

The Editor & Publisher

and The Journalist

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NEW YORK, JUNE 5, 1915

10 Cents a Copy

To Brother Newspaper Men

Chicago Convention

June 20-24

The eleventh annual convention of The Associated Advertising Clubs of The World will be held in Chicago from June 20-24 inclusive. The Newspaper Conference has arranged a programme intended to interest every newspaper man who attends the newspaper sessions. Here are some of the subjects on which experts will speak:

"The Effect of Advertising Censorship on the Cash Drawer"

"The Advertising Agent and The Newspaper"

"How to Get Church Advertising"

"How to Interest the Manufacturer in Newspaper Advertising"

"How to Make Your Readers Read Your Advertising Columns"

The Newspaper Exhibit will also be interesting and valuable. It will contain the largest photographic reproductions of actual newspaper pages ever seen. Samples of successful newspaper campaigns and the methods that secured them will be shown. A miniature daily paper will be written, set and printed in the Newspaper Exhibit Booth every day of the convention.

Every newspaper man in North America ought to be able to afford the necessary time and expense to attend the Chicago Convention. Aside from the valuable information to be obtained from the Newspaper Conference and Exhibit, the various committees in charge have provided instruction and entertainment of every conceivable form for the entire Convention.

We extend a special invitation to all brother newspaper men to visit our plant and to make our offices their headquarters for the receipt and dispatch of mail and telegrams.

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OF THE

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CANADIAN A. P. MEETS

John Ross Robertson Re-elected President—Toronto Newspapers Seek a Renewal of Working Agreement from Typographical Union—H. B. Donly Becomes President of C. P. A.

(Special Correspondence.)

Toronto, June 1.—The annual meeting of the Canadian Associated Press was held here last Friday. This is the organization which handles British news for the Canadian press. It was organized several years ago at a time when it was felt that the Dominion was not receiving just the sort of news that was desired. The Government at Ottawa voted it a subsidy to get it started and ever since it has been receiving governmental assistance. This year the subsidy is about \$3,500. John Ross Robertson, the veteran publisher of the Toronto Evening Telegram, has been active in the management of the C. A. P. ever since it was established, and indeed, it owed its inception largely to his efforts. He was its first president and was re-elected to the office last week.

P. PRESIDENT ROBERTSON'S ADDRESS

The business of the meeting was of a routine order. In his address Mr. Robertson quoted a report from the London manager explaining some of the difficulties they had to contend with in getting news past the censor. This was advanced as a reason for such defects in the service as have been apparent since the war began. The following directors were elected: P. D. Ross, Ottawa Journal; E. F. Slack, Montreal Gazette; J. S. Lewis, Montreal Star; W. J. Douglas, Toronto Mail and Empire; J. A. Macdonald, Toronto Globe; J. E. Atkinson, Toronto Star, and J. Ross Robertson, Toronto Telegram.

The official story of the work of the Canadian troops in France is detailed by a Canadian eye-witness, Sir Max Aitken. His account was cabled across to Canada at the expense of the government and by them transmitted to the press. This procedure relieves Canadian newspapers of the heavy expense of getting these important despatches over the cable.

The Toronto newspapers have been negotiating with the local typographical union for a renewal of the agreement which terminates at the end of the month. It is understood that the matter has reached the point where an adjustment has practically been agreed upon. As in so many American cities no change will be made in the old agreement and the men will continue at the former rate of wages.

THE ADVISORY COMMITTEE

The advisory committee of the Canadian Press Association has selected A. R. Alloway, editor of the Canadian Printer and Publisher, as assistant manager of the association to relieve Mr. Inrie, the manager, during his absence from the office on account of ill-health. Mr. Alloway will take up his new duties on June 7. Meanwhile, Mr. Inrie has gone to Fergus, Ont., for the summer.

The election of H. B. Donly, Simcoe Reformer, to the presidency of the C. P. A. for the unexpired portion of the term of W. M. O'Beirne, Stratford Beacon, left a vacancy on the advisory committee. The position has been filled by the election of W. E. Smallfield, Renfrew Mercury, to the committee.

It is rumored that E. L. McArthur is to be the new advertising manager of the Toronto News. Mr. McArthur has

had long experience in the advertising field. He was originally with La Presse of Montreal, then with the Toronto News under the old regime and subsequently on the staff of the Gibbons Advertising Agency. About six years ago he went to Vancouver to become treasurer of the Dominion Trust Company. On the failure of that institution last fall he returned to the East and since the beginning of the year has been on the staff of the Gagner Advertising Agency, Toronto. He should prove a tower of strength to the News.

J. G. W. Clark, younger son of J. T. Clark, editor of the Toronto Star, and himself a former member of the Star staff, is another young newspaperman to volunteer for active service. He has obtained a commission as lieutenant and will take command of the quota from the 109th Regiment who will go to the front with the Fourth Canadian Contingent.

Allan McGiffin, a well-known Toronto newspaperman, who was connected with the Canadian Press Limited and latterly was editor of two of the Gagner trade newspapers, has gone into training at the Niagara Camp and may go to the front later on.

Edward Grange, Ottawa correspondent of the Toronto Globe, was married today to Miss Marion McDougall, daughter of J. Lorne McDougall, C. M. G., former Auditor-General of Canada.

W. A. C.

WASHINGTON TOPICS

How the News of the Financial Pan-American Congress Was Handled by Five Skilled Correspondents with R. D. Heinl at Their Head—The Post's Figure Puzzle for \$600 in Prizes.

(Special Correspondence.)

WASHINGTON, D. C., June 3.—The handling of the news features of the Financial Pan-American Conference was so cleverly managed as to create much favorable comment. Putting into concrete shape the mass of material coming out of the conference, so that each newspaper representative might handle the authorized news in his own way and as required for his particular publication, was left to five of Washington's most prominent newspaper men.

The Press Bureau of the Conference was in charge of Robert D. Heinl, associate editor of the Nation's Business, which is the official organ of the Chamber of Commerce of the United States. Associated with Mr. Heinl were James D. Preston, superintendent of the Senate Press Gallery; Wingrove Bathon and Earl Godwin, of the Washington Star, and Frank L. Fisher, of the Harris and Ewing News Photo Bureau. The conference, which was considered one of the most important of its kind ever held in this country, was covered completely for its news value by these five men.

Many special representatives were also in attendance upon the conference. Among those from out of town newspapers were Julius Moritzen, of the Boston Christian Science Monitor; Wing B. Allen, publisher of The South American, New York City; Leonard M. Fanning, associate editor of Financial America, New York City; Commodore Cordeiro da Graça, Journal de Commercio, Rio de Janeiro, Brazil; Arthur A. Cheny, Root Newspaper Association; Edward H. Darville, the Hardware Age and Iron Age, New York, and B. C. Forbes, financial editor of the New York American.

The Washington Post has started a

figure puzzle contest in which \$600 in money is offered in prizes for the best solution submitted. The interchangeable figure puzzle is a problem of addition, the object being to draw a continuous chain of circles across the face of each figured chart so that the numbers within the circles will total the greatest number of points. The first prize is \$100 in cash and a dividend prize of twelve times the amount paid on subscription.

A domino tournament that lasted an entire month has just been brought to a close at the National Press Club of Washington where that popular club game has taken an unusual hold. The contests included both singles and doubles, about fifty of the club members entering the former contests, and half that number went in for the doubles.

The title of champion in the singles was won by W. A. Scholobohm, correspondent of the Yonkers Herald, and the winning team in the doubles was composed of Edward R. Padgett of the Washington Star and A. G. Plant, an associate member of the club. The names of the champions in the contests have been engraved upon two silver cups which will remain in the club quarters.

Dominoes were introduced in the National Press Club only a few months ago, but with the adjournment of Congress, which brought more leisure to the newspaper men of the capital, the game soon became a popular diversion of the club members. Representative Kent, of California, presented the club with half a dozen ivory domino sets just before the tournament was opened. The tournament was under the direction of Jesse L. Suter, chairman of the committee on club games.

London Times to be Prosecuted

Under the provisions of the new English defense of the Realm Act, the London Times is to be prosecuted for printing a letter which the French military authorities found offensive. Major Richardson, who wrote the letter, and who is also a defendant, stated in the Times that the last French reserves had been called up to the colors, and that the French were looking to England to save them from disaster. The purpose of the letter was to further the idea of conscription, but the English officials feel that it is calculated not only to depress the French people, but to give valuable information to their common enemies.

Pape Wins Libel Suit

William J. Pape, editor of the Waterbury (Conn.) Republican, has won the libel suit which was brought against him by Senator James A. Peaseley, who claimed that Pape used offensive and abusive language against him in editorials. During the trial of the case on June 3, in the District Court, Judge Isaac Wolfe abruptly told opposing counsel that, in his opinion, the state could not make out a case against the accused, and dismissed the case.

Mob Attacks Montreal Paper

Because Le Devoir, a French paper of Montreal, had imputed to Italy unworthy motives for engaging in the present war, a mob of angry Italians attacked the Devoir building on the evening of May 27 and did considerable damage. Every window in the building was broken, and much damage was done to the interior by flying stones.

CHICAGO NEWS ITEMS

Tribune Does Good Work Against a Baseball Lottery—Plans for Ad Men's Night Pageant—Press Club's Annual Show a Big Success—Bill Passed Against Fraudulent Advertising.

(Special Correspondence.)

CHICAGO, June 1.—The recent exposé by the Chicago Tribune of the operations of an alleged baseball lottery through the agency of the Allentown (Pa.) Weekly World threatens to put the concern out of business. Since the Tribune opened up on the World's enterprise six operatives of the concern have been arrested in Chicago and one has been convicted of operating a gambling device. The syndicate's operations have ceased here. In half a dozen other cities police investigations have begun and arrests have been made as a result of the Tribune's publicity. The case supplies interesting enlightenment on the corrective powers of a newspaper.

William Rupp, the first of the agents of the concern brought to trial in Chicago, was fined \$200 and costs. It was shown that 44,000 people a week were paying 30 cents a copy for the World, receiving in return a chance on a \$1,500 prize. The paper is not circulated through the mails. John J. Kileoyne, of Allentown, heads the system.

In New Orleans rigorous action was promised. The operation was called a replica of the notorious old Louisiana lottery. In Milwaukee, Pittsburgh, Wilkesbarre, Pa., and Duluth, Minn., police investigations have been started, dispatches say.

Franc R. E. Woodward has joined the forces of the United Photo-Plays Company as assistant to the President, Wilbur Wynant. As a newspaper man of many years' experience Mr. Woodward is a believer in newspaper advertising. He has inaugurated one of the most extensive and novel publicity campaigns ever attempted by a cinema concern and says it is bringing results, as he knew it would. Mr. Woodward is the man who carried the message to Garcia—the very man the late Elbert Hubbard wrote the piece about.

Thomas Ballantyne, of the Daily News, won the Indestructible trophy at the May tournament of the Press Club Golf Club, finished May 30, at Park Ridge. His score was 84. Howard M. Briceland, manager of the Tribune news bureau, was second with 97. Richard E. Lee, of the Herald, was third with 104 strokes. Since 1912 Mr. Ballantyne has been the Press Club champion.

The annual Press Club show, Tagore's drama, "The King of the Dark Chamber," was given last Thursday night at the Auditorium theatre. It was a departure from the customary "Scoop Shows" written and enacted by members of the club. Professionals made up the cast. The club profited by about \$6,000 as a result of the entertainment.

The Little Review, a magazine which had ideals, supported Emma Goldman, and printed contributions from John Galsworthy and an impressive list of notables, has suspended. On Friday Miss Margaret C. Anderson, erstwhile editor, appeared in municipal court, sued for wages by a printer.

The seventy-second anniversary of the birth of Henry O. Shepard, publisher of the Inland Printer, who died in 1901, was commemorated on May 24, at the public school named in his honor. The Old Time Printers' Association dedicated a

memorial window in the school. It bears the simple legend: "To the Memory of Henry Olendorf Shepard, Printer."

A bill prohibiting fraudulent advertising has passed the Illinois House of Representatives. It provides a heavy fine or imprisonment.

John Lee Mahin, who is a native of Iowa, went there last week and addressed the members of the Des Moines Ad Club.

The newspaper illustrators of Chicago took a night off Saturday and enjoyed their annual carnival in the Hotel Sherman ball room as only active young artists can do.

The departure of Frederick M. Feikep, lately connected with System, for a new position in New York was preceded by a farewell dinner given by friends. He was presented with a diamond-studded watch.

Henry M. Hyde, of the Tribune, a graduate of Beloit college, will deliver the commencement address there this month.

The "Off the Street Club" the advertising men's charity, will hold its annual ball game at Comiskey Park on June 15.

Mrs. Walter Brewster, of Lake Forest, has been made editor of the Garden Club Bulletin, the organ of the Garden Club of America. It is published in Philadelphia.

The Tribune has broadened its anti-mosquito campaign to include as an enemy, the fly. The enterprise is in charge of the public service department of the paper.

The annual memorial services of the Press Club, the Old Time Printers Association and Typographical Union No. 16, were held jointly at the Garriek theatre on Sunday.

The Herald has secured for its staff Lillian Russell, so long a writer for the Tribune. She is to start writing Sunday.

Stanley Clague was elected president of the Western Advertising Agents' Association at its meeting here last week.

Sidney Willis has left the staff of the Tribune to write interviews exclusively for the Photoplay magazine.

Edward Roberts, formerly of the Chicago Examiner and Triune, has been commissioned to manage the forthcoming anniversary edition of the Los Angeles Examiner.

A. H. Messing, assistant publisher of the Examiner, has returned from a conference in New York.

Henry Barrett Chamberlain, once managing editor of the Record-Herald and present editor of the Voter has associated Stanley Oshorn with himself in the creation of a new business magazine.

The engagement of Arthur Park, of the Associated Press, to Miss Gladys Russ, of Austin, Ill., has been announced.

Miss Louise James, fashion editor of the Tribune, and Hal Davidson Bargelt were married last Saturday evening at the Mission House in Ardmore, Ill., which is their new home. MARQUIS JAMES.

EVENING MAIL TRANSFERRED

Old Mail and Express Company Continues as Publisher.

It is reported that the stock of the Mail and Express Co. of New York, of which Henry L. Stoddard is president, was on Tuesday taken over by the S. S. McClure Newspaper Co., recently incorporated. The Evening Mail will continue to be published by the Mail and Express Co., but S. S. McClure becomes the editor and Frank Parker Stockbridge, the managing editor.

The change in management was indicated on the mast-head of the Evening Mail on Wednesday. T. E. Niles, who was managing editor of the Mail under the old regime, continues as news editor. John C. Cook is to remain as business manager. It is not probable that any changes will be made in the staff except as circumstances may make necessary.

The only alteration made in the appearance of the Mail during the week was the discarding of the double column editorial measure for the single column. A new feature, which promises to become popular with the Evening Mail's readers, is McCutcheon's cartoons, which are exceedingly popular in the West, but have not heretofore regularly appeared in any New York newspaper.

HOW CURTIS PLAN OF DISTRIBUTION WORKS

Ideas Adaptable to Newspaper Circulation Departments Promulgated at Enthusiastic Three-Day Convention in Philadelphia—Helping 50,000 Boys to Find Themselves and Later Take Places of Usefulness in the Business World.

(Special Correspondence.)

PHILADELPHIA, June 3.—Ideas which with adaptation could be applied with great profit to employers and employed alike in the circulation department of every newspaper in the country, were explained at a three-day convention of nearby state circulation agents of the Curtis Publishing Company, held in this city last week. For the first time in the East, the latest development of the already famous "Curtis Boy Plan of Distribution" was presented to 200 district agents from six states, and each man was stirred to clear vision of what he could personally accomplish for the advancement of his own business interests and for the welfare of the community in which he lives. The meeting, while arranged solely for the agents of the company, was so inspiring—so distinguished an expression of the highest business consciousness and of the coming era when ideals and practical benefits will march hand in hand—that it was a matter for regret that the audience should not have numbered thousands more of the heads and sub-heads of business organizations (not excluding both editorial and business departments of the newspapers) who would have been stimulated and instructed by the revelation of ideas and methods which have already worked out remarkable results in this great publishing house.

The newest step in the Curtis system is a plan to help the 50,000 boys, who sell the company's three magazines all over the United States, to find their particular niche in a world of activities, when they are ready to graduate from the selling force of the company. It is a noteworthy contribution to the vocational education movement which is making rapid headway among the leading educators and business men of the country, and was unqualifiedly praised by an "outsider," Meyer Bloomfield, director of the Bureau of Vocational Education in Boston, who made a splendid address at the convention and viewed the undertaking as an influential move in the right direction and a welcome application of his own beliefs.

A GRADED SYSTEM OF TRAINING.

Briefly, the idea is a graduated system by which through various steps, under the watchful and sympathetic eye of the Curtis Company and its agents, a school-boy while yet at his lessons may gain useful business experience until he has reached the highest rank in the Curtis League—that of "master salesman," when he will be assisted by the company, acting in co-operation with business and professional men everywhere, many of whom are already profoundly interested, to go directly into the life work which he has been helped to select.

The system includes first the gathering in of boys to sell the Saturday Evening Post on the streets. This is done by Curtis Company advertisements in magazines, the applicants being later connected with the district agent, and by local newspaper ads, "blind" and otherwise (and the agents have put themselves on record as finding the straight ad productive of the best results). Next follows the "P-J-G Ten Club," open only to boys in the neighborhood who regularly sell 10 copies of the Post, 6 copies of the Ladies' Home Journal, and 2 copies of the Country Gentleman. This club has membership buttons and games, is treated to "movie" parties with refreshments, and frequently has a clubroom, under the auspices of the district agent. Vouchers for certain sales records are also given which entitle the boy to cameras, catcher's gloves and similar treasures, and at times special prizes are offered in competitions for increased sales. It is plain that at once it becomes a distinction accompanied by privileges and rewards to

belong to the regular Curtis forces, and that a healthy rivalry is aroused among the young merchants.

HOW THE PLAN WORKS.

After a boy has sold one of the Curtis publications for six months, is selling all three magazines and has a perfect record for promptness; if he attends school regularly, he is eligible to the national organization, the League of Curtis salesmen. In this, after certain requirements are met, he may win, in competition, to the place of "expert salesman"—with rewards and honors which the district agent is duly and fully instructed how to make the most of—and at last he may attain to the rank of "master salesman," of whom only twenty are elected in any one year. This high honor in business boydom carries with it several benefits, among which is a yearly subscription to System, Advertising and Selling, Printer's Ink, or Business; but best of all, "the absolute confidence of the company."

He has now earned the recommendation and assistance of the Curtis company, when he is ready to embark in a business or profession, and in consequence he gets a "flying start," as one booklet expresses it. The Curtis training, it is more than likely, has already developed him to the point where business men with whom he has come in contact are more than anxious to place him. Incidentally and as a single feature of the system, there are five or more "house organs" carrying the personal message of the company to the various branches of the organization, to say nothing of countless circular and personal letters all charged at the big electric battery of sympathy, enthusiasm and efficiency on Independence Square.

It is interesting in this connection to note a paragraph from one of the publications. It says: "The Curtis Company does not hold the Boy Problem in the hollow of its hand, but is one of several big agencies that have taken an interest in boys. The claim has never been made that this company was started and developed for the sole benefit of young America. But the claim is made that in the course of its progress this country has developed its own boy plan along such lines and in such ways as to help boys when and where they most need help. For every benefit that this company has derived from boys who sell its publications, those boys have derived equal benefits." This is clear, especially after hearing some of the letters and reports sent in by the boys themselves, by the district salesmen, parents, teachers, business men and mere spectators.

