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# THE EDITOR AND PUBLISHER AND JOURNALIST

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## AD HOSTS AT TORONTO.

ASSOCIATED CLUBS OF WORLD  
HOLDS ITS MOST SUCCESS-  
FUL MEETING.

Standards of Practice Adopted By  
the Several Departments — Old  
Board of Officers Re-elected — Big  
Foreign Delegation Present—Feat-  
ures of the Exhibit—How Visitors  
Were Entertained—The Wind-Up.

(Editorial Correspondence by Wire.)

TORONTO, Ont., June 25. — The tenth annual Convention of the Associated Advertising Clubs of the World came to an end this afternoon amid great enthusiasm. The band played "Should Auld Acquaintance be Forgot," and the delegates filed out of the hall with the satisfaction that they had attended the best convention ever held by the organization.

William Woodhead was re-elected President, Walter B. Cherry was re-elected vice-president, and P. S. Florea was elected secretary and treasurer.

Chicago was unanimously selected as the convention city for 1915. The following were then elected as members of the Executive Committee for three year term. A. E. Chamberlain of Chicago, for the one year term; Frank H. Rowe of Toronto, A. L. Shumann of Fort Worth, Texas, E. J. Shay of Baltimore, and John Renfrew of Los Angeles.

The final session of the Convention began at two o'clock with the announcement of the winners of several trophies for which various clubs had entered. The Baltimore Truth Trophy was awarded to the Minneapolis Club and the Mileage Banner to the New York Advertising Men's League.

EDMONTON WINS LADIES' TROPHY.

The Ladies' Trophy, awarded to the Club bringing the largest number of women to the convention, was given to the Edmonton, Alberta, Club. Seventy-seven ladies were included in the party.

The standards of practice recommended by the various divisional sections were formally adopted. Suitable resolutions thanking the Toronto Club for the splendid manner in which its members had entertained the visiting delegates, were adopted and letters from Sir William Lever, the Irish Independent Newspapers, the Publicity Club of London and the advertising men of Germany, were read.

Mr. Higham, representing the foreign delegates delivered a brief address, and at its close, presented the Toronto Ad Club, on behalf of the City Club of London, a silver trumpet; on behalf of the Sales Managers Association of London, a banner; on behalf of the Publicity Club of London, another banner, and on behalf of the Optimists of London, a silk British flag.

After brief addresses by L. D. Ray, chairman of the Foreign Delegations Committee, who called attention to the fact that thirty-two overseas delegates had registered at this convention, and by Mr. Wiener of Germany, who spoke on behalf of the Foreign language delegates, President Woodhead introduced Douglas N. Graves of Boston, who submitted a report of a special committee appointed to consider the use of the Association Emblem for advertising purposes. Mrs. Hocken, wife of the Mayor of Toronto, presented President Woodhead an ebony, silver, decorated gavel, on behalf of the women of the city.

(Continued on page 1127.)

## Standards of Newspaper Practice.

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

It Is the Duty of the Newspaper—

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

Lafayette Young, Des Moines Capital; William C. Freeman, Advertising Director, New York Globe; Elbert H. Baker, President, Cleveland Plain Dealer Publishing Company; Allen D. Albert, Asso. Publisher, The Minneapolis Tribune; Lynn John Arnold, Jr., Advertising Representative, The Albany Knickerbocker-Press; Frank D. Webb, Advertising Manager, The Baltimore News; Howard Davis, New York American; Al. T. Brown, Rochester, N. Y., Union and Advertiser; Eugene Tarte, Vice-President, Montreal La Patrie; A. L. Shuman, Fort Worth Star Telegram; Wm. F. Rogers, Advertising Manager, Boston Transcript; G. Edward Buxton, Jr., Treasurer, Providence Journal Company; Clayton P. Chamberlin, Business Manager, The Hartford Times; J. T. Barrons, The Kansas City Star; Jas. H. Drynan, Advertising Manager, Moosejaw, Sask., Evening Times; Charles W. Myers, Des Moines News; W. H. Kentnor, Chicago Special Representative; T. S. Neal, Advertising Manager, Shreveport, La., Journal; John E. Phelan, Advertising Manager, Bridgeport, Conn., Herald; C. A. Phelan, Business Manager, Waterbury, Conn., Herald; Robert J. Hess, Advertising Manager, Richmond News-Leader; W. B. Goldstro, Toronto Telegram; H. B. Lasher, Philadelphia Press; W. H. Lanperne, New York Special Representative; Louis Gilman, New York Special Representative; Henry W. King, Montreal La Presse; E. C. Bode, Chicago Examiner; George R. Katz, New York Publishers' Representative; G. H. Robert, Advertising Manager, Montreal La Presse; Albert Girard, Montreal La Patrie; W. D. Keenan, Indianapolis Star; C. J. Pettinger, Crawfordsville, Ind., Journal; R. H. Watts, St. John, N. B., Telegraph and Times; H. V. MacKinnon, St. John, N. B., Standard; Charles C. Norris, Advertising Manager, Des Moines Capital; J. A. McCullough, Winnipeg Der Nordwesten; H. H. Holford-Bottomly, Associated Newspapers, Ltd., London, England; C. E. Bennett, Advertising Manager, Cincinnati Times-Star; H. E. Baldwin, Joliet Daily News; C. H. Brockhagen, Chicago Herald; John W. Jewell, University Mis-sourian; Charles D. Atkinson, Business Manager, The Atlanta Journal; Henry Robinson, Advertising Manager, Fort Smith, Ark., Times-Record; Charles A. Stauffer, Phoenix, Ariz., Republican; A. G. Dulmage, Phoenix, Ariz., Gazette; Ralph E. Bennett, Binghamton Press and Leader; P. M. Walker, Manager, Fort Smith, Ark., South-west America; Sunder Singh, Lahore, India; Richard J. Davis, Christian Science Monitor, Boston; Warren C. Klein, Christian Science Monitor, New York; J. Grand Hinds, Christian Science Monitor, Pittsburgh; J. R. Hamilton, Duluth News-Tribune; John E. Smith, Advertising Manager, Sherbrooke Record; Harold Loder, Edmonton, Alta., News; George H. Cooper, Advertising Manager, Edmonton, Alta.; Harry T. Watts, Advertising Manager, Des Moines Register and Leader-Evening Tribune; Charles D. LaMade, Advertising Manager, Williamsport, Pa., Grit; John Budd, Advertising Representative; E. C. Calder, Toronto Saturday Night; Ernest A. Bournival, Advertising Manager, Manchester, N. H., L'Avenir National; O. J. Benjamin, Nevada, Iowa, Journal; Mary R. Ormsbee, Editor, New York Edison Company; H. F. Eldridge, Ad. Service Department, Columbia, S. C., "The State"; G. N. Peterson, Business Manager, Springfield, Mass., Union; Charles M. Mundy, Business Manager, Oshawa, Ont., Reformer; H. K. Seymour, Little Rock, Ark., Gazette; A. E. Chamberlain, Knill-Chamberlain, Chicago, Ill.; Henry C. Carpenter, Lancaster, Pa., Intelligencer and Morning Journal; J. H. Zerbey, Jr., Pottsville, Pa., Republican; C. W. Hancock, New Orleans Item; R. Bender, Brooklyn Free Press; Jerome D. Barnum, Business Manager, Syracuse Post-Standard; Ralph B. Dort, Advertising Manager, Albany, N. Y., Knickerbocker Press; Allen C. Wiest, President and Managing Editor, York, Pa., York-Gazette; Charles H. Betts, Lyons, N. Y., Republican; Arthur Churchill, Advertising Manager, Syracuse Herald; F. St. J. Richards, New York Representative St. Louis, Mo., Globe-Democrat; Dan A. Carroll, New York Publishers' Representative; Henry D. Sulzer, Western Representative, The Chicago Tribune; Rowe Stewart, Advertising Counselor, The Philadelphia Record; F. W. Crabb, Ottawa, Ont., Evening Citizen; Chas. H. Eddy, "Six Point League", New York; E. L. Clifford, Advertising Manager, Minneapolis Journal; Wm. Findlay, Business Manager, Ottawa, Ont., Free Press; F. Kuhn, Promotion Manager, H. McKim, Ltd., Montreal; Geo. M. Kohn, Atlanta, Ga., Special Representative; W. H. Dennis, Halifax, N. S., Herald; Evening Mail and Weekly Mail and Homestead; A. J. Massie, Advertising Manager, Winnipeg, Man., Free Press; R. C. Holliss, Eastern Advertising Representative, Chicago Tribune; Hugh Freeman, Binghamton, N. Y., Republican-Herald.

## NEW COMMANDMENTS.

STANDARDS OF PRACTICE FOR  
NEWSPAPERS AS ADOPTED  
BY CONVENTION.

After Frank and Free Discussion,  
Without a Dissenting Voice, They  
Were Made Rules for Future Guide-  
ance of Interested Newspapers and  
Advertising Men—Many Excellent  
Speeches and Papers Were Read.

(Editorial Correspondence.)

TORONTO, June 22.—"I doubt if you young gentlemen realize the importance of the action you have taken," said ex-United States Senator Lafayette Young, proprietor of the Des Moines (Ia.) Capital, in addressing the newspaper section of the Associated Ad Clubs at Toronto, on the adoption of the Standard of Practice for newspapers, shown in the adjoining columns.

"This is the greatest step forward that the press has taken in my recollection," he continued. "At the beginning of the newspaper business it was thought to be legitimate to publish anything that anybody offered that would go through the mails and the public conceived the notion that if you were registered to transmit it through the mails you were authorized to publish everything that was not against the law. That idea prevailed for a long time. Now it has grown to be the belief that the publisher is going to see what is going into his advertising columns, even though pay is offered. What does this mean? It means a fuller confidence on the part of the public in all kinds of newspapers and public confidence to a great extent is worth more than business, type, franchise and stock on hand.

A STORY WITH A MORAL.

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

"I got a lesson three years ago. A woman came into my office, and my office is unpretentious, where anybody can be got at from the office boy to the publisher, and she asked for the publisher—myself. I went out to see what she wanted. She said she had been a sufferer from cancer and she had read in the newspapers about a doctor in Kansas City who cured cancer without the use of a knife; and she was poor and wanted the money to get there. I told her there was no cure for cancer and that she had been deceived and that the only thing she must do, as all do who have it, prepare to die. She said, 'Why did you print that advertisement, Mr. Young?' I answered, 'Well, that advertisement will not appear again,' and it didn't.

CONFIDENCE IN PAPER.

"I concluded that to have the measure of confidence that the journal was to have, the reader must have confidence in the advertising as well as the editorials and the news, and I still believe that you are just starting on a new career. There never was so much responsibility on the part of the newspapers in the United States that have abolished political functions and they are endeavoring to abolish the political boss, and who does the publisher depend upon to do that? Newspapers—and the newspaper can do nothing to help the public in one direc-

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tion unless it has the confidence of the public in all directions.

#### SOME EVIDENCE OF PROGRESS.

"It has been twenty years since we were glad to publish the Louisiana State Lottery with B. G. Beauregard's name at the bottom. Now, we would consider it ridiculous. It only shows the progress we have made in advertising. We have a lot of other work to do yet. We have the fellow that offers goods marked down from \$19.00 to 95c. We have him to deal with, and we will have him on the mourner's bench if we continue this. I know that the place where our greatest rewards come from is the big stores. They are going through this same progress. They are determined to deal square with the public because this is the best thing they can do, and it will pay the business, through emancipating yourself from the tyranny of advertising. I will tell you another thing. When you commence to leave them out, as I have done for about three years, you will see how badly a man wants to be in when he cannot get in, and you can edit your copy and strike out a word and send it back and he will still order it in as many newspapers have found. And, when you make advertising clean and truthful, you will get a greater price per inch. I am strongly in favor of the adoption of this important labor. I wanted more of a spread eagle speech in it, but our friend here, the chairman, wanted five commandments instead of ten and said they should take Moses as their patron saint and motto. But, it hits the spot and it is going to do great things."

#### THE NEWSPAPER SESSIONS.

The newspaper sessions were held in the Horticultural Building. The Convention was called to order on Tuesday morning at nine thirty by William C. Freeman, director of Advertising of The New York Globe, who stated that President Woodhead had asked him to serve in the capacity of chairman in the absence of Jason Rogers, the publisher of the New York Globe. He then read a letter from Mr. Rogers stating that he was unable to be present because of physical disability and pledging himself to assist in carrying out the newspaper propaganda to be decided upon by the newspaper men present.

The chairman said, "There ought to be very free and frank discussions. Everyone will have an opportunity to express his views. Whatever is said here, let it be said and end here. If we have disagreements, let them be manly disagreements and do not let us take our business out of the office and let the world know that we are quarrelling among ourselves. I think that is the spirit that ought to dominate this meeting—to get together, fight it out here, but let's go before the world as a unit for decent advertising and more advertising in the newspapers."

#### CHOOSING BETWEEN ADVERTISEMENTS.

Allen D. Albert assistant publisher of the Minneapolis (Minn.) Tribune, "champion" of the newspaper division said: "As a matter of fact the whole cause of honest advertising depends greatly upon the attitude of the newspaper offices. What we shall do and are doing here today promises to effect more largely the general class than the proceedings at any other section. My judgment is that once the newspapers have shaped their course and thoroughly understand the cause we are advocating, the attendance at the next convention like this will be twice or ten times greater than at this one. My own newspaper is doing its level best to choose between acceptable advertising and unacceptable advertising and doing it alone. Our chief opposition in Minneapolis is doing a remarkable courageous thing, following another course of reasoning it has come to another position and here are these two papers, each of them standing practically alone, each of them vitally concerned in the establishment of a standard and an organization of machinery to make that standard effective. No newspaper can carry the full burden of honest advertising on its own shoulders and carry it alone. It puts too large a leverage in the hands



JULIUS SCHNEIDER,  
GENERAL ADVERTISING DIRECTOR CHICAGO RECORD-HERALD.

of the opposition. You will find, I think, the work on which we are entering is fraught with the largest potentiality for good or evil, for dollars-and-cents progress or loss to us all."

The chairman then called upon Elbert H. Baker, publisher of the Cleveland (O.) Plain Dealer, who said: "I am in most cordial sympathy with every effort that attempts a clean-up of newspapers. For the past few years, we have been endeavoring to up-root objectionable or fraudulent advertising and each year we have gone further and further with this propaganda, and I would be very glad indeed to co-operate. I believe that nothing but good can come from this effort if we go to it in a sufficiently thorough way."

The chairman then asked for an exposition of opinion from Louis Wiley of The New York Times, W. A. Thomson, Bureau of Advertising of the A. N. P. A., and the following publishers' representatives: George Katz, C. H. Eddy, E. C. Bode, John Budd, Dan A. Carroll, and these short talks inspired responses from Rowe Stewart, advertising director of the Philadelphia Record; Charles A. Stauffer, business manager of the Phoenix (Ariz.) Republican; Holford Bottomley, representative of the City Publicity Office of London, England; Harvey R. Young, advertising manager of the Columbus (O.) Dispatch; Urban E. Dice, foreign advertising manager of the Pittsburgh (Pa.) Chronicle-Telegraph and Gazette; Times; Harry T. Watts, advertising manager of the Des Moines (Ia.) Register and Leader; John M. Imrie, secretary of the Canadian Press Association, and J. D. Webb, Baltimore (Md.) News. For a time it seemed that it would be difficult to formulate any set of resolutions that would satisfy all of the newspapers represented. The chairman

suggested that a committee of seven be appointed to formulate a standard of practice for newspapers and he named as the chairman of that committee, Allen D. Albert, the champion of the newspaper division. He suggested that the special representative name one of the committee men, the advertising managers a member, the Canadian and foreign publications a member, and the newspaper publishers, business managers, three members. There were eight special representatives present: Tom Conklin of Verree & Conklin; G. R. Katz, of E. Katz Special Advertising Agency; Charles H. Eddy, John Budd, A. E. Chamberlin, of Knill & Chamberlin; W. H. Kentnor, of Benjamin & Kentnor, and R. J. Virtue. R. J. Virtue was named.

The twenty-eight advertising managers present included E. C. Bode, foreign advertising manager of the Chicago Examiner; T. S. Neal, advertising manager of the Shreveport (La.) News; J. E. Phelan, of the Bridgeport (Conn.) Herald; C. H. Robert, of the Montreal (Can.) La Presse; Charles C. Norris, Des Moines (Ia.) Capital; C. E. Bennett, Cincinnati (O.) Times-Star; W. F. Rogers, Boston (Mass.) Transcript; J. T. Barrons, Kansas City (Mo.) Star; C. H. Brockhagen, Chicago Herald. The advertising managers named E. C. Bode.

There were ten publishers and business managers present, including Lafayette Young, Des Moines (Ia.) Capital; Elbert H. Baker, Cleveland (O.) Plain Dealer; Louis Wiley, New York Times; Clayton P. Chamberlain, Hartford (Conn.) Times; Eugene Tarte, Montreal (Can.) Presse; Allen D. Albert, Minneapolis (Minn.) Tribune, and they elected ex-Senator Lafayette Young, Louis Wiley and P. M. Walker, Fort Smith, Ark., Southwest America.

(Continued on page 31.)

## JULIUS SCHNEIDER'S NEW JOB.

### Sketch of the New Advertising Director of the Chicago Record-Herald.

As announced in these columns recently Julius Schneider, for several years advertising counsel of the Chicago Tribune, has been appointed general advertising director of the Record-Herald.

His career has been an interesting one. In his younger days Mr. Schneider engaged in newspaper work in connection with the Joliet Daily News, in Joliet, Ill. It was then a struggling little sheet of a few hundred circulation, but in the course of a few years was built up into a good property with a circulation of more thousands than it originally had hundreds, and showing a profit as well as making a living for Jim Ferriss and himself.

Later he became connected with the Chicago Inter Ocean in the old Kohlfaat days immediately following the world's fair, which probably was the only period in the history of that paper when it showed a profit. When the late Charles T. Yerkes became its financial sponsor the entire Kohlfaat organization was incontinently "fired."

Thereupon Mr. Schneider grappled the opposite horn of the dilemma, and became advertising manager for Carson, Pirie, Scott & Company's department store. For fifteen years thereafter, Mr. Schneider's activities were used in advertising and merchandising for large retail and manufacturing concerns, included among which were Carson, Pirie, Scott & Company, Selz Schwab & Company, the American Steel and Wire Company (prior to its absorption by the United States Steel Company), Siegel Cooper & Company and The Fair department store.

He was picked as the best man to put over local display merchandising ideas in newspaper work, and as advertising counsellor on the Chicago Tribune for upwards of three years has made a conspicuous success in the development of new advertisers and in the constructive work for increasing the profitability of newspaper advertising.

His friends, who are legion, assert that his ideas, his initiative, and his organizing abilities, were to a considerable extent responsible for the very remarkable showing made by the Tribune within the last three years, during which Mr. Schneider organized the local display department into a very effective efficiency proposition. He also developed from his department store experience the idea of full pages for smaller advertisers, and organized the solicitation and the copy service under which a very effective showing has been made.

For the last year or two he has devoted himself largely to the development of new advertisers in his capacity of advertising counsellor, with a success so conspicuous as to have been noticed all over the country. Hence it is no wonder that when Mr. Keel secured the Record-Herald, the first man he went after on the Tribune was the one whose record was as above.

Although no longer in the heyday of youth, Mr. Schneider bears his years without diminution of energy and tackles the new proposition, the hardest job of his life, with the same enthusiasm and the same high spirit of enterprise that might be expected from a youth just starting out on his career. His friends predict that he will be no negligible factor in the development of the great newspaper property which seems to be the destiny of the Chicago Herald, under which title the publication will henceforth be known.

### Richards Heads Six Point League.

At the annual meeting of the Six Point League last week the following officers were elected to serve for the coming year: F. St. John Richards, president; L. A. Klein, vice-president; Frank R. Northrup, treasurer, and Louis Gilman, secretary. The meeting was largely attended, and, according to the policies for the coming year as outlined by the new officers, this will be a very busy year for the members of the league.

**ARRIVAL OF AD DELEGATES.**

**Boston Pilgrims and El Paso Mexicans in Unique Garb.**  
(Editorial Correspondence.)

TORONTO, June 21.—When I arrived in this city yesterday morning accompanied by Joseph Appel, advertising manager of John Wanamaker; Robert Adamson, Fire Commissioner of New York, and William C. Freeman, advertising counsellor of the New York Globe, I found the members of the Toronto Ad Club, who were to be the hosts of the Associated Advertising Clubs of America, were on the job. As we did not comprise a delegation and had given no notice of our coming we were not met at the depot by members of the club, but when we reached the King Edward Hotel, where we were to stop, we found an alert young man ready to assist us in any way he could.

We found the city decorated with flags and bunting. Every street lamp post was covered with artistically draped bunting. Many of the stores had festoons of flags over their doors. The bill boards bore beautifully painted mottoes extending welcome to the visitors by various commercial firms. For a staid old city like Toronto such a display of bunting was unusual.

**DELEGATES POUR INTO CITY.**

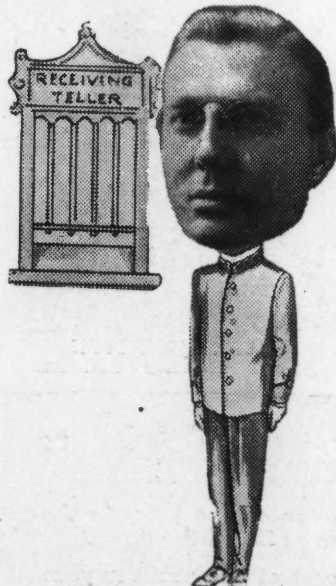
All day Saturday and Sunday delegates were pouring into the city. They came from Edmonton, Alberta; Winnipeg and the cities of the Northwest; from Texas, Birmingham, Atlanta and other Southern cities; from Los Angeles, San Francisco and Portland, on the Pacific Coast; from Nebraska, Iowa, Illinois, in the West and Middle West; from Massachusetts, New York, Pennsylvania, New Jersey and Maryland, on the Atlantic Coast.

The Boston Pilgrims, as is usually the case each year, brought a fine looking, well drilled and impressive body of men. They wore blue coats, white trousers and shoes and straw hats with blue silk ribbon bands bearing the name of the club. Carrol Swan, that prince of club leaders, was in command of the delegation.

The El Paso delegates wore immense Mexican straw hats with two foot brims, which were turned up in front and bore in large artistic letters the name of the club. The hats were so conspicuous that you could hear nothing else, even when the Highlanders' band was playing.

The Cincinnati club members carried white umbrellas bearing the inscription "Cincinnati in 1916."

The Des Moines club brought a scrapbook seven feet high which they have on exhibition in the registration building. It is filled with clippings of the publicity matter by its members.



**HARRY D. ROBBINS,**  
CHAIRMAN VIGILANCE COMMITTEE.

Edmonton, Alberta, sent to the convention 232 delegates and others interested in advertising.

The Iowa Ad-Sell League and the Des Moines club published a miniature newspaper on the train while en route to Toronto.

The Waco, Texas, club brought along miniature bales of cotton, armlets and hatbands.

The Dallas delegates, who are staying at the St. George Hotel, tied a rope to the hotel desk and ran it up to the balcony and thence to the top of the hotel. On the rope were little tags bearing the inscription "Follow the rope and you will reach Dallas Headquarters, where you will receive a real Dallas Welcome."

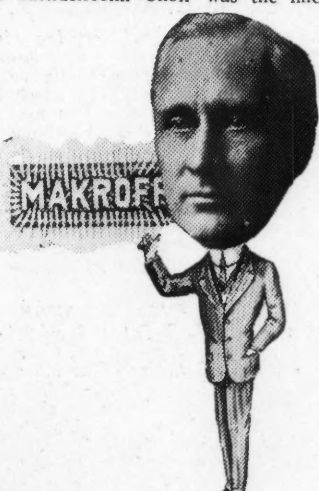
**CELEBRATE CENTURY OF PEACE**

**Addresses by Sir Edmund Walker and J. A. Macdonald on Anglo-American Friendship.**

TORONTO, June 22.—Nearly all the Protestant pulpits were occupied on Sunday morning by advertising men who delivered lay sermons on subjects of general interest. Owing to the fact that rain had fallen in the early morning, it looked for a while as though the preachers would address slim audiences, but just about church time, the rain stopped and the churches filled. In several instances the congregations that assembled were in size far in excess of the usual number of people. (Excerpts from the lay sermons will be found elsewhere in this issue.)

Sunday afternoon a mass meeting was held at Massey Hall to celebrate 100 years of peace between the United States and Canada. The great hall, which will accommodate 3,500 people, was crowded in every part.

The music for the occasion was furnished by the celebrated Mendelssohn Choir, and the Forty-eighth Highlanders' Band. The musical critics among the ad men agreed that the singing of the Mendelssohn Choir was the finest



**DOUGLAS N. GRAVES,**  
NATIONAL EXECUTIVE COMMITTEE.

chorus singing to which they had ever listened.

Dr. A. S. Vogt, the director, handles this splendid body of men and women singers with the touch of a master. The volume of tone is smooth, vibrant and powerful. The members of the choir are under the absolute control of the leader, and he handles them as easily as a Paderewski playing upon the keys of a grand piano.

The addresses of the afternoon were delivered by Sir Edmund Walker and Dr. J. A. Macdonald, managing editor of the Toronto Globe, on "North America's Greatest Achievement." Dr. Macdonald spoke in part as follows:

But the greatest thing of all is the joint achievement of these two English-speaking nations of North America. That supreme achievement which North America can show the world is an international boundary line between two nations across which in a hundred years a hostile army or fired a hostile gun, neither nation ever once launched. Think of that achievement! A thousand miles up

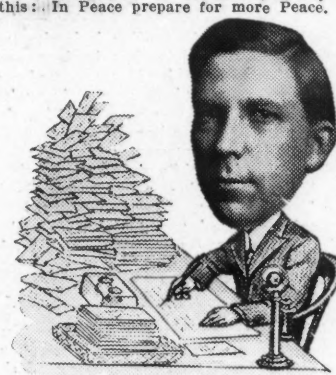
the mighty St. Lawrence, a thousand miles over inland seas, a thousand miles across the open prairie, a thousand miles over a sea of mountains—four thousand miles where nation meets nation and sovereignty meets sovereignty, but never a fortress, never a hat-tieship, never a gun, never a sentinel on guard—four thousand miles of civilized and Christianized internationalism—that is North America's greatest achievement.

And so, we here may pledge ourselves, and pledge our peoples, to make this centennial of peace a larger thing, richer for ourselves, more meaningful for all the world. Let us cherish the sentiment, let us cultivate the habit and let us do the works which make for peace. Let us build our international bridges, cast up our international highways, and make them wide and strong and free.

By every mile of our unmenaced boundary, by every year of our peaceful century, by the greatest achievement of our nations, let the disproved and harbarous maxim of war nations, "In peace prepare for war," be answered and silenced forever. North America's greatest achievement is free national, self government, and a century of civilized internationalism. North America's greatest message to the world, the message of her schools and churches and halls of legislation, the unwavering message of this unique international convention of business publicity is this: In Peace prepare for more Peace.



**WALTER B. CHERRY,**  
FIRST VICE-PRESIDENT.



**P. S. FLOREA,**  
SECRETARY-TREASURER.

**THE OPENING SESSION.**

**Record Making Attendance of Delegates a Distinguishing Feature.**

TORONTO, June 22.—A thin, gray mist covered Toronto as with a blanket early this morning when the ad club men opened their eyes on the initial day of the great Associated Advertising Clubs of America Convention. Rain had fallen during the night and the sidewalks were still wet. For awhile it looked as though the skies were going to drip moisture all day. But, fortunately, no more rain fell, and when the delegates arrived at the Canadian Exhibition Grounds, where the sessions were to be held, the blanket of mist and clouds lifted and a bright June sun shed its warm and inspiring rays upon the scene.

The gathering of the clans was, as usual, one of the impressive features of the opening session. The members of each delegation or club wore a badge, a hatband, or some other distinguishing mark that helped to identify their wearers. As each delegation entered the Transportation Building it raised its war cry or sang its club song. Those who had already gathered gave them a salute of cheers. One of the clubs brought along a diminutive burro.

**FINE HALL ACOUSTICS.**

The great hall in which the delegates found themselves was in every way admirably adapted to the purposes of the convention. It was not as large as the Baltimore hall of last year, but it was of ample size and from an acoustic standpoint it was thoroughly satisfactory. The ceiling was covered with white and yellow bunting and upon the walls were hung reproductions of the seal of the A. A. C. A. and shields bearing this sentence from the declaration of principles of the organization:

"We believe that every member owes a duty of enforcing the code of morals based on Truth in advertising."

When President William Woodhead called the members to order he faced not only the largest gathering of delegates ever assembled at any annual convention of the organization, but the largest number of advertising men ever gathered together anywhere in the world. It was an inspiring scene. The vari-colored insignia worn by the members, the flower bedecked hats of the

ladies, and the banners carried by the clubs gave to the great crowd a variety in effect usually found in a well arranged, well cultivated flower garden.

But aside from this color impression given the observer was the still more impressive characteristic given the assembly by the formality of the men and women delegates. An old convention reporter who has grown gray in newspaper work told me that in all his experience he had never seen such an intelligent, alert, and fine looking body of human beings. It certainly was a splendid crowd. There were young men just starting out in the advertising business, middle aged and thoroughly seasoned ad agents and managers, and manufacturers; and gray headed veterans who have borne the brunt of battle.

**ADDRESSES OF WELCOME.**

After the audience had sung the national hymns of Great Britain and the United States, accompanied by the Forty-eighth Highlanders' Band, George C. Hubbs offered the invocation.

Addresses of welcome were then given by Sir John Gibson, Lieutenant Governor of Ontario, representing the Duke of Connaught; on behalf of the City of Toronto by Mayor Hocken; on behalf of the ladies of Canada, by Miss Constance Rindyard Boulton; and on behalf of the Toronto Ad Club, by William G. Rook, president of the club.

As Mayor Hocken attended the Dallas and Baltimore conventions the delegates felt that they knew him and gave him the heartiest kind of a welcome. His message glowed with honest and generous hospitality. Miss Boulton made an excellent impression.

President Woodhead's annual report was a conservative and businesslike statement of the work done by the organization during the year. (It appears elsewhere in this issue.)

Secretary Florea in his annual report said that the association now has a membership of 132 clubs, representing a total membership of 10,678 persons. The cash balance on hand in the bank is \$4,998.48; the assets, \$9,946.27.

The financial committee raised from agents, \$200; newspapers, \$200; engravers, \$195; general advertisers, \$605; retail advertisers, \$275; religious press, \$177.50; specialty manufacturers, \$701; Out-Door Advertising Association, \$2,000; Poster Advertising Association, \$3,000; directory publishers, \$500; Sunset Magazine, \$150. Total, \$9,803.50.

T. W. LeQuatte, of Des Moines, Ia., the treasurer, briefly summarized his report by saying that the total cash receipts during the year had been \$45,000, on which \$43,000 had been checked out.

W. H. Ingersoll, chairman of the Provisional National Commission, appointed to prepare a new constitution submitted the committee's report.

At the conclusion of the session the delegates went to the lake front and had a group picture taken. While the Highlanders' Band gave a concert on the green, the hungry ad men went to the special restaurant for luncheon.

## AD MEN GIVE SERMONS.

**Truth as Foundation of Business Dealings the Burden of Addresses From Pulpits of Toronto Churches—Significance of A. A. C. A. Movement—Untiring Vigilance That Makes for Higher Business Ethics.**

(Editorial Correspondence.)

TORONTO, June 21.—Truth as the basis of advertising was the burden of the lay sermons delivered by ad men from the pulpits of churches and one congregation here today. Although religious themes were the subjects of most of the addresses the speakers dwelt upon the significance of the ad club movement and its effect upon higher business ethics. Excerpts from the sermons follow:

### ADVERTISING AS FACTOR IN LIFE.

*Joseph H. Appel, Director of Publicity, John Wanamaker; Jarvis Street Baptist Church*—Advertising makes possible the great commercial and business houses, and is now being used by the religious denominations daily to attract the people to their churches. Let your light so shine before men that they may see your good works. Advertising is only the means to an improved business, and business is life itself. All are summed up in a word—service—and service to man and God. Once there was an aristocracy of professions. Today there is a democracy of business. Business is the great leveler. It levels not by cutting down the high peaks of culture, but by raising the lowlands of humanity, and draws mankind closer together.

