want full value for your dough.
The merchants, too, are growing wise
And straight goods now they advertise.
Couponless goods on merit sold
In ads in which but truth is told.

TO MINE HOST.

The war abroad will keep at home those who in Europe loved to roam, who though well up on gay Paree, ne'er saw Pen Yana or Milwaukee, who think that Yslyanti good is some kind of a breakfast food. Though they have traveled to Berlin, they've never set a foot in Cin, are ignorant of Hackensack, Council Bluff and Fon du Lac. This year at home they'll have t ostay, because they cannot get away, so let resorts throughout the land ust advertise to beat the band and get the coin which formerly was spent in France and Italy, and in all other lands abroad, where they were robbed for bed and board. To Europe they cannot go hack, so landlords advertise your shack. Just buy some big newspaper space and maké a fortune from your place.

TOM W. JACKSON.

PERSONALS

Ben W. Hooper, ex-Governor of Tennessee, will become associate editor of the Knoxville Journal and Tribune about June 15.

W. C. Walsh, formerly of the New York Tribune, has taken charge of the department of promotion of the New York Times.

E. R. Norman, for years political writer on the Birmingham (Ala.) Ledger, has been offered the position of assistant postmaster at Birmingham.

Harry B. Wilson, business manager of the Delphi (Ind.) Citizen-Times, has been appointed trustee of the Northern Hospital for the Insane at Logansport, Ind.

Edward G. Westlake, automobile editor of the Chicago (Ill.) Post, has had an operation at the Alexian Brothers' Hospital for the removal of his right eye, which was injured in an automobile accident.

Joe Mitchell Chapple is to lecture before the Milwaukee (Wis.) Press Club on June 22 on "Flashlights of Great Men."

Wallace M. Morgan, for many years editor of the Bakersfield (Cal.) Morning Echo, has qualified as one of the first city managers, under the new city manager form of government.

A. O. Bunnell, of Dansville, N. Y., who has been secretary of the New York State Press Association for 45 years, is to resign that position at the next annual meeting held at Syracuse, June 9-11.

Samuel W. Meek, Jr., Yale 1917, son of Samuel W. Meek, manager of the Philadelphia Press, has been elected managing editor of the Yale (University) Daily News.

Mrs. Eva Nagel Wolf, Sunday editor of the Philadelphia Press, was in New York last week.

Charles Harrison Gibbons, a well-known Canadian newspaper man for some years special agent of Reuter's Telegram Company in Western Canada, has been appointed secretary of the Royal Commission on Indian Affairs for British Columbia.

William M. Emery, city editor of the Fall River (Mass.) Evening News, is one of the nominees for overseer of Bowdoin College, now being voted for by that institution's alumni. Mr. Emery was born in Brunswick, Me., was graduated from Bowdoin in 1889, and has been secretary of his class since graduation.

IN NEW YORK TOWN

Herbert B. Swope, city editor of the World, is ill at his home, 411 West 115th street.

Robert Everett has left the Tribune to join the staff of the World.

L. B. O'Shaughnessy, of the World, will take a vacation until September 1.

Boh Edgren, of the sporting department of the Evening World, has been ill for more than a week with rheumatism. In his absence his work has been done by Vincent Treanor.

Harry Schumacher will cover the Greater New York baseball teams' games on the road for the Evening Mail.

R. L. Goldberg, cartoonist of the Evening Mail, is to do some work for the movies.

Sigmund Spaeth, of the musical department of the Evening Mail, is to cover tennis games this summer.

Miss Georgette Wood, of 41 Second avenue, is in charge of the "Save a Home" fund for the Evening Mail.

F. F. Van de Water, re-write man on the staff of the Tribune, is recuperating at Pompton Lake, N. J., from an attack of throat trouble.

Robert B. Peck, re-write man on the Tribune, has suffered the loss of his father, Dr. F. H. Peck, a well-known physician of Oneida County.

Walter N. Ward, on the copy desk of the Tribune, has returned after a week's vacation.

W. A. Willis, who covered the Barnes-Roosevelt case for the Herald, is back in town.

Jason Rogers, publisher of the Globe, and B. F. Talntor, managing editor, have returned from Chicago.

WASHINGTON PERSONALS

J. Fred Essary, chief of the Baltimore Sun Bureau and editor of the "Addresses and Essays of Isidor Raynor," is the author of a book entitled "Maryland in National Politics," which has just been issued, of which John Murphy & Co., of Baltimore, are the publishers.

Philander Johnson, dramatic critic of the Washington Star and author of the "Shooting Stars" column of that paper, has lost his suit against the producers of the show called "The Beauty Doctor" which he claimed was taken from his manuscript "Dr. Fakewell." He will appeal the case.

Robert D. Heint, chairman of the Publicity Committee of the National Press Club, has received a letter from Oswald Schmette, formerly Washington correspondent, now Berlin representative for the Chicago Daily News, in which Schmette says "Take it from me, Bob, Germany cannot be starved and cannot be beaten. She is going to win."

Mr. Schmette gives some interesting information about newspaper men in Berlin. He says:

"There were seven of us in the Adlon for lunch, for instance: Carl von Wiegand, of the World; James O'Donnell, Bennett and E. F. Weigle, of the Chicago Tribune; George Goetz, of the Nord Deutsche Allgemeine Zeitung; Guenter Thomas, of the Ubersiedienst; and Harry Hansen and myself, of the Chicago Daily News. Von Weigand expects to leave for Constantinople tomorrow. When he comes back I think I'll sit on his neck and take his \$5 non-resident membership fee away from him. Herbert Corey, who is already one of our members, is at The Hague. Please remember me to everybody at the club."

BOSTON PERSONALS

Dr. Charles P. Haven has been changed from religious editor of the Post to head of a new department of medical news.

Senator James W. Bean, Cambridge man of the Globe, was one of the active champions of the new bill at the State house for the censorship of movies.

John Taylor, of the Journal, who has been on the rewrite desk, has been reassigned to staff work.

William Doherty, who acted as city editor of the Journal during the serious illness of O. G. Draper, city editor, is back at his old job of night city editor.

Dennis Cotter, who was doing the labor run for the Herald, is now doing the religious work for that paper.

Ralph Stratton, Cambridge man of the Journal, has been elected to the City Council.

Joseph D. Hurley, of the Post, and Winfield Thompson, of the Globe, were the only Boston men sent to New York to get a special story on the arrival of the funeral ship with bodies of the victims of the Lusitania disaster. Mr. Hurley was accompanied by George Walton, a Post photographer.

"Bart" on Minneapolis News

"Bart," the famous cartoonist, has joined the staff of regular contributors to the Minneapolis Daily News. In private life "Bart" is Chas. L. Bartholomew. His early experience as a reporter has contributed materially to his reputation inasmuch as he has the faculty of imparting a terrific news punch to his work. "Bart" has been drawing cartoons for the Minneapolis Journal, for more than 20 years. His work has even attracted attention abroad, and he has had at least as frequent representation in English periodicals as any other American cartoonist.

Memorial to W. R. Nelson

The various civic and other organizations of Kansas City are planning to erect a suitable memorial, probably a statue, in recognition of the services rendered the city by the late William R. Nelson, owner and editor of the Star.

The Plainfield (N. J.) Daily Press celebrated its twenty-eighth birthday on May 16.

AFFILIATION'S NEW PRESIDENT

Sketch of William Ganson Rose of the Cleveland Advertising Club.

The new president of the Advertising Affiliation of Cleveland, Buffalo, Detroit and Rochester is William Ganson Rose, who is also president of the Cleveland Advertising Club, having recently been elected to a second term in that enterprising business organization.

Mr. Rose, while an advertising and business counsel, devotes a large part of



WILLIAM GANSON ROSE

his time to civic organization work. He directed the three largest and most successful industrial expositions that have been held in the United States, that of Cleveland in 1909, Detroit in 1910, Newark (N. J.) 1912.

He has attained a national reputation in his books, "Success in Business," "The Ginger Cure," "Putting Marshville on the Map" and "Waking Up Bolton," which have a wide vogue among students of modern business as well as lovers of spirited fiction.

Mr. Rose is in constant demand as a speaker before chambers of commerce and business institutions, and he acted as toastmaster at the recent World Court banquet in Cleveland. He is a member of the American Press Humorists, the Cleveland Chamber of Commerce, the Delta Tau Delta Fraternity, Cleveland Rotary Club and many other associations.

WEDDING BELLS

James S. Gibbons, of the Scranton (Pa.) Republican, and Miss Nona M. Smith, of Scranton, were married on May 15 at St. Mary's Catholic Church at Wilkes-Barre. Their honeymoon will be spent at Atlantic City, N. J.

Charleston Kempton Abbott, special representative of the Pittsburgh (Pa.) Press at Atlantic City, N. J., and Miss Jean Forster Harding were married on May 18 at Pittsburgh. Mr. and Mrs. Abbott expect to reside at Atlantic City.

James S. Hitchcock, formerly sporting editor of the Kalamazoo (Mich.) Gazette, was married in Lansing, Mich., on May 2 to Helen Frances Youngham, of Lansing. Mr. Hitchcock is at present on the editorial staff of the Lansing Press.

The annual election of the Brooklyn Press Club will take place next Tuesday night, June 1. Eric H. Palmer, political reporter of The Standard Union, has been nominated for president.

CHICAGO PERSONALS

Harry Lyttle is acting as financial editor of the Herald in the absence of George A. Johnson, who is in hospital as the result of severe injuries sustained in an automobile accident a week ago.

Charles J. McGuirk, formerly of the Essanay Film Manufacturing Company, edits the moving picture department recently established by the Examiner.

John C. Shaffer, owner of the Post, and D. E. Town, general manager of the Shaffer group of newspapers, have returned from Denver, where they looked over the Shaffer interests in Colorado.

George Wheeler Hinman, Jr., a son of the former editor and owner of the Inter-Ocean and now president of Marietta, O., College, has joined the local staff of the Tribune.

Capt. Thomas Marshall, trap, rod and gun authority of the Examiner, is attending a shoot in Memphis.

Richard J. Finnegan, city editor of the Journal, who recently was made a member of the Dixie Highway commission, is attending a meeting of that body in Chattanooga, Tenn.

Howard E. Shepard has been transferred from the sales department of the American Radiator Company to be assistant to Louis Bruch, vice-president of the company, in charge of the advertising.

Merton Victor Wieland, of the Herald, was married on May 18 to Miss Edith Frances Mulholland. The ceremony was performed at Christ's Episcopal Church, the Rev. Charles H. Young officiating.

Miss Louise James, fashion editor of the Tribune, and Hal Davidson Barglet will be married on the evening of May 29 in Ardmore, Ill.

L. R. Thomas and Hollis Corbin have joined the Examiner staff.

D. B. Oakley, of the advertising staff of the Examiner, died at his home May 16. A gas jet accidentally left burning near a window was the cause.

J. B. Wielgot left the advertising staff of the Examiner last week to associate himself with Fulton & McCutcheon, automobile accessory wholesalers.

Edward G. Westlake, the veteran automobile editor of the Evening Post, is recovering from an operation performed last week, by which his right eye was removed. Mr. Westlake was injured while touring in Colorado two weeks ago.

Albert Hartly has joined the advertising department of the Examiner.

Charles W. Fear, Joplin, Mo., was re-elected president of the Labor Press Association.

Newspapermen Play Golf

New York newspaper golfers, to the number of thirty or more, braved the rain on Monday last to compete at the Siwanoy golf course. The low gross score was that of John Anderson, whose card showed 86. Grant Rice and Fred Flaugh tied for the low net score with 92 minus 7-85. Al Hedley and H. B. Martin tied with H. A. Haines and Fred Flaugh for the choice of first and second prizes in the best ball matches.

OBITUARY NOTES

JOHN O'NEIL, editor of the New Britain (Conn.) Herald, and a correspondent of the New York City Times, died at his home in New Britain last week, aged 50 years. He had been attached to the Herald staff for twenty-five years.

CLARENCE H. GAY, for many years connected with the Boston (Mass.) Globe, died at his home in Boston on May 17.

