

THE EDITOR AND PUBLISHER AND JOURNALIST

Vol. 14, No. 2

NEW YORK, JULY 4, 1914

10 Cents a Copy

PHILADELPHIA TOPICS.

INTERESTING STATISTICS OF QUAKER CITY CIRCULATION AND PAPER CONSUMPTION

Record, Bulletin, Ledger, North American, Telegraph, Inquirer and Press Have Combined Average of 1,300,000 a Day—Sheets Would Make Monument 69 Miles Tall—How Defunct Times Staff Has Scattered.

(Special Correspondence.)

PHILADELPHIA, July 1.—The Record, the leading Democratic paper of the State, which has "made a forty-year fight for honest publicity," has warmly endorsed the action of the Advertising Clubs in Toronto in a telling editorial in which the policy of "the value of truth as the cornerstone on which to build all permanently successful adventure in all forms of business" is warmly upheld.

Some interesting statistics regarding the local press were given last Sunday. According to the figures, the Record, Bulletin, Ledger, North American, Telegraph, Inquirer and Press have a combined average circulation of some 1,300,000 a day. Allowing sixteen pages to an issue, 20,800,000 pages of news matter are daily read in this city, with the aggregate on Sundays sometimes reaching 75,000,000 pages. In the manufacture of these seven newspapers, 5,200,000 sheets are ordinarily consumed every twenty-four hours, which comes to 10,400 reams for every weekday in the year. Laying one sheet on top of another, in a year a monument over sixty-nine miles tall would be reared.

Two North American weddings to record: Mrs. Louise S. Weigand, the "most sensible handsome woman," as one editor puts it, "that he ever met," a member of the local staff, has added May to her name and gone to live in New York. John T. Donahue, also of the local staff, was married this week to Miss May Celesta Hunter.

Mrs. Sophie Gray Stewart, women's clubs editor on the defunct Times, has become the secretary of the Woman Suffrage Party of Philadelphia.

Andrew Wallace Barnes, for fourteen years financial editor of the Evening Telegraph, has gone to Seberling, O., where report says he will own and run his own paper. Francis W. S. Lee has succeeded him in office.

F. A. Walker, business manager of the late Evening Times, is reported as connected with the Washington Times. "Doc" Hostetter and Ed. Blake, of the staff, went out to Sioux City, to visit J. B. Gordon, a newspaper man formerly of this city.

Newspaper Men at Hammondsport.

A large number of newspaper men are at Hammondsport, N. Y., covering the trial flights of the Rodman Wanamaker hydro-aeroplane, "America," which is to attempt a trans-Atlantic flight this month. Among the correspondents are Frederick Eppelsheimer, New York Herald; J. I. Clarke, New York Sun; Alvah and Mrs. Johnston, New York Times; Herbert Swope, New York World; Charles Azro Stiles, New York Tribune; Henry C. Bate, New York Press; W. A. Davenport, New York American; Herbert Duckworth, London (Eng.) Daily Mail; E. Percy Noel, editor of Aero and Hydro, of Chicago; Earl Harding, New York World; Joe Toge, Boston Post.



CHARLES H. BETTS,
PRESIDENT NEW YORK STATE EDITORIAL ASSOCIATION, AND PUBLISHER OF THE
LYONS (N. Y.) REPUBLICAN.

AGREE ON PULP WOOD RATES.

Carriers and Shippers Reach Compromise at Federal Hearing.

By a compromise shippers, carriers and consignees connected with the hearing before an Interstate Commerce Commission Examiner at Duluth, Minn., last week, agreed on a differential of three-quarters of one cent per 100 pounds on pulp wood rates between Duluth and Superior and Wisconsin mills, and the Wisconsin dealers waived all right to any repatriation from the railroads.

It is now left to the shippers to secure any overpayments that might be found to have occurred in shipments from points of origin north of Duluth.

Last summer the Interstate Commerce Commission had a hearing in Chicago and at that time pulp wood rates were reduced. The charge of 1½ cents per 100 pounds from Duluth to Superior was reduced to 1 cent, but this was considered excessive by the Wisconsin pulp and paper manufacturers.

Rumor of New Daily at Trenton, N. J.

There is a rumor to the effect that Trenton, N. J., is to have a new evening daily newspaper soon. It is said that the backers of the enterprise are well-known merchants and business men of the New Jersey capital. Only re-

cently the Trenton True American, one of the oldest papers of the State, was suspended and its plant sold at auction.

Wants Damages for Libel.

Judge Frank L. Wilder, of the Bridgeport City Court, has brought suit for \$11,000 damages against the Bridgeport (Conn.) Post for alleged libel. An attachment covering the amount has been placed upon the property of the company. The articles complained of were printed on May 13 and 15 and on June 4, 9 and 10, and reflected by inference upon the character and duties of Judge Wilder, both as a lawyer and judge of the court. The managing editor of the Post declares in a public statement that the Post had offered to retract any untrue statement that it had made.

Employee Attaches Paper for 2 Hours.

The Chico (Cal.) Daily Tribune, a prohibition newspaper, was attached one day last week by E. K. Ramsey, an employee. For two hours business was halted while an effort was made to raise the amount of his wages. Finally Mrs. H. B. Compton came to the rescue with a check to satisfy the creditor.

A newspaper in a town in Brazil, 2,000 miles from the mouth of the Amazon, gets its telegraphic news by wireless.

CONVENTION ECHOES.

DELEGATES LEAVE TORONTO WELL SATISFIED WITH THE PROCEEDINGS.

Some Impressions of the Great Meeting—Three Divisions to Consolidate—Joe Chapple on the Work Accomplished—Father Copus' Sermon on Advertising—Report on the Use of Truth Emblem by the Ad Clubs.

Pledges of fealty to the new administration and singing of the ode to "Truth" by the assembled body marked the closing scene Thursday of the convention of the Associated Advertising Clubs of the World. It was an inspiring occasion and must have left a lasting impression upon the departing delegates. As soon as President William Woodhead's gavel fell at the motion of adjournment the delegates began to leave by special trains, some coming to New York on their way home and others taking trips to seashore resorts and excursion places.

PILGRIMS TAKE SIDE TRIP.

The Boston Pilgrim Publicity Association had arranged for a trip to Montreal and Quebec, where the members were to be especially entertained.

The Toronto Western Hospital authorities passed a vote of thanks to the advertising men at the convention for gifts of flowers. Each patient had received a beautiful bouquet of roses and carnations.

President Woodhead announced the establishment of a competition for a cup valued at \$100 and a gold medal presented by Mr. Higham as a memorial of his visit to the Toronto convention. The cup will be awarded for the most constructive paper containing the fewest number of words delivered at each annual convention, and will be the property of the club to which the successful speaker belongs. The individual delivering the paper will receive the medal. The prizes are to be known as the Higham Cup and the Higham Medal.

GRAPHIC ARTS TO ORGANIZE.

Representatives of the Printing, Engraving, Lithographing and Direct-Advertising divisions of the A. A. C. W. organized into one body to be hereafter known as the Department of Graphic Arts. A constitution and by-laws were adopted and the following officers elected: President, H. H. Cooke; vice-president, H. A. Gatchel; secretary and treasurer, Joseph Pottsdamer. The various interests of this new department will comprise one division at next year's convention, and will thus be enabled to discuss matters of common interest.

For the first time in the history of the Catholic Church in America a sermon on advertising was delivered at St. Michael's Cathedral, Toronto, on Sunday, June 21. The preacher was the Rev. Father J. E. Copus, head of the department of journalism at Marquette University. He is a native of Surrey, England. He worked in his younger days on the old Detroit Times, the Essex Centre Chronicle and edited the Windsor Review. He took his degree in philosophy in St. Louis, and in theology at Woodstock, Md. He received his "orders" from Cardinal Gibbons.

FATHER COPUS' ADDRESS.

In the course of his address at St. Michael's Cathedral he said: "As far as I have studied religious-economic conditions, it appears to me there is no greater exemplification of the arousing of the business conscience—no finer, more clean-cut illustration—

than that of modern professional advertising, brilliant representatives of which from every state in the union, and, I believe, from every province in this wonderful Dominion, as well as from countries of Europe, are your guests today."

Further tribute was given when the reverend speaker asked: "What have the Associated Advertisers' Club of the continent done to better the conditions of the press? Perhaps not totally, but very largely through the influence of this organization, the papers of the day will not print anything but the truth in their advertising columns. Through their concerted action, magazines, with the exception of a negligible number, have been toned up, and have become



FRANK D. WEBB,
NEWSPAPER DEPARTMENT.

sane and sound and healthy not only in the advertising matter they print, but in their reading columns as well, and this often at a financial loss.

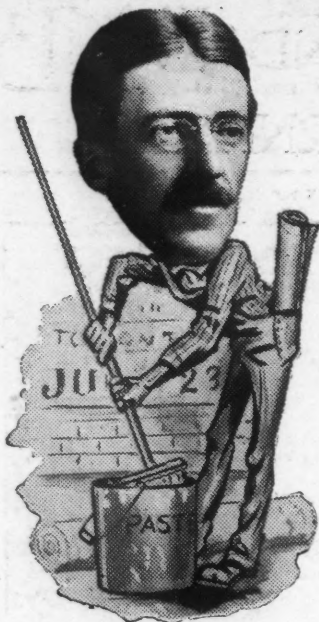
"The publishers of the day realize that they are the guardians in a large degree of the morals of their readers. In spite of what is said to the contrary, I believe that the 'yellow' newspaper has seen its day and is now on the decline.

"I do not say that advertising men have accomplished all this, but I claim for them a large share in the good results through the work of their vigilance committees everywhere, and I claim that through their influence laws have been passed in many states for the punishment of fake advertisers."



A. C. PEARSON,
CHAIRMAN TRADE PRESS DIVISION.

One of the most effective co-operative movements by newspapers and retail merchants ever arranged for the edification of ad men was one that attracted much attention in Toronto during the recent convention of the A. A. C. W. At the request of Mr. Moore, of the A. N. P. A. Bureau of Advertising, the six daily newspapers of the city addressed a circular to 6,250 retailers ask-



FRANK H. ROWE,
CHAIRMAN CONVENTION COMMITTEE.

ing them to make a special display of advertised goods during the convention. They also enclosed streamers, which the dealers were asked to put up in their front windows. The response to this circular was actually unanimous. Not a single retailer who had advertised goods for sale hesitated. Every one expressed himself as delighted to make the effort. The publishers are, consequently feeling very gratified, for they believe that in no other way could such a large and important stunt have been pulled off.



JULES BRAZIL,
ENTERTAINMENT AND MUSICAL DIRECTOR,
TORONTO AD CLUB.

The General Publicity Committee, of which Richard H. Waldo is chairman, at the close of the convention prepared a 1,500 word resumé of the proceedings of the convention, copies of which were distributed among the heads of the several delegations to take home with them and have printed in local newspapers for the benefit of those who did not go to Toronto. The idea is a good one and ought to be carried into effect each year. Only an advertising man of ripe newspaper experience can prepare such a report.

TRUTH AS AD CLUB'S EMBLEM.

Convention Agrees to Rules by Which Its Spirit May Not be Violated.

The use of the national emblem, "Truth," came up for discussion at the Thursday afternoon session of the Associated Ad Clubs of the World in Toronto last week. D. N. Graves submitted the report of a sub-committee of the Executive Committee. He said the problem had been difficult to solve, but after four month's deep study of all its perplexing points the committee recommended:

- (1) That no action be taken to license the association's seal or emblem to national advertisers.
- (2) That the association adopt another



H. A. GATCHEL,
OF PHILADELPHIA.

and different form of local seal for the identification of documents and similar corporate things.

- (3) That the use of the "Truth" emblem be licensed upon the following conditions to the local clubs affiliated to the association to be licensed by them to local advertisers:

(a) The "Truth" emblem shall be used by the local clubs in its present form, except that in each case the local club shall substitute its own name for the name of the national association on the upper periphery of the seal, and shall print the word "Guaranteed" on the lower periphery of the seal. Any other symbol or work similar but not identical will be considered an infringement of the property rights of the National Association.

(b) The local club shall place the licensing of the "Truth" emblem in the hands of its Vigilance Committee.

(c) The "Truth" emblem shall be licensed by the local clubs only to advertisers who will pledge themselves in writing to the observance of such code of advertising practice ethics as may be prepared by the National Association.

(d) All licenses shall be in writing and shall be revocative.

(e) Licenses for every "Truth" emblem shall be charged to the advertiser by the local club, and.

(f) Twenty-five per cent of the gross amount of license fees collected by the local clubs for the use of the "Truth" emblem shall be remitted to the National Association.

A Fort Worth delegate took exception to the last two clauses and moved



E. W. HOUSER, CHICAGO, ILL.

for their elimination, but as the recommendations had already been accepted, and had been brought forward merely for ratification, no change could be made and the findings of the committee were accepted by the convention.

NEWSPAPER INSPIRATION.

Joe Mitchell Chappel Talks Entertainingly to Newspaper Men.

Speaking before the newspaper division of the Convention on Wednesday Joe Mitchell Chapple, editor of the National Magazine, Boston, a member of the Pilgrim Publicity Association, said, in part:

With a modesty befitting the traditional editorial "we," the newspaper division of this great phalanx of publicity, which has been the generative force of another great world movement, has ascribed much of the glory and praise to other forms of advertising in the generous spirit of the editorial "we." Conceive, if you can, ye knights of "wedom" how the enginery of this great movement could ever have been started without the newspaper carburetors. The three elements of earth, air and water have been veritably conquered at the new "world" christening of association. The visitors admit they own the earth in Toronto, the aquatic sports suggest the conquest of water in the swift moving hydroplanes, and the air has been submitted as a ballasted track for the swift flights of man in an aeroplane.

The modest newspapers threw open the doors and their columns at Boston, Dallas, Baltimore and Toronto, following the wake of the irrepressible, and



DON TUCK,
CHAIRMAN CANADIAN CLUBS COMMITTEE.

the association soon made themselves quite at home in newspaper exploitation.

Ever since movable types moved, the message to the people in all great movements come, first, last and all the time through the newspapers. They might be called the invincible infantry in the great army of publicity to be depended upon not only to advance, but to hold the ground in every forward movement in the progress of civilization. I glory in the fact that first of all I am a newspaperman, whatever other distinctions may come to me. In the chronicle of events in the old home paper the question of a new cement sidewalk to the cemeteries crystallizes into a public issue when the people begin to "see it in the paper." That's the first symptom of public sentiment.

The newspaper agitation for subscriptions to the Fourth of July celebration follows without a suggestion of cause and effect. The people always seem to understand the language of the newspaper.

Births, christenings, marriages and funerals, the old, old story of life, are the events which the newspaper chronicles that comes close to the hearthstone. The individual has not lived in human form that will not look twice to see his name favorably mentioned in a newspaper and three times to discover his features in a group picture.

(Continued on page 45.)

AUDIT BUREAU'S WORK

Secretary Dumont Explained Plans and Purposes of New Organization to International Circulation Managers' Association—Every Contingency Covered by New Constitution and By-Laws as Adopted.

Just what the Audit Bureau of Circulations is and what it proposes to do were clearly set forth in the recent address of Henry Dumont, secretary of that bureau, and manager of the Pacific Coast Borax Company, before the International Circulation Managers' Association in convention on the S. S. Noronic recently. He said:

"The problem of the advertiser has been to know what circulation any given publication actually possesses. There has been a great deal of guesswork in advertising, and not the least of this guesswork has had to do with circulation. The representatives of the advertising departments of the papers, while expatiating on the quality of the publication, have in a large percentage of cases somewhat exaggerated the publisher's claims as to quantity. This, of course, is natural, and we have no quarrel with it. Undoubtedly the wise advertiser has added the necessary grain of salt to such claims. But now advertisers are outgrowing the guessing era and are trying hard to put advertising on a scientific basis.

THE FIRST IMPORTANT STEP.

"One of the first steps, and the most important, is the determination of exact quantity. Without the knowledge of quantity no consideration of quality is of value.

"There should be no serious objection on the part of any publisher to an examination of his circulation. And, there should be no difficulty in the way of ascertaining exactly what the circulation consists of; as long as men know the multiplication table and are able to count to ten, the question of quantity is easily determined if access is had to the facts. There are other things the advertiser wants to know and should know before he can profitably place his business. They are: The distribution of the circulation, how much is city, how much is country; how much is paid and how much is unpaid; how much delivered by carrier and how much is street sales, etc. He should also know to some extent how that circulation is secured; whether the actual subscription price is paid in full, whether premiums are used, or clubbing offers made. He should know something about the character of the publication; when it was established, what its politics are, whether it favors union or non-union labor, as all this information may influence the advertiser, because it determines more or less the class of readers of the publication.

"This information was furnished to certain advertisers through the Association of American Advertisers, but the scope of this association was too limited to meet the present requirements of advertisers.

ONCE DOUBTED; NOW A FACT.

"The most significant movement in the history of advertising is the new movement known as the Audit Bureau of Circulations. It has long been doubted that such a thing could come about as an association of buyer and seller of advertising space. We stand today, an established fact, with a charter membership of more than seven hundred, and a total subscription of about \$110,000. The Organization Committee spent approximately \$7,500 in bringing the organization to a point where it could be formed on a permanent basis, and this was accomplished at a convention held in Chicago, May 20 and 21, 1914, after about five months of actual work on the original appropriation (although the idea was being worked out for as many more months prior to that without cost, by men interested in the movement for verified circulation statements). This \$7,500 spent by the Organization Committee was put up by these men to apply on dues when the association should



JOSEPH H. APPEL,
DIRECTOR OF PUBLICITY OF THE WANAMAKER STORES, WHO DELIVERED ONE OF THE LAY SERMONS IN TORONTO.

be definitely formed. They were good gamblers, as they stood the chance to lose it all. Their faith in the ultimate success of the project was strong, and events bore them out. The Advertising World can congratulate itself on the consummation of that which was devoutly to be wished.