### GREAT MOVEMENT FOR UPLIFT.

*Herbert N. Casson, H. K. McCann Co., New York; Metropolitan Methodist Church*—Look you, that you may see. Look for the better things in life, so apparent everywhere. Many people do not appreciate the age in which they are living. The work of the ad clubs is one of the greatest movements for the uplift of humanity in or out of the churches. Advertising men are trying to reform the business world at a great personal money loss. They have taken on the new idea of business—that the business man is only a trustee and should deal honestly with the people.

### HONESTY CREATES OPPORTUNITY.

*Herbert Wyle, Business Manager Baltimore News; Holy Blossom Synagogue*—The advertising man is attempting by an educational campaign to show



S. C. DOBBS,  
NATIONAL EXECUTIVE COMMITTEE.

the business world that only by righteous dealing can success be attained. He is putting the most radical construction possible on the Biblical commandment. It is written, "Ye shall have just weights, balances and measures. Ye shall not deceive." The advertising man is going to educate the business to that way. Opportunity rests entirely with a man himself. "Truth and honesty of character, coupled with perseverance, will create an opportunity every moment, and the man worth while is the one who cultivates these traits, and pays strict attention to them in his church and business life. Business and church life travel hand in hand, when a man leads a proper life and truth plays a large part in the general harmony.

### TRUTH MAKES FOR SUCCESS.

*Norman Hapgood, Editor Harper's Weekly; Broadway Tabernacle*—It is no longer the task of religion primarily to give us truth in our private lives alone. The great task of the modern world is divided equally; it is the task of religion to spiritualize business, and it is the task of business to make of itself a religion. There was a time when the greatest business man was he that got ahead of the other fellow, the man of individual smartness and sharpness. That spirit is rapidly dying away; there is little of willing selfishness left in modern business. No man in business is quite satisfied today if he feels that his business serves no man but himself. The spirit of the age has entered into the business man.

### SQUARE DEAL MAKES FOR CONFIDENCE.

*Frank Le Roy Blanchard, Editor THE EDITOR AND PUBLISHER; Shelbourne Street Methodist Church*—Many of the publishers of newspapers, magazines and other periodicals have voluntarily put up the bars against all objectionable advertising. They have taken the position that it is their duty to protect their readers against all attempts made by unscrupulous men to rob them of their money. This attitude, it seems to me, is directly in line with the scriptural injunction, "Do unto others as we would that men should do to you." The entire structure of business is founded upon confidence. The only way that they can win the confidence and good will of the public is by square dealing. This means avoiding exaggeration and telling the truth about the articles they have to sell.

### HONESTY GREAT FORCE FOR GOOD.

*Robert Adamson, Fire Commissioner of New York City; Parkdale Baptist Church*—The thousands of men who are gathered here for the advertising convention are engaged in a warfare for truth. They are engaged in a campaign to stamp out misleading advertising, a practice which degrades business and to bring in the principle of honest advertising, a practice which elevates business and establishes a standard of honor throughout the business world. They strive to teach business men that it is as dishonest for men to sign their names to a misleading advertisement as it is for them to sign their names to a forged note.

### VALUE OF RELIGIOUS ADVERTISING.

*W. B. Morris, Advertising Manager Northwestern Knitting Co., Minneapolis; Old St. Andrews' Presbyterian Church*—The time is ripe for the church to wipe out the evils which are now tolerated by a so-called civilized people, and these evils can only be obliterated by an amalgamation of all the Christian fighting forces. The differences between creeds which now form a har-



WILLIAM H. JOHNS,  
CHAIRMAN ADVERTISING AGENTS.

rier can be torn down and public opinion so crystallized by advertising that the evils which now exist will be unable to resist the onslaught. The sooner the church organizes a campaign of publicity the sooner will come the time when Christianity will become a reality instead of a dream. I have every reason to believe that within the next fifty years more progress will be made in establishing the Kingdom of God on earth than has been made in the last 1,900 years, and this must and will be done by publicity.

### REACHING FOR PRIMARY THINGS OF LIFE.

*Andrew N. Fox, Advertising Manager Benjamin Electric Co., Chicago; Bloor Street Baptist Church*—By "reaching forth unto those things which are before," the primary things of life, the essentials, and ignoring the things of little consequence, then only can the big questions of civilization be solved. Christ and St. Paul were both really advertising men. The Master's command, "Go ye into all the world," was plainly an order to spread the gospel and to bind the nations by intercourse—and advertising.

### ADVERTISING STANDS FOR TRUTH.

*Rev. Father J. E. Copus, Dean School of Journalism, Marquette University; St. Michael's Cathedral*—The old proverb was "Let buyers beware," but now business men are having their consciences aroused and everything is being done to give dealers fair treatment. Advertising now stands for "truth," and the business man is beginning to realize the necessity of religion, and we are beginning to see that we are but stewards in the hands of a higher power. The church has a higher hand in business today than ever it had before.

### ADS, THE SAPOLIO OF THE SOUL.

*Peter Clark Macfarlane, of Collier's Weekly; St. Paul's Anglican Church*—Religious advertising is the Sapolio of the soul. Advertising has remade industries and can remake the church. It is not heresy to say that some change is needed. The world wants the church

to be a fact, not a fancy; to be a force, not a form.

### FALSE ADS RUIN EFFICIENCY.

*E. S. Hole, of London, England; First Unitarian Church*—The business man is more anxious to clean out advertising than the consumer, as even a little false advertising will pollute and ruin the efficiency of advertising as a whole. Dishonesty is infectious, and it must be treated as such, the infected part must be cut away from the uninfected. The day when absolute truth shall be a necessity in every advertisement is close at hand; and then we shall be able to reap the greatest benefits from this, the greatest asset known to business.

### HONESTY PAYS IN BUSINESS.

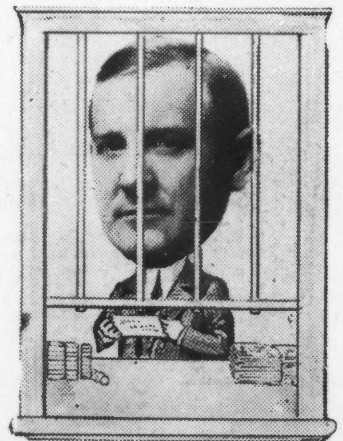
*C. B. Hamilton, Advertising Manager, Berkey & Gay Furniture Co., Grand Rapids, Mich.; Broadway Tabernacle*—When I speak of spirituality in business I certainly do not have in mind that old conception of sanctimoniousness and ability to cant religious phrases. I read in the Bible a much larger meaning than this. When I speak of spirituality in business I mean that kind of a life which Christ exemplified and which can be realized by men today. What we need is not to run away from the world, but to make the world minister to our deepest human needs. This, as I understand it, is the spiritualization of business.

### NEED OF SOCIAL GOSPEL.

*Rev. Charles Stetle, New York City; Broadway Tabernacle Methodist Church*—Socialism is making strides. It cannot be blotted out; it cannot be laughed out; it cannot be snuffed out. The only way Socialism can be eradicated is to wipe out the conditions that have given rise to Socialism. The Church has fallen down on its job. To use the terminology of the ad men, the Church has on its hands a big selling proposition, but there is a need for a new emphasis in its message. The time has come for the emphasis of another message—"The Social Gospel."

### Wins Honor in Journalism Course.

Alfred P. Haake, Chicago, a graduate of this year's class in journalism at the University of Wisconsin, Madison, has just been appointed to a graduate scholarship in journalism and English at Wisconsin for next year, and will continue his work in these subjects. He was editor-in-chief of the Daily Cardinal, the student paper at Wisconsin, this year.



FRED E. JOHNSTON,  
MEMBER EXECUTIVE COMMITTEE.

# INTERTYPE

You cannot afford NOT to buy an INTERTYPE.

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

You keep part of the profit in your pocket.

**NEW NAME ADOPTED**

**Organization to be Hereafter Known as Associated Advertising Clubs of the World.**

*(Editorial Correspondence.)*

Toronto has from time to time been visited by conventions which have stirred the city to a greater or less extent. It is safe to say, however, that nothing has ever roused the inhabitants of the Queen City of Canada to the extent that the ad convention now in session has done. The idea of a score of advertising men occupying Toronto pulpits has seized the imagination of Canadians to such an extent that there is nothing which the convention could ask of the city which it would not grant without question.

The general session Monday afternoon was a tremendous success. First came the consideration of the proposed new constitution. There was evidently some doubt as to the wisdom of changing the name of the association from its original title, "The Associated Advertising Clubs of America" to that of "The Associated Advertising Clubs of the World," which was first proposed by Mr. Dunlap of Chicago. The stirring address of Mr. Shuman of Chicago settled the matter in quick time.

In view of the magnificent success of the present convention and the wonderful addresses given by Dr. J. A. Macdonald and Sir Edmund Walker, at the mass meeting held the previous day, the speaker thought the time was opportune to launch out into the wider sphere to which the association was now called.

**MOTION CARRIED WITH ENTHUSIASM.**

The motion was carried by a large majority amid a scene of great enthusiasm.

Then came the matter of the new constitution. It seemed for a time as if the business of the afternoon was going to be choked by a mass of amendments to this document. Then S. C. Dobbs of Atlanta arose and in a spirited address swept the gathering with him. "In this program," said he, "you will find the proposed new constitution and by-laws. They have been under consideration by an able and honest body of men for the past twelve months. In fact the earnest work has been in progress for the past two years.

"When I look at this meeting and look back in retrospect for the past ten years my heart wells within me. I see pictures growing in volume and in character, and, best of all, the influence of the movement spreading through the civilized world."

The speaker pictured in glowing terms the magnificent convention which was now in progress, the finest in the history of the organization, and declared that the association, having outgrown its swaddling clothes, stood that day in Toronto in the full growth of manhood. The committee dealing with the constitution had worked untiringly and he wanted to pay a tribute to the men

who were cutting a suit of clothes to fit the great ad clubs of the world.

**DOBBS MAKES STIRRING APPEAL.**

"I ask you," said Mr. Dobbs, "to accept this constitution as it stands, because it is good enough for the convention, and therefore it is good enough for any ad club on earth."

The meeting was ready for the question when the speaker had concluded his address and when the president put the motion to the meeting there was a tremendous shout in the affirmative. "Thank you, Mr. Dobbs," said President Woodhead, "that seems to have put everybody off the map."

**PRINTER'S INK CUP CONTEST.**

Nothing like the contest for the Printer's Ink Cup has ever been heard or seen in Toronto. Representatives of competing clubs addressed the convention, setting forth their claims for the cup. The enthusiastic greetings which the speakers received from their supporting delegates in the shape of war-whoops, yells and calls made a never-to-be-forgotten scene. The contest brought out one orator of a high standard. He came from a small place called El Paso, which is stated to be somewhere on the border, and his name, R. E. Sherman. The flights of oratory to which the audience were treated aroused them to tumultuous scenes of enthusiasm, amid which could be heard cries of, "Give it to them."

The speaker told of the young club of which he was a proud member, down on the border, "where we do things and do them fast," said he, amid a roar of laughter. He declared that El Paso had been the dumping ground of every fakir and graiter who went across the trans-continental railway. "We started in to clean them up," said the speaker amid a hurricane of cheering, "and we won. We drove out the charlatan with the whip lash of public condemnation and we scourged them from the city. We next started in on civic matters and we did things."

**HOT EL PASO DINNERS.**

He referred to the dinners at El Paso as "the hottest, busiest and liveliest things you ever saw," and the gathering rocked with laughter. When Mr. Sherman's time was up there were loud cries of "go on" and he did go on to some purpose.

**MILNE TALKS FOR EDMONTON.**

Another splendid address was given by W. A. Milne, of Edmonton, Alta. The speaker told of the achievements of his club to a continual round of cheering. The work done among the children in "clean-up" day, the planting of 6,000 trees and the putting in of some 5,000 packages of flower seeds revealed a magnificent spirit on the part of the Edmonton Club and the gathering was not slow to appreciate the fact. The following clubs were entered for the trophy: New York, San Diego, Bridgeport, Minneapolis, Boston Pilgrims, Los Angeles, Des Moines, Toledo, Birmingham, El Paso, Nevada and Edmonton.

**WINS \$1,000 AD PRIZE.**

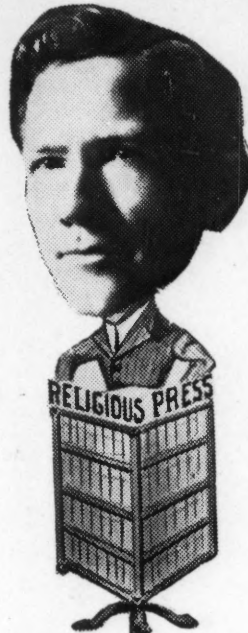
The awarding of the \$1,000 prize for the best essay on an advertising subject offered by Advertising and Selling, New York, was an interesting event. The winner was J. P. Beck, advertising manager of the Universal Portland Cement Company of Chicago. His subject was "Formulating a Winning Sales Campaign for Cement." Four men received honorable mention—R. W. Ashcroft, of Montreal; Thornton Purkis, of Toronto; Marshall Olds, of New York, and C. M. Wessels, of Philadelphia.

In the evening the delegates were taken for a moonlight trip on the steamers Cayuga and Turbinia.

During the afternoon session a message from the Duke of Connaught was read, extending to the delegates his best wishes for a successful convention.

**Indiana Newspaper Changes Hands.**

Eldie E. Troxell, Republican, of Greencastle, Ind., and Herbert L. Moore, Democrat, of New Albany, Ind., have bought the Madison, Ind., Democrat-Progressive and by agreement will continue its publication this campaign as a Progressive organ and will then make it independent.



JOHN RENFREW, LOS ANGELES, MEMBER EXECUTIVE COMMITTEE.

**HOLD DEPARTMENT SESSIONS**

**Many Papers Read at Tuesday Division Meetings.**

*(Editorial Correspondence.)*

TORONTO, June 23.—Tuesday was a busy day and the splendid program which had been provided for relaxation was enjoyed all the more by the delegates here. The beautiful grounds of Canada's Annual Exhibition run down to the water's edge and thousands of people watched with interest the flights of a Curtis flying boat and the carnival of water sports. Many yachts were entered for a race but the picture they presented was a dreary one for there was not a "capful" of wind. The various canoe, motor and eight-oared shells also provided a pleasurable means of passing away the time.

In the morning fifteen departments adopted standards of practice, which will be submitted for ratification at the general session to be held Thursday afternoon. William H. Ukers of New York, chairman of the committee, when interviewed with regard to the result said:

**STANDARDS OF PRACTICE.**

"These standards represent the most vital development in the advertising field and are the best contribution to the cause of better business yet made by the associated clubs. They are significant because through them all runs the idea of reciprocity, and of co-operation. There is no jarring note. Each department acknowledges that the others have a legitimate place in the advertising field and that while there may be competition, there can also be co-operation.

**IDEALS OF CONDUCT.**

"For the first time in the history of advertising we now have codes of advertising ethics by means of which the members of the associated clubs can gauge their own conduct and also that of their fellows. As Chairman Ellis, who first thought of these 'standards of practice,' has expressed it, 'These standards should be what the Ten Commandments have been to the Christian people for centuries.' They are ideals of conduct. While they may never be lived up to perhaps by any single practitioner of advertising they will, nevertheless, be to advertising what the Ten Commandments have been to society, a set of ideals towards which to work—the best standards of right action now attainable."

**DIVISION MEETINGS HELD.**

There were some seventy-five addresses given during the afternoon in the different departmental sessions. All of these sessions were well attended and the only jarring note was perhaps found in the Horticultural Building, a long building which had been divided

**WILSON GREET'S CONVENTION**

*During the Monday morning session the following message from the President of the United States was read by John K. Allen, Chairman of the Program Committee:*

THE WHITE HOUSE, WASHINGTON,

June 4th, 1914.

Felicitating the Associated Advertising Clubs on this occasion, which brings into friendly association so important a branch of the business interests of the two English-speaking communities of the Continent, I express the sincere wish that the Toronto Convention will result in still more harmonious and efficient co-operation, in bringing about entire frankness and honesty in business dealings and the elimination of false and questionable advertisements.

(Signed) WOODROW WILSON.

into three sections by canvas. Naturally the applause from the sections did not make the ones who suffered at the moment any too good tempered although, as one delegate good naturedly put it, "The other sections are just as interested in their papers as we are here and it is not fair to condemn them for what we do ourselves."

**MEANING OF TRUTH SEAL.**

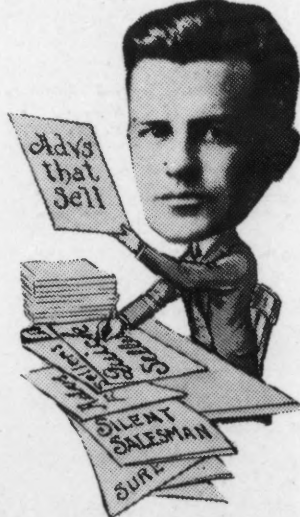
R. R. Shuman of Chicago, in the Advertising Agents' Section, gave an able address upon "What the Truth Seal Means to the Advertising Agents." The speaker declared that the advertising agencies of the United States and Canada had responsibilities in which they had been greatly remiss and, as a consequence, they had been charged with being marauders, freebooters, pirates, "out for the money" whoever suffers. The trouble was that the many suffered for the few and the only way was to purge their ranks so that they may stand before the world as men whose ideas of honesty and truth were so high that the average advertising agency might come into its own birthright.

Mr. Shuman made a vigorous onslaught on the fake piano, medical financial and land announcements, the local ads with their frenzy of exaggeration modelled after agency-made copy in foreign advertising. Publishers brought face to face every day with the "clean neighbor" clause will be forced to segregate all their fraudulent and indecent advertising into a "red light district" in their publication, he said; how long "Uncle Sam" or "Jack Canuck" would allow such a nasty mess to go through the mails or how long the public would permit it in their homes is a question that would face such publishers with very real force.

The speaker recommended the establishment of a National Bureau of Investigation which would work with the National Vigilance Committee and the city, State, national and postal authorities.



A. E. CHAMBERLAIN, CHICAGO, NATIONAL EXECUTIVE COMMITTEE FOR THREE YEAR TERM.



"FILIX" J. SHAY, OF BALTIMORE.

J. M. Dunlap of Chicago spoke upon "Possible Improvement Between Agencies and Publishers." The speaker stated that the discontinuance of agency house organs which solicit, or rather exact advertisements from yielding publishers, would be a step ahead. He advocated the enforcement on the part of every magazine publisher and every leading newspaper publisher of an agent's contract similar to that which exists between the Curtis Publishing Company and each of the agencies which it recognizes. There were hopeful signs of the improvement in the relationship with publishers. One of the best was the furnishing of extraordinary information.

In doing this the publishers were helping themselves and building business for themselves. The agents have also shown a desire to work cleanly and just as whole heartedly as the publishers. They had stopped trying to put the publishers on the rack at every opportunity; had stopped trying to bluff through the purchase of space at non-existent rates, and stopped telling the publisher they did not believe what he said about his publications.

There was a surprisingly large attendance at the general session in the evening at 8 o'clock at what was called Consumers' Night. President Woodhead was in the chair and the address of Christine Frederick of New York City upon "The Average Woman Consumer—the Jury to whom is directed two-thirds of the work of the Advertising Man" was received with much applause.

Gerrit Fort of Omaha gave an address upon "What Publicity Can Do For Transportation" and stated that one of the greatest aids to a better knowledge of the great health resorts of the continent was the campaign which had advertised these places and which had benefited both the people and the carrying corporations.

#### AGAINST ADVERTISING.

"Why don't you advertise?" asked the editor of the home paper. "Don't you believe in advertising?"

"I'm agin advertising," replied the proprietor of the Haysville Racket Store. "But why are you against it?" asked the editor.

"It keeps a feller too darn busy," replied the proprietor. "I advertised in a newspaper one time about ten years ago and I never even got time to go fishing."—From the Cincinnati Enquirer.

### 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.

### EXTRA! 400 CIRCULATORS AT SEA!! EXTRA!!

It's a fact—they sailed today. While they are away

#### THE DUHAN DISTRIBUTORS ARE ACTIVE

This is the distribution organization that has been sticking close to business in New York since 1892. During these 22 years we were not asleep when Opportunity knocked. Instead, year by year as the city "grows" we extended our operations, and today we make deliveries throughout the city and are backing up our distribution with a canvassing and inspection force. Now we are supplying several thousand copies of newspapers a day to the dealers in New York.

Now we can say that we have handled many millions of copies of daily newspapers and have upheld our end in any agreement we have made with newspaper circulators.

During these 22 years we have learned that it pays to furnish circulators the highest degree of efficiency in distribution and sales certain.

Tell us your distribution difficulties in New York and we will help you out. Write us today.

#### DUHAN BROTHERS

The organization that has made good since 1892.

Telephone: 8584 Beekman

TRIBUNE BUILDING, NEW YORK.

### VALUE OF THE TRADE-MARK.

It Lies in Its Individuality and Should be a Stimulant to Business.

The value of the trade-mark was discussed by Clowry Chapman, in a paper on "Profit Assurance." Mr. Chapman, who is permanent counsel to the New York Advertising Men's League, said, in part:

"The trade-mark is the rainbow of trade. Without it modern advertising could not exist, and without both there could be no standardization of values and prices—no profit assurance for the future.

"Mention advertising to a layman, and at once there will come to his mind the Victor dog, the Heinz pickle, the Gold Dust Twins and other symbols of this character. These, rather than dry facts, are the things which linger and give an advertisement power.

"But, serviceable as the trade-mark may become, it is seldom made to do its full work. Often, indeed, it is considered little more than an 'eye catcher,' and quite as often as but an incidental bit of typography.

"Because of this last attitude the trade-mark is often employed with a monotony which neutralizes its value.

"In some of its functions the trade-mark is often much like the sign at railroad crossings; and from the records of the service of those signs can be drawn a lesson of no little value to all users of trade-marks. One big railroad declares that in several years, out of a total of 32,079 cases, only 298 motor vehicles; wagons and pedestrians—not one in a hundred, all told—fully obeyed the warning; 'Stop, Look and Listen.'

"The fault heretofore has not been in the form of the old warning, but in the monotony of its use, the lack of variety in the means and manner of its display.

"All such matter, like every trade-mark, should be a stimulant—an irritant, I was about to say—active in meeting the diverting effects of other objects with which it is in competition.

"A trade-mark can never be too individual, nor can this individuality be made too well known. And it is in making this individuality known that we find that advertising is able to cope with unfair competition, to assure a continuity of profits to a degree not possible through any other means."

### WOODHEAD'S ADDRESS.

President A. A. C. A. Reviews Work Accomplished During Past Year and Tells of Intense Earnestness of the Members

President Woodhead's address delivered Monday before the convention of the Associated Advertising Clubs of America is in part as follows:

If the Associated Advertising Clubs of America had only accomplished one of its purposes, that of bringing together the advertising men of the various cities and States and provinces of this American continent it would still have been worth while.

And just think what progress we have made in this direction. It is only three years ago at Boston that we saw those brawny sons of Great Britain in their Highland costume march into Faneuil Hall, the cradle of American liberty, and join their American brothers in singing "God Save the King," and at that time when the suggestion was made that the 1913 convention be held in Toronto, there were loud murmurs of disapproval and talk that this was an American association—"let the foreigners come to us"—"let us keep the convention on American soil" and a lot of other similar talk which occasionally passes for patriotism. The unanimity with which Toronto was selected at Baltimore only two years later robbed that convention of its annual excitement.

And now comes the splendid news that last week in London the British advertisers' association was formed, with Sir William Lever, president; Chas. F. Higham, vice-president; John Hart, secretary, and our friend Burton, who was with us at Baltimore, treasurer. Mr. Higham in a letter to me says that this association will start out with at least eleven advertising clubs, the smallest membership of which is sixty and the largest 200. The total membership of the newly formed association is about 3,000.

And so it goes, and I hope we are near the time, if in fact it has not already arrived, when the name of this association should be changed to the Associated Advertising Clubs of the World.

#### HARD CONTINUOUS WORK.

This year of hard continuous work with all its strain together with some discomforts and some temporary misunderstandings has been to me a great privilege, a liberal education and a wonderful inspiration. I would not part with this experience for untold wealth. During this eventful year, I have traveled over 40,000 miles and have made over fifty addresses, an average of more than one a week, which in itself was a tremendous experience to one who heretofore had only been called upon to make an address once or twice a year and then only with much fear and trembling.

"The one big thing that has been impressed on my mind is that almost everywhere intense earnestness has grown out of the early enthusiasm, an earnestness which is rapidly making itself felt in the commercial life of this country. There is no comparison between the advertising clubs of a few years ago and the typical advertising club of today.

#### FACTIONS DRAWING TOGETHER.

"While the growth both in numbers and in enthusiasm has been wonderful, it has not been easy work; there have been and still are some earnest, sincere men who think we are wasting time and energy, accomplishing nothing worth while, and there are also a great many men who don't want anything accomplished. And so on the one hand were the impatient, critical friends of honest, efficient advertising, scoffing at what they felt was a lot of preaching and very little practice, overlooking the fact that without inspiration there could be no action. And on the other hand were the enemies of "honest, believable advertising," the men who believe in letting well enough alone. They looked on smilingly and patronizingly, confident in their own minds that we were just



A. M. BRIGGS,  
MEMBER EXECUTIVE COMMITTEE.

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

### In Good Company

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

#### Yesterday's Advertising

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

## The Globe

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

Net paid circulation for year ending May 31, 1914

151,560

Net paid circulation for May, 1914

180,117

## The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation of The Jewish Morning Journal for 99,427 four months ending April 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

# In Consolidation there is Strength and Profit

We have just completed at Bridgeport, Conn., a consolidation of THE BRIDGEPORT EVENING POST and THE BRIDGEPORT MORNING TELEGRAM, the two leading newspapers in a highly prosperous city of 125,000 population.

Bridgeport was "over-newspapered"—Every property in that splendid field was put to the whip in management.

The new company begins with 30,000 daily circulation at 2c. per copy; one of the best equipped plants in New England, housed in its own four-story building in the heart of the city.

Frank Bolande, now President of the new company and Editor-in-Chief of the two newspapers is known throughout New England as one of the most independent and fearless editorial writers of that section.

Mr. Bolande says of our services in making this consolidation:

Messrs. Harwell, Cannon & McCarthy, Times Bldg., New York, N. Y.

Dear Sirs:—I wish to express my hearty congratulations to your firm upon the successful termination of negotiations which have culminated in the consolidation of the Bridgeport Post and the Bridgeport Telegram. Mr. Harwell has impressed all concerned in this consolidation with his absolute fairness, indomitable perseverance and remarkable resource. He has been up against difficulties which would have dismayed a less able man, and I am frank to say that in my opinion the transaction could not have been made without his services. I am glad to say that not only has he succeeded in bringing about the coalition of the two leading newspapers in this field, but he has established a warm, personal friendship between himself and all the parties in this deal. I feel that in solving this problem, which was beset by countless obstacles on every hand, he is qualified to satisfactorily settle the most intricate newspaper proposition which could possibly be evolved.

With best wishes for the success of your enterprising firm, I am.

Very truly yours,  
THE POST PUBLISHING CO.,  
(Signed) F. W. Bolande, President.

Bridgeport, Conn., June 20, 1914.

These two newspapers had glowered at each other across a narrow street for years: A big accumulation of grievances in both offices: Of different political faith. Widely different policies in Business Management. Now they are fighting together for a common cause and their combined net earnings will be doubled. Think it over.

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

a lot of harmless good fellows, letting off a little surplus steam.

"Neither of these factions saw that the foundation of a great movement was being laid; that the prologue for a great play was being written.

"At Baltimore this prologue, our Declaration of Principles, was completed and read and it proved to be the climax the advertising audience had been waiting for, and with one enthusiastic unmistakable shout they bade the play go on.

"The keynote of the Baltimore convention was co-operation, so forcefully expressed in the now famous Declaration of Principles and still more forcefully expressed by the splendid men who composed that committee of committees, and whose efforts have resulted in giving us a more clearly defined purpose.

"Not all advertising mediums are ready to co-operate. There are still some prominent publishers, some prominent advertising agents and even some prominent advertisers who are not quite ready, but they are coming along.

#### WORK OF REORGANIZATION.

"We hope that as a result of the proposed re-organization, the new National Commission will work out such a plan as will be the means of placing the association on a firm financial basis, and thus enable it to carry on its work more effectively. The work of your association has grown to such magnitude that it can no longer be carried on effectively by the voluntary efforts of a few individuals. We need and must have a permanent business department to carry on the detailed work, and over and above all we need one or more field secretaries to travel around the country organizing new clubs, and, what is of still greater importance, to visit the existing clubs.

"Early in the year your officers and executive committee decided that the one big thing to be accomplished was to reorganize this association along such lines as would enable us to follow out

the recommendations of the committee of departmental committees unanimously endorsed at the Baltimore convention. The matter was discussed at considerable length at the first business meeting of the executive committee in Chicago last September. At that time a special committee was appointed to go into the whole matter thoroughly from every angle.

"This committee consisted of Douglas N. Graves, chairman; William H. Ingersoll, Herbert S. Houston, Stanley Clague and William C. Freeman. They worked hard and faithfully on this tremendous problem and presented their report at the meeting of the executive committee in New York in January. This report with some minor changes has been unanimously approved by your executive committee, and, together with the resulting new constitution, will be offered for your approval and adoption. It marked, or will mark, a distinct step forward and will, I firmly believe, be the means of building up their association into the most powerful business organization on this continent, or, in fact, in the world.

"Another important outcome of this new spirit of co-operation, and I think the direct result of the work of that famous conference of committees at Baltimore, is the formation of the Audit Bureau of Circulations, composed of advertisers, advertising agents and publishers, organized for the purpose of furnishing accurate data and information regarding the circulations of newspapers, magazines, agricultural, trade, technical, class and other publications. A great opportunity for good is afforded the Audit Bureau of Circulations and it is entitled to the hearty support of the Associated Advertising Clubs of America.

"I cannot close this resume of our doings without offering thanks to the various advertising publications of this country for the hearty support we have received at their hands. You will be gratified to know that the "Printers' Ink Cup" is to be perpetuated even if it

should be won by the same club three years in succession and thus become the permanent property of that club.

"Another valuable contribution is that of Advertising and Selling, the publishers of which have offered a prize of \$1,000 for the best essay on advertising to be contributed by members of this association."

#### THE SMALL RETAILER'S ADS.

##### Best Results Are Often Lost Through Lack of Knowledge.

The problems of the small retailer, including those concerning advertising, were reviewed in a paper by Harry R. Young, advertising manager of the Columbus (O.) Dispatch. As to advertising the small store Mr. Young said, among other things:

"Out of 11,143 small retailers in the United States who closed their doors in 1913, it is claimed over half of them did not realize the necessity of proper advertising and many of those who did were at times careless in the preparation of their copy, and they scattered their appropriation by going into every publication program or scheme presented, thus destroying the possible and profitable effects.

"Some small retailers advertise just because their competitors do—considering it a necessary evil. They buy space and prepare copy with just about as much pleasure as a child takes castor oil. It seems drudgery for them to furnish copy or even make suggestions to the advertising solicitor, who, I believe in many cases, would gladly assist in preparation of copy if requested to do so.

"Some retailers, when called upon for copy (according to contract) look up in disgust, saying 'I have been busy buying goods, taking care of correspondence, I haven't had time to write an ad. I have so many other things more important to do.' The result is the solicitor finally gets an order to repeat any old

ad and possibly a slurring remark, 'I may as well throw my money in the sewer.' Yet these self-same merchants wonder why advertising doesn't always pay.