MRS. MARY AGNES FITZGIBBON, a newspaper writer who had represented the Toronto (Ont.) Globe both in Canada and abroad, is dead at her home in Toronto.

FRANK B. WASHINGTON, of Oakland, Cal., one of California's pioneer journalists, and at one time owner of the San Francisco Examiner, died recently in Oakland, aged 66.

NORWALK, O.—The Daily Journal, the only Democratic daily published at Norwalk, has gone into the hands of a receiver.

ON THE NEEDLESS WASTE IN ADVERTISING

Merle Thorpe Shows How Ads May Be Useless—Lack of Co-operation Between Advertisers and Editors—Better Understanding Urged Upon Both—Editor's Pen Versus Business Man's Cash — \$500,000 Thrown into the Deep, Deep Sea.

CHICAGO, May 18.—Addressing the Illinois Daily Press Association in session here today, Merle Thorpe, of the University of Kansas department of journalism, declared that the only way the country dailies could compete with the big newspapers and magazines was to organize for the purpose of eliminating a little more of the gambling element in advertising.

"It is quite generally admitted that there is a frightful waste in advertising," said Mr. Thorpe. "Some place the waste at fifty per cent., others declare it to be greater than that. A fifty per cent. efficiency means from \$300,000 to \$500,000 a year thrown into the deep, deep sea. If the figure seems preposterous, study for a moment your own local field: How much are you sure is wasted there by injudicious advertising?"

"Waste, of course, is a law of profuga nature, and is resident in all forms of industry, but even generous nature would flinch at a 50-50 basis of efficiency, and there is not an industry in the land that could stand up under such conditions.

"Nor can advertising. The rural publisher must make an honest effort to reduce this waste, to eliminate a little more of the gambling element, to make the printed salesman a little better salesman. Under present conditions he can not do much by himself to compete with the Chicago Tribune's Merchandising Service Department and the Curtis Bureau of Industrial Research. He must join hands with the other publishers of his section and state, and together all may by judicious direction raise the efficiency of advertising in the country press.

FUR OVERCOATS IN JULY.

"Let me pass on a seemingly obscure hypothetical question thrown at me in all seriousness by a national advertiser.

"If I should send to one thousand Illinois editors cash copy advertising fur overcoats with instructions to run during June and July, how many of these editors would advise me that there was little demand for overcoats in July in their communities?"

"The Nobby Tread Tire Company spent several hundred dollars advertising its tires in Topeka. At the end of a six weeks' campaign it was found that there had not been a Nobby Tread tire on sale in Topeka during that time. This was a dead waste, yes, worse than dead waste, because it would have been better if prospective customers had not been sent inquiring for Nobby Tread tires only to be disappointed.

"I must tell you here of the most remarkable letter I ever saw. A New York ad agency sent to a large daily which operated on the long-run policy I have outlined a \$600 contract with some shoe copy. The ad read: 'For sale at all dealers.' Following its custom the paper detailed a man to find out where the shoes were on sale. It took nine days to locate a store. The paper informed the agency that the shoe company had insufficient distribution, and that the copy would be held up until better distribution could be obtained, and offering to assist in this work if desirable. The agency replied that it knew there was no distribution; that its client knew there was no distribution; that its client was a man who advertised to himself and merely wanted representation in a Chicago paper, and to go ahead and run the copy.

"Here is the remarkable letter written by the paper to the advertising agency:

"We regret that we cannot run the advertising in question. We feel that we cannot afford to allow a millionaire shoe manufacturer to play with our advertising columns; nor can we afford to send

our readers to a store for an article, knowing that they will be disappointed.' "Here is one more element of gambling eliminated.

"A hardware company after spending a hundred dollars in a small city learned that the two leading hardware stores had its goods in the basement, and were diligently and ostentatiously boosting the goods of a rival concern. If a customer was sent by the local paper's ad to the hardware store for an advertised article, he would be met by the salesman's 'O, you don't want that brand! It is being over-advertised. We found it so unsatisfactory that we had to drop it. Now, we have here, etc.' Another case of advertising money thrown into the deep, deep sea.

"AM I MY BROTHER'S KEEPER?"

"And the question you are on the point of asking me, I put to the national advertiser: 'Do you expect the newspaper to take on a big part of your salesman's duties? Aren't you in a position of buying a saddle and bridle and asking to have a horse thrown in?'"

"The answers that came back were various, but all pointed in one direction: "Would you take my copy and good money to advertise an article which you knew would not sell or which could not be bought in your community? Granting that it is my business to see that my distribution channels are free, aren't you, as my salesman, as you style yourself, morally bound to assist me in delivering the goods you sell? In other words can the editor resort to that early side-step: 'Am I my brother's keeper?'"

"Another took a different tack: "If you were selling a commodity wouldn't it be to your advantage to increase that commodity's efficiency, to lengthen its life, to make it more serviceable? Advertising is the editor's commodity. Despite the big stories of the Gold Dust Twins and the Victor dog, its exact value is unknown and in many cases is questionable. If I were dependent upon advertising for my living I'd go far out of my way to assist it in the job of making good."

"Another advertiser put it this way: "If an editor had a man selling subscriptions for him and in the course of his solicitation he found a complaint—one complaint—that the carrier did not deliver the paper because the complainant was on a side street, what would the publisher do to this salesman if he should tell the subscriber that it was none of his business, that it was up to the circulation manager, or distributor, or business manager, to see that the paper was delivered, and finally that he was not paid to do the circulation manager's work?"

Mr. Thorpe continued that all admitted there had been many, many crimes committed in the name of newspaper co-operation. He did not condone these offenses, but insisted that advertisers should ask for nothing but that legitimate help which any workman or partner (partner, he thought, was the better word) could be expected to give. The circulation salesman mentioned above certainly could be expected to notify the circulation manager of the leak in his department. The publisher could certainly be expected to look after his client's interests to the extent of notifying him that there was an obstruction somewhere along the line. The company would eagerly take steps to remove the trouble.

"An editor, a good friend of mine," continued Mr. Thorpe, "said the other day: 'The Sun-kist orange people, because they have a \$50 contract with me for advertising space, had the nerve to ask me to distribute a package of dealer helps among the merchants handling their

goods. I shoved the stuff into the waste-basket in a hurry.'

"A man who spent last year \$500,000 in railroad advertising told me that an editor printed a story to the effect that forty passengers had to stand in the aisles for two hours on one of his company's trains because of lack of equipment and then followed up the story with an editorial of the 'Something Should Be Done' type, calling on the Utilities Commission to investigate. The general passenger agent wrote the editor a courteous letter asking for the date and train, saying that he wished to fasten the blame and take steps to prevent a recurrence of the trouble. He received no answer from the editor, and although a second letter was written, three months ago, the editor had not had the courtesy to reply. This in spite of the fact that the editor is carrying \$125 worth of that railroad's advertising, telling his readers to patronize the road. Surely here was an opportunity for healthful co-operation!"

TIMBUCTOO ON CORSETS.

"A corset manufacturer," said Mr. Thorpe, "who spent \$100,000 last year in newspapers complained not only of the lack of co-operation but the downright antagonistic attitude taken by the newspapers, unwitting doubtless in most cases, but nevertheless antagonistic. Some long-haired reformer started a fake story about 'the corset evil,' its menace to health, and how some medical society of Timbuctoo had condemned it unqualifiedly, and closed the article with resolutions adopted by French society (?) leaders against its use. The story got into the plate, it was clipped and reprinted from coast to coast, in many cases appearing alongside the advertisement of the corset manufacturer. 'No editor, it seems, took the trouble to look into the facts. Careless editing in this case libeled a legitimate industry, and an industry that was using the columns of those very newspapers to sell its goods.

"No one expects an advertiser to bridle the editor's tongue," said the corset man, "but the publisher ought at least to give his national advertiser the same fair and careful treatment that he gives his local industry. Not one of these editors would have printed a damaging story about his banker or druggist or dairy without a preliminary investigation. Why should not the corset industry get the same treatment?"

In conclusion Mr. Thorpe pointed out that there has to come a more helpful and healthful and intelligent co-operation on the part of the editor and publisher of the small daily, which would make not only for a better feeling on the part of the general advertiser but would react on the local advertiser.

THE REMEDY.

In addition to co-operation, the speaker said that the country dailies must do five things:

1. A simplified rate card. A rate card that is honest, with an honest discount, and a rate card that has no strings tied to it.
2. A more responsive circulation.
3. The country paper must clean up its columns, locally as well as otherwise. The advertising columns as well as its news and editorial columns must carry conviction to the readers.
4. The country papers must take some of their own medicine to themselves.
5. They must be able and in readiness to furnish bona-fide distribution, and bona-fide sociological information along magazine lines.

Duplex versus Scott

The Duplex Printing Press Company, of Battle Creek, Mich., has brought suit in the District Court of the United States, District of New Jersey, against the Scott Printing Press Company, of Plainfield, N. J. The bill of complaint was filed on May 15 at Trenton. The plaintiff complains of infringement on the part of the Scott Company of its patents relating to rotary presses of low down construction.

R. J. BIDWELL CO.

Pacific Coast Representative

of

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

742 Market Street
SAN FRANCISCO

In Pittsburgh

The most successful newspaper advertising mediums are the
GAZETTE TIMES
Morning and Sunday
CHRONICLE TELEGRAPH
Evening except Sunday

They educate the public and create a buying impulse.

It is known by actual test that they are vitally necessary in order to insure the Greatest Possible Return from an Advertising Appropriation.

Flat combination rate is 22½¢ per agate line.

For further information or co-operation write

URBAN E. DICE,
Foreign Advertising Manager,
Pittsburgh, Pa.

J. C. Wilberding, New York City
J. M. Branham Company, Chicago
Chemical Building, St. Louis

THE ORANGE LEADER

is the only Daily (Evening) and Weekly Paper published in

ORANGE, TEXAS
and Orange County, and the only paper that covers the richest section of Southeast Texas and Southwest Louisiana.

"Circulation books open to all"

THE LEADER PRINTING CO.

Orange, Texas

W. H. Stark, Owner.
Hugh K. Taylor, Mgr.
Foreign Representatives
Robert W. Sykes, Jr., Advertising Bldg., New York.
Walter U. Clark, Chicago, Ill.

THE NEW HAVEN Times-Leader

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.

The only evening paper in New Haven, member of Audit Bureau of Circulations.

Bryant, Griffiths and Fredericks
225 Fifth Ave. 716 Peoples Gas Bldg.
New York Chicago

IN Colorado Springs

IT'S THE TELEGRAPH

J. P. MCKINNEY & SON
New York Chicago

L. A. Hoffman, of New York, will spend June, July and August at his former home in New Orleans.

Sheppard Friedman is re-write man on the Press.

DEPARTMENT STORE ADVERTISEMENTS

Some of the Vital Principles That Should Guide the Writers in Their Preparation—Truth Builds, Falsehood Destroys Business—Diamond Before Full Copy Club.

Maurice M. Dimond, president of the A. D. Matthews Co., of Brooklyn, in addressing the Full Copy Club, recently got closer to the fundamentals of department store advertising than the general run of speakers on this subject.

Every word of his talk was distinctly worth while, and most of it is reproduced here:

"Many years ago—many years before the Christian era—the nomadic tribes living in and around the Desert of Sahara made periodic pilgrimages or trips from one section of the land to another.

"These trips included the temporary stopping at the oases along the route until the grazing or the water supply gave out when the tribe would move along to the next oasis.

"Each tribe included members who were craftsmen in the various arts of those times, workers in cloth, metals, wood and precious stones.

SELLING GOODS IN EARLY DAYS.

"The movement of hundreds and sometimes thousands of men women and children, their horses, camels and cattle and all the paraphernalia of their camp was spectacular, indeed—almost like the magic creation and obliteration of a good sized village. It was an event to other friendly tribes and communities who were thus brought to know what other parts of the world produced. The camel was truly the ship of the desert, for on his back was transported the commerce of the land.

"As one large tribe would journey across the sandy wastes, perhaps to visit Gizah or Alexandria, it would be joined by other tribes bound in the same direction or to the same destination.