VALUE OF CO-OPERATION EMPHASIZED

The big idea includes, as one of its most valuable elements, the making of every circulation man into an integral part of the educational and business success of the whole. His interests are served, since increased sales mean increased profits for him. Better yet, he is shown how to "look beyond the payroll," and by carrying out the abundant suggestions furnished him, he sees how he may improve his standing and influence in the community while forwarding the welfare of its growing citizens. Most of the men at the convention, except those from the larger cities, are not making, I am told, more than \$5 a week out of their agency, running it in conjunction with other business.

Yet you would no longer say that Americans think only of money if you could have watched their intent and inspired faces, while they absorbed the larger ideas of public service combined with efficient business management which were offered them. Since the co-operation of the district men is so important a part of the plan, that deep interest was a guarantee of the success of the movement. It

is to them that the Company looks for first-hand knowledge of the boys, to be gained by talks with parents and teachers, pastors or priests, and through club association and confidential chats with the lads themselves. The ambitions, self-respect and morale of the young salesmen is encouraged by posted bulletins, club addresses and newspaper notices, and each advance in the business progress of the boy means benefit to him, to the agent and to the community.

The expenses of the trip to Philadelphia were paid by the Curtis Company, including hotel accommodation, tickets to Keith's, and to see the Athletics play hall, and unlimited cigars. Some of the delegates were not more than ten or twelve years old, who rose when questions were to be asked, and spoke with a self-possession and directness, which was in itself the best possible demonstration of the value of the Curtis system.

Cyrus H. K. Curtis welcomed the agents at the opening session, and M. E. Douglas, manager of the sales division of the circulation department, presided at the meetings. Upon Mr. Douglas's modest brow must be pressed the crown of laurel, as the originator of the "Boy Plan."

CURTIS WAGER-SMITH.

COLUMBIA HONORS C. R. MILLER

Editor-in-Chief of New York Times Receives Honorary Degree of Litt. D.

At the 161st commencement of Columbia University, held on Wednesday, when the largest class in the history of that institution was graduated, Charles R. Miller, editor-in-chief of the New York Times, was the recipient of the honorary degree of Doctor of Letters. In conferring upon him that distinction, President Nicholas Murray Butler said:

"Charles Ransom Miller: Bachelor of Arts of Dartmouth College; editor-in-chief of the New York Times; for forty years a potent force in expressing, in guiding and in uplifting the public opinion of the American people; never more cogent, more wise, or more eloquent than when voicing their moral purpose and their righteous judgment in these latter days when all the forces of evil and destruction are let loose to do rapine and slaughter among men, I gladly admit you to the degree of Doctor of Letters."

Dr. Miller was born in Hanover, N. H., in 1849, and has had a long, useful and influential career in newspaper editorial work. From 1872 to 1875 he served on the staff of the Springfield (Mass.) Republican. Since 1875 he has been on the New York Times, having held the position of editorial writer from 1881 to 1883, and that of editor-in-chief since 1883. He is vice-president and a director of the New York Times Company, and is a member of several of the leading clubs of the metropolis and of various civic societies. His editorial writing has long been noteworthy for clear thinking and forceful expression, combined with grace of style. These qualities have gained for him a nation-wide reputation.

"THE SUN DO MOVE"

New York Newspaper to Occupy Its New Quarters in Tract Building.

A beginning has already been made in the task of moving the New York Sun and the Evening Sun to their new home in the American Tract Society building, at 150 Nassau street.

The first thing to be done will be to transport one of the big presses to its new abode in the cellar. The quarters to be occupied will include the cellar, the basement, the second, third, fourth, fifth and twenty-third floors. Of these the business office will have the second, the composing room the third, the Evening Sun editorial force the fourth, and the Morning Sun the fifth. What use is to be made of the twenty-third floor has not yet been determined. In all, the floor space at the disposition of the Sun will be about 50,000 square feet.

As to what shall become of the old Sun building, no decision has been reached.

**¶ In Greater Boston
there are 311,809
families.**

**¶ In Greater Boston
the Daily Ameri-
can sells net over
200,000 copies.**

BOSTON  AMERICAN
NEW ENGLAND'S GREATEST HOME NEWSPAPER

EVENING AND SUNDAY

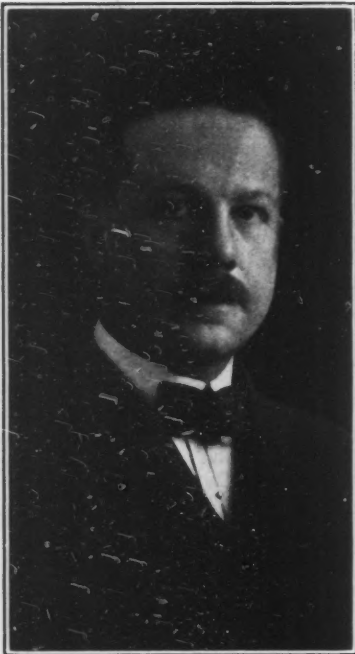
*New England's Greatest Home
Newspaper*

NEW FEDERATION FORMED

Wisconsin Publishers and Printers Organize League of Existing Associations for Co-operation—Will Employ Traveling Secretary to Help Solve Problems—Prof. W. G. Bleyer Heads Committee.

(Special Correspondence.)

MADISON, Wis., May 29.—First steps toward the organization of the Wisconsin Federated Printing and Press Associations were taken at the First State Conference on Printing and Newspaper Publishing held in Madison May 26, 27 and 28. Each of the three associations represented at the conference appointed two of its number as members of the executive committee of the federated associa-



PROF. W. G. BLEYER

tions, and the committee of six thus constituted elected Prof. Willard G. Bleyer, head of the department of journalism at the University of Wisconsin, as chairman of the executive committee. The members of the committee in charge of the federated associations are H. L. Hoard, Ft. Atkinson, and C. A. Booth, Madison, Wisconsin Press Association; F. E. Noyes, Marinette, and H. H. Bliss, Janesville, Wisconsin Daily League;

George Harrington, Oshkosh, and C. H. Van Vliet, Racine, State Franklin Club.

The new federation will continue the plan of holding an annual State conference, with section meetings for each association and a large general meeting for all of the associations. The next conference will be held in Madison in 1916.

The federated organizations will raise funds to put a traveling secretary in the field, who will install cost accounting systems in job plants and newspaper offices, and will assist newspapers in advertising and subscription problems. The department of journalism at the University of Wisconsin was requested to cooperate with the new federation in providing the traveling secretary, and will provide assistance in connection with the university extension division.

Some 200 editors, printers, publishers, and others attended this first State conference, the largest number that has ever gathered in Wisconsin to discuss matters pertaining to printing and newspaper publishing. The success of the conference led to the decision to hold another meeting at Madison next year and to organize the federation. The resolutions adopted were in part as follows:

Whereas the success of this conference has been due in large measure to the efforts of the department of journalism of the University of Wisconsin to explain and institute a system of cost accounting for publishers and printers in this state; and

Whereas this conference has been informed that the department of journalism is eager to co-operate in the matter of the practical application of such a system, therefore be it

Resolved that this conference encourage and aid the said department in its plan to establish a cost accounting system in the offices of printers and publishers throughout the state; and further be it

Resolved that the officers of the three associations—the Wisconsin Press Association, the Wisconsin Daily League, and the State Franklin Club—have the unanimous endorsement of this conference in an endeavor to secure further co-operation and representation from printers and newspaper publishers of this state and to arouse greater interest in an annual conference of printers and newspaper publishers.

The newly elected officers of the Wisconsin Press Association are: President, Halbert L. Hoard, Ft. Atkinson; secretary, Miss Lura Dow, Palmyra; treasurer, E. J. Scott, Shawano; representatives on executive committee of Wisconsin Federated Printing and Press Associations, H. L. Hoard, Ft. Atkinson and C. A. Booth, Madison.

The officers of the State Franklin Club elected at this meeting are: President, George Harrington, Oshkosh; vice-president, C. L. Coward, Lodi; secretary, C. H. Van Vliet, Racine; treasurer, F. C. Bled, Madison; Executive Committee, H. L. Hoard, Ft. Atkinson, Frank W. Cantwell, Madison, and Rudolph Haess-

ler; members of the Executive Committee of the new federated associations: George Harrington, Oshkosh, and C. H. Van Vliet, Racine.

The conference opened on Wednesday evening with addresses by Governor E. L. Phillip and President C. R. Van Hise of the University of Wisconsin. Isaac Blanchard, of New York, gave the principal address at this first meeting, speaking on "System, Efficiency and Cost Accounting."

What Kansas editors and publishers are undertaking to do in the way of co-operation was described in an interesting talk by Prof. Merle Thorpe, of the department of journalism at the University of Kansas, on Thursday evening at a dinner given for the visiting editors, printers and publishers. At the same meeting Prof. W. G. Bleyer of the department of journalism at Wisconsin gave the results of a survey which he made of the weekly newspaper publishing conditions in Wisconsin.

W. J. Merrill, manager of the merchandising service bureau of the Chicago Tribune, spoke at the last meeting of the conference on "Newspaper Co-operation with the Manufacturer," illustrating his subject with lantern slides showing the valuable work of the Chicago Tribune's service department.

Cost accounting, system and efficiency in newspaper and job plants, advertising rates, subscription rates, and other practical topics relating to the business side of printing and publishing were discussed by members of the associations at the other sessions.

The "Grown in Wisconsin" luncheon, served in Lathrop Hall of the University of Wisconsin under the direction of the young women in the classes in institutional management of the department of home economics of the university, was an interesting feature of the conference. With the exception of pepper and salt, every bit of food was a Badger State product. For coffee there was a malt substitute manufactured in Wisconsin, and the ice cream was made of malted milk, a Wisconsin discovery. The menu cards were printed on paper manufactured from Wisconsin tamarack and hemlock at the United States Forest Products laboratory at the University of Wisconsin.

The relation of newspapers to commercial and agricultural development in Wisconsin, past, present and future, was discussed at this luncheon and much valuable information was presented.

Heated the Metal Without Gas

A short time ago the mains supplying Fort Worth, Tex., with natural gas were washed out by a flood. This left the Fort Worth Star-Telegram without fuel for heating the linotype metal pots, the

steam tables and the stereotype metal furnace.

With genuine Texas pluck the mechanical department men immediately got busy to save the situation. After trying plumbers' blow-pipes, which were found unsatisfactory, at the suggestion of Frank Beneke, presto-lite tanks were brought in and used on the linotype pots. As they proved effective, supplying the requisite degree of heat, other presto-lite tanks were applied to the stereotype furnaces with equal success and the Star-Telegram went to press on time.

Topeka Daily Capital

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

33,971

Arthur Capper

TOPEKA, KAN. Publisher

Connecticut's Biggest and Best Daily Newspaper

The Hartford Times

Hartford, Conn.

THE TIMES' circulation is 3c. circulation Home circulation

"One paper in the home is worth a hundred on the highway."

KELLY-SMITH COMPANY Representatives

220 Fifth Ave. New York Lytton Bldg. Chicago

Deutsches Journal

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

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.

HAPPENINGS IN BOSTON

United States District Court Decides Against Post Publishing Co. in Equity Suit Over "Headless Woman" Feature—Pilgrim Publicity Association Planning for Great Trip to Chicago.

(Special Correspondence.)

Boston, June 3.—Justice Dodge in the District Court of the United States, in the equity case of the Post Publishing Company vs. Postmaster Murray, rendered his decision adverse to the plaintiff and dismissed the bill with costs. Appeal will probably be taken to the Circuit Court. This is the case of the Post's "Headless Woman" feature, which it was contended by the plaintiff was not a lottery and not a "scheme" coming within the United States statute provisions rendering any advertisement of the plan unlawful.

Justice Dodge in his opinion says that the plan "is not regarded as, in any sense, a scheme to defraud," and that, "the scheme advertised is neither a 'lottery' nor a 'gift enterprise' in the ordinary meaning of those terms." The court further says: "It may well be true, as plaintiff urges, that it is doing nothing unlawful or wrong, if it makes a purely gratuitous distribution of its own property according to chance; and that such a distribution is neither a 'lottery' nor a 'gift enterprise,' nor similar in kind within the meaning of the statutes against such enterprises. It may also be true that it makes no difference if, in so distributing its own money according to chance, its purpose is to attract public attention to its paper and augment its profits therefrom by an increased circulation; and that there is nothing unlawful or wrong in advertising such a gratuitous distribution of its own money otherwise than through the mails. Whether or not such advertisements are available, however, is for Congress to determine, and I think the provisions of Section 213 exclude them."

TRIP OF THE PILGRIMS.

The talk of the town in advertising circles is the coming trip of the Pilgrim Publicity Association to Chicago to attend the convention of the Associated Advertising Clubs of the World. The Pilgrims' "on to Chicago" party will leave the South station Tuesday evening, June 15, for its ten days' journey. On Wednesday morning the party will arrive at Rochester, N. Y. It will breakfast at the Seneca Hotel and afterward will tour the city in automobiles and inspect the buildings of the Eastman Kodak Company. The party will take luncheon at Buffalo, and later in the day go to East Aurora, where it will visit the Roycroft shops. In the evening the party will board the S. S. Northland for the trip through Lake Erie, Lake St. Clair, Lake Huron and Lake Michigan.

Thursday the Pilgrims will celebrate the 17th of June and Bunker Hill day with fitting ceremonies on the boat. About noon the party will reach Detroit, the home of the automobile industry. Former Pilgrim Joseph D. Mills, of the J. L. Hudson Co. department store, will meet the delegation and conduct it about the city. Mackinaw Island will be reached on June 18. In the afternoon they will stop at Harbor Springs. Saturday, until 4 o'clock, will be spent at Milwaukee. From there they take train to the convention city. Pilgrim headquarters in Chicago will be at the Hotel LaSalle.

The Boston American is still hammering away for better streets. The mass meeting that was brought about through the American to arouse public interest in better streets was largely attended by citizens in all walks of life.

FUN FOR "BEAUTY CONTEST" WINNERS.

The five winners of the Traveler's "beauty contest" attracted much attention when they arrived at the Copley Plaza hotel Monday night. The young women come from different parts of New England. Before they start for the San Francisco exposition as the guests of the Traveler they will be entertained royally here in Boston.

Thomas McLaughlin, business manager of the Portland (Maine) Press, informs the representatives of THE EDITOR AND PUBLISHER that he has increased his local advertising rates 33 1/3 per cent. The new rate, with the greatly increased circulation of the Press under the management of Mr. McLaughlin, is meeting with favor by the merchants of Portland. A new addition to the ranks of the Press advertisers is the American Clothing Company, a good sized Portland concern that has never before carried advertising of any amount.

The big thing in news of the P. P. A. seems to be the planned "Chamber of New England Industries" that the P. P. A. is booming. This will be a regular man-sized building in the heart of the city, where New England products will be on display at all times.

At a meeting of the P. P. A. at headquarters, recently, the "sky rocket" cheer was given on the roof of the building in front of a movie camera. The movies made will be shown at the big Chicago convention.

About all the advertising men of Western Massachusetts, as well as many from Boston, plan to gather at Mt. Tom for a golf tournament next week. In the evening a banquet will be given at the club house.

"Apt alliteration's artful aid," was well illustrated in the Boston Post of June 1. The head-writer in dishing up the story of the circus did it this way:

"Colossal Crowds Cheer Circus Clowns Cutting Charlie Chaplin Capers Coy coryphees, Costly costumed, Cavort cheerily—Countless comely, Courageous, Courtly Couriers come classic caprices—Clever conceits—Crack circus crowning criterion."

Some head, what?

The Boston Record has started a new feature. The last page of the paper is devoted to pictures, with just enough text or "cut lines," to tell the story. This feature is called "The Daily News Pictorial." The Record is now 14 pages in size, as a rule. About half a page a day is devoted to funny cuts, called "Scrapple."

ROY ATKINSON.

THE GAZETTE'S NEW HOME

The Gazette, of Niagara Falls, N. Y., has crowned its sixty years of progress and achievement by building for itself one of the most beautiful and practical newspaper buildings to be found anywhere in the country. The instructions given to Chester R. Phelps, the architect who designed the building, were "to produce a building equal to anything of its character in the city; beautiful, dignified—a building that should be a suitable temple of the great profession of journalism, . . ." and nobly has he carried out his instructions.

The building which is three stories high, with a basement of unusual depth, is built of steel, concrete, brick and terra cotta, and is as near fireproof as possible. Not only is it a beautiful edifice, but every practical device of proven worth for newspaper work has been installed therein. Efficiency engineers have been consulted as to the planning of each floor, in order that there might be no "lost motions."

With the increased facilities afforded by this building, the Gazette is in a position to enjoy many more years of prosperity.

Tribute to a Publisher's Wife

When Mrs. James Schermerhorn, wife of the publisher of the Detroit Times, was buried at Hudson, Mich., a few days ago, all the business places in that town were closed for an hour as a mark of respect and a tribute to her memory. Mrs. Schermerhorn had made many friends in Hudson during a residence there several years ago.

Plant Wrecked by Dynamite

The plant of the Sapulta (Okla.) Herald was wrecked by a dynamite explosion on Sunday. The Herald has been engaged in carrying on a campaign against gamblers and bootleggers, and it is supposed that the plant was blown up in revenge.

A STATISTICIAN claims that there are only 149,000 people in the New York territory whose incomes are \$2,500 a year or more.

This confirms our contention that the success of all enterprises in New York depends on the Big Crowd. The NEW YORK AMERICAN'S readers represent One-Fourth of the 149,000, also One-Fourth of the Big Crowd.

They represent one-fourth of the money invested in securities—

- One-fourth of the owners of New York realty.
- One-fourth of the deposits in banks and trust companies.
- One-fourth of the money in Savings Banks.
- One-fourth of the automobile owners.
- One-fourth of the attendants at Grand Opera.
- One-fourth of the dwellers in fine houses.
- One-fourth of the memberships in the various clubs.
- One-fourth of the merchants and manufacturers.
- One-fourth of the educators.
- One-fourth of the scientists.
- One-fourth of the inventors.
- One-fourth of those who support churches, schools and colleges.
- One-fourth of those who travel.
- One-fourth of those who support winter and summer resorts.
- One-fourth of those who patronize hotels, restaurants and places of amusement.
- One-fourth of the lovers and patrons of music and of art.
- One-fourth of the taxpayers.
- One-fourth of the professional men and women.
- One-fourth of the readers of books.
- One-fourth of the contractors and builders.
- One-fourth of the architects.
- One-fourth of the artists.
- One-fourth of the financiers.
- One-fourth of the writers.
- And one-fourth of those who support and make successful every line of business.

Do you not think you had better consider this fourth of New York in planning your advertising investment? You need the NEW YORK AMERICAN to become successful.

NEW YORK AMERICAN
DAILY AND SUNDAY

MEMBER AUDIT BUREAU OF CIRCULATIONS

CHICAGO GROCERS IN FIGHT ON COUPONS

United Grocers' and Butchers' Association Regards Such Devices as an Encroachment Threatening to Destroy the Retailer's Business —Takes Vigorous Action in Resolutions and Letters to Manufacturers Who Pack Coupons.

