

# THE EDITOR AND PUBLISHER AND JOURNALIST

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## CANADA'S PRESS MEETS.

### FIFTY-SIXTH ANNUAL SESSION OPENS AT TORONTO WITH LARGE ATTENDANCE.

Daily Section Elects J. G. Elliott of the Kingston Whig as Chairman, and the Weekly Section Choses E. Roy Sayles, of the Port Elgin Times—Ontario and Quebec Division Organized—New Committees. (Special Correspondence.)

TORONTO, July 9.—The fifty-sixth annual convention of the Canadian Press Association was convened this morning in the King Edward Hotel, with an attendance of about two hundred members from all parts of Canada.

Owing to the postponement of the convention from June 25, on account of the elections in Ontario, and also owing to the fact that the holiday season had begun, the attendance was not as large as it otherwise would have been. Notwithstanding, the gathering was most representative in character.

Interest in this year's meeting centers principally in the postal question, which has become of vital importance because of the recent attempt of Postmaster-General Pelletier to withdraw from Parliament and place in his own hands the fixing of rates of postage on newspapers. The report of the postal committee outlining the year's work and explaining the steps taken to safeguard the association's interests in this particular was listened to with the deepest attention.

#### FIGHTING POSTAL INCREASE.

The story of the fight at Ottawa to kill the bill introduced by the P. M. G. to effect his purpose evoked much applause and a vote of thanks to P. D. Ross, of the Ottawa Journal, chairman of the committee, H. B. Donly, president of the association, and Secretary Imre for their good work at Ottawa was carried enthusiastically.

Routine proceedings largely characterized this morning's session. President Donly delivered his annual address, departing, however, from the usual procedure in making his speech impromptu. He welcomed the delegates, outlined some of the past year's work—the first since the nationalization of the association—and gave a few thoughts to the question of advertising rates.

The reports of the executive committee, secretary, treasurer and advertising committee were next handed out in printed form and on motion adopted. The postal committee's report was supplemented by a resolution of the executive committee, approving of the attitude adopted and reiterating the association's determination to oppose any measure that would withdraw from Parliament the power to fix rates of postage on newspapers. After a brief debate, the report and resolution were accepted.

#### NEW COMMITTEE NAMED.

To facilitate further action on the postal question it was decided to name a committee, representative of the different sections of the association, to discuss the whole problem and report at a later session. To name this committee it was necessary to form the regular nominating committee required by the constitution, and President Donly gave out the following names:

H. B. Donly, Simcoe Reformer, chairman; W. F. Kerr, Regina Leader; John R. Bove, Toronto Star; John A. Cooper, Canadian Courier, Toronto; E. W.

(Continued on page 79.)



See page 6.

CHARLES F. HART,

WHO HAS RETURNED TO THIS COUNTRY AS HEAD OF THE MECHANICAL DEPARTMENT OF THE NEW YORK TIMES.

## POSTAL INCREASE IN CANADA.

### Postmaster General Pelletier Raises Rates on Newspaper Postage.

Hon. L. P. Pelletier, Postmaster-General of Canada, has decided to raise the postal rates on newspapers and periodicals, according, it is claimed, to the right to do so contained in clause 71 of the Post-Office Act.

The present rate charged is a quarter of a cent a pound. Under the new postal rates which are to go into effect papers and periodicals if delivered by letter carrier will be charged at the rate of one cent a copy, and if not so, a quarter of a cent a copy.

This will mean a very considerable increase in the cost of transmission. The reason given for the increase is the increased subsidy paid to the railways for the carriage of mails.

### Boston Journal Will Not Suspend.

Walton A. Green, editor and publisher of the Boston Journal, has characterized as "absolute nonsense" the rumor that the Journal is to suspend publication. He said he could not understand what motives could prompt anyone to circulate such a rumor and that there was not the slightest basis in fact for it. He said the Journal is prosperous.

## Paper Makers Sign New Contract.

After a five months' dispute representatives of the International Paper Company, which employs more than eight thousand men in thirty-two plants situated in twenty-two cities of the United States and Canada, and a committee representing the employees' unions, reached an amicable adjustment of their differences last week. After an all day conference at the Continental Hotel the conferees signed a new agreement for one year to supersede the two year agreement that expired on May 1. Hugh Frayne, representing the American Federation of Labor, said the new agreement would end all talk of a strike, and was highly satisfactory to employers and workers alike.

## Anti-Drink Daily for Washington.

Announcement that a daily newspaper in the interest of national prohibition would be started in Washington was made at the convention of the Anti-Saloon League in Atlantic City, Wednesday. The first issue is fixed for December and \$200,000 is said to be available for the new enterprise.

For the very unusual reason that it lacks a manager, the Cheshire (N. H.) Republican, 150 years old, has suspended publication.

## RECEIVERSHIP SOUGHT

### TROUBLES OF INDIANAPOLIS SUN ARE TAKEN INTO COURT BY GEORGE H. LARKE.

One Partner Claims He Was Forced Out by Another Because of Their Disagreement as to Policy of Paper—The Sunday Sun Has Been Discontinued by W. D. Boyce, Who Has Assumed Charge of the Office.

A glimpse of the inside workings of the Indianapolis (Ind.) Sun was given on July 6, when in the Circuit Court in Indianapolis an application for the appointment of a receiver to conduct the affairs of the Sun was made by George H. Larke, who was vice-president, treasurer, and general manager of the enterprise until July 3, when he was removed by action taken at a meeting of the Board of Directors.

Larke asks that a receiver be appointed and that judgment for \$33,000 be given him. He says in his complaint that the company operating the Sun is insolvent, and that the paper is being published at a loss of \$200 a day.

Attorneys representing W. D. Boyce appeared in court and opposed the plan to put the newspaper in the hands of a receiver. The matter went over until next week.

The Sun was purchased in January, 1913, by Mr. Larke and W. D. Boyce of Chicago. Mr. Boyce, it is understood, is the largest stockholder.

#### WHAT MR. LARKE CLAIMS.

In his complaint Larke sets out what he says is the cause of the financial embarrassment, which, he says, the paper now faces. Larke avers that he and W. D. Boyce, of Chicago, bought the Indianapolis Sun January 15, 1913, for \$81,500, and that the title to the property was placed in Larke's name, Larke to hold the property for both, Boyce being a resident of Chicago.

At the time the paper was acquired, Larke alleges, it had 28,000 subscribers and an advertising income of \$9,000 a month. Larke says the paper was and for a long time had been a losing proposition, and that it was well known to Larke and Boyce that it would be necessary to expend large sums of money to make the business a profitable one.

Larke says that in May, 1913, certain persons in Indianapolis undertook to combine the gas interests in such a manner as to cause a great over-capitalization of such companies and inflict an excessive and unreasonable burden on the people for years to come.

#### ADVISED SALE OF PAPER.

Objection to the carrying out of this alleged scheme, Larke says, was made in the Sun, editorially and otherwise. After the paper took this stand, Larke says, word was brought from one of the principal promoters of the alleged scheme that the promoters of the alleged scheme could control most of the large advertisers and many of the small advertisers in Indianapolis.

Larke says the management of the Sun was informed by this word that the Sun had been a financial failure because it had engaged in sporadic criticism of public utilities and that if it persisted in opposing the gas merger it would lose most of its advertising.

At that time, Larke avers, he fully appreciated the business conditions in Indianapolis and notified Boyce of the conditions. Larke says he advised Boyce he believed the Sun was up against a stone wall and that they would either

have to break the stone wall or quit. Larke says he also advised Boyce he believed the risk and expense which would have to be incurred in such an expedition was too great to justify the fight and that he advised Boyce to sell the property.

#### SUGGESTIONS TURNED DOWN.

It had also been suggested that if Boyce did not care to sell out, they might divide the mechanical equipment according to their respective investments. Boyce refused to accept either suggestion, Larke avers.

Larke says he had his entire capital invested in the Sun, and that he continued to operate it in the interests of the public. The paper, Larke says, sustained loss of advertising as had been threatened, and was put in the position of having to draw money from outside sources to keep it going.

About this time, Larke avers, Boyce suggested that the property of the Sun be transferred to a corporation, vehemently declaring that he would not be driven out of Indianapolis by anybody. In order to get Larke to agree to the incorporation of the company, Larke says, Boyce agreed to finance the business. Boyce, according to Larke, asserted he would send \$1,000 a day to Indianapolis for three or four years to keep the paper going.

Larke says he objected to the company being incorporated, but that it was incorporated October 4, 1913, with a capital stock in the sum of \$150,000, divided into 1,500 shares of \$100 each. Larke says he put \$31,000 in the company and that Boyce put in \$75,000. Boyce got 750 shares and Larke 310 shares, according to the complaint.

#### THE DIRECTORS DISCHARGED HIM.

In order to make up the board of directors, one share was given to Mr. Larke's wife, Mrs. L. T. Larke, by him, and Boyce gave one share each to Benjamin S. Boyce and William W. Wilson, attorney for Boyce. These persons made up the directors of the company, according to Larke.

Larke says it was agreed that he should have \$19,000 of treasury stock, so that his holdings in the company ultimately would be \$50,000. The \$19,000 was to be paid out of salary and wages earned by him.

Larke says he was elected vice-president, general manager and treasurer for one year and that he was to receive \$12,000 a year, the salary to be paid in cash payments weekly at the rate of \$6,000 a year and a treasury stock at the rate of \$6,000 a year, the stock to be issued semi-annually.

The complainant says that at a meeting of the directors, July 3, by the vote of the Boyces and Wilson, and over the protest of himself and wife, a resolution was adopted that Larke be discharged. Larke says that by means of his contract with the company he was afforded permanent employment and was able to earn a fair wage.

Larke asserts he has been damaged in the sum of \$30,000 through the act of the company in breaking the contract. He avers that the company owes \$30,000, which is now due; that the company has a bonded indebtedness of \$100,000. The bond issue, according to Larke, is secured by a mortgage on the company's property, which mortgage is held by the Marion County State Bank, which is made a defendant to the suit.

Larke says the operating expenses of the paper is \$200 a day in excess of its income. He says it will be to the best interests of the stockholders to keep the company a going concern and that a receiver should be appointed to operate the paper, under direction of the court.

#### SUNDAY SUN DISCONTINUED.

Mr. Boyce, upon taking over the management of the Sun, announced that he would discontinue the publishing of the Sunday Sun, making the issue of July 5 the last one of that paper. Mr. Boyce says that at present the Indianapolis Star amply fills the Sunday field and that it is not right to ask the merchants of Indianapolis to support two Sunday papers.

## CHICAGO HAPPENINGS.

**Life Underwriters' Association Decides on Systematic Advertising—Snitzler's Name on Golf Cup—Tribune's Novel Argument As to Its Ad Rates—Herald Finds a Good Samaritan—The Hattons, Critics.**

(Special Correspondence.)

CHICAGO, July 7.—The Chicago Association of Life Underwriters has decided in favor of systematic advertising of life insurance. An original publicity

at exchanging each other's best workers. The Herald took Julius Schneider, John Callan O'Laughlin and others from the Tribune. The latter in turn has lured away J. O'Donnell Bennett so long with the Herald. He is to go to London as a Tribune correspondent.

The Tribune has advanced a novel argument as to its advertising rates. It claims to have increased its circulation 50,000 since its rates were set, so it argues this extra circulation, which alone is as great as the entire daily circulation of many important Western papers is practically given free. It then



JOHN T. MACK,

EDITOR OF THE SANDUSKY (O.) REGISTER, AND PRESIDENT OF THE OHIO ASSOCIATED DAILIES, WHO DIED JULY 8.

plan has been indorsed and \$5,000 raised to start it. J. H. Mitchell, a Minneapolis advertising man, presented the proposition.

James M. Snitzler will be the first to have his name inscribed on the Standard Advertising cup presented by Seth Brown to the Advertising Association of Chicago to be played for at golf.

The Herald the other day called for some one to come forward and save from prison a poor deserted mother who forged checks to get food for herself and babe and a rich man promptly arranged to pay the checks and aid the woman.

#### HERALD'S AD CLAIMS.

The Herald claims to be the only morning paper to make a gain in advertising for June over last June. This is, of course, pleasant to the new owners.

Frederick Hatton, of the Evening Post, and Fanny Locke Hatton, his wife, succeed James O'Donnell Bennett as dramatic critics of the Herald.

The Tribune and Herald are playing

goes to show how much some of these papers charge for such circulation.

#### Editor Indicted for Liquor Ads.

C. E. Palmer, editor and manager of the Daily Four States Press, published in Texarkana, Tex., was arrested last week on four indictments returned by the Bowie County Grand Jury charging violation of the prohibition law by soliciting orders for whiskey in "dry" territory. He was released on a \$2,000 bond pending trial. The indictments are said to be the first upon liquor advertisements carried in Palmer's paper, and which it is said, is in violation of a Texas statute.

#### Cuban Journalist Maza Pardoned.

President Menocal of Cuba has pardoned Enrique Maza, the Cuban journalist, who, in August, 1912, was sentenced to two and a half years' imprisonment for assaulting Hugh S. Gibson, then charge d'affaires of the American legation at Havana.

## DEATH OF JOHN T. MACK.

**Editor of the Sandusky Register and President of the Ohio Associated Dailies Passes Away.**

John T. Mack, one of the best-known editors of Ohio and the Middle West, died at his home in Sandusky, O., Wednesday morning, at the age of sixty-nine years. Mr. Mack's death was due to Bright's disease. Two years ago his health failed him and he spent a winter in Florida. On his return he took up his editorial duties on the Sandusky Register, which he owned and published, but was soon obliged to give them up. This winter his health seemed to improve and his friends believed that he would be spared several years, but the disease had made such inroads that his death came suddenly and unexpectedly.

From the time when Mr. Mack became associated with his brother, I. N. Mack, in the publication of the Register he took an active interest in the educational institutions of his city and state. Until the death of his brother, Mr. Mack was business manager of the Register, although he frequently contributed to the editorial columns. For the last five years he was editor as well as business manager. Under his able management the Register became one of the strongest newspapers in the state. Its editorials are widely copied by the Ohio press.

Mr. Mack, although actively interested in politics, never held office. As a Republican he was frequently called into the councils of the party leaders. He was level-headed, broad-minded, and possessed sound judgment. He was one of those men whose smile warmed your heart and whose hand-shake gave you good cheer. His kindness was one of his charms. He was active in religious and Y. M. C. A. work and was always ready to espouse any cause that promised to be helpful to the community.

For twenty-six years Mr. Mack was president of the Associated Dailies of Ohio. The members held him in such high regard that there was no opposition to his re-election at each annual meeting of the association.

Egbert Mack, his son, who was associated with him in the conduct of the Register for several years, and who during his father's illness has managed the paper, will probably become the publisher.

## ROOSEVELT QUILTS AS EDITOR.

**Says Editorial Duties Conflict With Political Activities.**

Col. Theodore Roosevelt is no longer an associate editor on the Outlook staff, he having resigned his position as contributing editor. He will, however, become a special contributor to the Outlook. In a long letter to Dr. Lyman Abbott, editor of the Outlook, Col. Roosevelt said that to continue editorial duties would cause conflict with his political activities. With this Dr. Abbott agreed. Col. Roosevelt joined the Outlook staff five years ago and was receiving, it was said, \$30,000 a year salary.

It is rumored that a clash with his associate editors on the Outlook was given as an impelling reason for Col. Roosevelt resigning as contributing editor. Col. Roosevelt had decided ideas upon the course to pursue in the Panama Canal tolls repeal and they did not agree with those of the Outlook editors. The ex-President favored arbitration of the question of exemption for American ships, while the Outlook staff wanted absolute repeal.

The Outlook has backed Mr. Wilson, while Roosevelt, in an interview at Para, Brazil, and again after his return from South America, attacked the President. Divergence of opinions not alone on the Panama Canal tolls, but on woman suffrage is said to have caused a breach.

Chronicle Publishing Company of Marion, Ind., has decreased its common stock and increased its preferred stock \$10,000.



**BERT MOSES ON TORONTO TRAVAIL.**

**Says Most Amazing Feature of Ad Club Convention Was the Absence of Advertisers—Contends that in the 3,000,000 Words Poured Out By Speakers There Wasn't a Single New Idea—Wonders Why Sixteen Codes of Ethics Are Necessary.**

By BERT M. MOSES.

The most amazing feature of the Toronto convention was the appalling paucity of advertisers.

There were many hungry hordes of every specie that fatten upon the advertiser, but he himself seems to have preferred to take his highballs at home.

Floating around in the current like driftwood in an eddy were agents, publishers, billboard and painted sign patriots, electrotypers, printers, novelty gentlemen, engravers, and as for folks on the payroll of advertisers—they were thicker than wiggle-tails in a rain water barrel.

Intellectual pewees and mental tom-tits, full to the muzzle with language, spouted forth to the extent of over 3,000,000 words, according to my fellow income taxpayer, J. George Frederick.

I asked Frederick how many miles 3,000,000 words would make, and he said it all depended upon who was talking.

If the words were flung into the atmosphere by Gerald B. Wadsworth, the sesquipedalian sikologist, they would wrap rings around the author of the Little Rollo Stories.

I am inclined to think that J. George is wiser than the parvenus for whom he is the oracle. He preaches the divine beauty of efficiency and co-operation, and tells the ninnyhammers in advertising how nice it is to exchange experiences and play the game with the cards face up, thus showing the intellectual bankrupts in the business just how to get across without labor or thought.

But you go to J. George for facts, statistics or data worth while, and he'll charge you anywhere from two bits to two thousand dollars for the dope. And he is absolutely right in asking a cash return for the service.

The oil of Smyrna and the honey of Hymettus are worth money, and the fellow who thinks he ought to get them for nothing is suffering from a cross between paresis and the pip.

I have read what is represented to be a complete epitome of the Toronto convention, and in all that maze of words there is not a new idea advanced—not a syllable that makes the mysteries of advertising any plainer than they were before—not a clarion note that starts the blood flowing fast.

**CHUNKS OF WISDOM.**

A specimen of the deep wisdom thrown off in chunks by a small bore who spoke of "House Organs" follows:

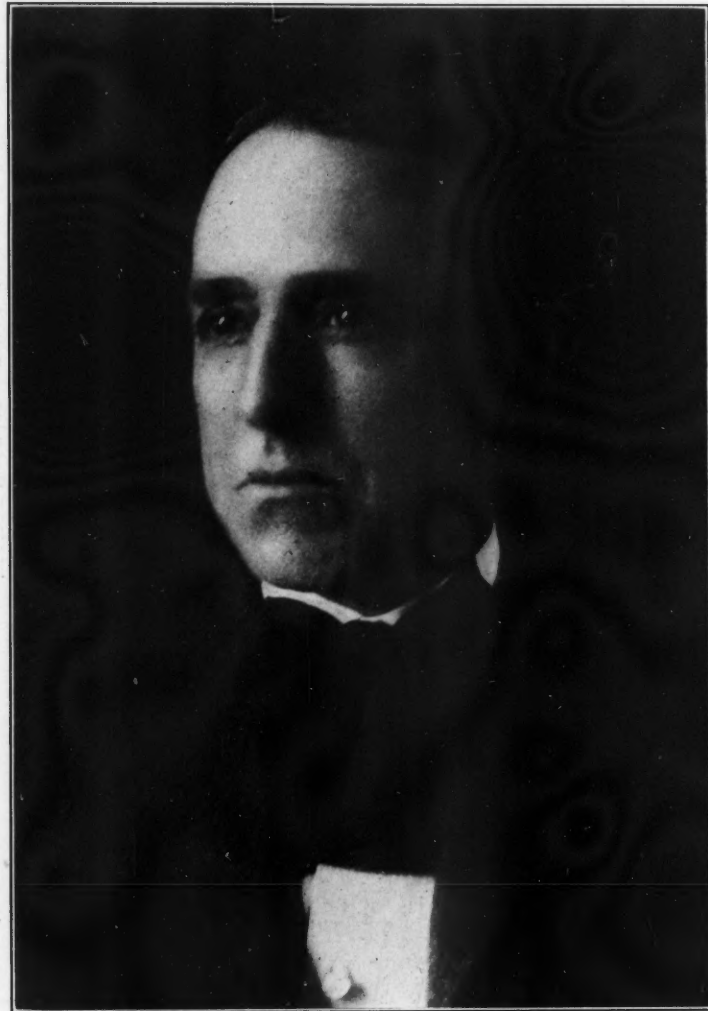
"A house organ issued by Tiffany, Steiny or Packard would not be appropriate for a manufacturer of bolts and nuts."