"Intercourse of ideas and knowledge and barter and exchange of goods added interest to those meetings, and when the large settlements were reached and the caravan pitched its tents for a prolonged stay it was the occasion of much rejoicing and festival and was called the kermess.

"The kermess was visited by every person within a radius of fifty miles to see and to sell and to buy and exchange.

"This was the birth of the present day department store.

BEST KIND OF ADVERTISING.

"Now you ask: How could a department store support itself in those days without advertising?

"Well, it had advertising—the finest kind of advertising.

"The various tribes with whom the various artisans were located, advertised themselves throughout that immense tract of land by the value, the wonderful workmanship, exquisite artistry put into the goods.

"It was the pride of one tribe over another to excel in workmanship.

"It was the pride of the Phoenicians to make dyes that have never since been equaled, and, by virtue of this art, they not only supplied their own needs in clothing, but introduced colored fabrics into the world.

"In those days a man had to make good goods in order to have them command attention. That was his advertisement. People would travel thousands of miles in order to get some fabric or some cloth, or some article of jewelry, or some fine piece of workmanship, because it had the reputation of being good, and it had to be good to have the reputation.

ENEMIES OF GOOD MERCHANDISE.

"It is a far cry from those days to these. Reputation brought imitation, adulteration and substitution, elements that have given rise to serious consequences, for imitation has produced distrust, adulteration has produced dissatisfaction, and substitution has caused doubt.

"The keenness of local competition and the almost limitless variety of

methods for impressing the public in this country with merchandise of one locality over that or another brought about a condition of apathy in the public mind that nothing but the most startling and spectacular announcement would arouse.

"The saying, 'You can't do wrong and get away with it,' was never more truthfully exemplified than in advertising. Merchants and firms who have persisted in this line of advertising have gone to the ground.

"By reason of this long era of untruthfulness, the advertiser of today has a much more difficult task ahead of him, for he must be able to tell his wares in such a manner as to impress the reader or hearer that what he says is true.

SHOULD BE DIGNIFIED.

"Therefore, the advertising should be dignified and have an atmosphere of firmness and character behind it, because you would not crally tell of your wares in a slipshod, lackadaisical manner. You would naturally use as impressive language as you could, and you would endeavor to gain your hearers' sympathy and interest by the sincerity and truthfulness of your statements.

"Anything less than mere sincerity and truthfulness falls short of what is necessary in newspaper advertising. If merchandise has not merit, then what we think is advertising is condemnation.

"If we spend money to advertise a product, but know that product to be inferior and unworthy of what we may say about it, then we spend money to ruin our product instead of to advertise it.

"Advertising merchandise in a descriptive manner should be telling about it as one speaks.

TELL THE STORY PLAINLY.

"Advertising managers should be encouraged more and more by you gentlemen to present their copy as near to the human way of telling a story concerning that article as if they were telling it by word of mouth, to a person.

"There is no doubt but that the style of advertising of Wanamaker's and Loeser's form a type which, although not entirely applicable to every concern, is nevertheless a type to strive to attain as nearly as possible.

"It seems to me that newspaper advertising or the advertising of merchandise in newspapers should be something on the style of a letter of introduction. Newspapers were made for news and therefore principally for that reason it makes it, all the more of an art to be able to tell merchandise in a newsy way.

"The character of a newspaper is based largely and firstly on the character of its editorials. The character of the stand it takes in the matters of the civic life, the position it holds in regard to the civic welfare, all have a big influence, and it gets to be known as a paper of character or lacking in character according to its ethics in presenting news.

"Many times an advertiser will blame a newspaper for a poor day's business as the result of an advertisement, when if the truth were known the ad in itself was an exaggerated statement and wholly unworthy of response.

"Just as the news in a paper becomes known to be dependable, just so the ads in a paper may become dependable. It is like an introduction to the reader by a well-known and reliable friend, to read the advertisement of a store in the paper he patronizes.

"If you find a place for the person recommended to you by your friend, and that person turns out to be unworthy of your confidence and you find that you have been misled by your friends it is no greater disappointment that results in patronizing a store which does not live up to its promises advertised in that paper.

"This newspaper advertising seems to

be a joining proposition between the newspapers, its readers and its advertisers. It is almost profit-sharing in its responsibilities and its co-operative features.

TRUTH AND THE NEW ERA.

"Truthful advertising points the coming of the new era in advertising. Advertising men should be just as jealous of the advertising matter that is put into their columns as they are of their personal letters. When they accept an advertisement, they should accept it with the knowledge and faith that it is true.

"The time will come when newspapers will reserve the privilege of declining all advertisements which they do not believe to be absolutely true, and the sooner it comes, the better.

"A newspaper should be against lending a moral support to help a faker to sell his merchandise, and it should refuse to sell its tremendous influence for illegitimate purposes.

"Nothing should appear in its pages that does not bear its hallmark of sterling quality.

VALUE OF ORIGINALITY.

"One of the cleverest things a man can do, a young man especially, is to stamp originality on everything he does, to do it so differently from those about him that it stands out clearly.

"It ought not to be said that to speak the truth is an original thing, and it must not be thought that I mean that we are dishonest today by intention, but through custom, and it takes a man of courage to state more than the general public thinks, to come out and say what is the truth and not say those things that the public expects them to say through long years of custom in order to sell his goods.

"There are merchants numbered by the tens of thousands in the United States who would welcome a leader to put them on the path of truthful advertising.

"Let us be original. There is plenty of trade in this world. It would not be possible for all the people in Manhattan and Brooklyn to trade in fifty stores. There will never be more stores than there are people to trade in them, but the store which advertises truthfully, and the store which educates its patrons to know that when they go there they will find exactly what was told them in the newspapers, will always be crowded, for people always bow to honesty, and always go where they can get exactly what they wish to get.

THE WOMAN AND THE STORE.

"If a woman reads an ad and is interested, she may go to that store to look at the advertised merchandise. She goes there out of curiosity. She does not go there because she believes in it. A woman is quick to recognize values. She intuitively knows fabrics, intuitively knows she is getting what she is paying for, and if there was ever a good advertising agent in the world it is a woman. One enthusiastic woman will do more good than many untruthful ads.

"Buyers' and managers' meetings, conferences with the merchandise managers, schools for salesmanship for the salespeople, classes of instruction for the junior help, welfare work, the spirit of human interest in those who work for us, the establishment of an esprit de corps throughout the organization, the founding in the sales persons' mind knowledge that the merchandise offered for sale is exactly as represented, and worth every cent of the money charged for it. These are the principles upon which a store can start advertising."

The Great Falls (Mont.) Tribune plans to erect a new building for itself at an estimated cost of \$75,000.

L'Etoile of Lowell, Mass., the oldest French daily paper in New England, has recently celebrated its thirtieth anniversary.

The newspaper cartoon artists of Chicago, Ill., are to give a beefsteak dinner at the Hotel Sherman at midnight on Saturday, May 29.

MAKING OF A NEWSPAPER

Geneva Editor Points Out Three Vital Factors in Development of Today's Papers.

A comprehensive survey of the newspapers of the day was given in an address made by W. A. Gracey, editor of the Geneva (N. Y.) Daily Times, before the University Club of Geneva, last week.

Mr. Gracey said that there were three devices or factors which had developed newspapers to their present proportions; namely, the fast web presses printing from circular stereotyped plates; linotype machines by which the type is so rapidly set; and the photo-engraving process which makes illustrations possible. All are developments of the past generation.

NEW NEWSPAPER STANDARDS.

Speaking of newspaper standards, Mr. Gracey said that they had been materially raised in recent years, both in regard to the publication of news and of advertising. In news the tendency is more and more towards the publication of that which is constructive and aims to the upbuilding of the public welfare; rather than the destructive, and that which panders to sensationalism and morbid curiosity. The printing of scandals and sensations, he declared, is on the wane, though there are times when these are necessary, varying with conditions; for, he said, to err is human and to be curious and want to know about the misfortunes of others is just as human. The sensational and criminal in news, he also held, have their lessons. It would not do, in his opinion, to suppress such news entirely. Only by the light of truth and publicity can we know of evil conditions that abound. Not publishing the truth will not eliminate the evil.

ADVERTISING STANDARDS HIGHER.

Speaking of advertising standards Mr. Gracey said:

"Along with the cleaning up of the news columns and the upward tendency of journalism in this respect has come a marked improvement in the standards in regard to advertising. In fact, there has been both an evolution and a revolution in recent years that is astonishing when one compares present with past methods and practices.

"The tone of advertising has changed greatly. Formerly it was bombastic, extravagant, superlative in expression as well as often deceptive, misleading and many times dishonest.

"It may be some of these things, or even perhaps all of them still are found with some advertisers, but these are the exception now, while the great majority of advertising in the newspapers of today is clean, reputable and reliable, with honesty and truthfulness as the principal aim.

"This change has come about partly through higher ideals in business life, but largely through the influence of the newspapers which have taken an aggressive stand and demanded that their advertising columns be free from objectionable or misleading matter.

WARNS OF MUZZLING MOVES.

"Publishers have come to feel that they are as much responsible for the character of the advertising that they print as they are for the news that they print or the editorial sentiments they express."

Mr. Gracey closed with a warning concerning a tendency that has been arising to restrict the freedom of the press.

In recent months, he said, there had been several tentative proposals in different states for legislation that would place newspapers under the regulation of various kinds of commissions. He declared this tendency to be bad and one that was distinctly towards the muzzling of the press.

"A sorry day for the United States it will be," he declared, "if a government censorship is ever established over the American press."

PROFITABLE NEWSPAPER ADVERTISING

HOW THE NEW YORK TELEPHONE COMPANY HAS MADE A BIG BUSINESS VASTLY BIGGER

By No Means Satisfied with Merely "Putting In" Telephones. It Has Spent (and Is Spending) Thousands Upon Thousands of Dollars to Help Merchants Sell Goods, to Inform the Public About the Telephone Business and (Incidentally) to Teach Good Manners.

By ARTHUR ELLIOT SPROUL



"Lift The Latch!"

LIFT the latch on your telephone door and at once you step over the threshold of distance and greet your friend or business associate wherever he may be.

How simple and easy it is!

And yet how effective and businesslike! By telephone you may save possibly a long and tiresome trip. You may save the labor and expense of traveling. You may avoid unnecessary waits, delays and possible disappointment. You may save practically all of the valuable time that might have been wasted but for the telephone.

Whenever you want to reach anyone, anywhere, any time, why not use the quickest and most economical route!

Just Lift the Latch—Then Talk

NEW YORK TELEPHONE COMPANY

You never saw such modest chaps as they are down in Dey street, at the office of the New York Telephone Company—particularly for men who do as much talking as they do. They'll talk about the great company with which they are associated readily enough; but mention their own names in print—never!

Well, when you come to think of it, that is not so bad an index after all, of the spirit that has made so greatly for success in that big shop in recent years; for, with everybody from the president down to the office boys, it isn't personality that counts—it's the company—the company—always the company.

Newspaper publishers are interested in the telephone, and what it can do for them, in scores of ways, of course; but the subject is so big that it is not possible to be more than sketchy and fragmentary in talking even of the single topic of the telephone company as an advertising patron.

PRESIDENT VAIL'S RETORT

The story goes that once when President Vail was remonstrated with for thinking that advertising could hoist the telephone, the remark was made that "everybody knows all about the telephone." But Mr. Vail came back in a flash—"Yes; but they don't all think about it."

There you have it—the purpose to do something more than just to get people to install telephones (though that was greatly helped by publicity). The big idea was to get them to study and plan and scheme how to use telephones more and more, so as to make more and more money for the users.

And advertising did it—slowly at first and then in increasing and yet increasing volume, to this day.

"Selling by telephone is one of the latest forms of effort with us," said to me the official with whom I had my talk. "I mean by this, instructing merchants how to use their telephones so as to increase their sales and thus increase their profits. So far we have sent representatives to fully 5,000 such business men in and near Greater New York, and the results have been astonishing. We give each of these merchants a book of instructions, giving all sorts of helpful hints and suggestions. And these are eminently practical, too, because they are based upon the actual experience of men who have 'tried out' every one of them. Then we supply printed slips containing their names and addresses (of course also giving the telephone numbers), window displays, 'cut-outs,' etc., etc. Furthermore, we supplement all this with all sorts of new ideas from time to time, in a news way."