In its fight against coupons, trading stamps and all allied schemes and devices, the United Grocers' and Butchers' Association of Chicago recently addressed an open letter to wholesalers, grocery jobbers, members of the American Specialty Manufacturers' Association, and the trade press allied with the grocery and butcher interests. The letter reads as follows:

The organized retail grocery interest feels that an epoch in our business has arrived and the time has come when we must adopt some means to protect ourselves from the encroachment of those who would destroy our business.

It is obvious to everybody that a determined effort is being made to establish among our people the retailers, a foothold for all kinds of trading stamps, rebate schemes and profit-sharing devices. All these plans have in view the creation of an unnecessary third party, that materially adds to the cost of distribution.

It is our practical experience that the margins are governed by competition which has leveled the profits of the middleman to a minimum, which will not allow the addition of an extra tax upon the necessities of life, without working a hardship upon the consumer.

It is the opinion of everybody conversant with good business ethics, that ultimately, these parasites operating under various aliases, will eliminate the individual retailer who will be replaced by the chain-store system, which in turn will sell its own private brands of merchandise, thereby eliminating those of the manufacturer.

We believe from the statement of facts as set forth herein that this menace which threatens our very business existence, should again be called to the attention of those whose interests are closely interwoven with ours. Every local retailer grocer's association from the Atlantic to the Pacific has condemned all coupons, rebate checks, profit-sharing devices, or so-called gift schemes of any type of character, and furthermore, resolutions have been adopted by every state and national convention in opposition to this evil, and we believe that these expressions should be paramount.

Respectfully,

United Grocers and Butchers of Chicago.
JAMES G. BRADY, President.
A. G. HAMBROCK, Secretary.

Along similar lines and in pursuance of the same purpose this Chicago association had previously sent to several manufacturers a protest against their practice of packing coupons with their products. That protest said:

Pursuant to a resolution of protest adopted by the Chicago Grocers' and Butchers' Association, we take the liberty to advise you of our disapproval of your method of packing coupons with your product.

Our protest is based upon these principles: First, as merchants, we realize that the cost of the coupons employed by you must of necessity add to your overhead expense without enhancing the value of your products.

We, as dealers, do not care to save the coupons and present them for redemption. From numerous statements made by our customers, the consumers, we are convinced that they too attach little if any value to coupons and like schemes; in fact, some do not hesitate informing the dealer that they prefer to purchase their supplies without any such coupons attached to them.

Inasmuch as the organized grocers of the United States have for years opposed the giving of trading stamps and coupons by the dealer, and since a continued offer of coupons on your part may have the probable tendency to hinder our effort of stamping out this evil, and knowing that for your own best interest you of necessity cannot be opposed to the best interest of the distributors of your product, the retail grocer, we therefore request that you discontinue this practice.

Respectfully,

Chicago Grocers' and Butchers' Association.
(Signed) F. J. FRANK, Secy.

Within a few days the United Profit Sharing Corporation, of New York, sent a letter to the Chicago Grocers' and Butchers' Association accusing the members thereof of a conspiracy in restraint of trade in violation of the law, and demanding a retraction of the resolution passed

by the association. When it became apparent that such a retraction was not forthcoming, the United Profit Sharing Corporation put the matter in the hands of an attorney, who sought to force the Chicago association by threatening "to take legal action unless the situation is promptly adjusted." The corporation had accused the Grocers' and Butchers' Association of interfering with its business by condemning the special coupons issued by the United Profit Sharing Corporation.

In answer to the attorney's threat to bring suit, the secretary of the Chicago Grocers' and Butchers' Association sent a letter which appears to be the final word in the controversy. In that letter he said:

The Chicago Grocers' & Butchers' Association passed no resolution condemning the special coupons issued by your client. They did pass a resolution condemning the use of all coupons. In advising the trade of this fact I called the attention of the dealer to the fact that they were using a particular coupon contrary to the spirit of said resolution.

This association believes that it has acted entirely within its rights, and if its action in passing the resolution which it adopted is actionable, you are invited to adopt such course as you may be advised will best conserve your client's interest.

NOT POPULAR AT ATLANTA RETAIL MERCHANTS ASSOCIATION

ATLANTA, GA., May 20, 1915.

In our opinion, there is much to be said against trading stamps and coupons, and very little, if anything, in their favor.

Some of the reasons we do not believe in their use are:

The relationship between merchant and patron should be of the highest type. No subterfuge should be used or attempted.

The merchandise offered by a merchant should be exactly as represented. If the patron is in the market for that particular merchandise, the patron should pay the proper and fair price for it. The patron should not be forced to buy additional merchandise in order to secure what he or she may want at that particular time of purchase.

Trading stamps or coupons are misleading. As a rule, stamp or coupon advertised goods try to convey in the same advertisement that the patron is getting "something" for nothing. As a matter of fact, the so-called premium is paid for by the same patron, whether it is ever received or not.

If the manufacturer turns out honest merchandise (of whatever kind) at a fair and equitable cost, and if the retailer will handle these goods for a fair and legitimate profit, there will be no need of trying to force the patron into thinking he or she is getting "something" for nothing.

We believe merchandise should be sold on its merits at a fair and equitable price. If this is done, no "bribe" will be necessary.
GROVER MEGAHIEE,
Secretary.

Another Kind of Coupons

The coupon evil appears to have broken out in a new place. It has become known that a moving picture concern called the Universal Film Company is about to inaugurate a coupon scheme somewhat similar to that of the United Cigars Stores Company, except that the stamps or certificates will be good for admission to the photo plays of the Universal Film Company.

New Orleans Fights Billboards

In an address recently delivered before the New Orleans (La.) Chamber of Commerce, John Nolan launched a crusade against ugly, glaring billboards and all other unsightly forms of advertising. To judge from the many letters received by the New Orleans Times-Picayune Mr. Nolan voiced the sentiments of all those who desire to see New Orleans a "City Beautiful." Women's clubs have rallied to his aid, and the Park Commissioner, Dr. Joseph W. Holt, is in thorough agreement with the plan.

OF INTEREST TO PUBLISHERS

The big newspaper campaign on "Money Back Bread" now being run in Kansas City newspapers by the Warneke Bakery, started out with a series of clever teaser ads. The first ads pictured a small boy lettering a sign; each day he added new letters, and in front of the board were housewives wondering what it was all about. One woman thought it was tobacco, another a picture, and so on. Finally when the curiosity of the public was properly aroused a large advertisement announced "Money Back Bread."

"Josh Slinger," the new trade character recently introduced by the Charles E. Hires Co., Philadelphia, is being used in a popularity plan. The company offers to pay \$10 each for forty examples of Josh Slinger philosophy—sayings that best fit the character and fit the drink. The copy says: "The dispensers of soft drinks will tell you there is no red tape to bother with, and will give you all necessary information. In case Hires is not sold near you write for information." There is also a message to dispensers of soft drinks. It reads: "There is a big plum in this for you. In case you haven't learned the details of the plan from our salesmen, write us for information."

The Portland (Ore.) Journal has been successful in increasing the number of advertisers in certain lines by grouping the advertisements in headlined departments. One department appears under the caption: "Suggestions for the Traveler," and here appear the advertisements of railroad companies, dealers in trunks, cameras and other traveling equipment. Another department is headed "Hints for the Hostess." This department is used by engravers, hair dressers, dancing schools, caterers and others.

Trot-Moc shoes for children have received good free publicity by a plan operated through retail stores. On a certain day the store advertised a "Trot-Moc Balloon Day." At 3 o'clock 40 gas balloons were liberated in front of the store. Attached to each balloon was an order for a prize—and the principal prizes were Trot-Moc shoes.

The Aluminum Cooking Utensil Company, New Kensington, Pa., has started to secure distribution on "Wear-Ever" aluminum utensils in Chicago through a special coupon idea featured in a newspaper campaign. The introductory ad, which measured 900 lines, offered a special 45-cent stew pan for 15 cents and the coupon printed at the bottom of the ad. It was necessary to sign the name and address to the coupon, and only one was sold to a customer. The coupon was good for only seven days. The names of all the dealers in Chicago and near-by towns selling "Wear-Ever" products were published in the ad.

The new advertisements of the National Enameling & Stamping Company, Milwaukee, Wis., on Nesco Royal Granite Enameled Ware feature an offer of a Nesco pot scraper and a copy of Mrs. Rorer's Book of Recipes for ten cents.

Kabo Corset Company, Chicago, in advertising Kabo garters make this guarantee offer. "A new pair Free. To any mother who buys Kabo Garters that do not, in her judgment, wear well we will send a new pair upon receipt of the unsatisfactory pair."

The statement that the Winipeg Telegram and the Tribune are to consolidate has been denied. The report appeared in various papers in the United States and Canada, but the managing editor of the Telegram insists that nothing of the sort is contemplated.

Luke M'Glook

7-Column strip furnished in mat form, contains lot of "pep" and really interesting.

WANT PROOFS?

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

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

JOSEPH P. SCHILLER SYNDICATE

Newspaper SUNDAY Supplement

Schiller Building CHICAGO

OLYMPIAN SPA FASHIONS
A regular FEATURE with progressive Publishers.

A colored pictorial supplement, printed from half-tone plates in four colors on coated stock.

CURRENT FASHIONS
for women and children.

Dresses, Wraps, and Hats can be cut out and fitted on the lay-figure printed on each Supplement.

OLYMPIAN SPA PATTERNS
will be largely advertised during 1915-16.
Write for our proposition and sample supplement.

BIG CONVENTION PLANNED**National Editorial Association Meeting in California Rich in Promise of Good Things, After Journey Through the Great Southwest**

For the thirtieth annual meeting of the National Editorial Association, to be held in Los Angeles from Tuesday, June 29, to Thursday, July 1, with a later business session at San Francisco on July 7, a program rich in its promise of good things has been arranged, and the itinerary of the Westward journey schedules lavish entertainment at many stops and the delights of luxurions travel through the Southwestern Wonderland, certainly among the two or three most picturesque and interesting sections of the continent.

SPECIAL TRAIN JUNE 23

The Santa Fe has been designated as the official route for this West-bound journey. The scenic and historic interest of this route begins in Colorado and continues all the way to California. The special train will leave Chicago in the evening of June 23. Stops of one hour or more each will be made at Topeka and Hutchinson, Kan.; at Colorado Springs, Denver and Trinidad, Colo.; at Santa Fe and Albuquerque, New Mexico, and Sunday, June 27, will be spent at the Grand Canyon of Arizona. The following day, entering California, brief stops will be made at San Bernardino, Redlands and Riverside. The official train will arrive at Los Angeles at 8:30 Monday evening, June 28. From Los Angeles there will be interesting side-trips to San Diego, Santa Cruz and San Jose.

The detailed program for the business sessions of the convention in Los Angeles is as follows:

TUESDAY, JUNE 29—9:30 A. M.**Invocation.**

Address of welcome on behalf of City—Hon. H. H. Rose, Mayor of Los Angeles.

Address of welcome on behalf of State—Governor Hiram Johnson.

Addresses of welcome on behalf of California Press—J. P. Baumgartner of the Santa Ana Register, and Friend W. Richardson, Pres. Cal. Press Association.

Address of welcome on behalf of Educational Institutions of California—Bruce O. Blyven, Dean, College of Journalism, University of Southern California.

Address of welcome from the Commercial Interests of Southern California—Robert H. Bulla, Pres., Los Angeles Chamber of Commerce.

Response on behalf of National Editorial Association—Lee J. Rountree, Editor, Georgetown (Texas) Commercial, and Vice-President of the Association.

President's Annual Address—G. E. Hosmer, Denver, Col.

Appointment of Convention Committees; Report of Advertising Bureau Committee; Discussion; Report of Convention Publicity Committee.

WEDNESDAY, JUNE 30—9:30 A. M.

"Editing Women"—Mrs. Mary O'Conner Newell, Editor of the Woman's Section, Chicago Herald.

Discussion.

"Congress and the Newspapers"—Hon. Henry A. Barnhart, Member of Congress, and Editor, Rochester (Ind.) Sentinel.

Report of the Legislative Committee—Sheridan Plouffe, Sney.

Discussion.

"A State Editorial Association That Declares Cash Dividends to Its Members"—Alva A. Swain, Secy., Colorado Editorial Association.

"Building Up and Pushing a State Association"—Samuel P. Harben, Secy., Texas Press Association.

Discussion.

2:00 P. M.

"How to Get and Hold County Circulation for the County Seat Newspaper"—H. J. Blanton, Paris, Mo., and Jens K. Grondahl, Red Wing, Minn.

Discussion (15 minutes).

"Getting the National Advertiser Into the Country Press"—John Lee Mahin, Pres., Mahin's Advertising Agency, Chicago.

Discussion.

"How to Get and Hold Advertising"—Fred E. Hadley, Editor, Winnebago (Minn.) Enterprise.

Discussion.

Original Monologues and Stories—Mrs. Mary Moncre Parker, Chicago.

"The Relation of the Schools of Journalism to the Newspapers"—Hon. Frank L.

Martin, School of Journalism, University of Missouri.

Discussion.

"Standard Advertised Remedies"—Ervin F. Kemp, Editor, Standard Remedies, Chicago.

Discussion.

"Publishing a Newspaper in a Town of Twenty People"—Miss Fae Stanley, Editor, Keota (Col.) News.

THURSDAY, JULY 1—9:30 A. M.**Invocation.**

"The Editorial Page"—Herbert Caveness, Editor, Chanute (Kan.) Tribune.

"The College Girl and the Newspaper"—Miss Sagie Velle Fenton, Editor, Logansport (Ind.) Times.

"The Small Daily as a Big Fact in American Journalism"—Jas. O'Flaherty, of O'Flaherty's Suburban List, New York.

"Scientific Newspaper Management"—C. H. Prisk, Editor, Pasadena (Cal.) Star.

"Politicians and Newspapers"—E. B. Brodie, Editor, Oregon City Enterprise.

"Women in Journalism"—Dr. Emma E. Bower, Editor, The Lady Maccabee, Port Huron, Mich.

Report of the Committee on Constitution and By-Laws.

A business session of the Association will be held at the Fair Grounds at San Francisco on July 7. At this meeting officers for the ensuing year will be elected and final reports of committees will be made.

During the association's visit to San Francisco the International Press Congress will be in session, with Walter Williams, Dean of the University of Missouri, in charge.

From San Francisco side-trips have been planned to Oakland and Sacramento and the Sacramento Valley.

HOW HE STARTED IN BUSINESS

E. A. Snively, one of the oldest members of the Illinois Press Association, and an ex-president of it, was moved the other day to tell how he started in the newspaper business.

"It was at Havana, Ill., on the Squatter Sovereign, as it was then known," said Mr. Snively, "and moreover it was on a Sunday. I helped the editor get out an extra announcing the first nomination of President Lincoln. A daily newspaper happened to drift into the town by freight and the editor got hold of it first. He immediately got hold of me, and we put that extra out, thus giving the people of Havana the big news fresh from the press shortly after its reaching our office. In those days the country editor solemnly composed still more solemn editorials at the rate of one per week. He expected to move the thought of the world with them, and could never understand just why it was he did not succeed. When I started in the 'game' the country newspaper had a circulation which, rashly speaking, hovered about the 800 mark. I remember the Chicago Daily Journal in the old days. It was one of the most conservative sheets in the country. See what it is doing now. It not only gives the news as a real newspaper, but opens the doors of a university every other day for a penny. That is a splendid idea—that university extension department. Education means more today than it ever did. Your readers will assuredly profit by the opportunity you are giving them."

Wins Eugene Field Scholarship

Ralph H. Turner of Bartlesville, Okla., a junior in the School of Journalism of the University of Missouri, has been awarded the Eugene Field scholarship for next year, offered to the member of his class showing the greatest promise in newspaper work. The scholarship, which is worth about \$100, was established at the university in 1913 as a memorial to Eugene Field, a former student of the institution. Money for the foundation was subscribed largely as a result of the efforts of J. West Goodwin, a veteran Missouri newspaper man of Sedalia. This is the first year the scholarship has been awarded.

The Junior Ad Club of Buffalo, at its annual election, on May 25, elected the following officers: President, Lloyd Mansfield; vice-president, E. I. Langley; secretary, George Drew; treasurer, Raymond Wander; directors, Joseph H. Mayne, Ralph N. Brett, Harry O. Mitchell.

**Duplex vs. Scott
TO NEWSPAPER PUBLISHERS**

We call your attention to our patents No. 814,510 of March 6, 1906, and No. 1,139,159 of May 11, 1915, under which we have recently instituted an action, in the United States District Court for the District of New Jersey, alleging infringement thereof by the so-called "Multi-Unit" press manufactured by the Walter Scott Co., of Plainfield, N. J. The issuance of the latter patent was delayed by the action of said Company who procured the institution of interferences with said earlier patent and with the application for the later patent in the United States Patent Office, which interferences, after a contest lasting several years, have now been decided in our favor and adversely to the Scott Co. Other prior interferences in which said patents or applications therefor had been involved were also decided in our favor.

We have instructed our Attorneys to take such legal action as may be necessary to fully protect our rights under said patents.

Respectfully,
DUPLIX PRINTING PRESS CO.

Battle Creek, Mich., June 1, 1915.

**THE EDITOR AND PUBLISHER
AND JOURNALIST**

The Newspaper Advocate

WORLD BUILDING NEW YORK CITY

EVERY MAN interested in advertising can find a vast fund of information—vital, important information in each issue of **THE EDITOR AND PUBLISHER.**

PRIMARILY, of course, **THE EDITOR AND PUBLISHER** is a newspaper, and brings to you, every week, the news of the field.

SECONDLY, **THE EDITOR AND PUBLISHER** is an advocate of newspapers for advertising purposes—believing, first, last and all the time that the daily paper is the closest, most intimate and most effective way of reaching the buying public.

THIRD, **THE EDITOR AND PUBLISHER** believes in honest advertising, and that means for square, straightforward honesty—the kind endorsed by the A. A. C. W.

FOURTH, **THE EDITOR AND PUBLISHER** believes in fighting for its principles—fighting fair, but fighting hard—calling a spade a spade and going after things in a big way.

DURING THE CONVENTION **THE EDITOR AND PUBLISHER** will maintain headquarters in suites 320-22-24 Auditorium Hotel, just over the headquarters of **THE ASSOCIATED ADVERTISING CLUBS OF THE WORLD,** and you will find a welcome, and possibly other things there for you.

Subscriptions will be taken, of course, but they will not be solicited.

It will cost you \$2.00 a year to have **THE EDITOR AND PUBLISHER** delivered to you every week for a year.

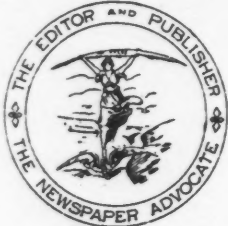
The first year's subscription is solicited—renewals generally follow automatically.

The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

Entered as second class mail matter in the
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S. J. Waggaman, Jr., Special Representative.

See Publisher's announcement for subscription and advertising rates.

New York, Saturday, June 5, 1915

THE NEWSPAPER CONFERENCE AT CHICAGO

The program arranged for the Newspaper Conference to be held at Chicago in connection with the Convention of the Associated Advertising Clubs of the World, June 22 and 23, which will be found elsewhere, indicates that newspaper advertising will be more thoroughly discussed than at any similar gathering in the history of the business. The speakers who have been selected are representative men and well qualified to speak upon the topics assigned them. The program has not been hurriedly thrown together, but is the result of patient and careful thought. It is full of good, strong meat, and will furnish healthy nourishment to all who are fortunate enough to be able to attend the convention.