"Advertising under such adverse circumstances cannot possibly produce a satisfactory measure of results for any merchant, be he large or small.

"When more than ten million women in this country shop daily, 90 per cent of whom are influenced through advertising to buy a certain article or go to a certain store, it behooves the small as well as the big merchants to wake up and give this part of their business proper attention.

"The big successful store is simply a result of organization made possible by concentration of capital, backed up by good and continuous advertising. The large successful merchant not only buys advertising judiciously but engages the best talent to prepare the right copy about the right merchandise at the right time.

"The competent, experienced merchant, whether large or small, is also shrewd in taking advantage of the advertising done by manufacturers of trademarked goods. He makes attractive show window and interior display, especially at the time certain trademarked goods are to be advertised in the newspapers or magazines. He also calls attention in his own advertising that his store sells nationally advertised articles. The incompetent or thoughtless merchant not only overlooks these opportunities, but goes so far as to offer patrons a substitute, thereby losing all the effects of a national advertising campaign."

The Madison Square Sun, Grand Rapids, Mich., and the Burton Heights Leader have been merged by Clare Mattison, owner of the former, and will hereafter be published as the South End Weekly. The Leader was purchased from the Patterson Printing Company, which will print the new paper.

## THE YEAR'S PROGRESS.

### Delegates Listen to Reports of Vigilance, Publicity and Educational Committees.

(Editorial Correspondence.)

TORONTO, June 24.—The general session held this afternoon brought out a large attendance, in spite of the heat that prevailed. The presentation of the work of the National Vigilance and Educational Committees was the chief attraction. The report of Harry D. Robbins, of New York, chairman of the Vigilance Committee, and the splendid addresses of E. L. Clifford, of Minneapolis, and R. R. Schuman, of Chicago, were warmly applauded.

"The Clean Up," as Mr. Robbins characterized one section of his address, was gratifying. "While I could give you plenty of detail," said the speaker, "it would take your time unnecessarily. Quite a number of newspapers and other media have switched over to the clean standard, while all along the line local committees have reported gradual improvement. Copy writers, also, have prepared their statements with more care. It is impossible to estimate the good that has been accomplished along these lines. It is sufficient to know that the standard of truth and decency prevail today. If there are still exceptions, they are in a hopeless minority, and, like other hopeless minorities, they must eventually pass into oblivion."

#### ONE HUNDRED CO-OPERATIVE COMMITTEES.

"At the present time there are seventy local committees in member clubs and about thirty committees under various names in no-member clubs and other organizations co-operating with us. We have, then, a vigilance committee system of about 100 co-operative committees, embracing an individual membership of over 600 men, scattered through the United States and Canada. A total of 648 cases were investigated during the past year, of which 379 were successfully handled by moral suasion and 42 cases were prosecuted in the courts. Of these 42 cases, 6 were lost or withdrawn, 12 are still pending and 24 resulted in convictions and fines." Mr. Robbins dealt somewhat exhaustively with the legislation enacted, pending and under discussion in the various states of the union.

A discussion followed the report of Mr. Robbins. One thing about the convention that must strike any visitor with admiration is the honesty of the delegates. Hard knocks are given and taken in the best of spirit. The convention loves a hard fighter and gives him unbounded support if he needs it.

#### JOE MANN STIRS 'EM UP.

The convention applauded J. M. Mann as he flourished a pile of newspapers and declared them to be the worst he had ever come across. He moved a resolution to the effect that the convention condemn the advertising of a special piano sale which was recently published in Baltimore over the name of the Kunkel Piano Company and in Washington over the name of the McHugh Piano Company, said advertising having appeared in the Baltimore Sun, News, American and Star, Washington Post and Times; that the Vigilance Committee write letters expressing the attitude of the convention to the dealers, manufacturers and newspapers concerned in the advertising; also that the Vigilance Committee convey to the respective national organizations of piano merchants and piano manufacturers its attitude on the question and its desire to assist these organizations in fighting all false advertising practices in the piano field. This met with the hearty approval of the meeting, but an amendment was proposed to send the resolution on to the Committee on Resolutions, which was done.

Mr. Freeman, of New York, somewhat resented the attacks that had been made upon newspapers and made a spirited reply. Mr. Freeman hit straight from the shoulder and asked the convention not to "lambast us too much or we won't

play ball." He said that the reason newspapers were accused of most of the sins in advertising was that the newspapers represented the greatest number of advertising mediums. "There are more clean newspapers in the United States," said the speaker, "than all the other mediums put together, and this is no reflection on any other publication. We are on our way to purity, and we are on our way fast. (Cheers.) Three days a week we tell our readers what food to eat and the other three days we tell him not to eat; as for the fake medicine man, ugh, we have killed him long ago. We are going to the top of the heap—the department store." The speaker held the meeting silent when he told of what the newspaper men assembled in Toronto had done that week. "One hundred of us have signed a document," he said, "and every man will do his duty to this association and to the community by good advertising, and we have pledged to enlist every publisher in the United States. We are not so narrow that we are not going to take a sinner and try and make a Christian of him. We want to come to you clean as an angel, and we are on the way."

#### IT PAYS TO BE DECENT.

E. L. Clifford, of Minneapolis, gave a delightful address upon "Clean Pages the Best Policy." The epigrammatic utterances of the speaker drew the unstinted applause of the audience, and he was listened to with marked attention:

"It always pays to be big and decent and square," he said. "There is an army of chocolate soldiers in the United States shooting bon-bons and not real cartridges; they fill their newspapers with lovely editorials and rotten advertisements; they are cheating themselves at solitaire."

The speaker made a slashing attack upon the advertisements of unclean newspapers. He told of the multitudinous promises they made. They develop your bust and bust your development, he remarked, amid a roar of laughter. The reason for this is found in the fact that the people stand for it. You can protest a newspaper into cleanliness. You do not think of buying soiled clothes and yet you buy a soiled newspaper; the greatest newspaper is the paper that has the confidence of the home, and you can get that kind if you go about it.

#### CLEAN HOUSE FIRST.

R. R. Shuman, of Chicago, gave a spirited address upon the obligations of the A. A. C. and the duties of the members as club units and individuals. It was the duty of every club to clean house first, for itself, and to drive out any member who did harm in any form. They were first, of course, to try and show the member the folly of his ways and when all had failed to put him out. He suggested an excellent maxim for those writing copy, in the form of a question, as follows: "If I myself were to act upon the suggestion, would I be a gainer or a loser." He declared advertising to be too vast a power to be injured by a vicious minority.

A pleasing ceremony was performed by the president, William Woodhead, when, on behalf of the National Vigilance Committee, he presented a beautiful cane to Mr. Robbins.

Richard R. Waldo, of New York, presented the report of the General Publicity Committee. He recommended that next year the chairman of the General Publicity Committee follow the chairman of the Programme Committee's general request for manuscript by a letter to the prospective speakers, asking them to furnish digests of their speeches. In addition this, the chairman of the General Publicity Committee should send a copy of the programme to every trade publication and ask it specifically exactly what manuscripts or speeches it desires. This would save hundreds of dollars in blind copying work and lighten the labor to an infinite extent of both the Programme and General Publicity Committees. The present system of distributing speeches to the daily and trade press is very faulty, and, as a result, the cause suffers and does not get the right publicity.

The presentation of the Printer's Ink Trophy to the winning club, Los Angeles, was an interesting event. The trophy was won by Los Angeles. Mr. Wilson, of Los Angeles, was hardly able to speak at all in returning thanks for the cup, but he had sufficient nerve left to declare that if any club wanted to take the trophy away from the coast in the future they would have to go some.

Chairman Stevenson then presented a small cup to Mr. Sherman, of El Paso, as an award for the best oratorical effort. Mr. Sherman gave a scintillating talk and advised them all to "come down to El Paso."

J. S. Potsdamer, of Philadelphia, presented the report of the Exhibit Committee and told of the splendid success which had attended their efforts, which was strikingly shown in the display at the exhibition building.

Delegate Cherry, of the Nomination Committee, read the following names, nominated by the National Committee to serve on the new Executive Committee: E. T. Meredith, Iowa; W. C. D'Arcy, Missouri; T. R. Gerlach, Illinois; H. S. Houston, New York; W. H. Lee, Connecticut. The following names, nominated by local clubs, were ratified by the committee and will be submitted to the convention tomorrow for approval: A. E. Chamberlain, Illinois, three years; F. H. Rowe, Canada; A. L. A. L. Schuman, Texas; J. Renfrew, California, and E. J. Shay, Baltimore.

At a meeting of the Nomination Board, Chicago was chosen as the place of meeting for next year.

## ENTERTAINMENT AT TORONTO.

### Military Tattoo Crowning Feature of Week's Round of Pleasure.

The entertainment features provided by the Toronto Ad Club were varied in character and were sufficiently numerous to keep the visitors busy when they were not tied up by the sessions of the several departments or by the meetings of the general body. On Monday evening a Moonlight Trip on the Bay gave the delegates much pleasure. Two steamboats were provided and as they sped over the waters of Lake Ontario they listened to music by a band and an orchestra.

An excellent programme of water sports was provided on the lake front on Tuesday afternoon by the Aquatic Clubs of Toronto. These consisted of yacht races, canoe races, motor boat races and races for eight oared shells. Bruce Ridpath and Reginald Blomfield gave an exhibition of trick canoe work. A novelty was a race between Curtis Flying Boat and a hydroplane. The programme brought to the Exhibition grounds a crowd of several thousand people from the City.

On Wednesday evening the visitors were entertained by a Military Tattoo. This feature was the crowning entertainment of the week. The scene presented as the soldiers went through their maneuvers and sports of various kinds was a charming sight. A military camp in operation was shown. Trumpeters and buglers sounded "first post" after which masked bands and torch bearers advanced in line to slow march and returned to camp. A ceremonial drill by picked men of the Forty-eighth Highlander Trooped to colours of the United States of Canada and Great Britain. The show wound up with sports of various kinds, and fireworks.

The women of the delegates were kept busy by numerous entertainments provided for them. Monday afternoon they were taken to the Lambton Golf and Country Club in automobiles where luncheon was served. On the return trip to the City they were driven through the principal residential quarters and business streets. On Tuesday a large party of women left by steamer for a trip to Niagara Falls. Wednesday afternoon they saw a performance of "Bunty Pulls the Strings" at the Royal Alexander. The ladies of the Boston delegation acted as hostesses at a tea held at the King Edward Hotel, and late in the afternoon the entire party was entertained by the City Dairy Co. at tea.

## ELIMINATION OF FALSE ADS:

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

The important subject of eliminating false and misleading advertisements was treated in a paper by J. J. O'Neill, of the advertising department of the Manchester (Eng.) Guardian. After commenting on the effort being made in England and America to make the advertising columns healthy and clean, he said, in part:

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

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

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

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

"The fraudulent advertiser could be prosecuted on at least two pretexts—either at the hands of the aggrieved person who responded to the advertisement, backed up, of course, by the advice of the subsidized lawyer, or by the newspaper concerned, on the ground that the advertisement being a tissue of lies, had secured insertion by false pretences. The fund need not be one of great dimensions. It would be rarely called on after the first few years of its existence, but its presence would suggest an all-powerful instrument that would act as a certain deterrent to fraudulent advertisers and gentry on the ramp."

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

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

### Ohio Paper's Plant Burned.

Fire of unknown origin destroyed the plant of the Caldwell (O.) Republican Journal Sunday, causing a loss of \$6,000, partially insured.



**PACIFIC AD MEN MEET.**

**R. S. Bisby Elected President at Annual Convention in Vancouver, B. C.—More Than Five Hundred Members Attend Session of Three-Day Gathering—Interesting Addresses Keep Attending Delegates Busy.**

(Special Correspondence.)

VANCOUVER, B. C., June 13.—With perfect weather conditions throughout, the three days' convention of the Pacific Coast Advertising Men's Association came to a close here today after the unanimous election of R. S. Bisby, Secretary Chamber of Commerce, Long Beach, Cal., as president for the coming year. The convention was acknowledged by all to have been the most successful gathering ever held since the formation of the association eleven years ago.

The ad men from the South, 400 strong, arrived on the boat from Seattle on the morning of June 11. They were met by fifty of the Vancouver Ad Club, and conducted to the Hotel Vancouver. Cities all down the coast were well represented: Seattle, Spokane, Portland, Tacoma, Sacramento, Oakland, San Francisco, Los Angeles and San Diego. Real live wire members from all these clubs attended.

**MAYOR PRESENTS KEY OF CITY.**

After breakfast at the Hotel Vancouver the convention was opened and an address of welcome given by the mayor, when the key to the city was presented to the president of the P. C. A. M. A., A. J. Clark, of Portland. After Mr. Clark's opening address the convention got down to business, and the following addresses were given: Joseph M. Blethen, business manager of the Seattle Daily Times, "The Mission of the Ad Club." Mr. Blethen gave many instances of the splendid work being done by the ad clubs.

Marshall N. Dana, of the Oregon Journal, Portland, was down for a paper on "How to Maintain Interest in the Ad Club." As Mr. Dana was unable to attend, his paper was read by T. A. Benedict. One of the best means of keeping up interest, Mr. Dana pointed out, was by the rotary plan of electing officers, making each member an officer for a short time so that each had an opportunity to give the club the benefit of his best work.

E. R. Anderson, of the Fidelity National Bank, Spokane, spoke on "Utilizing the Ad Club Spirit," and showed many ways in which a city profited by the work of the ad club. Dr. Walter J. Briggs, associated editor Vancouver German Press, gave an address on "Attracting Foreign Capital to the Pacific Coast." One of the main points brought out by Dr. Briggs was the different view point of different nations.

**FAKE ADS DRIVEN FROM CITY.**

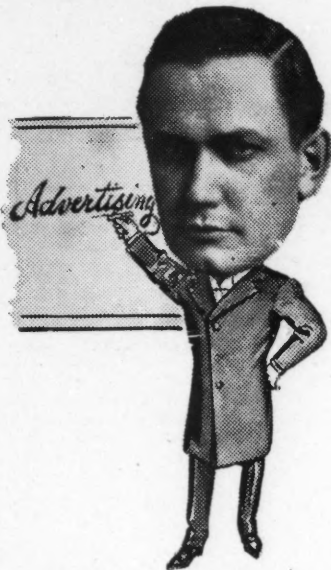
After a luncheon tendered by the Rotary Club a short time was given up to speeches and music by the Portland Ad Club Quartette, and Seattle Wagner Band. The afternoon was spent by the delegates and ladies in a delightful automobile trip to one of Vancouver's beauty spots, Capilano Canyon. In the evening entertainment was provided at the Horse Show Building in the form of the Pageant Theatricals.

Friday morning R. W. Holland, president of the Vancouver Ad Club, was the first speaker on the program. He was followed by R. E. Bigelow, president of the Spokane Ad Club, on "The Right Kind of Advertising Censorship." Mr. Bigelow pointed out that with proper censorship in advertising all fake and get-rich-quick schemes are eliminated from a city, by having all plans for advertising submitted to the committee for approval. Plans not approved were not branded as fakes, but merely turned down by the committee.

Ernest McTaffey, secretary Bureau of Provincial Information, Victoria, took as his subject, "How a Government Sells Its Wares, or What Figure a Government Cuts in Advertising." A

government, Mr. McTaffey explained, is just an immense business, which, to be a success, must, like every other successful business, advertise, and advertise truthfully.

James Findlay, honorary president of the Vancouver Ad Club, was next called. To Mr. Findlay much of the credit is due for the successful carrying out of the plans of both the pageant and convention. George H. Stone, Ta-



MAC MARTIN, MINNEAPOLIS, MEMBER EXECUTIVE COMMITTEE.

coma, gave a very interesting and instructive address on "Stopping the Leaks." Many of the leaks in advertising were pointed out and remedies suggested. The evening newspapers were generally admitted to be the best medium for department stores and other stores selling food stuffs, clothing, shoes, etc.

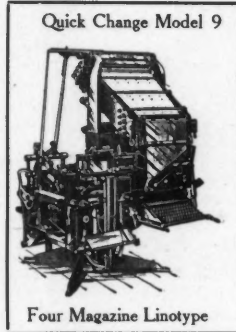
**MAIL ORDERS MADE EFFECTIVE.**

Jess I. Lubin, director, Weinstock, Lubin & Co., Sacramento, read a paper on what is becoming more and more a great factor in trade, "Mail Order Advertising." Mr. Lubin has had a wide experience in mail order work and pointed out many of the difficulties in a mail order business as well as some of the common defects in many systems.

Mr. Lubin is advancing a plan whereby the ad clubs of the different cities secure information such as mailing lists, class of prospects, and other data from concerns using them and act as a clearing house for this information to all houses interested, thus cutting down considerable waste in mail order work. A. H. Wilkins, promotion manager Janss Investment Company, Los Angeles, speaking on "Advertising Media," recommended close analysis of both product and media in advertising. "Vigilance Work" was briefly discussed by several of the delegates. Walter H. Evans, Portland, cited several instances in his own city where the vigilance committee had put "ache" in the "fake" advertisement. After lunch the ad men were conducted to the specially erected grandstand to view the pageant parade. This was about seven miles long, and included floats by the business men, different nations and lodges, as well as pioneer days. An automobile trip around Stanley Park, Vancouver's immense playground, and around the Marine Drive concluded the afternoon program. Part of the evening was taken up by the Sacramento Ad Club "stunts" in the Convention Hall, after which a civic banquet was tendered to the delegates and ladies at the Hotel Vancouver.

The last day found much heavy work to be done. "Selecting Media on a Business Basis" was the subject treated by A. H. Wilkins, Los Angeles. Mr. Wilkins claims the day is fast drawing to a close when quantity circulation will be the big factor in buying space. Arthur J. Brunner, Advertising Association of

**"SAFETY FIRST"**



Should be just as important a consideration to a Publisher making an investment in composing machines as it has come to be to the traveler on the sea.

**THE LINOTYPE**

is built up to a standard, not down to a price. Its quality and efficiency cannot be successfully attacked.

It is a safe and sane investment.

Can you afford to take chances with any other kind?

**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

San Francisco, gave a short paper on "Photography in Advertising."

After a business session the delegates and ladies were taken by automobile to New Westminster, where a luncheon was served, then to inspect the immense Fraser Mills, with a daily output of 1,000,000 board feet of lumber. Port Coquitlam was the last place visited. Many of the delegates here boarded the special cars provided to take them through to the convention at Toronto.

B. A. TEDFORD.

**A. B. C. IS GROWING RAPIDLY.**

**New Quarters Obtained in Chicago and Membership List has Increased.**

The Audit Bureau of Circulations now has headquarters in the Railway Exchange Building, at the corner of Jackson and Michigan Boulevards, Chicago. The bureau now has 721 members, the new membership between June 1 and June 20 including the Buffalo (N. Y.) Morning Express, Jamestown (N. Y.) Morning Post, Walla Walla (Wash.) Union, Kalamazoo (Mich.) Gazette, McCall's Magazine, New York City; Albert Frank & Company, advertising agents, New York City; the Centaur Company, New York, and Montgomery Ward & Company, Chicago, advertisers.

F. H. Squier, of the Pabst Brewing Company, Milwaukee, has been elected chairman of the Data Committee, succeeding O. C. Harn, of the National Lead Company, of New York, whose work on other advertising committees compelled him to decline appointment on this one. Arthur D. White, of Swift & Company, succeeds Mr. Harn. A. E. Stevens has been appointed chief auditor of the bureau.

The sixty agricultural members of the bureau have effected a permanent organization for the purpose of promoting the interests of agricultural advertising and for effective co-operation in the work of the bureau. This associa-

tion has been named the Agricultural Publishers' Association. The officers are: President, Burrige D. Butler, Prairie Farmer, Chicago; first vice-president, W. A. Whitney, Phelps Publishing Company, Springfield, Mass.; secretary, F. E. Long, Farmers' Review, Chicago; treasurer, C. C. Rosewater, Twentieth Century Farmer, Omaha, Neb.

**New York Mail's Prizes Awarded.**

The New York Evening Mail's Book-lovers' Contest awards were made on June 22. Prizes were given to 125 men and women. The first prize, \$1,000 in gold, went to Daniel J. Wilson, of East Pleasantville, N. Y., a clerk in the New York Custom House. Mrs. Emily Trier Cornell, wife of Charles Cornell, a New York advertising man, won an automobile valued at \$1,000. The other prizes ranged from \$750 in gold to sets of books. The judges who awarded the prizes were: Dr. Katherine Bement Davis, Commissioner of Correction; Thomas W. Churchill, President of the Board of Education; Marcus M. Marks, President of the Borough of Manhattan; Dr. Christian F. Reisner, pastor of Grace M. E. Church; Representative Walter M. Chandler.

**Manchester Mirror's Representatives.**

The Manchester (N. H.) Mirror and American, published by the John B. Clarke Company, have recently appointed the G. Logan Payne Company, with offices in Chicago, New York and Boston, their foreign advertising representatives. The Manchester Mirror has been published for over seventy years, and for nearly sixty years owned and controlled by the Clarke family. Willis C. Patten has succeeded the late David Scannell as advertising manager of the Daily Mirror and American and the Weekly Mirror and Farmer. Mr. Patten has been with the Mirror since 1896, first as circulation man and most of the time since 1898 as local advertising solicitor.

## WHAT A. A. C. A. MEANS.

Significance of the Movement Inaugurated by Advertising Clubs to Promote Higher Business Ethics and Fair Play.

BY FRANK LE ROY BLANCHARD.  
(Prelude to Lay Sermon delivered at the Showbourne Street Methodist Church, Toronto, Sunday, June 21, 1914.)

To-morrow there will assemble in your city men who spend several hundred million dollars a year in advertising. They are coming here at the invitation of the citizens of Toronto to take counsel together on the best methods of serving you—the public. They have undertaken a mighty work—that of driving from the temple of advertising the liars, the fakers, the swindlers, and those who seek to blast the lives of the innocent.

Every evening this week you will see displayed on the roof of one of your business buildings a great electric light sign reproducing the seal of the Associated Advertising Clubs of America with its central word, "Truth," flashing its message forth into the night.

The 10,000 members of the organization, which is the largest association of advertising men and women in the world, are pledged to this declaration:

"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 our dealings, to the end that our mutual relations may become still more harmonious and efficient."

### DRIVING OUT THE LIARS.

Through its own Vigilance Committee and the vigilance committees of the 158 clubs composing its membership, it has secured the passage of laws in nineteen States, making it a criminal offense to publish misleading, untruthful or fraudulent advertisements. A number of violators of these laws have been prosecuted and punished by the imposition of fines. The result has been that advertisers are more careful than ever before to tell the truth in their announcements.

Many of the publishers of newspapers, magazines and other periodicals have voluntarily put up the bars against all kinds of objectionable advertising. They have taken the position that it is their duty to protect their readers against all attempts made by unscrupulous men to rob them of their money. This attitude, it seems to me, is directly in line with the Scriptural injunction, "Do unto others as ye would that men should do to you."

### SCHEMES OF FORMER YEARS.

In former years a certain advertising license existed under which merchants and manufacturers with articles to sell felt warranted in making statements in their announcements that were not in accord with the truth. Men of high standing in business, social and religious circles did not feel that they were doing anything dishonorable in exaggerating the value of their goods or in claiming for them qualities they did not possess. To say, for instance, that a garment offered at \$5 was worth \$10, when, as a matter of fact, \$5 represented the actual value, was not lying, but just a pleasant way of jollying the women into a belief that they are getting more for their money than they really were.

### POWER OF TRUTHFUL ADS.

I need not tell you that, thanks to the activities of members of the Associated Advertising Clubs of America, untruthful statements in the advertising columns of newspapers or magazines are no longer regarded as excusable. In fact, you, the public, now demand that those who seek your patronage shall tell the truth in their business announcements and insist that those who deliberately deceive you are no better than any other kind of swindlers, even if they do run big department stores.

Advertising is the greatest force in modern business life, but it cannot reach its highest degree of efficiency unless it is kept clean, truthful and dependable. It is gratifying to those of us who have been trying to place the business on a higher plane, to note what has been



ADVERTISING CONVENTION SCENE AT TORONTO.

accomplished during the past few years.

I am sure you will agree with me that newspaper columns are cleaner than they have ever been before; that the statements made by general and local advertisers are more believable, and, therefore, that you are more easily influenced by them than formerly. To win your confidence and your continued support is the golden prize for which every merchant is striving.

### BUSINESS FOUNDED ON CONFIDENCE.

The entire structure of business is founded upon confidence. Without it, there would be no such thing as financial credit, no insurance or trust companies, no banks, in fact no business organizations of any kind.

So you see how important it is that those who engage in the promotion of business by advertising should do everything they can to establish a kindly feeling between themselves and their customers. The only way that they can win the confidence and good will of the public, is by square dealing. This means avoiding exaggeration and telling the truth about the articles they have to sell.

A responsibility also rests upon your shoulders, namely, that you aid in the work of purification by withholding your patronage and co-operation from those merchants who do not tell the truth about their goods and bestow it upon those who are honest and straightforward.

The Associated Ad Clubs of America is, therefore, doing a noble work because it is quickening the consciences of business men and is making them feel that the public is no longer to be regarded as the legitimate prey of polite thieves and swindlers, but as a body of men and women who are trying to be treated as brothers and sisters of the great human family to which we all belong.

### ADVERTISING ADVERTISING.

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

Choosing as his subject "Advertising Advertising; with Particular Reference to Work in This Direction by the Canadian Press Association," William Findlay, manager of the Ottawa (Can.) Free Press, told at length of the success of two campaigns made and of a third now being waged by the C. P. A. for advertising.

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

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

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

Among other things, Mr. Findlay said:

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

"When we advertise our advertising it is not done primarily for the good of the advertiser. We make use of the advertiser in the process, and he may get some incidental benefit: but the effort is made on behalf of ourselves. We are manufacturers of white space, of more or less value, and we advertise our product with just the same object as any other advertiser. We may as well be frank about it."

### ADVERTISING BY "MOVIES."

#### How Motion Pictures Have Become a Force for Publicity and Selling.

Motion pictures as an advertising force were given recognition for the first time in the history of advertising associations by the A. A. C. A., when, besides a showing of industrial films by national advertisers, Arthur N. Smallwood, of the Smallwood Film Corporation, of New York, delivered an address on "Moving Picture Publicity in Advertising and Selling." Mr. Smallwood's address was illustrated by a chart on which, as it was thrown on the screen, he pointed out the various divisions of the moving picture problem and how each phase of the application of the motion picture to advertising had been successfully worked out by national advertisers.

"Indirect Selling" or "Educational Publicity," was the first division of the subject, and later he took up the question of "Direct Selling" by means of film catalogues, film samples, and the portable projector. He touched on the way of dealing with films to advertise a product or a service; scenic subjects for towns, railroads, steamships, etc., educational films showing plants and processes for other advertisers; comedy or dramatic plays for other classes of products to be exploited.

"I believe," said Mr. Smallwood, "that anything can be successfully advertised by this means. We have a list that begins with 'automobiles, accident prevention, building construction, banks, churches, cities, colonization, drugs and toilet articles, education, efficiency and expert trade,' and that ends somewhere down the column with 'real estate, railroads, steamships, superior manufacturing facilities, sanitary methods, sporting goods surgical operations, science, stocks and bonds, textiles, trademark campaigns, temperance, town sites, tobacco, wearing apparel.'

"You may use a motion picture to advertise a community, a city, a State, a nation; a product, a service, a business, a manufacturing plant; a person, a corporation, an institution or organization; an idea, a public measure or propaganda."

Mr. Smallwood gave examples of national advertisers to illustrate each division of his subject, a list of cities and railroads, manufacturing concerns of every branch of trade, public service corporations of many kinds, and even instanced the use of Uncle Sam in making of motion pictures of the United States army and navy to help recruit men to the service.

### CONSUMER AND ADVERTISING.

#### The Man Who Buys Wants Something More Than Mere Truth in Ads.

"The Consumer's Interest in Advertising" was treated in a paper by Paul T. Cherington, of the Harvard Graduate, School of Business Administration, of Cambridge, Mass. In a logical way he showed that the consumer's interest in advertising goes beyond mere truth. He said:

"Advertised goods are not merely merchandise. They are merchandise plus a quality guarantee, plus a modified demand, plus a reasonable expectation that the distribution system developed by the producer will make it possible to secure the goods whenever they are wanted.

"Advertised goods are those about which claims are made and responsibility is assumed, and it follows that advertising is an attempt to change demand. It involves two responsibilities—one for the advertiser and for the consumer himself. If he is to retain his position as a free agent in purchase, it is not only desirable but entirely necessary for him to sift all claims, to make every feasible test of quality, and to watch carefully all price statements for the purpose of punishing any misrepresenter by turning his own weapon upon him. The consumer holds the future of advertising in the hollow of his hand and he is beginning to realize it."

Mr. Cherington's paper defined at length the consumer's new ideas of value, the growing resentment of fraud, how the consumer pays annually in the United States an outlay of from \$600,000,000 to a billion for advertising, the social and economic effects of this vast publicity, and other interesting phases of his subject.

In conclusion, Mr. Cherington said:

"To summarize, then, advertising is not a thing of itself, but is an integral part of selling. Sometimes it represents improved selling and sometimes it does not.

"It carries with it new responsibilities for the advertiser and the seller, and it also carries with it new responsibilities for the consumer. The consumer is learning that if he is to preserve his ability to spend his money wisely, he is obliged to use advertising as a weapon for himself instead of allowing it to be used as a weapon against himself.

"The day of continued success of dishonest advertising is past. But more important still is the fact that the consumer is rising and will continue to rise to smite the advertiser who induces him to buy to his own hurt.

"Truth in advertising has come.

"Before the advertiser, now, looms the need for being sure that his advertising is not merely true. His next need is to be sure that it is of real service."

**NEWSPAPER'S TRUE FUNCTION.**

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

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

"Success, it must be borne in mind, must be measured not by the mere number of dollars per year *net*, but by the degree to which the particular newspaper has attained the measure of success that is within its range of possibility. Let me further emphasize the fact that there are many very successful newspapers in smaller cities and towns that render a service to their communities that is invaluable. Here is found the real gatherer of local news.

"As we analyze these highly successful newspapers we find them to be of widely diverging types in their mechanical appearance; in their methods of gathering and presenting the news; in their particular brand of politics and in the degree of vehemence with which they present their editorial expressions of opinion. On the other hand, these highly successful newspapers are coming more and more to be strangely alike in their adherence to the few fundamental principles, which, in my judgment must underlie every worth while effort to build a newspaper that shall be truly great and that may by any possibility meet with a large success.

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

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

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

"When the present Postal Law requiring the statements of ownership and circulation was passed by Congress, publishers generally felt that it was an in-



C. W. McDIARMID,  
HONORARY PRESIDENT TORONTO AD CLUB.

vasion of private rights, but that on the other hand it gave publishers who for years had insisted upon government inspection and supervision of the great corporations an opportunity to prove that newspapers rightly conducted have nothing whatever to conceal as to responsible officers, owners, indebtedness, if any, or the net paid circulation.

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

"In summing up the subject assigned by your committee, 'The True Function of the Daily Newspaper,' I wish again to emphasize the cardinal points: (1) Print all the worth while news. (2) Print it without bias. (3) Print it with a sense of responsibility. (4) Print all the legitimate advertising that good business methods can gather. (5) Print regularly a detailed statement of net paid circulation. (6) And the very pith of it all is sincerity, alike to our advertisers and our readers."

**CLEAN PAGES BEST POLICY.**

**Truthful Ads a Paying Investment Declares E. L. Clifford.**

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

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

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

unclean—invariably. She is driving the slovenly, irresponsible merchant out of business, and she will drive the slovenly, irresponsible publisher out of business.

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

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

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

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



F. C. MacKAY,  
SECRETARY-TREASURER TORONTO AD CLUB.

"The clean newspaper goes to the clean home, where it is as welcome as a life and blood member of the family. And the clean home wields the sceptre that makes or breaks a newspaper or any other kind of a business."

