

A. A. C. W. CONVENTION EXTRA

THE EDITOR AND PUBLISHER AND JOURNALIST

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A MESSAGE TO PUBLISHERS EVERYWHERE

(From the Department of Newspapers in Session at Toronto)

THIS message to newspaper publishers was agreed upon by the representatives of newspapers who were in attendance at the tenth annual Convention of the Associated Advertising Clubs, held in Toronto June 21-27, 1914.

The Department of Newspapers held two sessions on Tuesday, and one on Wednesday, and on Thursday. The attendance at each meeting was larger than that accorded any other Department of Advertising in session at the Convention.

At the Baltimore Convention, a year ago, you will recall, a National Commission was appointed, consisting of three representatives from each of the departments of advertising represented at that Convention—there were thirteen of them.

This National Commission framed a Declaration of Principles, which was afterwards unanimously adopted by the Convention. The formation of this National Commission and the adoption of the Declaration of Principles at Baltimore led to a revision of the Constitution and By-Laws of the Associated Advertising Clubs, in order that the several departments of advertising might become permanent organizations, each one to be a conspicuous and potent part of the parent organization—the name of which was changed at Toronto to—**THE ASSOCIATED ADVERTISING CLUBS OF THE WORLD.**

The new Constitution and By-Laws unanimously adopted at the Toronto Convention is printed herein as a part of this general message to the publishers of newspapers everywhere, which we hope they will read both carefully and critically.

The National Commission formed at Baltimore becomes this year a *de facto* commission, to exist only until permanent organizations have been effected in all the departments of advertising. When these departments become permanently organized then each one elects three representatives to serve on the National Commission, who, acting with representatives of all other departments, elect five members from their number to serve on the Executive Committee of the parent organization.

The meeting of the Newspaper forces at Toronto discussed how to go about it to perfect a permanent organization which should affiliate with the parent organization of the Associated Clubs, and be a contributor to the funds necessary to maintain the Associated Advertising Clubs as an effective, self-sustaining business organization.

There was a fine spirit of get-together among the newspaper representatives at Toronto—there was great freedom of speech—all had opportunity to voice their opinions on the best methods to follow to bring about a higher standard in newspaper advertising, and to develop a greater volume of advertising for the newspapers.

Standards of Practice were agreed upon and all present, representing a variety of interests in the newspaper world, signed the original document—a copy of which has been sent to William A. Woodhead, the President of the Associated Clubs, to file in the archives of the Association.

These Standards of Practice and the names of the men who affixed their signatures thereto are also printed herein as a part of this message to publishers.

In order that all publishers may have a clear idea of what really happened at Toronto, so far as the Department of Newspapers is concerned, there is printed in this special edition of the Editor & Publisher a condensed yet complete transcript of the proceedings.

The Standards of Practice were purposely made liberal in order that all publishers might enlist under their banner and work in cooperation for more and better newspaper advertising, improving their columns gradually, lifting newspaper advertising to the standard that all publishers want to see it reach.

Newspapers, as we all know, deal with a greater variety of advertising interests than any other form of publicity. It is, therefore, only common sense to correct weak spots gradually. None of us can afford to be too drastic—it is too serious a matter financially, but we can all unite to improve conditions and we all should unite to improve conditions.

That is the purpose of this message to you—to ask you to enlist yourself in this cooperative work. Won't you join us?

If you want to join, write to any of the men whose names are affixed to the Standards of Practice. Do it now, please.

MANY who took part in the newspaper proceedings at Toronto, thought it would be a good idea to supply local advertisers in their respective communities with a copy of this number of **EDITOR AND PUBLISHER.** Several placed orders for extra copies. Plates will be preserved so that any number of copies can be supplied.

THIS Special Edition of **The EDITOR AND PUBLISHER** is a presentment of the proceedings of the Department of Newspapers, of the Associated Advertising Clubs of the World, at Toronto, and is edited by men earnest in the cause of more and better newspaper advertising. It is hoped that it will be read by every newspaper and advertising man.

STANDARDS of NEWSPAPER PRACTICE

(Adopted by the Newspaper Division, A. A. C. W., Toronto, June 24, 1914)

IT IS THE DUTY OF THE NEWSPAPER

1. To protect the honest advertiser and the general newspaper reader, as far as possible, from deceptive or offensive advertising.
2. To sell advertising as a commodity on the basis of proven circulation and the service the paper will render the manufacturer or the merchant; and to provide the fullest information as to the character of such circulation and how procured.
3. To maintain uniform rates, according to classifications, and to present those rates, as far as possible, in a uniform card.
4. To accept no advertising which is antagonistic to the public welfare.
5. To effect the largest possible co-operation with other newspapers in the same field for the establishment and maintenance of these standards.

The members of the committee that prepared the above standards of newspaper practice were Allan D. Albert, Chairman; Lafayette Young, P. M. Walker, Louis Wiley, E. C. Bode, Robert J. Virtue and John M. Imrie.

Upon the formal adoption of the above by the Department, the following members affixed their signatures:

- Lafayette Young, Des Moines Capital.
 Elbert H. Baker, Cleveland Plain Dealer.
 Charles H. Grasty, Baltimore Sun.
 Howard Davis, Bus. Mgr., New York American.
 E. C. Bode, Mgr. For. Adv., Chicago Examiner.
 A. L. Shuman, Bus. Mgr., Ft. Worth Star-Telegram.
 Wm. F. Rogers, Adv. Mgr., Boston Transcript.
 G. Edward Buxton, Treas., Providence Journal Co.
 Clayton P. Chamberlain, Bus. Mgr., Hartford Times.
 J. T. Barrons, Adv. Mgr., Kansas City Star.
 C. H. Brockhagan, Bus. Mgr., Chicago Herald.
 Chas. D. Atkinson, Bus. Mgr., Atlanta Journal.
 P. M. Walker, Mgr. Ft. Smith American.
 William C. Freeman, Adv. Dir., New York Globe.
 Lynn John Arnold, Jr., Adv. Rep., Albany Press.
 Frank D. Webb, Adv. Mgr., Baltimore News.
 Rowe Stewart, Adv. Mgr., Philadelphia Record.
 Allan D. Albert, Asso. Pub., Minneapolis Tribune.
 E. L. Clifford, Adv. Mgr., Minneapolis Journal.
 Wm. Findlay, Bus. Mgr., Ottawa Free Press.
 Al. T. Brown, Rochester Union and Advertiser.
 Jas. H. Drynan, Adv. Mgr., Moosejaw, Sask., Evening Times.
 Charles W. Myers, Des Moines News.
 W. H. Kentnor, Chicago Special, Representing San Diego Tribune and Union, Toronto News, Bridgeport Post, Jacksonville Times-Union, Augusta (Ga.) Herald, Albany Journal, Cohoes (N. Y.) Republican, Schenectady Gazette, Utica Observer, Portland (Ore.) Journal, Harrisburg Star-Independent, Wilkes-Barre Record, Williamsport Gazette and Bulletin, York (Pa.) Daily, York (Pa.) Dispatch, Charleston News and Courier, Sioux Falls Argus-Leader, Nashville Banner, Ft. Worth Record, Norfolk Virginian-Pilot.
 T. S. Neal, Adv. Mgr., Shreveport Journal.
 John E. and C. A. Phelan, Bridgeport Two Heralds.
 Robert J. Hess, Adv. Mgr., Richmond News-Leader.
 W. B. Goldstro, Toronto Telegram.
 H. B. Lasher, Philadelphia Press.
 W. H. Lanperne, New York Special.
 Louis Gilman, New York Representative, Philadelphia Press.
 Henry W. King, Montreal La Presse.
 Geo. R. Katz, The E. Katz Special Agency, Representing, Ansonia Sentinel, Cheyenne Tribune, Erie Times, Evansville Journal-News, Ft. Smith American, Hutchinson News, Jacksonville Metropolis, Joplin Globe, Lexington Leader, Miami Metropolis, Montreal La Patrie, Muskogee Times-Democrat, New Haven Union, Newport News-Press, Oklahoma Oklahoman, Pensacola News, Portland (Me.) Press, Reading Telegram and Times, Salem (Ore.) Statesman, Sheridan (Wyo.) Enterprise, Shreveport Journal, Stockton Independent, Stockton Mail, Tampa Times, Torrington Register.
 G. H. Robert, Adv. Mgr., Montreal La Presse.
 Eugene Tarte, Vice-Pres., Montreal La Patrie.
 Albert Girard, Montreal La Patrie.
 W. D. Keenan Indianapolis Star.
 C. J. Pettinger, Crawfordsville Journal.
 R. H. Watts, St. John Telegraph & Times.
 H. V. MacKinnon, St. John Standard.
 Charles C. Norris, Adv. Mgr., Des Moines Capital.
 J. A. McCullough, Winnipeg Der Nordwesten.
 H. Halford-Bottomly, Associated Newspapers, Ltd., London, Eng.
 C. E. Bennett, Adv. Mgr., Cincinnati Times-Star.
 H. E. Baldwin, Joliet Daily News.
 John W. Jewell, University Missourian.
 Henry Robinson, Adv. Mgr., Ft. Smith Times-Record.
 Chas. A. Stauffer, Arizona Republican.
 Ralph E. Bennett, Binghamton Press and Leader.
 A. G. Dulmage, Arizona Gazette.
 H. R. Kelso, Adv. Mgr., Lee Broom Co., Lincoln, Neb.
 Sunder Singh, Lahore, India.
 Richard J. Davis, The Christian Science Monitor.
 Warren C. Klein, Christian Science Monitor, New York.
 J. Grant Hinds, Christian Science Monitor, Pittsburgh.
 J. R. Hamilton, Adv. Mgr., Duluth News-Tribune.
 John E. Smith, Adv. Mgr., Sherbrooke Record.
 Harold Loder, Edmonton News.
 George H. Cooper, Edmonton, Alta.
 Harry T. Watts, Des Moines Register and Leader-Evening Tribune.
 Charles D. Loenade, Adv. Mgr., Williamsport Grit.
 John Budd, New York and Chicago Special, Representing Binghamton Press, Birmingham Ledger, Chattanooga Times, Columbia State, El Paso Herald, Evansville Courier, Little Rock Gazette, Memphis Commercial-Appeal, New Orleans Item, Newport News Times-Herald, Norfolk Ledger-Dispatch, Richmond Journal, San Antonio Express, Savannah Press, Syracuse Journal.
 E. C. Calder, Toronto Saturday Night.
 Ernest A. Bournival, Adv. Mgr., Manchester L'Avenir National.
 O. J. Benjamin, Nevada Journal.
 H. F. Eldridge, Ad. Ser. Dept., Columbia State.
 G. M. Peterson, Bus. Mgr., Springfield (Mass.) Union.
 Chas. M. Mundy, Bus. Mgr., Oshawa Reformer.
 H. K. Seymour, Arkansas Gazette.
 A. E. Chamberlain, Knill-Chamberlain, Chicago, Representing Calgary News-Telegram, Battle Creek Journal, Vancouver World, Bay City Tribune, Kalamazoo Telegraph-Press, Lansing Press, Glens Falls Post Star, New York Sun, Waco News, Bellingham Herald, Bellingham Reveille.
 Henry C. Carpenter, Lancaster Intelligencer and Morning Journal.
 J. H. Zerbey, Jr., Pottsville Republican.
 C. W. Hancock, New Orleans Item.
 R. Bender, Brooklyn Free Presse.
 Jerome D. Barnum, Bus. Mgr., Syracuse Post Standard.
 Ralph B. Dart, Adv. Mgr., Albany Press.
 Allen C. Wiest, Pres. and Mgr. Ed., York Gazette.
 Charles H. Betts, Lyons Republican.
 Arthur Churchill, Adv. Mgr., Syracuse Herald.
 F. St. J. Richards, New York Representative, St. Louis Globe-Democrat.
 Henry D. Sulcer, Western Rep., Chicago Tribune.
 Dan A. Carroll, New York Representative, Montreal Star, Washington Star, Philadelphia Bulletin, Indianapolis News.
 F. W. Crabb, Ottawa Citizen.
 Charles H. Eddy, New York Special Representative, Boston Transcript, Hartford Courant, New Haven Journal-Courier, New York Evening Post, Peoria Journal, Providence Evening Bulletin and Morning Journal, Rochester Post-Express, Savannah News, Springfield Republican, Toronto Star.
 F. Kuhn, Promotion Mgr., H. McKim, Ltd., Montreal.
 W. H. Dennis, Halifax Evening Mail.
 A. J. Massie, Adv. Mgr., Manitoba Free Press.
 R. C. Hollis, New York Representative, The Chicago Tribune.
 Hugh Freeman, Adv. Mgr., Binghamton Republican-Herald.

NEWSPAPER MEN IN CONFERENCE

Condensed Report of Proceedings of the Newspaper Division of the Associated Advertising Clubs of the World at Toronto, June 23, 24 and 25—Standards of Practice Adopted—The Publishers' Responsibility Discussed.

The Newspaper Division of the Associated Advertising Clubs of the World in Convention, assembled at Toronto, June 22-25, 1914, held its opening session at 9.30 in the Horticultural Building, Canadian National Exhibition Park, June 23.

In the absence of Jason Rogers, chairman of the section, who was unable to be present owing to illness, William C. Freeman, advertising director of the New York Globe, acted as chairman at the request of President Woodhead.

THE CHAIRMAN: "The business of this morning is predicated on the adoption of the new constitution and by-laws, empowering several departments of advertising interests to talk over tentatively a permanent organization for newspapers to become part of a permanent organization for the newspaper advertisers of the world. I think we all understand that the present National Commission is a hold-over commission which will exist only long enough to permit of the formation of a permanent organization in each department, when each of those members, unless elected by the Department, goes off the Committee.

"Now, we cannot do anything in a permanent way, except that we ought to have a very free discussion to determine whether or not we intend to permanently organize and become a big factor in this advertising movement as representing newspapers. Personally I think we should. There ought to be a very free and frank discussion, and this meeting will give everybody an opportunity to express his views; and whatever is said here let it be said and end here, like our confidences in our business offices. If we have disagreements, let them be manly disagreements, and do not let us take our business out of the office and let the world know that we are quarrelling among ourselves. I think that is the spirit that ought to dominate this meeting—to get together, fight it out here, but let us go before the world as a unit for decent advertising and more advertising in the newspapers."

ALBERT STARTS THE DISCUSSION.

ALLEN D. ALBERT, associate publisher of the Minneapolis Tribune: "It might help if someone starts this general airing of opinions. As a matter of fact it falls to me, as I am named as 'champion' in advocacy of the policy. The whole cause of honest advertising depends mainly upon the attitude of the newspaper offices. What we shall do or start doing here today promises to affect more largely this general class than the proceedings of any other section; so that at the outset I think we must all take stock. We advertising men have had put upon us the responsibility of adopting a course which means many dollars in value to men in the newspaper world. We ought to realize that, and be ready to give our opinions as they occur to us with the hope that they may result in benefiting the interests of newspapers and the cause. My judgment is that when once the newspapers have shaped their course and thoroughly understand the cause we are advocating, the attendance at the next convention will be twice or ten times greater than at this one.

MUST SHARE THE BURDEN.

"My own newspaper is doing its level best to choose between acceptable advertising and unacceptable advertising; and doing it alone. Our chief opposition in Minneapolis is doing a remarkably courageous thing. Following another course of reasoning it has come to another position, and here are these two newspapers, each of them standing practically alone, each of them vitally concerned in the establishment of a standard and an organization of machinery to make that standard effective.

"No newspaper can carry the full burden of honest advertising on its own

shoulders, and carry it alone. It puts too large a leverage in the hands of the opposition. Wherefore I think the work on which we are entering now is fraught with the largest potentiality for good or evil; for dollars-and-cents progress or dollars-and-cents loss to us all. My feeling as to the character of permanent organization that should be effected is that it would consist of about three steps: first, an intelligent and business-like effort to obtain the recorded interest of the greatest possible number of newspapers. That might take the form of a general letter of invitation or inquiry of newspaper publishers throughout the Continent. Many newspapers will reply, many will ignore the letter.

"On the basis of such a general poll we would know where to find active interest in such a permanent organization. Such publishers in their replies should give suggestions as to permanent organization, out of which would surely come something in the nature of an executive committee of three, five, seven or nine men, which might meet at a central point, such as Chicago or St. Louis, and there take steps to publish and make effective the standard of practice which we shall adopt today.

PROTECTING THE WEAK.

"What is needed is a means of protecting newspapers not financially strong enough to undertake the establishing and maintaining of the standard if it will cost that newspaper income. The only means of establishing such a protection for the weak papers is that the stronger papers shall be practically a unit in rejecting undesirable advertising. Is there a man in this room who believes the strongest papers of America are a unit? I do not. There is not a man in this room who has not sought advertising on a basis other than honest circulation or quality of circulation, or who has not obtained advertising on a basis other than honest quality or quantity of circulation; and I think I may say that, with few exceptions, the newspapers represented in this room have printed some form of advertising of which they are ashamed, and printed it not because they sought the advertising but because they feared the disadvantage of comparative totals of advertising at the end of that period of measure.

"The need, therefore, is, first, for the freest possible opening of mind; and second, for such an organization as will give this little group an opportunity to lasso the interest of publishers all over America, thus bringing into existence a usable and practical little executive committee to lift from all enterprising and honest publishers the burden of responsibility of carrying these standards alone." (Applause.)

PERMANENT ORGANIZATION.

Subject Discussed by Elbert Baker of Cleveland, and Others.

THE CHAIRMAN: "Gentlemen of the Daily Newspapers, I think you will agree with me in deciding that this is a free-for-all meeting, and any advertisers who wish to sit among us are perfectly welcome to do so. There will be nothing discussed here, I believe, that we will be ashamed of. I would like Mr. Elbert Baker, ex-president of the American Newspaper Publishers' Association, to express his views on the question of a permanent organization.

MR. BAKER: "I did not know until I came into the room exactly what would be undertaken. I am in most cordial sympathy with every effort that attempts a clean-up of newspapers. For the past few years we have been endeavoring to uproot objectionable or fraudulent advertising, and each year we have gone further and further with this propaganda, and I would be very glad indeed to co-operate.

"I would ask Mr. Albert if he wishes to submit a definite program to the Convention, or whether he has already formulated a plan. I believe that nothing but good can come from an effort of this sort if we go at it in a sufficiently thorough way. For many years some of us have been absolutely publishing our paid circulation—we have been doing it for fifteen years, and we back it up. We have restricted more and more the types of advertising that we carry, not merely editing copy, but excluding it; and I believe it is worth the while of everybody to get down to the traces and draw the line very sharply whether others join with him or not." (Applause.)

ENLISTING THE PUBLISHER.

THE CHAIRMAN: "To facilitate this work this morning, I suggest that all of us must unite for the good of the cause—the big successful newspapers and the struggling newspapers; and in order to get a definite consensus of opinion, I suggest that the publishers be invited to become a part of this organization so that the committee representing the newspapers on the National Commission will have some guide by which to form a permanent organization. There ought to be some discussion here, and then a committee formed, and I think it is entirely fitting that a man such as Mr. Baker, ex-president of the American Newspaper Publishers' Association, representing such a big interest, should be the Chairman of that committee.

"This committee should draft a letter to be sent to every newspaper publisher throughout the country. You know there are a number of newspaper publishers who are so big and powerful and successful that they do not want to disturb their present condition of business, and others, who are not so powerful, are mighty anxious to adopt something that will increase their business. All of us will get more business if we unite, there is no question about that.

EXPRESSION OF VIEWS INVITED.

"I would like to have you gentlemen get up and express your views manfully. This meeting is open to everybody, and we wish you to say just what is in your heart, and from your expression of opinion the committee will draft this letter and have it approved by this meeting; then let us get busy and send it out to every newspaper publisher in the United States, big and little, and ask for concerted co-operation in this great forward movement. I do not know of any other way to get at it, do you? Now, if we have an expression from you on this subject, we will take up and adopt, as the most important thing, in my judgment, standards of practice to which we can all subscribe as men and live up to them. If we are going to have a pledge here, let us take it with the sincerity that ought to go with every pledge, and mean what we say and carry it out."

WHY SOME ARE TIMID.

They Are Afraid of Reducing Volume of Advertising.

ROWE STEWART, advertising director of the Philadelphia Record: "For some time we have been making efforts to keep from our columns all sorts of objectionable advertising. Mr. Albert is right in saying that a great many more papers would exclude more advertising if they were not likely to make an unfavorable showing in the total amount of advertising. My experience is that there is a great deal of hypocrisy in the standards of many newspapers, and that the advertising they exclude in an ostentatious fashion is probably not as bad as some that they run in their columns.

"One very great question that has exercised our minds is whether we shall exclude liquor advertising. I think that will take care of itself in a short time. We will not accept any advertisements that on their face are fraudulent—any mining scheme or any advertisement of any financial house that is not a member of the local stock exchange or does not come recommended by some bond house

of standing. We will not accept any advertisement away from home of that nature unless we know all about its character. We will not accept any advertisement that we feel, on its face, will offend any of our readers, or any illustration that is offensive, and we do not want any advertisement to go out with headings or reading matter that cannot be read by any member of the family.

NEED OF STANDARD EMPHASIZED.

"But we have no standard; we work in a somewhat slipshod fashion. But our standard is as high as that of others in our town, and I think it would be well if we could get some general broad lines on which we will all unite, or that we would subscribe to certain features of this and say: 'We will not put any of this kind of advertising in,' at least. If we can all do that, especially the big fellows, the little fellows would be helped and we would get somewhere."

CHARLES A. STAUFFER, business manager of the Phoenix (Ariz.) Republican: "Some of us are not fortunate enough to attend these meetings so as to know what action has been taken. What position has the American Newspaper Association taken on this very important question? They probably have a subsidiary organization that is covering the situation, that we can co-operate with. It is almost within a publisher's province to name the policy on this subject, and we ought to work in co-operation with them in some way."

THE CHAIRMAN: "The American Newspaper Publishers' Association has never taken that subject up, has it, Mr. Baker?"

MR. BAKER: "No."

THE CHAIRMAN: "It is a matter for each individual paper to say what it should or should not do. The purpose of this meeting is that we should arrive at some sort of agreement on which we can stand, and then send a circular to every paper in the country and ask each one whether or not it will stand on those principles, and, if it does, will it become a member of this Association. The purpose is for every newspaper to be represented at this National Convention. This has nothing to do with publication matters, only with advertising, and when we all meet in general convention with other departments of advertising we can jointly discuss our problems, because there is an interlocking of advertising interests in every department."

AN ENGLISHMAN'S VIEWS.

Says His Home Papers Look to America for Helpful Ideas.

H. HOLFORD BOTTOMLEY, representative of the City Publicity Office, London, England: "I represent the Daily Mail and the Lord Northcliffe Organization of England, and I have been sent over here because we want to be in this. The discussion so far has been confined solely to what is going to be done in America. It seems to me that we are being left out, but we want to come in. (Applause.) We want to adopt the same standards of practice that you have got over here and we have come all this way so that we may get in.

"There are some difficulties. We believe that so far as possible we have excluded all objectionable advertising of every kind, all objectionable pictures and that sort of thing; but there is still a difficulty, and I particularly want to get a solution of this difficulty, and I look to get it over here.

"I am personally dealing with the financial advertising, and our proposition may be somewhat different from yours, but our difficulty in excluding objectionable financial advertising is just this: A company is formed; it waits until the time is ripe, until the psychological moment has been reached, and then we get a prospectus of that company asking for the public's money at, say six o'clock on Tuesday night to go in the next day's paper; it has to go in Wednesday's papers; it is no good in Thursday's paper, because the time is past. Now, I should be very pleased indeed if any of you gentlemen can give us a lead on that particular point, be-

cause it would enable us to take the last step in excluding all possible objectionable advertising.

CANVASS ON NET SALES.

"The question of circulation has been raised, and here I would like to say something that may be helpful. We have abolished the circulation canvass. We have brought it down to a question of net sales. Our theory is that the circulation does not matter so very much, but that the question of the number of papers actually sold to the public is what matters, and we publish those net sales and we canvass on those net sales and not on circulation.

"As regards the question of uniting, supposing we united on this question and certain papers do not; we decline, as a body of men, to accept objectionable advertising, but other papers do not agree. Then, surely, all the objectionable advertising that we decline to accept must go into those papers if it goes anywhere; and if it goes into those papers, every time the readers reply to those advertisements they are going to get bitten; and they only have to be bitten two or three times before they stop buying that paper, and they would then buy a paper in which they can trust. Therefore, the papers that do accept the objectionable advertising are going to kill themselves by it sooner or later. It is that very reason that has been holding advertising back as it has been held back up until now.

READERS LACK FAITH.