That is to say, if I were saying it, water is a good thing to put into your radiator, but a damn bad thing to put into your gas tank. Of course, everybody knows it, but when you go to a convention with a half-inch vision you have got to inspire the notion that your eyes are natural telescopes. If a man knows anything he can tell it just as well in Hackensack or Seacucus as he can in Canada—perhaps better, for I hear that the bars close promptly at sundown in Toronto, and you have to go out back of the woodshed if you want to take a drink on Sunday out of a bottle purchased the day before.

The idea of conventions, however, is not to accomplish anything, but rather to give minnows aspiring to be whales a chance to chase eidolons, and charge up the cost of carriage and incidentals to the house. At conventions the participants promise more and perform less than candidates for Congress. They debate whether scratching or using a fine comb expends the most energy, and when the thing is over they read the reports, not to learn anything, but to see if the editor "mentioned" them some-

where, so they can touch the boss for an extra five in the Saturday night pay envelope.

The fact of the matter is that the average advertising orator can not tell an economic thesis from a kippered herring or a fundamental principle from a cold fried egg. He hovers around a



BERT M. MOSES.

theme like ants on a picnic pie, and shows how Nature, in order to produce one real thinker, throws in a million boobs.

**THE VOICES OF IGNORANCE.**

At Toronto it was very plain that most of the talkers knew less about more things than Elbert Hubbard. They almost fished the dictionary dry, and yet the words "common sense" got away. If there is anything in successful advertising outside of common sense it has not up to this moment been discovered. If there is anything in any worthy accomplishment at all except common sense the Rockefeller Institute has not yet isolated the microbe. In praying for rain the chances are that you won't get results unless common sense prompts you to pick an hour when the wind is in the right direction.

At Toronto one young man carried away a thousand bucks for writing an eight-thousand word disquisition on the elevating subject of "cement." He was closely pressed for the prize by a phrenetic who penned a "Soliloquy on Sawdust," and the third choice was a paper

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**PASTORS START FOR EUROPE.**

**Victors in Washington Post Popularity Contest on Trip to Holy Land.**

When the Kaiser Franz Joseph I., of the Austro-American line, steamed from Brooklyn soon after 3 o'clock Saturday afternoon she carried fourteen clergymen, winners of the popularity contest conducted by the Washington Post, on their ten weeks' trip to the Holy Land and Mediterranean ports, as guests of that publication.

The Rev. Charles E. Fultz, who headed the list and was shown by the contest to be the most popular clergyman in that part of the country, received more than 1,250,000 votes.

**EDITOR SCENTS WAR.**

**Col. Hester of Brooklyn Eagle Says All Europe Is Angry.**

Col. William Hester, president of the Brooklyn Daily Eagle, returned Saturday from a six weeks' tour of Europe, on the Vaterland.

According to Colonel Hester the entire continent is agog with the rumbling of warfare, with Germany, France and Austria as possible principals. Predictions are now being made that the conditions surrounding the disputes of the nations will involve both England and Russia.

"France will never be satisfied until her differences with the German Empire are settled," said Col. Hester. "This is demonstrated by the gist of diplomatic gossip. The war fever is in evidence everywhere. It cannot help but come. Then the conditions which led to the killing of the Archduke are another prediction of trouble in that country. It will start with a civil war that will end with the powers being involved. And, what is more, England and Russia will probably be included in the dispute."

In support of his contention Col. Hester said it was impossible to go anywhere in Europe and escape indications of a possible international war. He said that while the diplomats were reticent they were unable to deny the growing desire of the citizens to settle their disputes with powder and bullets.

Concerning the improvements in ocean travel, however, Col. Hester waxed humorous: "The object of huge vessels, as it appears to me," he said, "is that the management of the steamship companies wish their passengers to get lost and thereby get acquainted with all parts of the boat while they are endeavoring to find their staterooms or locate, perchance, friends traveling on the same craft. The Vaterland is a splendid vessel, as far as big boats go, but I would rather go to sea in my forty-foot launch than travel in the boats to-day. I like to root about a bit and I also like to know the folks with whom I am traveling. You can't do this on these big boats. You are lucky if you find your way to the dining-room at each meal time. The big boats are like big hotels, all drawing-rooms, lobbies and elevators."

**McConnell Sues Vancouver Sun.**

John P. McConnell, former editor of the Vancouver (B. C.) Sun, and formerly of Toronto, has issued a writ against the Burrard Publishing Company, owners of the Sun, and F. C. Wade, president, alleging that his dismissal from the position of editor came as a result of Mr. Wade's desire to himself control the policy of the paper and their differences of opinion. McConnell alleges that Wade's view was too friendly to the Chinese side of the case, and an editorial written by McConnell and published against instructions, denouncing Orientals and approving wholesale dismissals of Chinese from private homes, was the climax. Mr. McConnell is suing for \$30,000 damages.

**Belton Newspaper Plants Destroyed.**

Fire on Monday of last week destroyed the buildings and plants of the Belton (Tex.) News and the Journal. The loss amounts to \$25,000, partially covered by insurance. The fire started in some hay stored in the rear of the Journal building. A peculiar freak of the fire was that the flames leaped from the Journal building to that of the News, leaving a building between unscathed. The Belton Journal is one of the oldest papers in the State and is owned by O. P. Pyle. The News is owned by H. B. Savage.

**No Editor; Keyser Tribune Suspends.**

Being unable to find a "suitable editor and manager," the Keyser (W. Va.) Tribune has announced that it will dispose of its newspaper property. The Tribune is a weekly paper that has been established at Keyser for many years.

Mrs. Henry Thomas is the only woman in the party. She is accompanying her husband, who is rector of the Pinkney Memorial Episcopal Church of Hyattsville, Md.

The Rev. John F. Eckenrode, who was second in the contest, in addition to the trip won a cash prize of \$250.

**Shot at Rockaway Editor.**

Bearing a close resemblance to Dr. Carman, of Freeport, N. Y., whose name just now figures largely in newspaper stories of a tragedy, nearly cost the life of William P. Haas, Jr., editor of the Rockaway (N. Y.) Times. On the night of July 6, as Mr. Haas was out in his auto, he heard a shot. He saw a man standing on the sidewalk and put on the brakes. He then examined the car and found a dent in the driving side in the middle of the rear door. This, Mr. Haas asserted, was not in evidence when he took the car out earlier in the evening, and he is of the opinion whoever fired the shot at him mistook him for Dr. Carman.

EDITOR AND PUBLISHER IS \$2.00 A YEAR.

## PUNCH BEHIND PEN.

**It Must be Used if Best Results Are to be Obtained, Declares Well Known Correspondence Manager of Larkin Company—Simple Language, Telling the Truth Is What Is Most Needed in Business Letters Today.**

Charles R. Weirs, manager of the correspondence department of the Larkin Company, of Buffalo, N. Y., delivered an exceptionally live address on "The Punch Behind the Pen," before the Associated Advertising Clubs of America, at Toronto, Canada, on June 24. He expressed the conclusion, based upon twelve years' very active experience in the mail order business, that what is needed today more than anything else is men with a manly punch. He said, in part:

"The chief difficulty of letter writers is that they often run away with the mistaken notion that a letter must be different from the man back of it. That is why the greater number of letters smack of an oration or a prize essay.

"A letter, as I interpret it, will always be minus the punch unless it talks to a customer. The other man likes to realize when he reads a letter that it has been written by a human being, rather than a machine. Surely, it's logical to reason in this way because other people's feelings, aims and ambitions are similar to ours. If, therefore, we talk to our customers in the way that we would like to have them talk to us we will invariably get a response in proportion to our efforts.

### SAY SOMETHING INTERESTING.

"In the next place we are told by some experts that a letter must be short while others say it must be long. It's hardly worth while to spend any time discussing such things. The length of a letter doesn't cut much of a figure if it says something in an interesting way. People will read what interests them whether the story is told in one chapter or ten. Brevity is not a suitable text for an every-day sermon to a correspondent. Common sense should be substituted for brevity and preached without variations every day of the week, Sunday included.

"Next, we may ask ourselves how the punch may be reflected in words. Solomon once said that 'Words fitly spoken are like apples of gold in pictures of silver.' Solomon knew what he was talking about. His wisdom was good hundreds of years ago, and, peculiar as it may seem, its value has not diminished with the years.

"To a correspondent or an advertising man words are instruments for good or evil. They build or destroy—they attract or repel. What are they doing for us? A great deal in a few cases but very little in many others because we are using words that people do not understand. A letter with the punch must be a picture of simplicity.

### USE SIMPLE LANGUAGE.

"Some of you will not agree with this conclusion. However, I am glad to emphasize it because a writer in Printers' Ink recently said that a letter might be too simple. Did Christ ever teach men to be high browed when appealing to others? Did He shoot over the heads of His congregation when He delivered that memorable Sermon on the Mount? Did He ever forget the needs of the crowds, even though His personality made such a thing possible? Have the higher critics been able to tear down



CHARLES R. WEIRS,  
MANAGER CORRESPONDENCE DEPARTMENT, LARKIN COMPANY.

His teachings? Indeed, they have not. The utterances of this matchless Man are stronger today than ever, with the result that the book of books in which His life is revealed is still the greatest seller and the recognized peer of any other piece of literature.

"One other man who has taught us the value of speaking in the other person's language was Abraham Lincoln. The battlefield of Gettysburg gave him all the inspiration he wanted to indulge a lot of spread eagle stuff. Yet Abraham Lincoln knew that he was speaking to a nation made up of all kinds and that his message would be of no avail unless he couched it in language that people everywhere, whether on the farm, the alley or the avenue, could readily understand.

"Walter Cottingham, the able president of the Sherwin-Williams Co., emphasized this same thought in a still broader way a short time ago when he said: 'The great factor in sales is the human factor and not the things we sell. The things must be right, of course, but it's people who buy and use the things, and, therefore, it's people whom we must interest and deal with in getting rid of things. Too many business men are paying too much attention to the things they make and not enough attention to the people who make them, the people who sell them and the peo-

ple who use them. It's not things that make life—it's people. It's not things that make business—it's people—people with red blood in their veins—men and women with hearts and feelings and aims and ambitions—men and women susceptible to encouragement and sympathy and training and discipline.'

### WRITE DELIBERATELY.

"The next most important need in the preparation of a letter with the punch is that of understanding people.

"And the letter with the punch must be truly helpful. Few men seem to think of that, though, when they start to compose a letter. The average letter writer gets an idea at 8:30 and then seeks to have it whipped into shape to convert the multitude at 9:30. Gerald Stanley Lee in his admirable book on 'crowds' was right when he said that 'Christ was crucified because the crowd was in a hurry.' The public is being crucified every day because our modern commercialism craves the shekels and these in a hurry, no matter what may happen in the operation.

"A letter has no permanent value to it unless it is written deliberately, with the idea of helping the person addressed. To get an order for something from some person who can ill afford the expenditure is of no credit to the one who gets it unless the purchase confers

a real benefit. To influence somebody else to do this or that and then stand all puffed up asking others to behold your achievement is a hundred miles from being creditable unless the performance actually represents a signal contribution to real character."

## PHOTO MADE FROM AEROPLANE

**Boston Journal Does Pioneer Work at Salem Fire Scene.**

The first use of the aeroplane by a daily newspaper to secure photographs of a great disaster must be credited to the Boston Journal, which sent a photographer in a Curtiss hydro-aeroplane to fly over Salem and take a birdseye picture of the burned district.

The result was even more successful than its originators had anticipated for the publication on the front page of Saturday morning's Journal of the photograph thus obtained, marked an epoch in newspaper enterprise in this and every other country.

Glenn Curtiss, in a telegram to the Journal, said: "The Journal's enterprise in having the scene of the Salem fire photographed from an aeroplane illustrates the utility of the aeroplane in war. Just as the Journal's photographer secured in a few minutes a picture it would have taken a draftsman days to reconstruct with accuracy so the observer in a military aeroplane secures in equally short time details of hostile country more complete and accurate than a troop of cavalry could secure in days of scouting."

The Salem fire began on a Thursday, and the Journal's photograph was made on Friday. A print of this remarkable picture, copyrighted by the Journal, has been received by EDITOR AND PUBLISHER and is a valuable addition to its files of evidences of American newspaper enterprise.

## NEW INCORPORATIONS.

ST. LOUIS, Mo.—Argus Publishing Company; capital stock, \$20,000; to print and publish a newspaper; incorporated by Joseph E. Mitchell, William Mitchell, B. W. James and L. E. Hawkins.

GREENSBURG, PA.—The Democrat Publishing Company; incorporated by W. I. N. Laftland.

TULSA, OKLA.—Independent News Publishing Company; capital stock, \$10,000; incorporators: H. L. Coffee, F. A. Peck and M. Dene Wilson.

NEW YORK, N. Y.—Century Magazine Co.; Capital stock, \$350,000; incorporated by C. A. Rood, A. J. Bryand and J. T. Elsrroad.

WHITLEY CITY, KY.—McCreary County Advocate; capital, \$2,500; incorporated by J. E. Williams, G. W. Stephens, G. C. Walker and others.

## Texas Beauties Overtake New York.

Eleven of the most beautiful girls in Texas, on their way to Europe as guests of the Fort Worth Record as winners of a Statewide beauty contest, were in New York this week. After seeing the city they will sail for England today on the Olympic. Their itinerary takes them in forty-three days through England, France, Germany, Holland, Belgium and Switzerland.

## Girard Editor Commits Suicide.

R. P. Summerkamp, editor of the Girard (Ala.) Journal, committed suicide by shooting, at his office in that city last week. The cause is not known.

# INTERTYPE

THE ACME OF HIGH QUALITY

Write to our nearest Agency for price of parts necessary to change your old Linotype into a modern two-magazine machine.

International Typesetting Machine Co.  
World Building, New York



For the First Six Months of 1914

# The New York Evening Sun

## Gained 234,000 Lines

of advertising over the corresponding six months of 1913.

An increase of 780 columns during an uncommon season of business contraction. 69,753 agate lines more than the combined gains of all the other New York evening newspapers: These gains have been possible because **The Evening Sun** is a splendid advertising medium, steadily increasing in circulation and with no increase in its reasonable advertising rates.

Compiled by the Statistical Department of the New York Evening Post.

### EVENING SUN 234,000 Lines Gain

Evening Post	96,147 Lines Gain
Evening Telegram	68,100 Lines Gain
Evening Journal	117,907 Lines Loss
Evening Globe	198,684 Lines Loss
Evening World	294,764 Lines Loss
Evening Mail	351,012 Lines Loss

For seventeen consecutive months

# The New York Evening Sun

has made an advertising gain over the corresponding month of the previous year. A unique record of continuous monthly advertising gains not achieved by any other New York evening newspaper, and an emphatic demonstration of the supremacy of **The Evening Sun** in increased advertising patronage. The net paid average daily circulation for the six months ended April 1, 1914, of **The Evening Sun** is 110,300, as attested by the sworn figures furnished to the United States Government in compliance with the law.

This numerical strength is not alone the force of **The Evening Sun**. There is the liking New Yorkers have for it. This preference, added to its clientele of exceptionally prosperous readers, makes it easily the best advertising medium in New York for interesting those whose incomes exceed the average. In the families of these readers **The Evening Sun** is an influence that immeasurably increases the value of its advertising columns, because it is exerted in homes where ample incomes are the rule and comfortable and modern conveniences a matter of course.

## DEFENDS ASSOCIATED PRESS.

### General Manager Explains Organization of the News Service and Justifies Its Method of Handling the World's News—A Co-operative Association Whose Only Property Is Its Good Will, He Declares in Reply to Editorial.

Melville E. Stone, general manager of The Associated Press, in an article in the current issue of Collier's Weekly, tells of the organization of the service and gives a clear explanation of its methods in handling the world's news. Following are excerpts from Mr. Stone's article:

"I have read with interest the editorial upon the Associated Press which appeared in your issue of June 6. While I recognize an evident purpose to be just it seems clear to me that your suggestion that 'the information sent over the Associated Press wires is likely to have a slight official bias.' The dispatches of the association are very widely published. If there is the sort of bias you intimate it should be easy to furnish some illustration. Such evidence would certainly be convincing.

"In respect to your other contention, 'that the Associated Press ought to be required to give its service, under proper restrictions and conditions, to any newspaper which asks for it,' there are several things to say. First, your attempt to find analogy between this business and that of a railroad must fail utterly. The railroad is, in the very nature of the case, a common carrier. Not only does it fall under the proper legal rule which applied to the coach, the cab, and the ferry, long before the railroad existed, but it enjoys certain peculiar privilege, such as the right of eminent domain, &c., which gives the public a distinct claim upon it.

#### ENJOYS NO SPECIAL RIGHTS.

"On the other hand, the Associated Press enjoys no exceptional right of any sort. It is simply a voluntary union of a number of gentlemen for the employment of a certain staff of news reporters to serve them jointly. For its work it derives no advantage from the Government, from any State or municipality, from any corporation, or from any person. Its service is a purely personal one, and never, except under the long since abolished slave laws, has any Government sought to compel personal

service, save in cases of voluntarily assumed contracts, or of judgments for crime.

"The output of the Associated Press is not the news; it is its own story of the news. There can be no monopoly in news.

"You say: 'Where a city has only one morning paper, and where that morning paper, possessing the Associated Press franchise, is able to keep the franchise exclusively and prevent any other paper from getting it, there arise all the mischiefs which attend monopoly.' To this let me say that there is no such case, nor has there been in the life of the Associated Press of which you speak. If there were, Mr. Noyes's remark that 'a competitor has as much right to demand and receive the same news service as he would to demand and receive the use of the other's press, composing room, editors and reporters,' would unanswerably apply.

#### AS TO RIGHT OF PROTEST.

"As to the exclusive right, my answer is that there is no exclusive right. There is what is called a 'right of protest,' which is simply the right of a member to say that the Board of Directors cannot elect a new member in his field, but must leave the question of election to the membership at large. And even this 'right of protest' is held by less than one-fourth of the members. No such right has been granted to any member in over thirteen years, and since it requires a vote of seven-eighths of the total membership of the association to grant it, none is likely to be granted within your lifetime or mine, to say the least.

"Some applicants have failed of election, it is true. But in the great majority of such cases they have failed for other reasons and not because of the exercise of any protest right. Since the association is a co-operative one, making no profit, there is no fund out of which to provide for the delinquency of one who may be unable to pay for the service.