"New members are coming in every day, and it will not be long before the amount available for the auditing of circulations will be nearer \$200,000 than \$100,000. The new audit will give us something like a combination of the bank examiner with the chemist and the old grocer's scales. There does not seem to be anything in the way now of giving the advertiser just what he wants in the way of circulation information, in a manner satisfactory to the publisher.

"While the Association is formally and definitely established, the work is far from finished. Proper committees have been appointed to work out the various problems, such as a "Data Committee," a committee on standard forms and audit, and they have been kept very busy lately perfecting details agreeable to all parties represented in the association.

"At the convention a constitution and by-laws was adopted after thorough debate reflecting all angles of the proposition, and this constitution and by-laws furnished a grand working basis for the association to build on. It provides for a Board of Control, consisting of twenty-one members; eleven advertisers, two advertising agents, two newspaper publishers, two magazine publishers, two farm paper publishers, two trade and technical paper publishers. It was concluded that in an association of this kind the advertiser should be in control. The advertising members are in the minority as far as numbers are con-

(Continued on page 49.)

PEARSON'S WORK FOR BLIND.

Retired London Newspaper Owner Obtains Large Contributions for Cause.

C. Arthur Pearson, the retired London newspaper owner, who has lost his sight, has carried on his campaign for funds for the National Institute for the Blind by the organization this week of a costume ball at the Savoy Hotel, which in many respects was a distinct advance on the ordinary charitable undertakings of the kind, where the bulk of the profits are swallowed up by the expenses.

Mr. Pearson's energy obtained contributions from sympathizers, covering practically all the expenses of the organization. The feature of the ball was that it was accompanied with a lottery, all the prizes in which, ranging from a motor car to candies, were donated by various firms.

New Editor of C. S. Monitor.

Alexander Dodds, who has been managing editor of the Christian Science Monitor, Boston, since the publication was started, has retired and in his place the directors have chosen Frederick Dickson, for several years head of the Monitor's European bureau, with offices in London. Mr. Dixon receives the title of editor, and, according to John V. Dittmore one of the directors of the Mother Church, he will have almost absolute control of the Monitor. The European bureau has been temporarily placed in charge of Algernon Hervey Bathurst, formerly Mr. Dixon's assistant.

The Meadville (Pa.) Tribune-Republican is erecting a new building.

CHICAGO NEWS HAPPENINGS.

Herald Announces Moving Pictures of Important Local Events.

(Special Correspondence.)

CHICAGO, July 1.—The Herald announces a new departure in the way of moving pictures of important local events which it will provide for motion picture theaters.

The Evening Post is running strong on circulation schemes. It announces the closing up of its Lakewood, Mich., lot sale, over 20,000 Chicagoans having bought lots there. It has now started a picture enlarging scheme.

Jack Lait, the playwright and editor, will stay in town as long as his play, "Help Wanted," continues its run at the Cort Theater. He has just finished collaborating with J. C. Nugent in a play. When his vacation comes he plans going to Europe.

Opie Read, the writer, gave his daughter, Elaine, in marriage to George Arthur Green of Cleveland, O., Tuesday.

Local advertising men are now arranging for their annual charity ball game, to be played July 11 at Comiskey Park.

Mrs. Eugene Field announces the engagement of her daughter, Ruth, to E. D. Foster, of Tomahawk, Wis. The wedding is to take place September 4, the anniversary of the late writer's birth. She is his youngest child and was the subject of some of his last poems.

James O'Donnell Bennett, dramatic editor of the Herald, has been getting a change lately while theater news is dull by reporting first the Woman's Congress and last week the Sunday School Convention.

A new Chicago monthly magazine named "The Multitude" has been launched. It is a popular magazine, containing fiction, illustrated articles and business sketches. Harry Lewis Bird is editor, and the Globe Publishing Co. proprietors.

SCIENTIFIC EDITORS NEEDED.

London (England) Electrical Review Wants More Expert Treatment of Technical Subjects.

The London (Eng.) Electrical Review, discussing the unsatisfactory handling of scientific matters in the daily press of England and the United States thinks it sees a remedy through the employment of a scientific editor by big papers.

After pointing out the fact that because of a superficial knowledge of science the reading public is interested in stories of scientific discoveries, many papers run tales of "scientific" nature which are often untrue, misleading and absurd, the writer in the Electrical Review says:

Is it worth while to throw out a suggestion which may serve to remedy a crying evil? The salary of a new sub-editor would make no substantial difference to the annual balance sheet of a great newspaper. The services of a man who had sound, practical training could be procured at a reasonable figure. He would not even have to devote his whole time to the job, as his services would only have to be called into requisition on rare occasions. No article purporting to describe a new invention should be published except under his supervision.

No account of any discovery should be allowed to appear unless passed and approved by him. His editorial approbation would enhance the value of the invention to the inventor and the public; his censure would cause it to be assigned to its proper pigeon-hole in the great library of truth.

If the lay press is to maintain its great traditions in this country, there seems to be grave need for such a new form of censorship. Technical matters should be treated of by a technical man, or else left severely alone.

Picnic of the Times Social Club.

The New York Times Social Club held its first outing Sunday, taking a trip to Bear Mountain on the steamer *Highlander*. All those who attended spent an enjoyable day, notwithstanding unfavorable weather conditions. There was dancing on board the steamer, and on arrival at Bear Mountain a walk up the mountain and luncheon in the pavilion at Highland Lake. After luncheon there was a baseball game and fifty-yard races for men and women.

ADVERTISING AGENTS FOR BOURNE LAW

Views of the Editor and Publisher as to Enforcement of the Statute Are Warmly Approved in Letters Received—Reasons Given for Demanding True Circulation Figures of All Newspapers of the Country.

Newspaper advertising managers and advertising agents throughout the country are expressing, as do countless honest newspaper publishers, their approval of the insistence of THE EDITOR AND PUBLISHER that the Bourne Newspaper Law, providing for the publication of newspaper circulation figures, shall be enforced by the Post Office Department without fear or favor. Among the letters received during the last few days at THE EDITOR AND PUBLISHER office were the following:

ANCIENT PRINCIPLE INVOLVED.

Charles Capehart, president of Capehart's Minknown Methods, Inc., New York.—On the subject of the new law regarding the enforcement of publishers of newspapers to give sworn truthful statements regarding their circulation I beg to state that if there are any commercial enterprises that should be fortified in behalf of the hundreds of millions of dollars which advertisers spend annually in the newspapers of this country, that fortification should be built on the solid granite of true newspaper circulation.

The principle of the new law follows out the ancient principles of weights and measures, which principles are used in all nations of the earth. The publisher of a newspaper should sell his circulation on the same principle as the grocery dealer sells his coffee and the butcher sells his meat—by charging so much per line as the grocer and the butcher charge so much per pound for their commodities, and the only scales that we advertising agents can possibly be guided by is absolute evidence and proof of circulation. I believe that it would not be too stringent if the government, in cases of doubt as to character of publisher and publication, were to make special investigations of sworn to circulations, an act that all honest publishers would welcome, for a verified statement becomes the polished truth.

Advertising of today has become an indispensable scientific department in every up-to-date manufacturing plant, and all laws enforcing both agents and publishers to lay out honest plans for expenditures of advertising appropriations, do not only safeguard the advertiser who pays the bills, but they help to make the publisher and advertising agent feel more independent in the discharge of their duties.

AGENTS WANT SUCH A LAW.

Richard A. Foley, president of the Richard A. Foley Advertising Agency, Inc., Philadelphia.—While I do not believe in governmental supervision of private businesses, yet newspapers and other publications are unique in that they are private enterprises giving broad public service. Furthermore, it would seem that some special legislation is required in the case of the sale of merchandise which cannot be valued except in a concrete way. An oil painting may be worth \$100 or \$10,000 but newspaper circulation is valuable in exact proportion to its size.

If I pay, as an advertising agent, for 200,000 circulation I am entitled to 200,000 circulation. I can see a suit of clothes or an oil painting or a yard of

velvet or an automobile. I am supposed to know what I am getting. A newspaper should always be willing to swear to its circulation. It will not do to say that it is "large." A large circulation may be any size from 100,000 to half a million. It will not do to say that it is 200,000 if it is only 170,000, because there is an overcharge of 30,000.

If a manufacturer sells a suit of clothes as all wool and it is part cotton, he is liable to prosecution. If a merchant sells a suit as all wool and it is not all wool, he also is liable to prosecution. Since no ordinary statute covers newspaper circulation statements it would be a great advantage to the honest newspaper and to all advertisers to have circulation statements printed and properly certified in accordance with some special regulation. Papers have nothing to fear if their rates are in accordance with value given. It is only those who overcharge that object to the enforcement of such a law.

IMPARTIAL ENFORCEMENT DEMANDED.

W. R. Hotchkiss, of the Cheltenham Advertising Service, Inc., New York.—

And, further, what a menace to public morals must exist, so long as a newspaper, supposed to have large influence in its community, is permitted to continue practices in its own business that are immoral and fraudulent. In nineteen years of placing advertising in newspapers, I have never known a newspaper that was unwilling to swear to its circulation, if it had as much as competition made it think it should have. Figures are always withheld in the hope that advertisers will think the circulation is larger than it really is. The law, which is so strict with the little butcher and grocer, should place the law of weights, measures and quantities upon these "teachers of the people" and these "moral influences in their communities," whose daily practice it is to deceive and defraud their customers.

The Bourne Law, in its completest intent, is welcomed by all honest publishers, and obeyed by all of them. But laws are not made to protect us from honest men. Those who evade the intent of the Bourne Law do it from some dishonest purpose; and many do it with direct fraudulent intent, in the endeavor to secure business under a false impression of their circulation by advertisers. Law and government exist solely to protect the public from fraud and violence; and that government which, with knowledge of habitual deception, which has either the intent or effect of fraud, does not, upon public demand, supply full protection from that fraud, is not an efficient government.

When I buy a pound of butter, I am not content to receive fourteen ounces from the grocer, because it is of better quality than that of the dealer who gives me sixteen ounces for a pound. In this transaction the government will protect me. Law requires that I shall know how many ounces and inches I receive, assuming that I will be able to judge of qualities and prices. But, if I wish to buy advertising, especially if I am obsessed with the idea of quality of circulation, a newspaper is permitted, with perfect freedom, to give me the impres-

sion, or even the statement, that it has 50,000 circulation, when it has only 32,500; and, if I buy space and receive 17,500 less of circulation than I thought I was getting, I have no recourse. The majesty of the law will put the poor butcher in jail, or make him pay a fine, out of his measly profits for shaving my weight a few ounces; but the "honorable" publisher of a newspaper who deceives and defrauds his customers, is never interrupted in his chicanery by the law.

The J. W. Barber Advertising Agency, Boston.—Inasmuch as the Bourne Law requires the printing of semi-annual sworn circulation statements, we believe most heartily in its enforcement in every way possible.

CHANGES IN INTEREST.

McLAUGHLIN, S. D.—W. Dean Hurlburt, publisher of the Keystone, has sold the paper to T. F. Sheppard, of Toston, Mont., who took possession on July 1.

KENDALL, WIS.—A. R. McCleneghan has sold the Keystone to A. H. York, a publisher and minister of Atkinson, Nebraska.

LINTON, IND.—The Record, a Progressive newspaper, has passed into the control of T. J. Terhune.

DINUDA, CAL.—Raymond Locke, who has been employed as advertising manager of the Los Angeles Record, has resigned and purchased the Dinuda Sentinel.

NORWICH KAN.—W. R. Harman has taken charge of the Norwich Herald.

JACKSON, O.—The Herald has been sold by J. D. Wittman to Carl Johnson of Waverly and Edmund Chapman of Jackson. Possession was given on July 1.

ELY, NEV.—The Daily Mining Expositor has passed into the control of L. G. Schwalenberg. It will be strictly Democratic in politics.

BEAVER SPRINGS, PA.—J. B. Spangler has bought the Weekly Advocate of this city.

HARVARD, ILL.—The Tribune-Citizen has changed hands again. J. C. Brookoven, who was former editor, has sold the paper to H. E. Campbell.

ARGYLE, MINN.—Harvey N. Mussey, who has been connected with a number of newspapers for the past few years, has bought out the interest of I. D. Converse in the Argyle Eagle.

TULARE, CAL.—The Tipton Weekly Enterprise is now published by E. J. Kilndara and E. J. Dunne.

LOUISIANA, MO.—James P. Whiteside, Sunday editor of the Republic, has purchased the Cape Girardeau Daily Tribune from A. J. Flentge and W. C. Bishop.

Death of S. H. Ferenbaugh.

Samuel Harvey Ferenbaugh, senior member of the firm of S. H. and L. W. Ferenbaugh, editors and proprietors of the Waterloo (N. Y.) Observer, died last week at the age of 68 years. He was born in Corning, on January 10, 1846. He learned the printing business in the office of the Corning Journal, and in 1870 founded the Painted Post Times. He conducted this business for seven years, removing to Montour Falls in 1877 and founded the Democrat, which was moved to Watkins in 1882, and the name of the paper changed to the Watkins Herald. In February, 1898, he went to Waterloo, where he and his son, Lewis W. Ferenbaugh, established

OBITUARY NOTES.

CHARLES B. FOWLER, aged 75 years, a Civil War veteran, at one time editor of the Plainfield (N. J.) Union, was found dead in his room in Plainfield, N. J., Monday. Heart disease is believed to have been the cause of death.

MRS. LOUISE HITCHCOCK PUCKRIN, wife of Andrew E. Puckrin, of the editorial staff of the New York American, died on June 26. Mrs. Puckrin was well known as a newspaper writer, under the pen name of Eleanor Ames. She was 40 years old.

C. H. CARPER, senior editor of the Marion (Va.) Democrat, died in that city last week. He was 65 years old. He was a native of Fincastle, Va., and had been associated with J. G. Stephenson in the publication of the Marion Democrat, for the last twenty-one years.

HARRY D. WRIGHT, a member of the reportorial staff of the Rochester (N. Y.) Post-Express, died in that city last week after an operation for intestinal trouble.

B. CLARK WHEELER, the "Father of Aspen, Colo.," well known mining man and newspaper owner, died in Los Angeles recently. He was born in 1849 and went to Aspen in 1879. In 1881 Wheeler purchased the Aspen Times, then a weekly publication, and in 1885 changed it to a daily. Besides owning and editing the Aspen Times, he at one time owned and published a paper in Salt Lake City, the Colorado Springs Telegraph and the Glenwood Springs Echo. From 1881 to 1900 Wheeler purchased every plant that was brought into Aspen to run in opposition to the Times, the last being that of the Aspen Tribune in 1889 from Price & McChesney.

O. R. KING, 42 years old, editor of the Maitland (Mo.) Herald, was stricken with paralysis at his office last week and died shortly after. He had been engaged in newspaper work in various parts of Missouri for the last twenty-five years.

SILAS LA VATER THOMPSON, 55 years old, until a year ago employed in the advertising department of the New York Evening Telegram, died Sunday at his home in this city. Mr. Thompson was born in Michigan and came to New York when 23 years old. He is survived by his widow and one daughter.

New York Magazines Combine.

Announcement has been made that the work of Business Education, of New York, will be hereafter in the hands of Harold A. Holmes, and that the magazine itself has been consolidated with Mr. Holmes' magazine, The Caxton. Charles W. Gerstenberg, recently managing editor of Business Education, will, for a year at least, write for The Caxton.



The National Moulder of Public Opinion in America is The New York Evening Post. For over a century it has been a newspaper whose columns have most conspicuously added dignity and character to American journalism.

It is the distinctive newspaper of its type, reflecting the thought of America's foremost men and women. It is read by a constituency whose purchasing power is unsurpassed by that of any other daily newspaper in America. These characteristics make it the best medium in the greatest market in the western hemisphere. For over 112 years its advertisement columns have produced results.

INTERTYPE

You cannot afford NOT to buy an INTERTYPE.

—because the Intertype is by far the best "buy" ever offered the trade.

You keep part of the profit in your pocket.

THE *Largest Press in the World*

Most Simple, Perfect, Flexible and Reliable is the

SCOTT *"Multi-Unit"* Triple-Octuple Press

Sold to the

DETROIT EVENING NEWS

Which can be operated as

- 6 Independent Quadruple Presses
- 4 Independent Sextuple Presses
- 3 Independent Octuple Presses
- 2 Independent Double-Sextuple Presses

or as

- 1 Complete Triple-Octuple Press

THE ABOVE IS PART OF AN EQUIPMENT OF

FIVE SCOTT *"Multi-Unit"* Octuple Presses

To be installed in the new building of the Detroit, Mich., News and Tribune,
and will be the most flexible newspaper manufacturing plant in the world

NO IDLE PRINTING UNITS

OPERATED FROM THE FLOOR

ALL PAPER ROLLS AT FLOOR LEVEL

GREATEST PRODUCING CAPACITY

Send for full information about the latest improved SCOTT Newspaper Presses

NEW YORK :

1 Madison Ave.

WALTER SCOTT & CO.