**AGENT AID TO ADVERTISER.**

**Advertising Manager Tells How the Buyer of Space Should be Helped.**

The relations between the advertiser and the advertising agent was the subject discussed by George W. Hopkins, vice-president and general sales and advertising manager of the Loose-Wiles Biscuit Company. He started by saying:

"The advertiser is like the athlete who has won his first race. He has had a taste of success, feels the power that is within him and the desire for further development. He does not want simply leg or arm or chest development, but all-around scientific training."

After condemning "too many frills" in the way of elaborately furnished offices and too much ceremony in receiving clients, Mr. Hopkins said:

"The advertiser comes for advice. He

is gun shy and critical. He doesn't want a dinner engagement followed by a theatre party thrown at him the first hour. Those can follow later in their right plan, part of the time from the agent and part of the time at the invitation of the advertiser, the same as any other business. Let him talk and tell his story before presuming to advise.

He knows his business better than you and likes to talk about it. He likes to feel he has the brains of an organization behind the advice you give him.

"Keep the confidence your advertiser reposes in you. Keep it as sacred as a doctor or lawyer keeps the confidence of his patients and clients. So many times things leak out in a boastful talk or paper that lose you the entire belief of your advertiser. He must tell you much that few know. He must strip off all the bluff and you must keep his confidence.

"Like all the rest of human nature, Mr. Advertiser is susceptible to attention—clippings about something connected with the advertiser's business that don't cost anything; some plan, product or idea passed along for the good of the order and not for cash."

**MAIL PIECES SMOOTH WAR.**

**Charles W. Hoyt Shows Advantage of Preliminary Circular Work.**

Charles W. Hoyt of New York spoke on "Mail Pieces in Advertising and Selling." He illustrated the advantage of covering a field with circulars before the arrival of traveling men. Suppose, he said, the sales manager and the advertising manager of a coffee house are putting up a package coffee under a brand and entering new territory. An advertising campaign is laid out between Buffalo and Albany.

A list of possible buyers including 5,000 names is made for the mailing department and placed in duplicate or triplicate for the use of salesmen. They are directed to return one copy of each to the mailing department with notations and omitted names. It is agreed that \$125 a year is the average purchase and \$'5 the profit on that amount of coffee.

"Going ten times to these 5,000 names would mean 50,000 calls," he said. "At 1 per cent of answers each time would give fifty answers or 500 answers from ten mailings.

"In order to pay the expenses of this mail series we absolutely must sell fifty of them. If we do that the publicity has been paid for. But we are not running this thing merely to break even. So let us look at the 500 inquiries of which we have sold fifty. What are the 450 leads worth to you?"

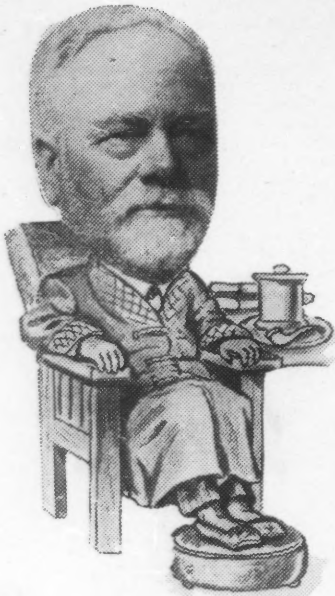
"We had originally 5,000 merchants to whom we went ten times and from whom we had 500 answers and fifty have bought. This leaves 4,950 merchants who have received ten strong, clean-cut sales talks about your coffee. You have heard from a few of them but the majority you have never heard from, but which have heard from you."



LOUIS D. RAY,  
CHAIRMAN OF THE FOREIGN DELEGATES COMMITTEE, TORONTO AD CLUB.



WILLIAM G. ROOK,  
PRESIDENT TORONTO AD CLUB.



MANLY M. GILLAM,  
CHAIRMAN RETAIL DEPARTMENT.

**CO-RELATING ADS AND SALES.**

**Real Purpose of Campaign Should be More Than Immediate Business.**

Introducing his address on "Co-relating Advertising and Sales," V. L. Price, president of the St. Louis Advertising Men's League, and vice-president of the National Candy Company of St. Louis, said:

"One of the great dangers in undertaking an advertising campaign lies in placing too much importance upon advertising as advertising, and too little upon its real function in its capacity as a sales help, and its necessary relation to the sales efforts which must go with it.

"I dare say that if we knew the number of advertising failures which were due to lack of sales co-operation with the advertisers and the number of advertising successes that would give examples of insufficient or mediocre copy poorly placed, being pushed on to success through the force of sales ability and co-operation, we would stop to think more seriously of the relation of advertising to selling.

"There is no doubt as to the value of advertising properly used, nor can there be any doubt but that advertising is one of the most productive sales forces a salesman can possess; but much good advertising is suffering in its productiveness through neglect of proper use of it and co-operation with it on the part of the sales force and the dealer.

"One of the principal thoughts behind advertising plans should be the effect

the advertising will have upon the salesman's efforts and results.

"Will it uncover new prospects for him by inquiry or call?

"Will it arouse greater interest on his part and thereby increase his efforts?

"Will it give him an added selling argument?

"Will it produce ways and means of gaining more earnest and more thorough dealer co-operation?

"These are all vital questions, which advertising must answer to justify fully its cost and purpose."

**UNTRUTHFUL ADS PERPLEX.**

**E. J. Mehren Points Out Difficulties of Trade Press Ethics.**

E. J. Mehren, editor of Engineering Record, read a paper before the Trade and Technical Press meeting.

"On the 8th of May, this year," he said, "the New York Trade Press Association adopted a code of practice, the fifth principle of which says that the published should pledge himself 'to decline any advertisement which has a tendency to mislead or which does not conform to business integrity.'

"The dividing line between truthful and untruthful copy taxes the ability of even the technically trained, and sometimes raises questions impossible of determination upon the basis of the facts available or obtainable. Technical copy in many cases can only be accepted or rejected by the technical man—obviously the editor.

"The publisher cannot dodge the responsibility of safeguarding his subscribers. Even if common honesty did not demand it the movement of the times would force it upon him. As was to be expected this is having a reflex influence. The public is beginning to insist that advertising be honest, and is demanding that laws be passed to make fraudulent advertising punishable by fine and imprisonment.

"You who are advertisers and have not adjusted yourselves to the new views, in whom long practice and boundless enthusiasm leads to statements not warranted by the facts, you, too, need to ponder carefully, in my judgment, the difficulties I have presented. Of course the publisher can say, regardless of your feelings, that your copy will not be run and you in turn can in anger withdraw your advertising, but such action is not for your interest or for his.

"If his paper is a worthy representative of the industry you need it, and if your product is a meritorious one the industry needs you. Therefore am I as an editor solicitous that you shall sit in with an open mind when danger line copy is under discussion? The loss to the business office in revenue is from my point of view of secondary importance. I shall regret your loss because it has weakened my grasp on the industry, because my possibilities for service to the field have been lessened. What you contribute to the upbuilding of our line is lost to my readers whom I have pledged to serve to the best of my ability."

**KEEPING THE AD FAKER OUT.**

**How National Vigilance Committee Does Its Effective Work.**

Robert B. Armstrong, general manager of the Guy M. Rush Company, Los Angeles, Cal., on the subject of vigilance said in part:

"Keeping the Faker Out' is the work of men who are clean minded and clean hearted: who have no ax to grind but that of the public welfare. The Vigilance Committee of the Associated Advertising Clubs of America is the X-ray applied to commercial publicity. It looks through and beyond the display type and the seductive appeal of the advertiser. This committee is a disinfectant and cleanser. It is the chloride of lime of the advertising business.

"In the work of this committee throughout the country, there is not much that is spectacular—rather it is

quiet, efficient, and productive of results. Scores of well laid plans to victimize the public are suddenly flattened out. Thousands upon thousands of people have been spared something that would have been ruinous to themselves. Some of the bolder and more hardened conspirators have tasted punishment, and the effect upon the newspapers, upon the advertising faker, and upon complacent officials of different localities has been very large in the aggregate.

"One of the most remarkable features of the activities of the Vigilance Committee throughout the United States is the attitude of publishers of newspapers and periodicals in every district and community. This is significant of the moral awakening of the American business man. Whereas some years ago the publisher of a newspaper and other periodicals believed his responsibility to the public ended when he printed and received money for the advertisement offered—today the publisher goes further.

"He is one of the pillars of the work of the Vigilance Committee. He prizes his reputation for truth and accuracy in his advertisements as well as in his news. No longer is an advertisement acceptable simply because it has been offered and paid for, but the moral tone and truthful character of the advertisement, today, is as necessary as the cash with which to pay for it.

"The continued success of the Vigilance Committee depends upon three things—its fairness, its firmness, and the absolute co-operation of everyone connected with it. If it has not been so before let it be understood now, that every member of every advertising club in this association be, and is hereby appointed, a co-operating member of this committee, that in the end the advertising faker may be eliminated and that the advertisements of our national and local publications will be respected for their truth and reliability, as unreservedly as the National Bank note today is regarded as worth 100 cents on the dollar."

**TAKING ONE'S OWN MEDICINE.**

**Internal Doses of External Advertising Counsel Urged by President Finn.**

The advantage to be derived from advertising men practicing what they preach were frankly and clearly discussed in a paper on "External Advertising Counsel Taken Internally," by Joseph H. Finn, president of the Nicholas Finn Advertising Company, of Chicago. He said, in part:

"I believe that 'external advertising counsel may be safely taken internally,' because I am one of those who persist in the conclusion that the general advertising business is fundamentally and finally a business and that the rules of operation that make for success in manufacturing and selling will safely apply to ourselves, and in my opinion, when advertising agents come to a realization of the fact that the question of perfecting their own organization in order that business may be handled efficiently at the lowest net cost to themselves, merits their serious consideration for a reason other than the fact that it affects their net profit, then and then only, will the constructive possibilities of modern agency service be realized."

"The problem of the manufacturer today is two-fold—more goods, more highly differentiated, and the providing of means scientifically efficient to place them in the hands of the people. To this end, the efficient advertising company must concentrate all of its trained ability.

"The rendering of real advertising service has become an expensive investment, and the rewards have necessitated a greater financial appreciation on the part of the advertiser for modern advertising counsel, involving this diversified service.

"Service, in its broadest term, includes all these fundamentals which I have recited. In fact, everything that makes for the permanency of the business and the permanency of the advertiser follows as an actual sequence. Such innovations



PROF. PAUL T. CHERINGTON,  
OF CAMBRIDGE, MASS.

as I have described have been adopted by a number of advertising companies, to my certain knowledge, and have rounded to the financial stability of the concerns they served. In many cases, the rearrangement in business fundamentals was only accomplished after heroic treatment, and in some occasions, in the face of antagonism on the part of some of the principals in the enterprises involved. This is what I mean by the statement that external advertising counsel should be taken internally, provided, of course, that the means recommended are consistent with good business.

"Such service is expensive but the trend of modern advertising demands it. Progress in modern merchandising has no place for the advertiser, who in his anxiety to save a few percent, clouds his mind to the big profits on an intelligent investment rightly applied. Neither has it a place for the advertising agency that does not recognize the important factors that constitute real service.

"The advertising agency of the future is being evolved out of the present. It is the advertising company that renders all the diversity of service so necessary to the client's success, and at the same time, exacts and secures the most reasonable compensation consistent with good business methods, that will prevail. Personally, I feel that the time has arrived when specialized endeavor should be remunerated by the advertiser entirely independent from the fixed charge for what is commonly accepted as advertising service.

The United Typothetae and Franklin Clubs of America, will hold their annual convention at the Congress Hotel, Chicago, Oct. 6, 7 and 8.



MAJOR E. E. CRITCHFIELD,  
TAYLOR-CRITCHFIELD CO., CHICAGO.



J. M. IMRIE,  
SECRETARY CANADIAN PRESS ASSN.

**UTILIZING THE DAILY.**

**How National Advertisers Can Use Newspapers Effectively and Widely to Reach the Public Quickly—It Takes Time to Gain Confidence—Agents Should Meet Special Needs of Advertising Managers of Today.**

BY DAN A. CARROLL.

*Publishers' Representative.*

*[From an address delivered before the Newspaper Division of Association Advertising Clubs of America at the Toronto convention, June 24, 1914.]*

The greatest problem for the manufacturer of popular-priced and popularly-used goods today is how to cover the large retail selling points effectively, both in sales and advertising work. The slow-moving, once a month, or once a week, general publications which have their place as a part of a national campaign, cannot be depended upon for rapid fire work in centers of population. A local medium is essential and the newspaper, by reason of its close contact with the buying public, its intimacy with the every-day life of people who live rational lives, is so important that this medium at once assumes a commanding position.

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

**WORK NOT ALWAYS THOROUGH.**

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

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

**BETTER TO MAKE HASTE SLOWLY.**

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

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

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

**CORRESPONDENTS AS GUESTS. EDITORIALS ON ADVERTISING.**

**Two Hundred Washington Newspaper Men Well Entertained.**

*(Special Correspondence.)*

BALTIMORE, Md., June 25.—nearly two hundred Washington correspondents and others were entertained last Saturday night by the Baltimore Press Club with a sail down the bay, a supper and a fine entertainment. While the prime object was to promote good fellowship between the men of the neighboring cities, the trip was also given to show the visitors some of the preparations the city was making for its National Star Spangled Banner Centennial, which takes place in September. The active mover in the excursion was Raleigh C. Smith, of the Baltimore News, who deserves great credit for having given the local press club one of the best events in its history.

The guests were brought over from Washington on a special train in charge of J. Hampton Baumgartner, publicity man of the B. & O. At the depot the correspondents were met by Mayor Preston and a band. The city's automobiles took them to the wharf, where they boarded the steamer. When Fort McHenry was passed a replica of the original Star Spangled Banner was hoisted over the ramparts in the glare of many searchlights while the entire party sang the national anthem. This is the first time a flag has ever been raised over the fort at night since September 13, 1814, when "The Star Spangled Banner" was written. It was a notable ceremony and one that will be long remembered by the participants.

A vaudeville bill was given, there was a wrestling match by Americus and partner, two bouts and a battle royal. Senator John Sharp Williams spoke as also did Mayor Preston. A buffet lunch strictly a la Maryland was served. The party was entirely stag.

**CHANGES IN INTEREST.**

ALBEMARLE, N. C.—J. D. Bivins, owner of a large interest, has succeeded William De Little as editor of the Enterprise.

BENTON, ARK.—R. R. Adams has purchased the Democrat from R. C. Ray, and B. F. Henry will be associated with him.

KNOX CITY, Mo.—Dr. H. J. Everly has purchased the Bee.

WELLESBURG, W. VA.—John J. Kerr, a lawyer of East Liverpool, Ohio, is the new editor and owner of the Pan-Handle News, which will continue to be independent Democratic.

RANDOLPH, Wis.—The Advance has been sold to G. D. Browne and C. A. Forbes by Thomas Cummings.

BATESVILLE, TEX.—T. W. Little, editor of the Crystal City Chronicle, has become owner of the Batesville Herald, giving him control of two papers in Zuvala County.

WAUPACA, Wis.—Charles P. Stanley of this city has bought the interest of L. W. Krake in the Leader Company.

BLOOMINGTON, TEX.—R. L. Bledsoe, formerly of Bishop, has bought the Breeze.

MARSHALL, Mo.—A. L. Preston, president and general manager of the Marshall Democrat News, has purchased the interest of his partner, John G. Miller. He has also purchased the Marshall Republican's mailing list.

MAIDEN ROCK, Wis.—Mrs. May Eldridge, owner and publisher of the Pepin County Courier, has sold the paper to Bardill Brothers of Alma.

HOMER, ILL.—The Enterprise has been sold to Harris Dante, editor of the Monticello Republican.

MADISON, IND.—Eldie Troxen, a Republican of Greencastle, and Herbert Moore, a Democrat of New Albany, have bought the Madison Democrat Progressive.

**How to Develop Public Interest Through News Columns.**

A. L. Shuman, advertising manager of the Fort Worth (Tex.) Star-Telegram, took as his subject, "Developing Interest in Advertising Through the News Columns." He said in part:

"Every newspaper has an editorial page, within the limitations of which it is the mission of the newspaper to endeavor to teach, instruct and mold the opinions of its readers with reference to the current topics of the day. The much heralded 'power of the press' is contained within the bounds of the editorial pages.

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

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

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

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

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

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

**Big Six Installs New Officers.**

The recently elected officers of New York Typographical Union No. 6 were installed last week at its regular meeting in the Murray Hill Lyceum. The principal officers are James H. Dahm, president; John S. O'Connell, secretary-treasurer, and Thomas Rea, Jr., Thomas Hayes, Lawrence Pendergast and Walter Burdett, delegates to the convention of the International Typographical Union, which will be held at Providence in August. Dahm was recently tendered a beefsteak dinner by about five hundred members of the union.

**Wants Money Lost in Daily America.**

Edward Burke has filed a petition in the Surrogate's Court, New York, asking that the executors of the estate of "Big Tim" Sullivan be ordered to pay him \$6,000, which he alleges the late Congressman owed him. Burke wants the money back on the ground that Sullivan induced him to invest it in Daily America, a racing newspaper, and promised to recoup him for his losses.

**Joins Hasbrook, Story & Brooks.**

John J. McConnell, Jr., formerly with the Hearst organization, has joined the force of Hasbrook, Story & Brooks, Inc., going to their Chicago office. Mr. McConnell has had wide experience as an advertising man extending over a period of fifteen years. During that time he has been associated with the Philadelphia Record and the Telegraph, both in the local and foreign field, and during the last two years with the Morgen Journal. His experience in the general advertising field has brought him a wide acquaintance which should be of much



JOHN J. MCCONNELL, JR.

value to him in his new connection. Hasbrook, Story & Brooks, special newspaper representatives, started in business in March 1913 as representatives in the East only for the Atlanta Constitution and the Philadelphia Evening Telegraph. Today they are maintaining offices in New York, Philadelphia and Chicago and represent fifteen important papers in the East and nine in the West. Their organization now comprises a soliciting force of seven men besides a complete office equipment in each of the three cities.

**I. C. M. A. CONVENTION NOTES.**

Maurice Levy, circulation manager of the Cincinnati Post, distributed among the delegates to last week's I. C. M. A. convention copies of "The Cincinnati Post I. C. M. A. Special" dated Sarnia, Can., June 13. The top half of the front page of the folio sheet shows a cartoon of the Noronic and her load of circulation men indulging in various kinds of conversation. The paper was filled with items and articles of interest to the circulation men.

The Convention Times was the name of another newspaper that made a hit. It was issued by the Circulation Construction of Salt Lake City, of which H. A. Wenige is president. It was a miniature sheet containing a lot of good stuff.

**Graduates of Newsboys' School.**

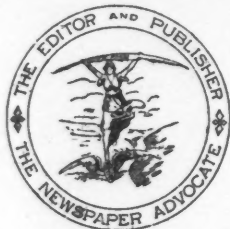
Arthur W. Stace, managing editor of the Grand Rapids (Mich.) Press, made the graduation address when diplomas were presented to five graduates of the Press Newsboys' school. The school is maintained by the Press in its own building to help boys who want to earn as they learn. They are on hand from 8 o'clock in the morning until the last editions are run off and carry all of them. They are also on hand for extra editions. E. W. Booth presented the diplomas. Mrs. Ed. Mosher is the principal of the school. It is abreast of all requirements of the public school system and its diploma gives admission to the high schools of the State.

# 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. Lefler, Business Manager.

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, June 27, 1914

## THE TORONTO CONVENTION.

The Toronto convention of the Associated Advertising Clubs of America, hereafter to be known as the Associated Advertising Clubs of the World, held this week, was the largest in point of attendance and the best in point of general interest ever held by the association. Never before have so many addresses been delivered and so many papers read. The programme committee, of which John K. Allen, of Boston, is chairman, is entitled to the heartiest thanks of every member of the organization. To select and secure the consent of over 200 men and women to contribute the results of their experiences for the benefit of those engaged in the advertising business who might journey to Toronto, and appear in person at a sacrifice of time and money, and without hope of reward of any kind save that of knowing that they might help others, is an achievement well worth while. Out of the entire number of speakers only two failed to put in an appearance, and these were kept away by unforeseen circumstances.

The Toronto convention marks a distinct advance in educational achievement. The departmental sessions were better attended and the value of the matter presented was greater than in other years. It was quite evident at the start that the majority of the delegates came to the convention city not for the purpose of having a "good time" but to learn all they could from the discussions and addresses. There was no friction of a serious nature among the members in any of the divisions. On the contrary, there was apparent an earnest desire to co-operate on all measures that were brought forward for consideration. The right kind of spirit prevailed everywhere.

The standards of practice adopted by the several departments will undoubtedly help to place the advertising business on a higher and better plane. The agents, and the publishers will hereafter, we believe, work together with less friction and a better understanding of each other's position.

The change made in the name of the association was made necessary by the enlarged scope of its activities. For the last four years representatives of foreign advertising organizations have come to America to attend the conventions at the invitation of the A. A. C. A. This year delegates were present from Australia, Japan, the Philippines, Hawaii, England, Germany, France and other distant countries. Many of these participated in the proceedings and helped to make the convention a success.

It was, therefore, incumbent upon the association to change its name so that it might more accurately represent its world-wide membership composition.

President Woodhead has made good as head of the association in everything he has undertaken. He possesses executive ability of a high order; he is a careful and thorough business man; he inspires the members of his cabinet with his own enthusiasm, and he has won the admiration and respect of the entire body of advertising men—which is saying a great deal.

The association enters upon the eleventh year of its existence under the most favorable auspices. That it may continue to grow in the right way and better serve its membership, the general cause of advertising, and the great public at large, is our most earnest wish.

## CASH BETTER THAN BOARD.

The Bureau of Advertising of the A. N. P. A. has been paying some attention lately in its bulletins to hotel trade deals for advertising. It cites some interesting correspondence between the Ottawa (Can.) Free Press and a New York man who is a bond salesman.

This is the proposition received by the Free Press:

I would like to make an arrangement with you to do some hotel advertising in your paper on an exchange basis of accommodation for rooms only in these hotels, during the months of June, July, August and September. If you would care to entertain such a proposition, will you kindly send me your rates and on what basis you would be willing to consider this exchange? I would, of course, expect the usual commission for placing this advertising.

The reply by the Free Press is as follows:

We acknowledge your letter with reference to exchange of advertising for hotel accommodation from which you ask us to pay you the usual commission for placing the advertising. Might we suggest that you look for your crop of suckers in Manhattan rather than Ottawa? In the first place we sell our advertising for cash, and in the second place we do not give commission to bond salesmen on hotel advertising. We would suggest that you come along with some other proposition if you are anxious to do business.

Having this subject in mind the Olean (N. Y.) Herald expresses the belief that there should be a campaign to "convert publishers from the error of their ways, in accepting hotel advertising for anything but cash," and then goes on to say:

The newspaperman who comes across and takes his pay in hotel accommodations almost always subjects himself to being humiliated when he arrives at the hotel and wants rooms. The contract usually reads that he must send word in advance and sometimes further on reads that the accommodations are not good during the summer months, and, worst of all, it becomes null and void as far as accommodations are concerned if not used during the current year.

There can be little doubt as to the newspapers getting the worst of these "exchange" bargains with hotels, largely because the hotels willing to make them expect to get something for nothing. The right sort of hotels pay regular rates and the right sort of publisher demands what his space is worth. The hotels get quite enough free advertising as it is through correspondents at resorts who enjoy themselves at the expense of the papers they represent.

Why will petty officials insist on impeding the progress of law and justice at Washington? Must deliberate justice suffer severe jolts because there are those whose impatience borders on impertinence? Last week came District Attorney Wilson before the District of Columbia Supreme Court with a motion to abandon indictments brought in 1875 by a Federal Grand Jury against Whitelaw Reid and Charles A. Dana for alleged libel on a former "boss" of the District. The moving reason was that both defendants are now dead. Shades of Reid and Dana! Forty years have the indictments slept while the Potomac rolled majestically by the banks of Isis, without a murmur from the District tribunal. The law will take its wearied course and now, alas Reid is dead, and Dana, too, so what is left but to quash the indictments and give the defendants grave justice. All honor to Mr. Wilson for saving the reputations of these noble men!

We are deeply indebted to the Mail and Empire, of Toronto, for the cartoons of prominent advertising men appearing in this issue of THE EDITOR AND PUBLISHER. They were printed in that newspaper during the progress of the A. A. C. W. convention and made a hit with the visitors, as we are sure they will with our readers.

## DIVERS DASHES.

Speaking at a recent meeting of the Massachusetts Medical Society, Dr. Horace Arnold, of Boston, urging newspapers to add physicians to their editorial staffs, said: "It would be a good idea to have a physician on the editorial staff of every influential newspaper, to pass on medical news. Under such conditions the physicians would be more free with information, and the newspapers would come to be relied upon by the public for medical news." I happen to know that the plan suggested by Dr. Arnold was tried for several months by a big New York newspaper not long ago and was not a huge success. The paper has returned to its old method of consulting quickly available outside physicians when necessary. One objection to having a staff physician was his disposition to dispute the wisdom of statements made by other physicians, where his real duty was simply to pass upon the probable accuracy of such statements in interviews. He was, however, of value as a consulting editor when he was needed to pass upon the copy of a careless reporter where the story involved medicine or surgery. In such cases an editorial staff doctor may keep a paper from making some bad blunders.

Inasmuch as he escaped injury, the New York World may be congratulated on having on board the American liner New York a member of the World's editorial staff, when the New York and Pretoria were in collision. The World man was George Carteret, who was returning from a vacation abroad. Mr. Carteret promptly sent by wireless, via Siasconset, a clear and complete story of the happening, which was just before daybreak. As a result the World easily led the other metropolitan papers with its account of the New York's close call. Mr. Carteret's message left untold nothing of importance and its quick publication allayed much anxiety. It is only another instance of how a good newspaper man keeps his head in times of excitement and danger while others about him are incapacitated for clear thinking by their surroundings. None but a newspaper man can fully appreciate what a neat bit of reporting Mr. Carteret did when he rushed that story overseas, through nearly five hundred miles of space to his paper and gave the World a four-column, first page display. **JIM DASH.**

## JOURNALISTIC CHRONOLOGY.

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

JUNE 27—James Stetson Metcalfe, of Life, editor, critic and author, born at Buffalo, N. Y. (1858).

JUNE 28—Herbert Foster Gunnison, business manager and director of the Brooklyn (N. Y.) Eagle, born at Halifax, N. S. (1858).

JUNE 28—John Boyle O'Reilly, author and poet, born (1844).

JUNE 28—Oliver Bronson Capen, author and publisher, born at Binghamton, N. Y. (1878).

JUNE 29—London Daily Telegraph started (1855).

JUNE 29—London Morning Standard established (1857).

JUNE 29—Thomas Charles Quinn started in the New York Press an agitation for the display of the American flag on public schools and other public buildings (1889).

JUNE 29—Joseph B. Gilder, editor and author, born in Flushing, N. Y. (1858).

JUNE 29—Thomas Dunn English, author and editor, born at Philadelphia, Pa. (1819).

JUNE 29—J. Harvey Mathes, soldier and journalist, born (1841).

JUNE 30—Roy Larcom McCardell, humorist, of the New York Evening World, born at Hagerstown, Md. (1870).

JUNE 30—Edward Fuller, of the Providence (R. I.) Journal, born (1860).

JULY 1—John Palmer Gavit, managing editor of the New York Evening Post, born at Albany, N. Y. (1868).

JULY 1—Joseph Moore Bowles, art manager, editor and publisher, born at Indianapolis, Ind. (1865).

JULY 1—Gideon Welles, editor, Lincoln's Secretary of the Navy, born (1802).

JULY 1—Charles G. Greene, journalist, born (1804).

JULY 1—Boston Courier founded (1795).

JULY 1—Paul Wilstach, writer, born at Lafayette, Ind. (1870).

JULY 1—McKeesport (Pa.) News founded (1884).

JULY 2—John S. Phillips, publisher, born at Council Bluffs, Ia. (1861).

JULY 2—Thomas Lansing Masson, managing editor of Life since 1894, born at Essex, Conn. (1866).

JULY 3—Lancaster (Pa.) Intelligencer founded (1794).

JULY 3—James Terry White, author, editor and publisher, born at Newburyport, Mass. (1845).

JULY 3—Ripley Hitchcock, author and editor, born at Fitchburg, Mass. (1857).

**PERSONALS.**

Henry E. Roeth, editor of the Fennimore Times, is making a campaign for the nomination for governor on the Republican ticket in Wisconsin.

Benjamin Wood, of the Autoplate Company of America and the Wood Flong Company, left Thursday for a vacation at Nantucket.

Dr. Willard G. Bleyer, head of the course in journalism at the University of Wisconsin, sailed for England last Saturday, where he will spend the summer. He will also visit Holland and Belgium.

A. McCrory, editor of the Ringling (Okla.) News, who is the present member of Jefferson in the Oklahoma house, has announced himself a candidate for renomination by the democrats. If elected he will become a candidate for speaker.

William Witmer, publisher of the Pendleton (Ind.) Times, is thought to be improving. He suffered a stroke of paralysis. Witmer has suspended publication of his weekly paper for two weeks.

Miss Effie Scruggs, of Vidalia, Ga., has been appointed editor of the Adrian (Ga.) Index.

J. Lindsay Johnson, editor of the Rome (Ga.) Tribune-Herald, and has named assistant director of the census for the Philippine Islands by the Governor General, Francis Burton Harrison. The salary of the position is \$4,000 a year.

A. R. McCollum, editor of the Waco, Tex., Tribune, is recovering after an operation for appendicitis.

H. N. Wheeler, editor of the Quincy (Ill.) Journal, is seeking the Democratic Congressional nomination from the Fifth Congressional District of Illinois.

R. H. Fisher, formerly with the Galveston (Tex.) News, has been editor of the Brenham (Tex.) Banner-Press.

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

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

Lawrence R. Maher has been appointed by Governor James M. Cox as business manager of the Springfield News, the junior member of the News League of Ohio. Mr. Maher has had eight years' connection with the News League.

Grand M. Hyde, instructor in journalism at the University of Wisconsin, has been chosen business manager of the new Social Center magazine, the first number of which is to appear about August 1. Mr. Hyde will continue on the staff of the course in journalism at Wisconsin.

J. R. Smith, of the Wellington (N. Z.) Evening Post, has been visiting several New York City newspaper offices. He is making an educational tour of the world and is writing a series of articles on his impressions for several New Zealand papers. Mr. Smith says that New York is by far the most wonderful city he has seen. He will proceed to London and the Continent, returning to New Zealand later in the year.

Maitland Park, editor of the Cape Town (Africa) Cape Times, is mentioned as the probable successor of the late Richard Solman as High Commissioner of South Africa. The official announcement is not expected until the end of the parliamentary session.

**GENERAL STAFF PERSONALS.**

Albert C. Preston, of the editorial staff of the Buffalo (N. Y.) Courier, has been elected secretary of the Executive Committee of the Buffalo Commission Charter Committee.

"Big Jim" Hitchcock, formerly of Lansing, Mich., has sold out his newspaper interests in Crawfordsville, Ind., and has returned to Lansing as city editor of the Press, succeeding Don Champney, who has diphtheria.

John J. Spurgeon, of the New York World's editorial staff returned on Wednesday from an outing in Europe.

Clifford W. Smith, of the Benton Harbor (Mich.) News Palladium, has been appointed a cadet at the United States Naval Academy.

W. H. French has been appointed advertising manager of Barnhart Brothers & Spindler.

Fred C. Sheasby, who has been engaged in newspaper work in Madison, Wis., for the past 11 years, has joined the reportorial staff of the Milwaukee (Wis.) Daily News. He will cover the city hall run.

Albert Lockwood, city editor of the Peru (Ind.) Daily Chronicle, and of the well-known newspaper family of Lockwoods, is a patient in the Duke's Memorial hospital at Peru, suffering from a broken leg as a result of an automobile accident.

Charles D. Watkins, formerly of the Indianapolis bureau of The Associated Press, has been transferred to Albany, N. Y., where he becomes night editor.