## 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.

## A "BIG GUN" WRITES US:

"I was so delighted with your letter of June 20th that I immediately referred it to Mr. —, who, after reading it, said 'Fine!' It is pleasing to know that you are pushing an active campaign to put both the boy and newsstand sale of — where it should be in New York City."

It tickles us somewhat to receive such a letter from a circulator who sits close to one of the best known publishers in this country (name upon request). It pleases us further because we have repeatedly told circulators during the past 22 years that it does not pay to be asleep in a city like New York, where the population increases at the rate of 100,000 a year.

That is why we are furnishing publishers the highest degree of efficiency in distribution and sales creation.

That is why 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.

When do you want us to start distributing your publication?

## DUHAN BROTHERS

The organization that has made good since 1892.

Telephone: 3584 Beekman

TRIBUNE BUILDING, NEW YORK

#### HOW IT IS HELD TOGETHER.

"Any one may withdraw from the Associated Press. What holds it together? The confidence of the members and of the public in its integrity. The only property it has is its good-will. Is this a thing in which an applicant may claim a legal right to share?"

"But you say 'the time will come when newspapers will be recognized as having the qualities of a public utility and will be subject to inquiry and regulation by commissions similar to those which have arisen in many States during the past few years to supervise railroads, telephone, and lighting corporations.' Well, then we shall have turned back the clock 300 years, and John Milton and his 'Plea for Unlicensed Printing' were all in vain. The First Amendment to the Federal Constitution will be accounted a mistake, and we shall be face to face with a method of governmental administration once de-lighted in by the Stationers' Company and the Star Chamber.

"Does The Associated Press receive or distribute to its members all of the news of the day? By no means. Nor is it intended that it shall. There are news fields which, however important, it is forbidden to enter. These are the fields which by the proprietors are left for exploration to the enterprise of the individual newspapers. What may it do and what may it not do? It may and should report the consequential events fairly, or as nearly as is possible for human beings to do so. It may not go further. And herein lies in large measure the misunderstanding of the well-intentioned public.

"If a news agency is to present somebody's view of the right or wrong of the world's happenings, whose view is it to be? And what assurance are we to have that this somebody's view is the right view? And if it is the wrong view what then?"

#### THE DEVELOPMENT OF A PLAN.

"It was out of all this that there grew a co-operative Associated Press. The business of news gathering in a dominant way was in the hands of three men. They were responsible to no one. A large number of newspaper proprietors revolted. They set about the development of a plan which should insure an honest, truthful and impartial reporting of events. After deliberation they concluded that the safest way was to organize a co-operative association of newspaper proprietors, representing diverse interests, and thus put the institution under pledge to report the truth, and, to guarantee impartiality, the news service was to be subjected to the scrutiny and the censorship of the varied views of its membership.

"I have no thought of saying the Associated Press is perfect. The frailties of human nature attach to it. But of this I am certain: If in its form of organization, or its method of operation, it is in violation of any law, divine or human, it is the very last institution in this country to seek to avoid its responsibility. If any one can devise or suggest a better way to do the work it is seeking to do it will be glad to adopt it, or to permit someone else to put it in operation. The thing it is striving for is a truthful, unbiased report of the world's happenings, under forms that are legal, and not only conformable to statutes, but ethical in the highest degree."

#### Writer Dies During Business Talk.

Dr. Edward Lilienthal, journalist, linguist and lawyer, of Brooklyn, died of apoplexy Wednesday afternoon. He was stricken during a business talk with an art dealer. Dr. Lilienthal was born in 1852 in Galicia and was unusually gifted as a linguist, speaking English, French, German, Italian, Greek, Russian, Polish and Hungarian. With his wife and their two children he came to this country three years ago, and had been since employed as an editorial writer on the New York Staats Zeitung. Dr. Lilienthal had just finished the translation of a number of Polish dramas into English, a work on which he had been engaged for some years.

#### GREAT EDITOR'S CHARACTER.

### It Is Portrayed Vividly in Alleyne Ireland's "Joseph Pulitzer."

A very readable and informative book is "Joseph Pulitzer; Reminiscences of a Secretary," by Alleyne Ireland. The volume is largely a reprint of the articles published by Mr. Ireland in the Metropolitan Magazine, and the book is dedicated to Mr. Pulitzer's widow.

The work is in no sense a biography of the great journalist whose character is vividly portrayed, but is merely an accurate and somewhat detailed account of Mr. Ireland's experiences as a member of Mr. Pulitzer's personal staff. Mr. Ireland was one of Mr. Pulitzer's secretaries. In these pages he shows how the World's proprietor lived on his yacht and ashore; what he read; the multifarious and exacting duties he imposed upon his staff; and how he manifested in an amazing manner the vigor and power which made the World what it is.

A biography of Mr. Ireland was printed in THE EDITOR AND PUBLISHER on October 11, last. He is a brilliant writer and was fitted by his close association with Mr. Pulitzer to produce the unusual sort of book which has just taken its place among good sellers. The publisher is Mitchell Kennerley and the book sells for \$1.25 net.

C. A. Mitchell is now the sole owner of the Brunswick (Neb.) Independent, having purchased the interest of his partner, Mark A. Shields.

The following appeared on the front page of The Evening Star, Washington, D. C., Tuesday, July 7, 1914.

## THE ACID TEST

The value of The Star to advertisers is proved day after day, month after month, year after year, by the measure of the space they buy.

### Yesterday's Advertising

Local Display	Lines
The Evening Star.....	12,602
2d Newspaper.....	3,254
3d Newspaper.....	3,234
4th Newspaper.....	3,203

## The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation of The Jewish Morning Journal for 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 Johnstown Leader

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



**FAVOR BASEBALL ADS.**

**Many Publishers Claim That Clubs Should Pay for Publicity—Others Take View That Readers Want Ball News—Interesting Answers to Letters Sent Out by the A. N. P. A. Bureau of Advertising to Papers.**

As previously announced in THE EDITOR AND PUBLISHER, the Bureau of Advertising of the A. N. P. A. has been going deeply into the subject of baseball news and baseball advertising. Letters were sent to newspapers in baseball cities, and it is evident from these that the baseball situation represents a heavy burden on newspapers. Little or no advertising is done by the "magnates," but the newspapers vie with one another in printing baseball extras and baseball news.

It is admitted, in most cases, that this matter is printed in response to widespread public interest, but it is also admitted that this interest has been built up artificially in the news columns. The advent of the Federal League produced a trifle more advertising here and there, and in one case the Brooklyn Federal League Club used half a page once in the newspapers of that city to announce the opening game.

**THE TEST ONE PAPER MADE.**

It is evident that newspapers in the cities where circulation competition is especially keen feature baseball news largely because they fear to take a chance of losing circulation to their competitors.


The director of the bureau knows of one case where a newspaper decided that baseball circulation was of little or no value from the advertiser's standpoint and that it represented an undue expense. In view of this, it was decided to cut down on late extras devoted chiefly to final scores, and to spend the money thus available on features of general interest to the public. During the season of 1913 the newspaper more than made up in general circulation what it lost in popularity with the "fans," and, in addition to saving something like \$50,000 on composition, white paper, and deliveries, the publisher found that the increased circulation obtained during the summer months was carried permanently into the fall and winter.

Among the replies received by the Bureau are:

The Providence (R. I.) Tribune: "The baseball season costs us a great deal of money, and if anybody can fix up any way to get some real money for the publicity given, the man who does it certainly deserves more than a marble monument."

The Pittsburgh (Pa.) Post: "There is only one possible chance I can suggest that would increase this advertising, and that would be for the publishers in each city to agree to cut down the publicity given baseball for a certain length of time."

The New York World: "It seems to be the opinion of the clubs that they do not have to advertise, due to the fact that the newspapers were falling over each other to print the baseball news. Under such conditions I question whether much can be done with them until the editors of the newspapers wake up themselves and cut down their baseball news matter."



The New York Evening Post is the handsomest daily newspaper printed in America. Its excellent typography is the cumulative result of over one hundred years of effort to produce the most influential journal in America. Its outer expression, its broad, helpful, orderly columns, and its presentation of the news of the whole world, give to its readers unquestioned and durable satisfaction. For over one hundred years The Evening Post has attracted people of culture, and it numbers among its many readers the foremost men and women of affairs in America. At the National Capital it is perhaps the only newspaper whose opinions have carried weight since the beginning of the nineteenth century. It is sincere in its convictions and unshrinking in its criticism.

# 13,080 GAIN A DAY

## June Circulation Record of The New York Press

The net paid daily circulation of The New York Press in June, 1914, averaged 13,080 copies a day more than in June, 1913.

The average net paid sales by territorial divisions, together with other copies distributed, are here given in detail:

	1913.	1914.
Within 25 miles (Net Paid).....	80,022	92,644
Country (Net Paid) .....	6,715	7,304
Mail Subscription (Net Paid)....	3,455	3,324
<b>*Totals</b> (average net paid per day)	<b>90,192</b>	<b>103,272</b>
Returns Within 25 Miles.....	507	145
Returns Country .....	2,465	2,230
Advertisers, Exchanges, etc.....	1,010	1,143
Service Papers .....	958	1,075
<b>Totals</b> (average press run per day)	<b>95,132</b>	<b>107,865</b>

### \*Net Paid Gain 13,080 a Day

The average daily net paid circulation in June 1914 was 103,272

**TOO MUCH SPACE DEVOTED.**

The New York Times: "I believe that the public is entitled to the news and that every newspaper should print all of the legitimate news relating to baseball; but I firmly believe that every newspaper devotes fully four times as much space as is really necessary to baseball. If the newspapers ceased to promote the attendance and simply printed legitimate news concerning this splendid sport, baseball clubs would use advertising space liberally, as they ought to have done many years ago."

The New York Globe: "As long as readers of newspapers demand baseball news, just so long will newspapers have to print it, and just so long will it be unnecessary for the clubs to advertise liberally. There is no question that the widespread interest in baseball has been fostered by the publicity given it by the newspapers, and they have educated their readers to expect it, as they expect the news of the day."

**THIS CLUB PAYS CASH.**

The Rochester Union and Advertiser: "We have this year made arrangements with the Rochester Baseball Club to use a two-inch advertisement on the days the club plays on the home grounds. Of course, this is a small amount of business, but it is a step in the right direction."

**CANADA'S PRESS MEETS**

(Continued from front page.)

McCready, St. John Telegraph; L. H. Dingman, St. Thomas Times, and V. E. Morrill, Sherbrooke Record. The nominating committee was thereupon instructed to meet at the adjournment for the purpose of drafting the postal committee and the morning session was closed.

In the afternoon, meetings of the Daily, Weekly and Class paper sections were held.

The election in the Daily Section resulted in the choice of the following officers:

J. G. Elliott, Kingston Whig, chairman; R. F. Parkinson, Ottawa Journal, secretary; M. R. Jennings, Edmonton Journal; A. C. Hunt, Regina Leader; L. H. Dingman, St. Thomas Times; Frank Carrel, Quebec Telegraph; E. W. McCready, St. John Telegraph, committee.

The Weekly Section elected E. Roy Sayles, Port Elgin Times, chairman; J. J. Hunter, Kincardine Reporter, secretary; H. B. Anslow, Campbellton Graphic; Arthur Giroir, Thetford Times, Mirror; S. N. Wynn, Yorkton Herald; John McKenzie, Strathmore Herald, committee.

In the Daily Section, important papers

were presented by J. H. Woods, of the Calgary Herald, H. A. Robert, Montreal La Presse, W. B. Preston, Brantford Expositor.

In the Weekly Section addresses were made by W. E. Smallfield, Renfrew Mercury; John C. Kirkwood, Toronto; Louis Blake Duff, Welland Telegraph; and D. Williams, Collingwood.

This evening delegates from Ontario and Quebec met and organized the Ontario and Quebec division of the association as required under the new constitution. W. E. Smallfield, Renfrew Mercury, who will also act as vice-president from Ontario and Quebec in the main association, was elected chairman, with W. A. Craick, secretary, and Frank Carrel, Quebec Telegraph; W. L. Edmonds, Toronto Commercial Press; L. H. Dingman, St. Thomas Times; W. A. Fry, Dunnville Chronicle, and E. F. Salck, Montreal Gazette, committee.

The postal committee appointed consists of P. D. Ross, Ottawa Journal, chairman; C. T. Pearce, Toronto News; William Findlay, Ottawa Free Press; W. R. Givens, Kingston Standard; H. B. Donly, Simcoe Reformer; John A. Cooper, Toronto Courier, and Acton Burrowes, Toronto Railway World.

## JOTTINGS BY THE WAY.

J. West Goodwin, editor of the *Sedalia* (Mo.) *Bazoo*, and his beaver hat, are famous not only in Missouri but throughout the Middle West. He has been a printer and newspaper man for sixty-five years, and is still hale and hearty. If you should pass him on the street you would turn around to look at him, as he is distinguished in appearance and has a strong and rugged face. He looks like a Southern colonel, although he was born north of Mason and Dixon's line. He was, indeed, a soldier in the civil war and was wounded in the leg during a skirmish. The bullet was not taken out of its place of lodgment and he carried it around until two or three years ago, when it gave him so much trouble that he had the limb amputated. Mr. Goodwin has worn his

famous high beaver hat forty-four years. It is a Dunlap and still presents a respectable appearance. It has been re-lined, rebound and reblocked many, many times, but the top is in good condition, although its original color, pearl grey, has changed to a light brown.

In 1861 Goodwin was running the Union County Shield at Liberty, Ind., and left it to enter the army. He told me he now has in his employ one man who has worked for him 43 years "and has never told me a lie yet"—certainly a remarkable record.

Goodwin once ran the advertisement of a remedy for fits in his newspaper for several months, but was unable to collect the bill. Shortly afterward he went to New York, where the man who ordered the insertion of the ads, resided. During his stay Goodwin called at his office and was told by the patent medicine man himself that the proprietor had gone to Staten Island fishing and wouldn't be back for a day or two. Thereupon Goodwin, who suspected the man was lying and that he was the proprietor, informed him that he (Goodwin) was subject to fits and that he was liable to have an attack of the disease right then and there if he was not paid the money due him for running the ads. The patent medicine man gave one look at the determined face before him and then paid the bill.

\* \* \*

Ryan Walker, cartoonist and lecturer, has brought out in pamphlet form a series of his cartoons exploiting the "Adventures of Henry Dubb." Mr. Walker is a Socialist and these cartoons represent the experiences of Henry Dubb, a working man, under various and sometimes ludicrous circumstances. Those of us who do not always agree with Mr. Walker are inclined to criticize some of the conclusions to be drawn from his cartoons, although we recognize their cleverness and strength. He has had marked success upon the lecture platform and his pictures are always received with applause by the several audiences he addresses. The pamphlet is published by Mr. Walker at 107 West 45th street, New York City.

\* \* \*

Amon G. Carter, publisher of the Fort Worth Star-Telegram, and his business manager, A. L. Schuman, headed the Fort Worth, Tex., delegation, numbering sixty-five, out of a total membership of 180 at the Toronto convention. The delegates made the trip from Fort Worth to Toronto in a special train, consisting of three Pullmans, observation and dining cars, with stops at St. Louis and Detroit.

Mr. Carter said: "The expense for the trip were earned by the members of the Fort Worth Club by soliciting advertising for a special edition for the Fort Worth Star-Telegram. That edition contained over nine thousand dollars' worth of business. It consisted of 146 pages, of which 556 columns represented paid advertising. We ran off an edition of 40,000 copies, each paper of which weighed two pounds, and sent a copy to every chamber of commerce and all the daily newspapers of the United States and Canada. We also brought 3,500 copies to Toronto and have them wrapped ready for mailing.

"The Fort Worth Star-Telegram is pretty well represented. There are eight people in our party, including the publisher, the business manager, the advertising manager, the managing editor and the staff photographer."

\* \* \*

If there is anything that Henry H. Klein of New York likes to do, it is to get after corporate interests that are in control of various industries. He has an analytical mind and eats up figures with the same amount of avidity as the average school girl eats chocolates. It must be admitted that he presents many strong and convincing arguments in his articles. His latest contribution to business literature is entitled "Standard Oil or the People. The End of the Corporate Control of America."

In this volume the author endeavors to tell exactly to what extent the Stand-

ard Oil has been the chief factor in the affairs of the nation, and also presents a program for the permanent cure of hard times in America. He gives, in brief form, a history of the men who have been more prominently identified with the Standard Oil Company and the extent of their holdings of stock. He shows to what extent many of them have profited by their connection with it. He points out the evils which are inherent in the concentration of large quantities of wealth in a few hands and maintains that there is but one way by which this concentration of wealth may be remedied, namely, by limiting private fortunes so that wealth may be more equitably distributed. He says: "There is scarcely a fortune in America in excess of \$10,000,000 that has been honestly accumulated in a life time and no man is justified in accumulating more than that sum for the good of society. Any man's individual wealth should not be great enough to interfere with the orderly course of government."

## OBITUARY NOTES.

EDWARD LEWIS EATON, a newspaper man, died of pneumonia in a Brooklyn hospital on July 3. He was 59 years old and was employed shortly before his death by the New York Herald. Mr. Eaton was a brother of Benjamin A. Eaton, a widely known newspaper man. He passed his youth in the West and at one time was a member of the Timber Lake and Pinkerton expedition against the James brothers.

WILLIAM SACHS, city editor of the Hagerstown (Md.) *Globe*, died in that city last week from a complication of diseases. He was about 40 years old. The deceased was formerly a reporter on the Lancaster (Pa.) *Morning News*.

CHARLES L. HART, who was for twenty-four years connected with the circulation department of the New York Tribune, died in the Swedish Hospital from apoplexy last week. Mr. Hart was 53 years old, and lived in Brooklyn.

A. T. SEAMAN, widely known as a newspaper man, died July 2 in St. Joseph's Hospital, Philadelphia, after a brief illness. Beginning his newspaper career on the Washington Times, Mr. Seaman entered Cornell University, and while a student there was connected with the Ithaca paper. The greater part of Mr. Seaman's metropolitan career as a newspaper man was spent as a member of the editorial staff of the Philadelphia Press, serving six years in several executive capacities. About one year ago he joined the staff of the Public Ledger and was a member of it when he died.

THE REV. DR. WILLIAM B. PALMORE of St. Louis, editor and publisher of the Christian Advocate, died July 5 at the home of a niece in Richmond Va. Dr. Palmore was considered the strongest candidate for the Prohibitionist nomination for the Presidency in 1908. He began his editorial work on religious publications in St. Louis in 1890 and in a short time became editor and publisher of the St. Louis Christian Advocate.

## Death of William McK. Bangs.

William McKendree Bangs, an advertisement writer and former publisher, died Sunday morning in New York of Bright's disease. He was sixty years old. Mr. Bangs, in the early part of his journalistic career, was successively the publisher of the New York World, the Evening Mail, and the Rochester Post-Express. After leaving Rochester he wrote stories, principally for the Century Magazine, for a number of years. During the latter part of his life he wrote advertisements for books.

## The Embroidery Pattern Service!

Sure! You know all about it! It's a half and a full page mat service. The best papers in the country use it—because it appeals to and holds the interest of "the purchasing agent" of the family. IT PULLS AND PULLS.

The designs are new, exclusive and different.

It's a great producer.

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 and 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

## Daily Line Fashions

1 and 2 col. sizes

A service which carries the strongest kind of endorsement.

The International Syndicate  
Features for Newspapers, Baltimore, Md.

## MOST CONVENIENT

News matrix service in the market—saves time, patience, money.