DAVID J. SCOTT - General Manager

Main Office and Factory:

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO :

Monadnock Block

ETHICAL TEST FOR PRINTERS.

L. A. Hornstein Would Apply the Vigilance Yard Stick to Trade.

Taking as his subject "The Vigilance Yard Stick Applied to Printing," L. A. Hornstein, advertising manager of the Mergenthaler Linotype Company, New York, speaking before the Printing Department of the A. A. C. W. at Toronto last week, made a plea for assistance in protecting both printer and public against the unscrupulous advertiser and the dishonest printer. He said in part:

"Not so very long ago in a Chicago printing office a mining prospectus was running on one of the presses. I picked up a sheet and read a paragraph or two. Having lived in the mining regions in my younger days and having done a little prospecting myself, I knew something of the subject matter, and it didn't take me very long to discover that the prospectus was full of glaring misrepresentations and specious arguments designed to divorce the small and unwary investor from some of his hard earned savings. It was exceedingly well written, and very creditably printed. The names of the promoters, however, were unknown to me.

"I inquired of the proprietor of the print shop who they were, and he replied that he did not know. I then asked him if he felt quite safe in printing so large a job for parties who were evidently conducting a shady business to say the least, and who had no financial standing.

"Well," he said, "I don't think I am taking any very great chances. I am charging them three prices for the work, and have made them pay half in advance."

"Now, this particular job may have been fairly profitable for the printer, but do you think it was just exactly honest for him to do this printing, strongly suspecting, even if he did not know absolutely, that the whole scheme was a fake? Was he not, in fact, a party to the fraud, even though in no way connected with the actual selling of the fake mining stock? Would he not have been justified in reporting the matter to the proper authorities, rather than sharing in the illegitimate gains to the extent of his profit on this particular piece of work?"



NEW HOME OF THE PORT HURON (MICH.) HERALD.

"We all realize, of course, that it is hard for anyone to refuse a good contract knowing that there are plenty of others who will gladly do the work that he turns away. Yet our creed demands truth, and to aid and abet others in circulating falsehood is in effect to lie. Why should not the same code of ethics that prohibits the publisher from accepting fraudulent advertising be applied to the printer? The cases are analogous.

"So we must apply the yard stick to printing from the ethical rather than the material viewpoint. I put it up to you. How far will you be justified in continuing to patronize a printer who knowingly violates our standards by printing for any irresponsible faker or promoter who happens to have the ready cash to pay for what work he requires?"

"Then again, how far are you justified in awarding your contracts for printing

to the lowest bidder? In these days of printers' organizations and cost systems there is really no excuse for a printer not knowing the cost of production, yet the fact remains that many of them still do their estimating by guess, and all of them are prone to make mistakes. Is it quite fair on your part to take advantage of a palpable error made in submitting a price? Or is it strictly ethical to give your work to a printer who is known to be a notorious price cutter?"

"It is all very well to say that the printer is supposed to know his own business, but when he fails to meet his obligations, as he surely must if he continues in his benighted way, are you quite sure that you are free from responsibility for his failure? Since all business is based on confidence, do you not consider it part of the duty that you owe to yourselves as well as to the public to give your patronage to the printer who knows his costs and asks only a fair margin of profit, rather than to one who, knowingly or unknowingly, undervalues his services and sells his product at a loss?"

"Let us get light through an open discussion as to what should be your attitude toward the printer who, while clearly within the law and within his rights, profits by the dishonesty of others, and toward the advertiser who profits by the ignorance or mistakes of the printer."

TIMES-HERALD IN NEW HOME.

Port Huron (Mich.) Paper No Longer Needs Rented Quarters.

A note of justifiable pride runs through the edition of the Port Huron, (Mich.) Times-Herald, which describes, with many illustrations, the fine new home and equipment of that paper. A twelve-page section of the issue tells in detail the interesting features of every department of the Times-Herald and gives a history of the paper since the daily Times was started more than forty years ago. Four years ago the Times and the Herald, the latter started in 1900, were consolidated.

In summarizing its progress the paper says: "The history of the Times-Herald is simply the history of a live and progressive newspaper, absolutely independent in politics and edited to tell the truth at all times and under all circumstances. Its success has been due to the fact that it is the organ of no faction or interest; that it seeks to help build the community, rather than to tear down; that it is fearless in its news policy and that its advertising pages are clean as compared with other newspapers. Its publishers have no political

ambitions. It is the aim of the Times-Herald to be of some service to the community in which it is published and to stand as an institution to which every citizen may point with pride."

London Journalists Out of Jobs.

The London newspaper market is at present overstocked with journalists, about 150 of whom are looking for positions. Sixty-eight men were fired from the Daily Mirror when Lord Northcliffe sold the control to his brother, Sir Harold Harmsworth, Bart. In addition, the Manchester office of the Mirror has been closed. American newspaper men are advised not to go to London with the expectation of securing places on the big dailies.

New Morning Daily for Dallas, Tex.

The Dallas (Tex.) World is the name of a new morning daily that will appear about the middle of this month. Everett Lloyd will be managing editor and he states a number of local citizens are interested in the enterprise. He also says several well-known Texas newspaper writers have been engaged for the new paper. Temporary organization offices have been opened on the eighth floor of the Wilson Building.

Reprinted from the first page of the Evening Star, Washington, D. C., Friday, June 19, 1914.

In Good Company

It may be due partly to The Star's excluding all fraudulent statements from its advertising columns that the local merchants concentrate their advertising so largely in The Star.

Yesterday's Advertising

	Local Display	Lines.
The Evening Star.....	22,413
2nd Newspaper	7,137
3rd Newspaper	5,909
4th Newspaper	3,854
		16,000

reaches more of the better class people in Greater New York than any other Evening paper.

Net paid circulation for year ending May 31, 1914

151,560

Net paid circulation for May, 1914

180,117

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation of The Jewish Morning Journal for 101,153 six months ending June 30, 1914.

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

The Jewish Morning Journal prints more

HELP WANTED ADS.

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

I. S. WALLIS & SON, West'n Representatives
1246 First National Bank Bldg., Chicago

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The only newspaper between Philadelphia and Pittsburg printing an eight-page two color Saturday Feature Magazine Section.

S. G. LINDENSTEIN, INC.
Special Representative

118 East 28th Street New York City

BUILD YOUR CLASSIFIED MEDIUM RIGHT

Increased volume, improved service to readers and advertisers, efficient constructive sales organizations, and additional increased revenue, are the results of our methods for several of the largest classified mediums in the United States.

THE BASIL L. SMITH SYSTEM

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

Philadelphia Address, BASIL L. SMITH, Haverford, Pa.

MR. CIRCULATOR

WHAT ARE YOU DOING TO GET NEW READERS?

You listened this week to other circulators who have "made good." You feel that you have profited by the convention trip. Every one of these experienced men who addressed you at the convention will tell you that distribution by trained sales creators "made" every successful metropolitan daily.

GET BUSY TODAY.

While you are reading this, Mr. Circulator, we are distributing thousands of copies of daily newspapers. Each day during the past 22 years we have been perfecting our organization, and today we can say that we are furnishing the highest degree of efficiency in distribution and sales creation in New York.

Today we can say, after 22 years of service to newspaper circulators, that we have handled millions of copies of daily newspapers and have upheld our end in any agreement we have made.

It's up to you, Mr. Circulator—We are ready to help you solve your distribution difficulties in New York. Write us today.

DUHAN BROTHERS

Telephone 3584 Beekman.

THE ORGANIZATION THAT HAS

MADE GOOD SINCE 1832.

TRIBUNE BUILDING, NEW YORK

A Real Performance

—not a Promise—can be relied upon by every Publisher who buys PRINTING or PLATE-MAKING Machinery

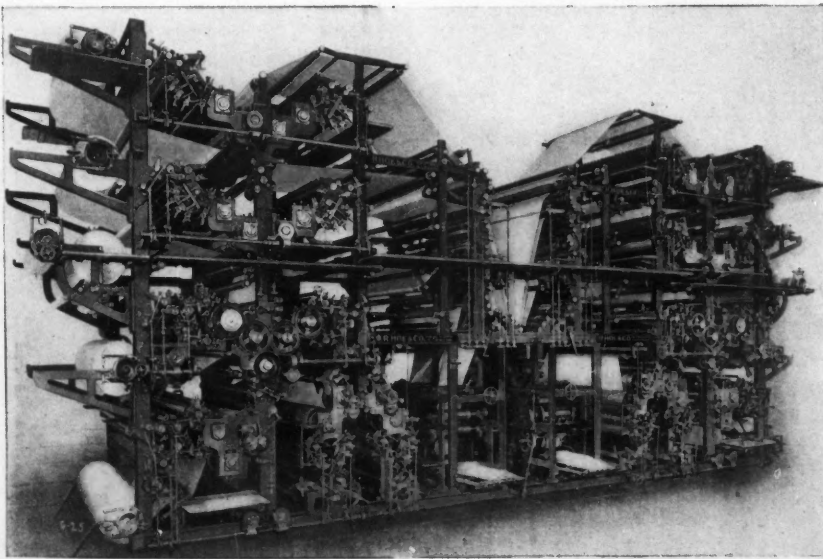
from

R. HOE & CO.

Here, for instance, is the Largest Printing Machine in the World, known as the

Hoe Double-Octuple Lightning Press

A Press of this type has been running with unerring accuracy for EIGHT YEARS in the printing plant of the BOSTON POST, and similar Hoe machines are in operation in many other prominent newspaper establishments in the United States and elsewhere.



Running Speed Per Hour

4, 6 or 8 pages,	288,000
10, 12, 14 or 16 pages,	144,000
18 or 20 pages,	108,000
22, 24, 26, 28, 30 or 32 pages,	72,000
36 or 40 pages,	54,000
44 or 48 pages,	36,000

Also a great variety of COLOR combinations, in two, three or four colors and black.

R. HOE & CO., 504-520 Grand Street, NEW YORK

7 WATER STREET, BOSTON, MASS.
120 ST. JAMES STREET, MONTREAL, CANADA

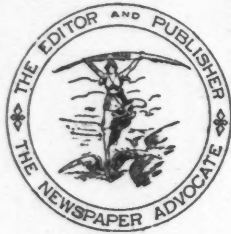
544-546 SOUTH CLARK STREET, CHICAGO, ILL.
109-112 BOROUGH ROAD, LONDON, S. E., ENGLAND

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



The Journalist, Established 1884; The Editor and Publisher, 1901; The Editor and Publisher and Journalist, 1907. James Wright Brown, Publisher; Frank LeRoy Blanchard, Editor; George P. Leffer, Business Manager.

Western Office: 601 Hartford Bldg., Chicago, A. R. Keator, Manager Telephone, Randolph 6065

See Publisher's announcement for subscription and advertising rates

New York, Saturday, July 4, 1914

BUILDING FOR THE FUTURE.

Newspaper history was made at Toronto during the week of June 21, when the Newspaper Division of the Associated Advertising Clubs of the World adopted a standard of practice. Representatives of some of the foremost dailies and weeklies of America met together and quietly discussed vital questions relating to the business and came to a unanimous agreement as to the principles that should be observed in carrying on their work.

Some of these men are rivals in local fields, and some are competitors in the national field; but all differences were, for the moment at least, forgotten and all worked together.

There were no spread-eagle speeches, no drawing of the long bow or pounding of drums. The addresses showed careful preparation and deep thought, and those who participated in the debates wasted no time in presenting the important ideas they had in mind.

Now let us see what was actually accomplished. A temporary organization was perfected, with Allen D. Albert, of Minneapolis, as chairman, and F. D. Webb, of Baltimore, as secretary. Five principles, embodying a standard of newspaper practice were adopted, to which every newspaper man present affixed his name. These principles have already been printed in these columns.

There is nothing revolutionary in any of these "commandments," as they have been termed. In fact, many of the newspapers have not only shaped their course according to them for years, but have adopted a policy far in advance of them. A few others have not. The important thing is that they represent a common ground and embody in five sentences principles that, if followed by a majority of the newspapers, will place the business on a higher and better plane.

Think what it would mean to journalism if all the publishers of weekly and daily newspapers would religiously live up to the standard of practice adopted at Toronto! First, it would place newspaper advertising in an impregnable position. No longer would there be any doubt in the minds of readers as to the reliability of statements made in the advertising columns, and for this reason no medium would be so productive of results. Second, advertisers would be certain that they were being given the square deal in rates and in service. If no other advantages should result, these alone would be sufficient to warrant the adoption of the standards of practice.

The problem that now faces the newspaper division of the A. A. C. W. is this: How can the mass of newspaper publishers be best enlisted in the move-

ment? A plan will be suggested in a special edition of THE EDITOR AND PUBLISHER to be issued next week under the auspices of the Newspaper Division of the Toronto convention, and which will contain a condensed report of the entire proceedings of the division, and the papers read.

It is our belief that by the time the next convention meets in Chicago in 1915 the support of the majority of the newspaper publishers will have been secured for this movement. The newspaper men will then be united in a common cause, and instead of being the very long tail of a very big advertising kite, as they have been in the past, they will supply the framework for the whole structure.

That the advertising men of the nation are in hearty accord with the efforts of THE EDITOR AND PUBLISHER to bring about complete and impartial enforcement of the Bourne Newspaper Law, which compels the publication of circulation figures, is proved by the letters published elsewhere in this issue. As is shown by papers read at the recent convention of the A. A. C. W., at Toronto, there is a growing insistence that advertising men shall be in possession of facts about comparative circulations. If the Bourne law were rightly applied, both the solicitor and the advertiser could figure upon a guaranteed basis, for the truth as to circulation figures could not be suppressed. The Bourne Law cannot possibly work hardship to an honest publisher. The Postoffice Department has yet offered no valid excuse for not putting the law into general practice. It is time for someone in that department to get very busy in the interests of the army of publishers and advertising men to whom honesty in business is something more than an empty phrase.

Because the Birmingham (Ala.) News criticised adversely one act of a play presented in a local theatre in which a negro and a white woman appeared, the manager of the theatre discontinued his advertising in the News. That night the police ordered the act omitted. This was done and the play was continued. In an editorial published in the News on Thursday that newspaper stated that while its advertising columns were for sale its editorial columns were not. Hence, any attempt made by an advertiser to control the news or editorial columns would result in failure. The News claims the right to criticise plays, men or methods without interference. The position taken by the Birmingham News is the same as that taken by other reputable newspapers. Probably the act complained of would not have been so severely criticised in the North or West where the presence of negroes and white women on the stage is not regarded as offensive to good taste.

A. A. C. W. CONVENTION JOTTINGS.

The Toronto Ad Club didn't load us down with a lot of junk when we registered and I am glad of it. What is the sense of carting home, in a trunk that was full when you started, a lot of samples of pills, thumb tacks, cheap safety razor blades and chewing gum, headache cures, and other truck for which you haven't the slightest use, and which, in the end, you throw away? Some of the advertising matter usually given you on these occasions is artistic or novel but after you have looked at it two or three times and shifted it about from one drawer in your desk to another you are glad to get rid of it by dumping it into the waste basket.

If all representatives of the State Department were as efficient as Julius D. Dreher, the American Consul at Toronto, there would be less criticism of the service. Consul Dreher demonstrated to the delegates of the Associated Advertising Clubs of America that the United States had a real representative present. He attended many of the long sessions of this important conference. Each day Mr. Dreher spent several hours gathering material for a consular report which will receive world-wide distribution. Mr. Dreher is now at work on the report and it will be submitted to the authorities at Washington within a week or so. No doubt

it will prove valuable as many of his other contributions have. Mr. Dreher entered the service in President Roosevelt's time as the American Consul in Tahiti in the Society Islands. He was soon promoted to a post where the duties were more numerous, Port Antonio in Jamaica, one of the great fruit centers of the world. Afterwards Mr. Dreher was assigned to Toronto. He is doing splendid missionary work and making many friends for us there.

* * * *

What a big convention it was—big in attendance, big in interest, and big in accomplishment! As I looked over the four or five thousand people at the opening session I could not recall any former occasion in my somewhat extended experience when I had seen such a fine body of alert, intelligent business men. They had not come to Toronto for a holiday but to take part in deliberations upon important topics relating to the work in which they are engaged the year round. The departmental sessions were well attended. While the papers read were all valuable probably the delegates got more real benefit out of the informal discussions that occupied much of the time. These exchanges of views were helpful in many ways.

* * * *

As I walked through the buildings containing the exhibits and saw displayed the many kinds of advertising matter that had been prepared and assembled at great expense, I could not help feeling that it was too bad that at the end of the four-day session it was to be scattered to the four corners of the earth. It seemed a pity that it could not be kept together a few months and shown in several of the large cities where thousands of persons who are interested in advertising could have the privilege of examining the notable examples it contained. Would it not be possible another year to follow some such plan as this?

* * * *

It is doubtful whether any city in the near future will be able to offer such excellent accommodations for the convention as Toronto. The Canadian Exhibition grounds were a delight to the eye. Laid out as they were on the shores of Lake Ontario with vistas of green lawns and beds of flowers, and with broad walks and smooth driveways along which, in orderly array, were many fine exhibition buildings, they presented a most attractive scene. While the A. A. C. W. occupied only a few of the structures the convention body was by no means lost in them. A few of the lazier delegates complained because they had to walk some distance to attend the several departmental sessions but were laughed at by their more agile associates. The band concerts at the noon hour on the green proved an attraction to many who found rest and refreshment beneath the trees near the bandstand.