One of the most important subjects to be taken up is the relationship of the newspapers to the A. A. C. W. It is a well-known fact that up to last year newspaper men were not very much in evidence at the annual gatherings of the latter body. But the few who attended the Boston, Dallas, Baltimore and Toronto conventions were so impressed with the importance of the work that the organization is carrying on that they have been doing missionary service among their friends and acquaintances in the newspaper field in an effort to awaken their interest in this powerful advertising factor and to point out to them its tremendous possibilities for helpfulness.

As a result, last year the Toronto convention had a larger newspaper representation than had ever before attended an ad club gathering—enough to hold the first newspaper conference. The papers and discussions presented on this occasion were printed in a special edition of THE EDITOR AND PUBLISHER on July 8. Not a journalist or advertising man who was present at the several sessions or who read the published report of the proceedings failed to be impressed with the unusual and important character of the information brought out.

It is gratifying to learn that a still larger number of newspaper men will attend the Chicago convention and take part in the work of this year's conference. The opportunity is so important that many publishers and advertising managers who have heretofore been indifferent to the ad club movement have become inoculated with the ad club spirit and will go to Chicago with banners flying.

By all means newspaper publishers everywhere should drop business and take advantage of this un-

usual chance to hear the vexing problems of newspaper advertising discussed by men of experience. The actual dollars and cents value of the information they will take away with them when they return to their homes will be such that they will never want to miss another convention.

MR. HOWE'S PATRIOTIC SUGGESTION

The suggestion sent broadcast by Frederic C. Howe, Commissioner of Immigration at New York, to make July 4 a nation-wide "Americanization Day," and so make it mean more to newly-made Americans and those in process of making, has already met with gratifying response throughout the East and bids fair to develop into a movement of national scope and importance. The idea, which arose in Cleveland last year when a "Sane Fourth Committee" gave a patriotic reception to men admitted to citizenship in the course of the preceding year, was promulgated by Commissioner Howe on May 22, and within a week twenty-three cities had reported to the National Americanization Day Committee their intention to celebrate Independence Day with some form of special demonstration or public exercises specifically for new Americans. In addition to Mr. Howe's letter to city officials, Dr. Claxton, Federal Commissioner of Education, has sent a letter to school superintendents suggesting the use of the public schools wherever possible as the fitting place for a citizenship celebration designed to reinforce the fact that Americans, whether native or foreign-born, have common interests and common loyalties.

The idea of this addition or renewal of significance to the first American holiday is rich in potentialities of civic value, and we believe all American newspapers will be quick to see those possibilities and eager to support all worthy and dignified effort toward the success of Americanization Day celebrations. There can be no doubt that, taken collectively, the people of whatever race or nation in this land, are loyal to America, but we need to know one another better. If American ideals, purposes and opportunities are to be fully realized, all barriers that rise between the newly naturalized citizen and the native born must be broken down. In education lies the hope for the nation's life. More and more the public schools must be utilized for adult education, as well as for child training. And next to the public schools, the newspapers form America's greatest agency for that education which is the safeguard of liberty.

ONE RESULT OF ANTI-COUPON CAMPAIGN

If you have any doubts as to the effectiveness of the campaign that is being carried on against the use of manufacturers' coupons by THE EDITOR AND PUBLISHER, read the following letter sent out to the trade last week by the manufacturers of the Boston Garter after the management had read the first three instalments of articles appearing in our columns:

GEORGE FROST COMPANY,
551 Tremont street, Boston, Mass.
May 29, 1915.

To the Trade:

To continue the United Profit-Sharing Plan of Advertising under present conditions, would involve two forms of packing—with and without coupons. To omit coupons from any part of the product would materially affect this system of advertising. We therefore have decided to discontinue packing United Profit-Sharing Coupons with Boston Garters on and after June 1, 1915.

THE GEORGE FROST COMPANY.

As the Boston Garter has been one of the most important manufacturers' coupon accounts its abandonment of the use of these alleged trade promoters is, to say the least, significant, as it shows that the representative manufacturers are doing some earnest thinking on the subject.

The highest court in the State of Alabama has now ruled that the Alabama Legislature has the right to prevent the sale in that State of all newspapers and magazines containing certain classes of advertising banned by Alabama statute. But that ruling cannot conceivably be final. When the United States Supreme Court comes to consider this new and remarkable assertion of "States' rights," the probability is that a totally different decision will be enunciated

in no uncertain terms. It makes no difference what may be the nature of the advertising affected. No State in the Union has any police powers over the rights of persons in other States in interstate commerce. The regulation of interstate commerce is the exclusive prerogative of the National Government, and it assuredly looks like an attack on that prerogative for any court of law to uphold an attempt to apply freak legislation to control the making of publications outside the home State, on penalty of stopping the sale of those publications within the State.

TOM W. JACKSON'S ALONG THE ROW

MORE PROOF.

Miss Mary was a pretty girl
With hair of golden hue;
She used a want ad for a job,
And Mary got it, too.
The boss he fell in love with her
And she became his bride;
A motor car, soon after that,
Jumped on him, and he died.
And Mary got a million plunks—
The third of his estate.
Said she: "It pays to advertise
No matter what the rate."

WITH THEIR SPAGETTI.

The Evening Telegram has made a hit publishing war news in Italian for the benefit of the people of that race. They buy it when they quit work, and read it in the twilight as day goes.

WORKS OF ART.

The Tribune believes in the naked truth, and its new illustrated supplement has a leaning to pretty actress ladies who—well, who don't wear an awful lot of clothes.

LOTS OF ACTION IN IT.

Wonder why some film concern don't feature a desk man reading war copy.

WHEN THE FUN BEGAN.

There was an annual banquet of a Board of Trade in Brooklyn the other evening at which a public official spoke. In describing the affair one of the reporters said: "At the conclusion of Commissioner's speech the real enjoyment of the evening began." Which was probably true.

FOR SAFETY'S SAKE.

Perhaps Mr. Bryan will not release the next message to a foreign government until after its appearance in The Commoner.

IMPARTIAL.

The linotype is neutral—it would just as leave set up the II Progresso as the Staats Zeitung.

FROM THE SKINNERSVILLE SIGNAL.

"Every person in a town should subscribe to and read their local paper. It keeps them posted up to date and gives them many a good tip. We have always felt sorry for Adam because there was no paper published in the Garden of Eden or its suburbs. If there had been a paper there in those days it would have given Adam warning that a big snake was running around loose, and put him on his guard against the reptile and its famous apple stunt, which caused Mr. and Mrs. Adam to be dispossessed. Personally, we do not think that the family lost much by moving away—any place with thirty-foot snakes fooling around an orchard cannot be considered a desirable place of residence. A good newspaper would have informed Adam where he could have obtained an AI snake exterminator for the garden and a reliable worm medicine for the children and enabled him to retain his happy home. Our first papa was bodily handicapped. Compare your advantages with him. Now is the time to subscribe."

WAR MATERIAL.

We don't believe the report that some of the German newspaper offices in this city are equipped with combination type-setting and cartridge-making machines. Next thing some one will be springing a story that they are making cannons in roller-casting machines. The only war material printing paraphernalia is manufacturing is found on the editorial pages.

THE MARCH OF PROGRESS.

Slowly, but surely, the onward march of progress is being felt along the Row. Dolan has added lamb stew to his bill of fare, but beef and—still retains its place as top liner, with sinners for place.

PERSONALS

Bradford Merrill, publisher of the New York American, has returned from a trip to the Pacific coast. He came back by way of Seattle, the Canadian Rockies and Montreal.

James H. Potts, editor of the Troy (N. Y.) Times, delivered the memorial address at the Oakwood Cemetery, that city, when Troy Typographical Union No. 52 commemorated its dead on Sunday.

The Rev. Dr. Charles Fiske, who has recently been appointed coadjutor bishop of the Episcopal diocese of Central New York, was at one time a newspaper reporter in New York City. He began his newspaper life on the Sun, and subsequently went to the Times and the Evening Post.

Major N. P. Houx, editor of the Mexia (Tex.) Evening News, has been commissioned by Governor Ferguson as a delegate to the International Press Congress at San Francisco July 5-10.

Edward Beck, editor and publisher of Beck's Weekly, has become managing editor of the Winnipeg (Man.) Morning Telegram.

Charles A. Pilsbury, for 37 years editor of the Belfast (Me.) Republican Journal, announces that he intends to retire from active service, after 57 years in newspaper business. Previous to going to the Journal Mr. Pilsbury worked on newspapers in Washington, D. C., New Orleans and Baltimore. He believes he is the only survivor of members of the staffs of the papers upon which he worked in his younger days. Mr. Pilsbury is still in good health and spirits.

O. D. Brandenburg, editor of the Madison (Wis.) Democrat, who holds the intercollegiate record of throwing a baseball 382 feet, 3 inches, on Tuesday entertained at dinner the "Agric" baseball team, members of the intercollegiate tournament at the University of Wisconsin.

Dr. Ng Poon Clew, editor of Chung Sai Yat Po, a San Francisco Chinese newspaper, and one of the best known Chinese in America, is preparing to start early in June on his annual Chautauqua lecture tour.

Harry Hetherington, manager of the Detroit Journal, who underwent a major operation about two weeks ago, is holding his own at the hospital, and the physicians think the chances are in favor of his recovery.

Nelson Shepard, son of Chief Justice Seth Shepard, of Washington, D. C., who has been connected with the Dallas (Texas) Morning News, has become editor of the Brenham (Tex.) Banner-Press.

Bruce Calvert, journalist and special writer, has located at Long Eddy, Sullivan County, N. Y., where he is to continue his little magazine, The Open Road. His articles breathe with the spirit of the woodland and purring brooks.

Wilbur G. Miller, of the editorial staff of the Syracuse (N. Y.) Journal, and Mrs. Miller are spending a few days at Atlantic City.

First Lieutenant William A. Niver, N. G., S. N. Y., Deputy Adjutant General of the State under De Witt Hamilton, has joined the staff of the New York Herald. Lieutenant Niver was at one time managing editor of the Schenectady Gazette. He was city editor of the Knickerbocker Press when he resigned to accept office in the Glynn administration.

Brent Williams, formerly with the Kansas City Journal, Chicago Tribune and several California dailies, and for the past year with the St. Louis Republic, has been appointed assistant to Leon J. Van Laeys, manager of the St. Louis Star.

Lieut. E. F. S. Mather, city editor of the Winnipeg (Man.) Telegram, has resigned to become a member of the Forty-fourth battalion of the Canadian expeditionary force. His former associates tendered him a banquet on the eve of his departure.

IN NEW YORK TOWN

The illness of H. B. Swope, city editor of the World, proves to be more serious than was at first supposed. He has been ill at home with a very severe attack of rheumatism, and thus far has been unable to see visitors. In his absence his duties have been taken over temporarily by A. C. Clarke, assistant managing editor.

N. P. Beasell, one of the World's "star" reporters, has been called to Pittsburgh by illness in his family.

S. R. South, better known as "Skipper" South, ship news man for the World is back from a two weeks' vacation at Atlantic City.

Thomas R. Libby, city editor of the American, is away on a three weeks' vacation.

Secretary Wheeler, Mr. Brisbane's assistant, is enjoying a vacation on Long Island tennis courts.

His fellow workers on the Hearst papers are unanimous in saying that T. A. Dorgan, better known as "Tad," is a meek and chastened man, since the collapse of his campaign against race track gamblers.

Randolph Marshall, news editor of the Herald, has gone to Annapolis to attend the graduation of his son from the U. S. Naval academy.

John Odell Hauser, assistant musical critic of the Times, received the degree of Bachelor of Music at the Columbia University commencement on Wednesday.

WASHINGTON PERSONALS

Parker R. Anderson, Washington correspondent of the Greensboro (N. C.) News, and other papers, will make an auto tour of the State of North Carolina next month.

Arthur B. Krock, chief of the Louisville Courier-Journal Bureau, has returned to Washington, after a visit to Louisville and Glasgow, Ky., his home.

Robert Halsey Patchin, former chief of the New York Herald Bureau, and now connected with South American trade interests, was a delegate to the Pan-American Financial Conference held here last week.

Walter Kibbey, of the Boston Globe Bureau, has accepted a position at Cornell University.

N. O. Messenger, chief of the Capitol staff of the Washington Star, has returned from a visit in the Middle West, where he made political observations for his paper.

Frank P. Morgan, widely known as a Washington correspondent, is one of the promoters of the new "jitney" bus line in this city.

Chas. S. Smith, of the Associated Press, who has recently returned from London, has been assigned to the Pekin (China) office of the Associated Press.

A son has been born to W. E. Yelverton, of the Raleigh News and Observer, and Mrs. Yelverton.

Jackson S. Elliott, formerly of this city, and now manager of the Eastern division of the Associated Press, and Mrs. Elliott were visitors to Washington last week.

Frank B. Lord, president of the National Press Club, who accompanied the Congressional party to Hawaii, has returned to San Francisco, and is expected in Washington shortly.

David R. Francis, owner of the St. Louis Republic, and W. A. Hillebrand, publisher of the Greensboro News and other North Carolina papers, were visitors to Washington last week.

James Hay, Jr., well-known correspondent, is the author of an interesting novel entitled "The Man Who Forgot."

WEDDING BELLS

Merle M. Lord, of Dorchester, Mass., advertising manager of the Boston Journal, was married on May 23 to Miss Helen Gardner Stowell, of Wakefield, Mass., at the home of the bride's parents.

George D. Shay, of the reportorial staff of the Utica (N. Y.) Observer, and Miss Kathryn T. Tierney, of Utica, were married May 29 at the Church of St. Francis de Sales, that city. After a

wedding trip to New York, Mr. and Mrs. Shay will reside at Utica.

Herbert H. Everett, paymaster of the Hearst papers, New York, and Miss Catherine Russell, daughter of Mr. and Mrs. W. C. Russell, of Paterson, N. J., were married on June 2 at the home of the bride's parents, 453 Union avenue, Paterson. Mrs. Everett was office assistant to Mr. Everett in the Journal office.

DENISON HERALD'S BENEDICKS

Marriage of A. De Bernardi, Jr., Preserves Its Unique Record.

For several months the Denison (Tex.) Herald has enjoyed the distinction of having, with one exception, editorial and advertising staffs composed of married men. Two months ago, however, when A. De Bernardi, Jr., joined the staff there was considerable speculation as to whether there would be an end to the previous benedick record. All doubt was dispelled on June 1, when Miss Stella A. Ellis, of Denison, became Mrs. De Bernardi, and the office force again has regained its equilibrium, feeling that the old standard is being upheld.

The new Mrs. De Bernardi was the winner of a scenario contest recently conducted by the Associated Advertising Clubs of the World, in which a prize of \$100 was offered for the one-reel film which would best impress upon the public the value of consistent advertising.

The name of the film is "You Want Something," and it deals with a farmer who, after believing for many years that advertising was a waste of money, was so thoroughly converted as to advertise for a wife.

LAFAYETTE YOUNG RETURNS

Editor of Des Moines Capital Had Some Interesting Experiences Abroad.

Ex-United States Senator Lafayette Young, editor and publisher of the Des Moines (Iowa) Capital, arrived at New York on the Holland-American S. S. Rotterdam, May 29, from a trip to all the European nations at war, except Russia. One of the strongest impressions he received was that of the bitter feeling in Germany against Americans.

"I wish the American people generally realized," said the Senator, "that we have no friends in Germany, and that even our naturalized fellow-citizens there are not our friends.

"The Germans think that if the shipping of ammunition from America were discontinued the war would end in sixty days with a German victory. When speaking to Americans, they will talk of nothing but ammunition."

Senator Young brought back many interesting mental and written notes of his experiences abroad, not the least of which was his detention at Innsbruck, Austria, because he was speaking English. When he demonstrated that the English language was his only medium of communication with the outside world, with the possible exception of a few words of the deaf and dumb sign language, he was released.

New President of "Big Six"

Leon H. Rouse was elected president of Typographical Union No. 6 of New York—better known as "Big Six"—at the annual election, May 28. Mr. Rouse has been identified with "Big Six" for more than twenty-four years, and in that time has held many important posts in local chapters. He is at present a linotype operator on the New York World. Mr. Rouse has long been known as an advocate of arbitration in all difficulties, and his election is held to be largely due to that fact.

Jackson's "Along the Row"

Tom W. Jackson's "Along the Row" Is a joy to all readers here below. The E. & P. is never slow. But T. W. J. is full of "Go!" He knocks out woe, . . . Yea ho, that's so! He keeps our spirits in a glow. Yours truly, Old Pro Bono Publico. Boston, Mass., May 25, 1915.

A Visitor From Far Jerusalem

Eliezer Ben Jehuda, editor of the Haor ("The Light"), being Englished, means "The Light"), a newspaper published in Jerusalem, arrived in New York last Saturday on the new Greek steamship Vasilefs Constantinos from Patras. The Haor publishes four editions a year, and Mr. Jehuda told the ship news reporters on landing that he is on a rush assignment to get a story for his October edition. One inquirer was disappointed to learn that there are no vacancies on the staff of the enterprising Jerusalem paper.

Music Critic Upheld

The publishers of the News Times, a morning paper, and the Telegram, an evening paper, of Reading, Pa., have won the suit which was brought against them by a violinist, in which he asked for \$10,000 damages for injury to his reputation. The phrase which brought the violinist to invoke the law was "he mimicked the mannerisms of a well-known violinist."

In Memory of Herbert Stone

Memorial services for the late Herbert Stuart Stone, who lost his life on the Lusitania, were held at the Fourth Presbyterian Church, Chicago, on May 29, which would have been Mr. Stone's forty-fourth birthday. The services were conducted by the Rev. Dr. John Timothy Stone, the pastor of the church.

Among those present were Mr. and Mrs. Melville E. Stone, parents of the decedent; Mrs. William G. McCormick of Baltimore, mother of Mr. Stone's widow; other relatives and friends and many Chicagoans.

OBITUARY NOTES

JEROME JOSEPH WATSON, a newspaper man who had served on the New York American, World, and Evening Journal, died on May 27 at Flushing, aged 36.

JACOB C. KNAUBER, a member of the Albany Legislative Correspondents' Association, well known for thirty years in central New York newspaper circles, is dead at Syracuse, N. Y.

GEORGE KAULING, for the last nineteen years employed in the news department of The Brooklyn Daily Eagle, died on May 30 at his residence, 342 Marion street, Brooklyn, aged 34 years.

FRANK E. VAUGHAN, publicity agent of the New York State Democratic Committee, died on June 1 at the Albany Hospital after a lingering illness. He was at one time on the staff of the New York Herald, and later represented the New York Globe at Albany as legislative correspondent.

EDWARD TRETZ, one of the best-known German-American journalists of Brooklyn, N. Y., died at Baltimore—where he had gone for his health—on May 25, aged 72. He was on the staff of the Brooklyn "Freie Presse," a member of the Brooklyn Quartet and Turn Verein, and a leader in the German-American Cleveland Democracy.