Miss Elsie Vandegrift, formerly of the Denver (Col.) Post, has taken charge of the Empire State Campaign Committee's suffrage organization work at Troy, N. Y.

Ivan H. Thompson has resigned as night editor of the Albany bureau of the Associated Press to become a city editor of the Gloversville (N. Y.) Leader-Republican.

**WEDDING BELLS.**

John P. Flanagan of the Bangor (Me.) Daily Commercial married Helen F. Shea at Bangor recently.

Millard F. Hoyle, editor of the Hollister (Cal.) Daily Free Lance and Nettie C. Hutz were married in that city last week.

Lacey C. Haynes, of the Kansas City (Mo.) Star, and Miss Mary C. Lindsay were married in that city recently.

Clyde Knox, editor, and Miss Nelle Doggett, society reporter, of the Independence (Kan.) Reporter, were married at Kansas City recently.

Roy E. Roberts, formerly Washington correspondent for the Kansas City (Mo.) Star and at present State political reporter for that paper, and Miss Barbara Schwartz were united in marriage at the home of the bride in Natchez, Miss., on June 10.

John Lamb Lovett, of the Chicago Tribune, and Miss Marion E. Walters, formerly suffrage editor of the same paper, were married on June 15.

H. M. Smith, formerly advertising man with the Middleport (Pa.) Republican, married Miss Myrtle Collins at Sharon, Pa., last week.

Stanley T. Milliken, sporting editor of the Washington Post, and Miss Emily Sharr of this city stole away from Washington last week and were married in Baltimore.

**HE ROASTS THE ROASTERS.**

**Manager Palmer Thinks Coffee Men Should Not Have Something for Nothing.**

In the current issue of the Tea and Coffee Journal L. B. Palmer, manager of the A. N. P. A., has an article on "Something for Nothing," dealing with the free publicity question. He thus gives particular attention to certain coffee men:

"If reports are to be credited, the National Coffee Roasters' Association proposes to endeavor to arouse the country to a full realization of the merits of coffee by inaugurating a national coffee week, from October 19 to 24. They desire to reach the readers of newspapers, but apparently they also desire that the newspapers devote the space for this purpose free of charge.

"That they do not propose to pay for this service is indicated by a letter recently received by a newspaper from an agent, urging the publication in the news columns of an item exploiting coffee week, 'as a small contribution to the cause of better business.'

"No doubt the newspapers, if properly used, would materially increase the sale of coffee, but it would seem to be inconceivable that the National Coffee Roasters' Association seriously expects the free use of the news columns to boom its business when the advertising columns are especially designed for that purpose.

"If it cost the New Haven Railroad at the rate of \$300 for each article secured by its press agent, how much will the coffee roasters squander if they attempt to secure their publicity in the news columns at a time when every newspaper is acquainted with the fact that the purpose is the simple promotion of a money-making industry?"

**"The Sun Do Move."**

It is reported that the New York Sun is to move into the 21-story American Tract Society Building, No. 150 Nassau street, utilizing the sub-cellar, basement and first three stories. An architect has been commissioned to prepare plans for remodeling the Tract Society Building below the fourth floor. When inquiries were made at the Sun office no official would confirm the report. It is further reported that the A. Schulte Realty Co. will lease the Sun plot, and erect there on a skyscraper. The Sun building was erected more than a Century ago at a cost of \$28,000. It is now assessed by the city for \$460,000.

**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), 53 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.
- Philadelphia—L. G. Rau, 7th and Chestnut streets.
- Pittsburgh—Davis Book Shop, 416 Wood street.
- Washington, D. C.—Bert E. Trenis, 511 Fourteenth street, N. W.
- Chicago—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street.
- Cleveland—Schroeder's News Store, Superior street, opposite Post Office.
- Detroit—Solomon News Co., 69 Larned street, W.
- San Francisco—R. J. Bidwell Co., 742 Market street.

**EASTERN DAILY**

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

**C. M. PALMER**

Newspaper Properties

225 Fifth Ave., New York

**SITUATIONS WANTED**

Advertisements under this classification one cent per word each insertion.

**CIRCULATION MANAGER.**

Cornell graduate, commercial and publicity experience, strong correspondent and executive, wants position as circulation manager on live popular daily, weekly or monthly journal, vicinity New York City. Excellent references. Moderate starting salary. Address CORNELL, Care The Editor and Publisher.

Young man experienced in circulation work desires a position as circulation manager or superintendent of city delivery. Can furnish reference as to ability. J. H. M., Box 206, Washington, Pa.

**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.

On account of the installation of New Autoplate machinery, we have for sale a finishing machine, manufactured by R. Hoe & Company. The machine has been used only a few months and is in first class condition. Will be sold at a bargain. Address Business Manager, Dispatch Printing Company, St. Paul, Minnesota.

**MISCELLANEOUS**

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

**DAILY NEWS**

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates 80c per page. 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.

**BUSINESS OPPORTUNITY**

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

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

**ADVERTISING MEDIA**

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

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

**HELP WANTED.**

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

**Editor Appleget Resigns.**

Fred B. Appleget, who has been for several years editor of Newspaperdom, New York, has resigned that position and will, after a short vacation, decide as to which of several propositions made to him he will accept.

# These Fifty-One Daily Newspapers are C

By WILLIAM C

Each one is a power in its community---a daily encyclopedia of community---social and business---but about everything that during every twer

The daily newspaper is almost as necessary to our existence as is the air we breathe.

No intelligent person, man or woman, boy or girl, in any of the communities where these fifty-one newspapers are published, would think of passing through one whole day without familiarizing himself or herself with the events of the day.

To go without reading a newspaper for one week would be like missing one year in a college course—just so much would be taken out of life for that week.

Is it not reasonable to assume, therefore, that a daily messenger of this importance, coming into our homes with the regularity of clockwork, keeping us informed on every conceivable subject—is a natural medium through which to make a business appeal?

Frank Irving Fletcher, advertising director of Saks & Company (one of New York's prominent department stores), made a statement sometime ago which impressed me more than anything else with the value of the daily newspaper as an advertising medium.

He said that the daily newspaper was the only advertising medium that received its charter from the people—that if there was no advertising of any kind the newspaper would still live because it was an actual, daily necessity, which people would have served to them daily, no matter what the price.

He conveyed the thought that if there was no advertising, there would be no need of the magazines or the outdoor signs and other forms of publicity—that they would die. Not so with the newspaper. It will live forever because it is the only form of publicity that meets usevery day—it gives us the news, and the knowledge that is necessary for us in our daily business and social life.

Now, take fifty-one separate, powerful agencies, such as this combination of New England newspapers represents—all of them pledged to united effort for the benefit of the manufacturer who wishes, through them, to reach the people of New England—can you imagine any saner way of making a specific appeal? Can you figure out how it is possible to make such an appeal at so little cost per thousand of readers?

The average advertiser does not fully appreciate the intimacy that exists between the people and their daily newspaper. They don't quite grasp what an important factor the daily newspaper is in every home. They assume, sometimes, to willfully misunderstand its power, but the fact is that every busi-

## Fifty-one New England Dailies

### CONNECTICUT.

Paper	Circulation	2,500 l.	10,000 l.	
Bridgeport Farmer (E).....	12,508	.0285	.0175	Ne
Bridgeport Post (E).....	*12,735	.035	.025	Ne
Bridgeport Post (S).....	7,000	.025	.02	Ne
Bridgeport Standard (E).....	*7,422	.03	.015	
†Bridgeport Telegram (M).....	11,394	.02	.02	Ne
Danbury News (E).....	6,168	.0118	.0118	†N
Hartford Courant (M).....	16,535	.06	.035	*P
Hartford Courant (S).....	16,000	.06	.035	†S
Hartford Post (E).....	15,856	.025	.02	†S
Hartford Post (S).....	5,000	.025	.02	†S
Hartford Times (E).....	*22,085	.06	.04	Sp
†Meriden Journal (E).....	†7,000	.03	.015	Sp
Meriden Record (M).....	*7,000	.0357	.015	Ta
†New Haven Journal-Courier (M) ..	12,727	.03	.025	†T
New Haven Union (E).....	**16,913	.05	.03	W
New Haven Union (S).....	8,821	.0285	.02	W
New London Day (E).....	*7,783	.0285	.0157	W
†Norwich Bulletin (M).....	8,771	.04	.018	†W
Waterbury American (E).....	7,300	.0357	.0235	
Waterbury Republican (M).....	8,385	.0285	.02	
Population 1,114,756.				†M

### MAINE.

†Portland Argus (M).....	7,389	.0178	.0143	Pr
Portland Express (E).....	*17,849	.0535	.0375	Pr
Portland Telegram (S).....	12,220	.0393	.0321	Pr
†Portland Press (M).....	11,740	.025	.02	W
Portland Press (S).....	5,500	.0393	.0321	W
Waterville Sentinel (M).....	7,000	.0285	.0143	
Population 742,371.				

### MASSACHUSETTS.

Boston Globe (ME).....	259,000	.30	.30	†E
Boston Globe (S).....	318,783	.30	.30	B
Boston Herald-Traveler (ME)....	*155,777	.28	.25	R
Boston Herald-Traveler (S).....	*60,663	.23	.20	
†Boston Journal (M).....	80,000	.16	.125	
†Boston Post (M).....	404,927	.35	.35	
†Boston Post (S).....	342,712	.35	.35	
†Boston Transcript (E).....	31,404	.15	.15	
Gloucester Times (E).....	7,500	.0214	.015	
Haverhill Gazette (E).....	10,800	.0214	.0185	
Haverhill Herald (E).....	*9,490	.02	.0171	
Lynn Item (E).....	18,338	.0535	.0357	
Lynn News (E).....	8,560	.0357	.0207	

21 Leading Magazines Charge \$6.29 a Line for 1,339,006 Times the Rate of the Above Listed Newspapers for

General advertisers seeking further light in respect to New England territory, and the degree to which the important newspaper operation," are requested to communicate with THE EDITOR Advocate, Suite 1117 World Building, New



# Co-operating for the Good of Business

M. C. FREEMAN

a of valuable information not only about the happenings in each that is important that transpires in any part of the world twenty-four hours.

## Dailies 5,000 Circulation and up

### MASSACHUSETTS—(Continued).

Paper	Circulation	2,500 l.	10,000
New Bedford Standard and Mercury (ME)	*19,458	.03	.03
New Bedford Standard and Mercury (S)	*13,839	.03	.03
Newburyport News (E)	5,601	.0178	.0125
†Northampton Gazette (E)	5,411	.021	.014
*Pittsfield Eagle (E)	*11,874	.02	.0157
Salem News (E)	19,198	.042	.03
†Springfield Republican (M)	17,008	.075	.0625
†Springfield Republican (S)	18,463	.075	.0625
Springfield Union (ME)	28,430	.075	.06
Springfield Union (S)	18,576	.075	.06
Taunton Herald-News (E)	5,404	.025	.0178
†Taunton Gazette (E)	6,044	.0215	.015
Worcester Gazette (E)	*20,661	.0425	.032
Worcester Telegram (M)	28,275	.05	.05
Worcester Telegram (S)	31,726	.05	.05
†Worcester Post (E)	13,135	.0285	.0221
Population 3,336,416.			
<b>NEW HAMPSHIRE.</b>			
†Manchester Union & Leader (ME)	25,000	.08	.05
Population 430,572.			
<b>RHODE ISLAND.</b>			
Providence Bulletin (E)	††47,620	.09	.09
Providence Journal (M)	††19,002	.07	.07
Providence Journal (S)	††30,567	.08	.08
Westerly Sun (E)	5,630	.0178	.0128
Woonsocket Call & Reporter (E)	12,183	.0357	.0214
Population 542,610.			
<b>VERMONT.</b>			
†Barre Times (E)	6,210	.0215	.015
Burlington Free Press (M)	9,418	.025	.0157
Burlington News (E)	5,976	.0214	.0171
Rutland Herald (M)	5,475	.0214	.0171
Population 355,956.			
Total for New England	1,532,635	\$2.8788	\$2.371
*Net paid figures supplied by publisher.			
†Government Report.			
**Net paid figures certified by A. A. A. auditor.			
†Publishers' signed statement of average gross figures on file in this office.			
††Net paid averages for 1913 attested by N. W. Ayer & Son.			
Other circulation ratings are from Nelson Chesman's Rate Book for 1913 and 1914.			
Population New England, 6,552,681.			

339,006 Circulation in New England, Over Two and One Half per for Nearly Two Hundred Thousand Less Circulation.

pect to marketing conditions and distribution facilities in the New ant newspapers listed above will aid and assist with "local co- EDITOR AND PUBLISHER AND JOURNALIST, The Newspaper ding, New York. Phone, Beekman 4330.

ness in every community that thrives the best is that which persistently makes itself known to all of the people through the medium of the daily newspaper.

In talking to Mr. C. H. Eddy, who represents several of these New England newspapers in the general field, and who is thoroughly familiar with conditions there, he said to me:

"The buying power of New England is enormous. Its dense population in restricted area—its highly organized dealer-distribution—its high percentage of general education (making practically every adult a newspaper reader) combine to make New England an ideal advertising territory.

"The New England States are far in the lead in amount of savings bank deposits per capita.

"Each of the papers on this list is an institution in its home city—it has been published there for many years and has the respect and confidence of the readers, as well as that of the local dealer. The local dealer is a capital guide for the national advertiser.

"It is fair to suppose that the mediums in which the local dealer (who handles the product of manufacturers) spends his own money, will bring the best returns to those manufacturers.

"These fifty-one daily newspapers blanket the New England States—they cover every large city and town—they reach out into the smaller towns and communities, and they influence every reader. They enter the homes—they are in all the business offices—they are in all of the hotels, and on all the trains, morning, noon and night, and they are constantly being read by the greater proportion of New England's entire reading population."

The truth of the matter is that buying space in these fifty-one newspapers will give to the manufacturer who has the judgment to employ them wisely, intelligently, honestly—an audience that cannot be reached through any other form of publicity, no matter at what cost.

And the cost here is so small per capita that any manufacturer who does not see the light, is a very short-sighted advertiser.

Study the New England field, Mr. Manufacturer, and if you want to get business there, advise your advertising agency that it must spend a fair proportion of your appropriation in this territory—and to spend it in the newspapers and in no other way.

## NEWSPAPER EXHIBIT.

**Toronto Turned into One Great Show Window to Illustrate How Retailers can be Brought to Co-operate in Ad Campaign.**

(Special Correspondence.)

TORONTO, June 25.—The newspaper exhibit at the Toronto convention was largely worked out through the Bureau of Advertising of the American Newspaper Publishers' Association and the bureau's exhibit was the largest part of the display. Probably the most interesting thing the newspapers did was the merchandising surprise planned for the visiting delegates to illustrate the manner in which the retailer can be brought to co-operate in a national advertising campaign; especially when the influence of the local newspapers is used.

At the instance of the Bureau of Advertising and the local publishers virtually every store in Toronto, big and little, in every branch of merchandise made a display of nationally advertised goods during convention week. These displays varied in magnitude and variety from the notable showings of the big stores to the presentation of a few articles by the smaller shops with this inscription:

At the request of the Toronto Daily Newspapers we are this week making a special display of

### ADVERTISED GOODS.

So far as known, no display of this magnitude or of such wide variety has ever before been made anywhere.

The idea was conceived by Director W. A. Thomson and Associate Director T. H. Moore of the Bureau of Advertising and made possible through the co-operation of the Toronto publishers, nearly all of whom are members of the bureau. At the instance of J. F. Mackay of the Toronto Globe, who is also chairman of the committee in charge of the Bureau of Advertising, a meeting of the Toronto publishers was held on June 3 at the National Club. There they conferred with the representatives of the bureau and the plans for the merchandise display were worked out.

The publishers acting on the suggestion took it up with the Retail Merchants' Association and other commercial bodies and received their hearty approval. A circular letter, over the signatures of all the Toronto publishers containing the resolutions of the Merchants' Association, was sent to every storekeeper in Toronto.

This requested them to make window displays of advertised products of every description and drape the displays with the British flag.

To the practical minded delegates interested in the question of distribution and movement of goods from the dealer's stores no features of the advertising convention was as interesting as this and it was a master stroke on the part of the newspapers.

### EXHIBIT IN CONVENTION HALL.

The newspaper exhibit in Convention Hall occupied a wall space of about sixty feet and was one of the largest and most notable showings ever made by the newspapers of America. This display was made up of the following campaigns:

Armour & Company's products, Wrigley's Spearmint Gum, Swift & Company's products, Standard Oil products, Mo-Jo Chewing Gum, New York Telephone Company, B. V. D. Underwear, Burbank Cactus, Coca-Cola,

Nemo Corsets, Sunkist Oranges, Florida Oranges and Grape Fruit, Go to Church Sunday, Advertising the Express Business, H-O products, Automobiles and Auto Supplies by the Campell-Ewald Co., Ford Cars, Towar's Milk, Columbus Flour, Mutual Motion Picture Films, Burlington Railroad, Food products by the Nuncio-Finn Advertising Co., Certain-teed Roofing, Sweetheart Soap, Gold Dust, Campbell's Soup, Bank Advertising by Lord & Thomas, Wearing apparel by Lord & Thomas, McDonald Shirts, Douglas Shoes, Regal Shoes, Cammeyer Shoes, International silverware, Typical newspaper advertising campaign by the Cheltenham Advertising Service, Rona Dutch Cocoa, Typical newspaper automobile advertising by The MacManus Co., two typical railroad campaigns by the Johnson Advertising Corporation, Ghirardelli's Chocolate, Fels-Naptha Soap, Telektra Piano Player, Wearing apparel and cigars by the Blackman-Ross Co.

Practically all the leading agencies of the country were represented in this exhibit. In addition there were examples of notable individual newspaper stunts; co-operative campaigns and illustrations of every phase and feature of newspaper co-operation.

Interesting, too, especially in connection with what the Toronto publishers were doing, were the photographs of show windows in various parts of the country showing how retailers are pushing national products advertised in the newspapers.

### FAC-SIMILE DAILY NEWSPAPER.

In connection with this display the Bureau of Advertising also issued and distributed a fac-simile newspaper entitled "the Daily Newspaper." This was an eight-page publication made up in regular newspaper style and contained as its leading news item the story of how the Toronto publishers had turned Toronto into a great show window. The rest of the paper contained the advertising stories of campaigns. The two centre pages were massed fac-simile headings and trademarks of national advertising campaigns now running in the papers. The editorial page was very interesting, especially the columns written in a lighter vein as a burlesque on the letters to the editor. Copies of this paper were distributed to the visiting delegates and their friends.

Taking it all in all the newspapers played a more active and creditable part in this convention than in any previous meeting of the advertising men. This was largely due to the hard work of the publishers and officials of the Bureau of Advertising.

### CONSTRUCTIVE CO-OPERATION.

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

A paper on "Constructive Newspaper Co-operation," read by Frank D. Webb, advertising manager of the Baltimore (Md.) News, was heard with close attention.

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

"In my opinion, these special developments, in which news and advertising are worked together for the development of any particular business, have just begun and the extent to which they will ultimately go is hard to predict, and will probably only be limited by the prevailing taste of a community and the ability and strength of the advertising department to keep up with their growth.

"Unquestionably, developments which will be very successful in some towns will fail in others entirely, due to the different character of different communities, but that the movement has hardly even started systematically, appeals to me as open to little argument.

"In all these special developments, the advertising adds to the interest of the development itself. Altogether, it would seem to me that constructive newspaper co-operation of the type held in mind helps advertising; it adds to the interest of the paper with the readers, because each feature of this sort which

is made a part of it gives the paper a particular appeal to another class of people, perhaps not already subscribers to it, and it helps lastly or perhaps firstly, to make the paper still closer to all its people and a more intimate part of their lives.

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

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

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

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

### BETTER PAY FOR PRINTERS.

**New Contracts With Several Unions Show Good Increases of Wages.**

Several more good increases of pay for printers are reported. A new scale has been negotiated between Typographical Union No. 3 and the Cincinnati Newspaper Publishers' Association. It will be in force five years and provides for an increase of \$1 per week for the year 1914, and another advance of \$1 for the succeeding years of the contract. The compensation under the new schedule will be: From May 1, 1914, to May 1, 1915, foremen, \$33 day, \$39 night; assistant foremen, \$28 day, \$31 night; machinist, \$26 day, \$29 night; assistant machinist, \$22 day, \$25 night; machinist helpers, \$17 day, \$20 night; all other journeymen employed by the week \$26 day, \$29 night. For the four years following May 1, 1915, the scale will be \$1 more than the above quoted figures.

Newspaper workers, book and job men under the jurisdiction of Waco (Tex.) Union No. 188 have a new hand scale, the figures of which give foremen on morning papers \$35 a week; assistant foremen, \$30; machinists, \$30, and other hand workers, 65 cents an hour. On evening papers foremen receive \$35 a week; assistant foremen, \$27.50; machinists, \$27.50, and other hand workmen, 60 cents an hour. The newspaper agreement is for five years with a minimum day of seven hours.

New contracts with Typographical Union No. 415, of Butler, Pa., give workers an increase of \$1 a week all around.

Three years' contracts have been signed by the employers of Centralia, Ill., and Typographical Union No. 479. The new scale provides for an increase of \$2 per week for all except machinist-operators employed at night, who are to receive an advance of \$1 per week.

The Wichita Falls, Tex., employes have agreed with Typographical Union No. 505 to an increase in wages ranging \$1.50 to \$2.50 per week. Under the new contract the weekly wage for job printers and handmen on newspapers is \$22.50 a week for day work, \$25 a week for linotype operators, and for each on the night side \$2 a week more.

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

**American Newspaper Exchange**  
Rand McNally Building, Chicago

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

**Scott Four Tiered**  
**Quadruple Presses**  
AND FOR OVER FIFTEEN YEARS  
have not missed an edition  
You Can Depend on a Scott  
**WALTER SCOTT & CO.**  
Plainfield, N. J.

### Canadian Press Clippings

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

**The Dominion Press**  
**Clipping Agency**

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

**We can increase your business—**  
**you want it increased.**

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

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

*Most Far Reaching Newspaper*  
*Reading Concern in Existence*

**ATLAS PRESS**  
**CLIPPING BUREAU**  
CHARLES HEMSTREET, Manager

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

**Our Motto—RESULTS COUNT**

218 East 42nd Street New York

TAKE IT TO

**POWERS**

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

**POWERS PHOTO ENGRAVING CO.**  
154 Nassau Street Tel. 4900-4 Beckman

**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.

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**

**Chicago Examiner**

**DAILY**—Has the largest Chicago City circulation in the morning field. Strongest market reports. Best sporting pages. Woman's Forum. Club Notes. Society News.

**SUNDAY**—Has the largest circulation west of New York City. Reaches 2 out of every 3 homes in Chicago and 4,100 smaller cities and towns of Middle West. Leads in special features.

**M. D. HUNTON** E. C. BODE  
220 Fifth Ave., 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**

**PUT LIFE IN LETTERS.**

Also Give Them Decent Dress, Says Louis Victor Eytinge—Quality of Ideals and Quantity of Ideas Needed in Business Correspondence—“Hoboes of the Mail” Condemned as Doing More Harm Than Good.

“Giving the Letter Life and Decent Dress” was the subject of a paper written by Louis Victor Eytinge, of Florence, Ariz., for the Direct Advertising departmental session at the Toronto convention of Associated Advertising Clubs of America. Inasmuch as Mr. Eytinge is now and has been for more than seven years an inmate of the Arizona State Prison, and hence could not attend the convention, this paper was read by Clifton Douglas Jackson, secretary of the Business Men's Association, Mount Clemens, Mich.

In his unique and clever paper Mr. Eytinge said, in part:

**WHAT MAKES A GOOD LETTER.**

“Advertising men owe a duty to their profession: to endeavor to secure the highest efficiency from every advertising tool. The letterhead is the most neglected tool in the advertising man's kit, when it should be one of the most serviceable. Too often it is a hodge-podge of inharmonious typography, or a smeary spread of facture picture or futurist color design taking up more than half the area of the sheet. The letter's heading can be made one of the strongest supports of the campaign. It can be made simple and dignified, or vividly virile, strong in selling value, or heartily human—it can even indulge in a serio-comic smile at times.

“As much daring and originality, as much plain nobility, as much force and effectiveness, as much character can and should be in the letter head as in any other display copy. Pennies spent in improving the stationery pay dollars in profits. Personally, I refuse to accept commissions for letter campaigns unless my clients give me absolute freedom to design the stationery to be used. The sooner all advertising men take a similar stand, the sooner will we advance our letter efficiency.

**HOBOS OF THE MAIL.**

“It is about time that business men were aroused to the danger that threatens their most modern method of merchandising because of the ragged hordes of letter hoboes that are beating their way through the American mails! In his dress, the ragged hobo of the mails is much like his human namesake. Would you take such a one, as he stood, and send him out to sell your service? But, is it not true that many a letter comes to your desk possessing those very same unsightly characteristics? Letters so folded that they remind you of nothing more than the crumpled, slept-in-shoddy of the tramp; letters written on the flimsiest of paper, indicating the cheapness in which the writers held you in their esteem; letters using blotchy, bleary, headings, with designs and alleged art effects that are as tangly as the tramps' hair; form letters so sloppy of fill-in that they call to mind no more ridiculous picture than Weary Willie posing as John Drew; letters whose ragged typing makeshift erasures and slouchy paragraphs are identical with the ragged rover of pinned patches and shuffling swing; letters that are carrying their conglomeration of enclosures as does the tramp his rusty tomato cans and pockets of worthless junk.

**WHY SOME LETTERS ARE WEAK.**

“The trouble with most business men, when they write letters, is that they become too self-conscious of their task. They seem to get out of their natural state—to forget whatever ability they may have had as flesh-and-blood salesmen and either sink down into some miring rut from which they pitifully pipe their pleas for business, or else they stolidly strut around on stiff stilts. Is there any reason for other than naturalness in our lives, in our selling or in our letters?”

“If we can be humanly natural in our face-to-face selling—if we can use crisp, crackling, clean and clear conversation—why do we change all this when we write business letters and involve ourselves in floundering flap-doodle? It but tends to handicap business letters in general and to a deterioration of our letters in particular, until these become like the tramp, chronically out of work and impossibly inefficient!”

**KENTUCKY NEWS NOTES.**

**Col. Watterson Wants Newspapers Kept Free From Entangling Alliances.**

(Special Correspondence.)

LOUISVILLE, Ky., June 25.—A plea that newspapers be kept free from entangling alliances is contained in an editorial written by Col. Henry Watterson, veteran editor of the Courier-Journal, in the issue of June 23 of that paper.

The Glasgow Gazette is the name of a newspaper for Glasgow, the first issue of which appeared Wednesday. The paper will be Democratic and the owners and managers are Z. J. Winger and Jesse Brooks, of St. Louis.

The Anderson County Record is a new paper being published at Lawrenceburg. A. W. Timoney is editor. The second issue, off the press this week, is a hummer.

Milton Coke has been made editor and manager of the Somerset Herald, succeeding J. N. Farmer.

Col. John L. Smith, editor of the Fulton Weekly News, went on a “high boss” last week, when he made an aerial flight from Paducah to Metropolis, a distance of twelve miles, in twelve minutes. The trip was made as a guest of Tony Jannus, the noted airship man.

**DON'T SHY AT “JOURNALIST.”**

**The Word Is Coming Back Into Use Among Newspaper Men.**

In England and Continental countries for many years an editor, sub-editor or reporter has been known as a journalist, says an English exchange. He has called himself a journalist without apologizing, just as a lawyer or a doctor that he is a doctor. Newspaper writers in the United States have been wont to shy at the word “journalist,” as applied to themselves. They are ready to admit that the profession in which they are engaged is the profession of journalism; yet they sidestep, some of them with blushes and others with grins, when the gentle accusation that they are journalists is placed against them. Whether such sidestepping is induced by modesty or by mulishness is not material to the present matter in hand.

In very recent years there has developed a disposition upon the part of some American newspaper workers to plead guilty to the innocuous crime of being journalists, even at the cost of becoming the subjects of sarcastic laughter from the throats of their associates. Col. Henry Watterson, for instance, if asked pointblank whether or no he regards himself as a journalist, would reply in the affirmative. But would the “star reporter” on Colonel Watterson's Louisville Courier-Journal—if indeed there be such an animal—do likewise? Perhaps he would today, but it is a hundred-to-one shot that he would not have called himself a journalist ten years ago.

The change, however slight it may be, has been brought about chiefly by the creation of schools of journalism in the United States, where journalism or newspaper making is taught as one of the so-called “learned professions.”

The Edmonton Spirit, is a semi-daily newspaper printed en route by the Edmonton, Alta., delegation to Toronto, August Wolf was the editor. Last Sunday's issue contained a prayer, program at Winnipeg, short editorials, boost section, and other information, gay and otherwise, for the On-to-Toronto bunch on board train.

**R. J. BIDWELL CO.**

Pacific Coast Representative

- Los Angeles Times
- Portland Oregonian
- Seattle Post-Intelligencer
- Spokane Spokeman-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**

IN MAY  
The Daily Average Circulation of  
**The Omaha Daily News**  
“Nebraska's First Newspaper”  
WAS  
**74,842**  
Two Contemporaries  
No Competitors  
Distinctly First  
In Quantity and Quality Circulation  
C. D. BERTOLET, Boyce Bldg., Chicago  
New York Representative  
A. K. Hammond 366 Fifth Avenue

**THE HERALD**

HAS THE  
**LARGEST MORNING CIRCULATION**  
IN

**WASHINGTON**  
C. T. BRAINARD, President.

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

**THE Detroit Saturday Night**

guarantees the reliability of every advertisement appearing in its columns.

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

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

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

**THE NEW HAVEN Times-Leader**

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

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

## CRUSADE FOR TRUTH IN ADVERTISING

**What the National Vigilance Committee has Accomplished by Its Moral and Legal Suasion—Eighteen States Now Have Honest Ad Laws—Publishers Cleaning Up Their Columns.**

Presenting to the members of the Associated Ad Clubs of America what he considered one of the most interesting, vital and far-reaching activities of the association, Harry D. Robbins, chairman of the National Vigilance Committee, read his report at the Wednesday afternoon general session. Mr. Robbins' paper was entitled "Since Baltimore." It follows in part:

"We have proven by actual performance that this work can be conducted in a constructive manner without serious disturbance to legitimate interests. We have also proven that what little disturbance our work may occasionally involve is a thousand times justified by its beneficent results. A bird's-eye-view of the year's campaign reveals five distinct phases of the work deserving of specific mention in this report: Legislation, local committees, cases investigated, finance and what I may term the 'general clean up.'

### EFFECTIVE LEGISLATION.

"Early last fall, Mr. Louis Guenther, publisher of the Financial World, was appointed vice-chairman in charge of legislation. He promptly formulated his ideas and communicated them to all vigilance committees and clubs in States and countries covered by the membership which were without competent advertising laws. In view of this effort of the general committee to procure additional legislation it affords me pleasure to report substantial progress.

"We now have practical laws in eighteen States, representing a gain this season of five States, a new law in Canada. Legislation is pending in three States and at Washington. The eighteen States now possessing honest advertising laws in the order of their enactment are New York, Oregon, Massachusetts, Ohio, Minnesota, Washington, North Dakota, Pennsylvania, New Jersey, Nebraska, Iowa, Indiana, Michigan, Wisconsin, South Dakota, Connecticut, Rhode Island and Utah. It is a fine thing that Canada has greeted this convention with a new honest advertising law.

In Baltimore, I reported city ordinances, similar in form to the Model Statute, in Seattle, Portland, Ore.; Wichita, Kan.; Los Angeles, and North Yakima, Wash. As a result of this season's work I can add to the list New York City, Chicago, St. Louis, Binghamton, Omaha, Birmingham and San Francisco and Pueblo, Col. There is now pending State legislation in Louisiana, Georgia and Illinois, a Federal law at Washington, and an amendment to the new law just enacted in Canada; also city ordinances in Boston, Salt Lake City and Kansas City. An amendment to the State law making it illegal to misrepresent values is pending in Massachusetts.