* * * *

There was a notable lack of horseplay and clownish antics by the members of the several club delegations during convention week. Perhaps the ad men did not feel the same freedom on British soil that they do at home in the States, or perhaps they have outgrown the college boy pranks of former years. But whatever the cause there were fewer "demonstrations" than in former years. Not one of the delegations brought along its own brass band and only a very few attempted to furnish vocal music in the hotels. The absence of the demonstrations and music may indicate that the old methods of waking up the convention town are not popular.

* * * *

In sound, constructive work the Toronto convention led all others. The adoption of standards of practice by the several divisions marks the beginning of a saner and better era in the world of advertising. The ad men are now bound together to observe certain principles in the conduct of their business. They stand on common ground. Unless I am very much mistaken the next few years will put more real backbone into the advertising body than it has ever had before. This means more business, better business and greater efficiency for the printed word in newspapers.

FRANK LEROY BLANCHARD.

PERSONALS.

Charles R. Long, one of the editors and proprietors of the Chester (Pa.) Times and the Morning Republican, will sail from New York July 7 on the Mauretania for a six weeks' tour in the British Isles and on the continent.

On the first page of this issue appears an excellent photograph of Charles H. Betts, recently re-elected president of the New York State Editorial Association. Mr. Betts is the first president to receive re-election in sixty-one years. He is editor and publisher of the Lyons Republican.

Virgilio Rodriguez Beteta, editor of the Diario de Centro America, the oldest newspaper in Central America, with offices in Guatemala, is on a pleasure trip to this country. He inspected several of the newspaper plants in this city this week.

C. F. Gordon, editor of the Talmage (Neb.) Tribune, is a candidate for sheriff in Otoe County.

Mark W. Murray, proprietor of the Pender (Neb.) Times, was elected postmaster at a primary held last week.

Horace Davis, editor of the Ord (Neb.) Journal, is now sure that he has arrived. In addition to being defendant in a \$50,000 libel suit, he was recently horsewhipped by a school-ma'am, who took exception to a story he printed.

Henry J. Allen, editor of the Wichita (Kan.) Beacon, was the commencement speaker at the Ensworth Training School for Nurses last week. His topic was "The Training of Tenderness."

GENERAL STAFF PERSONALS.

Frederick E. Drinker, former manager of the promotion and efficiency department of the Philadelphia (Pa.) Public Ledger, is now with the Richmond (Va.) Times-Dispatch.

John R. McKay Robinson has been appointed managing editor of the Fort Worth (Tex.) Record. He has worked on several papers as sporting and dramatic editor.

Franklin P. Adams, who runs, and sometimes edits, the Conning Tower colyum in the New York Tribune, was awarded with the honorary degree of Master of Arts by the University of Michigan last week.

J. Leo Meehan has been appointed city editor of the Salt Lake (Utah) Evening Telegram.

A. G. Bell, London correspondent of the Chicago Daily News, is paying a visit to his friends in Chicago.

L. V. B. Rucker, for several years cable editor of the United Press, and well known as a Washington correspondent, who covered the taking of Vera Cruz, has joined the forces of the Central News and is covering the mediation conferences at Niagara Falls.

G. Howard Bonte, dramatic critic of the Philadelphia Public Ledger, who can discuss plays in eight languages, including Bavarian, has gone on a vacation trip to Spain.

George A. Waite, managing editor of the Philadelphia Evening Telegraph, is taking a much-needed rest in England, where he will remain for an indefinite time. James F. McCoy is getting out a good-looking sheet in his absence.

William H. Rocap, sporting editor of the Philadelphia Public Ledger, was the official timekeeper of the Johnson-Moran fight in Paris, and wrote the story of the battle for his paper. He will make a short tour of Europe before his return. A complimentary dinner was given

him before he sailed by a large number of sporting writers, club and newspaper men.

G. M. McKinley, recently of the Moline (Ill.) Mail, has succeeded E. J. Crader as city editor of the Uniontown (Pa.) Daily Record. Mr. Crader has returned to Allentown, where he was editor of the City Item before going to Uniontown.

J. W. Bishop has become circulation manager of the Corpus Christi (Tex.) Daily Democrat. He was formerly advertising manager of the Caller of that city and has worked on a daily in Kansas City, Mo.

Frank P. Woodward has been appointed editor of the Wayne County Citizen, Scranton, Pa., succeeding E. B. Callaway, who becomes manager.

Gordon L. Yancey, for the past three years with the Scripps-McRae newspaper syndicate, has become advertising manager of the Owensboro (Ky.) Inquirer. He was formerly advertising manager of the Evansville Press.

AD GOLF AT HOT SPRINGS.

Stars and Stripes Event to Open Tournament in Virginia.

The annual tournament of the American Golf Association of Advertising Interests will take place at Hot Springs, Va., beginning July 6. The association is composed mostly of advertisers, but also includes men who are active in the advertising field.

J. J. Hazen of the John O. Powers Co. agency is president, and William S. Bird of the John B. Woodward Agency is secretary.

The principal event on the opening day is the stars and stripes tournament. Every member on that day must wear a small American flag. Prizes are awarded to both men and women players.

This is a self-sustaining organization and does not pass the hat to secure money with which to buy prizes. Those who have registered for the trip include the following:

Frank Gauss, A. G. Carter, J. D. Plummer, H. R. Mallinson, Walter Manning, W. C. Izor, George D. Buckley, Dr. A. K. Gardner, S. K. Evans, C. A. Speakman, W. R. Hotchkin, Ed Rode, Frank Vass, W. S. Bird, A. L. Aldred, Walter Ostrander, J. J. Hazen, A. S. Higgins, C. E. Spalding, T. E. Conklin, W. C. McMillan, Don Parker, A. Moore, A. J. Watson, Mr. and Mrs. Thorsen, Roger Hoyt, Mr. and Mrs. Ralston and L. A. Hamilton.

WEDDING BELLS.

Mark J. Staples, Lynn correspondent of the Boston Traveler, and Miss Maude Cassidy were married last week in St. Joseph's Church rectory, Lynn.

William C. McCarty, a member of the editorial staff of the St. Louis Republic, and Miss Caroline Thummel, a lawyer, were married in that city recently.

W. H. Heine, assistant business manager of the World Color Printing Company of St. Louis, Mo., since 1906, was married to Miss Jane McCarthy on June 29, at Bridgeport, Conn. Mr. Heine has among the newspaper fraternity throughout the United States a large circle of friends who, though surprised, will wish him and his bride all happiness.

Cranford (N. J.) Chronicle Sold.

John A. Potter, proprietor of the Cranford (N. J.) Chronicle, has sold his business to Hugh Hearon, who took charge of the business on June 29. Mr. Potter started the Chronicle in 1893. Its politics, Democratic, will be continued by the new owner. Mr. Hearon is president of the local Board of Education. He will devote his entire time to the newspaper. Mr. Potter will retire from active business and is planning to take a trip around the world with Mrs. Potter.

"Opp" with Tercentenary Commission

Francis J. Oppenheimer, better known to readers of the Sunday papers as Francis Opp, has just been appointed assistant director of the forthcoming celebration which the State of New York is preparing this summer and fall and which will commemorate the 300th birthday of the commercial life of Man-



FRANCIS J. OPPENHEIMER.

hattan Island and also the opening of the Panama Canal. Mr. Oppenheimer is well known in the newspaper field. He is an authority on foreign criminality and immigration and has written many articles on these subjects. In 1911 Mr. Oppenheimer organized the New York Budget Exhibit which attracted much attention in civic and economic circles. More recently Mr. Oppenheimer was associate director of the National Efficiency Exposition held in this city.

Potter Buys Montague Messenger.

J. M. Potter, a banker and editor, has bought the Montague (Cal.) Messenger from G. A. Chambers, who established the paper about five years ago. Mr. Potter formerly edited the Ashland (Ore.) Tribune, established the Bedford (Cal.) Daily Tribune and at once time managed the Yreka (Cal.) Journal.

PUBLISHER'S NOTICE.

Subscription: Two Dollars a year in the United States and Colonial Possessions, \$2.50 a year in Canada and \$3.00 foreign.

It is suggested that the publication should be mailed to the home address to insure prompt delivery.

The Editor and Publisher page contains 672 agate lines, 168 on four.

The columns are 13 picas.

Advertising will not be accepted for the first three pages of the paper.

Advertising Rates: Transient Display 25c. an agate line.

Liberal discounts are allowed on either time or space contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted fifteen cents a line; Business Opportunity and Miscellaneous ten cents a line, and Situations one cent a word; see classified pages.

The Editor and Publisher can be found on sale each week at the following newsstands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.

Philadelphia—L. G. Rau, 7th and Chestnut streets.

Pittsburgh—Davis Book Shop, 416 Wood street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth street, N. W.

Chicago—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street.

Cleveland—Schroeder's News Store, Superior street, opposite Post Office.

Detroit—Solomon News Co., 69 Larned street, W.

San Francisco—R. J. Bidwell Co., 742 Market street.

EASTERN DAILY

and job business in very attractive location. Annual volume of business, \$30,000. Three Linotypes, Cox Duplex, etc. Owner interested to sell 1/2 or all. Property needs aggressive management. Not more than \$5,000 cash necessary, balance can be deferred. Owner's return, \$3,700 annually. Proposition K. C.

C. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

WANTED.—Any kind of a job that will get me away from Chicago; have been city editor of large and managing editor of small paper; competent reporter or editorial writer. Want place where children will have wholesome environment. Here is a chance to get high-grade, all-around man at moderate price.—Address H. F., Care The Editor and Publisher.

HELP WANTED.

Wanted, immediately.—Experienced advertising solicitor and circulation manager. Give full particulars and state amount salary desired. Sunday Call, Pittsfield, Mass.

FOR SALE

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

Linotype Machine, No. 636, Baltimore make, No. 1 Model, equipped with two-letter attachment, will set from 5 point to 11 point face, length of line to 30 ems; machine in good condition. Address Business Manager, Dispatch Printing Company, St. Paul, Minnesota.

MISCELLANEOUS

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

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 60c. per page. YARD'S NEWS BUSINESS, 187 W. Washington St., Chicago, Ill.

LINOTYPE MACHINES

All models, bought and sold. Complete line of Printers' machinery and supplies on hand for immediate shipment.

RICH & McLEAN, New York.
51 CHURCH ST.,

BUSINESS OPPORTUNITY

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

To the ambitious young man with capital and experience, who desires to become a publisher, we can offer several good opportunities. Harris-Dibble Company, 71 West 23d St., New York City.

ADVERTISING MEDIA

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

THE BLACK DIAMOND Chicago—New York—Philadelphia, for 20 years the coal trades' leading journal. Write for rates.

WHERE THE GOLD COMES FROM!

THE FAIRBANKS (ALASKA) DAILY NEWS-MINER, the oldest paper in Interior Alaska, where the gold comes from, reaches the highest-paid class of workers in the world. There are only 16,000 people in the News-Miner's district, but they produce and spend from \$5,000,000 to \$10,000,000 a year. The smallest piece of money there is 25c. piece—which is the price of a newspaper, cigar or drink. One million was sent out of Fairbanks in one year to mail-order-houses. The average per inhabitant annually is \$135 freight paid. Everything is dear except advertising—advertising agents take notice—and the people buy whatever they want when they want it.



MEMBERS AND GUESTS OF THE INTERNA

I. C. M. A. SIDELIGHTS.

A long step forward was taken by the members of the I. C. M. A. at the recent convention on the S. S. Noronic when the by-laws of the association were amended so that any abuse or misuse of the privileges afforded a member or any misconduct upon the part of any member would cause a forfeiture of membership. This change in the by-laws makes it possible for the association to discipline any member who lies about his circulation or fails to conduct himself in harmony with the best traditions of the association. The amended by-law provides that such abuse or misuse be the subject matter of a trial "by twelve members selected by the presiding officer. The selection to be ratified by a majority vote of members in convention."

The second amendment to the by-laws provides that any member, who, for reasons best known to himself, becomes engaged in a capacity other than that of a circulation manager and having ceased his connection with a daily newspaper as circulation manager, shall be ineligible to become a member of the Board of Directors or to hold any office or to have any voice or vote in the association's affairs, except in the event that such member is acting in the dual capacity of business and circulation manager.

* * *

At the luncheon at the Board of Commerce rooms in Detroit, prior to the trip up the lakes, provided by the Detroit Journal, News, Free Press and Tribune, and presided over by R. S. Weir, circulation manager of the Journal, H. S. Scott, business manager of the Evening News Association, publishers of the Evening News and Morning Tribune, in a witty talk referred to the organization as the "original Ananias Club." He said, "I hope the time will come when you fellows will rely upon your own genius. You have the brains, you have the ability—you're making good every day, but in most offices the premium fellow has the circulation man by the neck."

D. B. G. Rose of the Louisville Post, who followed Mr. Scott, replied, "Since our friend Scott reached his present eminence and success, he has forgotten all about his early circulation days. If you want to know anything about premiums, just go down to the Detroit News office and take a look at Scott's premium department. There are few of us in love with premiums, but at times they can be made to serve useful purposes. In 1898 a mere handful of men met in the City of Detroit as the guests of dear old 'Billie' Gillespie, then circulation manager of the Detroit Free Press. The first convention was held in Chicago in 1899. Now, the organization numbers almost four hundred members. There never has been an organi-

zation that has had as much to do with the freedom of the press as the I. C. M. A. Its members tell the truth."

There were two hundred and twenty-seven at the Detroit luncheon, which was provided by the Board of Commerce under the direction of the local committee consisting of R. S. Wier, of the Journal, E. S. Dobson of the Morning Tribune and Evening News, and E. Ray Hatton of the Free Press. Sidney Long proved himself to be "some orator." He responded to the address of welcome.

* * *

I. C. M. A. Official Bulletin, issued from the office of the Wichita (Kan.) Eagle, under the editorship of Sidney J. Long, made such a favorable impression that the members were unanimous in requesting that two copies of each issue be sent each member during the year. Board of Directors relieved the incoming president, A. E. MacKinnon, of the responsibility of editing the bulletin and continued Mr. Long in that capacity. It was said that "any issue of the bulletin is worth the annual dues of the I. C. M. A."

* * *

The entertainment features were many and varied. Everybody had an exceed-

ingly good time. A. E. MacKinnon, as chairman of the entertainment and transportation committees, proved himself a veritable wheel-horse for work and made a decidedly favorable impression, always in good humor, always ready with a helpful suggestion. He made many friends. With Sidney J. Long he arranged the religious services for Sunday morning. On Sunday afternoon he presented a twenty-eight foot burgee and shortly after leaving Sarnia President Smith of the Northern Navigation Company gave orders that the I. C. M. A. burgee should supplant the Noronic pennant at the main truck; and from then until the end of the journey the big flag floated over the ship. It is expected that this flag will fly at all future conventions of the I. C. M. A.

* * *

There was quite a contest for the next convention. Mr. Wenge of the Spokesman Review placed in nomination Salt Lake City. Mr. Weaver, circulation manager of the Salt Lake Telegram, presented an invitation from the Chief of Police of Salt Lake. John Simmons, circulation manager of the Atlanta Journal placed in nomination Atlanta, Ga., and the nomination was seconded by W. S. Dunston, Birmingham News, and



CUP PRESENTED TO S. D. LONG, THE RETIRING PRESIDENT.

W. T. Anderson of the Macon (Ga.) Telegraph. John Lang, circulation manager of the Toronto World, spoke in favor of the highlands of Ontario, the Switzerland of Canada and the Wa Wa Hotel.



Left to Right:—J. V. McClatchy, John M. Schmid, Sidney D. Long, H. B. Smith, A. E. MacKinnon.



CIRCULATION MANAGERS' ASSOCIATION AT DULUTH.



FARLEY EXPLAINING THE CRACK.

of pictures of Panama, Panama scenes and of the new exposition buildings.

A novel entertainment proved to be a debate on woman suffrage, participated in by J. N. Chevrier, who spoke in French, "Willie" Hoffman of the New York Staats-Zeitung, who spoke in German; F. L. Frugone, publisher of the New York Bollettino Della Sera, who spoke in Italian; H. H. Fris of the El Paso Herald, who spoke in Holland Dutch, and S. S. Engelberg, Eagle Pencil Co., who spoke in Yiddish. Mrs. Murdock, the owner of the Wichita Eagle, who acted as judge, said it was difficult to determine the winner. She suggested that the participants stand up together and address the audience each in his native tongue. Here was "a picture no artist could paint." One man talking Italian, another French, another in German, and the East Side "Yiddisher" talking as much with his arms as with his tongue.

The prize was awarded to "Willie" Hoffman, who addressed the audience in English, stating that he had been first told that he could speak in the affirmative and then to speak against it. He found it necessary to take off his coat and his vest and many thought that was the act that won the prize. Mr. Frugone was awarded the second prize.

ty-Five Years Ago," 63 per cent editorials, 60 per cent "Silk Hat Harry," 60 per cent society, 60 per cent moving picture news, 55 per cent theaters, 48 per cent women's page, 44 per cent classified advertising, 33 per cent church news, 33 per cent political news, 33 per cent music, 31 per cent "Horror Scoop," 28 per cent fraternal, 25 per cent George Fitch.