"And just how does the advertising come in on this?"

"By driving home and clinching, through the newspapers, what our mercantile customers have been told by our own representatives."

"Do you find a satisfactory response?"

"Absolutely! Business men are being stimulated more and more, through our advertising, to study for themselves how they can make profitable use of their telephones. That's what we want to get them to do—get them to think. The results are certain to come—positively. Merchants are only just finding out how full of possibilities is the telephone. It is helpful and adaptable in a score of ways. Besides assisting in buying and selling, it helps in collection work, saves time in correspondence, in interviews, in making (or breaking) opportunities, and so on ad infinitum."

glad to hear. Naturally, however, this is confidential and we have to speak of it only in general terms. For example, one well-known firm assured us that in a very recent month two of its men sold \$15,000 worth of goods by telephone, in addition to the orders regularly brought in by the field men. Isn't that decidedly 'worth while'? And that's only one case out of hundreds, bear in mind. Then we find business men using the telephone with highly gratifying results to call up old customers, when sales are slack, and see if there isn't 'something doing.' Very often good orders can be had by the very simple process of asking for them. It's an inexpensive 'try-out,' too. If a merchant has an idea along some new line of selling effort, he can test it out far more quickly and efficiently by the telephone than by any other method. If it isn't 'right,' he'll know it in a hurry and can

Gentleness An Opportunity

WITH ALL the world waiting in the shadow of a mighty conflict; with the thoughts of men tempered by, and sensitive to, the barometric changes of resulting business conditions; with the presence daily of countless chances for commercial and social friction, the New Year brings an unprecedented opportunity, and obligation for the development of that greatest of arts—the art of gentleness.

Two million times daily the people of the metropolis send their voices out over the telephone! Two million times daily a point of personal contact is established! Two million times daily an opportunity is presented for the practice of the art of just being kind in thought, in manner and in speech!

With such an opportunity for the building up of the gentler qualities of American business, and such an obligation for their ever-watchful promotion, the year 1915 should be the greatest of all years in the development of gentleness as a predominant American characteristic.

New York Telephone Co.

"How do you suggest that the merchant get after his sales force in order to teach them the profitable use of the telephone in 'moving' merchandise?"

"Simplest thing in the world. We say something like this to the dealer: 'Call in your best salesmen. Show them the proper way to give a telephone sales talk. Assign each salesman perhaps 25 prospective customers. Ask him to call them by wire and to report the results to you. When they have done that you will not be guessing—you will know—all the whys and wherefores of your trade in your locality, and you will understand why concerns just like yours are every day booming their sales by just this very method of an intelligent telephone campaign.'"

"Do you ever get a direct 'line' on results?"

"Indeed we do. Man after man tells us things as to his business progress, via the telephone route, that he is mighty glad to give us and that we are mighty

put it into the discard. If, however, it 'takes,' then he can push it vigorously and with certainty of success."

"Does this sales-booming idea affect your public station business?"

"That's a decidedly interesting part of it. It isn't at all necessary for the accomplished telephone user to use the instrument in the 'home office.' Any instrument, anywhere, is literally 'just as good.' And don't forget that an expert salesman can interview about twenty times as many people by wire as he could possibly call upon in person. Public telephones are the one great friend of the tired salesman who used to say to himself, at the end of a long, hard day, that he must go back to the office so as to dictate two or three short letters 'that must go out tonight.' How much simpler to step into some telephone booth at his very hand, dictate those letters over the wire, and then go home! Sales managers who 'route' their men are enabled to get

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

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

PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

THE SEATTLE TIMES

"The Best That Money Can Buy"

Daily, 73,000
Sunday, 90,000
57,000 in Seattle

A copy to every family.

Largest circulation by many thousands of any daily or Sunday paper on the North Pacific Coast.

During 1914, the Times led the P. I. by 3,500,000 agate lines. The Times gained 33,000 lines and P. I. lost 630,000 lines.

Largest Quantity Best Quality Circulation

The S. C. Beckwith Special Agency
Sole Foreign Representatives

New York Chicago St. Louis

Chicago Examiner

Three directing editors with salaries totaling approximately \$50,000 are making the Chicago Examiner the best newspaper, Daily and Sunday, published in the city of Chicago. It is a wise investment.

DAILY, 222,887

SUNDAY, 501,277

Member Audit Bureau of Circulations

3

A \$100,000 INVESTMENT

will be made in straw and Panama hats during the next few weeks by the 98,425 daily readers of the Il Progresso Italo Americano.

This paper is the one and only New York City Italian Member of the A. B. C.

These people are constantly in the market for thousands of dollars' worth of necessities and luxuries.

They are influenced by Il Progresso, because it is written in their mother tongue. They understand and believe in the paper.

You, too, should talk in the tongue they like when selling by the printed word. We can help you.

Il Progresso Italo Americano
42 ELM STREET NEW YORK CITY

Cline - Westinghouse MOTORS FOR PRINTERS

ON YOUR RIGHT as you enter

Cline Electric
Mfg. Co. CHICAGO
NEW YORK

in touch with them quickly at any time of the day, in case of need, while the men themselves, by 'ringing up' headquarters every hour or so, can get quicker action on orders and give their customers better service."

"Better business for employers means more men at work, naturally. That's a good side to the telephone activity, isn't it?"

"Decidedly. Here's a conspicuous case, right here in New York City. You'd know the firm in a minute if I could tell you its name. The head of the firm told me this himself. Said he: 'Our manager came to me not long ago with the news that he was going to lay off fifteen men because of lack of work. Here's how I prevented it: I had a bookkeeper make a card record of each customer. On each card there appeared: Name, address, telephone number, name of buyer, date of last order, details of last order. With the cards before me, I called several customers by telephone, referred to the last order, inquired if it had been satisfactory, and with this as an opening I asked for more business. The plan was so successful that I called in my best salesmen, carefully drilled them, and put them to work at the telephone. By means of this systematic telephone canvass we not only got enough business to keep all our men busy, but we had to work overtime.'"

"I see, at times, some of your advertising that has an educational turn. Do you find that advantageous?"

"You've hit the word—'educational' is right. We've spent thousands of dollars telling the public, for example, what a 'wire chief' is, and how he works; how lines and apparatus are tested and 'trouble' is cared for; how every big fire, accident or explosion calls out an 'emergency force' at once, to deal with conditions as they may be found. We have done the same thing in describing New York's mammoth 'information' system and in telling about the get-up of the Telephone Directory—the most used and most useful book in New York.' Do you know, by the way, that it costs \$1,500 a day to furnish the directory to New York City telephone users? At times, also, we print large advertisements giving details of the army of 15,000 telephone employes that are required to furnish this city with its world-standard service—its various training schools, pension, accident and sickness benefits, life insurance, etc., etc. We have bought valuable space, too, to show the public how our engineering department is planning constantly, 20 years ahead—arranging the size and location of needed buildings, future switchboards, pole lines and subways; and all this not for next month or next year, but for a score or more of years hence. So well known is New York's telephone service that visitors come from all over the world to study it. It is the undisputed standard of excellence."

"How about 'The Voice With the Smile Wins'—your 'slogan' for many years?"

"It surely has been a winner—and you'll agree with me that it ought to be. People are inclined to get fretty with a piece of metal, when they wouldn't dream of doing so if face to face with the person at the other end of the wire. Realizing that fact, we spent many thousands of dollars—and are still spending them—to impress upon people who use the telephone that even though they cannot see the man at the far end of the wire, *he's there just the same*; and he deserves patience and courtesy for that precise reason. We even go further than that, and occasionally publish an advertisement that makes very little mention of the telephone, but is intended to be an impressive lesson to the public in respect to poise and good manners. A conspicuous example of this is our recent large advertisement headed 'Gentleness' [re-printed on the preceding page]. We had letters of approval from near and far—and from men and women distinguished in literature and in all the higher strata of culture. Some of them thought (they said), that the millennium was surely on the way when a semi-public service corporation spends thought and care (let alone money!) on trying to improve the *personal behavior* of its customers."

\$5,000 CASH

buys substantial interest in dominant daily of city of 20,000. Owner prefers man competent to act as business manager, advertising solicitor or news editor. Proposition L. Y.

C. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

HELP WANTED

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

Canvasser: Roadman for country circulation work. Must be well recommended; strictly sober habits. Metropolitan, care Allen, 116 West 32nd Street, New York City.

SITUATIONS WANTED

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

CIRCULATION MANAGER.

With excellent qualifications and successful daily newspaper experience, wants to hear from newspaper having position which requires first class man. Full particulars by letter. Address Box D 1480, The Editor and Publisher.

ADVERTISING MANAGER desires change. Have had many years' experience with Chicago, Middle West and Pacific Coast papers. Mr. Publisher, I can convince you that I know the advertising and business end of the newspaper game by showing you credentials of my past record. Give me a chance and I will increase your advertising receipts to where they should be. Address Box D 1484, The Editor and Publisher.

MISCELLANEOUS

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

WANTED.

Every Editor who desires to get the right dope on Billy Sunday, the great evangelist, who hits Paterson April 4th, to send 25 cents for a five weeks' subscription to the Paterson Press, the city's most influential newspaper.

One of our clients would buy a good general magazine having about 100,000 circulation. Harris-Dibble Company, 171 Madison Avenue, New York, N. Y.

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

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

FOR QUICK SALE.

Two Model 3 Linotype Machines, seven extra magazines, sixteen fonts matrices (Old Style and Roman), Two Motors, Lot Spacebands, liners and ejector blades, Two Monotype Casters and a one-ton Melting Furnace (Gas), all in perfect condition. Address D 1483, care The Editor and Publisher.

FOR SALE

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

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

Publishers' Supplies Market

Antimony	34.50
Tin	37.37 1/2
Lead	04.40
Copper	18.60
News print	2.09-2.25
Craft paper	4.75 to 5.25

Winnipeg, Man.—It is rumored in Winnipeg, Man., that the Evening Telegram and the Tribune—which is also an evening paper—may consolidate.

The Scranton Consolidation

We have just completed negotiations for the consolidation of the two morning newspapers of Scranton, Pa.

This is the second important announcement this firm has had the pleasure of making concerning its operations in the Scranton field, having effected in 1912 a consolidation of the Scranton Daily Truth and the Tribune-Republican.

Until recently Scranton had four dailies contending for the patronage of a city of 150,000 population. As a result of our activities this field is today being served by two big, successful newspapers—The Republican in the morning and the Times in the evening.

The owners of the properties which have been consolidated in Scranton, considered the services of this organization necessary in bringing about this very desirable situation. As a matter of fact they conducted strenuous negotiations in each of these deals, which came to naught until our services were enlisted.

IN CONSOLIDATION THERE IS STRENGTH AND PROFIT

Harwell, Cannon & McCarthy

Newspaper and Magazine Properties

TIMES BUILDING

NEW YORK

THE PITTSBURG PRESS

Has the **LARGEST**

Daily and Sunday
CIRCULATION
IN PITTSBURG

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

Porto Rico and Latin-America Mailing Lists

A TRADE DISCOVERY!!! It pays to use them freely. Here is what one of our customers says: "Mailed fifty letters to Porto Rico and got 45 replies, of which 37 resulted in sales. Mailed one hundred same letters to prospects here in the U. S. and received about 13 replies and No sale!!! You have a TRADE DISCOVERY, indeed." Ask for particulars and our list containing hundreds of different classifications of Porto Rico and Latin-America mailing lists. Specify your wants, please.

THE MAIL ORDER CO., Box 148, L. S.,
San Germán, Porto Rico.

Reference: Bank de Economías, San Germán.

Get the Best Always

**The
Pittsburg Dispatch**
Greater Pittsburg's Greatest
Newspaper

WALLACE G. BROOKE,
Brunswick Building, New York

HORACE M. FORD,
Peoples Gas Building, Chicago

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

DETROIT SATURDAY NIGHT

is in itself a guarantee of its advertised products. It is unnecessary for the advertiser to discuss the honesty or reliability of his goods. The fact that the advertising was accepted by DETROIT SATURDAY NIGHT is sufficient guarantee to its readers.