Central Press Association, Cleveland

## Can You Account for Yourself?

Do you know what you should be capitalized 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 Commission Government is Doing.  
What Labor Reforms are Doing.  
What Good Road Apostles are Doing.  
What Civic Clubs are Doing.

Start Now—Write Today

BRUCE W. ULSH,

Sold by Mail - Wabash, Indiana



**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 Sunday Gain in 1914**  
 The Sunday edition of The New York Times is the only New York Sunday newspaper which published a larger volume of advertising in the first six months of 1914 than in the first six months of 1913.

**THE NEW YORK EVENING MAIL**  
 has attained a very enviable position. It leads its field in volume of advertising carried. It is a welcome visitor in the homes of thousands of well-to-do families in Greater New York.  
 Average Net Paid Circulation  
**JUNE, 1914.....146,320**  
 FOR THE YEAR ENDING  
**JUNE 30.....136,478**

**Buffalo News**  
**EDWARD H. BUTLER**  
 Editor and Publisher  
 "The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."  
 Foreign Advertising Representatives  
**KELLY-SMITH COMPANY**  
 220 Fifth Avenue Lytton Building  
 NEW YORK CHICAGO

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**  
 Accepts advertising on the absolute guarantee of the largest net paid circulation of any New Orleans newspaper or no pay.  
**THE JOHN BUDD COMPANY**  
 Advertising Representatives  
 New York Chicago St. Louis

**PRESS ASSOCIATIONS.**

A large number of the smaller daily newspapers and the weekly newspapers of South Florida were represented at Lakeland last week at the meeting of the South Florida Press Association, at which that organization was made permanent. Constitution and by-laws were adopted and the following officers elected for the first year: President, J. H. Humphries, Manatee River Journal, Bradentown; W. B. Harris, Kissimmee Valley Gazette, Kissimmee, secretary; Mrs. C. V. S. Wilson, Sarasota Times, Sarasota, treasurer. The proprietors of the weekly papers generally were in favor of increasing subscription rates to \$1.50 per year and a general increase looking to a standard advertising rate was recommended.

Members of the Northern Minnesota Editorial Association will cruise among the 10,000 islands of Lake of the Woods during their annual outing July 17, 18 and 19. The editors will have special trains to the lake, and will make their cruise on the steamer Kenora.

The second annual summer outing of the Central New York Newspaper Publishers' Association, of which Lee W. McHenry of Oneida is secretary and W. Stanley Child, president, will be held at Cleveland on Oneida Lake today. A fish, chicken and frogs legs dinner will be served by Landlord O'Connor at The Cleveland. The committee in charge of arrangements consists of Editors E. A. Blair of the Cleveland Lakeside Press, C. K. Williams of the Phoenix Register and R. H. Stone of the Camden Advance-Journal.

The Southern California Editorial Association in convention at Los Angeles elected the following officers for the coming year: President, H. G. Palmer; vice-presidents, Jay E. Randall, H. Kinney and Mrs. Verna Horsfelt; secretary-treasurer, S. N. Greene. The Executive Board is composed of Crombie Allen, J. C. Curtis, F. R. Gabbert, Lyman King and C. H. Randall. The banquet which followed was the twenty-sixth in the association's history. Frederick O'Brien of Glendale was toastmaster and Charles E. Jones of Lancaster chairman.

Fred Naeter of Cape Girardeau, president, and H. J. Blanton of Paris, secretary of the Missouri Press Association, were in St. Louis last week discussing plans for the annual meeting here September 16, 17 and 18. A meeting of the Executive Committee will convene in St. Louis July 13, when the program for the convention will be arranged. The association has a membership of 300.

Concluding two days' business sessions with an address delivered by Norman Haggood, of Harper's Weekly, the North Carolina Press Association, in annual convention last week elected officers as follows: President, W. C. Hammer, Ashboro; first vice-president, James H. Cowan, Wilmington; second vice-president, Bier H. Butler, Rayford; third vice-president, E. E. Britton, Raleigh; secretary and treasurer, J. B. Sheriff, Concord.

**Ohio Lantern to Be a Daily Paper.**  
 Ohio State University Columbus will have a daily newspaper after the beginning of next year's school term. The plan has been agreed upon to convert the Lantern, which heretofore has been published weekly as the college student publication, into a five-a-week daily journal, that will appear every day except Saturday and Sunday. Melvin Ryder and Ford G. Evans, who have been elected editor and business manager, respectively, of the Lantern for next year, will become instructors in the department of journalism and virtually all of the students in that department will participate actively in the publication of the new daily.

**CHANGES IN INTEREST.**

**ABINGDON, VA.**—The newspaper plant of the Virginian has been sold to Charles Williams, of Pennsylvania. On account of the poor health of Findlay Harris, who has owned the plant and published the Virginian for many years, the publication of the paper was suspended some months ago. The Virginian is the oldest newspaper in this section, having been published for four score years.

**PLEASANT PLAINS, ILL.**—The Weekly Press has been sold by R. A. Fink to Lyman Smith. Mr. Fink edited the paper for fifteen years. Mr. Smith will take charge at once.

**FAIRFIELD, IA.**—C. W. Moburg has disposed of his interests in the Tribune to H. R. Tillotson, of Stockport, who is also owner of the News in that city.

**CLARKSVILLE, ARK.**—The Democrat has been sold to R. A. Warren by R. B. Holbrook, who retires from the newspaper business on account of failing health.

**COFFEYVILLE, KAN.**—The Journal was sold last week by the owner, W. G. Weaverling, to Hugh J. Powell, editor of the Cherryvale Republican. Mr. Weaverling has owned and edited the Journal for the last seventeen years. Previous to the sale Mr. Powell sold the Cherryvale Republican to W. R. Burge.

**ROSENBERG, TEX.**—The editorship of the News-Herald has passed into the hands of P. H. Roberts, Jr., succeeding John E. Stephen, who disposed of his holdings in the company last week.

**WAUPACA, WIS.**—Charles P. Stanley has taken over the interests of L. W. Krake of the Record Herald. F. J. Burckhardt retains his interest in the paper.

**NODAWAY, IA.**—There is some talk of a stock company being formed and buying the business of the Valley News, which is owned by E. J. Orr and son.

**LA SALLE, COLO.**—The Optimist, owned by E. E. Lewis for the past two years, has been sold to Jesse A. Bunch of Pine Bluffs, Ark.

**Cumberland (Md.) Times Transferred.**

A deed was filed at Cumberland, Md., last week by which Mrs. Sarah O. Avirett, widow of John W. Avirett, late editor and publisher of the Evening Times, and Harry E. Weber, president of the Third National Bank, transfer the property of the Cumberland Evening Times and the Cumberland Alleganlian, the weekly edition, to the Times and Alleganlian, incorporated. Mrs. Avirett sold the Times on June 15 to Mr. Weber, who has formed a corporation.

**Ocean Newspapers on Steamships.**

The first transatlantic liner to publish a newspaper made up of wireless items was the American liner St. Paul. It was fourteen years ago while Mr. Marconi was crossing the Atlantic on that vessel that he personally directed the issuing of the first number of the "Trans-Atlantic Times," the first wireless newspaper published at sea. Such publications now include the "Daily Bulletin" of the Cunard Line, "Das Atlantische Tageblatt" of the Hamburg-American, and the "Ocean Times" of the White Star Line. On the Pacific on steamers running to Alaska the "Wireless Herald" is published.

**Louisiana Newspapers in Merger.**

The Dodson (La.) Times, a weekly newspaper, which has been published by Joel T. Payne for the past thirteen years, has suspended. Mr. Payne twice won the prize offered by the Louisiana Press Association for the best edited weekly newspaper in the State. The owners of the Times have purchased a half interest in the Winnfield Comrade, A. M. Barnes business manager and W. W. White associate editor, and will consolidate the two papers under the name of the Winnfield Times-Comrade.

**The Globe**  
 AND COMMERCIAL ADVERTISER  
 reaches more of the better class people in Greater New York than any other Evening paper.  
 Net paid circulation for year ending June 30, 1914  
**153,330**  
 Net paid circulation for June 30, 1914  
**174,206**

**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**

*The Buying Power of Post readers is far greater than that of any other newspaper in Pittsburgh.*  
**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

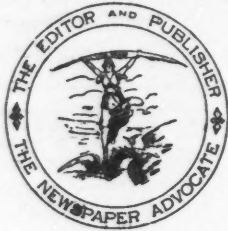
**The Peoria Journal**  
 "Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarantees as much city circulation, in Peoria and Pekin, as both other Peoria newspapers combined."  
**H. M. Pindell, Proprietor**  
 Chas. H. Eddy, Fifth Ave. Bldg., New York  
 Chas. H. Eddy, Old South Bldg., Boston  
 Eddy & Virtue, People's Gas Bldg., Chicago

## 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. Leffler, Business Manager.

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, July 11, 1914

### THE BASE BALL GRAFT.

The Bureau of Advertising of the American Newspaper Publishers' Association has issued a special bulletin on the base ball situation that should be read by every publisher in the country. In it are reproduced letters from a number of newspapers on the subject of base ball advertising and base ball news. From these it appears that although little, or no advertising is being done by the magnates the newspapers fight with one another in printing base ball extras and base ball news. The publishers admit that this matter is printed in response to a wide spread public interest, which has been fostered and built up by the newspapers themselves. Nearly all of the publishers agree that they are compelled to publish these reports of the ball games as a matter of news. The amount of space devoted to the subject, they admit, is out of all proportion to the amount it really deserves.

No effective plan for inducing the base ball magnates to advertise is suggested. One publisher believes that if all of the newspapers of a town or city could agree to cut the space down to a minimum and then stick to it, it would be possible to force them to buy advertising space.

Any one who has given much thought to the subject knows that as long as the base ball team owners can get for nothing what they ought to pay for, they will not make haste to pay money into newspaper coffers. It has for a long time seemed to us that the newspapers had the remedy in their own hands.

If a majority of the newspapers of a city or state would agree to publish only the scores of the games, they would soon bring the base ball men to terms. There is no reason why the publishers should spend so much money in giving a limited portion of the public news of this character in order to swell the club owners' profits.

We admit that base ball is perhaps the most popular form of amusement in the United States. We admit, also, that a reasonable amount of space should be given to the games as a matter of news, but, when it comes to publishing pictures of ball players, telling stories about them that are mostly the product of the reporter's imagination, and giving a wholly fictitious interest to many of the games, the newspapers are going much farther than is necessary or desirable, in supplying the public with information on this subject.

Some of the New York publishers have already curtailed the space heretofore given to base ball news. They have cut out extras and only print the story of the game up to the time of the appearance

of the last regular edition. In this way they have saved money to use in other directions. As long as the newspapers continue to exploit base ball to the degree that they have, without any compensation whatever from the base ball clubs, the magnates cannot be expected to get down into their jeans and dig up money for the exploitation of their clubs.

It is to be regretted that the Postmaster-General of Canada could not have found some other method of raising revenues for the Dominion than by increasing newspaper postal rates. Under the law, which will be in force as soon as all the Canadian publishers have been notified, Postmaster-General Pelletier says that "the one-fourth cent rate will prevail, as heretofore, on papers not delivered by letter carrier, but where letter carrier delivery is in operation, a separate charge of not more than one cent a copy will be made for the delivery of newspapers by carrier. This is under section 71 of the post office act, which provides that an amount not exceeding 1 cent shall be paid for the delivery of each newspaper by carrier. The whole question of the conveyance of newspapers by post will now have to receive immediate consideration." The Montreal (Can.) Gazette believes that it is not thought that the strict enforcement of the present law with the consequent high rates is intended as a permanent arrangement but rather as a means of compelling the publishers, who opposed Hon. L. P. Pelletier's proposition to fix certain newspaper rates under the postal act, to come to terms. One of the best investments any Government can make is the aiding of newspaper publishers to circulate the world's greatest educators, the daily and weekly newspapers. Canada should be proud of its growing volume of newspapers and should aim to make the weight grow steadily greater.

The Statistical Department of the New York Evening Post has issued a recapitulation of the total advertising appearing in New York morning and evening newspapers from January to June, inclusive, 1914. The record also includes the Brooklyn Eagle and the Brooklyn Standard-Union. The figures show that seventeen newspapers carried 53,999,089 agate lines of paid advertising in the morning, evening and Sunday editions, during the six months' period covered, as compared with 56,124,884 agate lines in the first six months of 1913. The total loss is shown to be 2,108,754 agate lines. Four evening and one morning and Sunday newspaper out of the seventeen showed increases. An analysis of the detailed report shows that a loss has been sustained of 168,000 lines in financial, 1,004,000 lines in real estate and 1,664,000 in dry goods advertising. It is said that during the six months' period the railroad, the public service and financial institution advertising has been considerably curtailed.

We have received from the press department of the Panama-Pacific International Exposition an article on "Perennial Peas and Widespreading Rhubarb," together with the information that it is furnished free and that cuts will be supplied on request. As the readers of THE EDITOR AND PUBLISHER are not particularly interested in peas and rhubarb, except as articles of diet, we consigned this gem of vegetable composition to the waste basket.

The Thompson-Carroll Co., advertising agents, Cleveland, have set aside two hours daily, except Saturday, for the reception of publishers' representatives. Wouldn't this be a good plan for other agents to follow? It would save the time of agents and also that of the solicitors. It would also keep their tempers sweeter. It would, in fact, be a good thing all around.

*"The great object I wish to accomplish is to open the avenues of scientific knowledge to youth so that the young may see the beauties of creation and enjoy its blessings and learn to love the author."*—  
PETER COOPER.

## DIVERS DASHES.

Co-operation among newspaper writers, despite their fraternal feeling, is so rare that it was a pleasure to read in a despatch from Ringling, Okla., that noted magazine writers and authors of the country are coming to the aid of their fellow craftsman, "Al" Jennings, formerly a train robber, and author of "Beating Back," who is a candidate for the Democratic nomination for Governor of Oklahoma, subject to the State wide primaries on Aug. 3. Following the publication of "Beating Back," Jennings was made a member of the Writers' Club of New York, and it is the personal interest of the various writers in Jennings that is moving them now to help him in his gubernatorial campaign. Anyone who has read "Beating Back" by Will Irwin and "Al" Jennings knows the gripping story of the rehabilitation of Jennings. Oklahoma might go much further and fare worse than to choose as Governor a man who ends his frank life tale with the words: "The greatest power in the world, I suppose, is the power of truth; and next is the power of not being afraid."

There are plenty of individuals who honestly think that at least some newspapers need reforming and such folk may be half right part of the time. But when a man says that it is the duty of the church to show newspapers how they should be run I feel like telling him to mind his own business. A few days ago at Kansas City, S. Eber Price, President of the Ottawa (Kan.) University, declared at the joint convention of the Baptist Young People's Union of America and the Baptist Young People's Union of the South, that "the education of newspaper and magazine writers in the teachings of Jesus is one of the first tasks to-day before the church people." Just why the pen-pushing fraternity is named as being in special need of church training is not clear to me, and I have associated with the bunch for many years. I have no hesitancy in saying that the newspaper men I know compare quite favorably with an equal number of clergymen. Moreover, the average newspaper man is much more practical in his application of religious truths than are many clergymen, and he often knows his Bible better than the minister does. Without the aid of the writers looked upon by Mr. Price as being so sorely in need of conversion some churches might have harder sledding than they do. Mr. Price might rather advise cleansing the inside of the cup before urging the church to undertake the regeneration of newspaper men.

Newspaper men may well feel proud of the gracious words spoken by Ambassador da Gama of Brazil at the farewell luncheon given by the A. B. C. mediators at Niagara Falls to the newspaper correspondents who have reported the proceedings of the long conference. "You will probably be surprised," the Ambassador said, "that we still have something to say after these forty-six days of almost continuous talking—but there is something more to say. It is to acknowledge on behalf of the mediators the good work performed on this now historic spot by the best element of the American press here congregated to record our efforts toward international peace. The mediators have appreciated your labors and we think we should not part before giving you this cordial testimonial of our deep gratitude for your efforts, your good will and your earnest solicitude in the success of this work, which for all of us has been diplomatic, political and, above all, thoroughly American in its aspects." The surprising fact is not that the correspondents did such accurate, impartial and altogether creditable work, but that they should thus be given public credit. The courteous mediators have taught some American bodies a lesson in politeness—even though the American reporter does not expect thanks for his work.

The weakness of many would-be reformers is that they often defeat their purposes by going to extremes. There is an instance of this in Taylorville, Ill., which town recently adopted the most radical anti-liquor ordinance ever framed in the United States. To give a man a drink of liquor, to be caught imbibing with a friend, or to store a supply in a private home will penalize the person guilty to the extent of \$25 to \$100 according to the temper of the Court. The sixth section of this extraordinary measure is as follows: "6. No sign advertising liquors of any kind may be posted in Taylorville, and no liquor advertising of any kind will be permitted in the Taylorville newspapers." While the Federal Courts have the right to pass upon the legality of certain kinds of advertising with which the Post Office Department has to deal, or upon questions of libel or infringement in advertising, I have yet to hear of a statute preventing a newspaper from advertising liquor or anything else which is a legitimate article of commerce.

JIM DASH.



**PERSONALS.**

James Gordon Bennett, the owner of the New York Herald, who became dangerously ill during a cruise on his yacht, Lysistrata, last spring and was in a critical condition for weeks, has entirely recovered his health. He has left Beau Sur Mer for Paris.

William C. Reick, owner of the New York Sun, is a passenger from Europe on the Imperator, due on Wednesday.

Norman E. Mack, owned and Editor of the Buffalo (N. Y.) Times, and Democratic National Committeeman of New York, is preparing to announce his candidacy for the nomination for United States Senator in the primary. It is stated that the candidacy of Mr. Mack is hostile to that of Governor Glynn for the Democratic nomination for Governor. Mr. Glynn is owner and editor of the Albany (N. Y.) Times-Union.

Nathan Straus, Jr., president of the Puck Publishing Company, sailed for Europe last Tuesday on the Mauretania. The success of Puck's plan of publishing in color the work of leading foreign illustrators led Mr. Straus to plan a systematic tour of England, France, Germany and Austria in search of new artists. He will not return until autumn.

James W. Campie, publisher of the Milwaukee Evening Wisconsin, is in New York this week.

Richard Lee Metcalf, formerly editor of William J. Bryan's Commoner at Lincoln, Neb., and former Civil Commissioner on the Isthmian Canal Commission, has been selected by the Democratic Congress Committee to write the Democratic textbook for the fall Congress campaign.

Charles Edward Russell, well-known newspaper man and magazine writer, has been nominated for United States Senator from New York on the Socialist Party ticket at the convention in Rochester, this week.

Frederick Wilkinson, of the Petersburg (Ill.) Democrat, has begun his duties as deputy collector of internal revenue for the Springfield district, vice C. A. Reding, of Pekin, resigned.

C. E. Byars, owner of the Valley (Neb.) Enterprise, and Nelson T. Thorson, owner of the Omaha Posten, a Swedish newspaper, have been endorsed for State Senators by the Progressive State party leaders.

The Rev. F. S. Bergen, former editor of the Shippensburg (Pa.) Chronicle, and later business manager of the Waynesboro (Pa.) Herald, has severed his connection with the Herald to take another position.

George Clendenin of the business department of the Springfield (Ill.) State Register has taken temporary charge of the editorial department, succeeding Vincent Y. Dollman, who has taken office as United States Marshal of his district.