ANDREW J. HUNTRESS, for more than a generation a prominent newspaper man of New England, and a friend of the poet, Whittier, died on May 20 at his home in Groveland, Mass., aged 89. When still a boy of sixteen, he began to save his earnings that he might attend the dedication of Bunker Hill Monument to hear the oration of Daniel Webster, and see John Tyler, then Vice-President of the United States. To earn the money that would permit him to make this trip he turned a grindstone for a neighbor, and earned six cents a day. In 1877 he became correspondent of the Associated Press and several Boston papers. Subsequently he became attached to the editorial staff of the Haverhill Bulletin and the Haverhill Gazette.

JACOB M. WIEST, prominent in Detroit advertising and newspaper circles, died on June 1 at Saginaw, Mich., in his thirty-sixth year, of injuries received in an automobile accident. For many years he was attached to the editorial staff of the Detroit Evening News, and five years ago joined the J. Walter Thompson Advertising Agency.

PACIFIC COAST NOTES

San Francisco Examiner is Presented a Bronze Plaque By Exposition Management—Stanford University Department of Journalism to Publish a Daily—The Bulletin's Startling Story Wakes a Lively Interest Among Readers.

(Special Correspondence.)

San Francisco, May 25, 1915.

The Examiner, represented by C. S. Stanton, managing editor, and C. S. Young, business manager, and members of the staff, was officially presented a bronze plaque by the management of the Panama-Pacific Exposition at the recent May Festival, held on the Exposition grounds. The ceremony was included in the series of events, assembled under the general head of "Examiner Day." The remainder of the program was designed for the entertainment of the children of the city, who were admitted to the Exposition free, as guests of the Examiner. Charles S. Young, chairman of the day, made brief introductory remarks and then introduced Exposition Director R. J. Taussig, who, in the presentation of the plaque, complimented the Examiner for its assistance to the exploitation department of the Exposition. The speech of acceptance was made by Managing Editor Stanton. A vaudeville program for the delectation of the many thousands of children followed the plaque ceremony.

CALIFORNIA PRESS CONVENTION

A large party, composed of members of the California Press Association and their ladies, mobilized at San Francisco on May 15, and left for San Diego by rail to attend their convention.

On May 18 the visitors participated in a celebration on the "Isthmus" at the Panama California Exposition in San Diego. The entertainment during the day comprised a launch ride on the bay and trips to the army aviation camp and Fort Rosecrans. At the aviation camp exhibition flights were witnessed by the newspaper men and at the fort Col. W. C. Davis, commandant, addressed them on "National Defenses."

The Palo Alto, a weekly paper published at Palo Alto by the Times Publishing Company, has been taken over by Professor Everett W. Smith, head of the Stanford University department of journalism, and it will be edited by that department, serving the whole community around Palo Alto. The students in the classes in journalism at Stanford will receive credit for work on the weekly and be granted a degree in journalism at the end of a four-year course. Prof. Smith says: "We shall run the Palo Alto as a newspaper, not as a plaything."

BULLETIN'S SENSATION

The Bulletin is running daily instalments of a startling true story, entitled "Confessions of a Physician," as one of its series of human interest articles with uplifting tendencies. The details were obtained and edited by Lucy White, a versatile San Francisco writer, who has done some excellent work on San Francisco dailies during recent years. Some very intimate details of modern medical practice are given, with a considerable amount of space devoted to the seamy side of it. The retired physician who furnished the data told of his early history as a student in San Francisco and of some missteps during his early career. Now he has reached a more philosophical attitude of mind and he calmly discusses his own mistakes and those of the medical profession with some of the reasons therefor.

PERSONALS

Mr. and Mrs. Gilson Gardner, of Washington, D. C., arrived in the city on May 19 on the big steamer Finland, which is the first vessel of the International Mercantile Marine to complete a trip through the Panama Canal and enter the regular passenger trade between New York and San Francisco. Among the hundreds of Exposition excursionists on board was John Oliver La Groce, associate editor of the National Geographic Magazine, who is a prominent member

of the National Press Club of Washington. Colonel F. M. Ritzel, editor of the Warren (Ohio) Chronicle, was also a passenger.

William B. Clarke, managing editor of the Baltimore American, and Joseph Y. Brattan, representative of the same paper to the Exposition, have arrived here for an indefinite visit. Clarke is also a member of the Maryland Exposition Commission, and took part in the dedication of the Maryland State Building yesterday.

Col. Al. Fairbrother, of Greensboro, N. C., who probably knows as many political leaders, State and national, as any other newspaper man in the United States, has arrived in San Francisco as an attache of the United States Government Commission at the Panama Pacific Exposition. Fairbrother is proud of his military title, even if he did earn it in newspaper work.

R. F. Outcalt, the noted cartoonist, is in the city, with his family, and will do the Panama-Pacific Exposition.

REGISTERED AT EXPOSITION

The following newspaper representatives recently signed the register in the Press Building at the Panama Pacific Exposition:

Gus J. Kavanaugh, Chicago Press Club, Chicago; L. R. Wheeler, Portland (Ore.) Telegram; Fernando N. Galran, El Monitor, Mexico; Arthur E. Bestor, Chautauqua (N. Y.) Independent; Holland S. Reavis, Fuel Oil Journal, Houston, Tex.; Edward Dekum, Pacific Commercial Advocate, Honolulu; J. H. Waggoner, Eau Claire (Wis.) Leader; Casimir D. Rubio, La Republica, Guatemala City; E. H. McArthur, Western Standard, Calgary, Alberta; J. S. Nero, Xenia (Ore.) Gazette; David S. Kwan, The Great Light, Hongkong; V. R. Melo, La Prensa, San Antonio, Tex.; J. M. Hickinson, Toronto (Can.) World and Globe; Lawrence A. Esselstyn, Brooklyn (N. Y.) Item; Isaac J. Brown, Columbus (O.) Evening Republican; Riley P. Martin, Chicago Herald; Isaac T. Brown, Columbus (Ind.) Republican; Edmund Sterling, Philadelphia Public Ledger; Mark H. Edwards, Bridgeport (Calif.) Chronicle Union.

Additions to the Nichols-Finn Agency

The Nichols-Finn Advertising Company, New York and Chicago, announce the addition of two new men to their organization. One is R. N. Cushing, a



R. N. CUSHING.

leading space buyer of the Middle West and for ten years with Lord & Thomas, of Chicago. The other is W. E. Cameron, of the N. W. Ayer & Son Agency, Philadelphia, who prepared copy for the National Biscuit Company's extensive advertising campaigns.

BROOKLYN PRESS CLUB DOINGS

E. H. Palmer of the Standard Union is Chosen President.

Plans for many and varied activities have been made by the new board of officers in the Brooklyn Press Club, chosen at the annual meeting held on June 1. More than fifty new members will be enrolled during the next three months. The new president is Eric H. Palmer, political reporter of the Stand-



ERIC H. PALMER.

ard Union, who succeeds John N. Harman, editor and general manager of the Brooklyn Times.

Mr. Palmer entered the newspaper profession at the age of seventeen. He was 28 years old on May 16. At one time he was a well-known scholastic athlete. Mr. Palmer is also treasurer of the Borough Hall Reporters' Association and a member of the City Hall Association. He has served on various committees in charge of social events of magnitude held in Brooklyn during the past year.

The other officers chosen were: Richardson Webster, vice-president, who is president of the Anvil Chorus, the famous dinner organization, and also president of the Borough Hall Association; Charles G. Milham, secretary; and John F. Lane, treasurer and financial secretary. The new members of the board of governors are John N. Harman, Clarence A. Hebb, Harold J. Blackford and Edward Riegelmann. The election was the first in which the regular ticket won by unanimous vote.

Women's Ad League Picnic

The League of Advertising Women will wind up their season Saturday, June 12, with a picnic dinner at the Beau Rivage Hotel, Sheephead Bay. All men and women in the advertising field, and their friends are invited. The cost will be \$2 per person, and everybody is assured a good time. There will be dancing, souvenirs and some interesting entertainment. Reservations should be sent in early (not later than Saturday morning in any event) to the secretary, Miss Effie A. Archer, M. Heminway & Sons Silk Co., 890 Broadway.

American Institute of Graphic Arts

The plans for next fall, and the following spring, of the American Institute of Graphic Arts call for a meeting November 3, on the opening night of an exhibition of wood engravings; a meeting in December, at which addresses will be made on "Color in Photography," accompanied by a small exhibition; a stereopticon address in January on "Illustrations"; two exhibitions early in 1916 of "Etchings" and "Periodical Covers," and an elaborate exhibition in April or May of "Printing."

A delegation of the Society of Printers of Boston was entertained at a dinner Tuesday night, May 25, at the National Arts Club, New York. The members were delighted with the attention shown them.

R. J. BIDWELL CO.

Pacific Coast Representative

of

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

742 Market Street
SAN FRANCISCO

Pittsburgh, Pennsylvania
HOUSEWIVES

Look upon the GAZETTE TIMES, morning and Sunday, CHRONICLE TELEGRAPH, evening except Sunday, as the two greatest Pittsburgh newspapers published. Every member of the family depends upon them entirely to solve the buying problem. They are good teachers, because they stand for the highest ideals in public and private life.

They fill all requirements of a newspaper.
Population of Metropolitan District, 1,642,855.
Number of dwelling houses, 172,294.
Number of families, 207,747.
The flat combination rate is 22½¢ per agate line.

For further information or co-operation write
URBAN E. DICE, Foreign Adv. Manager, Pittsburgh, Pa.
J. C. WILBERDING, 225 Fifth Ave., New York City
THE JOHN M. BRANHAM COMPANY, Malters' Building, 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. Walter U. Clark
1 Madison Ave., Advertising Bldg.,
New York. Chicago, Ill.

THE NEW HAVEN
Times-Leader

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

The only evening paper in New Haven, member of Audit Bureau of Circulations.
Bryant, Griffiths and Fredericks
225 Fifth Ave. 716 Peoples Gas Bldg.
New York Chicago

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

The bust of Jean Baptiste Lesneur Fontaine, publisher of Le Moniteur, the first newspaper in Louisiana, has been presented to the Louisiana State Museum by Mrs. Reed, a direct descendant.

ON NEWSPAPER MAKING

MANY years ago, while cutting my eye-teeth, as it were, in the newspaper business, my grandfather made me, as a boy, copy figures representing weekly expenses into a large book, carrying the different items down the front of the page, with thirteen columns across the double page, to include the thirteen weeks of each quarter.

I well remember how useless the work then seemed to me, and how difficult it was to make the up and down and cross additions balance, but he rigidly kept me at the task until I proved every column. He had kept such a personal record of his business for years, and crude as the method now seems, it provided the most valuable comparative figures.

When I assumed an executive position on a daily newspaper with its more or less complicated accounting system, I was frankly at a loss to bring the figures into the same subjection of understandability as I had those on the old weekly. The accountants laughed at me behind my back when I arranged the various items of distribution of expense and income on separate pages of a loose-leaf book, and started establishing comparative figures of my own.

Within six months' time I had such an accurate reflection of the transactions of that business for several years back, that my common-sense, hand-me-down book was always trotted out and called for when making estimates of departmental expense or estimates of probable earnings. In a short time copies of this book were made up for the use of those concerned in the figures in various capacities.

For the benefit of those who desire to establish such a record of their business I will endeavor briefly to outline a few pages of the book. The first page was arranged with the year at top of a column starting January, February, March, etc. It was marked at top "Total Expense." On this page a total item representing the total operating expense for each month was set down.

The second page was headed "Total Editorial Expense" treated in the same manner as above, with the following pages headed page by page, "Editorial Salaries," "Editorial Space," "Editorial Telegraph," "Editorial Car Fares," "Editorial Expenses," etc. In other words, presenting a detailed analysis of the "Total Editorial Expense" page.

Each department of expense was similarly treated with two added columns running down each page, the first indicating the number of publication days in each month, and the second a division of the dollar and cents column by the number of issues to find the "cost per issue."

In my first book I counted all "five pay day" months as thirty publication days on pay roll items, and on actual number of days on expense items. This proved quite effective until we installed a system which by splitting weeks enabled us to make our totals and per day figures actual.

By going over your figures for two or three years to start such a book and writing in the figures every month any one who has not used such a book will be agreeably surprised at the many efficiencies it will help effect. By totaling the figures each month, and arranging other pages to reflect, quarterly, six month and yearly figures, including cost per issue, such a record becomes simply invaluable.

In subsequent articles I will indicate some further ramifications of this record book which in a single volume will reflect every vital figure regarding a business for a period of ten or more years. Elaborate analytical reports look pretty and cover an expert record of affairs, but for instant and ready reference my homemade product suits me best.

NORTHCOTE.

George H. Aleorn, special representative, writes that it's the San Angelo (Tex.) Standard and not the Star that he is now representing in New York and Chicago.

NEW PUBLICATIONS

NEW CASTLE, PA.—It is believed that a new daily paper of socialistic tendencies will appear here within the next month or six weeks. The local labor leaders have been engaged on this project for some time. While no absolutely definite news is obtainable, it is understood that the paper, which is to be a morning daily, will have six or eight pages at first, and later, if circumstances warrant it, twelve or more. It is to be printed by a large job printing firm at Youngstown, Ohio, until such time as a site can be secured and machinery installed at New Castle. Jack Garrity, formerly editor of the New Castle Free Press, is to be editor of the new paper.

LEXINGTON, N. C.—The Herald, a new paper, will make its appearance about June 15 with M. L. Misenheimer as editor. A corporation, to be called the Herald Publishing Company, is now being formed with an authorized capital of \$25,000, of which \$5,000 has been subscribed and paid in. Among those who are interested in the new venture are: J. F. Hargrave, C. C. Hargrave, J. D. Grimes, T. J. Grimes, G. F. Hankins, W. O. Burgin, E. B. Craven, C. M. Thompson, J. D. Redwine, Jule C. Smith, S. E. Williams, M. L. Misenheimer and others.

Winnipeg, Man.—The first issue of the Prince George Daily news has been received. It is a neatly printed, newsy sheet, carrying the telegraphic service of the Western Associated Press. G. C. McLeod, formerly of the Free Press, Winnipeg, is the editor, and Geo. F. Hartford, formerly of Chicago, manager. The News is the only daily paper published in the country traversed by the Grand Trunk Pacific between Edmonton and Prince Rupert.

NEW INCORPORATIONS

SEATTLE, WASH.—Great Western Publishing Company, Seattle; \$12,500. W. A. Otis, J. Y. C. Kellogg, Dorothy H. B. Wiestling. Filed by J. Y. C. Kellogg, Central building, Seattle.

TRENTON, N. J.—Passaic Herald Company, Passaic, to print, publish, etc.; \$50,000. E. A. Bristow, E. L. Hartt, C. Slaff, all of Passaic.

NEW YORK CITY.—A. F. Melillo, Inc., printer, binder, engraver, electrotyper; \$7,500. Pasquale Sciarrà, H. M. and A. F. Melillo, 101 West 86th street.

WILMINGTON, DEL.—Colony Advertising Company, Wilmington, Del., general advertising; \$100,000. Rep., L. Skidmore, Jr., 2 Rector street, Manhattan.

SYRACUSE, N. Y.—Art Press Company, printing, publishing; \$15,000. J. Joseph Nash, J. Heckle, W. Fleisch, 816 Court street, Syracuse.

BOSTON, MASS.—Boston Advertising Company, to conduct a general advertising business; capital stock \$100,000. Paid in nothing. Par value \$100. President, Ernest E. Noble; clerk, Frederick Hale; treasurer, E. V. Mann.

INDIANAPOLIS, IND.—Associated Advertising Clubs of the World, Indianapolis; to amalgamate advertising associations. Directors: William Woodhead, San Francisco, Cal.; Walter B. Cherry, Syracuse, N. Y.; P. S. Florea, Indianapolis; A. M. Briggs, Chicago; Douglas N. Graves and George W. Coleman, Boston, Mass., and others.

CHANGES IN INTEREST

PARIS, ILL.—R. S. Trutt, of Noblesville, Ind., former publisher of the Noblesville Ledger, has purchased the Paris, Ill., Beacon from C. P. Mitch. The Beacon has been the organ of Representative Joseph C. Cannon.

KALAMAZOO, MICH.—Senator William Alden Smith and Arthur H. Vandenberg, of Grand Rapids, and Lindsay S. MacRae, of Detroit, have purchased the Telegraph-Press, the only evening paper in this county. Elton R. Eaton will remain as managing editor.

The Lexington Leader Company, which publishes the Leader, the afternoon paper of Lexington, Ky., has just purchased property upon which to erect a new three-story model newspaper plant for the Leader.

COPY "THE SOUL OF ADVERTISING"

Some Sensible Contentions By Truman A. De Weese of Buffalo.

Truman A. De Weese, the Buffalo ad man, in that excellent series of straight talks on newspaper advertising which the New York Evening Post is printing in its big Saturday issues, recently said:

"Copy" is the soul of advertising. A whole lot of persons are engaged in making money out of the business of advertising. The man who induces the advertiser to advertise must have something. Whether the publisher or the advertiser pays his commission is of little consequence. Every man who makes money has to have some one coax him into it. The men who have grown rich out of stock in the Cobalt mines did not go into it voluntarily. They were talked into it. You know very well you ought to carry life insurance. The wisdom of making some provision for loved ones in the event of death is no longer open to argument. But just the same, you must pay some one to come around and 'talk' you into it. The man who talks you into it must have a commission for telling you what you already know. He leads you up to the point of decision.

"But in the final analysis it is 'copy' that does the trick in advertising. All this machinery of publicity with accumulated 'overhead' charges and incidental commissions will bring nothing to the advertiser if the 'copy' does not attract the interest and attention of readers. If the 'copy' does not make consumers for the product the comprehensive publicity plans are a dismal failure. In fact 'copy' is all there is to advertising. And all there is to 'copy' is personality—which, in this instance, is merely another word for salesmanship. Personality is the pulling power in all successful advertising. . . .

"Personality is the dynamics of advertising. It is individuality plus salesmanship. It is that which moves the goods from the dealers' shelves."

Truer words never were printed. "Copy" is all there is to successful advertising in the ultimate analysis.

But how many advertisers realize this truism?

Sale of Paris Beacon

C. P. Hitch, of Paris, Ill., for many years United States marshal, and at present clerk of the federal court, has sold his paper, the Paris Beacon, to R. S. Trutt of Noblesville, Ind. The transfer was made through the agency of H. F. Henrichs, newspaper broker, of Litchfield, Ill. Paul P. Shmitt, one of the most capable newspaper men of Illinois, was part owner and manager of the Paris Beacon and also retires. Mr. Trutt, the new owner, was formerly publisher of a paper in Noblesville, Ind.

The following newspapers have been transferred from the associate to the active class of membership in the American Newspaper Publishers Association: Amsterdam, N. Y., Evening Recorder. Jamestown, N. Y., Journal. Asbury Park, N. J., Press.

While a reporter was telephoning his story from Sing Sing early one morning, a convict hammering on the floor made it hard for the reporter to hear.

"Would you mind stopping for a few minutes," asked the reporter. "I can't hear a word they're saying at the other end." "All right, boss," said the convict; "go to it. I got twenty years to finish this job."

HELP WANTED

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

WANTED—Advertising Manager for big New York daily. Address Box D 1490, care Editor and Publisher.

\$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

\$25,000 CASH

Balance deferred will buy controlling interest in New York State Evening Daily newspaper. This property is located in one of the best cities of the state and has a fine physical equipment.

HARWELL, CANNON & McCARTHY,

Newspaper & Magazine Properties,

Times Bldg., New York.