"The reason that advertisements do not produce higher results than they do now is that the reader has not sufficient faith. If we can once put into the reader's mind an absolute faith in our advertising so that he knows that if he replies to an advertisement in our paper he will not be bitten, we have done an enormous thing for advertising, a thing that we not only may well be proud of, but something that will pay us enormously. Gentlemen, I ask you to let us, of England, into this, and let us join with you and help."

TO LINE UP THE PUBLISHERS.

Mr. Albert Suggests Election of Temporary Chairman and Secretary.

MR. ALBERT: "For the purpose of giving focus to this discussion I have drafted a motion, as follows:

Moved that the representatives of the newspapers upon the National Commission shall send a general letter of inquiry to the publishers and general officers of daily newspapers in countries represented at this Convention.

That this meeting shall elect a temporary chairman and a temporary secretary.

That these temporary officers and representatives upon the commission shall draft and submit to such newspaper representatives as are interested, a form of permanent organization, including nominations of officers, for the approval of members.

"The rather elaborate machinery here provided depends upon this extremely important element—that the newspaper section of the Associated Advertising Clubs will be wholly ineffective unless it reflects the general opinion and obtains the general support of the newspapers concerned. We must exhaust every reasonable means to enlist the support of the greatest possible number of publishers, before we dare call this organization permanent.

"Nothing would please me more, as a mover of this, than to have included the publishers of newspapers in the British Isles. Their standards and ours are the same. They do a certain kind of reporting vastly better than we do in America, while we do a certain kind of reporting—I say it with deference—vastly better than they do it in Great Britain, and I wish it were possible that this might be a unified movement among Anglo-Saxon people, the makers of English-speaking newspapers, for the establishment and maintenance of a workable standard. We now come to the standard letter."

CHAIRMAN MAKES A SUGGESTION.

THE CHAIRMAN: Mr. Albert, may I here offer a suggestion? This National Commission exists *de facto*. Don't you think it would be better to have the action of this Convention, that is, the let-

ters and so on, proceed to the publishers with suggestions from this body, now representing the newspapers on the National Commission? I mean, would it not be an act of courtesy to have their members representing newspapers on the National Commission send out the letters that you yourselves here prepare, and frankly state that this is the consensus of opinion of the newspaper publishers in session at the Toronto Convention? Would it not mix up matters a little if we did this independently of the National Commission?"

MR. ALBERT: "Very possibly it would. Perhaps that is the better course, but it may not be a sufficient course when the letters shall have been sent out by the representatives of the newspapers on the Commission. It will then come back to whom? How shall we proceed further?"

THE CHAIRMAN: "It will come back to your sub-committee."

MR. ALBERT: "Precisely, so that we are working for the same thing."

WELCOME TO MR. BOTTOMLEY.

THE CHAIRMAN: "With regard to our English friend, Mr. Bottomley, I thought I made it very clear that this meeting today represents the newspaper publishers of the world, in accordance with the new title of the 'Associated Advertising Clubs of the World.'"

MR. BOTTOMLEY: "I was not here when you spoke; I came a little late."

THE CHAIRMAN: "You are as welcome as the air. We are glad to have you present, and glad to have you speak. If anyone else wishes to come here he is welcome."

WHAT SHALL WE ACCEPT?

Mr. Watts Wants the Conference to Prepare a List of Ads That Should Be Refused.

HARRY T. WATTS, advertising manager of the Des Moines (Ia.) Register and Leader: "For some five years we have been attempting to clean house. We started in with liquor advertising and took one class after another, but we feel the need of some general standard by which to distinguish whether the newspaper is really living up to the clean advertising standard or not. I notice constantly one newspaper, and some advertising periodicals, that make quite a lot of claims as to the way they have cleaned house, yet, on examining the paper I find a great many things in its columns that an ordinary publisher would be ashamed to print.

"I would like to see this Convention define as precisely as possible the class of advertising that a newspaper ought not to accept. I think a great many publishers have just that hope. We have the largest paper in Iowa, and we constantly receive requests from the smaller papers over the State saying that they are going to cut off specialist advertising; that they are not going to advertise transient doctors, and asking us how we are going to handle them,—and medical advertising, and what we ought to take and what we ought not. I would like to see a committee make up a list or in some way define what is a clean newspaper and what standard we ought to adhere to."

WHAT CANADA IS DOING.

JOHN M. IMRIE, secretary of the Canadian Press Association, Toronto: "In view of this discussion as to a standard for the guidance of individual newspapers in censoring advertising copy, it may be of interest to newspaper publishers from the United States to know that the Advertising Committee of the Canadian Press Association has been giving this matter considerable thought particularly during the past year. We had an interesting discussion upon it at the last annual meeting of the Association, and adopted a resolution calling upon the Advertising Committee to consider the desirability of formulating some standard that can be adopted as an association standard in the matter of objectionable advertising.

"The Committee has considered that matter several times since that meeting, and a few weeks ago developed a

draft of a standard containing about 18 or 19 different articles that will be submitted to the annual meeting of our Association on July 9th and 10th.

MAY MODIFY STANDARD.

"That standard goes much further than many Canadian newspapers have gone in the matter of cleaning house, but it is the belief of the Committee that it will be adopted with perhaps some slight modifications at the annual meeting of the Association and will be taken up by many newspapers throughout Canada. In this connection I may say that the Canadian Press Association has in its membership 75 per cent. of all the daily newspapers in Canada, so that you can see that if we are successful in getting that standard adopted, we will have gone a long way towards standardizing the practice of the newspapers of Canada in this matter of objectionable advertising." (Applause).

MR. ALBERT: "Have you a copy of that standard? Can you give us a copy?"

MR. IMRIE: "I will bring a copy this afternoon."

DEMANDS THE OPEN DOOR.

THE CHAIRMAN: "As an advertising man, I want to suggest to the newspaper publishers that they do not exclude us from this organization. I am sure Mr. Baker will be glad to have his advertising manager a member of this organization. I hope that is understood, Mr. Albert. We do not want to be eliminated, and we won't be if we can help it, so that this meeting of newspapers consists of publishers and advertising managers and advertising workers, does it not? ("Sure"). All right. Now, I would like to have the name of every man here and what he represents, so that if we adopt something here this morning and then pledge every man here, his pledge will have some influence. Mr. Baker's sitting upon this platform would have considerable influence on the American Newspaper Publishers. You agree with that, Mr. Baker, don't you, that we want to nail you right here this morning?"

MR. BAKER: "Yes."

THE CHAIRMAN: "Will not some other newspaper publisher tell us what he would like to do?"

CRY FOR A CLEAN UP.

Getting Rid of Medical and Objectionable Advertising.

MR. STAUFFER, business manager Arizona Republican: "I have been traveling for five weeks in the larger cities of America from coast to coast, and I find that there is not only a growing sentiment, but a demand from every direction that newspapers have a clean-up, so I do not think there is much room for argument as to whether newspapers are going to clean-up, because they are now doing so.

"It is a foregone conclusion, and the practical thing to do is to prepare that practice standard of ethics in order that we will know where to tie up. The Arizona Republican has already started to eliminate objectionable and medical advertising. We only expected to eliminate the worst forms. As each contract expired, it became a serious question as to whether or not it was objectionable, but we finally came to the conclusion that we would eliminate a lot of unobjectionable advertising. Therefore, we took the stand of eliminating all medical advertising no matter how good it was. Our receipts were diminished by \$500 a month, yet we feel it is going to pay us and we believe that all the newspapers of the United States are going to do it. The other leading newspaper in Arizona has taken the same position. Our action was so generally acceptable to advertisers, apart from medical men, that it is not a question of eliminating objectionable advertising but rather a question of a standard. Smaller newspapers may not have as much influence as large ones, but a small newspaper is like one bad egg in a basket that can spoil all the others."

SHOULD START WITH PAPERS.

HARVEY R. YOUNG, advertising manager of the Columbus Dispatch: "The

general impression seems to be that the cleaning up ought to start with the newspapers. Personally I think it ought to start with the buyer of the space for he is the man who has to determine whether he is writing the truth or not. Coming out in the car I read a clothing advertisement in the Toronto World which I want to read to you. It is from Hickey & Pascoe:

How about this? A dozen clothing stores in Toronto are advertising that they sell \$25 and \$30 suits for \$15 and \$20. Where does the public get off—which store is telling the truth, if any—which is the most logical—which one is the best qualified to deliver the goods? If all the stories are true how do these stores continue to live? It makes you wonder, sometimes, how a merchant can talk that kind of nonsense to the public and get away with it. So far as we are concerned here is our story of the \$15 suit proposition. The Hickey & Pascoe Clothing Store is managed by clothing men that know the value of every suit made by any manufacturer in America.

"Pretty broad statement."

We supervise the buying of every yard of woollens used in our suits. We demand and get the best workmanship in every garment that bears our label. We put more actual cost into the construction of clothes than any other store in the country.

"That is an awfully broad statement to make, isn't it?"

ASTONISHING "BARGAINS."

Our \$15 suit is not a \$25 suit from our view point, but if any other store in Toronto sold the same suit, it would feel justified in charging, and would charge, \$20 for it—if not more.

"How can this concern sell at \$15 a suit for which any other store would charge \$20 or \$25?"

If you have the time and inclination to look at all the \$15 suits in town—then see ours. We are willing to wait. We'll make the sale in the end, if you know values and are able to analyze facts.

"Now I have handled retail advertising practically all my life and every merchant thinks he is telling the truth, though he is inclined to exaggerate. I can take you to retail stores and show you that 19/20 of the retail merchants are exaggerating. You have to show the buyers of space that the truth is the most profitable for them to tell."

MR. STAUFFER: "The individual advertising clubs in the individual towns will bring about the results we desire."

MR. ALBERT then read his draft resolution, as given above, which was seconded by Mr. Baker, and adopted unanimously.

ALBERT ELECTED CHAIRMAN.

MR. ALBERT: "The proper proceeding now would be to elect a temporary chairman to take office at this meeting, and a temporary secretary. These two will then get in touch with the representatives of the newspapers on the National Commission. Perhaps in the meantime a general letter of inquiry might be drafted and submitted for approval to this meeting.

MR. BAKER: "In as much as Mr. Albert has had this matter under consideration for a considerable time, and inasmuch as he is enthusiastic on this matter, I move that he be made Chairman." This motion was seconded and adopted unanimously, amid applause.

THE CHAIRMAN: "I would like somebody to nominate Frank Webb for temporary secretary."

A DELEGATE nominated Frank Webb, of the Baltimore News. The nomination was seconded and adopted unanimously amid applause.

THOMSON'S VIEWS ON GET-TOGETHER.

THE CHAIRMAN: "It seems to me we have gone as far as we can get with the steps leading to a permanent organization. This leads to an organization of newspaper publishers and advertising men on newspapers. Now a temporary organization has been effected with Mr. Albert as temporary chairman and Frank Webb as temporary secretary, and it is your duty to recommend something to be approved of by this body of men in Toronto this week that will lead up to a constructive, permanent organization of newspapers in behalf of this big cause of advertising in which we are all interested. Before we go on to the next step in the program, I would like to have William A. Thomson, representing the Bureau of Advertising,

tell us something about his plan leading up to a get-together and standardization of newspaper contracts."

WILLIAM A. THOMSON: "I am not given to speech-making. What I have been trying to do the past year, with the help of the newspapers of this Continent, has been to make newspaper advertising speak for itself, leaving the oratory very properly in other hands. I suppose that every man here has seen the newspaper exhibit in the Art Gallery. We tried to make it as comprehensive as possible, showing how the newspapers are gradually and very effectively breaking into the national field; how the newspaper is gradually becoming a better and stronger general medium. We have tried to make that exhibit appeal to the thoughtful, purposeful man in advertising."

"Personally, I am very much in sympathy with this effort that has been discussed this morning to clean up advertising and make it more productive by giving newspaper advertising a better and cleaner tone. I hope to see the day when the organization that I have the honor to represent will be pledged to just such a propaganda as that."

APT TO BE NARROW-VISIONED.

"As you gentlemen will appreciate, it is very difficult to find common ground upon which newspapers can stand. The very strength of the newspaper is its utter localness and that, at the same time, is its chief handicap. Our vision as newspaper men is too often bounded by the limits of our city. We find it difficult to look at national problems from a national standpoint. While in the last analysis the problem of national advertisers must be local, still it must be reckoned with in a national way at the beginning."

"I would like to say that, unfortunately, it has not been my privilege to be as close to the Associated Ad Clubs movement as I would like, but I hope that in the future those associated with me and myself may be brought more closely into the alliance."

WHAT THE SPECIALS SAID.

Introduced by Remarks by Chairman Freeman on Clean Advertising.

THE CHAIRMAN: "We have heard from publishers and advertising managers direct, and before we proceed to the next item, I would like to hear from some of the special representatives of newspapers—men in the field who travel over the country and come in contact with advertisers of all kinds, as to whether they are in accord with what the publishers and advertising agents want to do."

"Now, these men are placed in the position of representing newspapers that open their columns to liquor and all kinds of advertisements. I do not think the question of accepting liquor advertisements ought to be brought into this discussion at all, as that is a matter for the individual publisher's judgment. The question of advertisements that lie in the principal thing to be discussed here, as I understand it, because there are some whiskey advertisements which tell the truth, (laughter) and some beer advertising which tells the truth. I think that matter is largely a question of sentiment—a question of conviction on the part of the publishers; and I do not think we ought to embody in any paper that we send out from here anything that will say to any publisher in the country 'You shall not print liquor advertisements or beer advertisements, or you shall not print legitimate patent medicine advertisements,' because there is some patent medicine advertising that is legitimate."

PATENT MEDICINES AGAIN.

"Nor should we send out a message that will say that they must not print dry goods or clothing advertising because all this furore about a clean-up has been confined to the little patent medicine faker. Believe me, there are some things very much higher up on the list than patent medicines that require looking into quite as much. (Loud applause.) The sense of this meeting, as I under-

stand it, is a clean-up all along the line. I will not discuss dry goods advertising because that is a serious matter, but I would like to hear from Mr. George Katz, who represents a number of newspapers, and who can tell us, very briefly, whether he is in accord with this movement, and whether he is doing what he can to influence his publishers and advertising managers, in those cities that he represents, to live up to the standard that we all believe to exist in this advertising movement? After Mr. Katz, I would like to hear from Mr. C. H. Eddy, who represents several New England newspapers, and after him Mr. Eddie Bode from Chicago, and Dan Carroll is due for one of those canned speeches of his lasting two minutes."

BUSINESS THAT STICKS DESIRED.

G. E. KATZ, the Katz Special Agency, New York: "The papers I represent are not metropolitan papers. In many instances they are small papers, and the so-called objectionable advertising is a large part of their revenue. We realize, however, that in order to hold advertising we must get results for the advertiser. It does not pay the special representatives if they have to seek new business every year. Their profit and the profit of the publisher is in the business that sticks—the business that gets results; and if the publisher continues to balk his public, the legitimate advertiser cannot continue to get results, and we would then have to look for new business each year. Our business under such circumstances will not be permanent because it would not pay the advertiser who is spending his money with us."

"The big papers which I represent have, in the last year, thrown out objectionable medical advertising, but it does not do us any good in the special field if a publisher throws out objectionable medical advertising and keeps the objectionable local advertising in his paper. (Applause.) The foreign objectionable business is just a drop in the bucket. I have known publishers to throw out our business and keep the medical quacks in their paper, and run columns of that advertising while the foreign advertising would occupy inches. I think the clean-up ought to start at home, though the foreign representative can do his share."

SOME CLEAN-UP FACTS.

Good Advertisers Always Prefer to Be in Good Company.

C. H. EDDY, publishers' representative, New York: "The papers I represent have always been very particular about the advertising they carry. I think they are all in the lead in this movement for cleaning up the paper. We have always taken the stand that objectionable patent medicines could not be advertised in our papers, and we have always been very particular about all classes of advertising, especially financial advertising. It seems to me that the successful publisher can understand that by cleaning up his paper he improves his chances of strengthening his whole proposition all along the line. It is just like a man who goes around in slovenly attire; if a man presents a good, clean, attractive appearance, he attracts good things to him, and it is the same with the newspapers. If a newspaper is filled with objectionable advertising, good advertisers will not go to it. Personally, I am very much in favor of clean columns and so far as I can personally help the movement, I shall do so in every way." (Applause.)

URBAN DICE, manager foreign advertising, Pittsburgh Gazette-Times and Chronicle-Telegraph. "We appreciated very much the position of our special representatives, so, in order to assist them we have started to clean up at home. Quack medicine advertising we do not accept at all, nor questionable financial advertising, though it is up to us to decide whether or not it is questionable. On April 1 of this year, we cut out all liquor advertisements. We have two newspapers with a net circulation of 100,000 a day. We had a number of contracts for liquor advertisements. Lots of times I had found

difficulty in getting liquor advertisements, but when we wanted to kill those contracts, I found the advertisers very seriously objected. However, we have cut them all out. It amounts to a great deal in two newspapers but I am very glad to say that those papers increased in circulation in the first month about 4,500 lines net each." (Applause.)

MR. BENNETT'S EXPERIENCE.

C. E. BENNETT, advertising manager Cincinnati Times-Star: "We have carried out the policy that has been adopted by the papers represented by the last speaker—and then some! We have not only eliminated objectionable medicine advertising from our columns, but I might say we are absolutely alone in the field in eliminating from our paper all advertising of a local nature which we consider fraudulent. For instance, not a long while ago a gentleman came into my office and laid on my desk a half page advertisement with a picture showing two trains that had come together with terrific force. The freight cars had been demolished and dry goods and clothing and everything else were scattered about. The result was that they were going to sell \$4 socks for 3 cents a pair. (Laughter.)

"I looked at the copy and looked at the man and I said, 'Where did this wreck occur?' He said, 'Well, I—' I said, 'Where did the wreck occur?' I did not notice any such wreck as this?' He said, 'Well, I guess it happened a long time ago.' I said, 'Well, perhaps it has been too long ago and there is no necessity for us to refresh the minds of the people as to when this wreck happened, so, my dear boy, you will have to take this advertisement from this office. You could not break into this paper with a Jimmy.' He said, 'Do you mean you won't take this?' I said 'We positively will not.' He said, 'Why?' I said 'Because on the face of it, it is a positive fake.'

INFLUENCE OF JUNGLE STUFF.

"It was a half page and there was not another paper that would not accept it, and one paper did, the whole of it. The worst feature about this clean up is that at the end of the year when the two newspapers will print a summary of what they have accomplished, all this fake jungle stuff will be figured in and the figures will go to the Advertising Association man who will say, 'Is it true that this immense amount of advertising has been turned over?' We are trying to have some standard; we ought to have some standard—let me say the words—a standard of righteousness that will govern the acceptance of advertising in the newspapers." (Applause.)

WE MAY GO TOO FAR.

E. C. Bode Thinks There Is Much Inconsistency in Newspaper Policy.

THE CHAIRMAN: "This is Mr. Eddie Bode, one of the cleverest of the men in the Middle West, who is connected with the Examiner of Chicago."

E. C. BODE, manager foreign advertising Chicago Examiner: "I do not wish to strike a discordant note when I take a stand in opposition to this advertising of purity. I think that every publisher who is pure is satisfied that he is, and he does not have to blazon it from the house-tops. (Applause.)

"I have a suspicion of a man who is constantly saying, 'I am pure and all right.' You will find that his paper is usually slipping in some direction, and the moment he slips he is out with this and out with that, and he will say, 'I am pure, and that is why I ought to receive the best.'

"Take some of the largest and strongest newspapers in the world. They go for the advertising of what, in their opinion, is worthy; they would not knowingly publish a fake, they would not knowingly admit anything corrupt into their columns; they talk of purity in advertising and live up to it. Many talk of purity in display advertising and forget it in the classified."

"I could speak of a number of papers that advertise the fact that they will not accept any advertising that is the least bit fakey, yet will run seven col-

umns, or six, or five of business chances in their classified columns, when it is a well-known fact that ninety per cent. of the business chances advertised are fakes of the worst kind. Advertising is a business; a publisher is a business man, or, at least is supposed to be; he is eliminating; he is making rules more stringent; he is more careful, because he believes that in his business of the future it is necessary to live up to all the ethics of the profession or the business."

WRONGFULLY ACCUSED.

"I know of papers that have eliminated in money more business than their competitors were carrying, yet they are constantly accused of publishing fraudulent advertisements. I find, as a rule, that the advertisement that is called a fake is the advertisement that the competitor cannot get, if it is in the medicine line; if it is in financial lines, the same thing applies more or less, especially if it is a keyed advertisement."

"The publisher who has a more or less limited circulation, or a circulation that is not responsive to advertisements, says, 'We can only run general publicity advertising of the highest class,' and he solicits that advertising. I know also of papers that would not carry those so-called fake floating advertisements, but I know business men who were running along legitimate lines who would not give their advertising to the paper that eliminated this kind of advertising, but to the paper that was carrying it all. The papers that were carrying that class of business were shouting, 'Fake, fake,' to the medicine men, yet they were carrying what was a worse fake among merchandising lines—furs and clothing."

POSITION OF DEPARTMENT STORES.

"I think that if this thing is presented fairly to the publisher he will be more careful, but I think that if you carry it to the extreme, or rather to the point which you wish us to carry it, you will have to eliminate every department store. I doubt if there is a newspaper printed that is carrying the full bulk of departmental store advertising in which you could not find many fakes in that advertising."

"A friend of mine spoke also of the carrying of an advertisement of a prominent watch manufacturer who advertises 'The watch that made the dollar famous.' Now I appeal to you did a watch ever make a dollar bill famous? It was famous a thousands years, perhaps, before that watch was ever heard of."

"You see there is a line that may be drawn; it is an invisible line, and that line, if it is a line of horizon, is constantly changing. The business man and the publisher will naturally be careful, because he is conserving his property and his business; and I think that a doubt is being created by too much talk of virtue."

"The advertiser or prospective advertiser who starts today, or proposes to start, has constantly thrown in front of him the fact that newspapers, magazines, weekly publications, and farm journals are all printing fake advertising, and that every thing that is advertised is more or less of a fake. Now, that is not true. I do not think that the word 'fake' should be used to such an extent. Let the publisher know that he has got to clean-up—he knows that, in fact, now, and has been cleaning up for some time—but he should create confidence in the minds of the advertisers, especially a prospective advertiser. Let him know that he is to get service, that he is to get circulation, that he is to get a proper run for his money, and I think you will pretty nearly solve this question of fake advertising." (Applause.)

REASON FOR THE CHANGE.

THE CHAIRMAN: "I have great respect for Eddie Bode's ability, gentlemen, but he admitted that the publishers are on the way to cleaning up. Now, that has not been a voluntary movement, Eddie, on the part of the publishers; it has been the result of this inspired movement of ours." (Applause.)

MR. BODE: "I would like to answer that by saying that the publisher was sitting on the side lines, and his business was left to his advertising man-

ager to keep up certain figures. The advertising manager frequently overlooked many things—no question about that, especially when he was up against a solicitation of his solicitor. All this business is solicited in the paper by the solicitor working under his advertising manager—from him to the business manager. Today the publisher is taking more active interest and he is sensitive to his business. I think you will find it is coming around in that way."

REAL NEED OF THE HOUR

Is to Increase the Efficiency of Advertising, Says Freeman.

THE CHAIRMAN: "I want to assure you, Mr. Bode, that the temper of this meeting, as I get it, is this; there is no desire to punish any publisher, but to enlist that publisher, whoever he is, in this cause. We do not want to exclude from this general movement a single publisher, even the one who now opens his columns to everything that comes along. We are not talking of fake—we want to talk constructive advertising—the kind of advertising that we men of sense believe is the only kind of advertising that we may employ in our mediums to get results.

"It is because custom has permitted so much liberty in the expression of statements in advertising that we newspaper men have not been giving to our clients the results that we did years ago; and in order to increase our own efficiency to the public, from whom we must get our revenue for existence, we have got to raise that standard so that every reader of that paper believes every advertisement that is printed. That, as I understand it, is the sense of this meeting. (Applause.)

"Now, gentlemen, the next business in order is the adoption of standards of practice for newspapers that will be liberal, that will permit every man who wishes to become a member of the church to do so feeling that even though he may be yet a partial sinner he is on the way to being a good man." (Laughter.)

A DELEGATE: "All right, Bishop."

FREEMAN'S CHURCH.

THE CHAIRMAN: "That is true. If all the churches of America had a standard that prevented you and I and others of us who are inclined to be sinners, from becoming members of it, there would not be any church members. We want this advertisers' association, and all this advertising movement to be liberal, with a big principle back of it, so that we can all aim at the high spot and get there as fast as we can."