**GENERAL STAFF PERSONALS.**

William E. Pringle, managing editor of the Quincy (Ill.) Whig, severed his connection with the paper Saturday night, and has gone to Poplar Bluff, Mo., where he will take charge of the news department of the Republican, an afternoon newspaper.

George H. Reynolds, circulation manager of the New Bedford (Mass.) Standard and Mercury, was treasurer of the New Bedford Fourth of July Association Patriotic Meeting and, according to the newspaper accounts, it was "some celebration."

Lewis J. Giffels, formerly of the Grand Rapids (Mich.) Herald, is now

**Managing Editor Terre Haute Star.**

Sheldon W. Snively is the new managing editor of the Terre Haute Star, a member of the Star League—the Indianapolis Star, the Muncie Star and the Terre Haute Star—the Indiana properties of J. C. Shaffer, who is the editor and publisher, and also conducts the Chicago Post, the Rocky Mountain News, the Denver Times and the Louis-



SHELDON W. SNIVELY.

ville Herald. Mr. Snively was promoted from the Indianapolis office. For several years he was state editor of the Star. He is the third member of the Star organization to be transferred to other of Mr. Shaffer's papers, C. A. Segner having been sent to Louisville as managing editor of the Herald, and Ferd Fisher sent to Chicago as city Editor of the Post.

night editor of the Jamestown (Pa.) Democrat.

Miss Curtis Wager-Smith, who has been art critic and women's clubs' editor of the Philadelphia Telegraph for three years, has left that paper to do specials for a number of newspapers and magazines, and will also take up organization work for several societies.

J. McCan Davis, of Springfield, Ill., owner of the American Associated Newspapers, and clerk of the Illinois Supreme Court, whose term will expire next January, has announced his candidacy for the Republican nomination for Congressman-at-Large.

P. W. Shipman, circulation manager of the Elizabeth (N. J.) Daily Journal, is visiting some Western cities. In Joliet, Ill., he inspected the News plant.

Joseph H. Lackey, for twelve years circulation manager of the Nashville (Tenn.) Banner, has resigned to take a similar position with the Memphis (Tenn.) News-Scimitar. As a testimonial of the high esteem in which his office associates held him, a handsome gold watch was presented to Mr. Lackey at the Banner office.

Dwight Fee, of the Canonsburg (Pa.) Notes, has been made city editor of the Harrisburg (Pa.) Patriot.

Alfred Hopkirk, city editor of the Englewood (N. J.) Press, who has been seriously ill in England, is showing signs of recovery.

Thomas R. Dibble, city editor of the New York Journal, and Arthur James, of the Mutual Film Corporation, late Sunday editor of the New York Morning Telegraph, spent the last week-end at Cumberland, Md., with Frank Lee Carl.

**IN NEW YORK TOWN.**

Oric Johns, son of John Johns of the St. Louis Post-Dispatch, is busy working in Greenwich village on another poetic masterpiece. Oric is in hopes of adding a second \$500 prize to his laurels.

Edward H. Smith, of the Sunday World Magazine staff, formerly of the Kansas City (Mo.) Star and the Chicago Tribune, has leased an uptown Manhattan studio, where he will spend the summer working on several new stories.

Barney Gallant, erstwhile member of the Cleveland (O.) Leader reportorial staff and of the now defunct Chicago World, is busy in New York writing Sunday stories on myriad labor questions.

Herbert Bayard Swope, of the World, sailed last Saturday to await on the other side of the ocean the arrival of Lieutenant Porte by the hydro-aeroplane America.

Acton Davies, the dramatic critic of the Evening Sun, has resigned from that newspaper.

**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.

**MISCELLANEOUS**

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

**DAILY NEWS REPORTS.**

Special and Chicago news. YARD'S NEWS BUREAU, 167 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.

**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

**\$13,500**

Will buy controlling interest in Pennsylvania Daily now doing a good business in a field ripe for future development. Physical Property worth at least \$25,000 with indebtedness of about \$5,000.

Harwell, Cannon & McCarthy,  
Newspaper & Magazine Properties,  
Times Bldg., New York City.

**SITUATIONS WANTED**

Advertisements under this classification one cent per word each insertion.

**ARE YOU IN NEED OF AN ADVERTISING MAN?**

One who is capable and experienced in writing as well as soliciting copy, with the ability and willingness to give real, efficient service; active; thoroughly reliable; first-class references. The writer will be pleased to hear from any publisher or executive who has an opening for such a man. Address Worker, care The Editor and Publisher.

**HELP WANTED.**

WANTED.—An experienced, wide-awake, advertising solicitor, on a six-day-a-week evening publication, in a town of 75,000 in eastern state. Give all information and lowest salary in first letter. Box D 1264, Care The Editor and Publisher, New York City.

**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.

STEAM TABLES.—Two practically new Hoe steam tables pneumatically operated complete with double aprons for taking forms from either side of tables, also steam boiler for same. Herald-Dispatch Company, Decatur, Ill.

**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 co-operators' 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.

## ALONG THE ROW.

ALL TOGETHER, PLEASE.

Raise your Voices up, dear brothers  
Loudly sing with all your might:  
"Swat the ad lie. Swat it heavy,  
Swat it till it's out of sight."

SEEMS STRANGE.

An employe of the Daily Tribune of Chico, Cal., a prohibition organ attacked the paper for two hours last week. Can't conceive how any newspaper man could have an attachment for a prohibition sheet even for that space of time.

EXTENDED OUTING.

Notice that the employes of the New York Press recently had an outing. So did the employes of the Philadelphia Evening Times—but theirs will last longer.

DOWN THE LINE.

Recently a day City Editor entered the Nassau Street entrance of a cafe which also has an entrance on Park Row. When he slipped up to the bar and looked toward the Row, he saw about ten men he knew lined up who greeted him kindly. Putting a two dollar bill on the mahogany he said gently to the bartender: "This is all I have with me. Send it as far west as possible, old man."

SAD NEWS FROM LONDON.

Sad news from London, Old Top. Things are worse there than they are on The Row. Some 150 newspaper men are looking for jobs. Shake up on the Daily Mirror threw out sixty-eight. It must be awful to be a newspaper man out of work in London. Think of chasing around in the fog with the saloons all closed at 11 p. m., and no where to go except home or Hyde Park. Economy is now the order on London newspapers. To save space speeches of Members of Parliament have been cut from fifteen columns down to nine and a half. And Roosevelt is lucky to get half a stick once a week. The War in Ireland may help the pressmen—as they call reporters over there—but at present there is nothing doing in Ulster on account of the police. Militant outrages have become a drug on the market, and so the outlook for real live news is discouraging. We pity the boys in London, who may soon have cause to worry where their sinkers—beg pardon—muffins, are to come from.

YOU CAN NEVER TELL WHAT WILL HAPPEN.

Manhattan paper don't pay much attention to Brooklyn, which is only a small place of two million inhabitants. However, there's some good news in Brooklyn once in a while. For instance, Oscar W. Underwood, who is in the Congressional business, made a speech from the steps of Borough Hall on the Fourth of July in which he took occasion to rip and tear the Wilson Administration. The Brooklyn reporters were on hand but the Manhattan representatives didn't think the meeting worth covering. About 11 o'clock at night one Manhattan paper that has been pounding the President, got a tip that Underwood had shot off about three columns of hot stuff denouncing the President and his policies. The paper called up its Brooklyn man who had merely a stick or so about the meeting to run in with the general celebration story. About midnight the paper got in connection with a reporter of a Brooklyn paper who had the speech in full,

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.



A. R. KEATOR,

THE POPULAR CHICAGO SPECIAL WHO REPRESENTS THE EDITOR AND PUBLISHER IN THE MIDDLE WEST.

and thus saved itself. The man who fell down, was fired the same evening.

FLAT RATE.

Ten cents for wheat cakes.

IT PAYS—IT PAYS.

Fair Nellie wed an engineer  
Who went up in a blast.  
When he returned to earth again  
His worldly cares were past.  
So Nellie advertised for work  
And landed in a store  
And next week with the boss's son  
She'll honeymoon some more.

FROM THE SKINNERSVILLE SIGNAL.

Our paper needs a new dress. So does our wife. We had our heart set on a linotype, but will have to plug along at the old case for a while yet. This is the Women's Age.

NOT ALWAYS.

"If," said the professor of advertising, addressing his class, "You should have a good article, which sells at a reasonable figure, and properly announce the same, the people will rush to secure it." "How about 'Complete Funerals for \$65?'" asked an inquisitive scholar.

TOM W. JACKSON.

Old Paper Suspends Publication.

After a continuous existence for thirty-five years the Tiffin (Ohio) News, an independent weekly, suspended publication this week. The paper was founded by the late David A. Stalter, who was a member of the Ohio Legislature in the eighties.

The Chester (Pa.) Times, Pasadena (Cal.) Star and the Ottawa (Kans.) Herald have been elected to associated membership in the American Newspaper Publishers' Association.

TWENTY YEARS IN HARNESS.

But A. R. Keator Works as Hard As He Ever Did.

Long and arduous work has apparently had no ill effect upon A. R. Keator, publishers' special representative, Hartford Building, Chicago.

Mr. Keator has been in the advertising business for twenty years, having been associated with the Chicago Tribune some years back as assistant advertising manager, and also with the Chicago Journal for seven years. He has followed his present line of work for six years, three of which were spent with Payne & Young. Mr. Keator started his present list of daily newspapers with the Washington (D. C.) Herald, the foreign revenue of which he has increased over seven hundred per cent. He also is Western manager of the Julius Mathews list of New England publications. Last week Mr. Keator opened a New York office.

Mr. Keator is known as one of the most progressive and aggressive representatives in the West, whose success has come from his original and systematic way of soliciting in behalf of the publications he represents. Last, but not least, Mr. Keator is Western manager of THE EDITOR AND PUBLISHER.

Visiting His Eastern Friends.

Dr. Henry S. Fendler, formerly connected with the New York World and now a practicing physician in Los Angeles, Cal., has been back visiting friends in the East. Dr. Fendler has a 12-year-old son, Harold A. Fendler, who has just won a prize for oratory in the Los Angeles public schools. There were 2,000 contestants. Harold is a grand-nephew of the late Julia Richmond, formerly a District Superintendent of Schools in this city.

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

FOR SALE

Duplex Angle Bar, Flat Bed Press

Prints 4, 6, 8, 10 and 12-page, seven-column papers at 4500 an hour, folds to ½ and ¼ page size. Can ship promptly.

**WALTER SCOTT & CO.**  
Plainfield, New Jersey

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

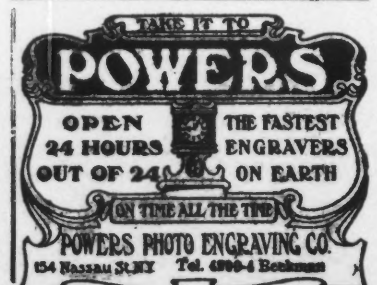
**ATLAS PRESS CLIPPING BUREAU**

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





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

**THE CHICAGO EVENING POST**  
(Evening Daily)

"The Star League" (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 226,000 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

**WE ARE GIFT GIVERS.**

**How Publishers Are Wheedled Out of Space by Three Classes of Publicity Beggars—The Non-Advertiser Who Expects Free Notices—The French Are More Thrifty and Demand Payment for Puffs.**  
By HANS VON KALTENBORN.

The American publisher is not generally accounted stupid, and yet he is giving away his wares. Publicity-hungry individuals come to him every publication day with outstretched palm and empty pockets, and they go away satisfied. They know that the publisher disposes of a highly-prized marketable commodity that is sometimes sold but more often given away. For them it is what the economist calls a "necessity good." Without it their enterprise starves to death; they lose their business to the advertising competitor. By gift or purchase, get it they must. Therefore the publicity seeker dedicates himself to the task of persuading the publisher to give it away.

This persuasion requires time, ingenuity and money. Very often it is more expensive than advertising at space rates, and almost always its ultimate cost in dollars and cents totals up to a fair proportion of what it would have cost to buy space. Even the most successful publicity begging doesn't approach space-buying for getting what you want when, where and how you want it. Yet it is such an interesting game, and the successful beggar is able to pose before his competitors as such a smart fellow that he is willing to spend even more than the free publicity is worth for the sake of "putting one over" on the publisher.

THREE KINDS OF GRAFTERS.

There are three classes of publicity beggars. Those who "never advertise" yet ever expect to be advertised, those who expect one dollar's worth of free publicity for every ten dollars spent in advertising, and those who expect ten dollars worth of free publicity for every dollar spent in advertising. So-called philanthropic enterprises are typical of the first class, the department stores generally belong to the second, and amusement enterprises illustrate the third.

Everybody in the wide world who credits himself with a good motive confidently expects free publicity. The would-be philanthropist with a fine scheme—which is usually made up of 99 per cent ego-exploitation and one per cent true charity—hires a press agent and then sits back, serenely confident that the publisher will give him what he wants. And the astonishing thing is that as these things usually develop the publisher turns out to be the only real philanthropist associated with the enterprise. In organizing his reading matter he refrains from giving his readers what they want for the sake of forcing upon them the matter which pseudo-philanthropists think they ought to want.

As for the department stores the publisher has gone into the trading stamp business by way of the "reading notice." And just as has happened with the merchant who donates the stamps to his customers, the publisher is already obliged to give "double stamps" to satisfy his gift-hungry patrons. To give a "reading notice" is a cheap way of cutting rates, and it has the additional demerit of deceiving the reader who is asked to accept beggar publicity as unbiased news. In the news department of a metropolitan daily every "publisher's must" means a publisher cursed. Economically speaking it is a direct contribution to a publisher bust.

THE DEPARTMENT STORES.

But while the department store is still satisfied with a one-dollar gift with every ten-dollar purchase, the amusement vendor has long been a much more successful because a more scientific beggar. Instead of making the editor mad by getting at him through the business office, he bribes and wheedles him into line by a direct approach. Few publishers are so wise as to forbid their

employees to obligate themselves by the acceptance of free tickets. Even the critics are the guests of the managers whose productions they estimate for a truth-hungry public. And if the dramatic editor should prove obdurate there is the Sunday editor, or the women's editor, or the news editor, or the sporting editor, or the city editor or even the reporter who will try to place a "story" out of gratitude for favors received. And since the amusement vendor has learned that the "stories" landed by his press agent get a preferred position which makes them the best business getters, he spends his publicity appropriation upon his press agent and not with the publisher.

Why will the American publisher continue to be stupid? If he insists upon making the department which produces his reading copy an annex of the business office he should at least exact proper pay for the services it renders. In Paris the press agent is a skilled reporter employed and paid by the newspaper which exacts a high rate per line for every item which he writes and it prints. The French publisher would chuckle at the stories of milk baths, stolen diamonds, undress escapades, and animal intelligence which are peculiar to the stage, but he would only print them at the very high space rates which the "amusement" column commands.

CO-OPERATION NECESSARY.

There ought to be a new deal as between the publisher and his editors. They ought to get their heads together and apply the not inconsiderable sum of their united brain power to the task of turning publicity beggars into publicity buyers. And they can do it, too, by dint of a little co-operation. The editor should never accept anything which comes from an individual or an institution that habitually begs publicity. If he has to turn down something of real news value (not fake "human interest" news value which is what 90 per cent of the press agent's dope consists of), he ought to work his head off to develop something equally good with his own men that will not interfere with his employer's revenue.

Too many editors have developed the habit of sitting on their tails and waiting for press agents and publicity managers to deliver doctored dope. By allowing a large proportion of the material he handles to be written outside of his office by prejudiced interests, the editor has injured the publisher, deceived the reader and reduced the necessity for good-sized appropriations for his own department.

But if the new order is to be a success, the publisher will also have to make a contribution. The "publisher's must" must become an unknown quantity in the editorial sanctum. The "reading notice" bonus with the paid advertisement must disappear. Only then will co-operation against the publicity beggars become successful. Only then will the newspaper reader get what he pays for and the publicity-seeker pay for what he gets.

**Grehan Dean of Journalism School.**  
(Special Correspondence.)

LEXINGTON, Ky., June 27.—Enoch Grehan, for the last four years city editor of the Herald, resigned his position today to begin his work Monday as dean of the College of Journalism at the State University, which will open September 15. Mr. Grehan will be succeeded on the Herald by Presley T. Atkins, formerly of the Herald staff, and a graduate of the State University and the State University Law School. Mr. Grehan will continue as paragraph editor and dramatic critic for the Herald.

The Harrisburg (Ill.) Daily News, owned by O. J. Page, has suspended publication.

The newsboys of Montevideo are mounted on ponies.

Joseph Heins, who has been editor of the Verdigr (Neb.) Citizen since 1911, has sold the paper to J. F. Papik.

**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 Most Powerful Publicity Force in the Northwest

"The Prosperity Twins"

MINNEAPOLIS DAILY NEWS 60,901 7c. a line  
ST. PAUL DAILY NEWS 70,646 9c a line

C. D. BERTOLET  
1110 Boyce Bldg., Chicago

New York Representative:  
A. K. HAMMOND, 366 Fifth Ave.

**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

## SHY OF JEWELRY ADS.

**Newspapers Are Not Getting Enough of This Class of Desirable Business—Just Why This Is So Is an Interesting Psychological Problem—No Reason for Such a Condition Existing—Jewelers Make Big Mistake.**

By BYRON W. ORR.

What's the matter with the jewelry dealers? In view of the fact that many other lines of trade are being benefited and built up by newspaper advertising, it seems that the percentage of jewelry advertising is decidedly small in comparison to the increase in other lines.

I do not know of a subject that is more interesting and at the same time so confoundingly problematic as jewelry advertising, when it is conducted as honest advertising should be. Many of us think we know a great deal about it; as a matter of fact, nothing very definite is known. It is an absorbing study from a psychological point of view.

The only concrete and definite advice that can be given to the jewelry merchant is to advertise. When it comes to ways and means, the how and why, the advice of the most talented advertising man in America is, at best, a partial commercial gamble.

### DEMAND MUST BE CREATED.

It is a well-known fact that jewelry advertising, to be efficient, must not only create a desire for a given article; it must also fix in the mind of the customer a certain store as the one place or one of the places where that article may be obtained. Dealers in many lines are fast learning that the only kind of advertising which materially brings immediate results is newspaper advertising. Even if other methods are employed, the newspaper is the greatest help in promoting the whole plan of campaign.

Many jewelers suffer from a slight attack, occasionally, of what they term "advertising," and this "spell" usually attacks them a month or two before the arrival of Christmas. When the holidays are over they immediately recover and do very little or no advertising until the following year.

### NOT EASILY SATISFIED.

When some do advertise, "bring a certain spell," they kick at the expense of a few extra cuts; and if a good piece of half-tone work costs twenty-five cents an inch, will claim they can get it done for twenty cents; or they will loudly claim that the printer is a "rough-neck" and a "robber" and point to his composition charges as evidence, and last, but not most fatal, will contend that a four-inch single column ad is just as effective as a ten-inch double-column ad.

Here you have the type of merchant who says that advertising does not pay. He never had any practical experience in advertising; never tried it out a whole year in his life; does not look around and see what is being done by successful advertisers in other lines, and is absolutely not keeping pace with the march of progress through the judicious use of newspaper advertising.

There is no denying the fact that the most successful advertisers in the world today are those who pick competent advertising men and leave it to their judgment.

The daily newspapers are welcome guests in every home where received and have come to be the guide by which people buy almost everything used in these homes. Jewelry is no exception to the rule. People want to be told about things to wear, as well as about things to eat; and if newspaper advertising will sell anything from soap to automobiles it will sell jewelry.