"The general laws may be divided into three classes: The Printer's Ink Model Statute, the Amended Model Statute, and the Massachusetts Form. The Printer's Ink Model Statute, now law in six States, forbids false statement of fact by the man who has the goods for sale. It does not penalize statements of mere opinion, does not include the publisher or agent unless the advertisement refers to commodities or services actually offered by him, and does not make it necessary to prove intent to deceive. The Amended Model Statute contains the word 'knowingly,' making it necessary to prove intent. The Massachusetts Form, also containing the word 'knowingly,' is more complex and less serviceable by reason of specific definitions.

### WORK OF LOCAL COMMITTEES.

"At the present time there are seventy local committees in member clubs and about thirty committees under various names in non-member clubs, and other organizations, co-operating with us. We have then a vigilance committee system of about 100 co-operative committees and embracing an individual membership of

over 600 men, scattered through the United States and Canada. Of the seventy committees in member clubs about twenty-five are highly efficient, another twenty-five reasonably so and the remaining twenty can best be described as strong in the spirit but weak in the flesh.

"Our seventy member committees have investigated this season a total of 648 cases, of which 379 were successfully handled by moral suasion, and forty-two cases were prosecuted in the courts. Of these forty-two cases six were lost or withdrawn, twelve are still pending and twenty-four resulted in convictions and fines.



GOLDEN RULE FREEMAN.

"It is eminently fitting that this report should include a tribute to the efficient work of the Vigilantes in Canada, and to the co-operation of Canadian newspapers which are heartily in sympathy with our campaign to keep out of the press advertising which does not measure up to a decent and dependable standard.

### CLEANING UP COLUMNS.

"While I could give you plenty of detail it would take your time unnecessarily. Quite a number of newspapers and other media have this season switched over to the clean standard, while all along the line local committees have reported gradual improvement.

"Copy writers, also, have prepared their statements with more care. It is impossible to estimate the good that has been accomplished along these lines. It is sufficient to know that the standard of truth and decency prevail today. If there are still exceptions, they are in a hopeless minority, and, like other hopeless minorities they must eventually pass to the depths of oblivion.

"Up to October 1, 1913, your General Committee financed itself through solicitation of subscriptions from its friends, including some \$40 contributed from the treasury by the Executive Committee. A total of \$1,544.50 was raised and expended in this manner. Since October 1 the Associated Advertising Clubs of America has paid the bills at a total

cost to date of \$1,690.82. Considering what has been accomplished the total expenditure to date by your general committee of only \$3,235.32 is remarkably small.

### USE OF MORAL SUASION.

"In seeking to correct the errors of commission and omission in the advertising field, we are confronted with a human problem. Where we find an unscrupulous offender, we find the big stick to be the most effective weapon, and, critics to the contrary, I still believe that drastic treatment of such cases is the only sane policy. We recognize the fact, however, that a large percentage of the errors we encounter are errors of the mind and not the heart. In such cases, moral suasion is the logical vehicle of correction.

"I will state without fear of successful contradiction that an unadulterated mixture of truth, decency and square dealings is the most reliable formula the science of life has yet produced for success in a business or professional career.

## NEW CLASS OF AD MEN.

**How They Will Increase the Efficiency of Newspaper Advertising and Promote Truthful Publicity by Sound Counsel.**

BY WILLIAM C. FREEMAN.

Advertising Counsellor of the N. Y. Globe.  
[Address delivered before the Newspaper Division of the A. A. C. A. in Convention at Toronto June 24, 1914.]

The Advertising Counsellor possesses the following qualifications:

1. He likes advertising and believes in it.

2. He stands absolutely for truthful advertising.

3. He is able to determine between that which is chaff and that which is wheat; the reliable and the unreliable; the objectionable and the desirable.

4. He is broad-minded and recognizes merit in others.

5. He knows the value of all publications in his field, their circulations, and their rates for advertising.

6. He knows how to sell advertising himself and never asks an associate to do anything that he is not willing to do himself.

7. He is well informed as to why advertisers in his territory follow certain customs and adopt certain policies—why they succeed in great measure, or fall proportionately.

8. He has an accurate grasp of the business possibilities in his field and knows why advertisers can employ his publication to good advantage.

9. He is able to advise his associates how to develop different lines of business and why these lines should advertise not only in his publication but in others as well.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**STANDARDIZING IN CANADA.**

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

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

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

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

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

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

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

**PUBLICITY SPREADING.**

**Influence of the A. A. C. A. Getting to be World-Wide, Says Englishman at Toronto—Advertising is Yet in Its Infancy—Club Movements a Big Help to Army of United Agents Working in a Common Cause.**

By CHARLES FREDERICK HIGHAM, of London, England.

[Part of a paper on "World Publicity As An Englishman Sees It," delivered at the Convention of Associated Advertising Clubs of America on June 24, 1914.]

Publicity is on the upward trend in every direction. The influence of the Associated Advertising Clubs of America is spreading all over the world. The



CHARLES F. HIGHAM.

public are realizing more than ever the necessity of buying the advertised, rather than the unadvertised, article from an economic point of view. They are finding out that the household commodities which cost most are those which are unbranded and unadvertised. The advertised article, except in a few instances, has not increased in price in the last five years.

Advertising, from an Englishman's point of view, is as yet in its infancy. America is taking the lead, I understand, by having a chair of advertising and selling and general publicity in many of its colleges and schools, but England has not yet realized the importance of this.

**INFLUENCE OF CLUB MOVEMENT.**

One of the most remarkable signs of the times, from an Englishman's point of view, is the development of the club movement in the United States of America. It is hard to make an Englishman realize, if he has not visited the States, that some eight or ten thousand men gather together for the betterment of themselves and of the business which gives them their livelihood; that these men gather together to appreciate more fully the important work they have to do, and the necessity of that work being sound, and their arguments logical—and above all, true.

They have not yet realized on our side of the water the great influence of a big gathering such as you have had in Boston, Dallas, Baltimore, and this year, in Toronto. They do not realize yet, I am sorry to say, that these fine, clean-cut, young American business men, keen to tell the public the merits of an article in an entertaining fashion that they may have better food, better clothes, and better housing—have an influence which would be a great gain on our side of the water.

The club movement in every phase of life is the right movement. The interchanging of ideas and experiences is the only way by which men in advertising—or in anything else—can develop. American advertising men have taught the world that isolation of the individual does not pay, and that it is only by the intermingling of men and the interchange of thoughts that men,

streets, cities, and nations grow. The bigger the man, the bigger the country.

I am proud to be in business, but prouder to be an advertising man.

**GREETINGS FROM BRITISH CLUBS.**

I am particularly proud of the fact that four of the leading business clubs of Great Britain should entrust me with tokens of good fellowship to give to our hosts, the Toronto Ad Club. I am the bearer of these tokens from the Publicity Club of London and the Optimists of Great Britain, both of which I have the honor of being president. As past president of the Thirty Club of London, I am entrusted with their token of appreciation, as well as with that of the Sales Managers' Association, representing the sales managers of the United Kingdom.

I bring these as tokens of goodwill towards all American advertising men. Englishmen have learned to have great respect for Americans and American methods. Nevertheless, they cannot help but feel pardonable pride in the fact that Toronto, a great city of our great dominion, has been able to secure the convention for this year.

**OBITUARY NOTES.**

DAVID G. VAN NAME, editor of the News-Independent, of Staten Island, died at his home at Mariner's Harbor, June 11. He was born on Staten Island in 1849. He was a trustee of the old town of Northfield and was a justice of the peace. He was vice-president of the Holland Society of New York, vice-president of the North Shore Building and Loan Association, a member of the Civic League and a Mason.

A. F. ZIMMERMAN, editor of the Valparaiso (Ind.) Daily Messenger, died of stomach trouble last week. He was fifty-two years old. Mr. Zimmerman had been in the newspaper business all his life, starting as a printer's devil.

HENRY B. NOYES, manager of the Milwaukee branch of the Western Newspaper Union, died last week at Battle Creek, Mich., where he had gone to take treatment. He suffered a physical breakdown about January 1.

C. W. NORRYCE, aged thirty, city editor of the Anderson (S. C.) Daily Mail for the past six years, died recently in that city. Before going to the Daily Mail Mr. Norryce was news editor of the Charlotte Observer. He was considered one of the brightest newspaper men in the state.

SENATOR THOMAS COFFEY, seventy-two years old, founder and editor of the Catholic Record, London, Ont., died of heart disease June 9.

J. H. S. STIMMELL, sixty-three, secretary-treasurer of the Connellville (Pa.) Daily Courier, and an authority on coke, died suddenly at Confluence, Pa., last week, of heat prostration.

HARVEY L. GOODALL, for the last five years managing editor of the Chicago Daily Farmers' and Drovers' Journal, a paper founded in 1877 by his father, died June 10. Mr. Goodall was twenty-nine years old and a graduate of Notre Dame University. Previous to his connection with the Journal, ten years ago, he worked on the editorial staffs of various Chicago, Boston and St. Louis newspapers.

BENNET BURLEIGH, a veteran war correspondent, died in London, Eng., last week. He was born in Glasgow about seventy years ago. In 1882 he joined the London Daily Telegraph and remained with that paper until his death.

LORENZO P. WASHBURN, for sixteen years city editor of the Salem (Mass.) Evening News, died in that city June 14. He was born in 1869.

THOMAS W. ENTWISTLE, Philadelphia correspondent of the New York Times, died Tuesday at his home in Chester, Penn., after an illness of five weeks. He began his newspaper career on the Pottstown Ledger. For several years he was editor of the Chester Times. Ten years ago he joined the staff of the Philadelphia Public Ledger and served in many capacities.

G. R. PULLEN, a newspaper man, died in Paris on Wednesday. He was born in Brooklyn in 1869.

**NEW PUBLICATIONS.**

LAKIN, KAN.—M. B. Royer, a Kansas printer, has brought out the first issue of the Independent.

CIRCLEVILLE, O.—Percy Walling expects to start a Democratic daily here. He has purchased an equipment at Washington Courthouse.

BILLINGS, MONT.—T. M. Swindlehurst, chairman of the Democratic State Central Committee, and J. M. Kennedy, Commissioner of Agriculture and Publicity, have acquired the Billings Journal.

MARION, KY.—The J. C. Bourland Printing Company will issue a daily, the Chautauqua News, through the Chautauqua week, and perhaps indefinitely.

GRAND JUNCTION, COL.—Critic is a newspaper. The editor is George Kunkle.

BOISE, IDAHO.—The Idaho State Post, a Democratic weekly, has appeared.

TULSA, OKLA.—The Independent News has begun publication by the Good Government Club.

CANANDAIGUA, N. Y.—Ontario County is to have a Progressive weekly to be known as the Ontario Progressive Bulletin, published in this city.

**WE CAN PROVE IT!**

Let us send you the names of twenty-five of the best known circulation managers in the United States who will state to you or anyone else that this

**De Luxe Sewing Set**

is the best business puller they have used in years and that its low cost makes it the most wonderful premium on the market today. Over 300,000 sold in the past six months.



Cuts, plans, advertising copy and samples furnished for the asking.

**S. Blake Willden & Company**

1606 Heyworth Bldg., CHICAGO

**PRACTICE STANDARDS.**

**Divisional Sections Adopt Them for Use in Their Several Lines of Business—Necessity of Honesty and Square Dealing Officially Recognized—Maintenance of Advertising Rates Recommended by Publishers.**

The several departmental bodies adopted Standards of Practice which all the members agreed to observe in their business. Of these the following are of special interest to the readers of THE EDITOR AND PUBLISHER. Those adopted by the newspaper section may be found on the front page of this issue:

**ADVERTISING AGENTS.**

Realizing the increased responsibilities of the general advertising agents, due to the enlarged scope and requirements of modern agency service, every agent should use his best efforts to raise the

general standards of practice, and should pledge himself:

1. To first recognize the fact that advertising, to be efficient, must deserve the full confidence and respect of the public, and, therefore, to decline to give service to any advertiser whose publicity would bring discredit on the printed word.
2. To recognize that it is bad practice to unwarrantably disturb the relations between a client and an agent who is faithfully and efficiently serving such client.
3. To permit no lowering of maximum service through accepting any new client whose business is in direct competition with that of a present client without the full knowledge of both parties.
4. To avoid unfair competition, resolve to carry into practice the equitable basis of "one-price-for-all," and determine that the minimum charge for service be the full commission allowed to recognized agencies, and that no rebates, discounts or variations of any kind be made, except those regularly allowed for cash payment, and such special discounts as may be generally announced and available to all.
5. To conserve advertising expenditures by making investigation in advance of all conditions surrounding a contemplated campaign, by counseling delay where preliminary work must first be accomplished, and by using every effort to establish the right relation and cooperation between advertising and selling forces.
6. To avoid, in the preparation of copy, exaggerated statements and to discountenance any wilful misrepresentation of either merchandise or values.
7. To recommend to all advertising mediums the maintenance of equitable uniform rates, terms and discounts to all recognized agencies alike.
8. To require exact information as to the volume of circulation of any medium used, and specific detail as to the distribution of this circulation, both territorially and as to class of readers. In figuring the value of a medium to regard information as to the method of obtaining this circulation and the care in auditing this circulation as an essential consideration in estimating its worth.
9. To discountenance the issuance of agency house organs soliciting or containing paid advertising from owners of space.
10. To ensure continued progress toward better professional standards, through the appointment of a standard agency practice committee, to whom all suggestions shall be referred during the coming year, and who shall report their recommendations at the next annual convention.
11. To co-operate heartily with each division of advertising in its effort to establish better standards of practice.

W. H. JOHNS, Vice-President George Batten Co.  
O. H. BLACKMAN.

**BUSINESS PAPERS.**

Realizing our obligation and responsibility to the public, to the seller of advertising service, the advertising agent and our own organization, we, as general advertisers, pledge ourselves as follows:

1. To consider the interest of the public foremost, and particularly that portion thereof which we serve.
2. To claim no more, but if anything a little less, in our advertising than we can deliver.
3. To refrain from statements in our advertising which through actual misrepresentation, through ambiguity, or through incompleteness, are likely to be misleading to the public or unjust to competitors.
4. To use every possible means, not only in our own individual advertising, but by association and co-operation, to increase the public's confidence in advertised statements.
5. To refrain from attacking competitors in our advertising.
6. To refrain from imposing upon the seller of advertising services unjust, unreasonable, and unnecessarily friskous requirements.
7. To furnish to publishers, when requested, technical information which will help them keep reading pages and advertising columns free from misstatements.
8. To refrain from and discourage deceptive or coercive methods in securing free advertising and to do everything possible to aid the publisher to keep his columns free and independent.
9. To require standards for ourselves equal to those we set for others.

O. C. HARN,  
HARRY TIPPER.

**DIRECT ADVERTISING.**

Every advertising manager or business executive in charge of merchandising establishments, also every advertising councillor in dealing with his clients, should dedicate his best efforts to making truthful direct advertising an efficient aid to business and should pledge himself:

1. To study carefully his proposition and his field to find out what kind of advertising applies. The reason for every advertising failure is that the right kind of advertising, and its proper application for the particular product and market were not used. The only forms of advertising which are best for any purpose are those which produce the most profit.
2. To bring direct advertising to the attention of concerns who have never realized its possibilities. Many concerns do not advertise because they do not know that advertising can be started at small expense. They confuse advertising with expensive campaigns and hesitate to compete with others already doing general publicity.
3. To determine the different ways in which direct advertising can be used to effectively supplement other forms of advertising and to so study the other forms used that the direct advertising may become a component part of the entire publicity plan.
4. To study the special advantages of direct advertising such as individuality, privacy of plan, facility for accompanying with advertisement, samples, postals, return envelopes, inquiry or order blanks, ability to reach special groups or places, personal control of advertising up to the minute of mailing, and other recognized advantages.
5. To strengthen the bond between manufacturer and dealer by encouraging the manufacturer to prepare direct advertising matter for the dealer, so well printed with his name, address and business card as to make him glad to distribute it, providing always the cost of special imprinting is in proportion to the benefits derived.
6. To take advantage of the opportunities to test out letters and literature on a portion of a list before sending them out to the entire list. Wherever it is possible for an advertiser to approximate in advance his returns from his advertising, he has made his advertising more efficient. Direct advertising makes this possible. Testing out direct advertising campaigns in advance does much to remove the element of chance.
7. To consider inquiries as valuable only as they can be turned into sales. An inquiry is a means to an end—

not an end in itself. The disposition to consider cost per inquiry instead of cost per sale has led many a firm to false analysis.

8. To give the mailing list its proper importance. Many advertisers use poorly prepared mailing lists, which are compiled in a careless, haphazard manner, and never take the trouble to check them up or expand them. Mailing lists should be constantly revised. Poor lists and old lists cost money in two ways: One by missing good prospects and thereby losing sales, and the other by money spent on useless names.

9. To encourage the use of direct advertising as an educational factor within their organization with sales forces and dealers. Many concerns have raised their standards of efficiency through the use of letters, house organs, bulletins, mailing cards, folders, etc.

10. To champion direct advertising in the right way. General publicity and direct advertising are two servants of business and each has its place and its work to do. No form of advertising should ever attack another form of advertising as such.

HOMER J. BUCKLEY,  
O. H. CHAMBERLAIN.

**BUSINESS PAPERS.**

The publisher of a business paper should dedicate his best efforts to the cause of business and social service, and to this end should pledge himself:

1. To consider, first the interest of the subscriber.
2. To subscribe to and work for truth and honesty in all departments.
3. To eliminate, in so far as possible, his personal opinions from his news columns, but to be a leader of thought in his editorial columns, and to make his criticisms constructive.
4. To refuse to publish "puff," free reading notices or paid "write-ups" to keep his reading columns independent of advertising considerations and to measure all news by this standard: "Is it real news?"
5. To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.
6. To solicit subscriptions and advertising solely upon the merits of the publication.
7. To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements subject to proper and authentic verification.
8. To co-operate with all organizations and individuals engaged in creative advertising work.
9. To avoid unfair competition.
10. To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.

W. H. UKERS, A. C. PEARSON,  
F. D. PORTER, A. A. GRAY.

**MAGAZINES.**

We believe the magazine publisher is a trustee of the millions of homes whose entertainment and cultivation he strives to promote, and we therefore set up the following standards in the light and obligation of his trusteeship:

1. We commit ourselves, without reservation, to the Truth emblem of the A. A. C. of W.
2. We commit ourselves to ceaseless vigilance to see that every advertisement we publish shall measure up to that Truth emblem.
3. We commit ourselves to stand at all times for clear and wholesome editorial and text matter, which shall also be free from advertising influence.
4. We commit ourselves to our advertisers and agents to maintain an absolute uniformity of advertising rates.
5. We commit ourselves to definite statements and to independent audits showing the quantity and distribution of our circulation.
6. We commit ourselves to maintaining the highest standards of character and capacity in appointing advertising agents.
7. We commit ourselves to continued opposition to free press bureaus, and other agents for free publicity.
8. We commit ourselves to consider all matter for the publication of which we accept payment as advertising matter and to so mark it that it will be known as such.
9. We commit ourselves to continue to give our constant attention to the physical presentation of advertising, in the way of paper, press work and general typographical excellence to the end that advertising may secure its highest possible efficiency.
10. We commit ourselves to fair and friendly competition both toward our fellow periodical publishers and toward all other competitors selling legitimate advertising of whatever form.
11. We commit ourselves to work always with increasing zeal to do everything in our power to advance the cause of advertising as the great modern servant of the business world and of the general public.

H. R. REED, Champion.

**Requests Lists of Specials.**

The Benjamin & Kentnor Company request all specials to send to them a complete list of publications represented in the Eastern territory. This refers to daily, semi-weekly and weekly newspapers, farm papers, all class publications and magazines. The above will be kept in a special file for the benefit of advertising agencies and the trade at large.

We pride ourselves on our ability to supply a Sunday Comic Supplement that will compare more than favorably with any Comic now on the market. In fact it is

**A Real Comic**

'chock' full of good, clean humor, well embellished with masterful drawings, well printed, from good inks on good stock at a price considerably below what you'll be willing to pay for our service.

Write for Samples

**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

**Weekly Children's Page**

Lately placed with Minneapolis Journal. "Nuff Sed."

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

**THE PROFITABLE WAGE**  
By Ed. E. Sheagreen

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.

**Get More Classified Advertising**

and collect **SMALL CLASSIFIED ACCOUNTS** at less cost and more promptly by using **WINTHROP COIN CARDS**

We print below a letter from one of our 350 daily newspaper customers, The Chattanooga Times

"In a few words as possible, we beg to say that it would be almost impossible for us to transact our business in our Classified Advertising Department without the use of Winthrop Coin Cards. They make that department satisfactory and profitable."

Write for prices and samples, or send copy now for trial order.

**THE WINTHROP PRESS**  
Coin Card Department.  
141 East 25th Street, 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 } **Editions**  
Trade }

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

**SOLD ONLY BY MAIL**

Editorials of Local Importance on Civic and Social Problems. Give your Leadership. Woman's Fate Features that Bring Results. Consult Us before Launching Public Movements. We Can Help You.

**BRUCE W. ULSH**  
Prestige Builder, Wabash, Indiana

**EDITORS AND PUBLISHERS Can We Assist You?**

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

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

**BRIDGEPORT COMBINE.**

**CONSOLIDATION OF TELEGRAM AND POST HAS BEEN FINALLY MADE EFFECTIVE.**

**More Than Half a Million Said to Be Involved in the Important Change—Strong Men Will Be in Charge of the Editorial and Business Departments—The New Paper Will Retain the Name of the Post—Sale of the Telegram By New York Brokers.**

The past week has witnessed a decidedly important event in New England newspaperdom, through the consolidation of the Bridgeport (Conn.) Evening Post and the Bridgeport Morning Telegram. These newspapers are the



FRANK W. BOLANDE.

distinct leaders in the Bridgeport field, and bringing them together forms a strong combination which will thoroughly serve the morning and evening fields of Bridgeport and its environs. This is a newspaper territory of 150,000 population. Into the combination also goes the Sunday Post.

**SALE BY HARWELL, CANNON & MCCARTHY.**  
This consolidation was made through the firm of Harwell, Cannon & McCarthy, Newspaper Brokers, Times Building, New York City, Mr. Harwell having given his personal attention to these negotiations for some time. He is authority for the statement that the actual deal made at Bridgeport involved three important transactions as follows:

One half the common stock of the Post Publishing Company, consisting of 700 shares, was sold to F. W. Bolande, President of the Company and Editor of the Evening Post, by R. N. Blakeslee, General Manager of the Post Company. All of the stock of the Telegram Publishing Company was sold to the Post Publishing Company, and one-half of the stock of the Post Publishing Company after the absorption of the Morning Telegram was sold to A. McNeil, Jr., and Kenneth W. McNeil.

**ONE-HALF MILLION CAPITAL.**

The Company will be continued as the Post Publishing Company and will be capitalized at \$500,000 which, according to the brokers, is a conservative estimate of the value of the two properties combined. The Post Publishing Company owns a splendid four story brick and stone building located in the heart of the city of Bridgeport, and has one of the finest equipped plants in New England. This plant, re-inforced by the best machinery of the Telegram Company, will give these combined news-

papers a battery of 17 linotype machines and press capacity which will anticipate their needs for a good many years to come.

The consolidated properties start with a combined circulation of about 30,000 copies per day at 2c. This is one of the largest daily circulations in New England, outside of Boston, and is in a rapidly growing and highly prosperous territory.

**STRONG MEN IN CHARGE.**

The new officers of the Company are Frank W. Bolande, president; Archibald McNeil, Jr., vice-president, and Kenneth W. McNeil, secretary-treasurer. Mr. Bolande will be editor-in-chief of the two newspapers, Mr. Kenneth McNeil will be general manager, and Mr. Archibald McNeil, Jr., business manager.

Mr. Bolande is known throughout New England as a fearless and able editorial writer having acted in that capacity on the Evening Post for a great many years past. He has been connected with this newspaper in reportorial and editorial capacity for the past thirty years.

Archibald McNeil, Jr., and Kenneth W. McNeil, bought the Morning Telegram from Geo. W. Hills less than two years ago, and have made unusual progress with this newspaper in the interim. The McNeil family has been conspicuous in Bridgeport industrial and social interests for many years and young Kenneth McNeil now heads a local industrial corporation whose business runs into many millions of dollars per annum. Archibald McNeil, Jr., has given his personal attention to the conduct of the Morning Telegram in addition to his duties as State Senator. He has shown



ARCHIBALD McNEIL, JR.

marked talent for the publishing business.

**THE HISTORY OF THE POST.**

The Bridgeport Evening Post was established in East Bridgeport in 1883 with a capital of \$3.00. It was the first penny newspaper known in New England and its contemporaries sold at three cents. It grew steadily until it passed all of its competitors and has for many years been the leading evening newspaper of the city. The present Post building was erected on Cannon street, near Main in 1892, and shortly after, the Post Company started the Bridgeport Morning Telegram. In 1906, the Evening Post was sold to Frank W. Bolande, R. N. Blakeslee and their associates, and the Morning Telegram was moved across the street into the Lincoln Bldg., where it was being published at the time of this consolidation. A year ago Messrs. Bolande and Blakeslee bought all

the stock in the Post Company then owned by their associates and became equal owners of the stock of the company. The Post was capitalized in 1906 at \$200,000, but this stock was sold in this recent transaction at a figure substantially above par.

Both The Post and Telegram did the largest business in their history last year and combined they should have opportunity to wield a powerful influence for good in the community, and also give the advertising public excellent service. Both papers were started as independent newspapers and this successful policy will be strictly continued.

**NEW YORK BROKERS COMPLIMENTED.**

Harwell, Cannon & McCarthy have received from President Bolande, of the Post Company, and A. McNeil, Jr., of the Telegram Company, hearty congratulations upon the successful termination of negotiations. These letters pay high tribute to Mr. Harwell, who personally engineered the deal against difficulties which would have dismayed a less able man. Mr. Bolande credits Mr. Harwell with having shown "absolute fairness, indomitable perseverance and remarkable resource." Mr. McNeil writes that the consolidation would never have been made were it not for the work of Mr. Harwell.

**Miss Wilson To Be Editor.**

Official announcement was made at Madison, Wis., on June 21, that Miss Margaret Wilson, the President's daughter, will have charge of the section devoted to community music in The Social Centre Magazine, to be launched soon. This was decided at the conference of the prospective editors. Before she permitted her name to be used Miss Wilson exacted a promise that she should have something to do and not be a figurehead. The first number of the magazine will be issued in August at the home office in Madison. Edward J. Ward of that city will be editor in charge and Grant M. Hyde of the University of Wisconsin will be manager. There are nineteen associate editors.

**Jail for Paris Herald Cashier.**

Laporte, the cashier of the Paris edition of the New York Herald, who absconded some time ago with \$20,000 of the paper's money, was sentenced to three years imprisonment with the benefit of the first offenders act. Laporte says he was ruined through the discovery of a marvellous system of betting which he believed would insure him a fortune at gambling. He is not the only man who has thought he had a scheme for beating the game.



KENNETH W. McNEIL.

**Campbell Takes a Vacation.**

A. D. Campbell, Western representative of the New York World, whose headquarters are in the Hartford Building, Chicago, and who was in New York this week, left with his wife on a two weeks' trip to Montreal and Ottawa on Saturday. Mr. Campbell, who was born



A. D. CAMPBELL, JR.

at Van Kleeck Hill, Canada, has been with the World's ad department since January 1, 1907, and has been in Chicago six years.

**AD FIELD PERSONALS.**

S. R. Latshaw, recently president of the Home Pattern Company has become advertising director of the Butterick Publishing Company. There will be no change in the personnel of the Butterick organization. A dinner in honor of Mr. Latshaw was given at the Hotel Biltmore, New York, on June 19.

Lee Anderson, advertising manager of the Chalmers Motor Company, has been elected president of the Adcraft Club of Detroit. Henry T. Ewald, of the Campbell-Ewald Advertising Company, of Detroit, was elected vice-president.

Archer A. King, of Chicago, has been appointed Western representative of Puck.

Carl Hugo Levin, formerly of the copy staff of Lord & Thomas, Chicago, has resigned to become advertising and sales manager for the William P. Stark Nurseries, Neosho and Stark City, Mo.

H. M. Kiesewelter, formerly of the Michelin Tire Company, has been appointed advertising manager of the George W. Houk Company, of Buffalo, N. Y. He will manage the New York branch of the business.

Guy Brown, formerly managing editor of the Pontiac (Mich.) Press-Gazette, has joined the Campbell-Ewald Advertising Company, of Detroit.

**Curtis Co. Plan to Sell Its Realty.**

A proposition to have the Curtis Publishing Co., Philadelphia, sell its real estate and personal property to a new corporation will be voted upon July 22 at a special meeting of the company's stockholders. The proposed new corporation will have a capital stock of \$25,000,000, of which \$20,000,000 is to be issued in payment for the property of the Curtis Publishing Co. It is proposed to effect the sale by exchanging capital stock of the new corporation for that of the Curtis Publishing Co. on the basis of two shares for one.

THE EDITOR AND PUBLISHER is \$2 a year.

## GAINS BY AD CLEAN-UP

**Julius Schneider Cites Increased Business of Chicago Tribune to Show that Newspaper Columns Are Purged of Misleading Copy to Their Advantage—All Publications Find the Best Policy Is the Square Deal.**

By JULIUS SCHNEIDER,  
(Advertising Director Chicago Herald.)

As the cleaning up of business is from within, to its everlasting credit be it said, the cleaning up of advertising also is from within. It is the voice of the advertisers and advertising men of America that is demanding that advertising shall be purged of its parasites and that the thief or crook under the guise of advertising shall be defined and punished. Nor will this demand be satisfied until the reprobation includes the medium as well as the malefactor.

Deceit in advertising is often difficult of detection before publication. For this reason there are with us yet some advertising men and some mediums of the old school, who declare that the newspaper is not called on to set itself up as a censor, to scrutinize and analyze, and to accept or reject on its ex parte judgment. The stand of these men and mediums appears to be indefensible in the face of the fact that with the destruction of the deceitful there is opened up for development a vast field of legitimate advertising, leaving so little of the fraudulent that its monetary value is not worthy of consideration in comparison with the worthy.

### PUBLIC RESPONDS QUICKLY.

As fast as you eliminate fraud from business so fast does the public embrace and welcome business. And as fast as you eliminate fraud and uncleanness from advertising, so fast does the public relinquish its prejudices and respond to advertising of the new order. Advertising again to our original text: "We advertise to get the money," it is susceptible of proof that *there is more money in developing the legitimate fields of advertising legitimate commodities or service, than there ever was in crooked advertising in its palmy days, both for the advertiser and the medium.*

It is susceptible of proof that the medium which rejects all evil-producing ads and all fraudulent advertising, devoting its energies to the constructive work of developing legitimate lines, "gets the money" in greater volume for itself because it actually "gets the money" for the legitimate advertiser far more surely than does the medium which mixes the bad with the good, inspiring the public with confidence in neither.

Other mediums than the Chicago Tribune are crusading for the elimination of all that is unclean and deceitful from business and from advertising. It is safe to say, however, that the Tribune has pioneered in this movement, and its crusading has gone farther, pursuing the enemies of sound business and sound advertising more relentlessly and effectively, probably, than any other single publication.

### SERVICE TO THE PUBLIC.

This comes about through the Tribune's definition of greatness in newspapers, which is that a newspaper is great in the ratio of its *service* to the public. Certainly no newspaper can forever continue to successfully pursue a double standard of service to the public in its news and editorial departments and the betrayal of the public to frauds and crooks in its advertising. While, then, it is primarily in line with its determination to *serve*, let me quote a recent letter of William H. Field, the business manager, to John Irving Romer, president of Printer's Ink, to prove that it gets the money for the newspaper that serves the public good in its *advertising* columns as faithfully as in its *news and editorial departments*. The letter is self explanatory. It says in part:

For an answer to the question "Has the Chicago Tribune's exposure of the quack doctors been of benefit to the public?" I refer you to the reprint of the Journal of the American Medical Association, now in your hands.