MR. YOUNG: "I believe that the publishers, in making this clean-up, ought to be cautious; otherwise we are going to destroy the pulling power of the truthful advertising we are carrying. If you are to fill your columns with talk about dishonest advertising, the reader is going to translate that into the statement that it is all dishonest. I believe this work should be done through trade papers and by personal calls. I do not believe the newspapers should publish all this talk about untruthful advertising. Every day I meet men who do not read advertisements because they have read those articles on advertising. We have got to let our readers believe that advertising is truthful, and we must be very cautious that we do not destroy the pulling power of the truthful ads." (Applause.)

SUGGESTS A COMMITTEE.

MR. BENNETT: "In order to get the matter carefully and properly before this meeting, I suggest that a committee be appointed, to report at a subsequent date, bringing in a resolution."

THE CHAIRMAN: "There has been a temporary organization completed that will submit to this body of men a propaganda that will be sent out to all the newspaper publishers in the United States and the world—the world coming last, if you observe—and we hope to agree upon some plan that will meet the unanimous approval of the men here—and that will be going some, because there are a good many interests represented here.

FIRST DRAFT OF STANDARDS.

It Was Submitted Anonymously and Contained 12 Sections.

THE CHAIRMAN: "In order to start this standard discussion Mr. Albert, the champion of the newspaper division, will address you, and then a brief discussion will follow as to what should be our standard. I presume that the course then to be followed would be the appointing of a committee, which would represent all interests, to draft a concise business letter embodying the standard of practice that will represent the banner under which every newspaper publisher in the world can enlist."

COMMISSION APPROVES STANDARD.

ALLEN D. ALBERT: "The following was communicated to the chairman of this meeting from Mr. W. H. Ukers, Chairman of the General Committee on Standards of Practice:—

My dear Sir: I am pleased to inform you that the tentative standard of practice for newspapers which you submitted to the members of the Provisional National Commission on the 8th inst. have been formally approved by them. I congratulate you upon the progress you have made, and I wish you success in the presentation of the standards to your Department at Toronto.

Very truly yours,

W. H. UKERS.

"The standard of practice for newspapers which is drawn and approved by the National Commission is as follows:—

1. To serve the reader with reliable and comprehensive news and with intelligent and impartial editorial comment.
2. To keep free from entangling alliances with interests that seek to profit by public service or to deceive and rob the people.
3. To protect the reader from fraudulent or offensive advertising.
4. To protect honest advertisers from competition with fraudulent or offensive advertisers.
5. To furnish proof of the quantity and quality of circulation, where distributed, and how secured.
6. To sell advertising as a commodity on the basis of proven circulation and the service the paper will render the manufacturer or the merchant.
7. To have a rate card that gives full information to advertisers and agencies, eliminating the necessity of their writing to the office or asking questions.
8. To maintain card rates, charging all alike for the same quantity of advertising under any classification.
9. To make up advertising pages with the idea of equal service to all advertisers, giving each in turn the better position, but exacting a charge from those who insist on preferred position, and to stick to that charge.
10. To maintain an equal standard of integrity and reliability in news and advertising columns, so that everything printed in the paper will command the confidence of readers.
11. To do everything possible to better business and social conditions in the community and in the Nation.

PLAN OF CONSIDERATION.

MR. ALBERT: "Those eleven clauses comprise the standard of practice reported to this session by the National Commission. Neither Mr. Freeman nor I is the author; for obvious reasons the author is anonymous, and this standard is handed on to us for presentation to you for discussion, and amendment by you, and for final report back to the National Commission in that form which obtains your approval. Obviously, changes must be made in it. I catch one instance of bad syntax; and again there are phrases here which require either amendment or qualifying clauses; so that my function, as the so-called "Champion" of this standard, is to read to you this standard by sections, explain it, discuss it with you, and consult as to the better form which might be given, and thus proceed through it all.

AMERICAN NEWSPAPER DEFECTS.

"I call your attention first to this fact, that the three great defects of the modern American newspaper are: Inaccuracy, disproportion and unreliability; and that those three defects apply quite as truly to the advertising columns as to the news columns—or to the news columns as to the advertising columns. The answer is suggested to every such plan as this, that the better means of improving advertising is to approach the problem through the advertiser as the positive agent, rather than through the newspaper maker as the negative agent.

"Clearly there can be no solution of this problem which does not include the advertiser; but it is quite as clear that there can be no other means so ready

by which to reach the abuse as through that medium through which most of the advertising flows. Now it may be said that the publisher is a salesman of space; that the question of fraud arises and spends itself between the advertiser and his consumer; and that the consumer has organized the state for his own protection, and that the publisher is, therefore, a mere machine through which the one medium reaches the other.

"I submit that no man who has ever been charged with the responsibility of publishing a newspaper believes that any such reasoning can clear him of his direct and immediate personal responsibility, to the last degree of his reasonable information, to prevent co-operation in the publishing of fraud. The first of these standards hardly reaches to the kernel of our problem, except in the most general sense:—

1. To serve the reader with reliable and comprehensive news and with intelligent and impartial editorial comment.

A QUESTION OF DEFINITIONS.

"What is intelligent and impartial editorial comment? Is it comment which has relation to the volume of advertising carried by particular agencies? What is the complete separation of news and editorial departments? Is any such thing conceivable? Is it a practical possibility? I put these questions before you together with this first section, and ask you what you will do with it."

MR. YOUNG: "Who is to determine what is reliable news?"

MR. ALBERT: "I do not believe there is any yard-stick by which we can measure the news that is trustworthy from the news that is not trustworthy."

FRANK D. WEBB: "That makes every newspaper an independent standard."

MR. ALBERTS: "The next section is this:

2. To keep free from entangling alliances with interests that seek to profit by public service or to deceive and rob the people.

A DELEGATE: "Are not those items a little outside the pale of our discussion here this morning?"

THE CHAIRMAN: "I think every newspaper does its duty in its community as it sees it. Its editorial and news policy is shaped to suit the interests of that community. I think the only standard of practice applying to that is that every man agrees to publish his paper in the best interests of his community; that covers the whole thing.

"I think we could really sum up this standard of practice in three or four paragraphs: A newspaper to do its duty by its community provides it with reliable local and general news as far as it is able to investigate and print; second, it prints only reliable, trustworthy and believable advertising. Every publisher should make every possible effort to keep his advertising and news columns clean, so that every reader of that paper will have that confidence in it that we know he must have before he can render the right service, either to the community or to the people who respond to the advertising. It seems to me that is a standard of practice that is broad and fair.

RELIABILITY OF RATES.

"Taking up the question of circulation, it has been decided that every man who has something to sell ought to tell what he has to sell. That brings up the reliability of advertising rates, and the question of getting together if we can, instead of having this rate up here and that rate down there, and lift this one up here, and that one down there, so that every man who buys your space pays equally for it.

"I suppose that means, in the end, the establishing of a flat rate. A good many publishers are opposed to that and it will take a long time before we will arrive at that standard; but some day we are going to do it, and we will find advertising men offering space at exactly the same price to the little clothing merchant down the street as to the big store, and saying to the latter, 'We are not going to give you the privilege of subsidizing this community; we are going to make you pay us a manufacturer's profit on the business.'"

MR. BODE: "Don't you think you are crossing a barrier that was raised by the newspapers in the earlier days, that they

did not permit any advertising man to cross?"

THE CHAIRMAN: "Yes, we are crossing it, though, pretty quickly; we are getting into the editorial end."

MR. BAKER: "Referring particularly to the clause in which you say we shall make impartial editorial comment, I apprehend there are comparatively few newspapers in the United States in which the editorial comment is impartial." (A voice—"That's right.")

COMMITTEE ON STANDARDS.

Members Represent the Different Interests Involved in Advertising.

THE CHAIRMAN: "Don't you think we can get right down to business on this thing? This is the Newspaper Division of the Advertising Clubs of the World, and we are dealing with that question. Now it seems to me that the standard of practice we ought to adopt should relate to the advertising, to the circulation, and to rates; that is all. (Applause.) If that seems to be the sentiment of the members present, I would suggest that we select from this body here today a committee of say seven men who we know are giving thought to this subject, and who would represent the different sections of the membership of the association, and let them prepare a short, business-like standard of practice which we can all run at the head of our editorial pages, if we want to, without taking up much space."

MR. ALBERT: "I move that a committee representing each of the different fields of advertising activity here represented be named by the Chair to prepare a standard of advertising practice, to be reported back to this gathering at the afternoon session. In connection with that motion I want to make this observation. No standard of practice will meet with the unequivocal endorsement of every person in this room. In twenty-one years of newspaper life I have never been able to write anything that met with my own unqualified endorsement, and I doubt very much whether, with ten years time at my disposal, I should be able to draft a standard of practice which I myself would altogether approve. If that cannot be done for the man, how clearly impossible it is that it should be done for this whole assembly! Whatever report may be submitted there will be some fault found.

CANNOT HAVE APPROVAL OF ALL.

"Again, when we accept a standard of practice it is equally clear that none of us shall attain to it; the most that we can hope for is to do what was done with the Ten Commandments. No man can sin without violating one of the Ten Commandments, and knowing it; and we ought to be able to set up certain dicta of advertising conduct which will be a beacon toward which we will all make progress. Having done that, we can go home and do our level best to square our newspaper conduct according to this new standard. But do not let us make the mistake of feeling that the standard must have universal approval and that it must not represent any adverse criticism of existing conditions; otherwise we shall not make progress at all." (Applause.)

THE CHAIRMAN: "In order that we do not have too many commandments to obey, I suggest that we cut the customary ten commandments in two, and make them five."

MR. ALBERT: "The committee will have to decide that. The only thing I stipulate is that the Chairman of this meeting should be on that committee."

The motion for the appointment of a special committee was put and carried unanimously.

THE CHAIRMAN: "In order to make this a democratic committee, how would it do to take the east, the south, the central west, the south-west, the west, Canada and England? As this chairmanship has been forced upon me, I prefer that those seven members of the committee shall have no relationship to Mr. Albert, as Champion, or to me as Chairman; let it come from the ranks."

MR. ALBERT: "Would it not be better to have the special representatives each choose one of their number—the publishers, the advertising managers, etc.? It could all be done in a few minutes."

THE CHAIRMAN then asked the various groups to rise and move off into different portions of the hall and select their representatives. The result was the selection of the following gentlemen as members of the special committee:

- Allen D. Albert, Minneapolis (Chairman).
- Lafayette Young, Des Moines.
- P. M. Walker, Fort Smith, Ark.
- Louis Wiley, New York.
- E. C. Bode, Chicago.
- R. J. Virtue, Chicago.
- John M. Imrie, Toronto.

THE CHAIRMAN: "If that is not a committee that will draft something that we can all approve, then I am mistaken. I congratulate you on your selection. Now just a little diversion, to hear from a gentleman who is very much interested, as Chairman of the National Commission, as to what we are going to do and how we are doing it; just a word of encouragement from our Chairman, who has done heroic work in all the interests of all the departments of advertising, to my personal knowledge, for more than a year—an incessant, intelligent, honest workman. I want you to give your attention for three minutes to Mr. William H. Ingersoll."

MR. INGERSOLL'S SUGGESTIONS.

He Is Surprised to Find Them Already Adopted.

WILLIAM H. INGERSOLL: "It is a good thing to have a friend in the Chairman. I am here at the request of the Commission to say that we have great hopes that you newspapers will form some sort of an organization so that what you do here shall not be forgotten when we break up and leave the Toronto Convention. So far as the Commission has been able to learn, there is no organization of newspapers that is ready to take an interest in the particular propaganda of the standards of practice. I am told that the A. N. P. A., your great organization that considers all of the interests of newspapers, is not yet ready to pay special attention to advertising, and therefore there is not now any organization formed which can really constitute the Department of Newspapers in the Associated Advertising Clubs."

"Now we have two suggestions to leave with you. One of them is for you to consider whether or not it might be possible for you to make a sub-organization within the A. N. P. A.—such, for instance, as in the City of Trenton. They have a commercial club many of whose members are not particularly interested in advertising (though many are), so that within the commercial club they have formed an Ad. Craft Club as part of the Chamber of Commerce. We would like you to consider whether it might be possible for you to get the A. N. P. A. to establish a sub-division, a Department of papers that are particularly interested in the promotion of the movement for cleaning up the newspaper advertising columns and in establishing the standards of practice which you will here adopt."

SUGGESTS ORGANIZATION.

"If that does not seem practicable to you, we then suggest that you try and form some organization here, adopting by-laws, etc., tentatively if you like, electing a chairman and a secretary pro tem, but being sure that you have the name of every man who would be a logical member of your department organization, and who is here, on your roll call. Thus, by either one of those processes, we will have made a distinct step in advance towards providing an organization that will work throughout the year."

"This business of coming to the Toronto Convention and working for a few days and then stopping for a year does not carry us forward with enough steadiness. You would thus have an organization that would go ahead, and you would

leave your names and addresses so that you could be kept in touch with the movement throughout the year. In that way we will have something practically going on 300 days throughout the year, instead of waiting for the next convention before this great movement takes another leap."

THE CHAIRMAN: "Mr. Ingersoll, to show you that you are dealing with a body of exceptionally intelligent men who foresee what is to be done, all you have spoken of has already been accomplished." (Laughter.)

MR. INGERSOLL: "I apologize."

THE CHAIRMAN: "We anticipated the desire of the National Commission, and we are going on a bigger and greater line than anything you have outlined here. (Laughter.) Yet I congratulate you that your suggestions, that come from the heart, have been acted on by us for the same reason—that we have acted on them from the heart, plus applying brains." (Laughter and applause.)

MR. INGERSOLL: "There is only one thing I can add to square myself for taking this time, and that is that I think you have the best meeting of any department." (Applause.)

MR. BODE: "May I request Mr. Albert to issue a call for that meeting?"

MR. ALBERT (in a meeting of publishers off in a corner of the room): "I am trying to find what the publishers agree on before they commit themselves to the mercy of their advertising men." (Laughter.)

THE CHAIRMAN: "Gentlemen, those who are in the advertising business are making the publishers get down on their knees to us. (Laughter.) I have a message from President Woodhead to the effect that about 70 per cent. of the delegates and visitors to this Convention have registered. How many men here have not registered? (No response.) He don't have to address us on that subject, so I am not going to read his darned old message. (Laughter.) I can report that every gentleman of the Newspaper Division has registered and paid his dues? That's fine. I don't believe there is another department that has the money to do it."

"I think that the most important thing now for us to consider is how to get-together in a permanent organization, which means that newspapers will contribute to the cause of advertising in a perfectly legitimate way, so that we will not be compelled, as in the past, to pass the hat and ask this man or that man to furnish us a little money in order to exist. If we are business men engaged in this advertising work we ought to be able to raise our own money to conduct our own business, and if we have a permanent organization of newspapers the plan is that we will be expected to contribute to the general cost of the maintenance of the Advertising Clubs of America our proportion, so that there will not be a deficit, and no man representing this organization will have to ask for contributions in order to pay the bills legitimately incurred in our work."

MAY SUPPLY FIELD SECRETARIES.

"The adoption of the new constitution and by-laws means to provide from each department of advertising enough funds to enable the Association to send out all over the country some field secretaries who will assist us in doing the constructive work that we ourselves have not the time to do. A good many of us have taken liberally of our time and our own money to promote this cause as far as it has gone and I think we have reached the stage where we must make all our associated clubs of the world a business organization, recognized by business men everywhere as a legitimate business institution, and quite able to take care of itself without any donations from anybody. (Applause.)"

"I want to say to you that out of \$6,800 that was raised by voluntary subscription this last year when the executive committee needed the funds, more than 30 per cent. of it came from the newspaper boys, and I thank you." (Applause.)

A DELEGATE: "I would like to know whether this Division has been form-

ally organized or not. If there is an organization I want to put my name down."

THE CHAIRMAN: "We have not formally organized yet, but you are in it with both feet, and we want you to be here at every session. When we go away from here there will be some unity in the newspaper forces, and when we get together there isn't anything on God's earth that can lick us, either." (Laughter and applause.)

The conference adjourned at 12:00 o'clock until 2:00 P. M.

REPORT ON STANDARDS.

Committee Submits its Report at Afternoon Session.

When the Conference resumed at 2:10 P. M. THE CHAIRMAN said:

"I think we had better take up immediately the report of the committee that was asked to prepare a standard of practice to be adopted, before we start on the speeches."

MR. ALBERT, Chairman of the Committee: "The Committee offers this as its unanimous report:—"

- 1. To protect the honest advertiser and the general newspaper reader as far as possible from deceptive or offensive advertising.
- 2. To sell advertising as a commodity on the basis of proven circulation and the service the paper will render the manufacturer or the merchant, and to provide the fullest information as to the character of such circulation and how procured.
- 3. To maintain uniform rates, according to classifications, and to present those rates as far as possible in a uniform card.
- 4. To accept no advertising which is antagonistic to the public welfare.
- 5. To effect the largest possible co-operation with other newspapers in the same field for the establishment and maintenance of these standards.

On the suggestion of Mr. Albert "The Five Commandments," as Chairman Freeman called them, were read a second time.

MR. ALBERT: "In explanation of this statement the committee desires to say, first, that in its judgment it is most objectionable to use the word 'eliminate,' as that word presupposes the existence in larger or lesser degree of objectionable advertising in the newspaper columns, and may very probably have the psychological effect of making the new advertiser hesitate to become an advertiser."

"Again, the Committee has sought to avoid the use of the word 'fraud,' because of the inevitable association of ideas, that if we object to fraud in the newspapers we suggest the existence of fraud in newspaper columns. Third, the Committee is a unit in believing that it is not the function of a newspaper section of an advertising organization to attempt to frame rules for the editorial management of newspapers. Fourth, the Committee has sought to make these rules both as full as possible and as terse as possible, on this reasoning, that in the end the newspaper will reflect the character of its publisher, and that he will consider these rules according to his character. He knows if he offends, and if we made these rules as long as the Old Testament he will escape them, if he desires to escape them."

"On the other hand if we make them terse, so that they present an ideal, the publisher and the advertising manager can easily bear them in mind and have a better prospect of squaring their conduct to them than if they were elaborate and involved. Finally, the standards present an issue not heretofore raised in any meeting or assembly devoted to this subject—the imperative need for co-operation among publishers in each natural field for the general acceptance of such standards so that the paper less financially strong may have abundant protection from its stronger neighbors in the realization that, within the field of its circulation, it will not suffer through the acceptance of the highest standards on which this committee could fix."

"I move, Mr. Chairman, the adoption of these five standards as read; and when that motion has been put I trust there will be the freest general discussion of them, in order that by amendment they may be made better."

THE CHAIRMAN: "It has been moved and seconded that the report of the Committee appointed to prepare a standard of practice by the newspaper world be accepted by this body. Now, will you gentlemen, who are greatly interested in this rise and say whether you do or do not heartily approve, and then, when it is approved, I am going to appoint secretaries to have every man here who approves affix his signature to this document, that, in my judgment, represents the most forward movement taken by any body of newspaper men who have ever gathered together. (Applause.) Mr. Webb, I will call upon you first."

MR. WEBB: "I am heartily in favor of that. I think it is ground we can all stand on; I do not see anything objectionable in it. It might be that that last clause might be changed, the limit suggested being co-operation among newspapers of a community, while I think it might well take in all newspapers."

MR. ALBERT: "It may be that the committee is a little timid in that regard, but the situation as it is actively present is a local, and not a general situation. For example, in New York City there might be effected a general co-operation, subject to the general trade conditions of New York. In Columbus, a city of which I know a great deal, there are distinctly local situations which are met by local co-operation—not now met, but which ought to be met by local co-operation. The three newspapers of Columbus, for example, can now come together with comparative ease, if they will to do so, and make effective these standards in Columbus; whereas, if they must wait on Cleveland, Dayton and Cincinnati, the general advance of newspaper morality would be delayed."

MR. WEBB: "I do not think the change in those three words would tend to change it a particle."

MEMBERS EXPRESS APPROVAL.

They Talk Over the Sections and Come to an Agreement.

MR. ALBERT: "I hope there will be more discussion. Would it not be well to read the first declaration and discuss that first?" (This was agreed to and the first clause was read.)

THE CHAIRMAN: "Answering Mr. Webb about co-operation, this is my view of that report. Each unit is represented by a community, and if we can get co-operation in our communities it follows that all communities adopting this standard of practice will become a unit in co-operation with every other unit. If we can get the newspaper publishers in every community in the world to adopt that standard, glory hallelujah!"

MR. BODE: "That was the entire intent—that each community should take up the question of co-operation within itself, and, in time, and in that way, each section of the country would be covered, and each one would solve it for itself."

A DELEGATE: "This is not a religious meeting, particularly, but I am a Methodist, and I want just to say 'Amen' to this declaration of principles."

JOHN BUDD, publishers representative, New York and Chicago: "I am earnestly, heartily and enthusiastically in accord with the Standards of Practice as read, with the exception that I would like to be enlightened with reference to that service clause. I do not quite understand, and do not think other people quite understand, what is meant shall be expected of a newspaper in the way of service, as the word is used in this clause."

MR. ALBERT: "The section of the standard rules says that it is the duty of the newspaper to sell advertising as a commodity on the basis of proven circulation and the service the paper will render the manufacturer or the merchant, etc. The newspaper which I represent undertakes no service for anybody except the sale of a circulation; but a prominent newspaper in Phila-

delphia does undertake for some to provide distribution, through local retailers in Philadelphia, for a wholesaler or manufacturer whose advertisement it solicits. Now, we did not seem to want to pass judgment at all upon that kind of a venture. If that particular newspaper in Philadelphia wants to sell something in addition to circulation, that is the business of that newspaper, and it can do so, if it will.

"As a matter of fact, we, of the Minneapolis Tribune, sell no service except circulation; and we framed this clause so that it would not seem to have the effect of committing this body against that form of extra service which many newspapers now hold themselves ready to perform."

MR. BUDD: "I am in the rather peculiar position of representing a number of newspapers which vary in their definition and way of looking at that word 'service.' Some are not only willing but quite anxious, and consider it part of their duty to perform work in that connection; they think it is absolutely proper, and entirely within the bounds of propriety. Others, again, take it that to do anything other than sell their circulation and their space would be doing something unfair to those which do not ask for it; and there are comparatively few advertisers in the United States that are asking for lines of work in the way of distribution. They of work in the way of distribution. As I now understand the intent of the clause, I am in accord."

MR. CHAMBERLAIN: "Personally I am heartily in accord with the sentiments of these standards, and I think they broadly cover the situation fairly and fully."

MEANING OF "CIRCULATION."

Mr. Bottomley Asks for Information and Gives English Definition.

MR. BOTTOMLEY of London, England: "What do you mean by 'circulation'? It may mean the number of copies printed, or the number of copies given out to the agent, or it may mean real circulation, better described as net sales, the copies actually sold to the public. There is a great deal of difference between those three things, and you might have three newspapers all getting business on the basis of circulation, and circulation meaning three different things. If we were to substitute the words 'net sales,' we should know exactly where we stood."

THE CHAIRMAN: "The meaning of 'circulation' is known today in the United States because our Federal Government compels a statement from all publishers based on net sales of paper; that is what we mean by actual circulation."

MR. BAKER: "I am very heartily in accord with the work that this Committee has done. I believe it means a large and long step forward. It will bring more uniform practice where it ought to be."

MR. ALBERT: "There is not a man in this room who does not know what circulation is, and when he undertakes to fool other people or himself by talking about 'perfect papers printed' he knows he is a liar. (Laughter.) Circulation is the distribution of a newspaper to the man who wants it for pay. We particularly avoided going into any elaborate definition of circulation for the purpose of making that word 'circulation' stand out like a star sun, and if there is in America any doubt about it, two institutions will set the inquirer right; one is the American Newspaper Publishers' Association which has set its standard and the way to find out; and the other is the Government of the United States. We want, if we can, to put an end, or help to put an end, to hypocrisy about 'perfect papers printed,' and create interest and general faith in the word 'circulation' as representing the net number of paid papers sold and issued to people who want them for money."

"Passing on to paragraph 3, 'To maintain uniform rates, according to classifications, and to present those rates as far as possible in a uniform card.' Here the Committee has gone into entirely

new ground. I suppose there are not less than a thousand different forms of rate card in the United States, so that the buyer of newspaper space must translate each card with the help of a surveyor and an analyst before he knows just how the rate card of Mr. Baker's paper, in Cleveland, and Mr. Clifford's paper, in Minneapolis, shall conform or compare or contrast.

"We will help the newspaper business enormously if we can further the establishment of a general, common, uniform chart according to which any corresponding positions will be found, the rate per line, the number of insertions in each classification, etc. The Committee hopes only to further that movement by establishing this as the ideal, as far as possible in a uniform card; but in the judgment of the Committee; the table of standards would be inadequate and incomplete if it did not give endorsement to the movement for uniformity in rate cards."

THE CHAIRMAN: "Please speak your minds, gentlemen; this is important."