### Buys Dover Delawarean at Sale.

At a receiver's sale of the Dover Delawarean Printing Company last week the entire plant, including real estate and fixtures was bid in for \$8,050 by Frank Wingate, an employee. The Delawarean, as reorganized, will be owned and controlled by Senator Willard Saulsbury, of Wilmington.

## NEW COMMITTEE HEADS.

**L. E. Pratt and Merle Sidener the Chairmen of A. A. C. W. Education and Vigilance Bodies.**

William Woodhead, president of the Associated Advertising Clubs of the World, on Monday announced two important appointments as follows:

Chairman of the National Educational Committee, Lewellyn E. Pratt of New York, succeeding Herbert S. Houston of New York.

Chairman of the National Vigilance Committee, Merle Sidener of Indianapolis, succeeding Harry D. Robbins of New York.

Both Mr. Houston and Mr. Robbins had declined reappointment for another



LEWELLYN E. PRATT.

year, each having served several years in the positions they now vacate.

Mr. Pratt, the new chairman of the Educational Committee, has been associated with Mr. Houston on the committee for some time and is thoroughly acquainted with the work. He was born in Oakland, Cal., in 1872 and received his early education in the public schools of Columbus, Ohio. Later he took a year's course in the State University, which is located in that city, and was graduated from William's College, Williamstown, Mass., in the class of 1894.

After teaching United States History and Civics in the Central High School, Columbus, for three years he entered the advertising business in which he has won distinction as a salesman and sales manager. He has specialized on lithographed and metal advertising signs.

### PRATT'S WORK FOR A. A. C. W.

Mr. Pratt has been a member of the Associated Advertising Clubs of America for six years and has attended every annual convention during that time. He was elected member of the Executive Committee at Omaha and has served on the Educational Committee during the entire period of its existence. He has also been a member of the General Publicity and Exhibit Committees for three years. He suggested the idea of the exhibit of advertising which was made a feature of the Dallas convention, and the winning design for the Truth emblem. He was a member of the Committee of Thirty-nine at Baltimore, and is at present serving on the National Commission. For three years he was sales manager of the Passaic Metal Ware Company, and has just incorporated a company, with offices in the Candler Building, New York, to furnish foreign representation for Western newspapers in the Eastern field.

Mr. Sidener, the new chairman of the Vigilance Committee, has been selected as a representative of the advertising men of the Middle West, it being the desire of President Woodhead to have this section of the country carry its fair share of the association's responsibilities. Mr. Sidener is president of the

Sidener & Van Ripper Agency in Indianapolis, and president of the Adscript Club of Indiana. Before entering the advertising field he spent fifteen years in active newspaper work.

## C. F. HART'S LONG TRAINING.

**New Head of Times' Mechanical Staff Was for Seven Years With Northcliffe Newspapers.**

Charles F. Hart, who as recently announced in THE EDITOR AND PUBLISHER, has returned to New York to take charge of the mechanical departments of the New York Times after a seven years' residence in London, England, where he had charge of the mechanical department of the Associated Newspapers—the Northcliffe newspapers—has had an unusually fine training in his chosen field.

Educated as an engineer, Mr. Hart is a member of the American Society of Mechanical Engineers, and also of the British Institute of Mechanical Engineers. In 1899 he took up newspaper engineering under Irving Stone, the mechanical superintendent of the Chicago Daily News. In February, 1904, he came to the Brooklyn Eagle to take charge of the mechanical departments and install the machinery in the new building, then in course of construction. Soon after the new equipment was in operation Lord Northcliffe, then Sir Alfred Harmsworth, Bart., was in New York and went through the Eagle plant. He was so impressed that he declared it was ten years' ahead of the times.

When Pomeroy Burton went with the Northcliffe papers in 1906 he commenced to make plans to secure Mr. Hart to take the mechanical departments and in May, 1907, he succeeded and Mr. Hart went to London, to use his own words, to broaden his experience and equip himself with material for a more useful career in America. He was induced to remain in London longer than he originally intended, but like all Americans residing abroad the love of home and friends was too great and he is back in his native element. Mr. Hart has great faith in the engineering development of the modern newspaper.

## ADOPTS STANDARD NEWS PAGE.

**Chicago Tribune Appears with Eight Columns 300 Agate Lines Deep.**

The Chicago Tribune is the latest metropolitan newspaper to adopt the so-called standard page. On Monday the Tribune appeared as an eight column paper. The columns are 12½ ems wide, 300 agate lines deep and have 6 point column rules. The Chicago Daily News recently changed its page to 8 columns, 13 ems, 305 lines deep, with 6-point column rules.

The Tribune claims that a twenty-four page paper of eight columns would furnish almost the same space as a twenty-eight page paper of seven columns, while a twenty-eight page paper of eight columns will furnish the same space as a thirty-two page paper of seven columns. It states that the Tribune plant can print almost any indefinite number of twenty-four page papers and occasionally it prints a daily issue of twenty-six or twenty-eight or thirty pages, but to print nearly 300,000 twenty-six or twenty-eight page papers every day in the week is almost beyond the capacity of the present equipment and there is no room for more equipment in the present building.

A number of publishers have been consulting press builders recently regarding the adoption of this so-called standard page. Some press manufacturers recommend outside margins of ⅝ of an inch, top and bottom margins of ¾ of an inch and an inch, inside crotch of an inch and an eighth. On this basis a thirty-six and a half inch roll will carry two pages and a seventy-three inch roll four pages and a saving of from three to six per cent. of the yearly paper bill may be effected.

## WASHINGTON NEWS NOTES.

**Bill to Repeal Provision Forbidding Extension of Blue Tag System.**

(Special Correspondence.)

WASHINGTON, July 3.—Publishers have become very much interested in the legislation relating to railway mail pay. A bill favored by the Postoffice Department has been introduced by Chairman Moon of the Postoffice Committee and reported to the House, and a resolution has been agreed to which will bring it before the House for consideration after the present pressing legislation is out of the way.

On the Senate side there is a disposition to consider the Bourne railway mail pay bill, and it is evident that legislation of some kind will be attempted at this session. The interest of the publishers arises from the fact that the Moon bill proposes to repeal a provision in the postoffice bill of two years ago which forbids extensions of the blue tag system. The blue tag means sending periodicals by freight.

The subject as it stands now affects only the monthly magazines, but at any time an amendment may be tacked on which will change the rates on second class matter. Consequently the publishers are more or less vigilant and are watching this legislation with a great deal of interest.

Col. William P. Evans, a retired infantry officer, has been selected to succeed Major Evan M. Johnson, Jr., as editor of the Infantry Journal. This is a publication prepared and issued in Washington and is devoted to advancing the interests of the infantry of the United States. Major Johnson has been a very successful editor of the Journal and he retires because of his promotion and assignment to duty elsewhere. Colonel Evans has had large experience with the infantry and will continue the policy of the Journal in urging more infantry regiments and general efficiency of the army.

Louis Brownlow, for many years identified in Washington as the representative of Tennessee newspapers, is being strongly mentioned for the position of Commissioner for the District of Columbia. If this appointment is made Mr. Brownlow will be associated with a former member of the press galleries, Oliver P. Newman.

W. E. Brigham, of the Boston Transcript, is spending his vacation at Bethlehem, N. H.

Martha J. Seevens, wife of Harry C. Seevens, of the Seattle Times and Minneapolis Journal, died in this city last Saturday. Private funeral services were held on Tuesday, last.

The Boston Globe bureau is now in charge of Charles S. Groves. Mr. Groves has been with the Globe many years, serving as State House correspondent and political writer. When Curtis Guild was elected governor of Massachusetts, Mr. Groves became his private secretary and later executive clerk of the Republican State Committee. For the past two years Mr. Groves has been in business in northwest Canada.

## Richardson Heads Jersey Editors.

J. Ward Richardson, head of the Bridgeton Evening News Publishing Company, has been elected president of the New Jersey Press Association. The election was held during the annual outing at Watch Hill, R. I., this week. Other officers elected are: Vice-president, A. C. Studer; secretary, John W. Clift; treasurer, W. B. R. Mason; Executive Committee: D. P. Olmstead, of Perth Amboy; Walter M. Dear, Jersey City; J. W. Naylor, Allentown; A. S. Crane, Elizabeth; J. Z. Demarest, Bergen; Charles H. Folwell, Mt. Holly.

## Wedded in Toronto.

S. Roy Weaver, M.A., news editor of the Toronto News, was married on Tuesday, July 7, at Petrolia, Ont., to Miss Edith Sophia Pratt. Mr. and Mrs. Weaver left for a trip on the lower lakes and down the St. Lawrence.



**FIGHTING THE FAKER.**

**How His Confidence-Destroying Power May Be Overcome By the Publisher, the General Advertiser and the Advertising Agent—Practical Co-operation with Retailer that Counts—Vigilance Committee Aid.**

By C. W. PATMAN.

Secretary Association National Advertising Managers.

The growth of business in the United States has been so tremendous that most advertisers have not fully realized what a huge amount of fraudulent advertising is still being placed before the public, and what a large number of sellers of advertising, in some form or another, still regard any money as good, even though it is not obtained by good means. And still less have the majority visualized to any appreciable degree the amount of money which is being diverted from legitimate and honest business of the general advertisers into the hands of the fraudulent advertisers.

A very large percentage of foreign-born people are not intelligent enough after many years in the United States to discern fake advertisements from good ones. The foreign-born population is a very large percentage of the entire population. The Government Commissioner of Education states that this lack of intelligence among adults—who, because they are adults cannot be compelled to go to school—is causing a loss of five hundred million dollars a year to the business of the country.

**ROBBERIES BY FAKERS.**

The last estimate of the Post Office Department relating to outrageously fake schemes only, was an amount in excess of one hundred and twenty million dollars annually. It is a well known fact that that huge amount is only a percentage of the daylight robberies of the fake advertisers.

Newspapers and general publications of the mail order type form the chief class of publications in which fake advertisements most frequently occur, although they are to be found also in many agricultural publications. They also appear in some religious papers.

No less than 1,974 agate lines of the vilest of fake medical advertisements were printed in one issue only of a daily newspaper in a big Western city quite recently. If that publication publishes only 1,000 lines, instead of nearly 2,000 lines per day, this would mean a total of about 350,000 agate lines of fake advertising every year. Imagine the effect of that quantity of advertising upon the less intelligent people of that city of 300,000 and apply this situation to almost every city, town and village, no matter of what size, all over the country, and then multiply that single publication by the estimated number of ten thousand publications carrying fake or misleading advertising and you have some conception of the vast amount of money taken from legitimate, general advertising.

**BAD ADS HURT THE GOOD.**

Several concerns in the country make a specialty of brokering the letters received by fake advertisers. After a fake advertiser has concluded he cannot obtain any more money from the writers he sells those letters—even though they are generally sent under the guarantee of confidence to the writers—to some concern which offers them for sale to other fakers. A concern in New York will sell you at the present time 140,000 original letters received by a fake advertiser which are guaranteed not to be more than a year old.

You cannot reap the full benefit of the advertising you do so long as you continue to permit fraudulent and misleading advertisements to appear in indiscriminate affiliation with your clean and honest copy. General advertisers' advertisements appear alongside fake advertisements in thousands of publications. The advertisements of the retailers who sell your goods are treated in exactly the same way. There is no question at all that more advertisers

would be extremely glad to use the newspapers if the newspapers would co-operate in the work of cleaning up fraudulent, misleading and deceptive advertising.

What can the general advertiser do to co-operate in this work? They are the largest buyers of space and of advertising service in the country. What results they are securing they are obtaining only in the face of competition of this fraudulent advertising.

The first and greatest means you can take to eliminate fraudulent advertising is to absolutely refuse to use any publication which print that advertising. If the general advertisers of the United States will do that one thing alone they will do more in one year to clean up fake advertising than all the efforts of all the other men in the advertising business will bring in a period of fifty years.

**SOURCES OF INFORMATION.**

The careful perusal of a publication which the advertiser is considering using is alone sufficient for him to determine whether a publication is carrying fake advertising or whether it is not. If he is in doubt at all he can apply to the National Vigilance Committee. If he is in doubt about a fake advertisement of the medical type—and the majority of fake advertisers are of the medical type—he has only to refer to a 700-page volume, issued by the American Medical Association, where indexed for ready reference he will find set forth the information which will enable him to honestly arrive at a conclusion. He can write his State Department of Agriculture—of which the Food and Drug Department is a part—or he can obtain the information from the Bureau of Chemistry of the Post Office Department of the Government.

It is a noteworthy fact that the majority of publications containing fake advertising are passed through the post offices of small cities and towns where no efficient organization or individual is stationed to judge the quality of the publications. It is no exaggeration to say that the dishonest publishers purposely locate in such small towns.

The general advertisers of the country should insist upon the Post Office Department protecting the interests of the people by more careful examination of individual publications than is made at present. The second-class mailing regulations should be made to include such a provision. All self-respecting advertisers, publishers and advertising agents throughout the country should co-operate with that end in view.

**GOVERNMENT'S FRAUD ORDER.**

The chief means of the Government in dealing with fraudulent advertising is through what is known as a "fraud order." An order is issued which immediately and without redress stops the mail of the advertiser. All letters subsequently addressed to the advertiser are opened by the Post Office Department and the money is returned to the sender with the notification that the concern is engaged in the business with intent to deceive. The Post Office can utilize this, check up the fraud orders issued against advertisers still appearing in publications, and notify the publisher that "fraud orders" have been issued against the advertisers named, and that if fraud orders are issued against any more of his advertisers the publisher will be denied the right to use the mails.

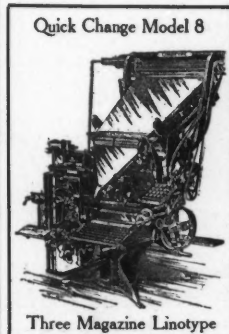
The Association of National Advertising Managers is inaugurating a campaign to help eliminate fraudulent advertising from the periodicals of the country, the work to progress from territory to territory covering all cities and towns of any industrial or commercial importance.

Surely there is no group of advertising men whose co-operation means so much, and would be productive of such great results as that of the general advertisers. As much as the various advertising bodies deeply appreciate financial help it is the working co-operation of general advertisers that really count.

If he is a member of the Association of National Advertising Managers, he

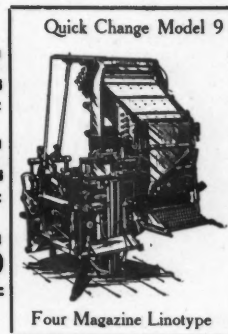
**THE REASON**

why more



Quick Change Model 8  
Three Magazine Linotype

**MULTIPLE  
MAGAZINE  
LINOtypes**



Quick Change Model 9  
Four Magazine Linotype

Are sold than all other composing machines combined is that they have the widest range and greatest versatility—do more and better work, and do it most economically

Progressive publishers want the best. Inferior machines mean lessened profits

**LINOTYPE**

Is the name that should decide your composing machine purchases.

**THE MULTIPLE LINOTYPE WAY IS THE MODERN WAY**

**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

can get in touch with the committee of that association, which is competent to set before him the facts. Whichever way he may turn, he can find in every direction helping hands authorized by law to guide him to a knowledge of what he desires to find out.

Dealer promotion and co-operation are vital matters to you. There are about one and one-quarter million retailers in the United States. Many progressive newspapers have established dealer co-operation departments to work with the general advertiser, but the newspaper which is alive enough to do such progressive work frequently asks the general advertiser to place his advertising right alongside the advertising of the faker.

Let us look into agency connections with fake advertising. I previously told you I found eighty-one fake advertisements in six agricultural and mail-order papers only. Fifty-eight of those advertisements were placed by the advertisers direct, but twenty-three of the advertisements were placed by advertising agencies. Fourteen advertising agencies placed these twenty-three fraudulent advertisements. In some instances, the agencies placing those advertisements are big agencies handling the accounts of general advertisers also.

The present Post Office regulations do not bear upon the admissibility of a publication to second-class mailing privileges when a publication contains advertisements which are misleading, fraudulent or deceptive. The question of whether an advertisement is fraudulent pertains only to the question of whether the particular issue containing such advertisement is mailable at all. The local postmaster passes upon that question, and therefore you can readily see how it is possible for publications to pass through the mails when they contain fraudulent, misleading or deceptive advertising, for the local postmaster is rarely qualified to pass upon them.

The Bowling Green (Ky.) Enterprise has suspended publication.

**JOURNALISTIC CHRONOLOGY.**

**Coming Week's Anniversaries of Interest to Newspaper Folk.**

**JULY 11.**—The Whitestown Gazette, the first newspaper printed in New York State west of Albany, was founded in New Hartford, a suburb of Utica. The paper is now the Utica Herald-Dispatch and Gazette (1793).

**JULY 11.**—John Clyde Oswald, publisher, born at Fort Recovery, Ohio. (1872).

**JULY 11.**—John O'Hara Cosgrove, Sunday editor of the New York World, born at Melbourne, Australia (1866).

**JULY 12.**—St. Louis (Mo.) Republic founded (1808). Celebrated its centennial birthday anniversary (1908).

**JULY 12.**—Theophilus Carey Callicot, lawyer and journalist, born in Fairfax County, Va. (1826).

**JULY 13.**—George Arthur Plympton, publisher, born at Walpole, Mass. (1855).

**JULY 13.**—Robert Bridges, assistant editor of Scribner's Magazine since 1887, also author and critic, born at Shippensburg, Pa. (1858).

**JULY 14.**—Benjamin Franklin dissolved his printing business partnership with Meredith, in Philadelphia, and commenced an independent career. (1730).

**JULY 14.**—Wilbur Fisk Copeland, religious editor, born at McConnellsville, N. Y. (1864).

**JULY 14.**—Winslow M. Mead, Rochester (N. Y.) newspaper man, born at Richmond, Ohio. (1864).

**JULY 15.**—William Winter, noted editor, poet and dramatic critic, born at Gloucester, Mass. (1836).

**JULY 16.**—Ray Brown, illustrator, born at Groton, Mass. (1865).

**JULY 16.**—John B. Foster, journalist, magazine writer and editor, born at Norwalk, Ohio. (1863).

**JULY 17.**—The Elizabeth (N. J.) Journal was changed from a weekly to a daily issue. (1871).

## JUSTICE TO WRITERS.

### H. B. Sonneborn Would Safeguard the Free Lance Author Against Parasitic Methods of Some of the Publishers.

[The writer of the following letter is a master-craftsman of the individual school. He has an epicurean's vocabulary and can juggle the English tongue with both eyes shut. We confess the editorial pencil dropped helpless when we caught sight of the initial paragraph and was not resumed again except to write this preliminary note. Mr. Sonneborn discusses a vital subject of interest to the free lance fraternity. Ed.]

CHICAGO, June 30, 1914.

#### THE EDITOR AND PUBLISHER:

Even were I, a casual contributor, whose work, to put it fairly, is of a nondescript nature, proudly to proclaim that I had been deputed, which I have not, to champion the cause of writers, patient, plodding, impecunious, whose wit and skill not seldom serve them ill, would anybody take me seriously? Hardly.

This bit of superficial objecting, without guile or sting, against the continuation of a working basis which is altogether too unfair, inequitable and one-sided to commend itself to clear white souls dominated by Emersonian right-mindedness, merely mothers the hope that the method in vogue in the field of writing be sterilized of its tendency to render the struggling writer anæmic

#### DEMANDS MARKET-PLACE RULES.

Not unlike the rest of the mortals on this sad, sick, sordid sphere the writer demands little more than that market-place rules be established whereby a self-respecting free lance can maintain himself, subsisting by the sale of his product. That does not appear to be such an unreasonable, unheard-of demand; yet to writers it has never yet been permitted. What the writer demands is protection, even though editors and publishers are all honorable men—men, like Caesar's wife, above reproach.