E. C. White of the Memphis (Tenn.) News-Scimitar said that recently the News-Scimitar had made a test in its territory. A canvass of one thousand women in Memphis had shown that 98 per cent preferred local news, 97 per cent prefer department store advertising, 71 per cent prefer foreign news, 70 per cent a local feature entitled "Twen-

A. E. MacKinnon, the newly elected president of the I. C. M. A., in responding to an election by acclamation, said, "I did not have to wait until this moment to realize your kindly feeling for me. I sincerely hope and trust that you have shown ordinary wisdom in selecting me as the president of your organization for the next year."

J. V. McClatchy, circulation manager of the Sacramento Union, placed in nomination San Francisco and read letters of invitation from the Panama-Pacific Exposition offering the usual courtesies, tickets and concessions, the Exposition Association Hall and headquarters in the Press Building.

A. E. MacKinnon spoke in favor of the Lake of Bays district north of Toronto. E. S. Dobson suggested that the S. S. Noronic be chartered for a trip from Detroit to Mackinac Island and through the Georgian Bay and the thirty-thousand islands.

The membership voted unanimously in favor of another water trip and left the matter in charge of the incoming president, A. E. MacKinnon, with authority to act.

The entertainment at Duluth was in charge of Edward Armstrong of the Herald and S. D. O'Connor, circulation manager of the News-Tribune.

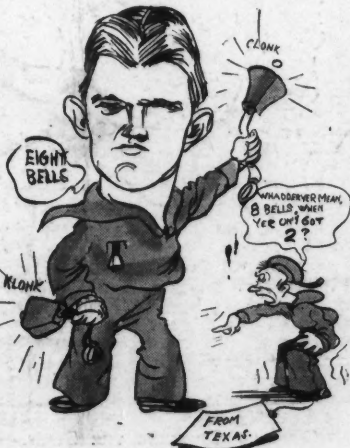
The ladies were given a carriage ride about the city and a luncheon was served at the Hotel Spalding. Edward Armstrong was the toastmaster. He performed his duties with becoming grace and modesty.

Mayor Prince delivered an address of welcome. Sidney Long responded. Charles S. Mitchell, managing editor of the News-Tribune, maintained his reputation as a successful after dinner orator.

Dr. Lincoln Wirt, of Boston, the New England representative of the Panama-Pacific Exposition, gave a very interesting illustrated lecture on Panama and the exposition. He made one statement that surprised many of us. He said that fifty-years before the Pilgrims landed on the shores of Massachusetts, the Jesuit Fathers had made a landing on the Pacific Coast and established missions. He has a splendid collection



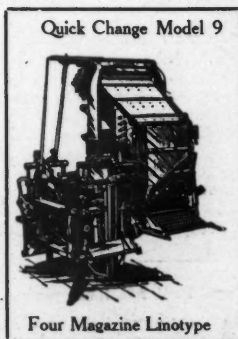
BOB WEIR DOING STUNTS.



HOUGH AND HIS COW BELLS.

30,000 LINOTYPES

Are in daily use throughout the civilized world



30,000 Linotypes

which stand for
One Price
A Square Deal
Liberal Treatment on the part of the builders to their customers.

193 REAL LINOTYPES

were sold in May—

Every one built up to a standard, not down to a price.

A SAFE AND SANE INVESTMENT

Mergenthaler Linotype Company

Tribune Building, New York

CHICAGO
1100 South Wabash Avenue

SAN FRANCISCO
638-646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: CANADIAN LINOTYPE, LIMITED, 35 Lombard Street

INTERESTING THE CARRIERS.

Tell Them of the Importance of Their Work, Says Johnson.

"Pay the boy, entuse the boy, encourage him," declared G. E. Johnson, Louisville Courier-Journal, in a striking talk on "How to Interest Carriers on Morning Newspapers in Working Up Their Routes." "Let him know his work is important, jump on him only when absolutely necessary—these things will get good service and new subscribers. During the winter we have one or two theater parties for the boys, and in summer a picnic to an amusement park. We pay all expenses."

Discussing "How to Eliminate the Abuse Practiced by News Companies and Dealers of Selling Newspapers Above Published Price," E. L. Tucker, of the Rochester Post Express said:

There are only two methods that I can suggest which will prevent news companies and dealers charging more than the published price. First, the publisher might refuse to sell papers to an agent who charged an excess price. The second method would be to place all news companies and dealers under contract with cash bond. The contract may then specify what the selling price shall be, terms of settlement and such other agreements as may be desired. If any part of the contract was violated, such as charging more than the published price, the bond money could be declared forfeited.

In the case of news companies operating on railway trains, I do not believe the present service could be given if all publications were sold at the published price. I am also of the mind that the general public take the same view. I do not see how the selling price made by foreign agents can be regulated. He buys his papers at the regular wholesale price and if his location permits him to collect five cents a copy for the daily papers and ten cents a copy for the Sundays, I rather think he would claim that this was his personal privilege.

Arkansas Progress Appears.

The first issue of the Arkansas Progress, Little Rock, a weekly newspaper devoted to reform work, edited by J. R. Taylor, has made its appearance. It favors Prohibition. The paper is published by the Development Publishing Company. The officers are D. A. Gates, president; J. H. Estes, vice-president; and George Thornburgh, secretary and treasurer.

Good Cuts For Newspapers

We make plates for newspapers that are etched deep and will print well.

Our prices are right and as we operate a day and night force, we are able to give newspapers a highly satisfactory service at all times.

Atlas Engraving Company
205 West 40th Street New York

Send for samples of Half-tone Diamond Black. This Ink will print Jet Black on the most difficult paper. 40c. net.

Every pound guaranteed
F. E. OKIE CO.
PHILADELPHIA, PA.

BIG CONTRACT FOR PRESSES.

Detroit News Places an Order for New Equipment with Walter Scott & Co.

A large deal for printing presses and newspaper pressroom equipment was closed in Detroit this week, when the Evening News Association, publishers of the Detroit Evening News and the Morning Tribune, signed with Walter Scott & Company of Plainfield, N. J., for an entire new battery of newspaper printing presses for the new News Building, with the necessary Kohler control.

The contract provides for one triple octuple press capable of producing 108,000 thirty-two page papers per hour and one double octuple with the capacity of 72,000 thirty-two page papers per hour. Four sections of the double or an octuple will be installed in the present News Building to take care of the rapidly growing circulation, the builders agreeing to have the same in operation by October 1, next.

H. S. Scott, the business manager of the News and Tribune, when asked about the deal by a representative of THE EDITOR AND PUBLISHER, said: "Yes, that's right; Scott got the contract. D. J. Scott and Arthur Pease were here yesterday, and we closed with them for the presses for the new building, which should be ready for occupancy early in 1916. Harry Snelving, the New York manager for the Kohler systems, was also present and secured the contract for the electrical press control. We've been investigating the merits of all presses on the market for some months, and Mr. Scripps and I finally decided to adopt the low down construction."

"The new triple octuple will be the largest self-contained printing press in the world, barring none. Each unit represents a quad press and the whole battery can be operated as individual quads, sexes, octuples, doubles sexes or octuples. The new equipment will occupy about twice the floor space of the present but will not be over nine feet in height, as compared with the present height of over twenty feet. We will have about ten folders, and the battery will be so elastic that we will be able to get any combination desired at any time. It will be the latest word in printing press machinery. The Kohler systems have worked out a unique control that makes it possible for us to run only such units as are actually engaged in printing. The height of the ceiling in the new pressroom will be about twelve feet.

"All of the new units will be easily accessible. The new big press will carry twenty rolls of paper. The old equipment has been in operation from three to eleven years. The Kohler system will include twenty motors, ten of 60-horsepower each and ten of 7½-horsepower each. There will be two complete Kohler systems with latest Diehl motors. We expect to have one of the new octuples installed by October 1."

Hearst Buys Pall Mall Magazine.

W. R. Hearst has bought the Pall Mall Magazine. The magazine will now cease to exist separately, as after the August issue it will be amalgamated with Nash's Magazine. The Pall Mall Magazine at one time held a notable position in the British magazine field, as it was the first to publish illustrations in number and finish comparable to those of American periodicals of the same class. It was established by William Waldorf Astor in 1893.

The Bradshaw (Neb.) Monitor, owned by L. D. Beltzer, which has been under lease for the last two years, first to R. J. Ricely and then to R. A. Allen, has again been taken charge of by the owner, Mr. Beltzer.

The price of the Bristol (Pa.) Daily Courier has been raised to two cents.

NEW PUBLICATIONS.

PONTIAC, ILL.—Three new weekly newspapers made their first appearance in Livingston County this week. They are the Dwight Sun, the Odell Star and the Pontiac Moon. William H. Ketcham is editor of the three.

SEDALIA, MO.—Camp has a new weekly newspaper and it has started its career under the name of Cole Camp Journal with W. A. Dollarhide as editor.

GREELY, COLO.—Beginning next week a new weekly paper will be published by Miss Katharine O'Conney as managing editor.

WHITE CASTLE, LA.—The White Castle Weekly News made its first appearance last Wednesday. Ernest Thorp is the editor.

NEW HAVEN, CONN.—The Plaindealer is the name of the new weekly paper published every Saturday by the Ideal Printing Company. The editors and workers on the paper are as follows: J. H. Tucker and Anna L. Tucker, editors and managers; Jean Di Paisaligne, advertising manager. The new paper will make a specialty of news concerning local colored people.

ELLCOTT CITY, MD.—A Republican weekly paper will be started in this county next week to be known as the Howard County Post. This will be the first Republican paper in this county since the Progress passed out of existence several years ago. The first issue will be on Saturday, July 4. The paper will be conducted under the management and direction of ex-Postmaster Clarence H. Oldfield.

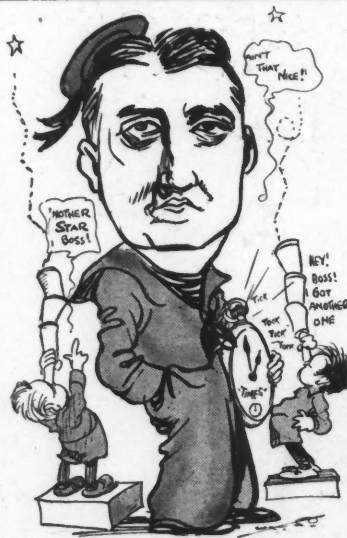
KLAMATH FALLS, ORE.—All details are complete for the publication of a newspaper at Fort Klamath. J. F. Salcido is to be the editor and proprietor. It will make its initial bow this week.

DES MOINES, IA.—Announcement is made of the establishment of a new Democratic newspaper to be known as the Des Moines Times. The new Democratic organ will be published weekly by the Des Moines Times Company. The first issue will be out in a few weeks according to the latest plans.

LAKE CITY, MINN.—The Lake City Leader is the name of a new weekly publication. J. D. Springer, a former Iowa newspaper man, and E. R. Paterick are the publishers.

David Co. Now Represents Farm Life.

The George B. David Co., inc., New York and Chicago, has been appointed Eastern representatives of Farm Life and Agricultural Epitomist, Chicago. Other papers represented by this concern include Up-to-Date Farming, Indianapolis; California Farm and Home, San Francisco; National Field, Atlanta; Colman's Rural World, St. Louis; Northwest Pacific Farmer, Portland, Ore., and American Farming, Chicago.



CORRIGAN COUNTING THE STARS.

A Kansas Daily in City of 35,000 and evening paper now making net about Six Thousand Dollars a year is offered for sale at \$20,000. Terms Half Cash. Time on balance. (Proposition D 314.) We have also several other good newspaper properties in various States. Write us.

American Newspaper Exchange
Rand McNally Building, Chicago

AT HOBOKEN, N. J.
THE HUDSON OBSERVER
operates two

Scott Four Tiered Quadruple Presses
AND FOR OVER FIFTEEN YEARS

have not missed an edition
You Can Depend on a Scott

WALTER SCOTT & CO.
Plainfield, N. J.

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

We can increase your business — you want it increased.

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

BURRELLE

60-62 Warren Street, New York City
Established a Quarter of a Century

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU
CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4900-4 Beekman

Seven strong newspapers-- each wields a force in its community that honest advertisers can employ to advantage.

THE CHICAGO EVENING POST (Evening Daily)

INDIANAPOLIS STAR (Morning Daily and Sunday) TERRE HAUTE STAR (Morning Daily and Sunday) MUNCIE STAR (Morning Daily and Sunday)

THE ROCKY MOUNTAIN NEWS (Morning Daily and Sunday)

THE DENVER TIMES (Evening Daily)

THE LOUISVILLE HERALD (Morning Daily and Sunday)

The Shaffer Group

The Seattle Times

"THE BEST THAT MONEY CAN BUY"

Circulation for May, 1914--

Daily, 70,400 Sunday, 90,350 47,000--In Seattle--50,000

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

During May, 1914, The Times gained 9,000 inches, leading nearest paper by 26,000 inches--Total space 73,000 inches. The foreign advertising gained 1,200 inches over May, 1913.

LARGEST QUANTITY-- BEST QUALITY CIRCULATION

Buy the best and you will be content

The S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives NEW YORK CHICAGO ST. LOUIS

San Francisco Examiner

FIRST (IN INFLUENCE IN CIRCULATION IN ADVERTISING)

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

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

Circulation 122,000 DAILY 228,000 SUNDAY

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

The Florida Metropolis FLORIDA'S GREATEST NEWSPAPER JACKSONVILLE, FLA.

GUARANTEES TO ALL ADVERTISERS MORE DAILY, NET PAID, HOME DELIVERED CIRCULATION IN JACKSONVILLE AND WITHIN A RADIUS OF 100 MILES IN FLORIDA THAN ANY OTHER NEWSPAPER.

FOREIGN REPRESENTATIVES

KELLY-SMITH COMPANY

New York, 220 Fifth Ave. Chicago, Lytton Building.

YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation MORE THAN 150,000

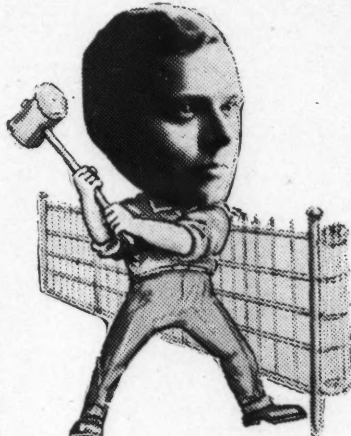
CONVENTION ECHOES. ALONG THE ROW.

(Continued from Page 34.)

even if it contains heads by the hundreds.

That is why the editorial "We," all inclusive in its plural suggestion of welcome to others, remains a traditional and literal distinction of the newspaper work, which implies "just helping along," the cause and doing something for "us," the people, and "gatherings in conventions assembled."

The genius of the age is Business, first reflected into newspapers, and it



E. L. DYER, CHAIRMAN OF THE VIGILANCE COMMITTEE, TORONTO AD CLUB.

was from the old declaration for liberty that "We, the people," utilized the editorial "we" inherited from the tradition of newspaper writers. The phrase is interwoven in the very vernacular of the every day and public activities of the world. Ideas suggested by a swift glance in the newspapers, of a heading or a paragraph on current news, carries the high voltage of initiative thought and impulse represented in public sentiment today.

The old editorial "we" has the same ring of stability and democracy as when the Republic was founded upon the fundamental proposition of a free press supporting the declarations of free representative government which the newspapers are still maintaining as a sacred heritage to guard and protect through all the ages with the irresistible



E. ST. ELMO LEWIS, DETROIT, MEMBER EXECUTIVE COMMITTEE.

and invulnerable "we" of historic times. The dual personality implied in the editorial "we" reveals the devotion of newspapers to the idea that the editor as an individual is one person, but the individual as an editor another, so "we" becomes the weapon of the newspaper crusader, welded with increasing vigor in his iteration and reiteration of the rights of "we, the people," until the end of time.

THE OPTIMIST. "Why sit ye here, good scribe," we asked, "Upon the parklet bench?" "This is the season, sir," said he, "When papers all retrench. When things begin to boom in Fall I will go back on space. Meanwhile I live on shredded wheat And keep a cheerful face."

FROM A CAREFUL OBSERVER. In a magazine story the climax is always written last. In a newspaper story the climax is always presented first. There are other differences also between magazines and daily papers, and if you do not believe this statement ask Mr. Munsey.

TOO TRUE. "There is no fire in the present day editorials," remarked the old timer. "But there's plenty in the city editor," sighed the reporter who was looking for a job.

SONG OF THE SEA. Great is the Yacht Reporter now, He has much space and lots of pay; He cometh in from Sandy Hook And serves trial races up this way:

"With rail wash she crossed the line And beat up to the windward fine. With sheets belayed, all snug and taut She had a gentle list to port. She jockeyed to a starboard tack And then again to port came back. They kept her headed south by north, And, flying through a sea of froth, It could be seen her topmost stays Had buckled in two different ways-- She pointed up to three degrees, And threw her gaskets to the breeze; The finish was a sight to see, Corrected time, 3--33."

The Yacht reporter likes technique, As does the baseball man; To many, though, it may be Greek; It tickleth the Fan.

NAY. The suppression of free speech in Printing House Square did not extend to the critics in front of the baseball bulletins.

PLATE MATTER. Beef and-- FROM THE SKINNERSVILLE SIGNAL. "Several summer boarding houses in this town are serving canned vegetables to their guests from the city. Our advertising rates are five cents per agate line."

IT REALLY DOES. On the level, it does seem that the Newlyweds' baby is old enough to have a set of teeth like Teddy Roosevelt. TOM W. JACKSON.