MR. GILMAN: "The Advertising Agents' Association of New York had occasion to send to the special representatives a request, which we, in turn, were to forward to our publishers, asking for a uniform rate card. I think that particular clause in the standard of practice will be a great help towards furthering the wishes of the advertising agents, and also the convenience of the special representative in doing business with the advertising agents."

THE CHAIRMAN: "We seem to be getting together all along the line—agents, newspaper publishers, advertisers and everybody else. We have a man here representing the Consolidated Gas Company of New York. Is it appropriate to have some gas now?"

ROBERT LIVINGSTON: "I was a newspaper man for twenty years on the New York Herald, and am thoroughly conversant with newspaper practice, and now, as an advertiser, I think the suggestions made by your committee deserve the hearty support of all in sympathy with truth in advertising. I am in thorough sympathy with the standard set for the conduct of newspapers." (Applause.)

THE CHAIRMAN: "I would like to hear the approval of any publishers who are here."

LAFAYETTE YOUNG'S VIEWS.

Des Moines Editor Speaks on the Editor's Responsibility.

LAFAYETTE YOUNG: "I care to say nothing more than to ratify and enlarge upon what has been said. I doubt if you young gentlemen realize the importance of the action you have taken. This is the greatest step forward that the press has taken in my recollection. At the beginning of the newspaper business it was thought to be legitimate to publish anything that anybody offered that would go through the mails; and the public conceived the notion that if you were registered to transmit it through the mails you were obligated to publish everything that was not against the law. That prevailed for a long time.

"Now it has grown up to be a belief that a publisher is going to see what is to go in his advertising columns even though pay is offered. What does this mean? It means a fuller confidence on the part of the public in all kinds of newspapers; and public confidence to a great newspaper is worth more than all buildings, type, presses, franchises and stock on hand. (Loud applause.)

"You can take a great newspaper that everybody believes in, burn it up from top to bottom, without insurance, and that man would be on his feet with a great newspaper again with the public confidence. It ought to be the struggle of every publisher who wants to add thousands of dollars in value to his plant, and to what he owns, to determinedly edit the advertising in the interest of the public."

"I got a lesson three years ago. A woman came into my office—and my office is unpretentious where anybody

can be got at from the office boy to myself—and she asked for the publisher—myself. I went out to see what she wanted and she said she was suffering from cancer and that she had read in the Des Moines Capital, my paper, that a doctor of Kansas City could cure cancer without the use of a knife. She was poor and wanted the money to take her to Kansas City and back again.

THREW OUT THE CANCER AD.

"I told her there was no cure for cancer and that she had been deceived; that if she had cancer she must do as all do who have it—prepare to die. She said: 'Why did you print that advertisement Mr. Young?' I answered, 'Well, that advertisement will not appear again,'—and it didn't. And as they say at the revival meeting, I was a new man. I concluded that to have the measure of confidence that a journal ought to have, the reader must have confidence in the advertising as well as the editorials and the news; and I still believe that you are just starting on a new career. There never was so much responsibility on the newspapers, in the United States. They have abolished political factions and they are endeavoring to abolish the political boss, and who does the public depend upon to do that?—the newspaper,—and the newspaper can do nothing to help the public in one direction unless it has the confidence of the public in all directions."

"A man came to me once and said 'You put something in your paper that was not true, greatly to my damage.' He added, what would be immodest for me to relate, unless it had been mentioned in connection with another paper, but he said 'Confound it all, they believe what you say in your paper.' I told him I hoped he would not set that up in a libel suit in order to add to the damage. It brings up the wonderful progress in advertising."

IN THE OLD LOTTERY DAYS.

"It has been about 20 years since we were glad to publish the Louisiana State Lottery with B. G. Beauregard at the bottom. Now we will consider that ridiculous. It only shows the progress we have made in advertising. We have a lot of other work to do yet. We have the fellow that offers goods marked down from \$19 to 95 cents; we have him to deal with and we will have him on the mourners' bench if we continue this. I know that in the places where our greatest resources come from, the big stores, as we call them, they are going through this same progress."

"Then they are determined to deal squarely with the public because it is the best thing they can do and it will pay the business. You are emancipating yourselves from the tyranny of the advertiser, and I will tell you another thing, when you commence to leave them out, as I have done for three years, you will see how badly a man wants to get in when he cannot get in. (Laughter.) And you can edit your copy and strike out words and send it back and he will still order it in, as many newspapers have found. And when you make advertising clean and truthful you will get a greater price per inch."

YOUNG FAVORS THE REPORT.

"We contemplate, as soon as the clouds roll by, raising our rates to where they ought to be. I forgot that there were men here who would pay the price but I want you to remember that it is more blessed to give than to receive. (Laughter.) I am in favor of the adoption of this modest report. I wanted more of a stump speech in it. I would have written it as Willie Hearst would have written it if they had given it to me, but our friend here, the Chairman, wanted five commandments instead of ten and that they should take Moses as their patron saint and motto; but it hits the spot and it is going to do great things."

"I have not been at this Convention since they chased Paul Revere at Boston, and I was at Cincinnati, and I promised my son that I would not make a speech and I would not be on a committee because, recently, he would not believe but what I was sick. I am pleased that the atmosphere of Toronto,

and those things that go with it, have restored my health." (Loud applause and laughter.)

THE CHAIRMAN: "I guess we are now ready for the question." (Cries of question.)

A delegate asked that the declaration be read once more, and Mr. Albert read it.

STANDARDS REPORT ADOPTED.

Mr. Morris Sees a Great Future for the Newspapers.

Mr. Morris, of the Munson Underwear Company, was asked by the Chairman if he had anything to say on the subject before the vote was taken.

MR. MORRIS said: "It would be of interest to you to know how a general advertiser looks at this proposition. I happen to belong to the Association of National Advertising Managers which is composed of about 250 men who spend in the neighborhood of \$40,000,000 a year in general advertising. Two years ago, in Cleveland, they went on record on this proposition and adopted a resolution recommending that publishers should not publish any advertising that would in any way injure the health, or the morals, or the pocket-book of the readers of their publications. I think that that resolution contained, perhaps, as good a general rule for publishers to follow as could be formulated."

SOLID FOR THE NEWSPAPERS.

"Personally I 'am sold' on newspaper advertising; but for many years while a newspaper advertiser I have felt in common with most national advertisers, I think I had an instinctive feeling that most people have more confidence in magazine advertising than newspaper advertising. As I saw it magazine advertising holds reputations and is constructive, while there is a great deal of newspaper advertising that has been destructive of reputations. At any rate I am sure that if newspapers will live up to the standard you have adopted, you will find a great many men who are today using magazine advertising, who will be glad to come into the newspapers for this reason, that the newspaper, published as it is on faster presses, and with greater advertising revenue and less postage expense, and selling four times as much space for a cent as a magazine can, is a medium in which advertising can be concentrated where there is distribution. The only reason that newspapers at the present time don't carry a great deal of advertising that appears in the magazines, is because the man who is using magazine advertising cannot be sure at the present time that his announcement will be in good company in the newspapers."

"I congratulate you on the action you have taken here today. I believe the time will come when there will be a great many newspapers that will have the confidence of the public to such an extent that the appearance of an advertisement in the newspaper will be just as good as an introduction from a banker. I thank you." (Applause.)

The committee's report was then adopted by a rising vote. (Applause.)

THE CHAIRMAN: "This has been officially as well as unanimously carried, and represents five commandments on future newspaper conduct. I congratulate you, gentlemen, for your co-operation and now we are ready to go ahead and do the most constructive work in our whole careers as newspaper publishers and advertising representatives. And I am proud to be one of you and I am proud to be alive on this day and to have such a code go on record." (Applause.)

MR. BARNUM: "We newspaper men are here and I think our newspapers ought to be recorded on the vote."

THE CHAIRMAN: "We are all newspaper men—managers, special representatives, advertising managers—and in order that we may have a roll of honor, I am going to ask Mr. Barnum, who is young and clever, and Mr. Gilman, who will take this fountain pen, and ask each gentleman to sign his name and I will pass on to the archives the manuscript of this standard of practice."

The remainder of the session was devoted to the presentation of formal Addresses as scheduled in the regular convention program. They are given below.

NEWSPAPER'S TRUE FUNCTION.

It's Sincerity Alike in News and Ads Declares E. H. Baker.

Taking as his subject the "True Function of the Daily Newspaper," Elbert H. Baker, former president of the A. N. P. A. and owner of the Cleveland Plain Dealer, laid down the cardinal principles that should rule the publication of a daily paper. In the course of his address he said:

"Success, it must be borne in mind, must be measured not by the mere number of dollars per year net, but by the degree to which the particular newspaper has attained the measure of success that is within its range of possibility. Let me further emphasize the fact that there are many very successful newspapers in smaller cities and towns that render a service to their communities that is invaluable. Here is found the real gatherer of local news. "As we analyze these highly successful newspapers we find them to be of widely diverging types in their mechanical appearance; in their methods of gathering and presenting the news; in their particular brand of politics and in the degree of vehemence with which they present their editorial expressions of opinion. On the other hand, these highly successful newspapers are coming more and more to be strangely alike in their adherence to the few fundamental principles, which, in my judgment must underlie every worth while effort to build a newspaper that shall be truly great and that may, by any possibility, meet with a large success."

NEVER UNDER SUSPICION.

"The newspaper of which I speak must be edited and published from within its own four walls and must not be even under suspicion of ulterior motives in its news handling or its editorial expression. It must in wholly untrammelled fashion be a buyer and seller of legitimate news. It must adequately report the news of its city and the field in which it circulates. It should in addition give the broadest news service, of national and world wide sort, that its means can possibly afford. It must stand for men fit in mind and character and not for the mere party label they bear.

"This newspaper will do much to instruct and entertain its readers, and it must be indefatigable in its efforts for the common good. As with the publication of news, so with the publication of advertising. It is my firm belief that it is just as truly the function of the newspaper to print the legitimate advertising and that only, as it is to print the legitimate news of the world and that only.

"Our newspaper, and there are others, will not accept advertising for remedies which guarantee to cure any disease or of practitioners who profess to treat diseases not discussed in polite society.

THE GOVERNMENT STATEMENT.

"When the present Postal Law requiring the statements of ownership and circulation was passed by Congress, publishers generally felt that it was an invasion of private rights, but that, on the other hand, it gave publishers who for years had insisted upon government inspection and supervision of the great corporations an opportunity to prove that newspapers, rightly conducted, have nothing whatever to conceal as to responsible officers, owners, indebtedness, if any, or the net paid circulation.

"I am more fully satisfied every day that right thinking publishers welcome the law and are a unit in demanding its rigid enforcement. This feeling is clearly outlined in the resolution passed at the annual meeting of the A. N. P. A. in April, last.

"In summing up the subject assigned by your committee, 'The True Function of the Daily Newspaper,' I wish again to emphasize the cardinal points:

- (1) Print all the worth while news.
- (2) Print it without bias.
- (3) Print it with a sense of responsibility.
- (4) Print all the legitimate advertising that good business methods can gather.
- (5) Print regularly a detailed statement of net paid circulation.
- (6) And the very pith of it all is sincerity, alike to our advertisers and our readers."

STANDARDIZING IN CANADA.

What Three Years' Work Has Done Toward Accomplishing Advertising Reform.

The theme of the paper of John M. Imrie, secretary of the Canadian Press Association, of Toronto, was "The Improving and Safeguarding the Relations between Newspapers and Advertising Agencies, and Standardizing Newspaper Practice in Relation to Advertising." He declared that co-operation along these lines has been the keynote of a remarkable development that has taken place in Canada during the past three years.

In brief, he stated that the vision of a truly national organization of newspapers and newspaper men, through which the work of the various press associations throughout Canada could be co-ordinated and extended, is being fulfilled.

As a result of three years' efforts in Canada, instead of five standards for the recognition of advertising agencies there is now only one, and there is only one list of recognized advertising agencies instead of five. This list is adhered to by practically all the newspapers represented in the membership of the Canadian Press Association, which comprises 73 per cent of the daily newspapers in Canada, 50 per cent of the country weeklies, and almost all of the magazines and periodicals. Every class of publication has its own section and section meetings through which the problems peculiar to its class are handled; but all classes unite in giving effect to the general work of the association.

Advertising agency contracts have been standardized; agency commissions or special rates to a few large general advertisers who place their advertising direct, have been disapproved; advertising copy has been censored, and the standardizing of circulation records and statement forms has been considered.

The ideas of the advertising and other committees of the C. P. A. regarding the principles that should govern a newspaper in its various departments will be embodied in a standard of newspaper practice or principles that will be submitted to the association at the coming annual meeting in July.

This standard will cover the resolutions that have been adopted from time to time by annual meetings of the association and by the various committees and also items on many points that have not been covered by these resolutions.

Co-operation is the keynote of a remarkable development that has taken place in Canada during the past three years in the direction of improving and safeguarding the relations between Canadian newspapers and Canadian advertising agencies and standardizing Canadian newspaper practice in relation to advertising.

Three years ago there were four main organizations of newspapers throughout Canada. In the far east the Maritime Press Association served the interests of the publishers of the Maritime Provinces. In Ontario and Quebec there was the Canadian Press Association, a bi-provincial organization with a national name. The Western Canada Press Association was at work in Manitoba and Saskatchewan, and beyond the western border of its territory was the field of the Alberta and Eastern British Columbia Press Association. In the extreme west, on the Pacific coast, there was no organization of newspapers, each individual newspaper establishing its own standards.

Each of these four press associations had its own list of recognized advertising agencies. Indeed, one of them, the Canadian Press Association, had two

(Continued on page 68.)

GIVE THEM THE FACTS.

Mr. Leonard Makes a Comprehensive Analysis of What Information the Newspaper Publisher Should Give the Advertiser as a Basis of Judgment for Use of His Medium—Value of Clean Ad Columns.

By VICTOR LEONARD.

(Advertising Manager Standard Milling Co., New York.)

My criticisms are from the buyer's viewpoint. You have a commodity to sell—you have hundreds of possible customers—both local and foreign—why don't you cultivate the garden, so that they can grow? Why don't you describe your commodity so that advertisers and possible advertisers will know that you are selling just as any other thing for sale might be described?

Tell us what you are doing—what you have produced—who it is for—who read it—tell us about your city, and what co-operation you can give advertisers, and what protection you can give them, and we will decide whether you can reach and influence people to buy the kind of goods we have to sell. The facts we would like to be told are these:

- (1) When published
 - a Morning
 - b Evening
 - c Sunday
 - d Weekly.
- (2) Total circulation
 - a City and outside
 - b Where does it go?
 - c Any rural routes
 - d Growth of circulation (2 years)
- (3) Class of Readers
 - a The Masses
 - b Middle Class
 - c Wealthy Class
 - d English or Foreign.
- (4) How do you get your circulation?
 - a News stand
 - b Subscribers (cash)
 - c Premiums and Clubs.
- (5) How do you deliver:
 - a Carrier
 - b Mail
- (6) What Politics? What Religion?
 - a Is your party in power?
 - b Are you independent?
 - c Opposing local government?
- (7) Price
 - a Yearly subscription
 - b Per copy
- (8) Advertising carried compared with competitors
 - a Department Store advertising
 - b Real estate wants
 - c Real estate display
 - d Resort wants
 - e Classified (various)
 - f Automobile advertising
 - g Financial advertising
 - h Legal and country advertising
 - i Medical
 - j Foreign
- (9) Regulations for advertising and reasons why
 - a Typographical restrictions
 - b Any black cuts
 - c Minimum space for breaking column rules
 - d Kind of copy you refuse
 - e Can you use matrices?
- (10) Classified advertising
 - a Do you have any classified display advertising?
 - b Is yours the leading "want ad" paper?
 - c In what classified departments do you excel?
- (11) Length and width of column
 - a How many columns to page?
 - b Look out for cols. 12¼ ems wide, usually made narrow to give 8 cols. to page—8 p. c. less space than standard)
- (12) Pages per issue
 - a Average week-day
 - b Average Sunday edition.
 - c Any supplement?
- (13) Pictorial Features
 - a Cartoons
 - b Comic
 - c Photo News service.
- (14) Rates for space
 - a Foreign compared with Department Store rate?
 - b Foreign compared with automobile rate
 - c Foreign compared with real estate rate
 - d What class is lowest?
 - e What is agents' commission?
 - f Flat, or what basis?
 - g Book or publishers' rate
 - h Any free or exchange space?
- (15) Make-up of advertising
 - a Ads at top reading to fit in below or, b Ads at bottom with reading above?
 - c Reading notices—set in what type? How are they marked?
- (16) Attitude toward your competitors
 - a Any circulation controversy?
 - b Any editorial controversy?
 - c Any religious controversy
 - d Any rate-cutting on advertising?
- (17) What hour does your paper get on the street?
 - a How about the other papers?
 - b How about competitors?
- (18) How many employees?
 - a What mechanical plant?
- (19) How old is your paper?

- (20) Who owns or controls your paper?
- (21) What news franchise have you?
 - a What out-of-town correspondents have you?
- (22) Name the departments or features, such as:
 - National news
 - Local news
 - Local sports
 - National sports
 - Amusements
 - Theatrical
 - Music
 - Women's clubs
 - Home and domestic arts
 - Children
 - Church
 - Personal
 - Financial
 - Real estate and building
 - Weather reports
 - Marine news
 - Insurance news
 - Automobile topics
 - Municipal doings
 - Civic and religious bodies
 - Crop and market reports
 - Society notes
 - Beauty hints
 - Household hints
 - Fashion notes
 - Literary and book reviews
 - School and college doings
 - *Public forum (i. e. letters from readers)
 - Department store reading notices
 - *Free classified ads.
 - Foreign news and correspondence
 - Suburban resorts
 - Educational
 - Exchange clippings
 - Wit and humor
 - Sermons and special articles
 - Local editorial
 - National editorial
 - Travel and recreation
 - Vacation guide
 - Historical
 - Scientific
 - Biographical
 - Army, navy and military
 - *Birth notices
 - *Death notices
 - *Marriages
 - *Engagements
 - Obituary
 - Wills and surrogates
 - Estates appraised
 - List of fires
 - Police department
 - Civil service news
 - Election legal news
 - Stock exchange quotations
 - Business statistics
 - Court proceedings
 - Court calendars
 - Hotel arrivals
 - Arriving and departing trains
 - Arriving and departing ships
 - Continued stories
 - Short stories.

NEGLECT IS NOT WISE.

Many newspapers are doing good constructive work in various ways to keep their advertisers. In many respects newspaper space is like real estate—wise restrictions give it greatly increased value. Neglect to make rigid regulations for the use of newspaper space for advertising is just as shortsighted and unbusinesslike on the part of the newspaper publisher as it would be to allow saloons, garages and negro tenements to be erected in a high-class residential section.

Truth and publicity are the greatest forces for good I know of. Put into practice the earnest effort to serve your advertisers fairly and honestly; first by giving all the facts required about your own commodity; and second by keeping your columns clean and free from dishonest and objectionable advertising.

The time is ripe now to make newspaper advertising more popular and more productive than ever before. Advertisers are developing their territory sectionally through newspapers and other local media. You will not have to wait long for results. Never before have business men better understood the advantages of honesty and fair dealing. They also know that newspaper advertising pays, when accompanied by effective censorship.

Make your own advertising measure up to the ideal I have here suggested, and you will then have great influence, not only with your own customers, but upon all their copy, and the business methods of your entire community.

Mr. Leonard was unable to go to Toronto but sent his paper, which was not read at the session, but the Chairman gave notice that it would be printed the next day. One of the Toronto newspapers voluntarily set the paper up in type and printed it on a single sheet, copies of which were distributed on Thursday morning. The above contains the main points of his address on "How to Make the Worst Advertising Best."

CLEAN PAGES BEST POLICY.**Truthful Ads a Paying Investment Declares E. L. Clifford.**

That clean pages are the best policy was the burden of the address by E. L. Clifford, advertising manager of the Minneapolis Journal. Excerpts from his paper follow:

"Millions of people look to their newspapers for the truth—and these people should get the truth. They are entitled to it. The newspaper is printed under the publisher's name, but the newspaper really belongs to the people. It is almost, if not quite, a crime for a newspaper, no matter who its publisher may be, no matter how powerful or how weak it may be, to lie to the people, to cheat the people—to sell them gold bricks, rotten securities, shoddy merchandise, or poisons. The publisher that puts a crook advertiser in touch with a subscriber victim is equally guilty with the crook—and deserves punishment for his part in the transaction. That's the plain, unvarnished truth.

"Woman is taking an active part in the making of the new newspaper—and it must be made clean, for she is going to have the 'say' about the influences that surround her home and her children. She will eventually pick the clean newspaper in preference to the unclean—inevitably. She is driving the slovenly, irresponsible merchant out of business, and she will drive the slovenly, irresponsible publisher out of business.

"You can't fool the women—all the time. She doesn't want a newspaper in her home that isn't square, that isn't clean. And bear in mind, the women are the ones, these days, your newspaper must make an alliance with—a friendly confident alliance.

"Show me a publisher who has nerve enough to keep the fakirs out of his newspaper—to pass up the unclean money—and I will show you a publisher whose circulation statements are honest.

"Filthy, dangerous fraudulent, medical and near-medical advertising should be driven out of every publication in America. It is a positive injury to clean, legitimate advertising. It taints the decent and makes it less productive. It is infinitely more harmful than the advertising of extravagant, lying-merchandise values, for it strikes at the very health of the nation, and the victim doesn't have a chance to see or to know the goods that come in seductive bottles and sweet-painted pills.

"The publisher who has the nerve to say to advertising assassins, 'No! You must keep out of my newspaper!' is the publisher worth while—the publisher with a future. He is going to be abreast of the times—a lap ahead—not a lap behind. This kind of a publisher is going to lose nothing in a revenue way—finally. I believe business will eventually come back to him many fold—clean business that will be an honor to his paper and to his community.

(Continued on page 70.)

THIRD SESSION.

WEDNESDAY, 9.30 A. M., JUNE 24, 1914.

CHAIRMAN FREEMAN: "I would like to have somebody move that a committee be appointed to make a brief of the proceedings of yesterday, so that every man who was present and signed the document of standard of practice, can receive not only it but a summary of the important events that took place so that we all may have a thorough digest before us when we get home."

The motion was duly made and seconded, and carried.

THE CHAIRMAN: "I am going to have the standard of practice printed with the names attached, and the original document will go into the archives of the association. Now I have a paper to read to you. I don't know why I was called on to talk about 'The New Ad Man,' because I am a pretty old one. I think so much of preparing something for these occasions that it actually took me seven weeks to write this short paper—not constant thought during the seven weeks, but every day I gave some thought to this little paper, and I am

not altogether satisfied with it yet. At the same time it will give you, I suppose, just what you want—my own idea and my own conception of what the new ad man is—the Advertising Counsellor. There are here twenty-five paragraphs, all short ones."

NEW CLASS OF AD MEN.**How They Will Increase the Efficiency of Newspaper Advertising and Promote Truthful Publicity by Sound Counsel.**

By WILLIAM C. FREEMAN.

The Advertising Counsellor possesses the following qualifications:

1. He likes advertising and believes in it.
2. He stands absolutely for truthful advertising.
3. He is able to determine between that which is chaff and that which is wheat; the reliable and the unreliable; the objectionable and the desirable.
4. He is broad-minded and recognizes merit in others.
5. He knows the value of all publications in his field, their circulations, and their rates for advertising.
6. He knows how to sell advertising himself and never asks an associate to do anything that he is not willing to do himself.
7. He is well informed as to why advertisers in his territory follow certain customs and adopt certain policies—why they succeed in great measure, or fall proportionately.
8. He has an accurate grasp of the business possibilities in his field and knows why advertisers can employ his publication to good advantage.
9. He is able to advise his associates how to develop different lines of business and why these lines should advertise not only in his publication but in others as well.

ANALYZES THE ADS.

10. He reads advertisements carefully and critically—not the latter just to find fault, but in order to analyze them, so that he will be able to advise intelligently as to successes or failures.

11. He knows advertisers and keeps in personal touch with them; he studies their business and is able to answer their questions intelligently. He has their confidence and they welcome suggestions from him.

12. He consults frequently with his associates; he receives suggestions from them and gives suggestions in return. He has confidence in them and they in him.

13. He is willing to call on customers of his associates, and is able, oftentimes, to assist them in closing contracts, and then is big enough to give them credit for doing the work.

14. He keeps in touch with the editorial and news departments of his publication, with the composing room forces, the circulation department, and the mechanical departments, because all departments of a publication have a bearing on the successful development of the business.

15. He works in harmony with all the forces in his organization and seeks information from every body as to the value of this or that form of advertising—which kind most appeals to them.

STUDIES PUBLIC OPINION.

16. He studies public opinion as to what is good and what is not good advertising. This enables him to suggest to his associates and to his clients the kind of advertising that will best bring results.