Foreign Advertising Representatives

G. LOGAN PAYNE CO.

748 Marquette Building, Chicago
200 Fifth Ave., New York City
Publicity Building, Boston

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

Foreign Advertising Representatives

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

YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN - - 150,000

A' TOP O' THE WORLD

Being observations, pertinent and impertinent, principally about newspapers, advertising and advertising men

IN THEIR PROFOUND wisdom the legislators of New Jersey have legislated that, beginning with July 1 next, dazzling or glaring or blinding automobile lamps shall no longer be permitted to infest the roads, streets, avenues and alleys, or be propelled on the highways of that state. And this fresh example of freak legislation has opened the eyes of at least one manufacturer of auto accessories to the new opportunity, possibly, of getting something for nothing—the something being as much valuable space in newspapers as possible for publicity for said manufacturer's products.

The H. W. Johns-Manville Company is sending to newspapers throughout New Jersey a galley-proof sheet, three-quarters of a column long, containing, in several forms and of varying lengths, the "news story" that the new law goes into effect on July 1, and that this concern makes a non-blinding lens, which can be fitted to standard auto lamps, and which has been approved by the New Jersey Department of Motor Vehicles. The printed matter is accompanied by a letter addressed to the "Automobile Editor," in which the firm says:

"We are offering the enclosed items for publication in your news columns. This matter has genuine news value and will be read with interest by your readers, as it points out the way to meet the requirements of the new statute and at the same carry adequate road illumination.

"Trusting that you may be able to find a place for three or four sticks of this story in your Auto Department and thanking you in advance for any courtesies you may be able to extend, we are," etc.

At the trial of the Barnes-Roosevelt libel suit William M. Ivins quoted that old back-number Julius Caesar to the effect that "all Gaul is divided in three parts." This manufacturer goes him one better. The advertising matter for which it asks free publication is presented in four sections.

* * *

HERE IS A LETTER recently sent to its agents by the Willard Storage Battery Company, of Cleveland, which is interesting for its frank and clear demonstration of what that publicity grabber really thinks of the news department of American newspapers:

"One of the strongest of our would-be competitors last week made the remark—'I hate to look a New York or Philadelphia newspaper in the face, for every time I do something about Willard Storage Batteries stares out at me.'

"It's fortunate he doesn't travel much or he would have nervous prostration, for IT'S THE SAME ALL OVER THE COUNTRY.

"Wish we could show you our scrap book—WILLARD PUBLICITY IS EVERYWHERE, thanks to the loyal support of our three hundred Agents.

"PUSH THE GAME ALONG. Get Willard Storage Batteries mentioned in your papers just as often as you can and connect your own name with them wherever possible.

"Herewith we hand you two pieces of publicity that your newspapers will 'EAT UP.'

"Don't feed it to 'em all at once—hand them one now, another a few days later, and so on.

"Let us know how they take it and tell us when you will be READY FOR MORE.

"Keep after us while we are in the mood—we will supply you all the material you can use. YOURS FOR PROFIT, Willard Storage Battery Company, C. A. Burrell, Advertising Manager."

Well, if the newspapers will continue to EAT UP hunks and husks of so-called "publicity," why shouldn't advertising agents and press agents continue to draw fat salaries for feeding to the newspapers just what they will eat up?

* * *

IT IS NOTEWORTHY that President Wilson's injunction upon all Americans to be impartial and neutral in the expression of opinions on the subject of the great European war seems to have been singularly overlooked by many editors. Even before the Lusitania incident the editorial comment was clearly, not to say frankly, nearly all one way; that is, squarely against one of the belligerent nations. With the loss of the Lusitania this editorial expression has become markedly stronger. Not only has editorial opinion become really impassioned with almost the stern wrath of a Hebrew prophet, but even cartoons, whose influence upon public sentiment no one can ignore, have been employed. Add to these verses, both sad and stern, and there is an accumulated weight of editorial opinion which cannot fail to have its effect.

* * *

THE YOUNG AND OLD MEN who have tried to change the opening date of the straw hat season from June 1 to May 8 have had a tough time of it this year. The unseasonable hot day early in the month was their delight, for they had a chance for a few hours to give their friends who hadn't bought straw hats the merry ha, ha. That, however, was the only time they really enjoyed themselves, for since then their lot has been anything but a happy one. The weather has been cold, and bleak, and rainy. Some of the gay youths who had made haste to get into their summer suits and their thin underwear were obliged on some of the mornings, when frost formed in the low places, to wear overcoats with their straw hats, which, of course, made them look ridiculous. Then came several weeks of sudden showers that spattered their fine new hats with dust-fringed blotches. Often these showers were accompanied by violent gusts of wind that snatched their pretty white lids from their heads and sent them rolling, sometimes on edge and sometimes lengthwise, over the oil soaked and dirt covered pavement for half a block. Meantime, the black-hatted brigade has been laughing up its sleeve at the experience of those who tried to force the straw hat season.

Fakers and Crooks

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

The New York Times Mid-Week Pictorial gives a perfect pictorial representation of leading events. War pictures beautifully printed by Rotogravure.

10 cents a copy by mail.

Times Square, New York.

The New York Evening Mail

enjoys the confidence of its readers.

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

Its average net paid circulation for April was in excess of

156,000

A desirable advertising medium.



You young man, keep good company by reading The New York Evening Post.

The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation

of The Jewish Morning Journal for six months ending March 31, 1915, **112,056**

The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.

The Jewish Morning Journal prints more

HELP WANTED ADS. than any paper in the city, excepting the New York World.

I. S. WALLIS & SON, West'n Representatives

1246 First National Bank Bldg., Chicago.

THE NEW ORLEANS ITEM

Accepts advertising on the absolute guarantee of the largest net paid circulation of any New Orleans newspaper or no pay.

THE JOHN BUDD COMPANY
Advertising Representatives
New York Chicago St. Louis

THE CIRCULATION FIELD

Arrangements for the I. C. W. Convention—How Newspapers Seek to Interest Readers.

The final details are being arranged for the annual sessions of the International Circulation Convention which are to be held at various points along the St. Lawrence and Saguenay Rivers June 20-24.

For those delegates who plan to go from the South or West a very interesting itinerary has been arranged by the Transportation Committee.

Steamers will leave the foot of Third avenue, Detroit, Friday, June 18, at 5 p. m. Central Standard time, and foot of East Ninth street, Cleveland, at 9 p. m. Eastern Standard time the same evening. Breakfast will be served aboard the boats on Saturday morning, after which the party will leave for Niagara Falls, where there will probably be an hour to view the Falls, then leaving for Lewiston with short stops at the Whirlpool and Rapids and other points of interest. Gorge Route cars run on to the dock at Lewiston, and, as already arranged by President McKinnin, the delegates will take the steamer across the head of Lake Ontario to Toronto, arriving about 2:30 p. m. At Toronto, where they transfer again for the trip down Lake Ontario and the river St. Lawrence the party will be met and taken in charge by the Toronto members. Stops will be made Saturday evening at Charlotte, N. Y., and at Kingston and Prescott, Ontario, Sunday morning. At Prescott the transfer will be made to the Rapids King for the trip through the Rapids to Montreal, where they arrive in plenty of time to exchange greetings with those who have already arrived.

From Buffalo arrangements have been made with the International Railway Company which operates the electric lines between Buffalo and Niagara Falls and Niagara Falls and Lewiston, to furnish cars for those of the members who go over this route. As it is absolutely necessary for the International Railway Company to know the exact number of persons in our party, members going into Toronto over this route either by way of Cleveland or Detroit should notify the chairman of the Transportation Committee at the earliest possible moment.

For those making that part of the trip from Lewiston to Toronto and Toronto to Montreal, it would be advisable to communicate direct with President A. E. MacKinnon, Box 70, Grand Central Station, New York City, as he will take up the matter in person with the transportation manager and also furnish all details regarding this part of the trip.

The newsboys of Boston are planning a wonderful picnic for crippled children at Caledonia Grove on Memorial Day.

The newsboys—some of them are cripples themselves, and they know what the little child so handicapped is up against in this rather hostile world—have thrown themselves heart and soul into the task of making this a real, honest-to-goodness picnic.

Beginning when they voted to give up their fourteenth anniversary banquet and put the money into a picnic fund, and continuing when on May 18 they gave one-fourth of their day's earnings to the fund, the boys have hustled till they now have more than \$500 to put to the best possible use in giving other boys and girls a good time.

It is expected that 500 youngsters will attend the picnic. Lowney, the confectioner, will present a box of candy to each one, and a local jeweler will give a trinket. There will be amusements of various kinds, an abundance of refreshments and a game of baseball.

The Toledo (Ohio) Blade is meeting with remarkable success in the usual campaign it has been conducting to make Toledo the "City Beautiful." With Clarence R. Lindner, its promotion manager, and Leslie F. Neafie, its circulation manager, as leading spirits, the Blade fell in line with the nation-wide "Paint Up

and Clean Up" movement of 1914 and added the full force of its powerful organization to the movement.

Early this year, the Blade in co-operation with the Detroit Chamber of Commerce, and other civic organizations began their campaign to beautify Toledo. The Blade ran an article almost every day treating of the work that was to be done and the best way to do it. Suggestions were given as to the best methods of cleaning streets, how to run miniature farms in vacant lots, and kindred matters. A valuable feature was the publication of a page article by a well-known landscape gardener giving suggestions as to the planning and maintaining of gardens, big and little, which was so well received that the educational authorities distributed more than 30,000 copies to school children. A special "Boy Scout Day" was arranged during which Boy Scouts called at practically every house in Toledo to urge that seeds and plants be purchased so as to help on the idea of the "City Beautiful."

The Blade also secured a large consignment of fruit and vegetable seeds, as well as slips of maple, elm, peach and apple trees three feet high, which were sold at cost at the Blade office. In two weeks the Blade sold 41,279 packages of seeds and 7,795 young trees.

A "City Beautiful" page made up of the advertising of seed, awning, roofing, repair, hardware and garden supply houses was one of the Blade's direct rewards for this work. This page, issued thirteen times, gave the Blade a total of 24,500 lines, in addition to increasing the space of other advertisers.

The Boston American is conducting a contest in which it offers as prizes twenty-five de luxe tours of three weeks to California and the two big exhibitions, and \$1,250 in gold.

Miss Sarah Wooten, the winner of the Charlotte (N. C.) Daily Observer's beauty contest, which recently ended, polled 47,698,300 votes. Her closest rival polled 25,595,100 votes.

SOUND ADVICE AT MADISON

Mr. Sturtevant Tells Wisconsin Editors How to Get More and Better Advertising.

(Special Correspondence.)

MADISON, Wis., May 28.—"Publish a clean newspaper, and then hustle," was the advice given Wisconsin newspaper men at the Madison Conference on Printing and Publishing, this afternoon, by J. L. Sturtevant, of the Wausseau Daily Record-Herald, whose subject was: "How to Get More and Better Advertising." Continuing, he said, in part:

"A town or city is usually and rightfully judged by its newspapers. If its newspaper is up-to-date, it is pretty certain that the town is up-to-date. There has been a marvelous advance in newspaper making and in advertising during the past twenty years. Every man or woman who reads at all, reads a newspaper. The advertiser who uses a newspaper judiciously, intelligently, and honestly, always makes it pay. Honesty is particularly essential.

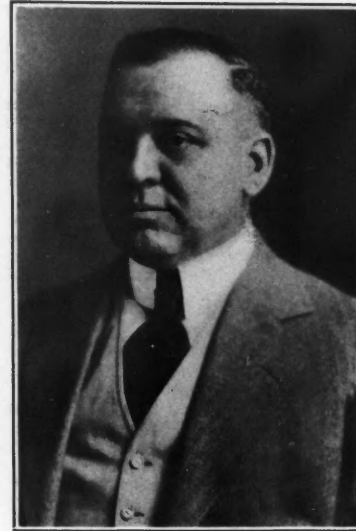
"During the past few years the tendency in newspaper making is to clean up, to make the advertising columns as clean as the news columns, to throw out all advertising to which objection could be taken. Having done this, be diligent in presenting your claims to the merchants, always having some new idea for them. Study their stores, their business methods, and their needs, and help them write their ads. Have faith in the product you offer for sale. Do not give any of it away. Sell your goods on their merits. Find out what your advertising costs you to produce, fix a reasonable rate, and then stick to it. Don't cut the rate to any one under any circumstances. It isn't business, and business men like to do business on business lines with other business men. Subscribe for and read the trade papers. Join trade organizations and attend their meetings. Above all, run your own business and don't let the advertiser run it for you."