But, say these scruplers, who are ever in fear of being hounded, it would be unfairer to us to expect that we purchase a thing unseen, that may have no value whatsoever, than it is unfair to the writer to submit it subject to our approval. Here's the crux of the whole question. Once a thought, an idea, a thesis, a story has been submitted to another, it cannot be recalled, or reclaimed, by any process known to man. It is not any easier to take away from the consciousness of another that which has been entrusted to him than it is to make the sun stand still in its course tomorrow at 9:17.

No contention obtains here that editors and publishers would or do filch from the poor writer, nor that they raven him. The protest is against the folly of subjecting oneself to be preyed on with not a whit of protection to offset it.

#### NO REDRESS IN COURT.

"Ah," but say these highly virtuous persons, "the writer can find redress in court." Redress, fiddlesticks. That's the veriest fladdoodle. What this poor plea is laboring to do is to prevent an occurrence that must needs send a dozen of Grub street to recover the stolen fruits of his labor by any such means as a court action, in which the odds are easily 1000 to 1 against him.

And here's another aspect of this same phase of the question, which has to do with the assinine practise of entrusting a something to a someone which cannot be gotten back. You send your Ms. to Fitzwilliam and Co. This is a very large, time-honored, highly reputable firm of publishers of a chain of papers. But who gets your Ms? Mr. Fitz himself? Not he. He's in Cairo. Who reads it then? Never mind. Mr. Easy-mark Writer, the editor who reads it may be a writer, too, tyro or full-fledged, maybe only waiting for a bit of atmosphere, local coloring, a scene, a character. "a story."

Perhaps by some hap a year or so later, or never, you read a review of a story in the literary section of your newspaper with an extract that sounds strangely and curiously familiar. Unconscious cerebration? Not likely.



Courtesy N. Y. Tribune.

#### AN EDITOR RESIGNS.

"GOODBY, YOUNG MAN; IF YOU EVER NEED A JOB, LOOK ME UP."

There is still another custom too prevalent to be overlooked in this mild phillippic: "We pay on publication." And if it's never published until the morrow after doomsday it is never paid for. Here again is a great loophole for juggling with hopes, aspirations and the wage, of which every worker is worthy, except the writer.

We have rules on all our exchanges where they trade in cotton, coffee, fruit, butter and every other commodity, in which seller and buyer are assured a fair deal. Let us regulate the relations between the buyer and seller in literature. The seller of the story should be safeguarded as well as the dairyman is.

It is one thing to fulminate against an abomination, ignoble and unjust; quite another affair to prescribe a remedy. The pucker being over the stupidity of the thing, can't we efface it?

Why not rate writers as they do merchants in Dun and in Bradstreet? Whenever a writer applies to publisher or editor, get a special report on him or her, if you do not know all about him. This would be fair to both parties and enable them to deal intelligently with each other.

Moreover, every publisher ought to pay to the writer a certain stipulated sum for the privilege of reading the Ms.

HILTON B. SONNEBORN.

#### Rutherford Herald Appears.

The Rutherford (N. J.) Daily Herald made its first appearance in Bergen County last week. The paper has the distinction of being the only Democratic publication in the county. John J. O'Rourke is the editor and Percy A. Speer the business manager.

#### READ IT FROM A TO Z.

##### THE EDITOR AND PUBLISHER:

"Here I am out home in bed able to sit up and half write—at the end of a six weeks' siege of typhoid fever. The last few days the nurse has let me read and when that last issue of THE EDITOR AND PUBLISHER arrived I read it from A to Z and backward. The only thing I could scrape up was this postcard but I wanted to congratulate you on the great story and the way you handled the Toronto Convention. It beat the "advanced copy of speech" editions, for it told everything that went on up there. I fully expected to be there, but typhoid caught me first. The M. D. has ordered me to the shore when I get up. Best wishes."

C. C. GREEN,

President of the Anti-Substitution League, Philadelphia, Pa.

"I wish to congratulate you on the splendid paper you are putting out. You have certainly improved it very much since you took charge of it."

W. S. DUNSTON,  
Birmingham (Ala.) News.

## CIRCULATION NOTES.

John B. Cox, circulation manager of the St. Paul Pioneer-Press, has issued a little twenty-eight page booklet, entitled "Where the Traveler Can Buy the St. Paul Dispatch, evening, St. Paul Pioneer-Press, morning, St. Paul Sunday Pioneer Press." The purpose of the little book is to guide the traveler where copies of these papers may be purchased and it is suggested that the office be notified on every occasion where papers are not to be found. Twenty pages are devoted to a list of towns and the names of agents in Minnesota, North Dakota, South Dakota, Montana, Wisconsin, Iowa, Alabama, Arkansas, California, Canada, Colorado, Connecticut, Florida, Georgia, Hawaii, District of Columbia, Idaho, Illinois, Indiana, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Missouri, Nebraska, New Jersey, New York, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah and Washington. The center two pages are devoted to a map showing the field covered by the St. Paul Dispatch and Pioneer Press. The last two pages are devoted to some of the things made in St. Paul. The back cover page tells what St. Paul is noted for. It is a helpful little book, this "Where" book of the St. Paul Dispatch. Send for a copy of it.

Newspaper publishers and executives are evincing a lively interest in I. C. M. A. affairs. Already a number of publishers have signified their intention of accompanying their circulation managers on the next year's trip.

The traveling representatives and a few of the district agents of the Curtis Publishing Company met in Philadelphia last week for an exchange of ideas. At this meeting the district agents were called on to express their views as to how to circulate the Saturday Evening Post in the larger cities. It was expected that these discussions would stimulate the road men who in the past have covered only the smaller towns and who in the future will cover some of the larger cities. It was stated by the management that during the next year considerable advertising will be done to promote the sale of all Curtis publications: The Saturday Evening Post, the Ladies' Home Journal, and the Country Gentleman. The opinion of the traveling representatives and the agents was sought with reference to the best mediums in their respective communities. There will be no change in the present plan of distribution. It was shown that the district agents had sustained a substantial loss in circulation during the year, but it had been more than made up by increases in the subscription and the sub-agents' departments.

In the "A. B. C. Bulletin, No. 1," issued by the Audit Bureau of Circulations, attention is called to a letter from H. L. Aldrich, president of the Aldrich Publishing Company, publishers of International Marine Engineering, who writes:

One very important thing that should be done is to call the attention of leading advertisers to the fact that almost every one of them is advertising in publications that have entirely ignored the A. B. C., and that never will permit an inspection of their subscription lists. It is now up to the leading advertisers of the United States to back up the good work that the Bureau is doing.

The new name "A. B. C." seems to be popular. One member happily paraphrased it "Above-Board Circulations." The Audit Committee is hard at work on the forms to be used for the publishers' quarterly circulation statements. As soon as these forms are drafted and adopted, which should be soon now, they will be sent to publisher members to be filled out for the first quarter. The statements will then be duplicated to the advertiser and agency members to be placed in their files for reference when placing business. These statements will be called for every three months so that the information will always be up to date. A staff of auditors is being organized, independent auditing concerns investigated, and shortly after the publishers' statements are received the staff will be able to take the field for auditing and verification. P. L.

#### I. C. M. A. SIDE LIGHTS.

J. M. Miller, circulation manager of the Pittsburgh Chronicle-Telegraph and Gazette-Times gave the members a side light on the Pittsburgh situation in discussing the question of returns. He stated that previous to April 1st, 1910, every paper in Pittsburgh was allowing the full return privilege; that immediately on cutting off this privilege the decrease in sales was enormous. He had been able to influence some of the dealers to increase their orders by showing them the net sales for the previous three months. Six months after cutting off returns the net paid circulation was very close to what it had been previously gross. One year later the increase was shown to be 7,000. He stated that he had found that regular routes had increased in paid subscriptions.

\* \* \*

Maurice Levy of the Cincinnati Post said: "The Cincinnati Post has two thousand carriers outside of Cincinnati. Some years ago, the Post cut off the return privilege. 75% of the towns were handled by correspondence. At the start the loss was between seven and eight thousand a day. At the end of the year the net sales exceeded the old gross sales." He stated emphatically that the no return plan is the best basis on which to operate.

\* \* \*

M. D. Treble, circulation manager of the Buffalo Times, stated that the Evening Times runs five street editions: 11 A. M., 1:30 P. M., 2:30 P. M., 4:30 P. M. and 5:30 P. M. Each edition is delivered to all the main corners and street boys. All left over papers are exchanged for later editions. Under this arrangement, it is impossible to keep the returns to a close margin. A complete delivery of three editions to all city corners is made each day and the returns will average 14 to 16 percent. Country editions are placed on a percentage basis, ranging from 10 to 14%. The Sunday Times will average about 11%.

\* \* \*

J. V. McClatchy of the Sacramento, Calif., Bee, won the I. C. M. A. mileage trophy. A strong contender for this honor was H. A. Wenige of the Spokesman Review of Spokane, Washington; also the gentlemen from Regina, Saskatchewan, El Paso, Texas, and Jacksonville, Fla.

The death of Abe Segal, of Bridgeport, Conn., who was connected with the New England Advertising Bureau, occurred last week.



**LIVE AD CLUB NEWS.**

At the annual meeting of the Portland (Me.) Advertising Men's League last week the following officers were elected: President, Percy S. Ackerman; vice-president, Ralph W. E. Hunt; secretary, Vernon H. Adams; treasurer, Fred A. Drinkwater; executive committee, Edmund H. McDonald, Clarence A. Friend and Frank W. Pelley. The retiring president, H. W. Allen, was given a rising vote of thanks for the splendid service which he rendered the league during the two years that he served in that position.

At the meeting of the Springfield (Mass.) Publicity Club recently Harry H. Caswell, who was elected president at the annual meeting in May, resigned because he felt that owing to the small number present at the annual meeting his choice was not that of the representative portion of the club membership. His resignation was accepted and Edward H. Marsh, who was president of the club last year, was nominated and unanimously re-elected. Mr. Caswell was elected vice-president. A committee, consisting of John W. Colton, Arthur H. Yunker and Charles W. Burt, was appointed to revise the by-laws of the club and report at the next regular meeting.

Fathered by the Temple (Tex.) Ad Club a stringent ordinance directed against "fake" advertising is being considered by the city council and has passed to a second reading. The measure is for the protection of local business against promoters of freak advertising dodges.

The annual meeting and election of officers of the Toledo Advertising Club were held recently. Harry B. Van Sickle was elected president by almost unanimous vote. The other officers chosen are: Vice-president, Guy Atherton, illustrator; secretary, Ralph Southard, Branes-Crosby Co.; treasurer, John Schachter, R. A. Bartley. Directors—William B. Wright, Toledo Blade; John H. Angle, Lasalle & Koch; Frank Kapp; Will J. Becker, Toledo Blade, and Edward A. Machen, Arkenburg-Machen Co. The election followed the annual dinner, which proved one of the big treats of the year. Former President Machen announced that Will Becker, retiring secretary, had won the club's trophy for the member obtaining the most active member during the year.

"The Making of a Newspaper" was graphically illustrated by John R. Robinson, managing editor of the Fort Worth (Tex.) Record, in an address before the Ad Club at the Westbrook last week. Notwithstanding the absence of many of the members at the national convention at Toronto, there was a good attendance of stay-at-homes and the program proved a most enjoyable one. Mr. Robinson launched into a technical discussion of his work, taking every department of a large newspaper from the press room up to the editorial department, and showing thorough familiarity with his subject.

Jerome D. Barnum was unanimously elected president of the Syracuse Advertising Men's Club last week following a farewell banquet tendered Lincoln L. Cleaves, former president of the club, who resigned to become advertising manager for the Astor Trust Company, New York. Arthur J. Brewster was elected first vice-president; Allen A. Kerr, second vice-president; Innes Henry, secretary, and A. M. Little, treasurer. The annual picnic will be held at South Bay Clubhouse today.

At least twenty-five members of the Kansas City (Mo.) Advertising Club have begun saving to attend the annual convention of the Associated Advertising Clubs of the World at Chicago next year. Those who wish to go will deposit \$1 each week with a committee especially appointed for that purpose. A few days before the con-

vention the depositor may draw out the sum deposited with the accrued interest. This plan was suggested by L. H. Scurlock, a former president, at the weekly dinner. In a speech before the club, C. L. Brittain, the president, advocated clean advertising. "Quality, not quantity, counts," he declared. "No big business will result from fake advertisements."

Formal affiliation of the Detroit Ad-craft Club with the Board of Commerce has been effected. Lee Anderson of the Chalmers Motor Company, recently elected president of the club, presided at a meeting of the Executive Committee, the following committees being appointed: Entertainment, Gordon Mac-Edwards, chairman; James Strasburg, Harvey Campbell; publication, Henry T. Ewald, chairman; George Slocum, Joseph Meadon; education, H. P. Breitenbach, chairman; P. T. Irish, J. W. T. Knox; publicity, Henry T. Ewald, chairman; William R. Orr, Lee Anderson. In August the club will hold a moonlight excursion.

The Baltimore Advertising Club held last week a "Back-From-Toronto" luncheon for the men who attended the convention of the Associated Advertising Clubs of the World. Vice-President P. E. Graff presided. Alfred I. Hart proposed a rising vote of thanks to Baltimore newspapers for "beating any other newspapers outside of Toronto in giving news of the convention." The vote was carried. Arthur H. Pleasants told of the educational work; S. E. Havard, of what Canada did for her guests; J. William Strobel, of how the ladies were entertained; Joseph M. Mann, of what the vigilance committee did; N. M. Parrott, of the Baltimore entertainments, and E. J. Shay, of the inspiration of the convention.

Forty Des Moines admen heard the details last week of the recent international convention at Toronto related by the men who went there. There were a half dozen interesting talks. The Des Moines club decided that it was time for them to become spectacular at the next convention and T. W. Le Quatte suggested a plan which his fellow admen believe not only will be spectacular, but will result in cementing the merchants and advertising men of Iowa. Mr. Le Quatte proposed that next year the Des Moines Advertising Club secure the co-operation of all the State associations of retail merchants in the different lines of business. By getting together the grocers and the jewelers and the shoe dealers of the State, Iowa could have 1,000 representatives at the Chicago convention.

Former President and Mrs. Taft entertained seventy-five members of the Pilgrim Publicity Association of Boston at the Taft summer home at Manoir Richelieu, Canada. The Boston advertising men initiated the Tafts into the Order of the Great White Rooster, leaving later for Quebec en route to Boston.

**NEW PUBLICATIONS.**

HANCOCK, MD.—George C. Huber will start a weekly newspaper to be known as the News.

RUSK, TEX.—The Cherokee Sun has been launched by W. P. Singlatary.

ARGENTA, ARK.—The Daily Herald is expected to make its first appearance about July 15, according to J. D. O'Conner, its business manager.

MENSON, ILL.—The Adams County Democrat is a new paper published by C. P. Crane.

The annual convention of the United Typothetae and Franklin Clubs of America will be held at the Waldorf-Astoria Hotel in New York, instead of at Congress Hall, Chicago, as announced last week.

The Milwaukee (Wis.) Journal Company has increased its capital from \$150,000 to \$200,000.

**TORONTO TRAVAIL**

(Continued from page 75.)

on "Camp Meeting Jerks." The magazine that put up the cash got ten times its value in advertising, and had half the advertising nobodies in America sitting up, burning oil and writing down jejune dissertations for ten weeks and three days. The convention hung on the theme of "Truth" like a cockle burr on a he-sheep.

A stranger would infer, if he had the courage to wade through the reports of the convention, that advertising was a crime and that most advertisers were second-story men and "dips," working together with newspapers. I am mighty glad my good friend "Pop" Freeman got up and said something off-hand to the effect that newspapers are a pretty decent lot of institutions after all.

**THE REAL PEOPLE.**

Advertising has been harmed more than it has been helped by these folks who are perennial examples of atavism and who constantly remind us of our common monkey ancestry. I protest with Freeman against this puritanical pronunciamento aimed at advertisers and newspapers. My observations go to show that advertisers and newspaper publishers, as a class, compare favorably with preachers, lawyers, doctors, plumbers, bankers, delicatessen dealers and even high-brow professors as a class. There are fewer advertisers and newspaper publishers in Sing Sing, I understand, than there are of any of these other classifications. The prophets of this cult are parvenus, and their mission is analogous to that of a fire cracker—to pop and make not only a useless noise but a noise that is harmful.

**ABOUT THE CODE OF ETHICS.**

The Toronto convention, so the reports tell, threw off, in a few brief hours, a Code of Ethics as long as waiting for the next train on the Erie. It seems that nobody knew how to be decent and gentlemanly without having rules to follow, and it appears, further, that each division and sub-division in advertising had to have a separate and distinct code of its own. Thus there are now Codes of Ethics for the agents, the farm papers, the house organs, the business papers, the newspapers, the outdoor men, the direct advertisers, the general advertisers, the specialty advertisers, the magazines, the religious publications, the directories, the photo engravers, the printers and the retailers (why barbers, midwives and bartenders were overlooked, I do not know). And these fifteen codes are subdivided into 150 paragraphs!

Here we have the formulae for making gentlemen—fifteen in all—count 'em! The formula that fits a bill poster does not fit a directory publisher, and that which establishes decency for a newspaper man differs from the code that is cut to measure for a zinc etcher. If a man should happen to get into all these lines at once he would have to be a gentleman in fifteen different ways. Was anything more closely simulating insanity ever before flung into the face of humanity?

Any man who cannot be a gentleman without opening a book and reading the rules doesn't rank much above the oyster. Any one who requires more than the Golden Rule as a complete Code of Ethics should seek companionship with doodle bugs. Is it any wonder there are so few living advertisers who are big enough to be called great? What names would you add to these: Theodore Roosevelt, Henry Ford, Thomas Lipton, John Wanamaker, William Jennings Bryan, Thomas W. Lawson, William Wrigley, Jr., Elbert Hubbard, Oscar Hammerstein?

**ETHICS FOR THE MEDIOCRE.**

Can you, even after drinking a cocktail built on a basis of diluted water, imagine any of these giants consulting a printed page before deciding whether a thing should be done this way or that? Do you not know that every man born since Eve wore a few freckles and one fig leaf—every man who has amounted to a tinker's dam—has ignored ethics even as Bryan ignores the knocks

of jealous folks who protest because he pulls down a few extra simoleons by liberating language at Chautauqua pink teas?

Ethics is for the mediocre—for those whose mentality has been hobbled. Progress follows the man who bestows a reasonably violent kick direct to the os coccyx of the Code. Advertising is ridiculously simple or confoundingly complex, according to the way you go at it. Its simplest feature is its uncertainty, just as all human undertakings are uncertain.

When you adopt common sense as the one guiding mentor you will go forward more safely than by losing yourself in an attempt to follow the moonshine and the fustian of the 2x4s who prefer expediency to truth and who assert more in a minute than they can prove in a month.

**SOME FOLK ARE BEFUZZLED.**

Taking advertising to pieces and exposing its parts to a man who is anxious to advertise is analogous to analyzing a piece of chuck steak and explaining the details of the analysis to a hungry man that he may understand what he is eventually to eat. The advertising world is craving food, and Toronto gives a disquisition on digestion. It is befuddled to the point where sanity is vanishing. It is being "conned" by conventions, and being chopped into so many pieces that Walter Cherry is likely to grab the whole outfit and mix it in with his None Such Mince Meat.