SITUATIONS WANTED

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

PUBLICITY writer capable of building up a department and making it pay both inside and outside. Independent work considered. Correspond with D 1491, care 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.

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. McNeill, Jr., Post Publishing Company, Bridgeport, Conn.

FOR QUICK SALE.

Two Model 3 Linotype Machines, seven extra magazines, one No. 5 Linotype with water cooled disk, extra magazine and complete equipment, sixteen fonts matrices (Old Style and Roman). Two Motors, several Mergenthaler Co.'s Universal and Recess Lino. Molds. 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.

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, EF2, 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.

PROFITABLE NEWSPAPER ADVERTISING

HOW THE NEW YORK EDISON CO. HAS STEADILY INCREASED USE OF NEWSPAPER SPACE

In Ten Years This Public Utility Corporation Has Raised Its Appropriation for Newspaper Advertising Alone from \$7,000 to \$90,000 a Year—Has Put Personality Into Its Copy, Preached Courtesy, Fairness and Service to Others, and Made "The Edison Man" Known to Everybody in New York.

By G. W. HARRIS

Just as the New York Edison Company, which serves Manhattan and Bronx Boroughs of New York City with electric light and power, has the largest single company electric lighting business in the world, so also it is the largest advertiser in the world among electric lighting companies. The one fact is a corollary of the other, whichever way the proposition be stated, backward or forward. This colossal electric lighting company is advertising all the time and advertising in a great many different ways, advertising brainily and well, advertising artistically and taking advantage of the newest and best advertising devices as fast as they approve themselves as adaptable to the purposes of the giant concern that does not deal in commodities but does have a highly valuable service to sell.

BIG INCREASE IN SPACE.

That the men who direct the business policies and the management of the New York Edison Company firmly believe in the efficacy of newspaper advertising, not alone in a general way but specifically for increasing the business of electric lighting and power supply, is abundantly proved by the fact that, whereas ten years ago the company was spending for newspaper advertising in New York City the modest sum of \$7,000 to \$8,000 a year, the company's yearly appropriation for newspaper advertising alone (exclusive of all other forms of advertising) has been gradually but steadily increased until today that appropriation is \$90,000—and the probability is that within a short time it will be still further increased. Of a surety herein is a fresh exemplification of the truth of the old adage that "money talks."

For newspaper publishers this steadily increasing use of newspaper space by this New York public utility corporation is a noteworthy and significant fact, because hitherto, taken the country over and indeed the world around, electric lighting companies have not been large advertisers in the newspapers. For the most part managers of such companies have been slow to see the direct advantages to them and to their business of any newspaper advertising at all. They have been skeptical of any direct advantages. And where, as in perhaps a majority of cases, they do not sell electrical devices and appliances, but confine themselves to the providing of electric service for light and power (which in itself is a large enough contract for anybody), it is certainly true that direct returns from newspaper advertising are exceedingly hard to trace.

AND IT PAYS, TOO.

But the New York Edison Company has proved to its complete satisfaction that newspaper advertising for the electric lighting company does pay and pay well in ponderable if not always accurately measurable returns contributing to the growth of its business. Today that company makes use of practically all the newspapers in the two boroughs of the city in which it operates, and this includes besides the leading dailies printed in the English language some 27 newspapers printed in foreign tongues.

The Edison Company publishes a monthly magazine of its own for general distribution called the Edison Monthly, which now has a circulation of 30,000 copies, and also a weekly "containing mostly matter relating to the commercial growth of the New York Edison Company and printed for private circulation among the Edison people"—that is, the employees of the company. For the editing of these publications and the preparation of the company's advertising copy, the company maintains an editorial and advertising bureau employing a combined staff of ten people, and

it has an elaborate photographic department requiring the services of nine additional workers.

PUTS PERSONALITY IN ADS.

Cyril Nast is the head of the company's advertising department, and he has demonstrated his understanding of the basic fact that its content is the all important thing in an advertisement, that copy is the soul of advertising, and has succeeded in a notable way in imbuing the Edison advertising with a human element. His birthright of humor and artistic sense from his father, Thomas Nast, the most eminent and in-

power of a cent (reproduced herewith) was a noteworthy example. This occupied a half-page in all the leading New York daily papers, and was productive of immediate and directly traceable returns in the business of the company. Another similar half-page advertisement that was seen and noted by every newspaper reader in New York City a few weeks ago announced the Edison Company's reduction of its base rate for electric lighting service to eight cents a kilowatt-hour. And this again was unmistakably responsible for an immediate and considerable gain in new business.

Increasing the Purchasing Power of a Cent

Reduced rates for Edison Service and improved lamps, have raised the purchasing value of the American cent eighteen and one-half times. One cent will purchase as much illumination today as 18 cents did in 1896.

What One Cent Will Buy	Electric Service for 21/2 days at 18¢ per kilowatt-hour	Electric Service for 21/2 days at 8¢ per kilowatt-hour
Electric Service for 21/2 days at 18¢ per kilowatt-hour	Electric Service for 12 days at 8¢ per kilowatt-hour	Electric Service for 12 days at 8¢ per kilowatt-hour

The New York Edison Company
At Your Service



fluent American cartoonist of his generation, gives zest and personality to the output of this advertising department.

In this direction Mr. Nast is ably seconded by F. G. Cooper, the artist whose quaint design of "The Edison Man" always "at your service" has long been a conspicuous feature of every advertisement of the Edison Company. Mr. Cooper invented these odd little men carrying incandescent lamps on trays with the caption "At your service" in 1905, and submitted his first design to the company in March of that year. It was recognized at once as being novel and appropriate for advertising purposes, and has been used continuously ever since, though often in some slightly modified form. Indeed, the modifications would provide an interesting study in the ingenuity of the artist. The Edison Man has developed into a genius of versatility. In one advertisement he is offering you for your comfort or convenience some sort of electrical device, in another he is showing you how to use some other electrical appliance; in one he gloats in the enjoyment of the breezes from an electric fan, in another he is reading under an electric table lamp, in yet another he is serving a meal cooked by electricity. The telling point is that he is always in action, is always doing something and doing it electrically.

CONTINUOUS USE OF NEWSPAPERS.

When Mr. Nast began his service with the New York Edison Company ten years ago, the company's newspaper advertising was spasmodic and small in amount. Today the effort is to keep it continuous, or as nearly so as possible. When the large number of mediums used is taken into consideration it may be seen that at times the advertising has to be spread rather thin to keep within even as large an appropriation as \$90,000 a year. On special occasions of course and for special purposes advertising displays of striking size are used. That showing the increase in the purchasing

power of a cent, and his holiday advertising of electrical devices, the company prints the names of the manufacturers or those of the dealers where the goods can be bought; and thus many of its advertisements serve the double purpose of advertising the other fellow as well as the lighting company and are helpfully co-operative in effect.

Often times the Edison Company's advertising is of an educational character—educational in a broader sense than that of educating the public to a realization of the benefits and advantages of doing things electrically—for the dominant note of all this advertising copy is the importance of courtesy, fairness, and service to others.

The New York Edison Company's steadily increasing use of the daily newspaper for its advertising—which has steadily increased because that great public service corporation has found that it pays—should be a powerful argument toward inducing other electric light and power companies throughout the country to make more liberal use of the newspapers than they have heretofore been willing to do.

How to Advertise Advertising

Advertising and Selling has printed in pamphlet form for distribution among the members of the New York Trade Press Association the addresses delivered before that body by H. E. Cleland, advertising manager of the Hill Publishing Co., and A. C. G. Harmmesfahr, advertising manager of Collier's Weekly, on "Why and How to Advertise Advertising." These addresses are well worth reading. Copies may be had free by addressing Advertising and Selling Magazine, 95 Madison avenue, New York.

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

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

PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

THE 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 3,600,000 agate lines. The Times gained 33,000 lines and P. I. lost 650,000 lines.
Largest Quantity Best Quality Circulation
The S. C. Beckwith Special Agency
Sole Foreign Representatives
New York Chicago St. Louis

San Francisco Examiner

FIRST IN INFLUENCE
IN CIRCULATION
IN ADVERTISING

Covers Greater San Francisco more completely than any other American city is covered by one newspaper

Sells at 5c. per copy, or \$9.00 a year

Circulation 122,000 DAILY
226,000 SUNDAY

M. D. HUNTON W. H. WILSON
220 5th Avenue Hearst Bldg.
New York Chicago

98,000 Possible Customers Are Getting Away From You

There are 98,000 foreign speaking Americans who are daily readers of Il Progresso Italo Americano who do not see your advertisements in the English papers.
Yet they are eager purchasers of every good American product that is advertised to them in their mother tongue—the language they love and understand.
We can give you further information regarding this thrifty, energetic and com-fortable body of people.

IL PROGRESSO ITALO AMERICANO
42 Elm Street New York

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.

CIRCULATION NEWS, VIEWS AND OBSERVATIONS

Being a Department Edited by a Regular Circulation Man and
Designed to be Helpful to Circulation Managers Everywhere

By Harvester

MARVEL AT CIRCULATION

Chinese Commercial Commissioners
Think Newspaper Distribution One of
the Wonders of America—Chairman
Chang Says Our Schools of Journalism
Can Teach Chinese Students Lessons.

The enormous circulation of American newspapers—the way in which everybody in every city of the land reads the newspapers—is prominent among those features of American life which have most surprised the honorary commercial commissioners of the Republic of China, who are now touring the principal cities of the United States, according to Cheng Hsun Chang, the chairman of the commission, in an interview given to a representative of THE EDITOR AND PUBLISHER. Those members of the commission, at least, who had not been familiar with American customs and conditions of life from former visits here or sojourns at American colleges, have been deeply impressed by the universality among us of the newspaper-reading habit and have talked much about it and marveled at it among themselves.

OBJECT OF VISIT.

The sixteen honorary commercial commissioners, officially designated by the Chinese Republic to visit America to study business methods and conditions here, to foster a friendly understanding between business men of the two republics, and thereby to promote better trade and financial relationships, have been spending the current week in New York City and have been hospitably entertained by a special committee named by the Mayor and by the leading trade associations of the metropolis. There have been luncheons and dinners and sight-seeing trips in abundance; but the commissioners are here to do business, as well as to partake of entertainment. Since May 9, when they landed in San Francisco, they have placed orders with American manufacturers for approximately \$5,000,000 worth of goods—this before reaching New York. In the course of their stay in this city it was expected that further orders for exports in many hundreds of thousands of dollars would be placed.

The chairman of the commission, Cheng Hsun Chang, a man well past middle life, is a prominent and successful merchant, having branch establishments in Straits Settlements, Sumatra and Java; is proprietor of a large winery at Chefoo; is a member of the National Council, Peking, and a representative of the Canton Chamber of Commerce.

MR. CHANG'S VIEWS.

Mr. Chang does not speak English, but to a representative of THE EDITOR AND PUBLISHER, who asked his impressions of American newspapers, he said, speaking through an interpreter:

"I do not understand the English language, and therefore, unfortunately, I cannot read your American newspapers. But I have seen them everywhere I have been in the United States, in the hands of everybody. On our journey from the Pacific Coast, in each of the many great and flourishing cities we have visited, my fellow commissioners and myself have been amazed at the circulation of the newspapers. That universal distribution of newspapers, in every city, has impressed us as one of the marvels of America—quite as much a wonder to us as any of the great buildings we have seen or any of the great organizations we have come in contact with.

"Such newspaper circulation, or anything at all like it, is of course impossible with us in China, because of the lack of education among the mass of the people. In the United States, we find, everybody can read and everybody does read the newspapers.

"Every Chinese who has an opportunity to know America admires the education and character of the American people. China and the United States have many bonds of friendship. While we in China wish to keep what is best in Chinese civilization, we want to add to it the best of your Western culture and knowledge. As a republic the United States is a great example set for us. And particularly in matters of education we must look to America for wise leadership, as we have been doing to some extent for many years."

Mr. Chang said that so far as his personal knowledge goes, there are at present only two or three Chinese students in American schools of journalism, but he believes that training in such schools will be invaluable for Chinese students intending to engage in newspaper work in China, whether on papers printed in Chinese or in English.

"Certainly the making of newspapers is one of the things in which America can teach the Chinese most valuable lessons," he said. "We have daily papers in China. Oh, yes; and some of them are big and influential and powerful publications. But none circulates among the people as your American papers do. It will take a long time and much education to bring that about."

Asked how, in his opinion, American newspapers could best help in fostering friendship and increased commercial relations between the great republics of the East and the West, Mr. Chang said:

"I think most of all by giving your merchants more information about business conditions in China, about how to do business with the Chinese and about the specific needs of China for goods which Americans can supply. For successful trade with China there must be understanding of the Chinese mind and imagination and knowledge of Chinese commercial methods. In those directions I am sure American newspapers can help greatly. Trade between the two countries is sure now to grow larger and faster than it ever has in the past."

TORONTO GLOBE'S NEW IDEA

How It Secures Loyalty and Service
From All Delivery Boys.

The problem of the prompt and accurate delivery of newspapers in those towns and cities where distribution is mainly accomplished by carriers is one that has long engaged the attention of many circulation managers. The chain that is made up of drivers, handlers and delivery boys has so many weak links in it that breaks are likely to occur at any point. To find some way to strengthen these weak links, and to weld them into one coherent whole has never been an easy task.

One of the most noteworthy attempts to solve this knotty problem is that of the Toronto (Ont.) Globe. Three years ago J. E. Shortt, the Globe's circulation manager, impressed by the fact that the Globe was receiving more than thirty complaints a day for poor delivery, or for no delivery at all, evolved the following plan:

He divided the staff of boys into three sections—boys who delivered less than fifty papers being in one class, those delivering between fifty and eighty papers in another class, and those delivering more than eighty papers in a third class. He then promulgated a system of rewarding these boys according to their record of efficiency in delivery, based on the number of complaints received from subscribers.

He planned originally to give a first, second and third prize in each of the three classes, but the boys themselves surprised him by making that plan inadequate. There were so many boys whose records showed no complaints against them, and so many more who

received second and third prizes respectively, that this year forty-five prizes were given instead of the nine at first intended. There were, for example, twenty-three boys against whom there were no complaints whatever.

At first the prizes were \$5, \$2.50 and \$1.25, respectively, but later, cameras were selected as first prizes, fountain pens for second and fielder's gloves for third prizes. This year, in addition to these, "100 per cent. efficiency medals" were given to the twenty-three boys who had perfect records. A bar is to be added to these medals each year in the case of boys who duplicate their perfect records.

The eighty-eight boys of the Globe's city delivery staff were tendered a banquet recently at which the prizes were distributed. Speeches were made by W. G. Jaffray, president; J. F. MacKay, business manager, and Lindsay Crawford.

Not the least interesting feature of this plan is that it has gone far to solve the problem of securing efficient distribution of papers during the winter months. It is not to be wondered at that small boys are not enthusiastic about getting up in the early hours of a Canadian winter morning to deliver papers. Even this, however, has been effected, and the complaints have dwindled down to an average of nine a day, as against thirty before this plan was put into operation. Furthermore, the Globe now has twice as many delivery boys as before, and more than twice as much circulation.

Mr. Shortt, who worked out the plan, has recently resigned, after twenty-five years as superintendent of circulation. He is actively interested in work for boy welfare in the Y. M. C. A. and other agencies, and believes that much of his

success has come from his real understanding of and sincere friendship for the human boy.

The Philadelphia (Pa.) Press has inaugurated a "Musical Bureau" which will be primarily a record of the names and addresses of musicians and musical organizations, including vocalists, teachers, instrumental and vocal trios, quartets and larger bodies of singers and instrumentalists. According to the Press, Philadelphia has never had a register of just this character, although one has long been needed.

All that is necessary for the vocalist, musician, vocal or instrumental organization or vocal and instrumental teacher is to call at the library of the Press and register the names or the name of the organization they represented and such individuals or organizations will be classified and their name or names furnished to any one who may desire them.

The Audit Bureau of Circulation's revenue the past four years amounted to \$123,497.86, all of which, with the exception of \$2,225.57, has been collected.

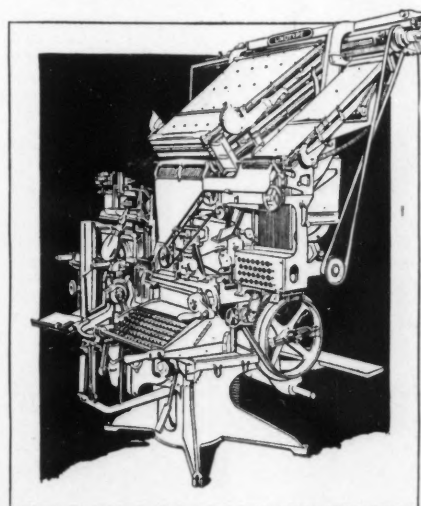
MEET US AT THE PRINTING AND
ADVERTISING EXPOSITION
June 19th to 26th, 1915
AT THE COLISEUM, CHICAGO

Cline - Westinghouse
MOTORS FOR
PRINTERS

ON YOUR RIGHT as you enter

Cline Electric
Mfg. Co. CHICAGO
NEW YORK

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

THE PITTSBURG PRESS
Has the LARGEST
 Daily and Sunday
CIRCULATION IN PITTSBURG
 Foreign Advertising Representatives
L. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

"A world of facts lies outside and beyond the world of words."
 Proving its circulation to be the largest of the better kind in the New York Evening field, **THE GLOBE** sells it strictly as a commodity and has forced many of its competitors to do the same.
 That is why **THE GLOBE** costs less per line per thousand.
 Average net paid circulation for year ended April 30, 1915..... **184,929**
 Net paid circulation for April, 1915 **188,300**



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
 refuses to accept advertising that does not hold out honest value to the reader. We include in this generalization, beer, whiskey, cigarette and patent medicine. Also **DISHONEST MERCHANDISE**, no matter by whom it is offered for sale.
 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**

LONE STAR STATE NEWS

Advertising Campaign Planned for Galveston Cotton Carnival Next Month—An Editor in Senatorial Race—Dallas to Send Big Delegation to Chicago Convention—Personal Notes.

(Special Correspondence.)
 DALLAS, Tex., June 1.—The Galveston Seventh Annual Cotton Carnival executive committee is planning an extensive advertising campaign for the carnival which is to be held at Galveston, July 22 to August 1, inclusive. Newspapers, billboards, moving picture theatres and street cars will be utilized, and the tentative budget of \$2,500 was apportioned as follows: Newspapers, \$1,000; billboards, \$1,300; moving picture theatres and street cars, \$200. Members of the committee having this in charge are: George Waverley Briggs, editor of the Galveston News; George Sealy, Steven Sgiteovich and Chares E. Sasseen.

Friends of Col. Louis J. Wortham, vice-president of the Fort Worth (Texas) Publishing Company and editor of the Fort Worth Star-Telegram, have launched a boom for the colonel for the United States Senate to succeed Senator Charles A. Culberson. Colonel Wortham has been prominent in Texas politics for some time, being now a member of the Texas House of Representatives, and it is known that he is considering seriously the requests of his friends that he enter the senatorial race.

The "On-to-Chicago" movement of the Dallas Advertising League received new impetus at the regular weekly meeting of the league, at which 25 members signed up for reservations on the Texas Special that will leave Fort Worth to carry the Texas ad men to the Chicago convention. "Dallas will have the largest delegation attending the convention from a Texas city," said L. A. Whittier, of the Dallas Ad League, "and I believe we will have the largest delegation that has ever attended an ad convention from Dallas."