MAIL'S NEW MANAGERS

(Concluded from Front Page)

Stevenson and other other writers who have sure become famous the world over.

Frank Parker Stockbridge, the new managing editor, began his newspaper career on the Buffalo Times in 1891. Following this experience he was eight years connected with the Buffalo Express as Albany correspondent and city editor. He also worked for a short time on the Buffalo News. Mr. Stockbridge put out the



FRANK PARKER STOCKBRIDGE, New Managing Editor of the Mail.

York Herald staff where he remained until he became political editor of the Cincinnati Times-Star, which position he filled until 1911. During that year he became one of the contributing editors for the World's Work. Through this connection an opportunity came to him to take hold of the press agency work in behalf of the candidacy of Woodrow Wilson for president. He started, organized and carried out the pre-convention campaign, including Woodrow Wilson's trip across the United States in May, 1911. Since 1912 Mr. Stockbridge has been the editor of Popular Mechanics.

In an interview with a representative of the Editor and Publisher, Mr. Stockbridge said:

"We do not intend to make any changes in the staff except such as may become necessary from time to time as experience and expediency may dictate. I have told the members that as long as they do good work they will hold down their jobs.

"The Mail has an exceptionally fine staff and the wonder to me is that the men have been able to turn out so much excellent work when their number has been so small. I believe in training men already on the staff to do the work as I want it done rather than bring in a lot of outsiders.

"We have a few new ideas that we will try out on the Evening Mail—ideas that we think will appeal to our readers and increase their interest in it. Mr. McClure intends to spend the greater part of his time in traveling here and abroad. He has a wide acquaintance and a "nose for news" that will enable him to dig up vital stories for the Evening Mail.

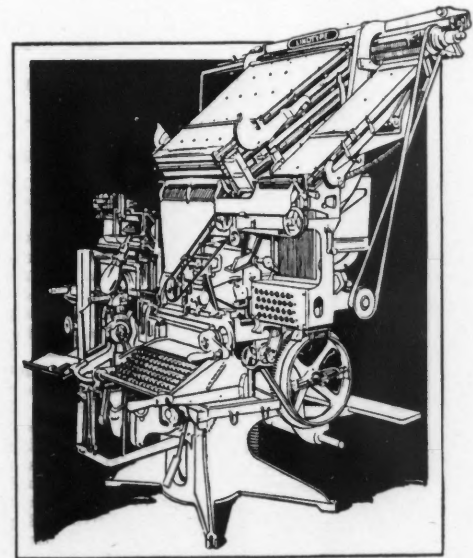
"No startling changes will be made in the make-up, but the typographical appearance may possibly be improved."

official program of the American Exposition at Buffalo in 1901.

In 1902 he came to the New York American where he became known as a "long distance" man. Later, at St. Louis, he published a history of the World's Fair. He was city editor of the New York Globe in 1907 and then joined the New

Gleeson Murphy, formerly manager of the Detroit branch of the H. K. McCann Company, is now associated with Carl S. VonPoettgen, who was formerly local manager for Fuller & Smith. Murphy and VonPoettgen will conduct a regular general agency and also do special work as advertising counsel.

The Multiple Linotype Way Is the Modern Way



There Is a Linotype for Every Purpose

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO

CANADIAN NEWS NOTES

Dominion Press Association Gets Resignations of Its President and Manager—Edward Beck Goes to Winnipeg Telegram—Death of Mrs. Kathleen Blake Coleman—Some Personal Items.

(Special Correspondence.)

Toronto, May 25.—A well-attended meeting of the board of directors of the Canadian Press Association was held last Friday in the offices of the association here to consider the resignations of President O'Beirne and Manager Imrie. A resolution of condolence was passed and forwarded to Mr. O'Beirne, who is incapacitated through ill-health, while the duties of his office were undertaken by Hal B. Donly, of the Simcoe Reformer, past president of the association. In the case of Mr. Imrie, the board refused to accept his resignation, but granted him six months' leave of absence, a year if necessary, during which time he is to continue to act in an advisory capacity. The office work will be undertaken in the meantime by an acting manager to be appointed within a week by the advisory committee of the board.

It was decided to hold this year's annual meeting of the association in Toronto on September 2 and 3, at the time of the Toronto Exhibition, when it will be possible to secure a large attendance of members.

Announcement is made today in Montreal that Edward Beck, founder and editor of Beck's Weekly, has been appointed managing editor of the Winnipeg Telegram. Mr. Beck got his journalistic training on the Detroit News, of which he rose to be assistant managing editor. He went to Montreal in 1907 to assume the managing editorship of the Herald. Later he acted in a similar capacity on the Star. Then he returned to the Herald for a short time, but on the sale of that paper to the Graham interests, went over to the Daily Mail, on which he pulled off a sensation in the shape of a disclosure of crooked political methods in the province of Quebec. It was to help clean up Montreal municipal politics that he was led to establish Beck's Weekly about a year ago. The latter, while a bright publication, does not seem to have been a financial success and doubtless Mr. Beck will be glad to get back into the daily field.

A notable figure in Canadian journalism passed away last week in Hamilton in the person of Mrs. Kathleen Blake Coleman, known to thousands of Canadian newspaper readers as "Kit." She was a pioneer among the woman journalists of Canada and was an exceedingly successful newspaper woman. Of Irish birth, she came to Canada in 1884, beginning her writing on the Toronto Saturday Night in 1890 and passing over to the Mail and Empire a short time afterwards. For twenty-one years she conducted the Woman's Kingdom page in that paper. Latterly she has been writing syndicate matter. During the Spanish-American War, she went to Cuba as a war correspondent and is said to have been the first woman to attempt such work. Many eulogies have appeared in the Canadian press since her demise, showing in what high estimation she was held by her brothers and sisters of the pen.

Clarke E. Locke, a member of the staff of the Toronto World, has accepted the position of secretary of the new Ontario Board of License Commissioners, of which W. S. Dingman, of the Stratford Herald, is vice-chairman. Mr. Locke was a former president of the Toronto Press Club.

S. H. Lundy, one of the old-time newspapermen of Ontario, passed away at Aurora on May 18. He had conducted the Banner in that town for forty-five years without a break and produced a paper that was considered a model of what a small town newspaper should be.

Fire destroyed the office of the Bobcaygeon Independent on May 19. This paper has long been one of the outstanding papers in Canada and, though published in a village, its editorial opinions

have been quoted more frequently than those of much larger papers.

The Canadian Golfer is the name of a new monthly sporting publication devoted to the royal game of golf, which has made its appearance in Brantford, Ont. The editor is Ralph H. Reville and the first number makes a very creditable showing.

C. H. J. Snider, city editor of the Toronto Evening Telegram, was a passenger for England on the Transylvania, news of the safe arrival of which at Glasgow was received with relief by his numerous friends here.

James P. Haverson, formerly of the Toronto World staff and one of the most original journalists in the city, is now in training at Hamilton with the Army Service Corps and will shortly leave for the front.

Captain Ernest J. Chambers, Gentleman Usher of the Black Rod, Ottawa, is filling the duties of censor at present. It may not be generally known that there is a censorship of internal Canadian news by the government. It is applied in a very mild way, but is none the less effective. The censor usually acts through the Canadian Press, Limited, advising the manager of this organization to suppress references to certain items, publication of which would not be in the public interest.

The Saturday contributions of Peter McArthur, the well-known humorist and writer on agricultural subjects, to the Toronto Globe are being brought out in book form this month by J. M. Dent & Sons, of London, New York and Toronto. The book will be entitled "Round the Year on a Canadian Farm." Mr. McArthur worked on newspapers in New York City for several years and has also been a contributor to several American magazines.

MAY BUILD PAPER MILL

Owners of String of English Newspaper Project Plant of Their Own

A petition for the compulsory winding up of the Standard Newspapers, Ltd., of London, has been dismissed, E. Hulton & Son, Ltd., well-known newspaper proprietors, with chief offices in Manchester and London, having obtained control of the London Evening Standard and St. James Gazette. This firm owns also the daily Sketch, the Daily Dispatch and the Evening Chronicle.

It is reported that E. Hulton & Son are about to build a paper mill, on a site near the Manchester Ship Canal, to supply their own needs. The report is that it will be a six machine "news" mill, with a capacity of 1,000 tons a week; but the feasibility of the project at present is considered doubtful by the London paper trade.

Nancy's Mimeographed Newspaper

The city of Nancy, France, has been receiving all of its world news since the war began through the labors of Mr. Prosper Siesel of 190 Columbia street, Brooklyn, and his niece, Mme. Bertha Nordon of No. 56 Rue Oberlin, Nancy. At the outbreak of the war all the newspaper workers of Nancy were mobilized, and the papers therefore were forced to suspend publication. Mme. Nordon was impressed by the fact that this left Nancy without any news whatever, even the news of the war. She therefore arranged with her uncle to keep her supplied with copies of the New York Herald, and with these she began the publication of "Le Journal des Soldats," a newspaper mimeographed on foolscap paper, and distributed gratis. To a city left without newspapers or any other means of obtaining the news, the "Journal des Soldats" was most welcome, and it is said that large crowds gather in the public squares where it is posted.

Jack Kutner, publishers' representative, 929 Chestnut street, Philadelphia, has added the New York Times to his list of papers.

NEW PUBLICATIONS

COLUMBUS, O.—It is predicted that Columbus is soon to have a new morning newspaper of Republican opinions. There was incorporated lately the Ohio Saturday Night Company with a capital of \$500,000, which is believed to portend a morning publication in opposition to that owned by R. E. Wolfe, whose antagonism to Governor Frank B. Willis has displeased local Republicans.

MT. CARROLL, ILL.—Mirror, which has heretofore been issued tri-weekly, will be issued as a daily. Frank Hurlless, the postmaster, is the editor. The Mirror is well equipped with a linotype and modern presses.

MAYFIELD, KY.—Mayfield has another daily paper, the Maxim, the only competitor the Messenger has had for several years. J. C. Speight, until recently postmaster, is editor and publisher; his son, Jesse Speight, is local editor, and James Gibson is the business manager. The Maxim is Republican in its politics.

Catholic Daily for Chicago

Interest in the statement that a new Catholic daily paper is soon to appear in Chicago has been enhanced by the offer of \$1,000 for the best name for the journal. There are not lacking those who declare that the whole project is impracticable, but against this it has been urged that any new publication that has \$1,000 to spend merely for a name must be well supplied with capital.

Paper pulp is now being made from bamboo in Formosa.

SIX POINT LEAGUE MEETING

The Six Point League of New York will hold its annual meeting for the election of officers, etc., on Thursday, June 3, at the offices of Paul Block, Inc., 250 Fifth avenue, at 2 p. m. sharp. The year just passed has been a very active one for the Six Point League. A good deal of constructive work for the betterment of conditions was put into operation. President Richards' report on the work of the League will be exceptionally interesting. A large attendance is therefore expected.

Statement of Ownership, Management and Circulation of

THE INDEPENDENT

published daily at Murphysboro, Ill., required by the Act of August 24, 1912.

Name of owner, managing editor, business manager and publisher, Fred M. Rolens, Murphysboro, Ill.

Known mortgagees, Joseph B. Gill and John M. Herbert.

Average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement, **1425**

FRED M. ROLENS, Owner and Publisher.

Sworn and subscribed before me this 26th day of March, 1915.

FRED S. RUDE, Notary Public.

(My commission expires May 24, 1916.) m26-d1t
(SEAL.)