17. He encourages his associates to write advertisements and submit them to prospective advertisers, and himself writes advertisements. Much new business is developed in this manner.

18. He knows that courtesy to all is important and enforces it. He sees to it that information is furnished willingly and pleasantly by everybody connected with his department. He exacts courtesy from agents and advertisers for his associates and himself. He resents any reflections upon his publication or upon any of his associates.

19. He knows his publication thoroughly and is able to impart his knowledge of it to his associates. He gives them facts about its circulation, the value of its features; he emphasizes its policy—he makes the members of his official family proud of their publication.

20. He insists that his associates shall be able to sell the publication to themselves before they try to sell it to advertisers.

21. He works harder than anybody else in his department—he inspires those around him by his work—he is able to outline advertising campaigns—he gives his associates equal power with himself to close contracts.

RATE CARD AN OPEN BOOK.

22. He insists that the rate card shall be an open book and that there is a complete understanding by everybody in regard to positions and conditions surrounding all contracts.

23. He insists that each salesman shall be his own master and must feel that he is backed up to the limit by his publication.

24. He co-operates with advertisers—helps them in every way he can, and sees that all of the people connected with the advertising department do the same.

25. He is a natural builder of business and is able to show others how to build.

The advertising counsellor cannot qualify under these twenty-five classifications until he has had a varied experience—until he has made mistakes and learned how to avoid them, for a man who has never made a mistake cannot properly advise others what not to do, which is more important than advising them what to do.

Don't you think that a man devoting himself to the cause of advertising with the care, as outlined, is able to increase the efficiency of advertising in his publication?

CONTINUATION OF PROCEEDINGS.

MR. YOUNG: "Personally I feel that Mr. Freeman's paper is worth all it will cost me coming to Toronto and going home. (Applause.) I move a vote of thanks for this paper, and also that we allow Mr. Freeman seven weeks more to get up another paper."

The vote of thanks was carried by the audience rising and applauding.

THE CHAIRMAN: "If you followed that paper closely, you noticed that the Advertising Counsellor is not one of those 'efficiency' devils brought into an organization to tell us, who have been in the business twenty-five years, what to do, but he himself is advertising counsellor, advertising manager, advertising solicitor, and 'one of the boys.' (A voice—"That's the stuff," and applause.)

"I asked Mr. Allen to divide my time with Mr. E. J. Ryan, the advertising counsellor of Lord & Taylor, New York; and Mr. Ryan, who has come down to New York and shown us how to do some things, and who has the confidence of those who have been in the business, readily consented to come, because he is interested in this great movement of advertising, and he is giving his own time and paying his own money to come. I want now to introduce him."

EDMUND J. RYAN: "I was somewhat alarmed during the Chairman's hot talk, for I was afraid he was introducing some larger space user in the New York Globe." (Laughter.)

THE COUNSELLOR AS AIDE.**How He Can Help the Department Store by Increasing Ad Efficiency.**

By E. J. RYAN.

The old-time merchants needed no advertising counsellor. They were of a school now gone. They grew up with their institutions. They actually sold goods to their customers. They stood at the front door of their shops in the beginning and greeted their customers in person, and heard or read and adjusted their customers' complaints. They lived with their goods, bought by themselves. Those who were early to advertise most likely wrote their own ads, and when writing them, and pricing

them, they had in mind many definite "prospects" well known to them in their neighborhood. They knew precisely what to advertise, what to say, and where to say it, and what the immediate and the future effect of what they did and said was going to have, because advertising in those days was almost as intimate and as personal as letter writing.

It is different today. Even the one or two of the old school who still remain are unable through the sheer complexity and the extensiveness of the business. So we have the man who is sometimes described as the "advertising counsellor," the student and translator of effects on one hand, and on the other the governor who attempts to spread out evenly over the longest possible period the energies and desires of the business getting sections which in many instances, if left alone, might run wild overnight with a policy or a reputation which represented years and years of cumulative effort and carefulness.

HIS DUTIES ARE MULTIFARIOUS.

The duties of an advertising counsellor are not standardized; in fact he is present in many great stores without being recognized. He may be the general manager, the merchandise manager, the treasurer, the secretary—or paradoxical as it may seem—the sales manager! Or they may all blend together as a composite advertising counsellor. He is usually lurking about somewhere, however, in a big store, this man who thinks long and deeply on the great problem of how to maintain or even increase the store's volume of business and profit, without disturbing in the least that most delicately balanced thing in all the world—a woman's favorable impression of a store and its goods!

The advertising counsellor will try to unearth long standing "silent" complaints, because a customer nursing a complaint is not only lost to the store, but may be as actively harmful among other customers or prospects as a little lady moth in a clothes closet.

If I could take the time and could gain an audience I would start tomorrow to interview every Lord & Taylor customer in New York. If I only reached 5,000 of them, and could gain from them their opinion and their experiences, I would have one of the most valuable pieces of information an advertising counsellor could collect. It is work one cannot delegate, however, and hence may never be done.

BETWEEN THE BUYER AND PUBLIC.

The advertising counsellor must stand firmly between the buyers and their public—particularly the big department buyer who, desperately in need of business to meet the sales figures which have been set up for him, lets down the bars and tries to offer the store's customers merchandise from which some essential has been cunningly subtracted to meet a price. And the advertising counsellor must be backed by men who are broad enough and big enough to convince themselves and those to whom they are responsible that it was better business to make a few thousand less this year on that particular division, than to shatter the confidence of its customers.

The advertising counsellor must continuously study and test his store's service facilities, and the merchandise and service of his store's competitors, and at the same time, when unusual conditions present themselves, he must present a plan which will create needed business and yet not overstep the bounds of the store's policy as interpreted by him.

You may often come on this advertising counsellor walking past as a floorman or actually showing goods in a department. This represents his attempt to get into actual contact with the customers of his store. He will try to draw out their viewpoint, both of his store and its goods, and of other stores. Sometimes he may even find out what particular advertisement or form of advertising brought her to the store.

He may counsel now and then at what he believes to be precisely the right moments the advertising of some-

thing entirely different than the store had been advertising for weeks. He would advocate this for the sake of maintaining a balance in the public mind. Or again he may switch for a day or two to advertising some service features of the store, or the story of how carefully the store's advertising is prepared: to some interesting historical copy or timely innovation or to the safety of construction or economy of operation of the store.

HE MUST STUDY PUBLICATIONS.

The advertising counsellor cannot know too much about the magazines and newspapers of his community, and of the people who read them. There are no facts possessed by each publication about its readers, its influence as indicated by letters, and so on, from readers, its editorial and reportorial staff, its expenses and how they are regulated, and the hundreds of other features which go to make one paper different from another, but which the advertising counsellor should have and use.

As the demand for net results becomes more and more ambitious, the position of the advertising counsellor will become more and more precarious and at the same time doubly important. He must be a peculiarly equipped man who more times than one cares to think, will have to be a martyr to his ideas, often standing alone for what he thinks to be better business, and retreating only that he may live to renew the contest on another day.

MR. SHUMAN OF FORT WORTH.

The Chairman Introduces Him as the Next Speaker.

THE CHAIRMAN: "I think you folk will agree with me that we have got a sidelight on the inner working of a big store, and how the big stores throughout the country are really getting in line with this movement. Fortunately Mr. Ryan is in the position of having his own way down there, and he is getting on the band wagon right, isn't he? When a man is finding out what his customers think of his store, then he is getting the human pull, and that is what we are for."

THE CHAIRMAN: "I am very glad now to introduce my old friend Mr. Shuman, of Fort Worth, one of the active forces in this movement since its beginning, and one of its most powerful forces. He will tell us something about the development of interest in advertising through the news columns."

A. L. SHUMAN: "When Mr. Allen assigned this topic to me I was really surprised that he did not assign it to the pioneer in this thing, our old friend, 'Pop' Freeman. I say that in appreciation, and in retaliation for the kindly words in which he introduced me. Unfortunately I could not devote seven weeks to the preparation of this paper, because we are too busy in Texas." (Laughter.)

EDITORIALS ON ADVERTISING.

How to Develop Public Interest Through News Columns.

Mr. Shuman took as his subject, "Developing Interest in Advertising Through the News Columns." He said in part: "Every newspaper has an editorial page, within the limitations of which it is the mission of the newspaper to endeavor to teach, instruct and mold the opinions of its readers with reference to the current topics of the day. The much heralded 'power of the press' is contained within the bounds of the editorial pages.

"Why should not every newspaper have editorials of instruction on business and advertising topics, given the same prominence in the news columns or editorial pages that is now accorded expressions of the publisher on other subjects?"

"This manner of appeal will direct itself to thousands of readers who have not heretofore been interested in advertising and it will especially reach the male member of the family, who is naturally less thrifty than the woman, and is consequently an indifferent reader of

advertising and comparatively a poor shopper. Convert the man through the advertising editorial.

EDUCATING THE READER.

"Educate him to the level where he will not buy the first brand of shirt that is thrust under his nose, whether it be an advertised brand or not; educate him to know how to obtain better values for his money by confining his purchases to advertised commodities.

"Instead of giving valuable space each month to tell its supremacy in advertising and circulation over its rivals, which is all right, so far as it goes, if a newspaper would devote the same amount of space to advertising stories and editorials in newsy, readable form, the great cause of advertising in its entirety would be benefited to an immeasurably great extent and more advertising would accrue to every legitimate medium as a result of such an educational campaign.

INTENSIFY INTEREST IN THE ADS.

"With this purpose in mind, the 'Advertising Spizzerrinkum' feature of the Sunday issue of the Fort Worth Star-Telegram had its inception, with your speaker as the editor.

"To my mind, every newspaper in the land should intensify interest in advertising by developing that interest through the news columns. People of all classes can be reached in this way—many of whom will not give attention to any other kind of appeal. It has been my experience in Fort Worth, since this feature has been used in the Star-Telegram, to note increasing interest manifested by those who have heretofore been impervious to the appeals of the solicitor. The advertising editorial paves the way for the space seller to drive home the clinching argument, which transforms a non-advertiser into a convert."

COMMITTEE TO PREPARE BRIEF.

THE CHAIRMAN: "With regard to that committee to prepare the brief of yesterday's proceedings I will appoint Mr. Stewart as Chairman; Mr. Bennett, of The Cincinnati Times-Star, and Mr. Klein, of The Christian Science Monitor. All of you know Frank D. Webb. He doesn't need any introduction. He is one of the most virile elements in this work of newspaper construction. He is doing things. He believes in newspaper co-operation of a constructive character. Those are the boys that are doing the work—and are willing to reach out and help the other fellow. I take great pleasure in introducing Frank D. Webb, the advertising manager of the Baltimore News."

CONSTRUCTIVE CO-OPERATION.

How It Can Be Used to Enormous Advantage in Gaining Ads and Circulation.

FRANK D. WEBB: "My subject, 'Constructive Newspaper Co-operation,' is a little bit misleading. There is another phase of it that would be better to be the subject of this paper."

"Mr. Webb argued with force for close co-operation between the editorial and advertising departments of every paper in the construction of special pages, such as the financial, automobile, real estate, sporting, religious, literary, women's, moving pictures, and others. He then said, among other things:

"In my opinion, these special developments, in which news and advertising are worked together for the development of any particular business, have just begun and the extent to which they will ultimately go is hard to predict, and will probably only be limited by the prevailing taste of a community and the ability and strength of the advertising department to keep up with their growth. "Unquestionably, developments which will be very successful in some towns will fail in others entirely, due to the different character of different communities, but that the movement has hardly even started systematically, appeals to me as open to little argument.

ADVERTISING ADDS INTEREST.

"In all these special developments the

development itself. Altogether, it would seem to me that constructive newspaper co-operation of the type held in mind helps advertising; it adds to the interest of the paper with the readers, because each feature of this sort which is made a part of it gives the paper a particular appeal to another class of people, perhaps not already subscribers to it; and it helps lastly, or perhaps firstly, to make the paper still closer to all its people and a more intimate part of their lives.

"It makes the newspaper exceedingly broad in its scope, and presents it at once to the advertiser with all the force of a dozen advertising trade publications combined, and these backed with the peculiar advertising personality of the newspaper itself.

"It is a trade paper at once for the motion picture man and the church—for the theater and the real estate dealer—for the builder, the contractor, electrician, poultry fancier, book publisher, automobile manufacturer, etc.—to any extent the possibilities of a field and the ambition of management may make desirable.

AN ELEMENT OF STRENGTH

"It has been a phase of daily newspaper strength which, in my opinion, has been entirely too little brought out in the general presentation of a newspaper's merits as an advertising medium. The strong, virile newspaper is not only powerfully creative without special support for all ordinary lines of business, excelling easily in the opinion of most people who have tried them, all the various other forms of advertising or publicity, but it can be a dozen constructive, building trade papers combined in one besides.

"What other form of advertising media can possibly give the constructive, life-blood stimulus to so many widely dissimilar businesses as can the newspaper? What other media can or will do as much to help and make enormously more valuable the advertising of difficult-to-advertise lines of business endeavor?"

COMMENTS ON SHUMAN'S PAPER.

Mr. Webb, during the reading of his paper, commented on Mr. Shuman's remarks regarding efforts made to interest the churches as follows:—"Our experience has been that you get very little from the church associations; you have to combine individuals rather than take the organizations as they stand. Your primary support, as it is in our case, comes from laymen who are interested in the church. We succeeded in inducing quite a number of prominent church men, not ministers, and not members of a church federation, to take the subject up, and other contributions followed. We carry half a page of that matter in display every Sunday, and about 120 individual church organizations. It has to be worked up individually; at least, that has been our experience."

THE CHAIRMAN: "A paper that I know you will all be interested in, because it represents many years of study, will now be presented by my old friend Dan Carroll, a special representative and member of the Six Point League, of New York City."

DAN A. CARROLL: "This paper is aimed primarily at the national advertiser and the advertising agency, and I am sorry there are not more advertisers here this morning." He said in part:

UTILIZING THE DAILIES.

Dan Carroll Tells How Advertiser Can Use Them to Advantage.

"The greatest problem for the manufacturer of popular-priced and popularly-used goods today is how to cover the large retail selling points effectively, both in sales and advertising work. The slow-moving, once a month, or once a week, general publications which have their place as a part of a national campaign, cannot be depended upon for rapid fire work in centers of population. A local medium is essential and the newspaper, by reason of its close

contact with the buying public, its intimacy with the every-day life of people who live rational lives, is so important that this medium at once assumes a commanding position.

"Unfortunately the daily newspapers are not united or sufficiently organized to go after the business of the general manufacturer as a concrete proposition as do the magazines, the street cars, the billboards, or the painted sign interests.

WORK NOT ALWAYS THOROUGH.

"We men who are engaged in the representation of the newspapers in the general advertising field are kept pretty busy handling the details of existing business by reason of certain economies in our work to blaze the trail as effectively as it should be done. In consequence most creative or development work is delegated primarily to the general advertising agents, but not all general agents are prepared to give the advertiser intelligent advice and service in the handling of a large newspaper account. This condition is getting better, however.

"Here are two don'ts: Don't use fine screen half-tones when line drawings are cheaper and more effective. To the new advertiser, don't make the mistake of trying to advertise nationally when your goods are only handled locally in a few cities. It is important in many campaigns to build up your sales organization territorially rather than to try to conquer the whole United States and Canada with one splash. Today there is much competition in selling and advertising with many brands of almost similar merit on the market and a close study of correct merchandising principles is essential for best results.

BETTER TO MAKE HASTE SLOWLY.

"It takes a long acquaintance to make good friends in our every day life and when a manufacturer places a contract with a newspaper of standing and integrity it is practically an invitation by the publisher to come in and talk to the readers of his newspaper about your merchandise, and it is most essential and also common sense that it takes more than a few advertisements to create the right impression. No advertising structure can be permanently erected on two or three month's campaign in newspapers or in any other medium.

"I hope that every general advertiser who attends this great convention will give serious thought to the great subject of newspaper advertising and go home with determination that he is going to insist, if he is an advertising manager, that his advertising agency will make a thorough analysis of the newspaper situation as it pertains to his particular business; if he is the head of a concern that he will insist that his advertising manager do this.

"The Six-Point League, the organization of New York representatives of out of town newspapers, of which I have the honor to be a member and one of its original organizers, is doing its part as contained in our by-laws of extending a knowledge of the pre-eminent value of newspaper advertising."

A heavy storm came on while Mr. Carroll was reading his paper, and the noise of the thunder was so loud that a delegate suggested singing. The delegates sang lustily, "Hail, Hail the gang's all here." Someone suggested changing the words to, "Rain, Rain," and this was done. At the conclusion of two verses the rain suddenly stopped, and Mr. Carroll remarked amid laughter, "The rain couldn't stand that one."

THE CHAIRMAN then introduced Holford Bottomley, representing Lord Northcliffe's syndicate of newspapers, who said:—

"I want you to remember throughout what I am saying that our proposition is entirely different from yours. In Great Britain the newspaper is the thing. My own paper, the Daily Mail, covers the whole country—England, Ireland, Scotland and Wales—and consequently our advertising proposition is wholly a national one."

Mr. Bottomley was warmly greeted as he stepped forward to the platform to read his paper, entitled "How Can the Efficiency of Advertising Be Increased."

READER COMES FIRST.

Upon the Confidence of the Man Who Scans Its Pages Depends the Success of the Newspaper—Giving the News is Also a Vitally Important Factor in Building Up Circulation—An Englishman's Viewpoint.

By HOLFORD BOTTOMLEY.

Newspapers exist from first to last to supply a public want. Like any other business they depend on the good will of the public for their existence. They must therefore cultivate that good will before all things. The public must be served and well served first of all.

The paper which best serves the public will deserve and will sooner or later get the largest public support and confidence. That is an obvious truism. Now the paper which gets the largest support and confidence of its readers must produce the best results for its advertisers. In other words the newspaper can best serve its advertisers by trying to serve its readers.

PAPER MUST NEVER DECEIVE.

Whatever the temptation may be, the newspaper must never betray its readers to an advertiser. The advertiser may gain for the moment, the paper may gain for the moment, but ultimately both will lose. There must be a high ideal of public service rigidly upheld and never swerved from. The newspaper has a responsibility for everything that appears in its pages, whether news or advertisements, and we newspaper men wish it to be known that we have no desire to shirk the full weight of that responsibility. That is the great principle on which we must work.

Let us take the reader's point of view and let us ask ourselves frankly and openly—why does the reader buy our paper? Leaving out the exceptional and special cases where a paper is bought for its advertisements we must admit that he buys it for its news.

Very well then, let him have news, new news, real news, enough news. Let us give him the best news we can get for him, and, above all, don't let us deceive him into reading as news things which are not news but advertisements. When once you begin your relations with any man by a deception you cannot hope for any firm and clean business relations afterwards.

PUT THE READER FIRST.

Gentlemen, I give you a sentence which expresses it all. It is, "Put the reader first."

And now to details. I am going to suggest a few means by which we can attain the ideal I have outlined. They are: (1) Elimination. It is said that a man is known by the company he keeps. So is an advertisement. It is our duty to our honest advertisers to see that they are not associated with advertisements of dishonest or questionable concerns. Otherwise our readers will cease to have confidence in the advertisements we publish and thus the efficiency of our general advertising will be decreased.

It is our duty to our readers to safeguard their interests in seeing that they are not betrayed into unsatisfactory expenditure through the medium of our advertisement columns. Whatever we may think they have sufficient confidence in their favorite newspaper to believe that we would not admit an advertisement to our columns without first seeing evidence of its bonafide.

(2) Discrimination. On this side of the water your advertisers generally take a broad and generous view in the matter of copy-costs. We still have difficulties to overcome in this respect, although we are advancing rapidly.

ADVERTISERS' JUDGMENT DIFFERS.

Great Britain finds that some advertisers will spend large sums on the preparation of their copy and drawings; others consider such expenditure waste. Some even think that the excellence of an advertisement varies directly with heaviness. Here, again, censorship is necessary. We place great importance

on bringing out each morning a good looking paper, every page of which appeals to the eye, because we believe that such a paper has the strongest attraction to a reader. Following the principle that what helps the reader helps the advertiser, we require all our advertisements to conform to our requirements in the matter of display. In this respect, "reader" advertisements which lead the reader to suppose that they are expressions of editorial opinion, are most rigidly excluded. Every advertisement that appears must obviously be an advertisement, headed or subscribed as such and above all, must be identified by the name and address of the advertiser.

(3) As to limitation, we agreed in the first place that our readers bought our papers for news. Then the bounds of that news must be sacred. In plain language I mean that we must set a reasonable limit to the space we are prepared to sell to advertisers in proportion to our editorial space. Leave out the readers and editor for a moment and look at the advertiser. As regards the amount of space that can be allowed to advertisements proportionately to editorial, there is a scientific and definite (although varying) maximum of efficiency. Below that maximum we do not carry sufficient advertisements of a kind to create a market; above it we have too many candidates for public favor, so that the reader in despair ignores all and takes other means to make his purchases. Above all, he considers the editorial side of the paper sacrificed to its advertising side and ceases to buy it.

THE ART OF DELIMINATION.

That maximum of efficiency should be found by each paper for itself and never exceeded. If it is necessary to increase the price of advertisement space in order to do this, it is worth while. The wise advertiser will very gladly pay more for such increased efficiency.

Once again, you see by putting the reader first, we increase the efficiency of our advertising.

Delimitation is easily explained in a few words. Psychology tells us that the human mind reaches forward to familiar things, grasps at old associations. Our newspaper must have that attribute of familiarity to hold its public.

For instance, the reader requires that he be able to open his paper almost unconsciously at any page and find just what he wants—leader, home news, law news, foreign, or what not. He wants to know where to find particular classes of advertisements, too.

THE VALUE OF NEUTRALITY.

In the case of weeklies and monthlies, editorial neutrality is not nearly so important as it is in the case of a daily paper. One reads the weeklies and monthlies for amusement; the dailies are read for information and that information must be above suspicion.

If Jones & Co. open a new factory, or Mr. Brown invents a new popular device, the editor must decide on the news value of these items without any reference whatever to the advertisement column. The good health of his paper demands that he should be without prejudice and that all his news should be judged on its merits as information to the public and not on its value to any advertiser. The advertiser should never be led to believe that he has a claim on editorial opinion because he uses the advertisement columns.

The editor must, above all things, be single-minded. In this case we put the reader first, last, and all the way.

Up to now I have done no more than give you what is the policy of the Daily Mail, and what is, without doubt, the policy of most of the papers you represent. There is something beyond this, however.

TO AMERICAN PAPERS' CREDIT.

I have been very much interested to see the powerful efforts made by certain American journals—weeklies and monthlies—to increase the efficiency of their advertisements by giving an absolute guarantee as to their genuineness, promising to refund to readers any

money of which they may be defrauded by a misleading advertisement appearing in their pages. This is an advertising scheme of which America may well be proud, and it is well worth our while to consider whether any extension of this is possible to the daily papers.

Naturally there are many difficulties in the way of this. A daily paper which is accepting advertisements up to a few hours before printing has not the same opportunity for examining the bonafides of its advertisements as a weekly or a monthly journal has. There is, too, the question of financial advertisements, prospectuses and share-selling schemes. It would be very difficult, if not impossible, to assure oneself of the absolute genuineness of every statement made in such advertisements, particularly when it is considered that from their very nature they often have to be sent in to the paper at the last minute and set up very hurriedly.

It would take a financial expert in some cases at least two or three days to verify every statement made. And it would of course be quite impossible to delay the publication of such a prospectus when the promoters are wishing to take advantage of a tide of investment which may go down at any moment.

It will be a great day for advertising when every daily paper is able to give an absolute guarantee of the genuineness of all the advertisements it carries and no effort can be too great and no trouble too much to ensure such a result. If it is done, it could not fail to increase the efficiency of advertising more than anything else could possibly do.

MR. BOTTOMLEY'S ANSWERS.

Gives Members Points on English Advertising Methods.

MR. ATKINSON: "If you had reached your limit for the advertising of watches in your paper, would you refuse any more?"

MR. BOTTOMLEY: "We are doing something like a million a day, consequently there is no difficulty in procuring the ordinary sort of advertising, because we are the only paper that covers the whole country. We are therefore in the pleasing position of being able to turn down advertisements." (Laughter and applause.)

MR. ATKINSON: "What is the usual proportion of advertising space in the Daily Mail in relation to the editorial and news matter?"

MR. BOTTOMLEY: "We carry no more than two full pages. The front page is sold every day either as a whole, or on Monday it is left to drapers—that is, the stores. The financial advertisements vary to a certain extent, but as I am not the advertising manager of the Daily Mail, my position being concerned with the financial advertisements of all the associated newspapers, I could not give the proportion. There is a distinct and definite limit put on the number of advertisements we accept, and if we have four watch advertisements we would say to the one or two who came in last, 'We have two others, and their space is so much, and you will do better by going in tomorrow, or when we can put you in.' I may say that the front page of the Mail is now let until about April, 1915." (Laughter and applause.)