A movement has been launched by the newspaper men of Texarkana, Ark., among whom are W. W. Thornton, of the Daily Texarkanian, and C. E. Palmer, of the Four States Press, to have the Texas Press Association and the Arkansas Press Association meet in joint convention in Texarkana in 1916. The proposal will be laid before the Texas Press Association at its coming convention in Corpus Christi. The Arkansas Press Association has already selected Texarkana as its next meeting place.

Students at the University of Texas, at Austin, cast more than 1,500 votes in the election of editors for the various university publications, just held. The voting resulted in the choice of Daniel Williams, of Childress, for editor-in-chief of the Daily Texan, the newspaper issued under the university's department of journalism; Pendleton Howard, of Dallas, for editor-in-chief of The Cactus, the university year book; and F. P. Hibbard, of Austin, for editor-in-chief of the University of Texas Magazine.

Home and State, of Dallas, has been leased by the Anti-Saloon League of Texas from the National Anti-Saloon League, and will be conducted hereafter as the official organ for the league in Texas. Dr. A. J. Barton will be editor and W. J. Herwig will serve as general manager of the publication. A. W. Perkins, former editor of Home and State, has been transferred to the National headquarters of the Anti-Saloon League at Columbus, Ohio, where he will engage in editorial work.

George F. Robberts, of the Hitchcock (Okla.) Vanguard, and Miss Jessie M. Roper, of Guthrie, were married at Guthrie on May 24.

J. Benjamin Mabry, formerly of the city staff of the Fort Worth Record, has been appointed to direct the publicity work of the "Buy It in Texas" movement launched by several ad clubs and commercial organizations of Texas. Mr. Mabry will have office at Austin and has gone to that city to take up his duties.
 J. E. KING.

CLUBS AND PRESS ASSOCIATIONS

Final arrangements have been made for the forthcoming annual meeting of the Texas Press Association, which is to take place at Corpus Christi, June 10-12. Among the subjects to be discussed are: "Methods for Arriving at the Value of Newspaper Space," "The Value of a Pretty Make-Up," "How to Get and Hold Subscriptions," "What Does the Publisher Owe the Advertiser?" etc., etc.

The Northern Minnesota Editorial Association is perfecting plans for its annual summer outing which this year is to be to Duluth, Minn. August 6-9.

At a meeting of the directors of the East Tennessee Press Association, of which Ellsworth Wilson of the Athens Post is president, at Chattanooga, Tenn., it was decided to hold the annual convention at Chattanooga, August 13-15.

The editors of the Arkansas Press Association at their recent annual convention at Harrison (Ark.) in a resolution that met with but little opposition put themselves squarely on record as favoring woman suffrage. The following officers were then elected for the ensuing year. Claud Mann, of the Malvern Times-Journal, president; C. A. Berry, of the Huttig News, first vice-president; T. P. Pound, of the Danville Democrat, second vice-president, and L. B. White, of the Benton Courier, third vice-president. Other officers elected were: Secretary of State Earle W. Hodges, corresponding secretary; E. C. Funk, of the Rogers Democrat, recording secretary; W. F. Turner, of the Atkins Chronicle, financial secretary.

The Texas State Press Association will meet at Corpus Christi, June 10, 11 and 12. Calls for the convention have been sent out to all members by Sam P. Harben of Richardson, Tex., secretary.

Some of the addresses that are scheduled are as follows:

"Methods of Arriving at Value of Newspaper Space," Harry Koch, Tribune, Quannah.

"Publicity Through Legislation," James Holt, American Type Founders Company, Memphis, Tenu.

"The Teaching of Journalism in the University," the Hon. Will H. Mayes, Brownwood-Austin.

"What Does the Publisher Owe to the Advertiser?" Walter B. Whiteman, Holland's Magazine, Dallas.

"Is the Establishment of an Association Advertising Bureau Practicable?" W. C. Edwards, Record and Chronicle, Denton.

The Los Angeles Press Club held its annual election on May 23 with three tickets in the field. After an excited canvass the following were elected officers: R. T. Van Ellisen, president; John B. Elliott, vice-president; H. H. Jones, secretary-treasurer; W. E. McLernon, director and librarian; W. M. Barr, term director; H. J. Wambold, term director; W. D. Green, term director. The elected officers were duly installed with appropriate ceremonies.

The following were elected officers of the Springfield (Mass.), Publicity Club, at its annual meeting at the Hotel Kimball, on May 25: President, Harry H. Caswell; vice-president, Charles H. Hall; secretary, Robert F. Wood; treasurer, Guy M. Peterson; executive committee, the officers and E. H. Marsh, D. A. Webster and Ernest Bugbee. A luncheon preceded the business session.

Thursday, June 17, which is the date set for the annual frolic of the St. Louis Press Club, is to be a semi-official holiday in St. Louis. Governor Major of Missouri, and his staff, in all their glory are expected, together with the Mayor of St. Louis and Speaker Champ Clark. A military review, a cabaret entertainment, and a "Baby Tango Contest" for youngsters under ten years of age, are among the features on the program.

Publishers' Supplies Market

Antimony	34.50-35
Tin	37.65
Lead	5.20
Copper	18.87 1/2-19
News print	2.09-2.25
Craft paper	4.75-5.25

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 Current History

A monthly magazine devoted to the European War. Complete history, month by month, beautifully illustrated. All Newsstands. Twenty-five cents a copy—\$3.00 a year. 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.



Only 3 out of 17 New York newspapers show a gain in advertising during 1914—one of them is The 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

NEWSPAPER CONFERENCE

Program To Be Presented at the Chicago A. A. C. W.

The following is the program of the Newspaper Conference arranged by the committee of which W. H. Field, of the Chicago Tribune, is chairman, which is to be held at Chicago during the A. A. C. W. convention:

TUESDAY, JUNE 22.—Morning Session.
10:00 a. m.—Opening of session. Address, "Why Newspapers Should Become More Closely Affiliated with the A. A. C. of W." Wm. H. Ingersoll, marketing manager, Robert H. Ingersoll & Bro.

10:30 a. m.—Discussion by newspaper members of the subject matter of the above address:

Topics for such discussion—
(a) Should newspapers adopt a "Standard of Practice?"

(b) What support can newspapers give to A. A. C. of W.?

(c) What benefit is A. A. C. of W. to newspapers?

(d) What definite form of organization can newspapers adopt to give them proper representation in A. A. C. of W. and its National Commission?

(e) What financial support should newspapers give to A. A. C. of W.?

12:30 p. m.—Adjournment.

Afternoon Session.
2:00 p. m.—Paper, "The Newspaper Advertising Rate Card." Lafayette Young, Jr., business manager, The Des Moines Capital.
2:30 p. m.—Paper, "The Effect of Advertising Censorship on the Cash Drawer." Louis Wiley, business manager, The New York Times.

3:00 p. m.—Paper, "The Advertising Agent and The Newspaper." Joseph H. Finn, president, The Nichols-Finn Adv. Agency.

3:30 p. m.—Paper, "How to Get Motion Picture Theatre Advertising." Walt Bloesch, manager motion picture adv. division, the Chicago Tribune.

4:00 p. m.—Motion Pictures, "Racing the Deadline."

4:45 p. m.—Adjournment.

WEDNESDAY, JUNE 23.
9:30 a. m.—Paper, "What Newspaper Advertising Has Done for My Business." Geo. M. Brown, president, General Roofing Manufacturing Company.

10:00 a. m.—Paper, "How a Newspaper Can Sell More Space to the Local Advertiser." W. H. Hotchkiss, of the Cheltenham Advertising Service.

10:30 a. m.—Paper, "How to get Church Advertising." Wm. T. Ellis, of Philadelphia North American.

11:00 a. m.—Motion Pictures, "How to Interest the Manufacturer in Newspaper Advertising."

11:30 a. m.—Paper, "Newspapers and National Advertising." Wm. A. Thomson, director, Bureau of Advertising, A. N. P. A.

12:00 M.—Paper, "How to Make Your Readers Read Your Advertising Columns." Walter G. Bryan, of The W. G. Bryan Organization.

12:30 p. m.—Adjournment.

GENERAL ADVERTISERS SESSION

The program arranged for the General Advertisers' Department of the Association of National Advertisers, Inc., at the Chicago convention, June 22 and 23, is as follows:

Chairman: Harry Tipper, president of Association of National Advertisers, Inc.

Tuesday Morning, June 22—9 a. m. to 12 Noon.

In Auditorium Theatre—General session devoted to presentation of National Commission Plan.

In General Advertisers' Department Room: Call to order.

Address by chairman.

Roll call of voting members.

Election of representatives of Department on National Commission.

O. C. Harn, advertising manager, National Lead Company, New York. Ex-president, Association of National Advertisers, Inc. "Value and Necessity of Circulation Audits from the Advertiser's Standpoint."

A. C. G. Hammesfahr, advertising manager, Collier's Weekly, New York. President, Quoin Club. "Value and Necessity of Circulation Audits from the Publisher's Standpoint."

C. W. Patman, secretary-treasurer, Association of National Advertisers, Inc., New York. "Practical Investigation Into Marketing."

Wednesday Morning, June 23—9:30 a. m. to 12 Noon.

James M. Dunlap, Dunlap-Ward Advertising Agency, Chicago, Ill. "What a Modern Advertising Agency Ought to Do and What It Cannot Do."

T. L. Combs, president, American Retail Jewelers' Association, Omaha, Neb. "Re-

taller's Viewpoint on National Advertising and Nationally Advertised Goods."

John S. Hart, Hon. Sec., British Association of Advertising Clubs, London, Eng. "Great Britain as a Market After the War."
A. G. Newmyer, business manager, New Orleans Item, New Orleans, La. "A Publisher's Experiences with Advertising Censorship."

SUNDAY SERMONS BY AD MEN

Advertising will be preached, literally, from two-score of Chicago pulpits on Sunday, June 20. That many Chicago pastors have agreed to resign their tasks for the day to delegates to the convention. Some of the best known editors, writers, advertising and business men in the country have accepted the invitation to deliver lay sermons on "Advertising" that day. Those who will occupy the pulpits are:

Gayle Alken, Jr., Adv. Mgr. Maison Blanche Company, New Orleans, La.

Stewart Anderson, Springfield, Mass.

C. A. Brownell, Adv. Mgr. Ford Motor Company, Detroit, Mich.

Joe Mitchell Chapple, Editor The National Magazine, Boston, Mass.

George W. Coleman, Director of Publicity, W. H. McElwain Company, Boston.

T. A. DeWeese, Adv. Mgr. Shredded Wheat Company, Niagara Falls, N. Y.

John Temple Graves, New York American, New York.

Hiram M. Greene, Editor Illustrated Sunday Magazine, Buffalo, N. Y.

Alfred Hanchett, Adv. Mgr. F. A. Patrick & Co., Duluth, Minn.

N. A. Hawkins, Commercial Manager, Ford Motor Company, Detroit, Mich.

G. W. Hopkins, Commercial Manager, Loose-Wiles Riscuit Company, Brooklyn.

George C. Hubbs, Adv. Mgr. Dodge Brothers, Detroit, Mich.

Edward Hungerford, Adv. Mgr. Wells, Fargo & Co. Express, New York City.

Dr. J. L. Keeler, Dean Baylor University, Waco, Tex.

Theodore MacManus, Dunlap-Ward Adv. Agency, Detroit, Mich.

William R. Malone, Postal Life Insurance Company, New York City.

Mac Martin, President Mac Martin Adv. Agency, Minneapolis, Minn.

Charles W. Meers, Adv. Mgr. Winton Motor Car Company, Cleveland, O.

Ren Mulford, Jr., V.-P. The Blaine-Thompson Company, Cincinnati, O.

Martin L. Pierce, Phillips Bible Institute, Canton, O.

E. S. Ralph, Adv. Mgr. American Seeding Machine Company, Springfield, O.

John C. Reid, National Oats Company, St. Louis, Mo.

James A. Rice, Attorney, Rice & Souers, Canton, O.

Charles C. Rosewaler, Gen. Mgr. The Omaha Bee, Omaha, Neb.

Frank H. Rowe, Adv. Mgr. E. L. Ruddy Company, Ltd., Toronto, Ont.

R. E. Sherman, President El Paso Ad Club, El Paso, Tex.

E. L. Shaeffer, Adv. Mgr. Lowe Bros. Company, Dayton, O.

Merle Sldener, Sldener-Van Riper Adv. Company, Indianapolis, Ind.

Roy B. Simpson, V.-P., Fisher-Steinbruegge Adv. Company, St. Louis, Mo.

Frank H. Slisson, H. E. Lesan Adv. Agency, New York City.

Tim Thrift, American Multigraph Sales Company, Cleveland, O.

E. C. Tibbitts, Adv. Mgr. B. F. Goodrich Company, Akron, O.

Edwin A. Walton, Adv. Mgr. Burroughs Adding Machine Company, Detroit, Mich.

Edgar T. Welch, Secy.-Treas. Welch Grape Juice Company, Westfield, N. Y.

Jack Wilson, Los Angeles, Cal.

Charles C. Wood, Commissioner of Arbitration, Boston, Mass.

Louis J. Wortham, Fort Worth Star-Telegram, Fort Worth, Tex.

CONVENTION NOTES

As President Wilson will deliver the principal address at the mass meeting Sunday afternoon, June 20, provided he can leave Washington, the On-to-Chicago Committee of the New York Advertising Men's League has decided to change the time of the departure of its special train from Saturday afternoon to 10:30 o'clock Saturday morning, June 19.

According to Chairman Sullivan the New York delegation going to Chicago will be a large one. The train will be made up of drawing room and 12 section sleeping cars, an observation car, dining car, and a buffet smoking and library car. P. V. D. Loekwood, advertising manager of the New York Central Lines, will be in personal charge of the train.

As Saturday is always a light business day, especially in summer, it is believed that an unusually large number of advertising men will avail themselves of the opportunity of going to Chicago on the League's special, the accommodations on which are available not only to the members of that organization, but to the members of any other advertising organization.

The One Hundred Dollar Prize Contest for Chicago Convention copy to be carried in newspapers was won by Clarence W. Payne, of the Cincinnati Enquirer. The judges were Joseph W. Gannon, advertising manager, Royal Baking Powder Company; W. A. Thomson, director, Bureau of Advertising, American Newspaper Publishers Association, and William C. Freeman, advertising adviser.

The United Cigar Stores will again display in every store throughout the United States and Canada—there are more than 1,000—Truth window posters calling attention to the convention. Merchants elsewhere will join in the distribution. Headed by the Advertising Men's League of New York, local newspaper advertisers all over the country will donate their space to proclaiming and urging readers to go to Chicago. There are in preparation 25,000 copies of a booklet descriptive of the convention and what it stands for to business men, prepared by Richard A. Foley, of Philadelphia. Great magazines and weeklies of the country, to say nothing of the street car, billboard and trade paper interests, will proclaim Truth from coast to coast.

William Wrigley, Jr., the chewing gum man, has sent his check for \$1,000 to the committee in charge of the arrangements for the great convention of the Associated Advertising Clubs of the World, at Chicago, June 20-24, with a request that it be used to help defray the expenses of entertaining the visiting delegates.

The Chicago Ad Club men will be attired in Palm Beach suits when they march in parade in the Night Pageant, convention week.

Thousands of cards bearing the following inscription are to be distributed among the merchants of Chicago, to be displayed in the windows of their stores, calling attention to the fact that during convention week Chicago will be the advertising center of the universe:

ADVERTISING WEEK.
 Buy
 ADVERTISED GOODS
 Because of
 GUARANTEED QUALITIES.

The Poor Richard Club of Philadelphia now has 178 members, of whom 157 are active and 21 non-resident. The delegation to the Chicago Convention will leave Philadelphia on a special train over the Baltimore & Ohio Railroad Saturday morning, June 19, and will arrive in Chicago Sunday morning.

Sphinx Club's New Officers

The official roster of the new board of officers of the Sphinx Club, New York, for 1915-1916 is as follows:

President, Preston P. Lynn; vice-presidents, Henry C. Brown, Howard Davis, A. C. G. Hammesfahr, Collin Armstrong; secretary, Edmund D. Gibbs; treasurer, R. F. R. Huntsman; executive committee, W. R. Hotchkiss, James O'Flaherty, Samuel Moffitt, Clarkson Cowl, George Ethridge, Corbett McCarthy, J. Frank Beale, Jr.; speakers committee, James O'Flaherty, chairman; Jerome A. Crane, Richard H. Waldo, John Irving Romer, A. C. G. Hammesfahr, Henry C. Brown, William Berri.

Membership committee, R. S. Scarborough, chairman; Thomas A. Barrett, Richard W. Lawrence, Corbett McCarthy, R. R. Heywood, F. Wallis Armstrong, J. Wade McGowan; publicity committee, Walter Hammit, chairman; W. R. Hotchkiss, Samuel Brill, F. Irving Fletcher, J. Frank Beale, Jr., Louis Rosenberg, A. J. Meston; entertainment committee, R. F. R. Huntsman, chairman; Einar F. Meyer, Joseph Potsdamer, E. A. Westfall, Samuel E. Leith, James P. Gilroy, Paul Meyer.

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

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.

Empire State Engraving Co.

(Photo-Engravers)

Designing Retouching

Open Day and Night

Telephones
3880-3881 165-167 William Street
BEEKMAN NEW YORK

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

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

TIPS FOR THE AD MANAGER

Blackburn Advertising Agency, Patterson building, Dayton, O., is placing summer schedules for the Blackburn Products Company of Dayton, O.

Dunlap-Ward Advertising Company, 123 W. Madison street, Chicago, Ill., is making contracts with some Western newspapers for the Niani Pure Food Company. The copy is to start in the fall.

Gundlach Advertising Company, Peoples Gas building, Chicago, Ill., is sending out some orders to Pacific Coast newspapers for the D. D. D. Company, 143 W. Michigan street, Chicago, Ill. Also placing orders with some Western newspapers for the Globe Soap Company, "Yankee Doodle Soap," and Grandma's Powdered Soap and Borax, Cincinnati, O., and for Burke & James, Inc., "Rexo Developing Paper," 240 E. Ontario street, Chicago, Ill., with Pennsylvania newspapers.

Louis Brown, 99 Nassau street, New York City, is issuing orders to newspapers in New York City and vicinity for Midland Beach, Staten Island, New York.

Heller-Barnham, 432 Fourth avenue, New York City, will shortly place orders with newspapers in New England cities for Jas. C. Crane, "Elcaya Cream," 108 Fulton street, New York City.

Frank Seaman, 116 West Thirty-second street, New York City, is forwarding 2,800 l. orders to a few selected newspapers for Runkel Bros., Inc., "Runkel's Iced Cocoa," 451 West Thirtieth street, New York City.

Street & Finney, 171 Madison avenue, New York City, will handle the advertising account of the Lappin Tea Company. "Lappin's Irish Tea," 190 Duane street, New York City.

Jones Morton, 348 Main street, Johnstown, Pa., is gradually extending the newspaper orders of the National Radiator Company of the same city.

Chambers Agency, Maison Blanche building, New Orleans, La., is in charge of the advertising campaign of the Thunderbolt Manufacturing Company, 331 Carondelet street, New Orleans, La.

W. S. Hill Company, Vandergrift building, Pittsburgh, Pa., is asking for rates in Atlanta, Ga., newspapers.

Cheltenham Advertising Service, 11 East Thirty-sixth street, New York City, is again placing large one time copy generally for the Packard Motor Car Company, Detroit, Mich.