Whether None Such will then comply with the Pure Food Laws and pass muster with Doc Wiley I do not know, but the chances are it won't, and even a liberal dash of benzoate of soda will hardly save it.

Is it not time to pause in this mad dash to the precipice? Is the time not here to resume the even tenor of our ways and save ourselves by taking a good big allopathic dose of Common Sense?

So it seems to me.

**NEW ERA IN PRESS BUILDING.**

**D. J. Scott Comments on the Detroit News and Equipment.**

In speaking to a representative of THE EDITOR AND PUBLISHER about the large equipment order recently placed with Walter Scott & Co. by the Detroit Evening News Association, D. J. Scott, president of the company, said:

"This order marks a new epoch in large newspaper press building, being the first complete plant embodying the full advantage of our Multi-Unit style of construction, in that the Triple-Octuple Press gives the maximum output under any and all operating conditions found in pressrooms of large metropolitan newspapers with morning, evening and Sunday editions, and eliminates all the disadvantages of great height, inaccessibility and lack of flexibility, found in all other styles of construction.

"In placing its order for this equipment the News management has shown its ability to look into the future and to profit by its own and other publishers' experience with the disadvantages of the old style machine."

**Waukegan Daily Gazette Sold.**

A. H. Richardson, who for twenty-five years has been connected with the Keota (Ill.) Eagle as editor and publisher, and L. Elmer Hulse, for twelve years Keota's postmaster, have purchased the Waukegan (Ill.) Daily Gazette. The Gazette was established on October 12, 1850. It is incorporated under the name of the Gazette Publishing Company. Mr. Richardson will superintend the editorial force and Mr. Hulse will be the business manager.

**Over 60,000 Papers in the World.**

Over 60,000 newspapers are now appearing at daily or weekly intervals in the various quarters of the globe. Of these considerably over one-half are printed in the English language, there being 23,000 in the United States and over 13,000 in the British empire.

**TIPS FOR THE AD MANAGER.**

Blackman-Ross Company, 95 Madison avenue, New York City, is renewing orders with a selected list of papers for the American Express Company, New York City.

Ottomar Dietz Advertising Bureau, 140 Nassau street, New York City, is placing orders with a selected list of papers for the De Miracle Chemical Company, Park avenue and 130th street, New York City.

Gagnier Advertising Service, Graphic Arts Building, Toronto, Canada, is handling the advertising account of the Richelieu & Ontario Navigation Company, Montreal, Canada.

The Crown Cork & Seal Company, 1501-23 Guilford avenue, Baltimore, Md., is asking for rates generally.

C. Brewer Smith Advertising Agency, 85 Devonshire street, Boston, Mass., is issuing orders to a selected list of New England dailies for the Rockingham, Mass., Fair.

Lewis Agency, District National Bank Building, Washington, D. C., is forwarding one-inch 21-time orders to a few New England papers for the U. S. Veterinary Surgeons.

John J. Morgan Advertising Agency, 147 Summer street, Boston, Mass., is sending out orders to a selected list of New England dailies for Burdette College, Boylston street, Boston, Mass.

Walter Baker Company, "Baker's Cocoa," Boston, Mass., is renewing contracts with a few Western dailies.

George Batten Company, Fourth Avenue Building, New York City, is in charge of the advertising account of the American Cycle Car Company, "The Trumbull Auto," Bridgeport, Conn., and 2000 Broadway, New York City.

The Centaur Company, "Castoria," 77 Murray street, New York City, is placing extra copy on contracts.

Green's Capital Advertising Agency, 1146 15th street, N. W., Washington, D. C., is making renewals for the Orrine Company, Washington, D. C.

The National Advertiser Advertising Agency, 32 W. 25th street, New York City, is again placing copy for July and August for the Emergency Laboratories, "Poslam," 32 W. 25th street, New York City.

H. B. Humphrey Company, 44 Federal street, Boston, Mass., is issuing orders to a few New York state papers for Minard's Linament Company, South Framingham, Mass.

Albert Frank & Company, 26 Beaver street, New York City, are sending orders to a few selected large city papers for the St. Louis & San Francisco Railroad Company bonds.

H. K. McCann Company, 11 Broadway, New York City, is reported to be forwarding orders to a selected list of

papers for the Wells-Fargo Express Company, New York City.

Campbell-Ewald Company, Wayne County Bank Building, Detroit, Mich., it is reported, will be in charge of the advertising account of the Lozier Auto Company, of Detroit, after August 1.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is placing new schedules for the Sargol Company, of Binghamton, N. Y.

Automobile Blue Book Publishing Co., 910 S. Michigan avenue, Chicago, Ill., is forwarding orders direct to a few selected papers.

H. E. Lesan Advertising Agency, 440 Fourth avenue, New York City, is renewing contracts for the New York Central lines.

Charles H. Fuller Company, 623 S. Wabash avenue, Chicago, Ill., is issuing 56-line, six-time orders to a selected list of papers for the Frontier Asthma Company, Buffalo, N. Y.

Frank Presbrey Company, 456 Fourth avenue, New York City, is placing 70-line, four-time orders with weekly papers for Marlin Firearms.

M. Wineburgh Company, 576 Fifth avenue, New York City, is making contracts for the Omega Chemical Company, New York City.

Bloomington-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is putting out some trade deals for Atlantic City hotels.

**A Credit to the Sphinx Club.**

The Sphinx Club of New York has issued an artistic illustrated booklet which tells the purposes of the club, and prints a list of membership. The success of this organization in helping to get advertising men together in a forum for the discussion, by the mutually interested, of buying, selling, preparing and placing ads, is well known. The booklet carries a half-tone photo of the club's dinner group at the Waldorf-Astoria, on ladies' night, February 17 last. It also has a picture of the loving cup given to Manager Oscar Tschirky, of the hotel, by the club.

**Suit Over Magazine's Name.**

The Curtis Publishing Company, of Philadelphia, has applied in Toronto, Canada, for an injunction restraining the Canadian Women's Magazine Publishing Company from using the combination "Ladies' Home." The American journal confesses to a circulation that would take \$230,000 a year out of Canada and \$112,000 a year out of the province of Ontario alone. It alleges the name of the Toronto magazine would interfere with this circulation. At the court hearing, Mr. Justice Middleton, presiding, pointed out that in the end the case would probably have to be disposed of on common-sense principles, and he suggested it would better be disposed of before \$100 more costs were run up.

**F. L. Colver to Manage Boys' Life.**

Frederic L. Colver has been appointed business manager of Boys' Life, the Boy Scouts' official monthly magazine. Mr. Colver, who has just resigned his connection with Lippincott's Magazine, is well known in the periodical publishing field, having spent practically all of his business career with Leslie's Monthly, the American Magazine, the New York Times and other publishing interests. Some twelve years ago Mr. Colver founded the Periodical Publishers' Association of America, serving it many years as secretary and later as president.

The subscription list of the Sharon Rural Builder has been taken over by the Dresden (Tenn.) Enterprise.

**ROLL OF HONOR**

Publications examined by the Association of American Advertisers, of 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.

<b>ARIZONA.</b> GAZETTE—Av. Gross Cir. Mar., 1914, 7001, Phoenix.	<b>NEW JERSEY.</b> PRESS .....Asbury Park JOURNAL .....Elizabeth COURIER-NEWS .....Plainfield
<b>CALIFORNIA.</b> THE NEWS.....Santa Barbara BULLETIN .....San Francisco	<b>NEW YORK.</b> BUFFALO EVENING NEWS, Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York
<b>GEORGIA.</b> ATLANTA JOURNAL (Cir. 57,531) Atlanta CHRONICLE .....Augusta LEDGER .....Columbus	<b>OHIO.</b> PLAIN DEALER.....Cleveland Circulation for May, 1914. Daily .....125,430 Sunday .....155,257 VINDICATOR .....Youngstown
<b>ILLINOIS.</b> POLISH DAILY ZGODA....Chicago SKANDINAVEN .....Chicago HERALD .....Joliet HERALD-TRANSCRIPT .....Peoria JOURNAL .....Peoria STAR (Circulation 21,589) .....Peoria	<b>PENNSYLVANIA.</b> TIMES .....Chester DAILY DEMOCRAT.....Johnstown DISPATCH .....Pittsburgh PRESS .....Pittsburgh GERMAN GAZETTE....Philadelphia TIMES-LEADER .....Wilkes-Barre GAZETTE .....York
<b>INDIANA.</b> THE AVE MARIA.....Notre Dame	<b>SOUTH CAROLINA.</b> DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)
<b>IOWA.</b> REGISTER & LEADER...Des Moines THE TIMES-JOURNAL....Dubuque	<b>TENNESSEE.</b> NEWS-SCIMITAR .....Memphis BANNER .....Nashville
<b>KANSAS.</b> CAPITAL .....Topeka	<b>TEXAS.</b> STAR-TELEGRAM .....Fort Worth Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
<b>KENTUCKY.</b> COURIER-JOURNAL .....Louisville TIMES .....Louisville	<b>WASHINGTON.</b> POST-INTELLIGENCER .....Seattle
<b>LOUISIANA.</b> DAILY STATES.....New Orleans ITEM .....New Orleans TIMES-PICAYUNE ....New Orleans	<b>CANADA.</b> <b>BRITISH COLUMBIA.</b> WORLD .....Vancouver
<b>MARYLAND.</b> THE SUN .....Baltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	<b>ONTARIO.</b> FREE PRESS.....London
<b>MICHIGAN.</b> PATRIOT (No Monday Issue) Jackson Average 1st qu. #914: Daily 10,963; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.	<b>QUEBEC.</b> LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722
<b>MINNESOTA.</b> TRIBUNE, Mon. & Eve....Minneapolis	
<b>MISSOURI.</b> POST-DISPATCH .....St. Louis	
<b>MONTANA.</b> MINER .....Butte	
<b>NEBRASKA.</b> FREIE PRESSE (Cir. 128,384) .Lincoln	

**Pays \$21 for Striking Reporter.**

Jacob Fink, a special agent, of Englewood, N. J., six feet tall and heavily built, was fined \$21 by Police Justice Blankenhorn Tuesday for assaulting George Tillotson, a reporter on the Englewood Press, owned by his father,

ex-Assemblyman Joseph H. Tillotson. Fink didn't like an item in the paper concerning his arrest on another charge, and he called the young reporter a name that precipitated a physical argument. The Court thought the reporter had provocation for striking Fink.

**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



**AD FIELD PERSONALS.**

W. G. Fowler has become associated with the Bailey-Hemington Advertising Agency, Cleveland, as secretary. He was formerly with the Fowler-Simpson Company and the Hamilton Press, New York.

George E. Potter has resigned as sales and advertising manager of the South Bend Watch Company to go into that line of business for himself. Mallory, Mitchell & Faust will hereafter handle the advertising of the company.

Garnet Warren, formerly of the New York Herald, is now with the Blackman-Ross Agency.

J. H. McLaughlin is now with the Advertising Service Company, Ltd., Montreal. Mr. McLaughlin was formerly Western manager of the Toronto Globe, and more recently with the Montreal Star.

John H. Livingston, Jr., is now advertising manager of Town and Country. He has been with that publication for the past four years, previous to which he was for eight years with Country Life in America, both in this country and abroad.

**WEDDING BELLS.**

Paul B. Van Winkle of the Richmond (O.) Gazette and Miss Alpha Phillips were married at Marysville, Ohio, July 2.

Carl M. Saunders, a sporting writer for the Detroit Free Press, and Miss Grace Springer of Detroit were married in that city recently.

Leuve Parcell, theatrical reporter for the Grand Rapids News, and Miss Viola Craw were married in Grand Rapids last week.

Ben Mires, editor of the Cabool (Mo.) Enterprise, and Mrs. Grace Lines were married at Houston, Texas, last week.

**AD MEN IN SEMI-FINALS.**

**Hamilton Beats Mallinson on Nineteenth Green at Hot Springs.**

An extra hole match, which was won by L. A. Hamilton of New York over H. R. Mallinson of Fair View, and the defeat of S. K. Evans, Knollwood, a favorite for first honors this year, proved to be the features in the second round of the semi-annual tournament of the Golf Association of Advertising Interests at Hot Springs, Va., this week. F. A. Sperry, Chicago, won from Evans on the home green and will meet Hamilton in the semi-finals to-morrow. The other semi-finalists are Metropolitan players, as J. J. Hazen and W. M. Ostrander. Dunwoodie won their matches today.

Four close matches developed in the second division, T. E. Conklin, Scarsdale, and J. R. Mix, St. Andrews, having to play 27 holes to secure a win, as their matches were on a handicap basis.

Mrs. A. S. Higgins, St. Andrews, and Miss Jane F. Floyd are left for the final of the women's championship, while Mrs. T. A. Moran, Chicago, won the women's consolation.

The Indianapolis News has ordered for its stereotyping department a double Junior Autoplate and Autosaver equipment, including Autoplate Swinging Nozzle Pumps and Twin Pot Furnace of 20,000 lb. capacity.

The John Budd Company has removed its New York offices to the Burrell Building, 171 Madison avenue. The new telephone number is 7842 Murray Hill.

**PAPER AND STORES COOPERATE**

**Unique Plan Is Being Tried Out By Elmira (N. Y.) Star-Gazette.**

The Elmira (N. Y.) Star-Gazette is working out in its own city a plan of co-operation between the merchants and advertisers.

The Star-Gazette Company agrees to publish in a conspicuous place in its newspaper at least once a week a list of the co-operative merchants, with a statement that said merchants have on sale such standard groceries and manufactured food products as are or shall be advertised in the Star-Gazette. The merchants agree to keep in their stores for and on sale goods so advertised and prominently display the same, except that they and each of them reserves the right to omit from said list and decline to keep on sale any of such articles as they deem exorbitant in price or inferior in quality.

Treasurer E. R. Davenport, of the Star-Gazette Company, writes to THE EDITOR AND PUBLISHER:

"We have picked out the leading grocers in each section of the city, and in almost every case they have been glad to sign the contract. A member of our advertising staff will be detailed to call on these grocers at intervals and check them up. If he finds that a grocer is not living up to his agreement to carry the goods in stock and display them, his name will be stricken from the list and another grocer in that section substituted. In that way the list becomes an honor roll.

"I figure that the grocer not on the list will be compelled to keep the advertised goods, as the housewife will see the promotion work we will carry on through the columns of the paper and will gradually be educated to ask for the specific lines advertised."

**NEW CHICAGO SPECIAL AGENCY.**

Limeburner-Schomaker Co., publishers' representatives, is the name of a new Chicago special agency with offices at 1309 Westminster Building, that city. J. P. Limeburner has been engaged in the advertising business for thirty years, during which time he has represented various monthly and weekly farm papers and Bryan's Commoner. Harry C. Schomaker, the second member of the firm, has been in the business for nine years, six with the Charles H. Fuller Agency and three with Eddy & Virtue.

The list of papers represented by the new firm includes:

*Daily Papers*—Gadsden (Ala.) Times-News, Huntsville (Ala.) Times, Santa Barbara (Cal.) News, Xenia (O.) Gazette, Providence (R. I.) News, Wilson (N. C.) Times, Chicago Farmers' and Drovers' Journal.

*Farm Papers*—National Field, Atlanta, Ga.; Farmers' Fireside and Bulletin, Arlington, Tex.

*Weekly*—Workers' World, Chicago, Ill. (Socialistic).

*Monthlies*—National Hibernian, Washington, D. C.; International Socialist Review, Chicago, Ill.

**Evans a Director in Siegfried Co.**

At the annual stockholders' meeting of the Siegfried Company, Inc., advertising agency, New York, Henry G. Evans was elected to membership on the Board of Directors. The following officers were re-elected for the ensuing year: Frederick H. Siegfried, president; Kenneth Reynolds, vice-president; Frank Delano, treasurer; Edward H. Acree, Jr., secretary, and W. I. Lincoln Adams, chairman of the board.

W. G. Ridenour, formerly Western manager of Modern Electrics and Mechanics, and B. W. Cooke, formerly assistant advertising manager of Popular Electricity and the World's Advance Magazine, have been appointed Western representatives of Popular Electricity and Modern Mechanics Magazine, which is a consolidation of the two magazines, with offices at 19 S. La Salle street, Chicago.

**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., Mallery 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-SCHAEERER-SULLIVAN SP. AGENCY**  
Fifth Ave. Bldg., New York  
People's Gas Bldg., Chicago

**CONE, LORENZEN & WOODMAN**  
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

**CHICAGO TRIBUNE'S NEW CARD.**

**Many Features of Interest to Advertisers and Publishers in Rates Effective July 6.**

The Chicago Tribune's new rate card, effective July 6, has many features of interest to advertisers and publishers. It provides a minimum space display of five agate lines and a minimum depth for display of six columns to 150 lines deep; seven columns to 200 agate lines deep; eight columns to 300 agate lines deep.

The rate for daily is 40 cents and for Sunday 50 cents, graduated up to 60,000 lines, at 26 cents daily and 31 cents Sunday.

Other features of the card are: Recognized advertising agencies will be charged the minimum display rate of 26 cents, net daily, and 31 cents net, Sunday, on advertising of the agency directed to prospective clients. Advertising intended for all editions of the Sunday paper should be in the office about 7 o'clock Thursday, and for daily issues by 6 p. m. of the previous day. The Tribune guarantees that no advertiser enjoys any rate or conditions not covered by the card. The position charges are 10 cents per agate line extra for next to reading matter and 15 cents per agate line extra for full position in the newspaper.

**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 Exports Advertising  
Chicago, Ill.

A paid reading notice is construed by the Tribune as reading matter and no allowance or claim for re-insertion will be allowed when a paid position advertisement has a paid reading notice either above or on one side.

The new table of rates covers classified advertising, resorts, educational, regulations and charges for classified display type, classified display type specimens and on the back page is reproduced a paragraph from the declaration of principles adopted by the A. A. C. A. at Baltimore, which reads:

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

The Tribune claims that ten years ago its daily circulation was 132,000; the Sunday circulation 214,000. The daily paper averaged fourteen pages and the Sunday, sixty-six. A year ago the Tribune's daily was 245,000 and the Sunday 369,000, while the number of pages averaged twenty-three for the daily and eighty-six for the Sunday. The daily circulation has now increased to 284,000 and the Sunday to 435,000, and the average number of pages has grown to twenty-five in the daily and eighty-eight in the Sunday issue of the Chicago newspaper.

# For A Test Campaign

If you contemplate a nation-wide campaign and wish to give your advertising plans a test before you plunge clear in, you can do so at very reasonable cost by blanketing Chicago and the territory near by with a test campaign in *The Chicago Tribune*.

In making such a test you will have the full co-operation of The Tribune's Advertising Promotion Department, and through the information provided by that department will be able to work with accurate knowledge of all the conditions in Chicago that can affect the sale of your goods. You will be entering an unknown field, the enemy's territory, perhaps, with a *searchlight* ahead of you, instead of feeling your way, over ruts and through mire, *in the dark*.

If you wish to know more in detail of the service we render, address a letter to *The Tribune's Advertising Promotion Department*, giving the name of your product.

*In daily city circulation and in volume of advertising printed THE TRIBUNE nearly equals the other Chicago morning papers COMBINED.*

## The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City  
Pacific Coast Advertising Office: 742 Market Street, San Francisco