The Spirit of the Clubs

FORWARD MARCH!—that's the Spirit of the Associated Advertising Clubs of the World.

Sinister cynics may scorn—but the better element of the business world stands firmly behind the lofty purposes of the Associated Clubs. The movement is founded upon Truth. Its course is straight. Its progress is certain.

The members of the Clubs look to ASSOCIATED ADVERTISING for the news and views of the alert men who make up this Army of the Simple Truth—this army of 11,000 men.

Those who believe in truth in business—who believe the whole world must come to a realization of business justice, based on a desire of the business man to serve the community as he himself would be served—those who stand for such things and would like to be in this battle for better things, learn how by reading ASSOCIATED ADVERTISING.

ASSOCIATED ADVERTISING

Published by the ASSOCIATED ADVERTISING CLUBS OF THE WORLD At Indianapolis, Ind.

P. S. Florea, Business Manager Indianapolis

Frank E. Morrison Advertising Manager

1133 Broadway, New York

E.P. P. S. Florea, Indianapolis. Please let me see a sample copy of ASSOCIATED ADVERTISING.

Name.....
Street.....
City.....
State.....

AD FIELD PERSONALS

Fred H. Frake, for five years connected with the Cooper Advertising Company of San Francisco, Cal., has become identified with the George H. Irving Company.

Mac Martin was presented with a silver loving cup at the end of his term as president of the Minneapolis (Minn.) Advertising Forum. The new president is H. B. Craddock.

L. R. Crawford, of the Omaha (Neb.) Bee, has been appointed advertising manager of J. L. Brandeis & Sons department store, Omaha.

H. C. Brafield, formerly advertising manager for the Cole Motor Car Company, has accepted a position with the King Motor Car Company, of Detroit.

George H. Alcorn has been appointed Eastern foreign advertising representative of the Gary (Ind.) Tribune, Lawrence (Kans.) Journal-World, Ashtabula (O.) Star and San Angelo (Tex.) Star.

Charles Frederick Higham, the London advertising expert, who is well known in this country among the advertising club men through his attendance at the recent conventions of the Associated Advertising Clubs, contributed to the Advertisers' Weekly, May 15, a heartfelt appreciation of Elbert Hubbard, who lost his life on the Lusitania.

Alexander Schwalbach, advertising and publicity manager of the J. S. Bretz Company, and its successor, the Bearings Company of America, has resigned.

Charles R. Buck, recently with the Hupp Motor Car Company, has joined the staff of the Whitehead & Hoag Advertising Company, which has its offices at the Hammond Building, Detroit.

Scott Hughes, formerly with the Crowley Milner department stores at Detroit, and recently with the Rothschild store at Chicago, will become advertising manager of the J. L. Hudson store, at Detroit, on June 1.

An important change in Detroit advertising circles occurred last week when Charles L. Smith, who has been identified with the News and Sunday News Tribune seventeen years, severed his connection with the advertising staff of that paper to form a partnership under the name Bennett, Smith & Co., which has acquired the Detroit business of Hayden, Stone & Co., stock brokers.

Frank R. Northrup, special representative, 225 Fifth Avenue, New York, has been ill during the past three weeks with a very hard grippe cold followed by a slight attack of pneumonia. He is now convalescent, and will return to his business the early part of next week.

James A. Tedford, one of New York's best known ad men, has joined the New York staff of the Lyndon & Hanford Co., 200 Fifth Avenue.

Guy S. Osborn, one of the best known of the Chicago newspaper representatives, has resigned from the Philadelphia North American to accept the Western representation of the Philadelphia Public Ledger. Mr. Osborn represents a very strong list of big city papers, among them the New York Times, the Boston Globe, the Baltimore Sun, the St. Louis Globe-Democrat and the San Francisco Bulletin.

George D. Lee, of the George D. Lee Advertising Agency, of Portland, Ore., has been appointed secretary of the Bureau of Industries and Manufacturers of the Portland Chamber of Commerce. The agency will hereafter be known as the George D. Lee and Deute Company.

Robert W. Sykes, Jr., publishers' representative, has been appointed Eastern representative for the Fort Dodge (Iowa) Daily Chronicle, an evening paper, and a member of the Audit Bureau of Circulations.

WHAT'S GOING ON IN THE AD FIELD

Fifty-two large advertisers in Chicago are publishing their trade-marks and trade-phrases every week in the Chicago Tribune under the heading of "Names and Trade-Marks You Should Know." This good advice is given in the first paragraph: "To demand these trade-marks on goods that you buy insures you getting what you pay for. An acquaintance with the great commercial names and trade-marks on this page will make you more efficient in every way.

"Reputation is a precious asset of any man or corporation, so when a reputable concern stamps its name and trade-mark on a product it is no slight act. It constitutes an avowal of responsibility which makes the good name of the maker depend on the merit of the product. The maker is placed fully and squarely behind his product and the two stand or fall together. It is to your interest to take advantage of this situation. The names and trade-marks on this page represent successes—successes based on fundamental integrity and superiority."

The newspaper advertising on Del Monte canned fruits packed by the California Fruit Cannery's Association offers one can free with every case of assorted fruits. The purpose of giving the free can is to induce the consumer to buy twelve cans at one time from the grocer.

The Nonspi Company, Kansas City, Mo., successors to the R. L. Company, has started a newspaper campaign in Chicago on Nonspi, a liquid preparation for excessive perspiration. This account is being placed by the Ferry, Hanley & Schott Agency of Kansas City.

The Goodenow-Brookfield Knitting Company, of St. Louis, has started its summer newspaper campaign in Chicago on "Goodknit" athletic union suits. The feature of the copy is expressed in the advertising slogan that "They Solve the Bare Knee Problem." The Potts Turnbull Agency of Kansas City is handling this account.

The Chicago White Sox baseball team is being boosted through the Thompson restaurants by a new advertising scheme. Two hundred dollars in cash prizes are offered to the five people who write the five best letters telling why the White Sox is their favorite baseball team, and why they would rather see a White Sox game than any other game ever played. The letters must not be more than 150 words and must be handed in at one of Thompson's Chicago restaurants.

The H. O. Wilbur & Sons, Inc., Philadelphia, Pa., have started a newspaper campaign announcing "Wilbur Week." The idea is to arouse the interest of the public in the window displays. Such headlines as: "In Your Favorite Dealer's Window You will See This Sign"—"Wilbur Week; A Surprise For You Inside."

The copy emphasizes the fact that Wilbur products carry no coupons. The first paragraph reads: "Coupons, trading stamps, or other forced means of selling are entirely unnecessary for the sale of any of the Wilbur products. Quality and quality alone—is the reason for the constant and insistent demand for Wilbur's Cocoa, Chocolate and Wilburbuds."

Newspaper advertisements on Sunshine Loaf Cake, a 10-cent package cake, made by Loose-Wiles Biscuit Company, are making their appearance in a number of papers in Kansas City. The argument to the housekeeper is this: Why go to all the trouble of baking cake in a hot kitchen, when you can get delicious Sunshine Loaf Cake. It is made with all the ingredients that you use in your own cake.

The C-A-Bag Co., of Cleveland, is using newspapers to advertise "Saxolin Paper-Lined Sanitary Cotton Sack." The slogan, "The sack that keeps the Flour in and the Dust out," is featured in each advertisement. The copy advises that flour packed in this paper-lined cotton sack is protected from the dust, dirt, moisture,

odors and germs it may come in contact with on its journey from the mill to the kitchen. The names of the different brands of flour sold in "Saxolin Sacks" are listed in the advertisement. In this way the manufacturers of the flour receive valuable publicity.

When the "Maid in America" musical comedy opened in Detroit a number of advertisers used page advertisements featuring "Made in America Goods." The musical comedy chorus was shown in a half-tone at the top of the page and the story of the play was briefly told. Below this each advertiser presented his offers in any size space he desired to use. To arouse interest in this feature the Detroit Free Press offered to give away free tickets for a performance of "Maid in America" for the best eight stories written about the play. The only rules were that each advertiser represented be mentioned, and the name, address and the article or product advertised be given.

The Orona Mfg. Co., Boston, is using newspapers to advertise Orona, a new aluminum ware cleanser, and O. M. C. Alumshine, a polish, which sell for 15 cents each.

The Memphis Bread Co. is using large newspaper space to introduce Aunt Mary's Everedy Cake in six different flavors, which is packed in a carton and sells for 10 cents. Each advertisement features a drawing of a matron known as "Aunt Mary."

The Wm. Edwards Co., Cleveland, is using newspapers to introduce Edwards' Berry Sugar—a special sugar for berries, sliced fruits and cereals, which is put up in one, two and five pound cartons.

At the opening of the baseball season in Minneapolis, a number of retail stores joined together and used page advertisements to carry out a special publicity stunt. Each merchant offered some special prize to the home players who made good plays. For instance a shoe merchant offered a \$4 pair of shoes to the first player who beat out a bunt; a dry goods merchant offered every married player making a hit good for more than one base, in the first game his choice of a ladies' shirt waist. The pictures of the home team were scattered over the page.

S. C. Bartlett & Co., Chicago, are conducting a newspaper campaign featuring 25 prizes for the 25 best letters on the subject "Why I Would Like to Spend a Vacation at Cedar Lake, Ind." The first prize is a half-acre orchard homesite; second prize a fifty-foot lot; third prize, fourth prize and fifth prizes are twenty-five-foot lots, all at Cedar Lake. This firm is selling building lots and orchard homesites at Cedar Lake, and the object of the contest to newspaper readers is to find out what arguments have the strongest appeal in the minds of the public.

The Pittsburgh Leader recently boosted its cash "Want Ad" business by offering a gold-rimmed souvenir glass engraved with the coat of arms of Pennsylvania with each cash "Want Ad."

LIVE AD CLUB NEWS

The Olean Advertising Club, a branch of the National Advertising Club, has been organized at Olean, N. Y., with the following officers: President, Charles Fanning; vice-president, Charles Reel, secretary and treasurer, Frank Shaffer.

At the regular annual meeting of the Richmond (Va.) Advertisers' Club held in Richmond on May 13 the following officers were elected for the ensuing year: President, E. L. Layfield; first vice-president, J. G. Pattee; second vice-president, R. R. King; secretary, S. F. Garrett; treasurer, Charles F. Walford, Jr. The club adopted a resolution against advertising "fake" bankruptcy and fire sales.

The Dallas (Tex.) Ad League re-elected the following officers May 14: Harry W. Kinnard, president; Ike Loreh, first vice-president; Herman Philipson, second vice-president; J. H. Payne, secretary.

Publisher's Representative

JOHN M. BRANHAM CO., Brunswick Bldg., N. Y.; Mailers Bldg., Chic.; Chemical Bldg., St. Louis.

BROOKE, WALLACE G., 225 Fifth Ave., New York City. Tel. 4955 Madison Sq.

BUDD, THE JOHN, COMPANY, Burrill Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis.

CONE, LORENZEN & WOODMAN, Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

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

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

KEATOR, A. R., 601 Hartford Bldg., Chicago, Ill. Tel. Randolph 6065. 171 Madison Ave., New York.

NORTHRUP, FRANK R., 225 Fifth Ave., New York. Tel. Madison Sq. 2042.

O'FLAHERTY'S N. Y. SUBURB LIST, 22 North William St., New York. Tel. Beekman 3636.

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

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

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

Advertising Agents

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

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

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

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

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

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

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

TIPS FOR THE AD MANAGER

The Board of Trade of Stamford, N. Y., is using 500 lines of space in New York, Southern and Middle West papers. The business is placed by W. M. Pearsall.

E. P. Remington Agency, 1280 Main street, Buffalo, N. Y., is in charge of the advertising of the Truettone Company, 1777 Broadway, New York City.

"New York's Newest Hotel," 33 West 51st street, is using a list of twenty Southern papers for 3 1/2 inches of space, for three months.

Fenton & Gardner, 286 Fifth avenue, New York City, are placing page advertisements of Kolyonos Tooth Paste, to be followed up with an extended campaign, using smaller space.