THE CHAIRMAN: "Some of us would like to have a job on that paper, wouldn't we?" (Laughter.)

MR. WEBB: "Is your space let by volume of advertising or by the number of advertisers? Do you limit the amount of advertising from department stores or drapers?"

MR. BOTTOMLEY: "The front page is mostly let as a whole."

MR. WEBB: "How about the body of the paper?"

MR. BOTTOMLEY: "The body of the paper is limited to certain columns headed 'Advertisers Announcements.' We never extend."

A DELEGATE: "Is that true of all your papers, or only of that specific paper?"

MR. BOTTOMLEY: "It is not true of all; we would like it to be."

ELON G. PRATT, of the J. Walter Thompson Company, New York, then read his paper on "Facts About Trade Territories Which Advertising Agents Ought To Know."

MR. PRATT: "When I asked a member of the Committee how he desired me to approach this subject, he suggested that I should take it up from the standpoint of the data furnished by the Advertiser to his agent, first from his newspaper, and second from the field covered."

DATA FOR THE AD AGENT.

Mr. Pratt Enumerates Facts Which Should Be Given the Advertiser.

By ELON J. PRATT.

At the suggestion of a committeeman I approved the subject of "Facts About Trade Territories, Which Agents Should Know," from the standpoint of the data which the publisher should furnish the agent concerning (1) His Newspaper and (2) The Field Covered.

In other words, what should the special representative furnish in his solicitation to manufacturers and advertising agencies, in the way of facts?

I have thought of this subject from the following viewpoints: (1) The need for certain information. (2) The questions we would like to have answered. (3) The most effective way to present this information, and (4) The effect in the lower cost of securing and maintaining permanent advertising.

The service agencies are seeking to arrive at definite conclusions, based upon a comparison of facts.

Newspapers are the expressions of different personalities. The agent who is in possession of all of the facts is enabled to make a more accurate choice between newspapers to be used in any given campaign. Competitive solicitation places the agent today in possession of many facts, but they so often come in the way of a knock by one paper upon another, and not in a constructive way.

ADVERTISING IMPRESSION ABILITY.

Most large cities and many small towns have peculiarities of their own that make them react differently to the influence of advertising. They differ from the standpoint of custom, of dwelling conditions, of social cleavages, of marketing problems, of retailing difficulties, of consumer preferences, of geographical conditions, any of which, if ignored, is likely to influence an advertising campaign. These conditions are known to you newspaper publishers.

The advertising agent has a first-hand acquaintance with the larger cities and with a number of the smaller ones, but he has not always an intimate knowledge of the trading conditions in all of the cities of over or under 25,000 population.

CIRCULATION ANALYSIS.

As to circulation, how much is net paid? How is it guaranteed? How is it divided as to urban, suburban, street sales, rural free delivery? How much goes into the homes? By what methods, in detail, is circulation obtained?

From the viewpoint of editorial policy what per cent. of readers are men and what per cent. are women? What are your special pages and special features. What is the general editorial policy?

With regard to quality of circulation: What amount of advertising did you carry in 1913? In the first six months of 1914? In local display? and whether you carry any local display exclusively? Also the amount in foreign advertising, department store, financial, automobile, quality shop advertising, basement sale advertising, patent medicine advertising.

Which days of the week, taking a typical month, carried the most advertising of department stores, grocery products, specialty shops, toilet goods, financial advertising, automobiles and accessories, transportation companies?

Are local rates same as foreign? What class of advertising do you refuse? Do you pay the cash discount or agency discount to advertisers direct? Classification of readers, according to occupation, if possible, would be of help. Won't you chart your city, as do some papers, into rental divisions, according to whether the rentals are below \$25 a month, between \$25 and \$50 a month and over, and then give us the circulation in these exact districts?

Give us a list of the advertisers who have used your paper consistently. Give us information regarding the purchasing capacity of the reader, testimonials from local dealers regarding the influence of your news-

paper to produce sales at retail stores. What is the amount of advertising which dealers have paid for as a result of national campaigns of the manufacturer, and what help do you offer the manufacturer or agent to secure local dealer advertising?

ANALYZING THE FIELD.

And now, regarding the analysis of the field covered:

Different cities and towns—Boston, Chicago, Toronto, Montreal, Yarmouth, Dallas, Montclair, have very distinct complexions, and so we are interested in:

The urban and suburban population of your city, the trading zone, the geographical divisions of your city and their buying tendencies, the number of families, their nationalities, transportation lines, the distances from other cities; bank deposits and clearings, country trade, number of farmers, how strongly the competition of mail order houses has developed, how much the chain stores has become entrenched, and the number of industrial establishments and the number of their employees, advertised products which are manufactured locally, where the residential, manufacturing and retail districts are; the local expenditure for canned goods, men's clothing, children's clothing. Give also rules governing the sale of certain preparations, for example, those containing alcohol; the number of department stores, their general character; the number of drug, grocery, jewelry and hardware retailers; of auto dealers and accessories; a list of the important ones; number of jobs in these lines, general character, a list of the prominent ones; the approximate amount of business done in each classification.

Which days of the week does your paper carry the most advertising of department stores, specialty shops, grocery products, toilet goods, automobiles and accessories, financial advertising, transportation companies?

Make a list of department stores in your city showing name of paper pattern sold, those with toilet goods departments, and name of the buyer; grocery department, house furnishing department, furniture department, dress goods department, wash goods department, underwear, carpets, music, trunks, toys, shoes, men's, women's and children's clothing.

Which department store in your city sell the largest amount of pianos and other musical instruments, cheap and high; toilet goods, groceries, house furnishing goods, furniture, carpets, trunks, toys, dress goods, wash goods, underwear and hosiery, men's and women's; corsets, men's shoes, women's shoes, read-to-wear dresses, woollens and worsteds, millinery, infants' wear.

RESULTS OF STORE CANVAS.

One publisher in New York has concluded a canvass of 1,000 stores in each of four lines, to determine the trade-marked articles demanded and the order of their sale. Another in Washington has worked out a comprehensive plan of co-operation between manufacturer and retailer, to increase the sale of goods advertised in this particular paper. The publisher has assembled a number of grocers who will co-operate by locally advertising products. A Philadelphia paper through its promotion department has rendered real service in their analysis of their city. Several Chicago newspapers have made a comprehensive analysis of Chicago's population and the newspapers' circulations.

Cannot the newspapers work in harmony with the Boards of Trade or the Retail Merchants' Association, and study their circulations so that the retail department stores which annually spend hundreds of thousands of dollars can secure some information on the power of the various papers?

IMPORTANCE OF SERVICE BUREAU.

Cannot the newspaper in the larger cities organize into some form of a service bureau where certain sale copy can be studied to find out why the copy didn't pull? Where goods can be shipped, where the timeliness of the merchandise, and the price of the offers can be taken up, etc.?

It is now possible to obtain with fair accuracy a line on the buying power of the circulations of certain newspapers in the larger cities. Why is it not worth while for the papers in the smaller cities of the United States and Canada to assemble the facts regarding their papers and the cities and towns covered?

The agents and advertisers would welcome this data if it were given them, preferably in loose-leaf portfolio form. It would help them and you. It would cut down your sales expense, it would make more permanent your solicitation for business, and make more successful the advertising campaign of the manufacturer.

THE CHAIRMAN, after saying that this department wished to be independent

in regard to its expenses, stated that \$100 would be necessary to pay the expenses in connection with the reporting of the meeting; and he appointed A. E. Chamberlain to take contributions of \$2. apiece from the delegates to cover this item. Immediately the money began to roll in, and practically the whole amount was made up in a few minutes. The Conference then adjourned for the day.

FOURTH SESSION.

THURSDAY, 9.30 A. M., JUNE 25, 1914.

THE CHAIRMAN: "I take pleasure in introducing to you Mr. William Findlay, of Ottawa, Canada, manager of the Free Press, a real live wire."

WM. FINDLAY: "This is the second occasion on which this section has heard of some of the activities of the Canadian Press Association. The other day Mr. Imrie, our secretary, spoke of what might be called the administration side of our work, that is, our relations to advertising agencies, and the standardizing of newspaper practice in Canada. Today I will speak of what might be called the promotion side of the work of the Canadian Press Association. While we have accomplished some very effective work, I appreciate that we have not yet fully developed that aspect of our business, and it is only natural that we should get our house in order before we start going abroad. I was going to suggest that we should try and hear from Mr. Thomson of the Bureau of Advertising in New York, in which I find the proportion of Canadian Newspapers is larger than that of the United States papers, and this in the face of the fact that we have our own official Canadian Press Association."

ADVERTISING ADVERTISING.

Ottawa (Can.) Man Gives His Ideas as to How It Should be Done.

Choosing as his subject "Advertising Advertising; with Particular Reference to Work in This Direction by the Canadian Press Association," Mr. Findlay told at length of the success of two campaigns already carried out and of a third now being waged by the C. P. A. for advertising.

In 1913 nearly 100 dailies co-operated, and this year 300 weeklies are also running a series which extends over 26 weeks.

This copy is all retail copy to stimulate interest in the announcements of the local stores to promote buying at home and to create more advertising from the home merchants. Another series of 26 advertisements is now being prepared and will follow the series which is now appearing.

The space devoted to these campaigns by association members to date is more than five million lines and another million lines will be added by the time the present series has run out. Of this the dailies have contributed four and a half million lines and the weeklies a million and a half lines. The entire campaigns have appeared in 75 per cent of the daily newspapers of the country and in all the more progressive of the town weeklies. The advertising has been printed in every city from coast to coast and in every town of reasonable size in Canada.

Among other things, Mr. Findlay said:

WHY ADVERTISE ADVERTISING?

"We publishers advertise our advertising, not for the good of the advertiser, but for the good of ourselves. The advertiser does not ask for charity. He need not be the object of philanthropic attention on our part; he comes to the counter and pays his money, and he usually asks no favors or treatment for which he does not give an equivalent in cash."

"When we advertise our advertising it is not done primarily for the good of the advertiser. We make use of the advertiser in the process, and he may get some incidental benefit: but the effort is made on behalf of ourselves. We are manufacturers of white space, of more or less value, and we advertise our

product with just the same object as any other advertiser. We may as well be frank about it."

THE CHAIRMAN: "Just think what would happen with the 2,800 daily newspapers of the United States if each one printed regularly well-prepared advertisements on the value of newspaper advertising, giving local merchants, particularly, an insight into the value of preparing copy carefully, accurately and honestly. I want to congratulate you, Mr. Findlay, and your association on the splendid work that you have done for newspaper advertising. You have helped a lot. Right now I just want to say that we will not get very far in our co-operative effort if we are too confounded critical of our fellow publishers; and the spirit of this meeting, as shown during the three days' sessions, is that we want to get together on as liberal a basis as possible and help one another to the extent of our ability so that we may all operate on the same platform and get to be as good as possible as quickly as possible."

A. J. BONNICK, of London, England, read the following paper by J. J. O'Neill, of Manchester, England, of the advertising department of The Manchester Guardian, on "Eliminating False and Misleading Advertising."

ELIMINATION OF FALSE ADS.

English Visitor Suggests How It May Be Accomplished by Co-operation of Owners.

After commenting on the effort being made in England and America to make the advertising columns healthy and clean, Mr. O'Neill said, in part:

"I hold that the time has now come when combined action can be taken by the newspapers to wipe out the one ugly sore on the body advertising. In England a very general view is if an advertisement on the face of it 'reads honest,' and if nothing is known to the contrary, that it ought to have a run. If complaints pour into the newspaper office the advertisement is scrutinized again, inquiries are set on foot, and on the result of the scrutiny and inquiries action rests.

"The present state of the law—an alteration in law may come one day—that the newspaper is morally as big a sinner as the fraudulent advertiser. Candidly, gentlemen, it is an open question if the newspaper is not materially the bigger sinner, but for the tens of thousands of introductions given the thief, the field of his operations must necessarily have been curtailed."

ENGLISH SLANDER LAW.

"In England the law takes a very serious view of the slander on the news page, and the plea of being 'misled' rarely, if ever, saves the offending newspaper. The question the English courts invariably set out to decide is the question of damages. If the slander has affected a man financially or otherwise the newspaper must make reparation. Frankly, gentlemen, I take the view that we must in our advertisement columns aim at a standard as near as possible to that aimed at in the news columns of our great daily newspapers, as, for all material purposes, our responsibilities to our readers are practically the same.

"I suggest, gentlemen, that the Associated Advertising Clubs of America, or if it is more practicable and if one exists, the newspaper owners federation of America, promote a fund to be devoted solely to the protection of readers replying to advertisements. Only one lawyer need be retained, and to him could be left the relentless prosecution and the exposure and the punishment of the thief who pollutes the advertisement columns of a newspaper."

"The fraudulent advertiser could be prosecuted on at least two pretexts—either at the hands of the aggrieved person who responded to the advertisement, backed up, of course, by the advice of the subsidized lawyer; or by the newspaper concerned, on the ground that the advertisement, being a tissue of lies, had secured insertion by false pretences. The

fund need not be one of great dimensions. It would be rarely called on after the first few years of its existence, but its presence would suggest an all-powerful misrum that would act as a certain deterrent to fraudulent advertisers and gentry on the ramp.

"Wouldn't it be a remarkably fine thing, gentlemen, if every reputable newspaper in this great country of yours carried in its advertisement columns the implied guarantee that no money would be spared to grind under the wheels of the criminal or the civil law any harpy who set out to swindle the suffering and the credulous?"

"Concerted action now against the fraudulent advertiser would effect a complete clearance of the one ugly sore on the fastest growing business in the world, and it would stamp on every advertisement that left the printing presses of the great dailies of the world that magic word 'TRUTH,' which you have taken as the ideal to adorn your flag."

PUBLISHING THE REPORT.

The Subject Discussed by the Chairman and Others.

THE CHAIRMAN: "We arranged yesterday to furnish the publishers whom we want to reach with a digest of the proceedings of this department. It occurred to us that it might be a good thing, and perhaps the most economical way of approaching it, to have THE EDITOR AND PUBLISHER, published by our good friend James W. Brown, issue a special number of that paper which will contain a clear-cut, definite outline of all these proceedings that we can send under the label of the 'Report of the Newspaper Division at Toronto,' the first page of which will be our appeal to every publisher who received it to unite with us on this broad platform as represented by the Standard of Practice we have adopted, and make him feel that, even though he has not been with us, we have an interest in him, and make it clear to him that the purpose is to get his co-operation, and, a little later on, just a little contribution towards the general promotion of this cause."

ITS DISTRIBUTION.

"My idea is to send this complete report to the 2,800 daily newspapers in the United States, to all the daily newspapers in Canada, and, surely, to daily newspapers in other countries, a list of which will be furnished us by our visiting friends. Mr. Brown yesterday, in a spirit of generosity, offered to do this for us without charge; but, gentlemen, we don't want Mr. Brown, who prints a paper one day a week while we print six or seven, and who is fighting for us as hard as he knows how, to be as generous as that."

ARRANGEMENT OF MATTER.

"I think that those of us who are really interested in this thing ought to contribute the amount necessary to do this very thing; and in order that Mr. Brown, and Mr. Blanchard, the editor, may have the co-operation of some of us who have sat here in this convention, I make this suggestion, that the men who are in the New York territory and who can be reached, and who will not have to spend any money to get there, should meet in a conference. Take Dan Carroll, who read a constructive paper here, George Katz, special representative here, take Howard Davis, of the American, take Louis Wiley, of the Times, and others of us, and let us sit together in an editorial conference and prepare a digest of the best things we have said in these proceedings, and then send this message out to all of those publishers. I asked Mr. Brown what it would cost to do that, including the postage, not having it as a part of the regular edition of the Editor and Publisher at all, but let us play it up in a way that we newspaper men would play up a new speaker—have our first page brim full of the things that we have talked about, and then have the details follow, so that a man could grasp on a first page or two the sense of this meeting, and he could follow out at his leisure the details bearing on the consummation of those plans."

"I have asked Mr. Young and three or four men here to say to me personally whether they will or will not help on this thing. I do not make an assessment. I think there are a few of us who will be willing to go down into our jeans to pay the cost of this thing that we have inaugurated here. Last night I asked Eddie Bode, for instance, while I was taking, not ginger ale but a nice Canadian highball, whether he, as a member of the Committee that assisted in preparing the standard of practice, might be called on for a reasonable sum, and Eddie said, 'Pop, what do you regard as a reasonable sum?' I replied, 'Any reasonable sum that gets us there.' He said, 'Well, I'll give you \$50.' How is that for Eddie?"

"That inspired me to say, 'Well, I am interested in this thing; I will give \$50.' Eddie led me to do it, you see. Now, we want to send out a complete publication, well edited, presenting our whole cause, inviting all to come with us—the good ones and the sinners—and there are more good ones than there are sinners; give them all a chance, and out of that will come something constructive."

"So far as I am able I am going to co-operate with you. There is a lot of work to be done. I am working hard but I am still anxious to do everything I can for newspapers. Now I would like to have the sense of the meeting on that. What do you think, Mr. Young? You are a good, wise, level-headed business man."

MR. YOUNG'S VIEWS.

MR. YOUNG: "I think the wise thing to do would be to have a regular issue of the publication, mailable by the pound, and in that way save postage. It would be a good idea for a publisher to take a certain number of copies of this and make his own distribution. I would like to have a couple of hundred to send to our leading advertisers at home. Advertisers will find that a publication like this will add immensely to their business, and they will all be glad to have it. It is a good speculation that we are engaged in to eliminate the advertisement that is not right. I think it would be a fine thing to 'Play it up,' as you say, not to make it too long; but I would always prefer to have a thing in the regular columns of a regular paper rather than in a supplement or an extra sheet."

THE CHAIRMAN: "This would be a regular edition, only it would be an extra edition of the Editor and Publisher."

MR. YOUNG: "I would like a couple of hundred copies sent to me by express and I will distribute them in my own way. If every publisher did that it would have a big effect. It is just as strong, just as good to reach the advertisers as it is to reach the general public. It is the general public that wants this thing done. We started out originally to publish a newspaper within the law, and we published newspapers within the law. Now we have a higher standard of ethics than the law requires; but that is not sufficient—we have to have a standard of ethics that we can endorse, and not ask very much about the law. I am in favor of this, and I will make my private arrangements for all the papers we can distribute with my friend, the publisher, here; and I think that would be a good way for every publisher to do."

JOUNCES PUBLICITY DEPARTMENT.

THE CHAIRMAN: "In addition to sending them to all the publishers?"

MR. YOUNG: "The publicity manager of this department has been deficient in his work, for it is the only department that has not had any publicity. The resolutions which some of us sweated over here the other day were, as we thought, worth the effort, but they are so much waste paper because they have not got into print at all."

THE CHAIRMAN: "They have in New York and in the States, but I am sorry to say the Canadian papers have not featured them."

MR. YOUNG: "It is our own loss. The way to get a thing in a paper is to write it out and hand it in to the lazy man who does the work. We have not

done that. I acquit the chairman, for he is the busiest man, but I want to make my arrangements here with the publisher for all that I can distribute and perhaps that will be several times 200. I am only a looker-on in my establishment; I am out for my health, not to work, so I have to go tender on these matters."

MR. BODE: "You have taken us to the dotted line, but not across; you have not stated what it would cost."

THE CHAIRMAN: "Mr. Brown told me this morning that we could send out 3,500 papers, which he thought would be enough, and I think so too, to cover all the daily publishers in United States and Canada and some of the foreign countries, and he approximated the cost of actual production. We want to give every publisher a complete, carefully-edited transcript of these proceedings for these three days, as marking the biggest step forward that the newspapers have taken."

WHAT IT WILL COST.

MR. YOUNG: "Mr. Brown thinks it can be done for \$250. I will be one of ten to make it up."

THE CHAIRMAN: "Thank you, sir. Now what do you think, gentlemen? Will you have a free discussion about that? What do you think, Mr. Findlay?"

MR. FINDLAY: "I was not in at the beginning of the discussion, unfortunately."

THE CHAIRMAN: "I will briefly state it over again. We have had here what we consider a very important session—the first real session of newspapers that we have had at any of our conventions—and there has been the finest kind of spirit of co-operation shown here. We have agreed upon a liberal platform for future work that will let every newspaper publisher get in under the banner and help in the work of the Associated Clubs through this department."

IMPORTANCE OF DEPARTMENT.

"In my judgment the Newspaper Department is the most important department of this whole organization; it represents the greatest force in the advertising world and if we can show the whole country that we are working hand-in-hand for the betterment of advertising, it is going to be a fine thing."

"We thought that it would be a good thing to take a special issue of THE EDITOR AND PUBLISHER, since it was offered by Mr. Brown, and concentrate in this one issue a transcript of the proceedings of these meetings that we have held here in Toronto, printing abstracts of the papers—and on the first two or three pages of the publication giving our message in concrete form to all publishers, inviting them to co-operate with us, and then send it to every publisher in the United States and Canada, and to several of the daily newspapers represented by the gentlemen who are here from England and New Zealand and other countries. Now, it is entirely a voluntary subscription."

MR. BROWN EXPLAINS POSITION.

J. W. BROWN, publisher of THE EDITOR AND PUBLISHER: "I would like to say that when it was suggested yesterday morning that it would be a good thing to have a complete publication of a transcript of all that has transpired at this meeting I immediately said to Mr. Freeman 'We will be delighted to perform this service for this section of the Associated Ad Clubs Convention, because we believe that you gentlemen have accomplished more real good than any other section of the Associated Advertising Clubs, and we will do that without any expense whatsoever to you gentlemen.' But Mr. Freeman said, 'No, that is not fair; we don't want you to do that.' I said, 'Well, we may be able to get some additional advertising on the strength of it, and in that way derive a profit from it,' but I added, 'As you well know, it is difficult to secure advertising on the strength of the record of an event that is past.'

"Now, gentlemen, I would prefer to shoulder all of the expenses in connection with this, and do it willingly, without any expense to you men. You all know that THE EDITOR AND PUBLISHER is dedicated to the cause of newspapers. You all know that for years we have

been fighting the battle of newspapers in the belief that ultimately you gentlemen would rally around the publication dedicated to the newspaper fraternity and the newspaper business, just as the Iron Age is a leader in Iron and Steel and the Dry Goods Economist in dry goods, and the Financial Age in finance."

"We will willingly do this without any subscriptions or contributions from any of you. We will be delighted to have a committee edit the copy, and we will send the publication to newspapers in Canada, in the United States, and in Great Britain, if you gentlemen see fit. Mr. Freeman's suggestion sprang out of his generous nature, and the accomplishments of this Convention are largely due to his liberal and generous manhood, as the results of your standard of practice adopted here are largely due to the broad platform he has enunciated, and the liberal spirit he has shown."

HARMONY INSTEAD OF DISCORD.

"On Monday morning I did not believe that it was possible for you gentlemen to get together as you have and to accomplish the good you have accomplished, and which you have only started. From the discussions at the first session on Tuesday morning I thought it would end up in a free-for-all fight. Instead of that you have established a church, a new religion; you have got a platform so broad that everyone of you publishers can get together on it. In the last analysis it all depends on local co-operation, upon the publishers in a community getting together. The publishers in Toronto and Pittsburg have been able to do that, but I submit to you that the great mass of publishers in Canada and the United States have not been able to get together in their individual communities. I believe that the plan that has been proposed by Mr. Freeman, which is his idea, giving this presentment to every publisher in every community, will enable all publishers to get together and will be the means of accomplishing a great good for newspapers and newspaper advertising."

CANADA'S PRACTICE STANDARD.

Mr. Findlay Says They Are Higher Than Those Adopted Here.

MR. FINDLAY: "I would like to mention the peculiar position of the newspapers in Canada in regard to this standard of practice. This body the other day adopted a standard, but we in the Canadian Press Association have already adopted a standard; that is, it has been adopted by our advertising committee and it is going to have the final O. K. put on it at a meeting of our advertising committee all of whom are in the city today, and the meeting takes place this afternoon. I do not think I need to be a prophet to say that the recommendation of that committee will go through the general association at our meeting a week or so hence, with practically no amendment."

WELL REPRESENTED.

"Now that standard of practice goes very much further than anything that has been adopted by this body today. So far as we are concerned in Canada, we have a representation of 93 daily papers, over 75 per cent. of which are members in our association, and receive our bulletins, our literature, our annual reports and everything else. While I do not wish to reflect in any manner, because I believe this body has gone a very long distance, you know we got into this organization a little bit earlier than you in the United States, before our conditions had got into the offensive state that yours are in. We started the organization earlier, therefore our organization has had it a little easier, and perhaps we have made it a little more perfect and comprehensive."