To Educate Public in Medicine. The education of the public in medical matters in order to prolong life is the program which Dr. Victor C. Vaughan, the new president of the American Medical Association, elected at Atlantic City Saturday, will try to carry out in his administration. In a statement at the end of the congress he said: "The policy of the administrative branch of the association will be a definite one--we shall spend our time and money in education. Conditions have changed. Once it was simply a matter of a physician's duty to his patient. The field has broadened. The physician must now go to the public." Dr. Vaughan said the association would expend large sums of money in preparing medical matter for the newspapers.

CLARKSVILLE, ARK.--R. A. Warren has bought the Democrat from R. H. Holbrook, and will assume charge of the plant this week. Mr. Holbrook will probably retire from the newspaper field on account of his health.

R. J. BIDWELL CO.

Pacific Coast Representative of

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

742 Market Street SAN FRANCISCO

The Omaha Daily News

"Nebraska's First Newspaper"

74,842

Two Contemporaries No Competitors Distinctly First In Quantity and Quality Circulation

C. D. BERTOLET, Boyce Bldg., Chicago New York Representative A. K. Hammond 366 Fifth Avenue

THE HERALD

HAS THE LARGEST MORNING CIRCULATION IN

WASHINGTON

C. T. BRAINARD, President.

Representatives: J. C. WILBERDING, A. R. KEATOR, Brunswick Bldg., 601 Hartford Bldg., NEW YORK CHICAGO.

THE Detroit Saturday Night

guarantees the reliability of every advertisement appearing in its columns.

Whiskey, Beer, Cigarette and Patent Medicine advertising is tabooed.

The publishers reserve the right to reject any advertising which in their opinion is undesirable or does not conform to the general policy of the paper.

Foreign Advertising Representatives CHAS. SEESTED F. STANLEY KELLEY 41 Park Row Peoples Gas Bldg. New York City Chicago, Ill.

THE NEW HAVEN Times-Leader

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

The S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives New York Chicago St. Louis

Christopher A. Evans Dead.

Christopher A. Evans, general manager of the Tristate News Bureau, dropped dead in his home in Pittsburgh Saturday night. Mr. Evans was born January 27, 1859, in Portage du Fort, Province of Quebec, Canada. He went to Pittsburgh in 1884 and was successively assistant editor of the Dispatch, telegraph editor of the Times and city editor of the Times. When the Times and Gazette were merged in 1906, Mr. Evans became manager of the Afternoon News Bureau. On the consolidation of the Afternoon News Bureau, the Tristate News Bureau and the Pittsburgh News Agency, he was made general manager.

Mrs. A. R. Armstrong, who has been editor and publisher of the Butte (Neb.) Gazette for twenty years, has sold the paper to A. B. Thatcher.

Can You Account for Yourself?

Do you know what you should be capitalized at as a human machine? Do you earn interest on yourself? Are you creating a replacement fund? Do you know what cost accounting means? If you do not,—read

THE PROFITABLE WAGE
By Ed. E. Sheasgreen

Over one hundred and fifty pages of practical economics for the banker, the manufacturer, the employer, the employee—all students of economics. It reduces thrift to a science and shows how to turn losses into profits. Cloth, \$2.00 a copy, postage 10 cents. Cut out this ad. and send in with your order **Now.** THE STANDARD COST FINDING SERVICE CO. Desk No. 9, Monadnock Block, Chicago, Ill.

Collections Improved

The small amounts due for Classified Ads and Subscriptions can be collected promptly and at less cost by adopting the **Winthrop Coin Card Billhead** being used successfully by over four hundred daily newspapers. "... without them the taking of want advertisements by phone would be a failure; as it is, 92% of our phone advertisements are collected without trouble by their use." Send your trial order now. Your billhead will make good copy.

THE WINTHROP PRESS

Coin Card Dept. 141 E. 25th St., New York City

Newspaper Correspondents

Increase your list of papers by registering in the forthcoming edition of the **Newspaper Correspondents Directory**. A stamp will bring you information which should be of material help to you.

National Association Newspaper Correspondents

Germania Savings Bank Building
PITTSBURGH, PA.

John B. Gallagher & Co.

Feature Industrial Trade } Editions

Tulane-Newcomb Building
NEW ORLEANS, U. S. A.

Inform Your Readers

What Cities are Doing.
What Rural Workers are Doing.
What Small Towns are Doing.
What Women are Doing.
Start Now. Write Today.
BRUCE W. ULSH,
Sold by Mail. Wabash, Indiana

IS NOT PRESS AGENT.

Chicago Tribune Gives Its Version of Its Activities in the Motion Picture Field—Manager's Letter on Misunderstanding.

To make clear its position as to its activities in the moving picture field, the Chicago Tribune, through William H. Fields, its business manager, has sent to THE EDITOR AND PUBLISHER a copy of a letter written to Charles H. Frost, manager of the Plainfield (N. J.) Courier-News, which letter, Mr. Fields writes, "explains the matter as far as the Tribune is concerned." This letter says, in part:

"For many months the Tribune has viewed with considerable interest the remarkable growth of the attendance at moving picture theaters and has sought a successful plan by means of which the public interest thus aroused could be turned to the advantage of the Tribune in obtaining additional circulation.

"In August, 1913, the Tribune entered into a contract with the Selig Polyscope Company for the simultaneous showing of moving pictures and publication in its columns of a serial story which it prevailed upon Harold MacGrath to write. The underlying idea of the scheme was based upon the natural human desire to read about a baseball game after one has seen the game.

THE PLAN WAS SIMPLE.

"Under the terms of this contract arrangements were made to produce Harold MacGrath's story in moving picture installments, each one of which would appear one week prior to the publication of the corresponding installment of the story in the columns of the Sunday Tribune. It was believed that a large percentage of the attendance at the moving picture theaters which presented these various installments would be sufficiently interested to follow the actual printed story in the columns of the Sunday Tribune, and an advertising campaign was entered into to this end. The success of this undertaking as a circulation feature was far beyond our expectations.

"The success of this undertaking as a circulation feature was far beyond our expectations. We have no reluctance in saying that the plan resulted in an increase of more than fifty thousand in the circulation of the Sunday Tribune, every bit of which was due solely to the plan in question. It seems unnecessary to point out to a newspaper publisher the value of a legitimate circulation plan which will add such tremendous figures in so short a time.

"As an unexpected by-product of the plan, advertising was developed from the local moving picture theaters which saw the advantage of placing paid announcements in the Tribune to inform its readers when the current installments of the pictures could be seen at their theaters—an entirely new source of revenue for advertising which, from present indications, is going to bring us at least \$30,000 a year.

"Realizing the advantage to its own business through the arrangements above mentioned, the Tribune permitted its syndicate department to sell the serial rights to Harold MacGrath's first story and, at the same time and for the exclusive benefit of those newspapers who bought such serial rights, endeavored to arrange with the Selig Polyscope Company for a simultaneous showing of the picture corresponding to the story in those cities where the syndicate rights to the publication of the story were sold.

THERE WAS A MISUNDERSTANDING.
"Through the lack of a clear understanding of the possibilities of the plan on the part of some of our syndicate customers and through the failure of the film service to supply as many films for distribution in these other cities as were really advisable, some of the newspapers who bought the serial rights to Harold MacGrath's first story did not obtain as large a circulation advantage as they might have done.

TRIBUNE NOT A PRESS AGENT.

"Based upon the experiences of the

first arrangement with the Selig Polyscope Company, the Tribune has entered into arrangements of a similar nature with another company for the production of another story, also by Harold MacGrath. Bearing in mind the experience of other newspapers through their failure to comprehend the possibilities of the plan and through the failure of the film service to provide a sufficient number of releases in other cities, the Tribune has now arranged to provide in other cities the same circulation advantage that the Tribune expects to secure locally.

"It is quite beyond our comprehension why anybody should accuse us of acting as press agent for the moving picture business. Nowhere in our syndicate proposal have we offered anything except what has proved successful in our own experience. Nothing is ever offered through the Tribune's syndicate department until it has been tried by the Tribune and found productive of results. If it is not good enough for us to publish, it is not good enough to sell. There could be no stronger guarantee than this.

"The suggestion that the Tribune has any other motive and that it would permit itself to be a party to a deliberate plan to act as a paid press agent for any film company is as untrue as it is undeserved."

AD MEN FROM ABROAD.

The following is a complete list of advertising men and journalists from abroad who attended the Toronto convention:

- Geo. Henry Scragg, London, representing the Publicity Club of London.
- L. C. Janssens, Paris, France, representing the Conference des Chefs de Publicite, Paris.
- Chas. Frederick Higham, London, president the Publicity Club of London, President the Optimists.
- Arthur Weiner, New York, representing the Verein Deutscher Reklame Fachleute, Berlin, Germany.
- C. A. Churchill, Mercantile Advertising Agency, Manila, Philippines.
- W. H. Veno, Governing Director Veno Drug Co. Ltd., Veno building, Chester road, Manchester, Eng., Chairman the Column Club, Manchester.
- Frank Horsell, Leeds, England.
- Solomon J. Marks, Kingston, Jamaica.
- Frederick Stubbs, F. R. G. S., Australia.
- A. E. Newby, Manchester, England.
- Mrs. Mina Shorrook, Shanghai, China.
- A. M. DeBeck, editor Canadian News, Airdrych, W. C.
- Frank Burnett, Birmingham, England.
- Frank Turner, manufacturer, Redditch, England.
- Frederick A. Smyth, special representative Canadian Papers, London, England.
- Frederick Loveridge, managing director Mather and Crowther London, England.

VISITORS.

- J. C. Akerman, London, E. C., publisher Advertiser's Weekly.
- Mrs. J. C. Akerman, London, E. C.
- Alfred J. Borwick, manager The Nation, London.
- Walter Hill, Walter Hill & Co., London, England.
- J. J. O'Neill, advertising manager The Guardian, Manchester, England.
- A. Tenasin, Societe Oriental de Publicite, Cairo, Egypt.
- W. Dieckmann, Reklame, Lanwauerstrasse, Gradenstadt-Wilmersdorf, Berlin, Germany.
- Max Puculia, Berlin, Germany, former Secretary Verein Deutscher Reklame Fachleute.
- Hon. Hofrath-Wehber, publisher Illustrierte Zeitung, Leipzig, Germany.
- J. S. Hyslop, Christchurch, New Zealand, London manager New Zealand Associated Press.
- Dr. F. Mizzo, publisher Levant Herald, Constantinople, Turkey.
- Dr. S. Kondon, publisher Industrial Japan, Osaka, Japan.
- L. Maelean Beers, Beers Advertising Agency, Havana, Cuba.
- Dr. Ladislaus Radnyl, publisher Ax Uzlet, Budapest, Hungary.
- P. Prat, Gaball, director Comercio, Barcelona, Spain.
- Dr. Giuseppe Jona, editor L'Impresa Moderna, Milan, Italy.
- Dr. Sebastian Marti Hernandez, director Cuban International Advertising Bureau, Havana, Cuba.
- Geo. Bronwon Rae, The Far Eastern Review, Shanghai, China.
- S. S. Hole, 24 Holborn, London, England, London manager O'horn-Peacock Co., advertising agents, Manchester.

As a newspaper man you know the telling effect of the

Human Interest Story

SKETCHES FROM LIFE are pictures of life as it really is — "chock" full of "heart throbs" and "kick."

It is a daily feature of six three column mats per week — and the cost? — Well it's attractively low.

World Color Printing Co.

ST. LOUIS, MO.

Established 1900 R. S. Grable, Mgr.

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

The Proof — RESULTS

The sensation of the recent American Newspaper Publishers' Association Convention in New York was the display by Newspaper Feature Service. No better circulation-making or circulation-holding features have ever been turned out. The records show. Let us send you samples of our colored comics, daily magazine pages, and Sunday magazine pages in black and colors.

Newspaper Feature Service

M. KOENIGSBERG, Manager
41 Park Row New York City

Pony Reports

BY TELEPHONE
Day or Night

All the news up to press time

For rates and details write to

International News Service
200 WILLIAM ST., NEW YORK CITY

Weekly Comic Page

Containing "Romantic Rosie and the Movies," sketches by Wood Cowan, etc.

The International Syndicate
Features for Newspapers, Baltimore, Md.

MOST CONVENIENT

News matrix service in the market — save time, patience, money.
Central Press Association, Cleveland

EDITORS AND PUBLISHERS
Can We Assist You?

We are prepared to furnish a first class news service at very moderate rates

CENTRAL NEWS OF AMERICA
26-28 Beaver Street, New York.

**New Jersey's
Leading 7 Day Paper
Trenton Times**

More circulation than corresponding period in 1913
U. S. Report, 23,985 Paid
and 200,000 more lines of display advertising

Kelly - Smith Co.
CHICAGO NEW YORK
Lytton Bldg. 220 Fifth Ave.

ONLY GAIN

In the first half of 1914 The New York Times published 4,889,752 lines of advertisements—a gain of over 119,051 lines compared with the corresponding period last year, and the only gain made by any New York morning newspaper.

The quarter of a million daily purchasers of The New York Times represent the greatest buying power in the world.

**The Catholic Tribune - (English)
Katholischer Westen - (German)
Luxemburger Gazette - (German)**

We will be delighted to supply sample copies and sworn net paid circulation figures covering the past month or the past year.

Our figures are net—all exchanges, advertisers' copies, free and unsold papers being deducted.

CATHOLIC PRINTING CO.
Dubuque, Iowa

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

If your Product or Proposition is Worthy, tell about it in the

NEW YORK TRIBUNE

and be fully assured of Satisfactory Response.

THE NEW ORLEANS ITEM

As They Told It to Uncle Sam
3D U. S. P. O. STATEMENT

The New Orleans Item.....53,901
The Daily States.....32,532
The Times-Democrat.....25,242
T. Picayune.....20,837

That's why The Item every week in the year carried more paid advertising of any and all kinds.

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

PRESS ASSOCIATIONS.

Vice-President Marshall was the leading speaker at the twenty-sixth annual convention of the Virginia Press Association at Alexandria last week. He believed the power of the press has diminished with the passing of the 5 cent paper. An editor is no longer privileged to change his convictions and retain the respect of the public, he said. Officers were elected as follows: George O. Greene, of Clifton Forge, president; E. G. Moseley, of Danville, vice-president; J. L. Hart, of Farmville, secretary; O. W. Evans, of New Castle, treasurer. President Greene named the following executive committee: W. McDonald Lee, of Irvington; W. S. Copeland, of Newport News; A. P. Rowe, of Fredericksburg; R. A. James, of Danville, and C. B. Cooke, of Richmond.

The election of officers for the Aberdeen (S. D.) Press Club was held last Tuesday at the Free Press Building. The Board of Directors consists of W. C. Allen, Dakota Farmer, president; John G. Sanders, Aberdeen News, vice-president; Max Binheim, Free Press, secretary-treasurer; A. B. Kellogg, American, and A. T. Cox, Dakota Democrat. The president appointed a committee on public affairs and a committee on legislation.

Eighteen editors met at Austin last week and organized the Texas Prohibition Press Association, agreeing thereby to do all in their power to further the cause of prohibition. Seth Gunter of the Lindale Reporter was elected president and O. L. Hamilton of the Lewisville Enterprise secretary. An executive committee composed of Seth Gunter, O. L. Hamilton, L. B. Russell of the Comanche Vanguard, A. W. Perkins of the Home and State and Frank L. Burkhalter of the Waco Morning News was elected.

With a large attendance of prominent newspaper men from all parts of the State, the forty-second annual convention of the North Carolina Press Association was held at Wrightsville Beach last week. There were a number of interesting features at the convention, included among which were several suggestions brought out by Judge George Rountree of Wilmington in his address of welcome; the annual address of President Clarence Poe; address on the constitutional amendments by Attorney General T. W. Bickett of Raleigh; address by President E. K. Graham of the University of North Carolina, and others.

Nestor Montoya, president of the New Mexico Press Association, has issued a call for a meeting of the association to be held in Albuquerque, Aug. 17. The purpose of the meeting, as specified in the call, is two-fold—first, to consider changes in the libel laws of the State, as to which there has been general dissatisfaction on the part of the newspapers all over New Mexico, and second, to elect a successor to J. H. Toulouse, who has removed from the State.

At the closing session of the Indiana Associated Weeklies meeting at Indianapolis last week, J. F. Warfel of the Ladoga Leader was elected president; Ora McDaniel of the Morristoryn Sun, secretary-treasurer; and H. E. Hathaway of the Coatesville Herald, editor of the Bulletin, the organ of the association. A. D. Moffett of Elwood, addressing the meeting, said that the government is printing firm names on stamped envelopes at a loss, thus preventing private competition. He recommended that some action be taken to have this stopped.

A great deal of business was transacted by the Nebraska Press Association at their summer convention at Lincoln. The election of officers of the Press Association resulted as follows: President, H. A. Brainerd, Hebron, Champion;

vice-president, Horace M. Davis, Ord Democrat; secretary-treasurer, C. C. Johns, Grand Island; corresponding secretary, Mrs. Marie Weekes, Norfolk Herald. The next meeting of the association will be held at Omaha. The bull moose editors, who belong to the association gathered at the tent of H. Gordon Cross, editor of the St. Edward Sun. They elected Will S. Jay of the Lincoln Progressive, president of their division.