If Messrs Marsh and Kennedy mean that agitation against advertising frauds tends to cut down the volume of fraudulent advertising, I heartily agree with them and I think you will agree with me as to the desirability of such a result.

If they mean that the exposure of the advertising frauds tends to cut down legitimate advertising in the columns of the exposure, let me prove that they are wrong by the following facts:

The total volume of advertising in The Tribune for the past three years, according to the records of the Washington Press, an independent auditing company that measures the advertising in all the Chicago papers, was as follows:

1911.....	38,082.55 columns
1912.....	39,739.95 columns
1913.....	43,676.27 columns

Please note that the second year gained 1,657.40 columns over the first; the third year 3,936.32 columns over the second and 5,593.72 columns over the first.

During these three years The Tribune has eliminated many classes of advertising.

In the same three years the total volume of advertising in the three other Chicago morning papers combined, according to the record of the same Washington Press, was as follows:

1911.....	61,825.36 columns
1912.....	57,316.53 columns
1913.....	54,273.86 columns

Please note that the second year shows a loss of 4,508.83 columns over the first, and the third year a loss of 3,042.67 columns over the second and 7,551.50 columns over the first. While the figures are not available for the first year of the three, namely 1911, I have had a careful estimate prepared for the second and third years, namely 1912 and 1913, of the combined advertising printed by the three other Chicago morning papers that the Tribune refuses, and find it to be in the following amounts:

1912.....	3,698.91 columns
1913.....	3,705.44 columns

In other words, The Chicago Tribune, attacking advertising frauds with increasing vigor in the last three years, has gained a net total of 3,593.72 columns in the three years, notwithstanding the elimination of many columns of advertising which it printed the first year of the three.

In the same period the three other Chicago morning papers have lost a combined total of 7,551.50 columns, even though their combined total volume of advertising for the last year contains nearly 4,000 columns of advertising that The Tribune refuses.

If Messrs. Marsh and Kennedy will also compare the volume of advertising in newspapers whose policy approximate that of The Tribune, they will find that the gains of these newspapers far exceed the gains of any of the newspapers that practice either the contrary policy or no policy at all.

In other words, I do not believe that there is any decrease in advertising to complain about but that, on the other hand, there is an increase. The business is changing from magazines to newspapers.

In the next three years I look to see a further evolution in this advertising business, and, if the newspapers will continue along the lines which they are just beginning to lay down, I look to see their volume of national advertising increase tremendously.

As a result of the agitation there have been placed upon the statute books of sixteen American States laws that define fraudulency in advertising and prescribe penalties for those who perpetrate frauds within the meaning of the statutes. The sixteen States are: Colorado, Connecticut, Indiana, Iowa, Massachusetts, Michigan, Minnesota, Nebraska, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, Washington and Wisconsin.

In many cities ordinances have been placed on the statute books similarly defining as illegal advertising intended to get the money without delivering the goods. In all of these States and cities there have been many prosecutions for violations of these laws, and it has been made clear to the lawless element in business that advertising will no longer lend itself without a struggle to the success of their seductive practices. A wholesome fear of the law and of honest advertisers has been bred which will constantly lessen the evil advertising.

Even the mediums which accept and publish fraudulent, deceptive and unclean advertising are obliged to refuse the more obviously crooked. The day has already dawned upon a straight path to the goal of the square deal in business and in advertising, and he who stands in the way or with dishonest attempts to retard our progress along this path is simply inviting his own ruin while we continue on by "delivering the goods" to "get the money."

### Here's a Neat Compliment.

E. E. Swain, editor of the Kirksville (Mo.) Daily Express, encloses his subscription with the following sentence typewritten on the bill: "Couldn't 'keep house' without it."

Send \$2 for subscription to this paper.

## CHICAGO HAPPENINGS.

**Washburn Resigns as President of the Press Club—Eugene Field Committee Complains of Poor Support—Herald's New Type—Book on Newspaper Advertising—Death of Walter C. Larned, Art Critic.**

(Special Correspondence.)

CHICAGO, ILL., June 24.—Owing to friction among the officers of the Press Club of Chicago the president, Walter Washburn, has resigned and may be a candidate for re-election in order to vindicate himself.

H. Walter Heegstra, of "Advertising Service," addressed a meeting of retail merchants of Des Moines last week, showing that advertising pays.

The National Wholesale Grocers' Association meeting at Minneapolis last week listened to an address by Julius Schneider of the Chicago Herald on constructive advertising.

### TO RAISE \$10,000 FOR MONUMENT.

The committee appointed to raise \$10,000 for a memorial to Eugene Field in Lincoln Park has issued a statement complaining of poor support, while recently \$25,000 was easily raised for a statue to Goethe. The committee says it is a shame American celebrities receive such poor attention while foreign ones get monuments easily.

R. G. Maxwell of the Maywood won the main flight honors in the Western Ad Men's Tourney at the Glen Oak Country Club last week.

The Chicago Herald is making an advertising feature of its new type, claiming that it is larger and easier to read than that of the other papers.

Charles W. Collins, formerly dramatic editor for the Inter Ocean, is doing publicity work for Ravinia Park.

Wilbur N. Burkhardt, a Chicago newspaper man, was married at Des Moines, last week to Miss Irene Wilson.

A book on "Newspaper Advertising," written by G. H. E. Hawkins, advertising director of the N. K. Fairbank Co., has just been issued. It is an exhaustive treatise on this line of advertising in all its forms.

Walter C. Larned, a well known lawyer, author and art critic, died late last week. He was for many years art editor of the Daily News.

## EXHIBITS AT TORONTO.

**Display the Best the Ad Men Have Seen at Any Meeting.**

(Editorial Correspondence.)

TORONTO, June 24.—The exhibits this year were far and away better than those of any former convention. They were not only better in character but larger in number. The foreign exhibit, which filled some twelve or fifteen cases when it arrived at the exhibition grounds, probably attracted more attention than almost any other portion of the exhibition. This was due to the fact that it consisted largely of poster work of an unusual character. The display was under the direct charge of L. D. Ray, chairman of the Foreign Delegates Committee, whose artistic sense was employed to advantage in its arrangement in the Railroad Building.

No one who gave to the exhibit any study whatever could fail to be impressed with the fact that the German, the French, and the English artists have a keener artistic sense and a bolder execution than a majority of our own artists. In the German section were a number of beautiful posters employed in advertising "Chr. Adt. Kufferberg & Co.'s" champagne at Mainz, Germany. One of these, designed, evidently, for interior display, represented four men sitting at a table upon which reposed a bottle of the company's champagne and a single glass. The drawing of the heads was strikingly lifelike, the minutest details being well preserved.

The Association of Advertising Experts, Berlin, presented some specimens of magazine and booklet covers of special excellence. Other striking specimens of work were contributed by

Reichold and Lang, of Munich, and Otto Ellsner, of Berlin.

The work of the British poster-makers adorned the walls of the larger room in the building. Four of the most striking of these posters advertised Dewars Scotch whiskey. One reproduced a painting of a Highlander in national costume with a glass of whiskey in his hand. The work was so well done that across the room it was difficult to tell it from a genuine painting. Other striking posters were those advertising Oxo and Johnny Walker whiskey.

On tables in this same room were large scrap books filled with specimens of advertising done by the leading department stores of London. One of the books contained the publicity matter employed by the Strand Magazine in an advertising campaign. The first piece was a well-printed illustrated card bearing the picture of a 14-inch gun, below which was this inscription:

"This is the Strand Big Gun which is to Fire Six Advertising Projectiles at you at intervals of one week. The object is not to kill but to attract you."

Following this card were six folders representing projectiles, printed in dull gray. The first bore a message on circulation, the second on supremacy, the third on comparison, the fourth on originality, the fifth on exactness, and the sixth on logic. All the specimens in the British exhibit were collected and arranged by the Advertising World, of London, one of the foremost publications in the British empire devoted to advertising.

The exhibit of the novelty manufacturers was the best I have ever seen. Their products filled a number of glass-covered showcases in the centre of the exhibition hall. The average layman was astonished at the number, variety and attractiveness of the advertising novelties shown.

Seven of the largest manufacturers of metal and miscellaneous signs presented samples of their products. The Passaic Metal Ware Co., of Passaic, N. J., showed several examples of their high grade picture work.

The exhibit of the religious papers occupied considerable space. The title pages of several hundred of them adorned the wall. Prominence was given to the motto announcing that eight-tenths of the people of the United States claimed church affiliation. The magazines had a noteworthy exhibit. On one wall was grouped together advertisements of all kinds of clothing. Above these ads was the inscription: "Magazines have clothed the Man," and on the opposite side, similarly arranged, were a number of advertisements showing that "Magazines have clothed the Women."

The newspaper exhibit, prepared by the Advertising Bureau of the American Newspaper Publishers' Association, occupied a conspicuous position on one of the walls of the Art Building, and attracted a great deal of attention.

The exhibit of the Street Railway Advertising Co. contained samples of various kinds of cards used in street car advertising work. A number of red lights above the exhibit flashed every minute or two, each flash indicating the fact that one thousand persons had entered the street cars. In the Railway Building was also an interesting group of posters from China and Japan and the Philippines, collected by Miss Mina Sharrock, who formerly resided in China. These posters advertise cigarettes, brandy, and breakfast foods.

## N. Y. Press Employees Hold Outing.

Employees of the New York Press held an outing at New Dorp, Staten Island, Sunday. One of the features of the day was a baseball game, in which the advertising department defeated the business office by a score of 13 to 10. There was a program of track and field events, including a shoe race, standing broad jump, fat man's race, running high jump, 100-yard dash, shot put and 600-yard dash.

Fred. Woese, Albany correspondent of the World, was in New York on Tuesday and Wednesday.



**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.

The net out-of-town daily circulation of The New York Times, exceeding 75,000 copies, is larger than the entire (city and out-of-town) daily circulation of either The Herald, Sun or Tribune. The net daily city circulation of The New York Times, exceeding 175,000 copies, is double the combined daily city circulation of The Herald, Sun and Tribune. No returns or unsold copies of The Times.

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

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

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

**CATHOLIC PRINTING CO.**  
Dubuque, Iowa

**Buffalo News**

**EDWARD H. BUTLER**  
Editor and Publisher

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

Foreign Advertising Representatives  
**KELLY-SMITH COMPANY**  
220 Fifth Avenue 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**  
As They Told It to Uncle Sam  
3D U. S. P. O. STATEMENT

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

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

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

**PRESS ASSOCIATIONS.**

Secretary of the Navy Daniels has accepted an invitation to attend at Wilmington, N. C., the latter part of this month, the annual convention of the North Carolina Press Association. The distinguished North Carolinian has been for years a leading member of the Press Association, and has always taken a deep interest in the organization. The public entertainment committee of the Chamber of Commerce will probably arrange some special event as a mark of respect and honor to the Secretary of the Navy on the occasion of his visit to Wilmington.

At the closing meeting, for the season, of the Woman's Press Club, of Cincinnati, O., a fine musical and literary programme was given. Mrs. Florence Goff Schwarz read a delightfully witty playlet of one act, entitled "A Day With the Editor," depicting the trials of a modern editor with women who think they can write and who pester his life out with their contributions, wasting his valuable time and driving him distracted. The editor's advice was: "The world has a heart if it finds sincerity and the world has an intellect and knows when it has been insulted."

The Women's Press Club of Southern California will this week hold its annual outing in the form of a picnic at the home of Miss Cora Foy, the programme chairman, of San Rafael Heights, near Los Angeles. At this time officers will also be installed.

The Louisiana Press Association will hold its thirty-fourth annual meeting August 10 and 11 in the auditorium of the Association of Commerce in New Orleans, according to notices issued by Secretary L. E. Bentley. A programme of business and literary discussions and social features is being arranged, which promises to make the meeting memorable.

The Tennessee Women's Press Club meeting on June 15 at Tate Spring, Tenn., was a social and professional success. All the club members were guests of the hotel management. Every paper in Tennessee was represented and the papers of Louisville, Atlanta, Montgomery, New Orleans and Birmingham sent special representatives for the occasion. Mrs. John L. Meek, of Chattanooga, one of the most distinguished musicians in the south, has written a song and composed the music in honor of the club, and sung it at the gathering.

The Tennessee Press Association held its annual meeting in Memphis on June 11 and 12. Some of the features of the programme were: Annual address, A. N. Shearman, president; address, C. I. J. Mooney, Commercial-Appeal; "Relationship of City and Country Newspapers," J. I. Finney, Columbia Herald; "What Is the Proper Subscription Price of the Country Weekly?" Ed. Albright, Gallatin News; "Is Clubbing With the Daily Press Beneficial to the Country Weeklies?" John H. Rison, Paris Post-Intelligencer; "Country Correspondence," Jno. C. Rogers, Dyersburg State Gazette; "Cost of Printing in the Country Shop," W. M. Featherly, Harriman, Tenn.; "Service," Rutledge Smith, Cookeville, Tenn.; "Industrial Tennessee and Her Needs," C. C. Gilbert, secretary Tennessee Manufacturers' Association.

The negro editors, proprietors and managers of the newspapers published in Texas for the benefit of the colored population of the state met in Galveston on June 8 and 9. It was announced that the purpose of the convention was to get the negro publishers closer together and at the same time have them addressed by the prominent negro educators of the state. Among the papers represented at the convention were Paul Quinn Weekly, Waco; Industrial Era, Beaumont; Freeman, Houston; Western Star, Houston; Galveston City Times, New Idea, Galveston; Herald,

Austin; Hustler, San Antonio; Inquirer, San Antonio; Plaindealer, Palestine; Texas Guide, Palestine; Standard, Prairie View; Dallas Express, Dallas; Masonic Quarterly, Dallas; Odd Fellows Budget, Dallas; Texas Wiley Reporter, Marshall; Bishop. College Student, Marshall; Scimitar, Ennis; Helping Hand, Waco; Conservative Counsellor, Waco; Taborain Banner, Conroe; Appreciator's Union, Texarkana.

About one hundred and fifty members of the Denver Press Club, mothers, wives, sisters, sweethearts, children, et al, forgot the clacking typewriters and home cares recently, journeying to Golden, Castle Rock and Lookout Mountain for the annual basket picnic and outing of the club. Tramway cars conveyed the earlier crowd to Golden, but there were "Seeing Denver" autos for the late risers and those who wished to rubberneck at the skies.

At a meeting of the Board of Governors of the Austin (Tex.) Press Club last week it was determined to make the evening of July 4 "Stunt Night." A meeting of the whole active membership will be called later to make plans for this entertainment.

A large attendance and much interest have marked the thirty-fourth annual meeting of the Texas Press Association, at Wichita Falls, Tex., this week. Some of the subjects discussed were: "Advertising and the Advertiser," "Getting Foreign Advertising," "Should Advertising in Country Weeklies Be Advanced," "Mail Order House Advertising," "Newspaper Men I Have Known," "How I Built Up a Metropolitan Daily in a Small City," "Co-operation Among Publishers," "The Proper Care of Type and Machinery," "Job Office and Job Printing," "The Value and Importance of the Editorial Page," "Should the Daily and Weekly Editions Be Divorced?" "Cleanliness and System in the Newspaper Office," "The Value of Newspaper Files and Their Proper Preservation," "Texas School of Journalism," "The Telephone as a Business Asset of the Publisher," "The Country Newspaper Publisher."

More than two hundred Kentucky newspaper men attended the forty-fifth annual midsummer meeting of the Kentucky Press Association, at Dawson Springs, Ky., on June 8 to 11. Much business was transacted and many diversions were enjoyed. It seemed to be the general opinion among the editors that the advertising rates of the newspapers were too low, as well as subscription rates and charges for job work. It was decided to accept the invitation of Ashland to hold the next meeting in that city.

Abraham Lincoln was eulogized by an ex-Vice-President of the United States and three ex-governors during the pilgrimage on June 12 of the Indiana Republican Editorial Association to Lincoln City, Ind. The exercises were at the grave of Nancy Hanks Lincoln, which, with the old Lincoln home, is now included in a state park. Augustus E. Willson, ex-governor of Kentucky, addressed the editors and their friends on behalf of the state of Lincoln's nativity; W. T. Durbin, ex-governor of Indiana, on behalf of the state of Lincoln's boyhood; Richard Yates, ex-governor of Illinois, on behalf of the state of Lincoln's final adoption, and Charles W. Fairbanks, ex-Vice-President, on behalf of the nation.

Republican editors of southwestern Kansas assembled in Hutchinson a few days ago, talked shop, politics and the wheat crop, and unanimously agreed on two things. It was the annual convention of the Southwestern Kansas Republican Editorial Association. The following officers were chosen for the ensuing year: President, George H. Yust, Sylvia Sun; vice-president, E. L. Smith, Ellinwood Leader; secretary, F. H. Lobdell, Kinsley Mercury; treasurer, A. E. Duvall, Canton Pilot.



The acknowledged political and financial authority among the daily newspapers of America is The New York Evening Post.

Accuracy is always dominant in its columns. Its authoritative opinions and views of the financial world have made it famous throughout the United States and Canada, the best evidence of this fact being its subscription list, which includes many people of culture and refinement in Greater New York and in many American cities. On Saturday an entire section of eight pages is devoted to the World of Finance and Commerce, with articles on all the week's developments, and correspondence from all important markets of the world.

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

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**Get the Best Always**

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**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  
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## HOW TO ADVERTISE THE PANAMA FAIR.

**Symposium of Views on the Subject Contributed by Publicity Experts—Newspapers the Preferred Mediums—Large Space and Copy Adapted to Different Sections of Country Advocated—Necessity of Arousing Public.**

THE EDITOR AND PUBLISHER two weeks ago wrote to a number of the leading special agents and representatives asking for their views on the best way to advertise the Pacific Panama Exposition. From an inquiry made by us it has been made apparent that the public at large is apathetic in regard to the big fair, and that heroic measures will have to be taken to bring to San Francisco a sufficient number of people from all parts of the country to make it a success. Some of the replies to our letter are given below:

### HOW \$100,000 WILL BE SPENT.

*C. A. Williams, of Williams & Cunningham, Chicago.*—The San Diego Panama-California Exposition has appropriated \$100,000 for advertising, to be expended between now and the opening of the Exposition on January 1. It is anticipated that a like amount will be appropriated during the year of the Exposition.

The first copy appears in the July issues in the form of single pages and in the national weeklies, including the Saturday Evening Post, Colliers, Literary Digest, Life, as well as in Review of Reviews and World's Work. Double-page spreads will follow each month until the end of the year. Spreads will also appear in the Country Gentleman the last three or four months of the year, and a list of about one dozen farm papers will receive single page copy once a month.

The beauties of the country itself and the architecture will be conveyed through remarkable drawings made on the ground by the Charles Daniel Frey Studios and the copy will deal with the purposes of the Exposition, the fact that processes of manufacture, rather than finished products, will be shown, transportation and hotel facilities and the other things which a reader contemplating a trip to the Coast will want to know. It is our belief that the later appropriation will be spent very largely in daily newspapers to promote attendance. We shall depend upon them to send people direct to railroad offices to buy tickets for San Diego. This, of course, could not be done until the Exposition was opened.

### SPACE NEARLY ALL TAKEN.

Ninety-five per cent. of the exhibit space has already been contracted for, the main buildings of the Exposition are already completed and ready to receive exhibits and there is every indication that this will be, not only the most beautiful, but the most successful exposition ever held.

It is backed by the strongest men of the Southwest, many of whom are familiar to Eastern and Middle Western folks. They include John D. Spreckels, Mr. Savage of the Savage Arms Company, Mr. Timkin of the Timkin Roller Bearing Company, Lyman J. Gage, Charles D. Spaulding, G. Aubrey Davidson, President of the Southern Trust and Savings Bank, Mr. Belchior, Cashier of the First National Bank of San Diego, Mr. Sefton of the Sefton Manufacturing Company of Chicago, etc..

### MCKINNEY'S PLAN.

*J. P. McKinney, of J. P. McKinney & Son, New York and Chicago.*—The vast sums of money appropriated by the people of the state of California and by the Federal government to produce the exposition at San Francisco are to attain one end—to get the people to see the Empire of the West. To get people to do anything material is to tell them about it. This means to resort to advertising. To the people west of the Mississippi River the transportation to the grounds will be fairly within the reach of all. To them the advertising should be directed in the nature of a description of the fair, etc. Half the

space required for advertising in the East would suffice for the Western territory.

In the East two papers at least should be used in each city of 50,000 and over with a campaign of 5,000 lines as follows: The copy should take the news pages of the papers that reach the great



RAISING OF I. C. M. A. FLAG ON STEAMER NORONIC.

middle classes and appear at a time when low rates for transportation are in force. Starting October 1 with 500 line copy and repeat October 5, 300 lines October 8, 12, 15; 200 lines October 19, 22, 26, 29; 500 lines November 5; 300 lines November 9; 100 lines November 12, 16, 19, 23, 30. Then suspending during December, resuming with 400 lines January 4 and 150 lines one time a week for four weeks. This would bring the campaign to a close at the time the fair would open. This copy should deal to a great extent with the wonders of the transcontinental trip as well as with the exposition.

As it is not the intention of the promoters of the exposition to make a dividend-paying proposition but rather to educate the public to the large resources and advantages of the Western territory, what can it profit those who have the success of the exposition at heart if the people won't come and see? The advertising expenditure should exceed, if necessary, the total cost of the exposition. Though they may have in San Francisco the most wonderful exposition that human ingenuity and effort can produce, the purpose is a failure without the people coming. Talk to the people, tell them everything about the enterprise and the pleasure and educational value of the trip. And do it through the wonderful, far-reaching and clarion voice of the daily newspaper.

### WOULD CENTRALIZE ON DAILY PAPERS.

*G. Logan Payne, of the G. Logan Payne Co., special representatives New York, Chicago and Boston.*—If I wanted to bring people to the Panama Exposition and were at the head of the publicity department, I feel that the duties would be very easy. Instead of sending out circular matter, which costs money to print and good postage to send out, feeling and knowing that 90 per cent. of it would go into the waste basket, because the people to whom it was sent would not have the time to read it, I would study conditions closely and find out where the railroad fares were reasonable and what states we would be most liable to draw people from, then I would centralize my efforts in the daily papers and even the county seat weeklies throughout such territory for less than one-half the money now being spent in sending out circular matter, and the Panama Exposition would be an abso-

lute success from the standpoint of paid admissions. Don't think I am belittling periodical or magazine advertising. If I had sufficient appropriation I would supplement the newspaper advertising with advertising in the magazines.

### NEWSPAPER PUBLICITY BEST.

*J. T. Beckwith, president of the S. C. Beckwith Special Agency, New York, St. Louis and Chicago.*—I believe in living up to our preaching that all advertising is good, but none equal to daily newspaper publicity. I so firmly believe in this class of advertising for securing results, that it is hard for me to comment favorably on any other kind.

The regular appearance of an attractive advertisement in the daily news-

a big thing. Were I to plan the advertising of a manufactured product, I would first make an analytical study of the article produced. Go through the plant. Watch the process and know my proposition backwards. Then take it to the public in copy large enough to tell the story.

An advertising campaign in small copy is like a continued story. People forget the subject when the next copy runs. Large copy is more a series of short stories. There is enough space to tell a complete story in each advertisement.

Larger space gives more of an opportunity to attract attention. A picture of one of the great buildings at San Francisco in a small ad would be a joke. If the cut was large enough there would be no room left in which to tell the story. At least one nine hundred line advertisement should be used once a week. If it could appear twice a week, then without a doubt, the campaign would be a success.

### THE LOGICAL MEDIUM.

*Frank W. Henkel, publishers' representative, Chicago.*—I think that the committee on advertising, now laboring with the California Expositions, has made an appeal that ought to bring fruit, particularly in view of the financial failures that previous expositions have been without advertising. It seems to me that the daily newspaper is the logical medium in which to place this advertising. The daily newspaper is read by the people who take magazines, and they naturally look to it for news about the exposition. Then, too, the railroads will devote more or less attention to the California Expositions, and the greater part of this publicity will be in the daily newspapers. I do not believe this exposition advertising should be carried under the classification of resorts or amusements, as it is far broader and it should have a long and comprehensive campaign devoted to it.

### KIND OF COPY THAT WILL PULL.

*Edward S. Cone, of Cone, Lorenzen & Woodman, of New York, Chicago, Detroit, Atlanta and Kansas City.*—My suggestion for advertising the Panama-Pacific and the San Diego, Cal., Expositions would be, in the first place, to use daily newspapers only; use imitation reading matter, i. e., display advertising set in body type with a news head or as near like unpaid reading matter as possible, each article to contain an illustration and each article to be at least 150 lines single column or 150 lines double column, these articles to be run in each city in the daily papers so that one article would appear each day. For instance, if there are three papers used in a given city, use each paper twice a week on different days so that for the six week days you would have one ad each day.

Each article would have to be prepared to apply to the city in which it was to be published. For instance, in advertising in New York City I would start in by giving the routes from New York City to the Expositions, the scenic features on each route, and then make the lower half of the article cover what the traveler would see on his arrival at the Exposition. So word your descriptions of the routes as to create a desire in the minds of the readers to make the trip from an educational standpoint and from the standpoint of the beautiful scenery, etc., working along the lines of "Seeing Your Own Country First." In writing up the Exposition part I would dwell on the California climate and the natural agricultural resources, the trees, fruit, etc., as well as the exhibits at the Exposition.

### THE TWO MAIN DIFFICULTIES.

The main difficulties in getting people to go on such a long trip are going to be, first, the question of expense and, second, the tiresome journey. The first half of every article should be devoted to proving to the people that the trip itself is not expensive if you figure and realize the educational value to every one of travel through our own country.

### USE LARGE COPY.

*C. P. Knill, of Knill Chamberlain, Inc., Chicago.*—You ask for an expression of opinion from me as to what media to use in advertising the Panama-Pacific and San Diego, California, Exposition and as to the size of space to be used in a newspaper campaign. If I had the placing of the advertising appropriation for the two California Expositions, I would use it practically all in newspapers, not because I am a newspaper man, but because I believe that in newspapers only can be obtained the maximum results for this particular advertising, and I would use large space.

Cut out the magazines and weeklies. The newspapers do not need the support of any other media. Why? Because they reach all the people there are to reach. The only way to "back up" a newspaper campaign is with more newspapers and more copy. Why use several classes of media with a lot of duplication to reach the same people. All or nearly all of the publicity for the two expositions will appear in newspapers.

Another reason why they should be given the advertising is that I do not believe in using small copy to advertise

and seeing its wonderful beauties and business conditions.

By wording this part of the advertisement carefully you can overcome the fear of a long trip and the item of expense, and make the reader feel that he really sees the Expositions for nothing, and that he can charge up the money spent for railroad travel to education.

In laying out routes they should all be made, if going by rail, returning by the Panama Canal, or if going by the Canal, returning by rail and considerable space should be devoted to the Canal, of course.

By splitting up the appropriation so as to cover practically all good newspapers, the moral support of these papers could be secured and a great deal of publicity free could be gotten.

*Guy S. Osborn, Newspaper Representative, Chicago.*—I have but one opinion on this subject and that is what we would tell every national advertiser seeking to create a demand for his wares, and that is to spend their advertising appropriation in a judicious manner.

They should place their appropriation in the hands of a good responsible advertising agency whose counsel is worth the full 15 per cent and hang out a large sign over the door with the word "Out" to all press agents' propositions. If the business men of this country only realized the harm done by the press agents they would shun this form of publicity.

The San Diego Exposition has a great story to tell and it can be told in a simple, attractive and convincing way and the daily newspaper is the logical medium for an exposition of this kind. It is a new exposition and they have a different story to tell every day on what they are going to offer. Their advertising must have that newness each day that is necessary to such a story and the newspaper is the only advertising medium that gives this impression.

*John B. Woodward, Advertising Manager of the Chicago Daily News.*—I am sorry I cannot comply with the request of your letter of June 5. If the task of advertising the Panama-Pacific and the San Diego-California Expositions were assigned to me, I would want several weeks to study the situation before recommending any plan of campaign.

It would seem to me offhand, however, that 150 lines double column is too small a space in which to advertise these expositions successfully.

I believe the backbone of their campaign should be advertisements of at least 600 lines, supplemented, perhaps, by small advertisements appearing under the classification of "Resort and Travel."

**No Censor, Says Mayor Mitchel.**

Mayor Mitchel, of New York, has denied the truth of statements printed to the effect that Dr. Louis Blan, an examiner in the office of the Commissioner of Accounts, is censor for administration news. Mr. Mitchel said that if any of his Commissioners believe that news is to be censored or suppressed by anybody with the approval of the Mayor they are mistaken. "There is to be no stock control by this administration," he added. "Since there appears to be a misunderstanding somewhere I shall tell each Commissioner that he is at liberty to give information to the newspapers at any time and on any subject, with the exception of the substance of official reports to me which I have not yet received."

**A College Daily that Pays.**

The Missouri Missourian, published as a daily by the students of the School of Journalism of the State University at Columbia, during the school year, and as a weekly the rest of the time, is a commercial as well as a newspaper success. During the last thirty-six weeks it carried 65,452 inches of display advertising, an increase of 8,252 inches over last year's record. The paper is an active competitor in the news-of-the-town field with other local papers.

**PHILADELPHIA NOTES.**

**Mr. Munsey Gives Two Weeks' Salary to Staff of Defunct Evening Times When the Paper Quits.**

(Special Correspondence.)

PHILADELPHIA, June 20.—The passing of the Evening Times, Frank A. Munsey's organ in the Quaker City on Tuesday, after six years' struggle with local conditions, came as a complete surprise. While the gossips knew that things were not running quite as smoothly as the business office could wish, there was no suspicion that the end was near. The personal representative of the owner appeared on the fatal morning, twenty minutes before the first edition went to press, with the striking statement which appeared across four columns in the succeeding editions during the day.

It was a surprise to everyone in the organization, even including, it is said, the managing editor, George G. Shor. To make up for the shock, every one of the hundred odd employees was generously given two weeks' pay. "Peggy Van Bram," one of the cleverest women writers in the city; Grantland Rice, Spick Hall, Gordon Mackay, Ralph W. E. Reid and Jack West, sporting writers, W. C. O'Brien, city editor, and Ed Blake, are among those who are now taking well-earned even if compulsory rest.

Even if one did not especially like the sheet, one cannot read his statement and see the big black letter "Final" in the top corners of the front page in the last edition, without a genuine twinge of regret.

The Pennsylvania Women's Press Association, the oldest organization of its kind in the State, held its annual outing Saturday at the Parkside, near Fairmount Park. More than fifty people sat down to supper. Speeches and recitations followed. Dr. Elizabeth C. Snyder was in charge of the affair, and Mrs. Harriet Hayden Finck, president of the club, presided.

William R. Murphy, whose caustic wit made his dramatic and musical criticisms a delight to many during his incumbency on the Evening Telegraph, passed through the city this week. He has been in Chicago for the last year, and was on his way to Ridgewood, N. J., where he will join the staff of the Editor.

Larry Covington has joined the staff of the Public Ledger.

Wilmer Atkinson, the editor of the Farm Journal, who is not so "veteran" that he fails to keep fully abreast of the times, has sent out two circular letters to suffragists, in which he sounds a note of warning and urges members of the two suffrage bodies, the Congressional Union and the National Suffrage Association, to heal their difference and take thought before it is too late.

Ben Armiger, photographer in chief of the North American, is back in the dark-room again. He broke two ribs, to say nothing of his camera, when snapping a running start of the Rose Tree Races at Media three weeks ago.

News Editor Baldwin of the Record has returned to his desk after a vacation in New England.

E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company of Detroit, and first vice-president of the National Association of Corporation Schools, was in this city last week attending the sessions of the annual convention which was held in the auditorium of the Curtis Publishing Company's Building on Independence Square. He is an old Philadelphian and his many friends gave him a royal welcome.

"Billy" Rocap, sporting editor of the Public Ledger, was the official time-keeper of the international polo matches at Meadow Brook.