Calkins & Holden, 250 Fifth avenue, New York City, are issuing orders to Pacific coast newspapers for the Kelly-Springfield Tire Company, Springfield, Ohio, and Broadway and Forty-eighth street, New York City.

Herbert M. Morris Advertising Agency, 400 Chestnut street, Philadelphia, Pa., is handling the advertising account of the S. S. White Dental Manufacturing Company, "S. S. White Tooth Paste,"

Philadelphia, Pa., New York City, Chicago, San Francisco, etc., with newspapers in Philadelphia.

L. S. Goldsmith Advertising Agency, Philadelphia, Pa., is issuing 20 in. 6 t. orders to a few papers for Palm Beach Suits.

Nelson Chesman & Company, 200 Fifth avenue, New York City, are placing orders with newspapers for the Valitone Company, Binghamton, N. Y., in New York State, Pennsylvania and Ohio.

Charles J. Johnson, 52 Broadway, New York City, is forwarding 50 l. 20 t. orders to a selected list of newspapers for the Hamburg-American Coffee Company, 24 Stone street, New York.

H. W. Kastor & Sons Advertising Company, Mercantile National Bank building, St. Louis, Mo., is sending out orders to some Western newspapers for the Bauman-Massa Jewelry Company, St. Louis, Mo.

Andrew Cone General Advertising Agency, Tribune building, New York City, is now in charge of the advertising of the Fitz Chemical Company, "Dri Foot Waterproof Dressing," Phillipsburgh, N. J. No advertising will go out before the fall.

Modell Advertising Agency, 150 Nassau street, New York City, is sending out 3 in. 2 t. a. w. 1 month orders to a selected list of newspapers for the American European Raincoat Company, New York City.

M. Volkmann Advertising Agency, 5 Beekman street, New York City, is making contracts with newspapers in cities where the population is 100,000 or over for the John I. Thompson Sons Company, "Thompson's Eye Wash," 161 River street, Troy, N. Y.

C. Brewer Smith Advertising Agency, 85 Devonshire street, Boston, Mass., will place the advertising in newspapers in Northern New York and New England for the Pacific Coast Borax Company, "Twenty Mule Team Borax," 100 William street, New York City and Chicago, Ill. The New York State advertising will be placed early next week and the New England orders will probably follow soon after. The Atlas Advertising Agency of New York City, will continue to place the balance of the Pacific Coast Borax Company's advertising.

Wood, Putnam & Wood Company, 111 Devonshire street, Boston, Mass., is issuing orders to some Connecticut newspapers for R. L. Perry Company, "Samoset Chocolates," Boston, Mass.

H. E. Lesan Advertising Agency, 440 Fourth avenue, New York City, is forwarding orders to newspapers in selected sections for J. Hungerford Smith Company, "Royal Purple Grape Juice," 410 North Goodman street, Rochester, N. Y.

Albert Frank & Company, 26 Beaver street, New York City, are handling the larger portion of the newspaper advertising for the Traymore Hotel, Atlantic City, N. J. The balance is being placed by the Atlantic Advertising Agency of Atlantic City, N. J.

Morse International Agency, Fourth avenue and Thirtieth street, New York City, is placing orders with Connecticut newspapers for the Connecticut Breweries Company, Bridgeport, Conn., and t. f. orders with a selected list of newspapers for Chas. N. Crittenton Company, "Glenn's Sulphur Soap," 115 Fulton street, New York City.

The Spokane (Wash.) Chamber of Commerce has appointed a committee to act with the Spokane Ad Club in the advertising censorship campaign which the club has been conducting. The new joint committee will be known as the Spokane Ad Club-Chamber of Commerce Censorship Committee. The three members from the Chamber of Commerce are: George H. Greenwood, assistant cashier



"ABOVE BOARD CIRCULATIONS"



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

ALABAMA. NEWS Birmingham Average circulation for 1914: Daily, 36,235; Sunday, 37,762. Printed 2,207,884 lines more advertising than its nearest competitor in 1914. ARIZONA. GAZETTE Phoenix (Average Circ. Oct. 1, 1914, 6,125) CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest morning and Sunday circulation. Greatest Home Delivery. BULLETIN San Francisco GEORGIA. JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta LEDGER Columbus ILLINOIS. HERALD Joliet STAR (Circulation 21,589) Peoria IOWA. REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity. 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 publication. KENTUCKY. MASONIC HOME JOURNAL Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly. LOUISIANA. TIMES PICAYUNE New Orleans MARYLAND. THE SUN Baltimore Daily net paid 146,451 Sunday net paid 88,161 The Sun goes into over 110,000 homes in Baltimore city and suburbs. MICHIGAN. PATRIOT (No Monday Issue) Jackson Average three months ending March 31, 1915: Daily, 11,349; Sunday, 13,110. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C. THE STATE JOURNAL Lansing Leading afternoon daily of Central Michigan; three editions two cents. Guaranteed net circulation, 15,000. MINNESOTA. TRIBUNE, Morning and Evening Minneapolis MISSOURI. POST-DISPATCH St. Louis MONTANA. MINER Butte	NEW JERSEY. PRESS (Circulation 7,945) Asbury Park JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield NEW YORK. COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO AMERICANO New York OHIO. PLAIN DEALER Cleveland Circulation for March, 1915: Daily 125,687 Sunday 165,332 VINDICATOR Youngstown PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre SOUTH CAROLINA. DAILY MAIL Anderson TENNESSEE. BANNER Nashville TEXAS. AMERICAN Austin ENTERPRISE Beaumont Covers East Texas and West Louisiana STAR-TELEGRAM Fort Worth Net Paid Circulation, 35,000 daily. Over 50% more net paid city circulation and over 5,000 more net paid Sunday circulation than any other paper in Fort Worth. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. POST Houston Over 80% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed. TELEGRAM Temple Net paid circulation over 6,000. UTAH. HERALD-REPUBLICAN Salt Lake City WASHINGTON. POST-INTELLIGENCER Seattle
MISSOURI. POST-DISPATCH St. Louis MONTANA. MINER Butte	BRITISH COLUMBIA. WORLD Vancouver ONTARIO. FREE PRESS London

ROLL OF HONOR

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

ILLINOIS. SKANDINAVEN Chicago INDIANA. THE AVE MARIA Notre Dame NEBRASKA. FREE PRESSE (Cir. 128,384) Lincoln	NEW YORK. EVENING NEWS Buffalo BOLLETTINO DELLA SERA New York PENNSYLVANIA. TIMES Chester QUEBEC. LA PRESSE Montreal Av. circ., 1912, 114,371; '13, 127,722; '14, 140,342
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of the Old National Bank; Fred K. Jones, of the Fred B. Grinnell Company, and Alex Green, advertising man for the Crescent store.

The Brooklyn Eagle is to be host to the Alumni Association of the Brook-

lyn Evening High School for Men on June 12.

The Southern Newspaper Publishers' Association will hold its annual meeting at Grove Park Inn, Asheville, N. C., June 13, 14 and 15.

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 delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.
THE S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

AD FIELD PERSONALS

Mrs. L. H. Prichard, formerly of Wanamaker's Philadelphia advertising staff and lately associated with D. Appleton & Company and E. P. Dutton & Company in their editorial and publicity departments, is now acting in a similar capacity in Hearst's International Library Company. Mrs. Prichard was the originator and editor of To-Day's Books and the Book Baedeker advertising the Dutton publications.

Alfred O. Dunk, president of the Puritan Machine Company, Detroit, Mich., has engaged the services of Frank M. Eldredge as advertising manager for his concern. Mr. Eldredge has had a wide experience in the advertising field, having managed advertising agencies in New York and Denver, Colo.

Walter C. Cole, secretary of the Ad-craft Club of Detroit, has been appointed assistant secretary of the Detroit Board of Commerce.

H. T. Evans, formerly with Williams & Cunningham, of Chicago, has been appointed manager of the Chicago office of the Associated Farm Papers.

A. E. Dixon, formerly with the Packard Motor Car Company, is now handling copy in the service department of the Hupp Motor Car Company.

Selden D. Maddox is directing the advertising of the Detroit Motor Speedway.

William Starr Bullock, who has been a special partner in the Maclay & Mullally Advertising Agency, has been appointed business manager of The Sperry Magazine.

George Coleman, former president of the A. A. C. W., has recently been putting in a lot of time as acting mayor of Boston during the absence of Mayor Curley. He fits the job as easily as if he was born to it.

Franklin P. Shumway, head of the Shumway Advertising Agency of Boston, has been re-elected president of the Amphion Club of Melrose. He has been president for the past fourteen years.

Carroll J. Swan, one of Boston's most popular Pilgrims, will have charge of the mobilization of the Boston Chamber of Commerce at Nantasket Beach July 8.

Tilton Bell has been appointed Boston representative of the Munsey publications.

Stanley Clague, of the Taylor-Critchfield-Clague Company, was elected vice-president of the Western Advertising Agents' Association, at its annual meeting in Chicago on May 27.

L. W. Ellis, late sales promotion manager of the Holt Manufacturing Company, of Stockton, Cal., is to open an office in Cleveland for the H. K. McCann Company, of New York.

Robert B. Buck, formerly of the Pratt Advertising Company, of Detroit, has bought the Gazette, of Richmond, Mich., and will devote his time to it in the future.

C. Louis Allen, general sales manager of the Pyrene Manufacturing Company of New York, has been placed in charge of the Pyrene advertising.

Walter S. Goodnow, formerly of the William McJunkin Advertising Agency, has joined the Dooley Brennan Company. Mr. Goodnow was at one time connected with Marshall Field & Co., of Chicago, and later was vice-president of the Johnson Advertising Corporation.

Frank I. Carroll, advertising manager of the Indianapolis News, was in New York this week on business.

Bertram N. Garstin, of the advertising department of the Baltimore News, on June 14 becomes manager of the Cumberland Press.

A Letter Writing Contest

The Chicago Tribune's Movie Directory is being boosted through a letter-writing contest. The three people who write the most interesting letters of not over 150 words each about any "Motion Picture Play" advertised in the Tribune's Movie Directory by the theatre showing the play, between May 8 and June 21, will each receive a trip to California on the Selig-Polycope 17-day special train. All expenses will be paid by the Selig Polycope Company.

HANDLES ADS AS NEWS

Joseph H. Appel Addresses Denver Ad Club on Wanamaker Publicity Methods, Telling Them His Department is Organized Like News Staff of Metropolitan Daily.

On his way to San Francisco and the Panama-Pacific Exposition, Joseph H. Appel, director of publicity of the John Wanamaker stores, a few days ago stopped off in Denver long enough to deliver a lecture on advertising to the members of the Denver Ad Club and their friends in Y. M. C. A. Hall. The report from the Rocky Mountain capital is that, though the night was bad, the hall was crowded because of Denver's knowledge of Mr. Appel's reputation for having made the Wanamaker advertising distinctive.

In telling his hearers how that advertising had been made distinctive, and how the Wanamaker publicity department is conducted, Mr. Appel said:

"Our advertising department is as definitely organized as any other department of our business; not as a mere adjunct. It is organized like any metropolitan newspaper.

"It has its managing editor, its city editor, its reporters. It has its copy desk. It has its proofreaders. And it goes to the public with its news of the Wanamaker stores through its advertising space in the newspapers, just as those newspapers go with the news of the happenings of the day.

"You see, from the Wanamaker point of view, advertising is news, and it is news of a kind that must be searched for and written and played up for the entertainment and information of the people just like any other news.

"We do not allow the heads of the department to interfere with our advertising in Wanamaker's. John Wanamaker never sees our full page stuff until it appears in the papers. The heads of departments don't give us lists of what they want to sell. It is not done in that way at all. Instead, here's how it's done.

DEPARTMENT HEADS INTERVIEWED.

"First of all, each morning the managing editor and the city editor confer about conditions in the morning. Then the city editor assigns his men and women reporters to all the several departments of the store. Those reporters go about and interview the heads of the departments and some of the leading salesmen and saleswomen. Then they go back and report to the city editor the things they have found out. These reporters tell the city editor what the departments have for sale, and how sales were on the previous day, and how things look in the store. They must have an eye for local color and straight news and feature stuff. And the city editor, conferring sometimes with the managing editor, tells his staff just how much to give each story."

"I am the managing editor," said Mr. Appel in parenthesis.

"Well," he went on, "when the copy is all in and read, the news editor confers with me about the values of the story and we design our pages for the papers and have them made up accordingly. For advertising is not only character, it is not only the voice of business, it is news, and as news we send it out."

Explaining that advertising pages built on that principle are read because they contain a part of the news of the day, Mr. Appel continued: "This is so because business is an elemental thing. It is as elemental as human nature. It deals with eternal needs. The day may come when there will be no more wars. The day may come when people will be so well educated and so philosophical that laws will die of inanition. But the day will never come when there will be no 'business,' because business deals with the everlasting needs of man, and it will go on so long as the earth is peopled. That's why the advertising columns of a newspaper can be made as interesting as the ordinary news columns. It's because real advertising is as much 'news' as the rest of the paper: when it is gathered in as carefully and displayed with the same care.

"Recognition of that fact is growing,

too. In the beginning the owner of the store, wherever it was, wrote his own ads. Then he promoted a clerk to do it. Then he gave it out to some advertising agent. Now the big stores are gathering into their advertising departments the liveliest newspaper men they can find, paying them well, and telling them to run the advertising of the store as they would run a live newspaper. For advertising, properly handled, is news, and when the stores and manufacturers handle it that way it pays, and pays always."

BOSTON ADVERTISING TIPS

After having advertised safety razors for men for years, the Gillette Safety Razor Company is now placing in many publications appealing to women, large orders for space for the exploitation of a safety razor for women. This razor, as the copy will show, is designed to remove the hirsute growth from beneath the arms, something that has been brought about by the popularity of the tango and kindred dances, where the arms are thrown wildly akimbo. The Dyer Agency, of New York, has the contract for placing this advertising.

The Greenleaf Company of Boston, is placing good sized orders with newspapers and magazines for "Kyanize," a varnish.

Wood, Putnam and Wood are placing Van Nostrand advertising.

The Walter Baker Company, of Dorchester, Mass., chocolate manufacturer, is making up a large list of newspapers and magazines for large copy.

The Eastern Steamship Company is placing good sized orders in newspapers. Front pages seem popular with the E. S. Co. advertising man.

The anti-suffragists are about to launch a campaign of advertising, using newspapers. The O'Malley advertising agency is placing this advertising in New England newspapers.

Fire Insurance to Be Advertised

From Atlantic City, N. J., where fire underwriters from all parts of Virginia, the Carolinas, Georgia, Florida and Alabama recently attended the annual convention of the Southeastern Underwriters' Association comes the interesting announcement that nation-wide advertising for fire insurance companies—on a more extensive scale than ever before—is planned for the near future. The reasons given for this are that properly placed publicity pays dividends, shatters public prejudice and inspires confidence at one and the same time. Many of the big companies are using magazines and other periodicals, and several have found that it pays substantially in promoting new business in unexpected quarters, as well as having the effect of a campaign of education.

This attitude of the companies is having the effect of creating a closer relationship between underwriters and scheduling experts on the one hand and municipal building and fire officials on the other. In their future publicity the insurance corporations will emphasize the great importance of sprinkler systems in reducing fire losses and insurance premiums at the same time.

Decision for B. V. D. Company

On the opposition of the B. V. D. Company, the Patent Office at Washington, has refused the application of Charles H. Holtzman, for registration of a trademark including the letters "P. V. D." for use on certain medical preparations of manufacture. In its ruling the Patent Office quotes a decision of the Court of Appeals that "where the name of an individual, firm, corporation, or association is sought to be registered, as in this instance, the right of opposition is statutory, and proof of actual damage is not required."

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, Advtg. Agts., etc.

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 & WOOD-
MAN,
Brunswick Bldg., N. Y.; Advtg. Bldg.,
Chic.; Gumbel Bldg., Kansas City.

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

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

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

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

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

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

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

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

Advertising Agents

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

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

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

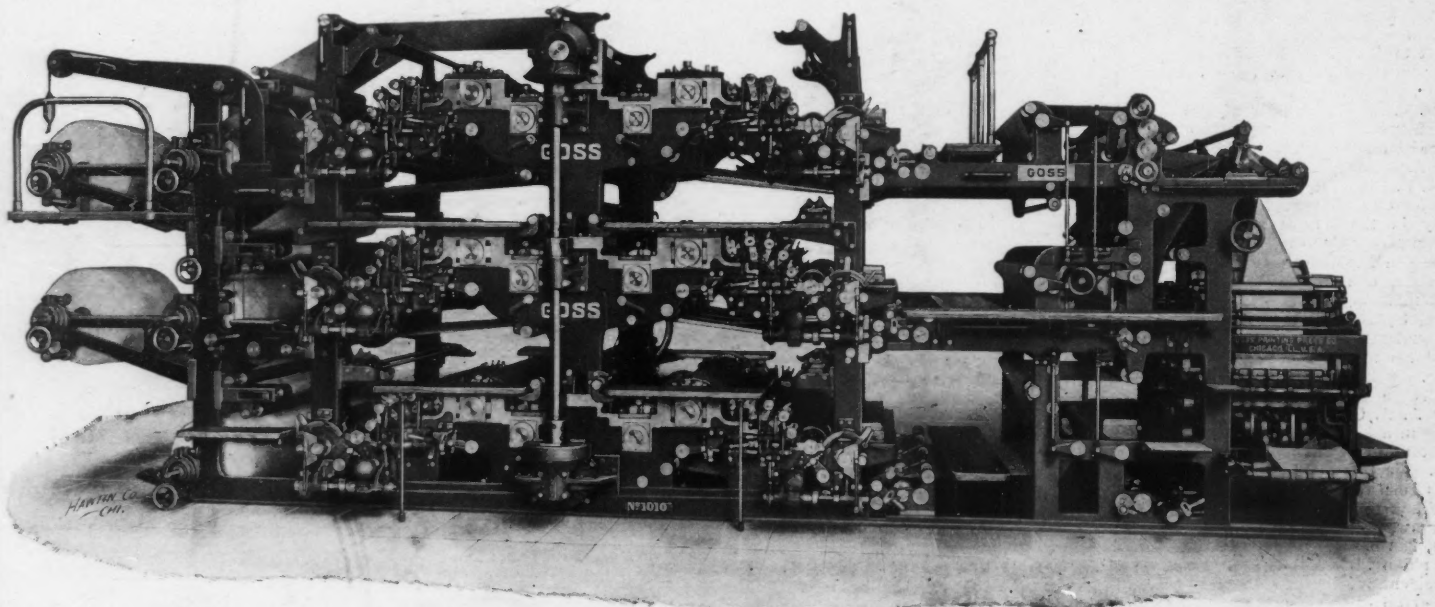
FRANK, ALBERT & CO.,
26-28 Beaver St., New York.
Tel. Broad 3831.

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

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

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

THE FINAL DECISION



The Chicago Herald

HAVE RECENTLY ORDERED *FOUR*

GOSS HIGH-SPEED STRAIGHTLINE SEXTUPLE PRESSES

"The Most Efficient Newspaper Press Built"

THE GOSS PRINTING PRESS CO.

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

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

Ad. Per.
✓
c
o
ct
P
W.
t
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sl
ca