With the selection of Corpus Christi as the meeting place in 1915, the thirty-fifth annual convention of the Texas Press Association at Wichita Falls came to a close last Saturday after one of the most interesting, successful and enjoyable gatherings in its history. Officers were elected as follows: President, D. E. Harris, Rusk County News, Henderson; vice-president, Walter B. Whitman, Holland's Magazine, Dallas; secretary, Sam B. Harbin, Echo, Richardson; treasurer, C. F. Lehman, Houston; attorney, C. E. Gilmore, Wills Point; essayist, Miss Laura V. Hammer, Claude; orator, Lee J. Rountree, Georgetown; poet, J. H. Lowry, Honey Grove.

**TO STANDARDIZE ADVERTISING.
Growing Movement to Establish a National Institute.**

The movement to establish an American Institute of Advertising has gained such impetus that the promoters hope to soon complete the committee of one hundred men who will formulate complete plans for organization of a national association of advertising counselors.

Dundas Henderson, advertising counselor, of 5616 Maryland avenue, Chicago, is receiving names of men who would make suitable committee members, and of possible association members. Among those who have expressed willingness to act on the committee are more than fifty well-known advertising men, representing a score of different cities. Of the movement and its purpose Mr. Henderson, who originated the idea and who is secretary of the temporary body, says:

"It was at first intended to make an appeal at the Toronto convention for prospective members. Investigation has shown, however, that selection instead of invitation is the best rule to apply in building this movement. Connection with the associated clubs, except to boost the "idea" of advertising, can do little good to such a movement.

The place of the American Institute of Advertising in the world of advertising should be somewhat the same as that of the Gas Institute in the gas world. There are two gas organizations, the national gas association composed of the soliciting and other commercial elements, and the Gas Institute, composed of the scientific element. The proposition now is that we go along quietly organizing till the fall, when a meeting will be convened to appoint committees and officers, who will undertake the work of standardization and, of course, also found a constitution and discuss the movement in detail. Definite qualifications will undoubtedly have to be set for membership."

Searle to Edit Montrose Newspaper.

E. R. W. Searle has purchased the Montrose (Pa.) Independent Republican, the oldest newspaper in northeastern Pennsylvania, and will soon take personal charge of it. The paper has been in continuous publication for a hundred years, and during the last sixty-nine or seventy-nine years has been known as the Independent Republican. The new owner purchased it from the widow of the late James P. Taylor, who conducted it from 1876 until the time of his death, six or seven years ago.

Arthur V. Shaffer, formerly owner of the Alma (Neb.) Record, will take charge of the Harlan County Ranger at Republican City next week as publisher and editor.

THE NEW YORK EVENING MAIL

was a pioneer in the fight for "Honesty in Advertising." Its readers believe in it and have confidence in the advertisements it prints.

The Evening Mail carries more advertising than any other New York evening paper in its class.

The reason—it brings results.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday
CIRCULATION IN PITTSBURG

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

There is no Duplication or Substitution in

Pittsburg Leader Circulation

Ask us about the Pittsburgh Territory and in what way the Leader is the important paper.

VERREE & CONKLIN
Foreign Representatives
Steger Building, Chicago
Brunswick Bldg., New York

We are ready to prove that only through these two papers can you reach their readers.

THE PITTSBURGH POST
(Morning)
THE PITTSBURGH SUN
(Afternoon)
CONE, LORENZEN & WOODMAN
Foreign Representatives
New York, Kansas City, Chicago

Get the Best Always

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE,
Brunswick Building, New York
HORACE M. FORD,
People's Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia

The Peoria Journal

"Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarantees as much city circulation, in Peoria and Pekin, as both other Peoria newspapers combined."

H. M. Pindell, Proprietor
Chas. H. Eddy, Fifth Ave. Bldg., New York
Chas. H. Eddy, Old South Bldg., Boston
Eddy & Virtue, People's Gas Bldg., Chicago



VICTOR H. YOUNG,
THE WELL-KNOWN SPACE BUYER, WHO ESTABLISHES A NEW AGENCY.

NEW IDEA IN SERVICE.

Consultant on Advertising Media Is What Mr. Young Calls Himself and He Says He Knows He Knows His Business.

"He who knows, and knows he knows—He is wise—follow him."

The above lines, which begin an old Arabian proverb, aptly fit the man who uses them on the back of his professional card. The other side of the card is much more modern. It reads:

VICTOR H. YOUNG
Consultant on Advertising Media
Rates and Circulation Distribution
225 Fifth Avenue, New York City

This is the newest idea in the way of service to advertisers (through their advertising agents) that has come to the attention of THE EDITOR AND PUBLISHER in these strenuous days of uplift and progress in the advertising and publishing world.

Mr. Young's aim is to meet a need for a service of this kind, and anyone knowing his qualifications for this work recognizes the fact that he is eminently well fitted to undertake it.

Each of the comparatively few persons in the United States who thoroughly know publishing conditions in every field—newspapers, magazines, farm papers, class and trade publications. Each of these persons is employed by some individual agency or advertiser. But many advertising agencies, in the important department of selecting media, knowing quality, quantity and distribution of circulation, relative values, and the most economical way of purchasing space, have to be content with talent which, though it may be good, is not the best.

Mr. Young, who has now cut loose from individual agency connection, offers his knowledge to any agency willing to pay him a moderate monthly fee for his services in a consulting capacity. Millions of dollars have been wasted by advertisers through the use of unsuitable media, largely because of lack of accurate knowledge on the part of their agency advisers. With his service, he hopes these losses will be materially reduced, because, as advertisers come to know of it, they will be specifying his service to their agents.

SUCCESS SEEMS ASSURED.

That numerous advertising agencies realize the benefit to be derived from this service is evidenced by the fact that although it was only inaugurated on June 16, 1914, several New York agents have already retained Mr. Young and most of them have no hesitancy in announcing this connection to their clients and to the advertising world in general.

Mr. Young tells prospective agency clients that he does not wish them to discuss with him their plans or intentions regarding accounts they expect to take away from a competitor. In such matters he has no interest whatever, for naturally his relations must be confidential with each agency.

For the hundreds of congratulatory letters received by Mr. Young from publishers and representatives, it is apparent that he has their full and active support. They seem to unanimously agree that while it is a radical departure from established custom, it is a much needed service.

A very definite plan for securing the continuous, co-operation of publishers and their representatives in supplying all sorts of data has been evolved, and Mr. Young will doubtless have an unusually complete rate file, up-to-date circulation facts, etc.

Mr. Young will not actually place any business, so far as sending contracts to publications is concerned, nor will he accept any compensation of any kind from them, but inasmuch as the selection of media will be left almost entirely to him by a large number of agencies, he will actually control the placing of much business.

Mr. Young was born in Sweden forty odd years ago and came to America as a sailor before the mast, without a penny. After working on farms for a few years and acquiring the English language, he became connected with A. McKim & Company's advertising agency in Montreal, in 1888. He has been studying advertising conditions ever since. After serving an apprenticeship with McKim, and later with N. W. Ayer & Son, he joined forces with Charles H. Fuller's Agency in Chicago in 1893 and almost immediately came in prominence as an able space buyer. Of twenty-one years he has spent nine with Fuller and almost nine with Frank Seaman, Inc., with whom he recently severed his connection in order to take up this new line of work. He has traveled very extensively over the United States and Canada, visiting publishers in every important city and has acquired much knowledge of publishing conditions.

Mr. Young gives full credit for the original idea of this new service to his friend and namesake, George G. Young, the publisher of Deutsches Journal, Mr. Hearst's German New York newspaper.

Elmer Baker Buys the Jacksonian.
Elmer Baker, editor of the Jacksonian, Heber Springs, Ark., for the past three years, has purchased the plant from

Deutsches Journal

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

Howard Reed and will continue to the paper along the same policies. Jacksonian was established twenty-several years ago by Judge George W. R. present circuit judge of this judicial tract, and has been in the Reed family ever since. It is Democratic in politics.

Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation in May, 1914 34,300

Net Average in Topeka in May, 1914 9,800

It guarantees advertisers a larger circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Only 7-day-a-week paper in Kansas

Arthur Cappe

TOPEKA, KAN. Publish

W. T. Laing, Flatiron Bldg., New York
J. C. Feeley, Mallery Bldg., Chicago

Paid Circulation is the circulation that pays advertisers

The Hartford Times
HARTFORD, CONN.

Has a paid circulation that exceeds the gross circulation of any other Connecticut daily by many thousands. THE TIMES is a 3c. paper—and every seventh individual in Hartford buys it.

KELLY-SMITH CO., Representatives
New York, 220 Fifth Ave. Chicago, Lytton Bldg.

Port Huron, Mich.

Times-Herald

Only daily in a city of 25,000 people, the center of one of the richest agricultural and manufacturing sections in the State.

Covers Port Huron and fifty smaller towns and villages with a daily circulation of **13,000 guaranteed**, going into practically every home in its territory.

Number of homes in City 5,000
Times-Herald City circulation.... 4,700
P. O. Statement April 1, 1914..... 12,772

FOREIGN REPRESENTATIVES

F. P. ALCORN
33 West 34th Street
New York

F. W. HENKEL
People's Gas Building
Chicago

Another Endorsement

Last week we published a letter from Frank W. Bolande, Esq., President of The Post Publishing Co., containing a strong endorsement of the methods used by this firm in bringing about a recent consolidation of The Bridgeport Evening Post and The Bridgeport Morning Telegram.

Following is a voluntary letter from Senator Archibald McNeil, Jr., President of The Telegram Publishing Co., during these negotiations:

SENATOR McNEIL'S OPINION

Harwell, Cannon & McCarthy,
Times Bldg.,
New York City.

Gentlemen:

Now that the consolidation between the Telegram and Post has become effective, the papers all signed and sealed, I wish to take this opportunity to compliment your firm upon the good work done by your Mr. Harwell in bringing about this result. Frankly, I am of the opinion that the consolidation would never have been made were it not for the work of your Mr. Harwell. His consistent and persistent efforts and the almost overwhelming obstacles placed in his path made his task one that the ordinary person would become discouraged with.

The future success of the Telegram and Post under the consolidation arrangement is practically assured and in future years Mr. Harwell will hold a still warmer place in our affection.

(Signed)

Very truly yours,

A. McNEIL, JR.,
Pres.

Bridgeport, Conn.,
June 22nd, 1914.

Senator McNeil is one of the best known young men in Connecticut, having been prominent in political and industrial circles of the state for some years past.

**HARWELL, CANNON & McCARTHY, NEWSPAPER AND MAGAZINE PROPERTIES
TIMES BUILDING NEW YORK**

AUDIT BUREAU'S WORK

(Continued from page 35.)

erned, and would be practically help- less if matters were left to a vote of the whole membership. This would put the whole association in the hands of the newspapers, who are in the majority. "The advertisers felt that in giving up their old associations for the prob- ing into examinations, they were giving up a good deal. They felt that in adopt- ing a new constitution, and getting in the publishers and agents, there might come a time when the whole purpose of the association might be twisted and turned around to an entirely different purpose than originally intended. There- fore, it was determined that the adver- tiser should remain in control. This met with the approval of all the other factors represented. The constitution can only be amended by the Board of Control to be effective after confirma- tion by a majority of the advertising members ratified by two-thirds of the membership of the association as a whole. This insures that whatever we start out with today as a constitution we will stick to for years to come, and when we do make a change it will be by the complete consent of all interests. We don't want to start with something definite and within six months or a year begin to change it. Hence this check was adopted and was declared to be logical.

CONSTITUTION IS SATISFACTORY.

"The constitution that was proposed by the Organization Committee was amended section by section by the en- tire convention before being adopted as a whole, and the constitution as it now stands reflects the ideas of all classes of members. The enthusiasm shown by the convention when the constitution and by-laws was finally adopted, and the Board of Control and officers for- mally elected, augured well for the future of the association.

"More than 150 of the publications rep-

resented by your association are mem- bers of the Audit Bureau of Circula- tions. We believe they should all be- come members. The circulation man- ager has considerable influence with the publisher, and we believe a word from the circulation manager of a paper not a member of the association to his pub- lisher, will bring him into the fold. A great deal of trouble which now falls on the circulation manager in giving out details of circulation, as requested by various people, including various forms, etc., might be eliminated through mem- bership in this association. One stand- ard form will be adopted, agreeable to all interests, and when this is properly filled out it will be accepted by all the members. There is no need to furnish any other kind of a statement to anyone. It may be that in time the Government will accept such a statement also. What we are aiming to do is to standardize forms so that information on all pub- lications will be uniform in style and easily referred to and understood.

"The investigations of this associa- tion's examiners will be totally impar- tial. That is, facts are to be reported without opinions. The advertiser or agent can form his own opinions, hav- ing the facts. The advertising repre- sentative or solicitor of the publication can then expatiate on the quality as much as he desires and no time will be wasted in talking on the quantity, for the advertiser can know what this quan- tity is at any given time. The average advertiser, as I find him in my experi- ence, is fully qualified to draw his own conclusions as to quality of circulation from the facts submitted to him by the publisher.

"Only auditors who are properly qual- ified to get such facts will be employed by the association.

"In case the examination is not sat- isfactory to a publisher he has the right of appeal, and re-examination will be made by a different individual employed by the association, who shall be assisted by the business manager of the publi-

cation. If the re-examination proves the contention of the publisher that the expense shall be borne by the associa- tion. If the re-examination confirms the original examination, the expense shall be borne by the publisher.

EVERY CONTINGENCY COVERED.

"Every contingency seems to have been covered by this constitution and by-laws, but it may be some snag will be run against which will necessitate this document to be amended to meet the new conditions. The association has been incorporated in the State of Illi- nois as an association not organized for profit. All that is intended is the giv- ing of service to the advertisers, and when the advertiser gets the proper service and has the necessary confidence in the accuracy of the publisher's state- ments the publisher will feel the bene- fits from increased advertising expendi- tures, which we believe will be the re- sult of the work of this association.

"In order to encourage the advertiser to spend more money we must make it possible for him to spend his money judiciously. He must not waste it where he does not get results, and the more results he gets from his money the more he will be encouraged to spend it. "The sooner advertising is made more of a science than a guess the better it will be for all interests."

The Telephone in the Movies.

In the Toronto Convention number of Moving Picture Publicity, R. S. Scarburg, advertising manager of the New York Telephone Company, dis- cusses in an article on "A Mighty Prop- erty—The Telephone," the environment and work of the telephone operator as vi- sualized and demonstrated in motion picture films. Mr. Scarburg tells entertain- ingly and effectively the story of "The Telephone Girl," a film intended to demonstrate that co-operation, raised to the highest point of efficiency, is summed in the one word, "Service," the keynote of the company's efforts.

COCA COLA WINS AGAIN.

United States Circuit Court Sustains Favorable Decision.

The United States, as plaintiff in error, has lost its suit against the Coca Cola Company, defendant in error in the United States Circuit Court of Ap- peals, Sixth Circuit. The Government some time ago seized forty barrels and twenty kegs of Coca Cola. In the Dis- trict Court of the United States for the Eastern District of Tennessee forfeiture was claimed under the Pure Food Law, because the syrup was said to be adul- terated and misbranded. The case was tried at great length before a jury; at the conclusion of the trial, the Govern- ment withdrew certain issues, and upon the two remaining matters the Court instructed a verdict for the Coca Cola Company, the claimant of the property. The sole question presented by the writ of error was whether there was any evidence tending to show that the aricle was either adulterated or misbranded within the prohibition of the act.

The Circuit Court decides that the amount of caffeine in a glass of Coca Cola is less than that in a cup of coffee and is not "an added deleterious ingre- dient." Hence, the Court rules against a charge of misbranding. In finally affirming the judgment of the lower court it says:

"The burden put upon the Government to show that Coca Cola is masquerading under the distinctive name of another article is surely more exacting than the burden on one attacking the trade-mark to show that the name is sufficiently mis- leading as indicating the make-up of the product so that it is an improper trade- mark. We consider the latter question in our opinion this day filed in Nashville Syrup Co. vs. Coca Cola Co., and con- clude that the name carried no forbidden deception. We need not here repeat that discussion. If that conclusion is correct, it is even more certain that Coca Cola is not guilty of posing 'under the distinctive name of another article.'"

TIPS FOR THE AD MANAGER.

H. Sumner Sternberg Company, 381 Fourth avenue, New York City, is placing new schedules for Philip Jones, Girard & Company, "Olus Underwear," 346 and 502 Broadway, New York City.

It is reported that M. Volkman Advertising Agency, 5 Beekman street, New York City, will shortly place orders with a selected list of papers for John L. Thompson's Sons Company, "Thompson's Eye Water," 161 River street, Troy, N. Y.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is renewing contracts with newspapers for the Resinol Chemical Company, "Resinol Soap," Baltimore, Maryland.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are issuing six inch six time orders with a selected list of Southern papers for the Buffalo Lithia Springs Hotel Company, Buffalo Lithia Spring, Va.

Johnson Advertising Corporation, 20 East Jackson boulevard, Chicago, Ill., is making 55,000 line contracts with large city papers for Armour & Company, Chicago, Ill.

Earnshaw-Lent Company, 80 Maiden Lane, New York City, is sending out orders to some New York State papers for the Employers Mutual Insurance Company of New York, L. A. Wright & Co., agents, 51 Wall street, New York City.

Collin Armstrong, Inc., 115 Broadway, New York City, is forwarding orders to Philadelphia papers for the Texas Company, 17 Battery Place, New York City.