L. B. Elliott, Buffalo, N. Y., is renewing contracts for the Shinola Company.

The Atlas Advertising Agency, 450 Fourth avenue, New York City, is placing orders with Western New York newspapers for the Delaware & Hudson R. R. Company, Albany, N. Y., and New York City. Also with newspapers in the above mentioned sections for the Lake George combinations.

Frank Presbrey Company, 456 Fourth avenue, New York City, is issuing orders to large city newspapers for the Wentworth Hotel Company, Hotel Wentworth, New Castle-By-the-Sea, N. H.

Wood, Putnam & Wood Company, 111 Devonshire street, Boston, Mass., generally prepare a newspaper list about this time of the year for the Moxie Nerve Food Company, 69 Haverhill street, Boston, Mass.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., and 200 Fifth avenue, New York City, are handling the advertising account with some newspapers for William Peterman, Inc., "Peterman's Roach Food," 200 Fifth avenue, New York City.

The Boston Varnish Company, "Wilmar Peanut Butter," Philadelphia, Pa., it is reported, have transferred their advertising account to the Greenleaf Company, 185 Devonshire street, Boston, Mass.

Potts-Turnbull Advertising Company, Gloyd Building, Kansas City, is making contracts with some Western and Southwestern newspapers for the Goodenow-Brookfield Knitting Company, "Goodknit Underwear," Kansas City, Mo.

Borough Advertising Agency, 367 Fulton street, Brooklyn, N. Y., is sending out 100 l. 4 col. 3 t. and 3 l. 23 t. orders to New Jersey newspapers for Cairo, Catskill, N. Y.

Edward D. Kollock, 201 Devonshire street, Boston, Mass., is offering to Eastern newspapers contracts on an exchange basis for the following: Greylock Hotel, Williamstown, Mass.; Aspinwall Hotel, Lenox, Mass.; Grandliden Hotel, Lake Sunapee, N. H.; Lenox Hotel, Boston, Mass.; Nottingham Hotel, Boston, Mass.;

Oxford Hotel, Boston, Mass.; Brunswick Hotel, Boston, Mass.; Cumberland Hotel, New York City, and Bancroft Hotel, Worcester, Mass.

Vredenburg-Kennedy Company, 456 Fourth avenue, New York City, is forwarding orders to newspapers in selected sections for the Friedman Canute Water Company, 529 Cortlandt avenue, Bronx, New York City.

Frank Du Noyer Agency, Martin Building, Utica, N. Y., is issuing classified advertisements to some New York State newspapers.

George Batten Company, Fourth avenue, New York City, is placing orders with New York City newspapers for the Florence Manufacturing Company, "Propyl-lac-tic Tooth Brush."

Albert Frank & Co., 418 Sansom street, Philadelphia, Pa., are handling the newspaper advertising of the Wilmar Manufacturing Company, "Wilmar Peanut Butter," Philadelphia, Pa.

W. H. H. Hull & Co., Tribune Building, New York City, will shortly start a tryout campaign with the Ohio newspapers for the Germicidal Products.

F. W. Bennett Biscuit Company, "Wheatsworth Biscuit," 139 Avenue D, New York City, it is reported, will shortly start a tryout campaign with some Illinois newspapers.

Frank Kiernan & Co., 189 Broadway, New York City, are issuing orders to a selected list of newspapers for the Wheeler Beauty Company, "Hairgo," 67 Fifth avenue, New York City.

Mahin Advertising Company, 104 S. Michigan avenue, Chicago, Ill., is reported to be preparing big fall campaigns with newspapers for the Purity Oats Company, "Purity Oats," Davenport and Keokuk, Iowa.

Berrien-Durstine, Inc., 42 Broadway, New York City, is placing some orders with newspapers for Collier's Weekly, 416 West 13th street, New York City.

George L. Dyer Company, 42 Broadway, New York City, it is reported, is preparing a newspaper campaign, copy to start in Boston and New York City and later to principal cities for the Corn Products Refining Company, "Mazone Oil," 17 Battery place, New York City. This agency is also sending out some newspaper copy for H. K. Kellogg Toasted Corn Flake Company, "Krumbells," Battle Creek, Mich.

Morse International Agency, Fourth avenue and 30th street, New York City, is placing orders with some New England newspapers for Williams & Carlton Company, "Williams Root Beer," 206 State Street, Hartford, Conn., and for the Nanon Manufacturing Company, "Nanon" Tonic, Bayonne, N. J., with New Jersey newspapers.

Dillard-Jacobs Advertising Agency, Empire Life Building, Atlanta, Ga., is sending out orders to newspapers in the Southwest for the Carolina, Clinchfield & Ohio Railway, 24 Broad street, New York City, and Spartanburg, S. C.

Charles J. Johnson, 82 Broadway, New York, is placing the advertising of the Brighton Beach Hotel.

Frank Presbrey Company, 456 Fourth avenue, New York City, is placing 1,680 lines 1 time for the June number of Hearst's Magazine.

O. J. Koch Advertising Agency, University Building, Milwaukee, Wis., is sending out 224 l. 4 t. orders with Western papers for F. Mayer Boot & Shoe Company.

Blackman-Ross Company, Inc., 95 Madison avenue, New York City, is making 5,000 l. 1 yr. contracts with a selected list for Gray & Davis Co.



"ABOVE BOARD CIRCULATIONS"



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

ALABAMA.	NEW JERSEY.
NEWS Birmingham Average circulation for 1914: Daily, 36,235; Sunday, 37,762. Printed 2,207,884 lines more ad- vertising than its nearest competitor in 1914.	PRESS (Circulation 7,945).....Asbury Park JOURNALElizabeth PRESS-CHRONICLEPaterson COURIER-NEWSPlainfield

ARIZONA.	NEW YORK.
GAZETTEPhoenix (Average Circ. Oct. 1, 1914, 6,125)	COURIER & ENQUIRER.....Buffalo IL. PROGRESSO ITALO AMERICANO>New York

CALIFORNIA.	OHIO.
EXAMINERLos Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	PLAIN DEALER.....Cleveland Circulation for March, 1915: Daily128,687 Sunday165,332 VINDICATORYoungstown

GEORGIA.	PENNSYLVANIA.
JOURNAL (Cir. 57,531).....Atlanta CHRONICLEAugusta LEDGERColumbus	TIMESErie DAILY DEMOCRATJohnstown TIMES LEADERWilkes-Barre

ILLINOIS.	SOUTH CAROLINA.
HERALDJoliet STAR (Circulation 21,589).....Peoria	DAILY MAIL.....Anderson

IOWA.	TENNESSEE.
REGISTER & LEADER.....Des Moines EVENING TRIBUNE.....Des Moines Essential to covering Des Moines and vicinity.	BANNERNashville

KENTUCKY.	TEXAS.
THE TIMES JOURNAL.....Dubuque SUCCESSFUL FARMING.....Des Moines 700,000 circulation guaranteed or no pay. Reaches more farmers in the North Central States than are reached by any other publica- tion.	AMERICANAustin ENTERPRISEBeaumont Covers East Texas and West Louisiana

LOUISIANA.	UTAH.
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.	STAR-TELEGRAM.....Fert Worth Net Paid Circulation, 35,000 daily. Over 50% more net paid city circulation and over 5,000 more net paid Sunday circulation than any other paper in Fort Worth.

MARYLAND.	WASHINGTON.
THE SUNBaltimore Has a combined net paid circulation of 145,562 copies daily, 110,000 of which go into homes in Baltimore City and suburbs. Sunday net paid, 57,376.	CHRONICLEHonston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. POSTHouston Over 80% city circulation to regular subscrib- ers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed.

MICHIGAN.	WASHINGTON.
PATRIOT (No Monday Issue).....Jackson Average three months ending March 31, 1915: Daily, 11,349; Sunday, 13,104. Member "Ameri- can Newspaper Pub. Ass'n." "Gilt Edge News- papers," and A. B. C.	TELEGRAMTemple Net paid circulation over 6,000.

MINNESOTA.	CANADA.
THE STATE JOURNAL.....Lansing Leading afternoon daily of Central Michigan; three editions two cents. Guaranteed net circulation, 15,000.	HERALD-REPUBLICAN.....Salt Lake City

MISSOURI.	BRITISH COLUMBIA.
TRIBUNE, Morning and Evening.....Minneapolis	WORLDVancouver

MONTANA.	ONTARIO.
POST-DISPATCHSt. Louis	FREE PRESSLondon

MONTANA.	ROLL OF HONOR
MINERButte	The following publishers guarantee circulation and willingly grant any advertise the privilege of a careful and exhaustive investigation.

NEBRASKA.	ILLINOIS.
JEAN DEAN BARNES, 354 Fourth avenue, New York City, is placing 1,596 lines for 3 months for Priestley Courtland.	SKANDINAVENChicago

INDIANA.	NEW YORK.
THE AVE MARIA.....Notre Dame	EVENING NEWS.....Buffalo

INDIANA.	NEW YORK.
FREIE PRESSE (Cir. 128,384).....Lincoln	BOLLETTINO DELLA SERA.....New York

INDIANA.	PENNSYLVANIA.
THE AVE MARIA.....Notre Dame	TIMESChester

NEBRASKA.	QUEBEC.
JEAN DEAN BARNES, 354 Fourth avenue, New York City, is placing 1,596 lines for 3 months for Priestley Courtland.	LA PRESSEMontreal Av. circ., 1912, 114,371; '13, 127,722; '14, 140,342

INDIANA.	NEW YORK.
FREIE PRESSE (Cir. 128,384).....Lincoln	Taylor-Critchfield Company, Inc., Brooks Building, Chicago, Ill., is renewing contracts for the Pennsylvania Lines.

INDIANA.	NEW YORK.
THE AVE MARIA.....Notre Dame	Wylie B. Jones Advertising Agency, Binghamton, N. Y., is renewing contracts for the Stearns Electric Paste.

New Orleans States
Sworn Net Paid Circulation for 6 Months
Ending March 31, 1915
33,796 Daily
Gain over October 1, 1914..... 525 copies
Morning paper LOST.....7,045 copies
Other evening paper LOST.....7,873 copies
We guarantee the largest white home de-
livered evening circulation in the trade terri-
tory 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

NEW YORK JOURNAL

Apr. 10th, 1915.

Powers Photo Engraving Company,
154 Nassau St.,
New York City.

Dear Sirs:-

Att. of Mr. A. J. Powers, President.

The Star Publishing Company, New York American and the Evening Journal, desire to compliment you on the quality and service of the photo engraving you have furnished us for the past several months. You are now engraving every picture used by our publications.

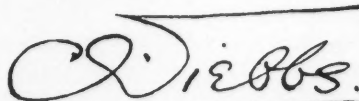
We have sent you as many as three hundred and twenty-six (326) advertising cuts, thirty-two (32) large combinations (most of them full page), thirty-eight (38) large half-tones (most of which were drop-out combination line and half tone made with one exposure) and forty-three (43) large line engravings.

Our record shows that all these copies were engraved by you in one night between sunset and sunrise. Some of the largest combinations were made in the remarkable fast time of one hour and fifteen minutes.

The service was perfect. The quality speaks for itself, for we believe there is not another paper in this country to-day better illustrated than either the New York American and the Evening Journal.

You may show this letter to other publishers if you choose for we believe that you should be commended to publishers generally. We believe the most remarkable achievement is the fact that of the thousands of copies you have handled for our newspaper not one has been lost or mislaid.

Very truly yours,



W. Diebbs.

April 1913 . . .	143,408
April 1914 . . .	170,474
April 1915 . . .	188,300
Half May 1915 .	205,000

THE New York Globe

Growing steadily in circulation and leading
all other New York daily newspapers,
morning, evening or Sunday,
in advertising gains.

SOME REASONS WHY

1. Because The Globe holds the confidence of its readers through definite and effective service.
2. Because The Globe has from day to day for years sought to improve each day as a newspaper.
3. Because The Globe can probably show more unsolicited proof of results to advertisers than any other newspaper.
4. Because The Globe sells its advertising strictly as a commodity—definite quantity and quality alike to all customers under the same conditions.

MEMBER AUDIT BUREAU OF CIRCULATIONS

CHICAGO
Tribune Building

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Building

OHIO STATE UNIVERSITY