"We will send to all our members a standard of practice which goes a little further than the one adopted here, and it will be circulated among all newspapers. When I listened to the excellent addresses that were delivered I determined that on my return home I would run a series of them, not printing

them as the proceeding of this convention, not as news articles, but as advertising talks for the benefit of our readers along the advertising lines. I am going to print everything on an elevated, progressive, profitable character that is going to influence the business of our little paper."

"In regard to the offer made by the gentleman representing the trade paper I would say that it is a splendid offer, and I am sure the thanks of every newspaper and advertising manager is due the publisher. I am sure those offers are going to make the newspapers better, and in the largeness of their hearts they are going to give us a profit that we ought to pay for. Let us do as Senator Young says and give our prospective advertisers liberal supplies; let us buy them in 500 lots and mark the sections and paragraphs and articles that we think are good, and have them delivered by hand to the men we want to reach. I think we will do a great deal of good in that way."

MR. REARDON, president of the Denver Ad Club: "I have listened with a great deal of pleasure to this offer, and agree with Mr. Findlay that we should take advantage of it. I will be pleased to subscribe for 200 papers for the Colorado Editorial Association."

THE CHAIRMAN: "Gentlemen, I don't think you quite understand what I want to do. In the first place this Department of Newspapers is contemplating a permanent organization which will be accepted as a body by the National Commission representing the Associated Ad Clubs. The object of that National Commission is to enlist the support of every Department of advertising represented in this Convention, so that we, as a body of newspapers, shall contribute towards the permanent maintenance of the Clubs, giving it funds and co-operation so that it will be a self-sustaining institution that will not need, as in the past, to pass the hat and ask for help. We, as a body of advertising interests, if we are good business men, should not permit anything of that kind to happen. I am a representative on that National Commission in the Department of Retail Advertising, and had something to do with the formation of those principles that were unanimously adopted by the convention in Baltimore; and my thought was that we should send a strong presentation of our own case to the publishers throughout the United States and Canada and Kingdom, doing it in a way that no publication could afford to do as a news feature."

Here followed a brief discussion as to what the special edition of THE EDITOR AND PUBLISHER should contain.

HIGH STANDARD DESIRABLE.

All May Not Attain It at First, But May in Time.

THE CHAIRMAN: "We have not the slightest objection in regard to your standard of practice, Mr. Findlay, and it is a fine thing if the Canadian Press Association and the American Association will ultimately adopt a higher standard of practice than we have adopted today, but please remember this—that you are in the constructive period of your newspaper development and you want to do things well. For the good of newspapers generally, and for those who cannot quite live up to your standards or to the standards adopted here, let us be tolerant, let us be liberal. Let us say to those publishers, 'We are going to show you the way to make a better newspaper and to print cleaner and better advertising.' So that even although a fellow is opening his columns to advertising that some of us know should not be printed, let us point out to him how he can improve his paper by eliminating it and so on."

"If you have a higher standard of practice than we have, we will be glad to read it and would be glad to come up to it if we can, just as fast as we can. I have got some high ideals myself, but if my ideals about newspaper advertising were to be put into effect im-

mediately; if I were not reaching out for the years hence, I don't know what would happen to the advertising business; I couldn't hold a job on a newspaper. There would not be a newspaper big enough to pay me the money I required. (Laughter.) Yet all of us should do his part in helping to improve the newspapers in his own community, all of us operating under a standard of practice which may not be as strong as it ought to be, but is still strong enough to admit you into the church.

"Then by association the fellows who are a little bit better, a little bit stronger than the weaker ones, can pull the weaker ones up to our standard. I think that is the most liberal platform to stand on, and, in my judgment, we will get further by being a little more liberal at the start than we have been." (Applause.)

RESENTS ATTACKS ON PAPERS.

Mr. Freeman Wants to See Co-operation Among Publishers for the Good of All.

"Another thing that I am opposed to in these Convention proceedings is to permit, ad libitum, special orators specially designed for no other purpose in God's world, to assail the newspaper; and as a member of this association I do not propose to stand for it. We are on our way just as fast as anybody. My business is just as constructive as any other business in the world, and in my judgment more so, because we reach and influence the greatest number of people. And even though our advertising columns may not be what we think they ought to be, we are the greatest educators of the modern world; and I do not propose to let any other department put it over on us. (Hear, Hear.)

COMMISSION MUST APPROVE.

"This special edition has got to go out, mind you, with the approval of the National Commission, because the other day we adopted a constitution and by-laws that clearly define the duties of that commission, which is a de facto commission for the present; and through the membership of that commission representing Newspapers we want its co-operation and its endorsement of this plan, because, by the time the next National Convention meets we ought to be able to show a decided, definite action on our part, leading up to the high standards that the Associated Clubs have adopted. I think there is just as great a measure of intelligence in our ranks as in any other of the ranks of advertising. While I live I want to see the most intense co-operation amongst all the newspapers for the good of that class.

"I know, in my own experience, that if we were to take some of the advertisers in New York City by the nape of the neck and say, 'John Jones, you are a damn fraud, and I am not going to permit you to come into my columns,' we would kill him absolutely; the newspapers could kill him in a minute if they wanted to; but is it not better for the business community to take that man, who perhaps has been following a bad custom, and lead him gently into the paths of right-doing rather than kill him?

MUST DO OWN EDUCATING.

"Now, we have got to do our own educating. The publishers are not as rotten as they are said to be, not by a jug-full. I take notice that in every community the newspaper publisher as a rule, is a man of affairs, a man who is looked up to by the members of his community as a reliable, substantial citizen, and most of the people will not accuse him of being a renegade. He is certainly interested in the constructive development of his community. He wants to do right and will do it if you help him, but, being a human like the rest of us he cannot do it if you hit him over the head with a club. Let any man come and hit me and tell me what I ought to do, and I will punch him in the jaw. (Laughter.)

"Let us take into consideration our weakness and our strength, and harmon-

ize all the human elements in us, and be human, and do this thing right, even if we have not reached the high standards that are exacted of us. We want Mr. Lawson with us, don't we? We want General Taylor. We want all the big, successful publishers. We want Mr. Hearst if we can get him. They will all assist us in the end, just as surely as the sun rises. Let us enlist them in the cause, and let us make our propaganda as strong as possible.

"I want to take the fine speech made here the other day by ex-Senator Young, who is a representative publisher, and who admits, as we all do, that up to certain periods in our careers as advertising men and as publishers we were accepting advertising that we did not care or think much about. When Mr. Young gets up here, fine man and frank man that he is, and says, 'When we came to realize what this thing meant to our community, to our readers, to my paper, I immediately standardized my own columns,' he tells of something that is within the province of every publisher.

"Mr. Young did not get up here and say, 'My neighbor is crooked.' He didn't get up and say that all publishers who did not live up to his standard were crooks. He is more liberal than that; so am I. The point about it all is to get together and to form a permanent organization of this newspaper division which will be a credit not only to the newspaper profession, but will be a big factor in the continuation of the splendid work of the Associated Clubs."

PUBLICITY PLAN ADOPTED.

Committee to Take Care of Details of Publication.

MR. BODE: "I move you that this matter of publicity and the mailing of same be referred to a committee of which Mr. Freeman he made chairman, consisting of our New York members, as they are nearer at hand and can handle the situation to better advantage; and that they devise ways and means of sending out our propaganda to the publishers; and if it should become necessary to send for the funds to pay for this, that a letter be sent to those who, in the opinion of the committee, will be responsible."

MR. GILMAN seconded the motion. MR. BONABAR: "I suggest that a special extra be printed containing all the proceedings here; that it be sent to everybody, and that the editors do the best they can in their own way. This should be official from this committee, and I would make an appeal for funds with a coupon to be signed and returned."

RAISING THE MONEY.

THE CHAIRMAN: "We cannot do that. I have tried that plan in connection with golf tournaments but there was nothing doing. We have \$125, here now. Mr. Young is willing to give \$25; Eddie Bodie is willing to give \$50; I am willing to give \$50; Mr. Shuman will give me something; and I am sure others will. If we did it as suggested and sent it to a job printer it would cost a great deal more than my plan."

Mr. Bode's motion for a committee was put and carried unanimously.

THE CHAIRMAN: "Answering your question, Mr. Bonabar, most of this message to the Clubs is of a nature more or less personal that I don't think I would print as a newspaper publication if I were editing THE EDITOR AND PUBLISHER. I want a specific thing that bears on this one particular thing, the cause of the organization that we have in contemplation, and I want to do it so well, and in an advertising way, too, that it is going to get under the ribs of those publishers and make them understand that we are with them and we want them with us.

CHAIRMAN GINGERED UP.

"Now I am perfectly willing to assume the getting of funds for that particular print, and if you have confidence in me, and I think it will be done in a way that you will all appreciate, and that you will be as proud as I am of having been here. This convention has added

at least five years of ginger to my life, and it will give me greater encouragement to fight for the cause that I believe in so intensely—the power of the daily newspaper as an advertising medium."

A DELEGATE moved that a group photograph of the newspaper section be included in this special message.

THE CHAIRMAN: "I won't entertain a motion of that kind, simply because newspaper men shy at printing their own pictures. (Laughter.) This section might have a photograph taken for private use, but it wouldn't do to have it printed, for, by general report, this section is the best looking crowd now in Toronto, and it would not do to show its superiority over the other departments in a public way. (Laughter.) Now that this committee is appointed, Mr. Stewart and the committee appointed the other day to prepare the summary, is relieved from service. It seems to me very important that we ought to make our own message. Are you going to be in New York this week, Senator Young?"

SENATOR YOUNG: "No."
THE CHAIRMAN: "Have you confidence enough in me to believe that it will be right?"

SENATOR YOUNG: "It will be right."

THE CHAIRMAN: "I hope it will be a credit to us all, and, although I am pretty tired, I am willing to work another twenty-four hours on this. We propose to take all the material and condense it into one big message, destroying no part that is worth while, so that delegates will be very glad to distribute the message in their community. 'My judgment is that this presentment should be sent to all publishers of daily newspapers printed in English and to all so-called large and general advertisers and advertising agents; and, if there be no objection, that is the plan we will follow. If I am any judge of advertising matter, believe me, this message will make the hair of the publishers curl; and don't you forget it.' (Laughter and applause.)

JOE CHAPPLE'S ADDRESS.

Boston Editor Explains Where the Editorial "We" Came From.

JOE CHAPPEL: "I have been connected with magazine and other departments, but having started in a small way as a newspaper publisher, I want to verify what everybody else has said, that this has been one of the most intensely interesting departments that I have visited. What has impressed me is that the newspapers, which are the real car-buretors, as they started the generating forces at Boston and Dallas and Baltimore, and are entitled to most of the glory of this achievement, have been very modest. They have opened their columns and given a welcome to every department, and now you begin to realize that there is something due to yourselves. The one department that will stand out in these deliberations will be this department. The editorial 'We' of the newspaper was inherited from 'We, the people'—that is where we got it, where it was transmuted into very law; and the life of the people is so directly in touch with the newspaper that the idea of a new sidewalk or a new cemetery in a country town is not a public issue until it is in a newspaper; then the subscriptions to the 4th of July Celebration follow as a natural sequence.

POSITION OF THE NEWSPAPER.

"Hence, you see the newspaper every day; it is the breath and the life of the peoples activity; and when the newspapers get busy on this proposition it is going to have a tremendous force. The editor and publisher of a newspaper is a dual personality. What he would think of, as an editor, he does as an individual, and an individual as an editor. He goes into the every day life and activities of his country. A newspaper is like a Gatling gun, and it seems to me the Newspaper Department of this great aggregation is the great infantry that marches forward and not only takes a position but holds it. The great thing in all these big

movements is to hold a position. We can do things with enthusiasm of a great convention, but when we get home to do the propaganda work we find that is not altogether so inspiring to ourselves.

"I glory in the fact that whatever distinction may come to me I am a newspaper man; that I know the whole of the traditions of a business that comes close to the hearth-stone with births, and christenings, and marriages and funerals. What else is there to life? Every phase of life is touched; and when we find, as we will shortly, the work of this Convention going on, as achieved here with 'Pop' on the throne, I think you will have reason to have memories of Toronto that will increase in interest when we think of the wide area covered by the newspapers that have been represented here.

EXTENT OF CONVENTION PUBLICITY.

"But that is not all; it is just as 'Pop' said—we don't realize the publicity of this convention that is going on all the time. This morning I received a Boston paper with a column and a half about the Toronto convention. I tell you the success or failure of the Advertising Clubs of the World, which was christened here on the banks of Old Ontario will go down in history, because this is inter-related with public life itself. It is more than a mere business economic proposition. It has transcended all those boundaries, and it is especially gratifying to me to realize that I am a newspaper man.

"I hope to live and die with the newspaper instinct, just as it was started with the impulse to get into sympathetic touch with the people, for 'We, the people' was the phrase from which came the traditional editorial 'We,' and ever since moveable types have moved, the message of the newspaper has been the one thing that has encompassed all the horizon. Why, no individual in human form has ever outlived the instinct to look twice into a newspaper to see his name, especially if it is favorable, and he will look three times in a mass of one thousand pictures to find his head.

BENEFITS OF ASSOCIATION.

"When you return home and reflect over this Convention and think of the pleasant friendships you have made, and of this meeting in this little corner with all the rattling of the artillery of oratory that has gone on all around these grounds, and all the other things that have come incidentally to this great association, I think you will feel prouder than ever that you are just a plain, good newspaper man, and have a function, and feel that your vocation is, after all realized in pushing forward this message that has been sent out. I am sure you have no idea what the publication of this plan you have adopted will do. It is not only going out to the publishers and the advertisers, but it is going to be on the tables of the people, for we get right back again to the proposition—'We, the people' and 'We, the editors,' and God bless the whole area and every recruit to the 'We-dom' of the editorial and newspaper fraternity." (Loud applause.)

BELIEVES IN CLEANING UP.

Mr. Chamberlain Thinks That Common Sense Should Be Used.

THE CHAIRMAN: "If there is any honor conferred on anybody in the Executive Committee of the Associated Clubs besides work, then the premier honor is given to the representative of the newspapers, because our fellow-member, Mr. A. E. Chamberlain, of Chicago, was elected for a three year term. (Applause.) I got off the Executive Committee because whatever is left to me of life and energy and brains is going to be devoted to this end of advertising newspapers. Since we represent the biggest end of it I am going to do all I can for it, and Mr. Chamberlain will be on the Executive Committee to represent us. Having sat with him on that committee for a year I know what is in his mind and in his heart, and we have a very able and intense

man at the helm for us there. I want to introduce him now."

A. E. CHAMBERLAIN: "I am not in the habit of making speeches, but I would like to say just one thing that among the newspapers and publishers I want to see consistency. We have heard a great deal of blood and thunder on the advertising carried by various newspapers. I think, in all fairness, that talks of that kind should be confined within the walls of this department. I do not believe it is going to do any good to the purpose for which we are organized to have any such open talks made before mixed congregations of ladies and gentlemen."

"I am for cleaning up, but I do not think we ought to attack any particular line of advertising in the cleaning up process. I believe there are proprietary medicines that are just as clean and wholesome, and just as well deserving of being advertised in the columns of a newspaper as any other line of business carried, provided the copy is clean and the illustrations not objectionable. But I have noticed that those same newspapers limit such advertisements placed through foreign representatives, yet where they have a contract with a large department store in their own town calling for 50,000 or 100,000 lines of advertising they admit to their columns advertising that they excluded from the special representative in the foreign field, and at a cut rate."

"This is just a sort of informal gathering, and it is certainly embarrassing to me at this time to say anything to you about consistency, but I would like to see it carried out. Consistency is said to be a jewel, and I would like to see all the publishers wear it." (Applause.)

On the suggestion of Mr. Chamberlain, who was acting as treasurer of the fund for the payment of the report, the balance of \$15 required to make up the full amount was quickly subscribed.

FREE AD FOR HAWKINS.

Chairman Said He Couldn't Help Praising His Book.

THE CHAIRMAN: "I want to say to you, gentlemen, that Mr. Bengough, the official stenographer, has done his work exceptionally well. I have had an opportunity to read over about 30 or 40 pages of his transcript this morning, and it is very intelligently done. He has made some of us use grammar when we didn't use it. (Laughter.) One of the greatest newspaper advertisers is Harry Hawkins, of the N. K. Fairbank Company, Chicago. Incidentally, he is one of the best horses at work in the advertising field, and an exceptionally intelligent, high-class man. He recently constructed a book that is not a theory on advertising, but is from cover to cover full of ideas that we newspaper men want in our work. I have been an advertising man for 29 years, and I thought I knew something about it, and I thought I had a pretty general idea of what Harry was doing; but in that book he has got one of the finest things I have ever seen. He has illustrations of all kinds of advertisements that will help local advertisers. He shows the kind of copy to use, and altogether, it is one of the best of all the books I have ever seen on that subject, because it is practical, and there is nothing theoretical about it. I am not here to sell his book, but if you want something that is worth while I would recommend that you write to Brother Hawkins at Chicago, care of the N. K. Fairbank Company, and look at it."

"Just before I left New York I gave him some publicity that he couldn't buy; gave him an advertising talk telling why this book justified the co-operation of those of us in the business who assumed to be intelligent and constructive. I just want to pay that tribute to my friend Hawkins. I don't want any subscriptions from you at all, neither does he, but it is just a tribute from one advertising man to another, that other being one of the most constructive forces in our field. This is the closing meeting of this section."

SENATOR YOUNG: "I want to make a motion. I move that the most hearty thanks of this branch of the newspaper world be given to our friend Mr. Freeman for his capable, persistent and very thorough method of keeping matters before the meeting, and of conducting the business."

MR. BODE: "I second that motion, and I wish to emphasize it by saying that Mr. Freeman has given us very enthusiastic work and perfectly fair administration."

YOUNG'S ADVICE TO A YOUTH.

Tells How Advertising Will Give Him All the Scope He Wants.

SENATOR YOUNG: "I will put that in my motion." (The motion was then put by the Senator, and carried amid applause.) Senator Young continued: "It has been a great privilege to me to be with advertising men. Advertising has grown so great, and has become so important a part of life in the American world that in recent years it has attracted the most ambitious and capable young men, men of education, of aspiration, of ambition, that have gone into the advertising world of business."

"A young newspaper man was bewailing his fate to me the other day, saying that he felt genius burning within him; he had language that would pass at 90 in the shade at El Paso; he had, as he thought, the divine afflatus in the soul about the size of a yearling calf, and he felt that in the advertising department he was bottled up, his genius was not getting scope, his wings were not being put to the test. He wanted to get into the repertorial or editorial department. I said to him:

"Young man, you are in the department that makes a newspaper possible, and while there is a certain amount you might get as a reporter, you would never get above that, but as an advertising genius we have illustrations of the fact that there is no limit to what they can receive in compensation for their services." I said, "My boy, you stay where you are; you allow them to kick you downstairs, and immediately go up again and be kicked down again, and you follow the advertising game, and you will get to the front finally, if you have capacity."

"There is no greater scope for young men of genius and brains than publicity, and I am most pleasantly aware of the fact that the majority of the men who have been in this meeting have been young men full of aspiration and high hopes and correct ethics. Of course I have been in all departments of a newspaper. I ran a one-man newspaper and a two-man newspaper; I have been in all parts of a newspaper; I have been kicked upstairs and down and finally landed in the United States Senate, where the downward kick was probably applied—(laughter)—but even that didn't do any harm."

"I never was anything else but an advertising man and a newspaper man; and I know it is the most enjoyable business there is in the world, and full of more satisfaction. You know, two-thirds of the human race want to be told what to do. Women want to be told what to buy; a man wants to be told what to smoke; he does not want to think—he wants somebody else to do the thinking while he does the buying. He wants to know the hat to buy without asking anybody else or taking anybody else with him to the store to pick it out, and therefore he buys a standardized, established, advertised hat."

"Hence, the man who tells people what to buy is moulding the lives of human beings. Finally he tells them what to eat. There was a time when we had twenty-eight breakfast food companies organized in Battle Creek, in one day to tell people what to eat. Then, if you will give the advertising genius the proper amount of money, he will make onions an acceptable breakfast food—(great laughter)—he will make them believe onions smell good—(laughter); I know Freeman can do it—I have read his breezes. (Great laughter.)"

"It is a great work this advertising;

it is getting better all the time, and cleaner. We are worrying about this rule that naturally comes in with the work of the magazine and the newspaper. All the newspapers have been within the law, but not within the standard that we are now putting up. I want to say how much I have enjoyed this city. I have been in the newspaper work since the only advertisement was Humboldt's Buchu, followed by Hostetter's Bitters and everything else—set it up at the beginning of the year and run it without change. (Laughter.)

"Now advertising has progressed to be really an art. Talk about the editor; why, the editor hasn't half the influence in his own newspaper that the man who represents the advertising. He moulds things, moulds the mind, sets the fashion, tells the school boy what to wear when he goes to school and how to carry his books; he buys everything, and we know that an advertisement does not need to be as big as a barn door if it has that indefinable thing that is called genius or inspiration."

"One man can write an advertisement that inspires another advertisement; another writes one that is dead; and you tell me why, will you? That marks the difference between failure and success, and as we are all anxious for success Bob Burdette describes a newspaper and says:—

"Man's a vapor, full of woes,
Starts a paper, up he goes;
Finds a pen he cannot wield,
Enters then the lecture field;
For a time they rant and spout,
Writes a book, and peters out."
(Loud and continuous laughter.)

A DELEGATE: "Let's make that '30'; it's the end of the string."

WIND-UP OF CONFERENCE.

Sessions Come to an End at Noon on Thursday.

THE CHAIRMAN: "I think I voice the sentiment of this Association, Mr. Young, when I tell you that for a sick man who came here with instructions not to participate, you have been one of the greatest inspirations to the whole meeting. (Applause and Laughter.) On behalf of the crowd I thank you. (Applause.) If I could write advertising talks that were as inspiring as your impromptu talks while you are on your feet, I would be a wizard. (Laughter.) For an editor and publisher who has gone from the ranks of the advertising department—and that is where most of them ought to come from—you take the cake. (Renewed laughter.)"

"I am mighty glad to have been here with you and come in personal contact with you. This is no reflection on any of the rest, but I think they will all agree—won't you, boys?—that the Premier sits there in front. (Applause, laughter, and a voice—"We will.") Now we will adjourn, and I will entertain a motion to that effect. I hope all of us will be at the next convention city, which is said to be Chicago, and by that time, God being willing, we will have formed as constructive an organization as ever went before the public for the development of better advertising. I thank you all for your attendance and attention."

A motion to adjourn was then put and carried, and the conference closed at 12 o'clock.

STANDARDIZING IN CANADA.

(Continued from page 61.)

lists, one adopted by the executive committee of the association, and the other, a smaller list, adopted by the daily section. Among these five lists there were many points of difference. This was confusing alike to the advertising agencies and to the newspapers. Moreover, it militated against confidence in, or adherence to, any one list and made very difficult, if not impossible, any effective constructive work in the direction of improving and safeguarding the relations between Canadian newspapers

and Canadian advertising agencies and standardizing Canadian newspaper practice in relation to advertising.

Prior to this time several members of the Canadian Press Association had caught the vision of a truly national organization of newspapers and newspaper men through which the work of the various press associations throughout Canada could be co-ordinated and extended. Negotiations were opened with other associations looking to the formation of a Dominion Press Council composed of representatives from each association and equipped with a central office and paid secretary and office staff. There was some delay in these negotiations, and the Canadian Press Association at their annual meeting three years ago decided to take the initiative in the matter by reorganizing its own body on a business basis.

A central office was opened in Toronto and a permanent secretary was employed to devote one-half of his time to the work of the association. At the same time it was decided to take the first step in standardizing the recognition of advertising agencies by delegating to an advertising committee, representing the various classes of newspapers in the membership of the Canadian Press Association, the power to grant and withhold recognition in the name of the association.

NATIONAL ORGANIZATION REALIZED.

This action of the Canadian Press Association at their annual meeting three years ago marked the beginning of the development to which reference was made in the opening sentence of this paper. Since then the vision of a truly national organization of newspapers and newspaper men has been realized. The four interprovincial press associations that had a separate and distinct existence three years ago have been merged into a reorganized and much more efficient Canadian Press Association with five territorial divisions through which local work is done. Instead of five standards for the recognition of advertising agencies there is now only one, and there is only one list of recognized agencies instead of five. This list is adhered to by practically all the newspapers represented in the membership of the association, which comprises 73 per cent. of the daily newspapers in Canada, 50 per cent. of the country weeklies, and almost all of the magazines and periodicals.

SECTIONAL MEETINGS HELD.