Sam Lloyd Advertising Agency, 246 Fulton street, Brooklyn, New York, is handling orders for the Marcon Company, "Cushion Arch Support," Brooklyn, N. Y., with Iowa papers.

Scott & Bowne, "Scott's Emulsion," Watessing Station, Bloomfield, N. J., are making appointments generally in July regarding the renewing of contracts.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing extra copy on contracts for R. J. Reynolds Tobacco Company, "Camel Cigarettes," Winston-Salem, N. C.

It is reported that G. A. McDonald, Inc., 45 West 34th street, New York City, is in charge of the advertising account of the Earp-Thomas-Farmogerm Company "Farmogerm," 200 Washington street, Bloomfield, N. J.

H. E. Lesan Advertising Agency, 440 Fourth avenue, New York City, is forwarding thirty-six line till-forbidden orders to a few New York State papers for Peek Bros. & Winch, "Peek's Tea," 106 Wall street, New York City.

Wood, Putnam & Wood Co. and J. Walter Thompson Co., Boston, Mass., are placing contracts with New England papers featuring the Sunday comic sections of the Boston American, Boston, Mass.

Jones-Morton, Johnstown, Pa., is sending orders to papers in the States of Maryland, Ohio and Pennsylvania for S. S. Love, Candy Kid, Johnstown, Pennsylvania.

New Orleans States Sworn Net Paid Circulation for 6 Months Ending April 1, 1914 28,427 DAILY Per P. O. Statement Carrier circulation averages over 19,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans. The S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives New York Chicago St. Louis

G. A. McDonald, Inc., 45 West 34th street, New York City, is forwarding 7,000 line orders to some New York State papers for Henry F. Bowler, Brewer, Amsterdam, N. Y.

Snitzler Advertising Company, Hearst Building, Chicago, Ill., is making contracts generally for the Dearborn Supply Company, of the same city.

Nicholas-Finn Advertising Company, 222 South State street, Chicago, Ill., is placing eight-inch nine-time orders with middle west papers for the Goodrich Transit Company.

Wood, Putnam & Company, Inc., 111 Devonshire street, Chicago, Ill., are issuing four-inch 21-time orders to eastern papers for "Moxie."

Frank Presbrey Company, 456 Fourth avenue, New York City, is forwarding one hundred-line one-time orders to a few papers for the White Rock Co.

Campbell-Ewald Company, Inc., Wayne County Bank Building, Detroit, Mich., is sending out 5,000-line one-year contracts to middle west papers for the Empire Auto Co.

Charles H. Touzalin Agency, Inc., Kesner Building, Chicago, Ill., is placing 100-line 3-time orders with a selected list of papers for the Chicago Musical College, and 200-line seven-time contracts with middle west papers for the Chicago, Duluth & Georgian Transportation Co.

The Simmons Bed Co., of Kenosha, Wis., is running renewal ads five inches, two columns space, once a week, for fifty-two insertions in one of the big Cuban dailies, through the Beers Advertising Agency, Havana and New York.

Big Wheat Crop Means Prosperity. The Twentieth Century Farmer, Omaha, of which Charles C. Rosewater is general manager, on June 18 issued a special bulletin on "Crop Conditions in the Missouri Valley States," showing that crops were on June 1 in 9.5 better condition than on the same date last year. Nebraska's winter wheat will total 80,300,000 bushels, or 62 bushels for every man, woman and child in the state. The value of the crop is \$16,000,000 more than that of 1913.

WHAT IS ADVERTISING?

A Definition That Won the Prize Offered by the Pompeian Co.

As the result of a prize contest announced by the Pompeian Co. for the best definition of advertising, Walter I. Hamburger of Hochschild, Kohn & Co., Baltimore, was awarded the prize of \$25 for the following definition:

"Advertising—the force which enables the modern business man to disregard the distance between himself and his prospective customers.

"The force which gives him a million eloquent tongues with which to tell his business story to the world.

"The force which enables him to create new desires and to point out new ways of supplying old needs.

"The force which, properly directed, will make a worthy business prosper, but which, no matter how cleverly applied, cannot give permanence to an enterprise founded on falsehood.

"The force by which a business may be built or wrecked, and which, in the last analysis, brings to him who uses it just that measure of success that his efforts deserve.

"Advertising—the force which has transformed the parlor melodeon into a pianola, the cracker barrel into an Inner Seal package, the crane over the hearth into a fireless cooker, and everything else in the world in like degree."

Scores Beat on Johnson Fight News.

The McKeesport (Pa.) Daily news scored a big beat over the Pittsburgh and other Western Pennsylvania newspapers last Saturday evening, when a special sporting extra was issued con-

ROLL OF HONOR

Publications examined by the Association of American Advertisers, which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures in some instances furnished by the publisher.

Table with columns for various states: ARIZONA, CALIFORNIA, GEORGIA, ILLINOIS, INDIANA, IOWA, KANSAS, KENTUCKY, LOUISIANA, MARYLAND, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NEBRASKA, NEW JERSEY, NEW YORK, OHIO, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, TEXAS, WASHINGTON, CANADA, BRITISH COLUMBIA, ONTARIO, QUEBEC. Each entry lists a publication and its circulation figures.

taining a full United Press round-for-round report of the Johnson-Moran fight in Paris. As all the Pittsburgh evening newspapers have a Sunday edition no fight extras were issued in that city, but through the enterprise of the News and about twenty-five newsboys the fight fans in Pittsburgh were served with extras a few minutes after the twentieth round was received. The Daily News extra was of twelve pages and contained a running story. It was printed on a pink tint sheet with large color lines.

AD FIELD PERSONALS.

TORONTO WORLD'S REPORTS.

Walter L. Talcott has been elected vice-president of the Home Life Publishing Co. and will have charge of the advertising department of the company.

Frederick A. Ewald has left the newspaper advertising business to become resident advertising manager at Detroit of Harper's Weekly for Michigan and Ohio.

Alfred J. Pitts, a Detroit newspaper man, has been made sales manager of the Wagenhals Motor Car Company of Detroit. The company will soon start an active advertising campaign.

J. K. Mac Edward has joined the advertising department of the Chalmers Motor Co., of Detroit, he having resigned as advertising manager of the Detroit Lubricator Company.

R. Wayne Wilson, formerly of the New York Tribune, has joined the staff of the Hugh McAtamney Company, of New York, advertising agents.

Joins Doubleday, Page & Company.

Raymond B. Snyder has joined the advertising organization of Doubleday, Page & Company, and will be located at the New York office. The World's Work will be given his attention largely, several departments being allotted to his care. One of these is the newly created "City Equipment" department. Mr. Snyder is a Harvard man, and as an undergraduate was for several years business manager of the Harvard Crimson, the university daily newspaper. He was prominent in college activities, an athlete, and a prominent clubman.

Executives' Club Officers.

At its annual "gridiron hammerfest," at the Hotel Sherman, Chicago, the Executives' Club of that city elected Andrew N. Fox, president; Wilson J. Hollinger, secretary; Arthur J. Roth, treasurer; Charles J. Jackson, Ralph Esau, Allen L. R. Daniells, directors.

OLD GALVESTON NEWS CAR.

It Would Look Queer Now, But It Made Fast Time.

The Galveston (Tex.) Daily News in its issue of June 21 showed its readers a picture of the old "dinky" engine which was used in the early eighties by the News for some years to distribute its regular circulation in the territory between Galveston and Houston. While looking at the quaint photograph, John G. Conlon, a veteran retired railroad man of Galveston, said:

"I remember distinctly that the papers were carried in pouches to Houston, while there were many small packages for distribution at points along the line. The engine was William Converse. He is now running on the International & Great Northern, between Palestine and Longview. He would send the fragile engine, which was little larger than a handcar, speeding over the rails at thirty-five or forty miles an hour. The engine was really built for no such speed and it seemed to me that the lives of those on board were imperiled every time the trip was made.

"The engine, as I remember, was the first, if not the only one of its type, ever constructed by the M. M. Buck Manufacturing Company, of St. Louis. On each trip with the newspapers, Converse carried one or two men, who were employees of the Galveston News. The 'dinky' was something of a curiosity even in those days by reason of the oddity of its construction. It was kept in service until it was well worn, and eventually it was consigned to the scrap pile."

Dave S. Ryan, general utility man of the old Galveston News, was the conductor of this outfit. Mr. Conlon is but one of many old citizens who have a lively recollection of the Galveston News mail car.

Presented in a Four Page "Ad Men's World" Supplement.

W. Nelson Wilkinson, managing editor of the Toronto World, last week covered the Ad Club Convention with a staff of eight men, working from a specially equipped office on the Exhibition Grounds.

For the four days of the convention the World issued as an "outside sup-



W. NELSON WILKINSON.

plement" a special section called "The Ad Men's World," in which the departmental sessions, the general sessions, the arrival and doings of the delegations were reported to the extent of four pages each day.

The front page carried a specially designed heading and border embodying the crest of the Associated Advertising Clubs and the Truth Seal. The paper gave more space to the convention than any of the other Toronto dailies. President Woodhead, Richard H. Waldo, Francis A. Colton and others made public references to the splendid work of the Toronto World.

Cash Prizes for Scenarios.

The New York Morning Telegraph and Chartered Theaters Corporation of New York, in the effort to promote a higher standard of comedy for picturized presentation, jointly offer three cash prizes, aggregating \$1,750, for the best two and three-part comedy scenarios submitted in the competition by or before Aug. 15, 1914. The awards will be as follows: For the best scenario, \$1,000; for the second best scenario,

Directory of Advertisers Aids.

Publishers' Representatives

ALLEN & WARD
Brunswick Bldg., New York
Advertising Bldg., Chicago

ANDERSON, C. J., SPECIAL AGENCY
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112

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

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

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

CARPENTER-SCHREER-SULLIVAN SP. AGENCY
Fifth Ave. Bldg., New York.
People's Gas Bldg., Chicago

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

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

HENKEL, F. W.
People's Gas Bldg., Chicago
Metropolitan Bldg., New York

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

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

O'FLAHERTY'S N. Y. SUBURB LIST
150 Nassau Street, New York
Tel. Beekman 3636

PAYNE, G. LOGAN, CO.
747-8 Marquette Bldg., Chicago; 200 Fifth Ave., New York; 40 Bromfield St., Boston.

VERREE & CONKLIN, Inc.
225 Fifth Avenue, New York
Tel. Madison Sq. 962

Advertising Agents

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

ARMSTRONG, COLLIN ADV. CO.
115 Broadway, New York
Tel. 4280 Rector

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

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

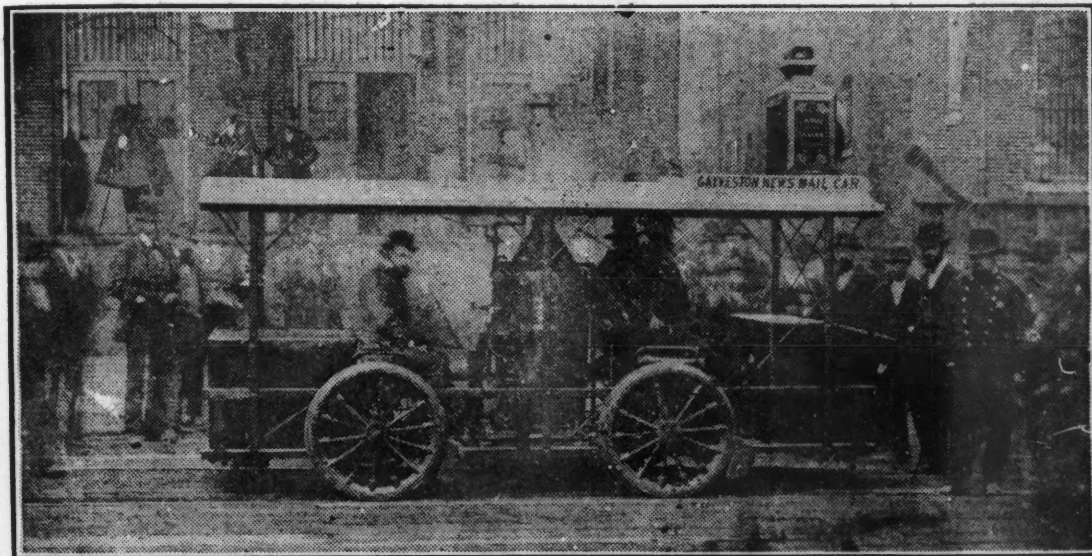
HOWLAND, H. S. ADV. AGCY., Inc.
20 Broad St., New York
Tel. Rector 2573

GJENTHER-BRADFORD & CO., Chicago, Ill.

THE BEERS ADV. AGENCY
Lat. Am. Off., 37 Cuba St., Havana, Cuba
N. Y. Office, 1111 Flatiron Bldg.

THE EXPORT ADV. AGENCY
Specialists on Expo.: Advertising Chicago, Ill.

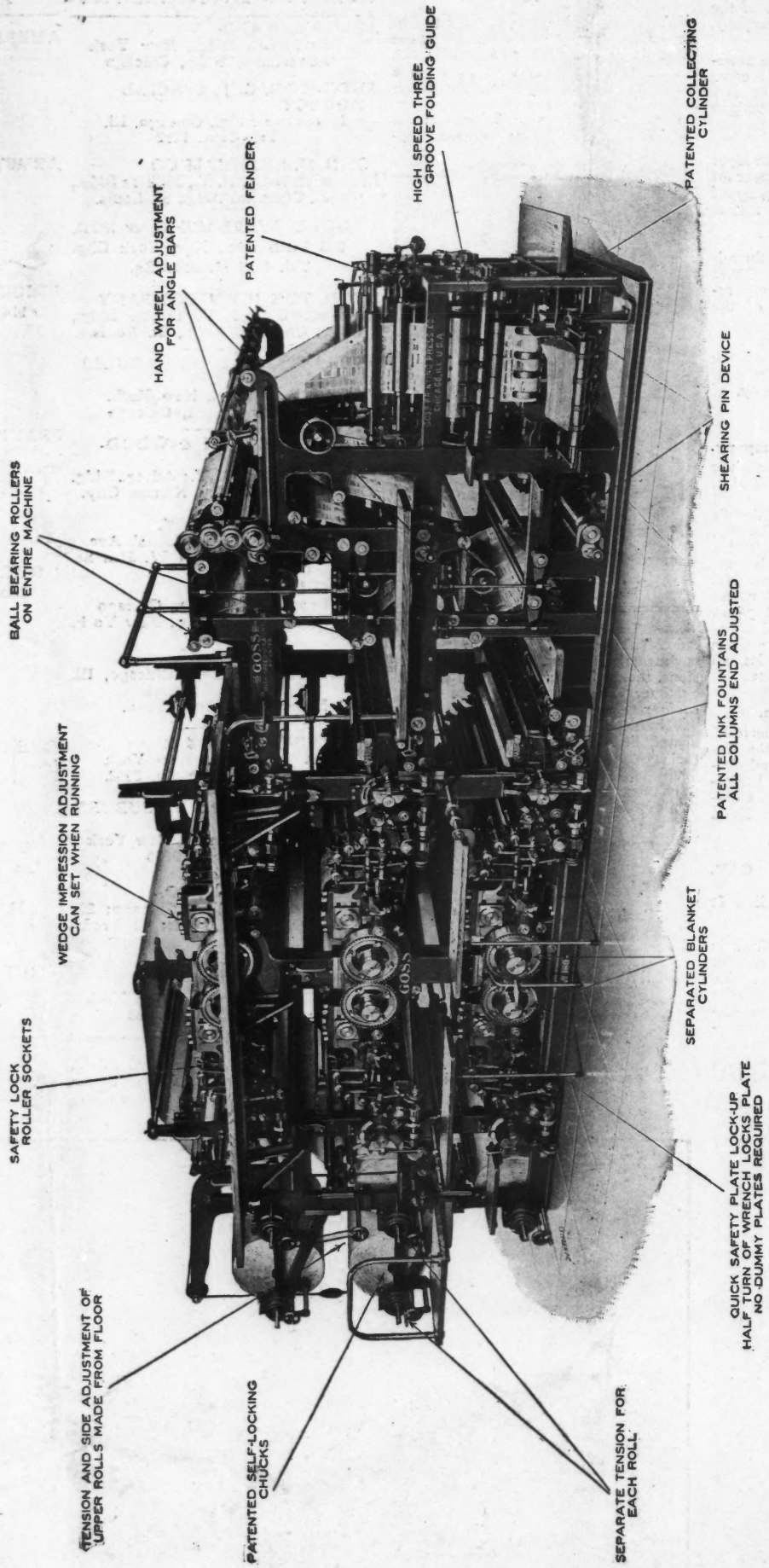
\$500; for the third best scenario, \$250. For available scenarios, failing to secure either of the three prizes, the Chartered Theaters Corporation will offer liberal prices to writers, thus assuring a number of "consolation prizes."



OLD-FASHIONED ENGINE USED TO DISTRIBUTE THE GALVESTON NEWS IN EARLY EIGHTIES.

GOSS PRESS EFFICIENCY

THE GOSS "HIGH SPEED STRAIGHT LINE" PRESSES



There is a "HIGH SPEED" Press built for your needs. Let us tell you about it

NEW YORK OFFICE!
METROPOLITAN BUILDING
No. 1 MADISON AVE.

THE GOSS PRINTING PRESS CO.

MAIN OFFICE AND WORKS
16TH STREET AND ASHLAND AVENUE
CHICAGO, ILL.