Every class of publication has its own section and section meetings through which the problems peculiar to its class are handled, but all classes unite in giving effect to the general work of the association. The membership fees have been increased from a nominal fee of \$2.00 a year three years ago, to a sliding scale ranging up to \$120 a year in the case of daily newspapers published in the larger cities. The numerical strength of the association has increased from less than four hundred members three years ago to approximately seven hundred and fifty members today.

CIRCULATION STANDARDS.

The standardizing of circulation record and statement forms is another important matter that has been receiving the attention of the C. P. A. The executive committee of the association will present to the annual meeting next month a draft of proposed C. P. A. standard circulation record and statement forms. If these forms are adopted as standards the majority of the newspapers of Canada will commence in the near future to use the same forms for recording circulation and for giving statements of circulation to advertising agencies and direct advertisers. This will involve the use of a uniform method of dividing total circulation among the various classes of circulation and will greatly facilitate the comparison of the circulation statements of various newspapers. It will be of great advantage to advertising agencies and direct advertisers as well as to the newspapers themselves.

NEW CONSTITUTION AND BY-LAWS OF THE A. A. C. W.

Adopted at the Toronto Convention, June 22, 1914

ARTICLE I.

NAME.

SECTION 1. This organization shall be known as Associated Advertising Clubs of the World, and shall be incorporated with power to make and amend its own constitution.

ARTICLE II.

OBJECT.

SECTION 1. The object of this association shall be to amalgamate advertising organizations into a central body for the purpose of furthering the best interests of advertising.

ARTICLE III.

SPHERE.

SECTION 1. The sphere of activity of this organization shall be national and international.

ARTICLE IV.

MEMBERSHIP.

SECTION 1. This association shall consist of:

- (a) Duly organized advertising clubs.
- (b) Departmental advertising organizations.

SEC. 2. Any advertising club may make application for membership to this association, and may become affiliated by the Executive Committee.

SEC. 3. Departmental organizations representing specific interests of advertising may, upon the recommendation of the National Commission, be affiliated with this association, but only one such department representing an identical interest shall be affiliated.

ARTICLE V.

OFFICERS.

SECTION 1. The elective officers of this association shall be president, vice-president and a secretary-treasurer, all to be elected by ballot at the annual meeting of the association. A majority of the vote cast shall elect. The terms of office shall be for one (1) year and until their successors are elected and qualified.

ARTICLE VI.

SECTION 1. There shall be an Executive Committee elected from the membership of the association and composed of fifteen (15) regular members as follows:

- (a) The president, the vice-president and the secretary-treasurer.
- (b) Four members to be elected for a term of one year each by ballot of the accredited delegates at each annual meeting of the association.
- (c) One member to be elected for a term of three years by ballot of the accredited delegates at each annual meeting of the association.
- (d) Five members to be elected for a term of one year each by the National Commission at the time of each annual meeting of the association.
- (e) The Executive Committeemen at large heretofore elected for terms of two and three years respectively, and now in office, shall hold over until their full respective terms are completed.

SEC. 2. The Executive Committeemen shall be so chosen that each of the following geographical sections shall be represented:

- (a) The Eastern Section shall include the States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Delaware, New Jersey.
- (b) The Central Section shall include all of the States of Ohio, Indiana, Michigan, Illinois and Wisconsin.
- (c) The Southeastern Section shall include all of the States of Maryland, Delaware, Virginia, West Virginia, Kentucky, Tennessee, North and South Carolina, Georgia, Alabama, Mississippi and Florida.
- (d) The Southwestern Section shall include all of the States of Missouri, Kansas, Arkansas, Oklahoma, Texas, Louisiana, Colorado and New Mexico.

(e) The Northwestern Section shall include all of the States of Minnesota, Iowa, Nebraska, North and South Dakota, Wyoming, Montana and Idaho.

(f) The Pacific Coast Advertising Men's Association—Pacific Coast Section, shall include all of the States of Washington, Oregon, California, Arizona, Utah and Hawaii and the Philippines.

(g) The Canadian Section shall include all of the Dominion of Canada.

SEC. 3. Each retiring president shall be ex-officio member of the executive committee, and shall hold that office until superseded by the next succeeding ex-president.

SEC. 4. The executive committee shall have power to fill any vacancy occurring in its own membership.

ARTICLE VII.

NATIONAL COMMISSION.

SECTION 1. There shall be a National Commission composed of three delegates elected annually by ballot from each affiliated departmental organization, said election to be held at the time of the annual meeting of the association.

SEC. 2. Until the members of the National Commission shall have been duly elected in the manner herein provided, the organization created at the 1913 annual meeting of this association held at Baltimore, known as the "Conference of Committees," and composed of thirty-nine representatives, three from each of the thirteen departments of advertising there represented, shall be substituted for the National Commission, and shall have all the duties and authority thereof. Upon the organization and affiliation of any departmental organization represented in the Conference of Committees and the election of delegates to the National Commission therefrom, these delegates so elected shall immediately supersede the members of the Conference of Committees representing such departmental interest.

ARTICLE VIII.

NOMINATION BOARD.

SECTION 1. There shall be a nomination board consisting of the president of each affiliated club of the association (not including the departmental organization) or an appointee by the said president from the regular membership of the club, said appointment to be made in writing, signed by the president and secretary of the affiliated club, and delivered to the secretary of the association when the annual meeting of the association convenes.

ARTICLE IX.

DUTIES OF PRESIDENT.

SECTION 1. The president shall preside at all meetings of the association and of the Executive Committee. He shall be a member of the nominating board and shall preside at its meetings. He shall appoint such committees as may be necessary, in the judgment of the Executive Committee, to assist the officers in the performances of their duties, and carry out the requirements of the constitution and by-laws. The president shall be allowed such necessary expenses, incurred in the interest of the association, as may be authorized by the Executive Committee.

ARTICLE X.

DUTIES OF VICE-PRESIDENT.

SECTION 1. In the event of death, illness, disability, or inability of the president to act, the vice-president shall act as president until his successor shall be elected and qualified, or until the disability of the president is removed.

ARTICLE XI.

DUTIES OF THE SECRETARY-TREASURER.

SECTION 1. The duties of the secretary-treasurer shall be to keep all records of the association, collect all dues and accounts. He shall manage Associated Advertising and attend to the

duties involved in its publication and distribution. He shall call the roll of members, and note those present. He shall keep records of the proceedings of each meeting, and as soon as possible thereafter, he shall prepare and distribute reports of the proceedings and carry out any other plans or instructions that the Executive Committee may order.

SEC. 2. The secretary-treasurer shall notify each club of the time and place of every meeting of the association, at least one (1) month prior to such meeting. He shall issue all official notices of action taken at annual meetings, at Executive Committee meetings and meetings of Nomination Board, as instructed by the Executive Committee. He shall have charge of all registrations at the annual meetings of the association.

SEC. 3. The secretary-treasurer shall be allowed actual operating expenses of his office, including stenographers, clerk, hire, supplies and his expenses in attending meetings of the association, when authorized by the Executive Committee, and may, in the discretion of the Executive Committee, be allowed a fixed salary.

SEC. 4. The secretary-treasurer shall be secretary also of the Nomination Board and of the Executive Committee.

SEC. 5. The secretary-treasurer shall receive and have charge of all moneys and funds of the association and pay the same out only on voucher signed by the president.

SEC. 6. At each meeting of the association or Executive Committee, the secretary-treasurer shall present an accurate itemized account of receipts and disbursements to the first day of the month preceding the meeting and report the balance of funds on hand.

SEC. 7. The secretary-treasurer shall furnish bond in such amount as may be required by the Executive Committee, said bond to be approved by the Executive Committee and paid for by the association, and shall deposit the funds of the association in banks or other places of deposit approved by the Executive Committee.

ARTICLE XII.

FUNCTIONS AND DUTIES OF THE EXECUTIVE COMMITTEE.

SECTION 1. The Executive Committee shall have full charge of all affairs and authorize all expenditures of the association during its term of office and until its successors are elected and qualified.

SEC. 2. The regular annual meeting of the Executive Committee shall be held on the first or second day preceding the annual meeting of the association, and in the city or town of the annual meeting.

SEC. 3. Special meetings of the Executive Committee may, by due notice, be called at any time and place by the president or by written request of five members of the Executive Committee, the notice stating the purpose of the meeting, and no business not mentioned in the notice shall be acted upon at such special meeting.

SEC. 4. Eight members of the Executive Committee shall constitute a quorum for the transaction of business, and a majority vote taken by mail or otherwise shall decide all questions. Each member of the Executive Committee is entitled to one vote. The members of the Executive Committee may act without being present at a meeting; provided, however, that in such case no less than eight members concur in writing to any proposed action.

SEC. 5. Notice of meetings of the Executive Committee must be sent to each member of the committee by the secretary at least ten (10) days prior to such meetings, but any member may, in writing, waive notice.

SEC. 6. Railroad fares and expenses of members of the Executive Commit-

tee in attendance at committee meetings, except at annual meetings, may be paid by the association.

ARTICLE XIII.

FUNCTIONS AND DUTIES OF DEPARTMENTAL ORGANIZATIONS.

SECTION 1. The functions and duties of the departmental organizations may be such as their constitution and by-laws designate, except as herein otherwise provided.

ARTICLE XIV.

FUNCTIONS AND DUTIES OF THE NATIONAL COMMISSION.

SECTION 1. The National Commission shall be a congress representing the allied interests of the departmental organizations and may assume such duties, and exercise such authority as will not conflict with the duties and authority of the Executive Committee or the purpose of the association.

SEC. 2. It shall elect by ballot from its membership at the time of each annual meeting of the association, and for a term of one year each, five members of the Executive Committee.

ARTICLE XV.

FUNCTIONS AND DUTIES OF THE NOMINATION BOARD.

SECTION 1. It shall be the duty of the Nomination Board to nominate annually at the national convention from the members of the association five (5) Executive Committeemen, four of whom shall be nominated for a term of one (1) year and one of whom shall be nominated for a term of three (3) years. This provision shall, however, not preclude nominations for these Executive Committeemen by delegates from the floor.

ARTICLE XVI.

INDIVIDUAL MEMBERSHIPS.

SECTION 1. Qualifications and limitations governing individual memberships in affiliated clubs (except in the departmental organizations) may be such as the Executive Committee may from time to time determine.

SEC. 2. Qualifications and limitations governing individual memberships in the departmental organizations may be such as these organizations themselves respectively establish, except that these qualifications and limitations must in every case first receive the approval of the National Commission and the Executive Committee.

SEC. 3. Any member of any affiliated departmental organization shall be eligible for election as a delegate to the National Commission.

ARTICLE XVII.

REPRESENTATION.

SECTION 1. Each affiliated club (except the departmental organizations) shall be entitled to delegates at the annual meeting of this association as follows, and each such delegate shall be either a buyer or seller of advertising, or an advertising writer, or artist, or connected with a business or publication which buys or sells advertising or advertising service:

- (a) Two delegates for the first ten members or less, and one for each succeeding twenty members, and in addition, one delegate-at-large who shall be entitled to cast two votes for the first ten members of his club, and one vote for each additional twenty members belonging to such club. Should any club fail to send its full quota of delegates to any annual meeting, its attending delegates shall be entitled to cast no more than one vote each; but the delegate-at-large shall, nevertheless, be entitled to vote as herein above provided.
- (b) The officers of the national association, with the members of the Executive Committee and members of the National Commission, and the chairman of the standing committees present at the annual meeting, shall be entitled to one vote each. It is under-

stood, however, that in case any such person is an accredited delegate from an affiliated club, his vote shall be cast with that of his regular club delegation, and not otherwise.

SEC. 2. Except as hereinbefore specifically provided in Sub-section A of this article, no person shall be entitled to more than one vote.

ARTICLE XVIII.

DUES.

SECTION 1. The dues for each member of each affiliated club (except the departmental organizations) for membership in the Associated Advertising Clubs of the World shall be \$1 per year, which shall cover also a subscription to Associated Advertising, the official organ of the association.

SEC. 2. On the first day of January, April, July and October of each year, the treasurer of each affiliated club shall in advance remit to the secretary-treasurer of the association the quarterly dues for the total membership of his club at that date.

SEC. 3. Any club failing to pay the quarterly amount due to the association from its members within three (3) months after the same shall have become payable, shall, after notification of ten (10) days, be suspended from all rights and privileges of the association, and after such suspension may be expelled if the Executive Committee deems best. Upon payment of the dues, the delinquent club may be reinstated at the discretion of the Executive Committee.

SEC. 4. Such a portion of the membership dues collected by the departmental organizations shall be set aside for the use and purposes of this association as may be determined in conference between the departmental organizations respectively, or their accredited representatives, and the Executive Committee of this association.

ARTICLE XIX.

ANNUAL MEETINGS.

SECTION 1. During each annual meeting of this association the place of the next annual meeting shall be determined and announced by the Nomination Board, and said election shall be subject to confirmation by the association in session.

SEC. 2. The date of each regular annual meeting shall be determined by the Executive Committee and announced to the secretary-treasurer at least three months prior to such meeting.

SEC. 3. All members of the association, and all visitors at the annual meeting (except only members of the club entertaining the meeting and such other exceptions as the Executive Committee may authorize) shall be charged a registration fee of two dollars and fifty cents (\$2.50), which shall be collected by the secretary-treasurer and belong to the national association, and no association badges or tickets of entertainment shall be furnished to those not having registered in person. Members of the club entertaining the meeting may register without charge.

ARTICLE XX.

CREDENTIALS.

SECTION 1. No delegate from any club shall be entitled to vote at the annual meeting without first being registered and having his credentials approved by the committee on credentials.

ARTICLE XXI.

QUORUM.

SECTION 1. At any meeting of this association accredited delegates from twenty-five or more clubs shall constitute a quorum.

SEC. 2. All motions or resolutions to prevail must receive a majority of the votes cast unless otherwise provided for.

ARTICLE XXII.

HEADQUARTERS.

SECTION 1. The executive offices and headquarters of this association shall be located in such place or places as the Executive Committee may direct.

ARTICLE XXIII.

OFFICIAL ORGAN.

SECTION 1. The association shall publish from the secretary-treasurer's office, Associated Advertising, which shall be the official organ of the association.

SEC. 2. The subscription price of Associated Advertising shall be \$1 per year. To members in good standing, it shall be fifty cents (50c) per year, or such other price as the Executive Committee may determine and limited to one subscription to each member.

ARTICLE XXIV.

LEGAL ENTITY.

SECTION 1. The officers and members of the Executive Committee, and the successors of the officers and members of the Executive Committee, shall constitute the corporation.

ARTICLE XXV.

SEAL AND EMBLEM.

SECTION 1. The seal and emblem of this association shall consist of a suitable design to be decided upon by the Executive Committee, and shall be used only under the specific direction and authority of the Executive Committee.

ARTICLE XXVI.

AMENDMENTS.

SECTION 1. Any or all of these articles may be amended at any regular meeting of the association by two-thirds vote of all delegates present and voting, provided such amendment has been presented to the Executive Committee, in writing, one day previous to consideration by the association.

CLEAN PAGES BEST POLICY.

(Continued from page 62.)

"The manufacturer of a newspaper has an apparently unique and enviable position. He's behind a blinding searchlight with a machine gun. He can shoot daylight into other people and other business, and there's practically no 'come-back.' He's a modern Achilles, but, like the ancient Achilles, he has a vulnerable spot, and one of these days an aroused public opinion is going to vnd the spot. The people in a great many communities are getting 'warm' already, and some day this unthinking, short-sighted publisher, even though he may have a million-dollar building and a million-dollar plant, is going to find himself minus his chief asset—the confidence of his clientele.

"Our social trend has been upward; and it has been largely due to the gradual revolution in the position of woman. She is a factor—sometimes a militant one—to be reckoned with, always. She has achieved a place in the world of affairs. She contributes to the solution of social questions. She has ideas of her own. She is going to be the ruler of the advertising world—for she reads the advertisements and buys the goods. She is taking an active part in the making of the new newspaper; and it must be made clean, for she is going to have the "say" about the influences that surround her home and her children. She will eventually pick the clean newspaper in preference to the unclean—invariably. She is driving the slovenly, irresponsible merchant out of business, and she will drive the slovenly, irresponsible publisher out of business. She reads the advertisements and does the buying for the home.

"The old caveat emptor theory is a dead one. Now it's 'Let the seller beware'; and it applies to the seller of 'loaded' newspapers just as well as it does to the seller of sanded sugar.

"The strong man, whether in the form of a newspaper, a railroad, or what not, that preys upon the weak, the unwary, the ignorant, the sick, is going to be an outlaw in this America. He is going to have a can tied to him for good.

"The publisher not only owes a duty to the public, but he has a moral responsibility, with his great power, that he must live up to.

"Modern business is based on confidence, and there must be confidence in advertising."

HOW THE AD BUREAU SAVED THE DAY

J. F. MacKay, Bus. Mgr., Toronto Globe, Chairman Committee in Charge of Bureau, Says There Would Have Been No Newspaper Exhibit at the Convention Had It Not Been for That Organization.

Toronto, June 26, 1914.

From A. N. P. A. Advertising Bulletin No. 50.

To the Daily Newspaper Publishers of the United States and Canada:

I trust I may be pardoned for intruding this personal note upon your attention. You may be sure that did I not regard the matter of very great importance to our mutual interests, I would not trespass upon your time.

There has this week been held in the City of Toronto the tenth annual convention of the Associated Advertising Clubs of the World. I had not previously attended any of these conventions. I had, like the large majority of yourselves, taken only a passive interest in the Ad Club movement.

Being held in our own city, I was necessarily thrown into somewhat close contact with different phases of the convention, and of the Association's work. In a word, I have no hesitation in making the assertion that the movement has gathered a momentum that few, if any, of us realize. **It is today a force that challenges the immediate consideration of every publisher.**

It is not in the interests of the Associated Advertising Clubs that I write this note to my fellow-publishers. **It is solely in the interests of daily newspapers.**

Had it been possible for every daily publisher to have seen what we have seen in Toronto this week, I feel sure the opinion would be unanimous, that if the daily paper is to conserve and develop its advertising patronage, the publishers must be more keenly alive to the necessity of co-operating with each other. **Every rival to the daily newspaper was present at this convention in some organized and impressive form.**

The Bureau of Advertising of the American Newspaper Publishers' Association is the only means I know of whereby the daily papers can in a concrete and forceful manner uphold the interests of the newspaper.

Had there been no Bureau of Advertising there would have been absolutely no daily paper representation in what was by common consent the greatest advertising exhibit the world has ever seen. That exhibit was studied during the week by thousands of men and women keenly interested in the purchase of advertising of some kind—and every rival to the newspaper was there in force. Among the thousands of visitors to this exhibit were great national advertisers—in many cases the principals of the firms, advertising managers of some of the most important departmental stores on the continent, solicitors and space buyers for some of the leading advertising agencies of America, and others of equal importance. Surely if the psychology of advertising has any meaning at all, it is that this was the very moment when the best impressions should have been made upon the minds of possible customers.

What would have been the feelings of any daily newspaper publisher if upon visiting that great Exhibit, he had found not a solitary effort being made by the newspapers to hold their own against the most astute and aggressive competition?

I do not think I am using too strong a term when I say, that if such a state of affairs had been allowed to continue indefinitely, in view of the power now seen in the Ad Club Movement, the result would be disastrous.

The A. N. P. A. Bureau of Advertising had a most creditable and comprehensive exhibit in the Art Gallery. This exhibit saved the situation for the newspaper. If any defense for the existence of the Bureau of Advertising were ever needed, it was provided in this city this week.

In view of the above, I commend to the serious consideration of every publisher, the question of his personal relations to the A. N. P. A. Bureau of Advertising.

J. F. MacKAY,
Chairman, Committee in Charge.

DECLARATION OF PRINCIPLES

THE following is the "Declaration of Principles" adopted by The Associated Advertising Clubs of America, at Baltimore, June 13th, 1913:

"We believe in Truth, the cornerstone of all honorable and successful business, and we pledge ourselves, each to one and one to all, to make this the foundation of our dealings, to the end that our mutual relations may become still more harmonious and efficient.

"We believe in Truth, not only in the printed word, but in every phase of business connected with the creation, publication and dissemination of advertising.

"We believe there should be no double standard of morality involving buyer and seller of advertising or advertising material. Governmental agencies insist on 'full weight' packages, and 'full weight' circulation figures. They should also insist on 'full weight' delivery in every commercial transaction involved in advertising. We believe that agents and advertisers should not issue copy containing manifestly exaggerated statements, slurs, or offensive matter of any kind, and that no such statements should be given publicity.

"We believe that the present chaotic multiplicity of methods of arriving at verification of circulation statements are not only confusing but inadequate, and that the time for radical revision of these methods and for standardization of statements is the present, and the opportunity for constructive work along these lines is given by the assemblage at this Convention for the first time, of representatives of all the different interests concerned in this vital matter.

"We believe in co-operation with other agencies now at work on this problem, especially in the plan of the Central Bureau of Verification which has already been initiated by some of the organizations represented in this Commission, and request the Executive Committee to proceed therewith.

"We indorse the work of the National Vigilance Committee, and believe in the continued and persistent education of the press and public regarding fraudulent advertising, and recommend that the Commission, with the co-operation of the National Vigilance Committee, should pass upon problems raised and conduct campaigns of education on these lines. We believe it to be the duty of every advertising interest to submit problems regarding questionable advertising to this Commission and to the National Vigilance Committee.

"We believe that the elimination of sharp practise on the part of both buyer and seller of advertising and advertising material will result from the closer relationship that is being established, and, that in place of minor antagonisms will come personal co-operation to the increased benefit of all concerned, and the uplifting of the great and growing business of advertising.

"We believe in upholding the hands worthy to be upheld, and we believe that each and every member owes a duty to this Association of enforcing the Code of Morals based on Truth in Advertising, and Truth and Integrity in all the functions pertaining thereto."

HOW SHALL WE EFFECT A PERMANENT ORGANIZATION?

First, your committee thinks it wise to have you subscribe to the Standards of Practice. This will entitle you to membership in the Newspaper Division of the Associated Advertising Clubs of the World.

Don't you think you should be a member? Are we not all vitally interested in improving our business? Will we not all move along faster if we unite and co-operate?

The Standards of Practice are liberal. You will not be making a pledge that you cannot keep if you write in and say to the committee, "I am with you."

The next step is for publishers in States or sections—States preferably—to select one of their number to represent them in a meeting to be called later to effect a permanent organization—to elect from their number three representatives to serve on the National Commission; to determine on the course to follow in the co-operative work desired by the associated clubs; to prepare a program for the next departmental meeting to be held at the convention in Chicago. While this is being done we can all be making progress in our several communities by improving the advertising we accept.

Your committee believes that the adoption of methods that are too drastic will defeat the purpose we have in mind. What we need to do at once to make our publications more effective advertising mediums is to influence advertisers to use greater care in the preparation of their copy and to be certain to keep their pledges to the public.

If all of us will work earnestly along this line, when the next convention of the Associated Advertising Clubs of the World meets the Newspaper Division will be able to report remarkable progress.

Our very existence depends upon our ability to give results to advertisers. There is not a publisher who is interested in the future of his newspaper, who does not accurately sense public opinion in respect to the advertising he prints. He wants his readers to believe the advertisements he prints, but he knows that to make unfair demands on advertisers who have been following custom, compelling them to immediately change and follow drastic standards, would ruin him financially.

We must educate advertisers to believe that truthful statements are more effective in permanent business building than special inducements.

We all know how many advertisers in our respective communities have dropped out of sight because there was neither character nor stability in their dealings with the public.

That is what we want to do with the advertisers who are using our publications now. We want to keep them going—we want to keep them alive—we want them to be permanent.

We cannot get away from cold facts. Permanency in business depends on service and square dealing. In our own interest we must do what we can to lift the standard of advertising—thus making it permanent and profitable.

The newspapers, as a body, represent the most powerful advertising force in the world. We should not abuse that power, we should not permit our readers to be defrauded by any advertiser. We should not permit offenses against decency in the wording of advertisements.

For the present we need concern ourselves only with establishing reliability in our advertising columns—in all departments, classified, display, financial, etc.

The moral questions involved in the printing of liquor and beer advertising—patent medicine advertising—financial advertising—are no greater than those involved in printing dry goods, clothing and specialty store advertising.

The question of lifting ourselves up to a standard is a matter of individual action on the part of each publisher—but the Standards of Practice adopted at Toronto give us all a working basis, so while working as individuals, we will also be co-operating with one another.

Please write to us frankly—care THE EDITOR AND PUBLISHER, World Building, New York. We hope you will enroll.

Let us make our Department of Newspapers a potent factor in prosecuting the work of the Associated Advertising Clubs.

(Signed)

JASON ROGERS,
JOHN BUDD,
DAN CARROLL,
HOWARD DAVIS,
CHARLES H. EDDY,
G. R. KATZ,
W. C. FREEMAN.