**Beecham a Baronet Now.**

Sir Joseph Beecham, a patent medicine manufacturer, known to advertising agents and mediums throughout the world, and who was knighted in 1911, was created a Baronet by King George on June 21. Beecham's are probably the best advertised pills in all of Great Britain.

**HOW THE EDITOR WOULD GO.**

The editor of the Burlington Junction Post goes on record as follows:

"At this writing we have no desire to leave this vale of tears and hurl ourselves upon Abraham's bosom, but if we should desire to do so, we wouldn't lean up against a loaded gun and then pull the trigger, as many do. Neither would we eat a solid meal of rough on rats, blow out the gas, drink concentrated lye, sit down in the lap of a buzz-saw, smoke cigarettes, or call a Kentuckian either a liar or a poor judge of whiskey. We would simply get out an edition of our paper in which we would strive to the best of our ability to print the plain, square-toed truth as we understand it, and then calmly await the end."

**Celebrates Sixty Years of Service.**

Thirty-five heads of departments and directors of the Providence (R. I.) Journal Company met at a banquet last week to do honor to Henry R. Davis, secretary of the company, who had just completed sixty years of active service with that organization. Mr. Davis entered the service of the Providence Journal Company when he was fourteen years old. Stephen O. Metcalf, president of the Providence Journal Company, on behalf of the directors, presented to Mr. Davis a massive silver trophy and a series of engrossed resolutions, and most of the department heads spoke during the evening.

**Death of Joseph T. Kelley.**

Joseph T. Kelley, prominent for many years as a newspaper man, died of heart disease Sunday at his home in Nyack, N. Y. He was for many years proprietor and editor of the Rockland County Democrat and held public office until five years ago. Mr. Kelley was born in Mullinahone, County Tipperary, Ireland, in 1839, and came to New York a year later. At the beginning of the Civil War he enlisted as a private in the Sixty-ninth Regiment, New York Volunteers. After the war, in 1866, he was sent by the New York Tribune to Canada to investigate the Fenian troubles.

**Sought Money from Publisher.**

An effort to extort \$1,000 from E. O. Eshelby, proprietor of the Cincinnati Commercial Tribune, and head of the Eshelby Tobacco Company, resulted in the arrest of Fred Schroeder in the office of the newspaper and his confession to the police Saturday. Schroeder was trapped by detectives and arrested after he had accepted \$100 in marked bills as part payment from Mr. Eshelby. A dictaphone recorded the conversation between the publisher and Schroeder, who wanted \$1,000 to suppress an article which he said had been written for him.

**Business Directory as Supplement.**

The Pittsburgh (Pa.) Post is issuing as a supplement to that paper on three consecutive Mondays a sixteen-page classified business directory, which contains more than 5,000 names, with the telephone numbers and addresses, of the leading business institutions, firms and professional men in the Pittsburgh district. It is a notable fact that all this advertising was secured over the 'phone within a period of four weeks. Both the Post's readers and advertisers should profit by the use of such a guide, which is a handy thing to have in the house.

**New Jersey Editor Missing.**

Numerous creditors are anxious to know what has become of Adolph De B. Lupke, editor of the Belmar (N. J.) Coast Advertiser, but news of his whereabouts was lacking until the receipt a few days ago of a letter from the missing editor, sent from Red Bank and addressed to Clarence S. Buhler, who is now in charge of the newspaper plant. The note stated that Lupke's sudden departure was due to the fact that his creditors were closing in on him and he deemed his absence from town for a time at least was quite necessary.

**ALONG THE ROW.**

**SUMMER SONG.**

This is the Season of the Year  
When papers print a page or two  
Of what the folks who leave the town  
For seaside, and the mountains, do.  
We learn Miss Johnson had a bath  
That Mrs. Smith, upon the sand  
Appeared in her new bathing suit  
Not larger than a human hand.  
The pictures of fair maids we view  
As they appear upon the shore  
With nothing on except about  
As much as Mrs. Adam wore.  
All this helps fill the Sunday sheet  
When not much news is to be had  
And brings in, at the usual rate,  
The summer hotel's little ad.

**HEARD AT THE PRESS CLUB.**

"The Herald has introduced a comic sheet."  
"What was the necessity for it?"

**TO GO WITH CUTS.**

Boiled Ham.

**FROM THE FRONT.**

"What is the latest from Mexico?" asked the News Editor as he prepared for his night's work.

"According to the latest dispatches," answered the Telegraph Editor, "Huerta has decided to resign. General Maas has started South, and is now marching to the north again. Carranza has proclaimed himself Provisional President in a town where there are no provisions. Zapata has postponed his march on Mexico City until he can secure ox carts to remove his jewelry. Villa has declared that he will accept the decision of the A. B. C. mediators, provided it is in his favor. All the correspondents at Vera Cruz have been inoculated with typhoid and pocker germs. The very latest from Mexico City is that the Globe Cafe has received ten casks of brandy from a Dutch tramp steamer, and that Huerta is rapidly approaching the Globe in his auto."

"Well," said the News Editor, "tell the Art Department to get up a map covering the entire situation, and turn all the stuff over to the rewrite man for a three column connected story."

**GLORIOUS.**

"It must be glorious," said the fair young visitor to the sanctum, "to be an editor—to have in one's hands such a power for good—to combat evil—to battle for the truth—to defy the wicked, to be independent of all influences—to—"

Here the door opened and a boy threw a note on the Editor's Desk. It read: "Kill that story about a woman being arrested for shoplifting in Smith's Department Store. It's all a mistake and she's going to sue for \$100,000 damages—nothing must be said about it—B. O."

"Yes—" replied the editor, "it is glorious."

**FULL OF SPICY ITEMS.**

The American Grocer.

**HERE'S ANOTHER.**

The Cub, who had just been assigned to cover stations at night, turned in this: "Policeman Cassidy of the Oak Street Precinct was struck in the swamp last night by an automobile. His left arm was sprained. The damage to the car couldn't be ascertained, as it disappeared rapidly from sight."

**WHERE THE KICK COMES.**

First Citizen—"It seems strange to me that the editors who work in the buildings about Printing House Square should object to I. W. W. and other agitators orating at the Franklin statue. Don't the editors believe in free speech?"

Second Citizen—"Sure, but not in free screech."

TOM W. JACKSON.

## SUBSCRIPTION GAINS.

### How to Solve the Knotty Problem of Getting Circulation in Territory Remote From the Office of Publication—Boys as Agents.

By F. M. HATCH.

Circulation Manager the South Bend (Ind.) Tribune.

[A paper read before the members of the International Circulation Managers' Association Convention on the S. S. Naronic last week.]

The problems of how to gain subscription circulation in territory remote from the office of publication and the advisability of reducing rates to meet competition are of vital importance, yet they are often ignored.

The circulation of any paper should proceed on the principle of growth, not a boom. Circulation, whether remote or near at hand, should be built from the center out; not from the outside up into any old place. Subscription circulation, the outer fringe, or the circumference of any newspaper's territory is a peculiar proposition. In the first place, the remote territory is the largest territory, and in many cases, especially in any new field, is the territory that grows the fastest. It is like some low grade ore that seems unpromising yet, under right management, gives splendid returns. But it takes all kinds of brains and energy and larger reserve of endurance, physical and mental backed by ample capital, to get successful results from it. Up-to-date subscription circulation is not what it used to be. The single wrapper stuff is not all the meat in the cocoon. Territory, even though it is remote, can be called legitimate territory if it can be organized. Organize, deputize, supervise.

#### MUST KNOW HIS FIELD.

No set of rules that any man can offer will cover every field, or fit every existing circumstance. The one thing that a circulation man must know is to know his field and be up to the minute on the kind of paper needed there, the kind of men and boys required to organize the prospective subscribers into units of circulation that can be put on a growing basis, and can be massed and controlled by the central office.

The advisability of reducing rates is a secondary matter. It is governed by the kind of paper to be circulated, and the way it is fitted to the territory. Its growth depends on the kind of men and boys who push it—the organization of this force, and the kind and the amount of brains and money behind this circulation.

If you have to sell in remote territory a publication that people do not really want, and can find some other article that will push it instead of acting as a handicap, that is not a bad proposition. Second, if the publisher does not send his men into territory for which his paper should be prepared, the difference between failure and success may be partly made up by the efficiency and endurance of his canvassers.

Right here comes up the difference between remote circulation on a newspaper and remote circulation on a widely circulated weekly or monthly magazine. Almost anything could be called remote as to metropolitan circulation when you go outside of the city limits where the paper is published, or across the line, where another paper bearing Associated Press or Scripps League reports may be found in competing papers arriving just a few jumps ahead of you.

#### FIT PAPER TO TERRITORY.

It is not so much a question of the reduction of the price to meet competition as it is a question of fitting the paper to the territory and organizing on the unit system, also taking into consideration the strongest single element to be found anywhere, for circulation work, namely, the American boy.

The advertising receipts are the life blood of any newspaper, whether it be mainly received from the papers sold in the crowded marts of trade, or out in the remoter districts. This trade must depend upon circulation organized and personally delivered into the homes of

the customers by careful and regular agents. First the boy, then the club list, last single wrapper.

The publishers in the past who have overlooked this important item and rested content with ordinary means of circulars, premiums, clubbing lists, to get hold of the readers in the home, have found after spending lots of money that they were not close enough to the home readers who bought the goods that made advertising pay. The school system of the United States is turning out every year a vast army of live agents who are eager to work. The business that a boy gets in putting out a paper, soliciting new subscriptions, collecting his bills, and transacting the business of the local agent, or reaching the remote publisher by mail, has a double value, both to the boy and to the publisher, in the fact that the boy is getting an education, and the publisher is building up his advertising constituency at the proper place.

#### MORE PRESS CLUB NOTES.

At Albany, N. Y., steps for the re-organization of the City Club, an organization which grew out of the old Press Club, have been taken. The old club will organize along the lines of a country club. Wolfert's Roost, the home of the late David B. Hill, is looked upon as an available site for the club, it is known. The affairs of the old club, which were in the hands of a receiver, have been settled up preparatory to this move.

The New Jersey Woman's Press Club recently held its annual outing at the home of Miss Maud E. Butler, in Madison. It was the club's tenth anniversary. The members took their luncheon, which they spread in the woods adjoining Drew Theological Seminary. A business session was conducted by the president, Mrs. Florence V. Frapwell, of Arlington. The first meeting in October will be at the home of Mrs. Frapwell, who announced that next year, instead of holding all the meetings at the homes of members, the January, February, March and April meetings will be at the Y. W. C. A. building in Newark.

#### CIRCULATION NOTES.

The Atlanta Constitution, of which John T. Toler is circulation manager, is conducting a \$25,270 voting contest which closes June 27.

The Grand Rapids Press has concluded a prize essay contest, the subject being the best 100 mile auto tour in Western Michigan. Much interest was shown in the event and many subscriptions were secured.

#### Religious Editor Back a Prisoner.

Kenneth D. Douglas, formerly religious editor of the Newark (N. J.) Evening News, who was arrested in Boston last week, waived extradition and returned last Saturday in the custody of Detective Patrick Ryan to Newark, where he was wanted on a charge of perjury, because he failed to say that he had been formerly married when he obtained a license to marry his bride of six weeks, whom he recently deserted. A charge of passing bad checks is also on the police blotter.

#### Wisconsin Bans Trade Advertising.

The faculty of the University of Wisconsin has voted to prohibit student publications from accepting merchandise, due bills, or other forms of trade in payment of advertising in the student papers hereafter. The business managers of student publications will be required to give bonds for the faithful performance of their duties, to the class or organization responsible for the publication. The new regulations in regard to student publications are designed to insure the conduct of the business management of university papers in a businesslike manner.

Starks & Wonn, Publishers' Representatives, Chicago, will represent the American Club Woman Magazine in the Western Field.

## COVERING THE CONVENTION.

### Newspaper Men Receive Fine Service at Hands of National Publicity Committee.

(Editorial Correspondence.)

TORONTO, June 24.—Up to Monday morning, no provisions had been made for supplying the newspaper men with convention copy. When Richard H. Waldo, chairman of the National Publicity Committee, found this out, he immediately took the situation in hand, and, assisted by Robert D. Heim, of his own staff, established what the visiting newspaper men considered one of the best press services we have had at any convention. Through the enterprise of the department, it was possible for a newspaper man to secure copies of most of the two hundred and twenty papers read at this convention. The work employed the services of a large staff of typewriters, who were kept busy from early morning until late at night.

In the Press Building all of the newspapers of the city of Toronto had separate rooms for their use. Reporters from the papers in Montreal and nearby cities were also furnished with accommodations.

The local newspapers did not, with one exception, give as much space to the convention as did those of other cities in former years. This was due in a large measure to the fact that Canada was in the throes of a political election of unusual importance. Space was at a premium, but even with this handicap a commendable showing was made. The one exception alluded to above was the Toronto World which each day issued a special supplement of four pages devoted entirely to convention proceedings. Oftentimes there was so much matter to print that the overflow occupied several columns of the main sheet. Because of this fact, probably more copies of the World were sent to distant friends by the visitors than of other papers.

The men who covered the convention for their respective newspapers were as follows:

R. B. Dort, Albany (N. Y.) Knickerbocker Press; Wm. F. Parkhurst, Atlanta (Ga.) National Field; Wm. M. Baker and H. Wyle, Baltimore News; Alfred L. Hart, Baltimore Ad Club; Geo. T. Jenkins, Baltimore Sun; Hugh Freeman, Birmingham (N. Y.) Republican-Herald; R. E. Bennett, Birmingham (N. Y.) Press and Leader; C. A. Phelan and John E. Phelan, Bridgeport (Conn.) Herald; Jas. A. Parsons, Pilgrim Publicity Club, Boston; Wm. F. Rogers, Boston Transcript; Agnes Hassett, Associated Advertising, Boston; Hy. D. Sulzer, Chicago Tribune; Robt. J. Virtue, Chicago; Clarence W. Payne, Cincinnati Enquirer; J. E. Tomlin, Cincinnati Times-Star; Edward D. Sabin, Cleveland Plain Dealer; Harvey R. Young, Columbia Columbia Dispatch; C. J. Pettinger, Crawfordsville (Ind.) Journal; B. B. Geyer, Ohio News League, Dayton.

John T. Reardon, Colorado Editorial Association, Denver; Geo. B. Cooper, Edmonton (Alta.) Journal; F. Ernest Wallace and P. W. Shipman, Elizabeth (N. J.) Daily Journal; August Wolf, Edmonton (Alta.) Spirit; E. G. Williams, Erie (Pa.) Journal; V. H. Gaither and Dana E. Jones, Erie (Pa.) Dispatch; Norman Walker, El Paso (Tex.) Herald; P. M. Walker, Southwest American, Fort Smith, Ark.; Harry Robinson, Fort Smith (Ark.), Times-Record; Julian Wetzel, Associated Advertising, Indianapolis, Ind.; Merle Sidner, Indianapolis (Ind.) Star; Frank S. Chance, Indianapolis (Ind.) News; J. L. Kingsbury, Indiana Farmer, Indianapolis; S. B. Carrell, Iowa City (Ia.) Daily Press; H. M. Harwood, Iowa City (Ia.) Citizen; H. E. Baldwin, Joliet (Ill.) News; Hy. C. Carpenter, Lancaster (Pa.) Intelligence and Journal; A. E. Evans, Lincoln (Neb.) State Journal; H. R. Kelso, Lincoln (Neb.) Daily Star; H. F. Weld and G. H. Muir, London (Can.) Farmer's Advocate

J. C. A. Kerman, London (Eng.) Advertiser's Weekly; J. R. Charter, London (Eng.) Advertising World; A. Bourival, Manchester (N. H.) L'Avénir; National; Chas. Fee and H. A. Robert, Montreal La Presse; G. R. Katz, Montreal La Patrie; Linton Eccles, Montreal Evening News; Chas. Stelzle, Newark (N. J.) News; C. W. Hancock, New Orleans Item; I. C. Asphlet, Printer's Ink, New York; Chas. Stelzle, The Outlook, New York; Wm. L. Roberts, Advertising & Selling, New York; Wm. G. Morton, Post Intelligence, New York; Jas. W. Brown and Frank LeRoy Blanchard, Editor and Publisher, New York; A. R. Rosenblatt and J. Geo. Frederick, Advertising & Selling, New York; A. J. Harding, Newark (N. J.) Evening Star; Alfred Jackson, Advertising & Selling, New York; Chas. W. Hurd, Printer's Ink, New York.

Chas. A. Stock, Odell (Ill.) Gazette and Reporter; Frank C. Bulla, Omaha (Neb.) Daily News; Chas. M. Mundy, Oshawa (Ont.) Reformer; Wm. Finlay, Oshawa Free Press; Marshall N. Dana, Oregon Daily Journal, Portland; C. M. Wessek, J. A. T. P.

Association, Philadelphia; A. G. Dulmage, Arizona Gazette, Phoenix; Chas. A. Seainper, Arizona Republican, Phoenix; Urban E. Dice, Pittsburgh Gazette-Times and Chronicle-Telegraph; J. H. Zerby, Jr., Pottsville (Pa.) Republican; G. Edward Buxton, Jr., Providence (R. I.) Journal and Evening Bulletin; H. S. Anderson, Salt Lake City Democrat; Malcolm McAllister, Salt Lake City Herald-Republic; I. F. Thomas, Salt Lake City Democrat; Malcolm McAllister, Salt Lake City Tribune; Stringam A. Stevens, Salt Lake City Desert News and Telegram; H. E. Anderson, San Francisco Examiner; Wm. J. Bona, San Francisco Call; T. S. Neal and Dolph G. Frantz, Shreveport (La.) Journal; H. B. VanSickle, Toledo Blade; Sunder Singh, Victoria (B. C.) Sansar; Howard Davis, New York American; E. C. Bode, foreign advertising manager of the Hearst newspapers; Lafayette Young, Des Moines Capital.

#### TORONTO PRESS REPRESENTATIVES.

A. R. Alloway, Printer and Publisher; D. K. Billinger, Sunday World; Boy Reporter, Toronto World; W. Campbell, Telegram; J. G. Clark, Jr., Daily Star; H. E. Collins, Globe; Andrew Cory, The News; Harold Coy, Toronto World; H. L. Devlin, Star; Lucy Swanton Doyle, Telegram; Duncan, World; A. E. Dyas, News; Robt. Enger, Daily Star; H. R. Evans, World; Wm. Fenton, Mail and Empire; Ferree, M. B., Toronto World; W. B. Goldsen, Telegram; H. R. Gordan, Daily Star; Miss Hart, World; Lail K. Hyslop, Telegram; E. B. Jones, Globe; J. A. McClelland, Toronto Press Comm.; H. B. McKinnon, Globe; McLean, World; L. J. Moore, World; R. K. Neary, Star; Wm. Radey, Globe; F. J. Taggart, Globe; C. B. Topp, Mail and Empire; Don Tuck, Economic Advertising; F. J. Weaver, Printer and Publisher; G. C. M. White, Globe; W. A. Willison, News.

#### LINOTYPE MAN IS A POET.

### Clever Adaptation of Kipling Lines Read at a Newspaper Dinner.

At the recent second annual dinner of the Phoenix (Ariz.) Republican staff, Clyde A. Timberlake, a linotype operator in the Republican office, said he was a reader of Kipling and knew "When Earth's Last Picture is Painted," from the first word to the last. Then he recited an adaptation which had to do with the hereafter and the conditions that would surround the printer who had lived a good life here. The adapted lines were:

When Earth's last paper is printed, and the ink upon it has dried;  
When the lino- and press-rooms are darkened, and the "sticks" all have been laid aside,

We shall rest, and, faith, we shall need it—  
lie down for an aeon or two,  
Till the Master of all good workmen shall put us to work anew.

And those that were good shall be happy; they shall work at cases of gold;  
Their "sticks" shall sparkle with jewels; the linos pure silver shall mold;  
They shall have angels' copy to set from—they shall need to decipher no scrawl;  
They shall work for an age at a sitting, and never grow tired at all.

The Master shall be the Foreman—  
He, only, shall praise or blame;  
And no one shall work for wages, and no one shall work for fame;  
But each for the joy of working, and each, in that time afar,  
Shall "set" the Thing as he sees It, for the God of Things as They are.

#### HEARD ALONG THE ROW.

IN THE LIMELIGHT.

The man who enters the office with that high and mighty air these days is the yachting reporter. He knows all about lee scuppers, back stays, spinaker booms, main sheets, gaffs, weather bows, awashes, top sails, mainsails, balloon jibs, time allowances, high balls, and things like that. As a rule he is a gentle, modest cuss, but this is one of the years when things come his way, and he can chuck out his chest, and even look with disdain on the man who writes baseball. The yachting reporter is a top liner this year and right in the center of the office limelight. He may be doing the Essex market court next winter—but at present he's in.

#### THE MAN WITH THE HOE.

The pressman leads a happy life  
He's a contented soul—  
He always knows where he can put  
His hands upon a roll.

TOM W. JACKSON.



HELP! CHEER UP, BEN HAS LOST HIS NANNY AND DOESN'T KNOW WHERE TO FIND IT!—By CARL ED.

### NEWSPAPER CAMERAS.

Some Practical Suggestions Concerning Their Selection and Use that Will Make for Efficiency and Speed.

(From the British Journal of Photography.)

It is an axiom that he who could "specialize," in no matter what profession, must choose his working equipment with due regard not only to the requirements of his work, but also to the conditions under which that work must be performed. In no profession is this more needful than in photography, with its numerous modern applications. The operator who confines his attention to portraiture in the studio must select those cameras, lenses, and other implements which are designed to give the most successful results in this branch of his art, while the man who utilizes a Dallmeyer 3 B for photographing the interior of St. Paul's will probably not achieve that measure of success which his efforts deserve.

The photographer who undertakes to supply the demands of the illustrated press is called upon to depict such a wide variety of subjects, and to work under such an extreme diversity of conditions, that the apparatus which he requires must be of almost universal utility.

The production of good results under varied and often unfavorable conditions makes the possession of a first-class outfit most desirable; but, where the cost of such an outfit is prohibitive, it is well to remember that, after all, the personal equation is the most important factor of success, and that it is often possible to produce excellent results with a cheap camera, if one realizes the limitations of the instrument and refrains from attempting those subjects which are obviously beyond the purposes for which it was designed.

A tangible proof of this fact appeared some months ago in the form of some excellent photographs, which were published in several illustrated journals, all of which had been taken with a camera retailed at four-and-sixpence. Exceptions like this, however, merely help to prove the desirability of possessing an outfit of the greatest possible range of utility; therefore the purpose of this article is to consider the selection of the most suitable apparatus for the work.

As the greater part of press photography is essentially hand-camera work, the camera must be chosen principally for that purpose. For this reason it is advisable to dispense with many movements which are useful in a stand-camera. The camera for press work should be compact and portable, easily and quickly opened for use, and very rigid and strong when open. It must possess a means of adjustment of the lens for focusing, be fitted with an efficient shutter giving a wide range of speeds, and should have a "rise and fall" movement of the front in both the upright and the horizontal position.

The camera which best combines these features in convenient form is the "collapsible focal plant," of which type the Goerz-Anschutz is a familiar example. Cameras of this type are (with probably one exception) of fixed extension, the focusing adjustment being embodied in the lens-mount. The addition of other

movements or adjustments to a camera which is solely intended for press work introduces unnecessary complications, which interfere with convenience of working without bringing any corresponding advantage.

The reflex type of camera is not an ideal instrument for the pressman, the only advantage which it can claim being the facility for visual focusing while the plate is in position for exposure. This point is not essential, as a little experience enables one to estimate the distance between camera and subject with sufficient accuracy for all practical purposes.

The principal objection to the reflex camera is that the normal working position brings the lens almost eighteen inches below the level of the eye, and as there are many occasions when the photographer must work in the midst of a crowd, this working position is a serious handicap. It is, of course, possible to elevate the camera to the eye-level, or even higher, but by so doing one loses any advantage that the reflex may possess.

The size of the camera to be selected is largely a question of individual preference, half-plate and four by five being the most generally useful sizes; but, in view of the demand for portability and lightness, the smaller sizes are gaining popularity.

The selection of plate-holders is chiefly a question of personal taste. Dark slides are probably the most universally reliable, the double solid form being the best of the various patterns. The only objection to slides is on the score of their bulk and weight when a number are to be carried. The single metal slides are lighter and more compact, but are not to be recommended in any larger size than quarter-plate, as the thin metal shutters are very liable to be buckled or bent, thus permitting a leakage of light to reach the plate. Changing boxes are somewhat more compact than slides, but have two more or less serious disadvantages: they do not usually allow of the exposed plate being removed and the unexposed substituted so quickly as when using slides, and their weight, with a dozen plates, being considerable, tends to destroy the comfortable "balance" of the camera, making it rather cumbersome in use.

The shutter which best fulfills the requirements of this branch of work is the "focal-plane," which permits of a wider range of speed adjustment, and probably gives a greater degree of efficiency than any other type. Of focal-plane shutters there are many on the market, some good, some bad, and some indifferent. In some patterns the adjustments of speed are made entirely by alteration of the width of "slit," in others the "slit" is of a fixed width and the speed varied by the tension of the driving spring, while the adjustment of speed in another class of shutter is effected by a combination of variable slit and tension. The latter is probably the most perfect type, although there is, at least, one good shutter on the market in which the duration of exposure is controlled simply by the slit.

Again, focal-plane shutters are divided into two classes: the "self-capping," in which the blind remains closed during the action of setting the shutter, and the "open-slit" variety, in which the setting of the shutter causes the open slit to traverse the opening of the camera

back. Although the self-capping shutter has been adopted by the many makers, the sole advantage of the principle is that it permits the shutter to be set after the plate is actually in position, and the slide open, ready for exposure. The advantage of this point seems to be rather problematical, as the introduction of the self-capping device entails more complications of mechanism, and consequently the liability to get out of order would appear to be greater.

### AMERICAN CARTOONISTS.

Ed, the Young Man Who Is Sponsor for the "Bin" Comics.

A promising young cartoonist of the Middle West is Carl Frank L. Ed, of Rock Island, Ill., whose "Benjamin" comics have been widely distributed through the World Color Printing Company, of St. Louis.



CARL FRANK L. ED.

Mr. Ed was born 23 years ago in Moline, Ill., where he held a position as bookkeeper for several years after graduating from a business college. It was while engaged in this work that he found the drawing of "funnies" more to his liking than entering debits and credits. He first attracted attention by drawing a number of cartoons, picturing the championship games of the local football club, which were used as decorations of the walls at the annual banquet of the club, which was attended by the

mayors of Moline and Rock Island. The next day he was hailed by the newspapers as a "newly discovered Tad," who would compel experienced cartoonists to look to their laurels.

This praise gave him a swelled head, so he prepared a lot of cartoons and descended upon Chicago confident of landing a high priced position. Much to his discomfiture the Chicago editors refused to recognize his ability, and sent him to small papers.

For two long and discouraging years he plugged away, mailing "new stuff" to the larger publications and syndicates, with great regularity only to have it returned. After waiving much perfectly good currency in postage stamps, he received a letter from R. S. Grable, of the World Color Printing Company, St. Louis, stating that he saw future promise in his talent. After working for several months, during his spare time under his direction "Benjamin" was finally accepted. That was in September, 1911. Since that time "Benjamin" has succeeded in creeping into many of the larger sheets throughout the country and Canada. In the baseball season "Ben" is the greatest fan in captivity, and through the winter he manages to exist by hook and crook until the next baseball season rolls around.

Mr. Ed's special cartoons have appeared in the St. Louis Post-Dispatch and other daily newspapers.

### Jacob Riis' Estate Goes to Widow.

Jacob A. Riis, the author and social worker, who died at Barre, Mass., on May 26, left the bulk of his estate to Mrs. Mary Riis, his wife. No cash bequest was made to the settlement at 48 Henry street, which Mr. Riis was instrumental in founding and which bears his name, but Mr. Riis mentioned the settlement in his will and expressed his conviction that those who had supported it in the past would continue to do so in the future. No provision was made for Mr. Riis' children by his first wife, because, Mr. Riis said, they had already been provided for by a deed of trust.

### Newspapers in the British Isles.

There are 40 daily publications in London, 183 dailies in the rest of the kingdom, while British weekly and monthly publications total 2,643 and 1,482, respectively. England, excluding London, has 138 daily papers and 1,365 weeklies, Wales has eight dailies and 121 weeklies, Scotland 18 dailies and 263 weeklies, while Ireland stands well in the journalistic world with 19 dailies and 200 weeklies. In London there are 694 weekly publications.

## THE EVENING MAIL

NEW YORK

carried during the first five months of 1914

1,915,744 AGATE LINES

of high class advertising—114,878 lines more than any other New York evening paper in its class.

**TIPS FOR THE AD MANAGER.**

George L. Dyer Company, 42 Broadway, New York City, is placing orders with a few Western papers for St. Elizabeth College, Convent Station, N. J.

F. P. Shumway Company, 373 Washington street, Boston, Mass., is renewing contracts for the Glastenbury Knitting Company, "Glastenbury Underwear," Glastenbury, Conn.

Bloomington-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is issuing 4 in. 26 t. orders to Pennsylvania papers for the Krouse Motor Car Company, 441-9 N. Broad street, Philadelphia, Pa.

Dudley Walker & Company, People's Gas Building, Chicago, Ill., are forwarding 145 l. 4 t. orders to a few Southern papers for the Indiana Trans. Company of the same city.

Henry Decker, Ltd., Fuller Building, New York City, is sending out 1,070 l. 1 t. orders to a selected list of large Sunday newspapers for the Metz Auto Company, Waltham, Mass.

Esster-Wright Company, Utica and Buffalo, N. Y., is handling the advertising account of the Hotaling-Warner Company, "Warner's Macaroni and Spaghetti," Syracuse, N. Y.

Frank Presbrey Company, 456 Fourth avenue, New York City, is making 10,000 l. contracts with papers in eastern Canada for the Sterling Gum Company, 200 Fifth avenue, New York City.

Ernest J. Goulston Advertising Agency, 18 Tremont street, Boston, Mass., will issue orders generally to newspapers early in October for Strouse & Bros., clothing, Baltimore, Md.

The Bloomington-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is placing orders on an exchange basis for rooms and meals for the Continental Hotel, Chestnut street, Philadelphia, Pa. This agency is also placing 5 in. double column and 5 in. single column financial orders with a selected list of sixty papers for the Federal Mica Company, 710 Walnut street, Philadelphia, Pa., and large copy with New Jersey papers for A. E. Mueller & Company, 1531 Chestnut street, Philadelphia, Pa.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is making contracts with a few Pennsylvania papers for J. S. Ivins Sons, Inc., "Ivins Biscuit," Philadelphia, Pa.

Nichols-Finn Advertising Company, 222 S. State street, Chicago, Ill., is handling the advertising of the Globe Motor Car Company.

Scheck Advertising Agency, 9 Clinton street, Newark, N. J., is forwarding 105 l. 6 t. orders to Pennsylvania papers for C. Schmidt & Sons Brewing Company.

Ruthrauff & Ryan, 450 Fourth avenue, New York City, are sending out orders to some Western papers for Wildroot Chemical Company, Buffalo, N. Y.

Morse International Agency, Fourth avenue and 30th street, New York City, is placing copy on contracts to run June, July and August for the Pratt Food Company, 128 Walnut street, New York City.

The Bloomington-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is issuing 3 in. 26 t. orders to papers in Maryland, New Jersey, Pennsylvania, Virginia and West Virginia for the Roman Auto Company, Broad and Cherry streets, Philadelphia, Pa.

Dauchy Company, 9 Murray street, New York City, is placing fifty-five line three time orders with a selected list of papers for A. S. Olmsted Company, Le Roy, New York.

Sales Service Company, Chicago, Ill., is issuing 140 line three time and forty line two time orders to Texas papers for the Charleviox, Michigan, hotels.

Stack Advertising Agency, Heyworth Building, Chicago, Ill., is placing one page one time for Joseph Schlitz Brewing Company, Milwaukee, Wis.

Blaine-Thompson Company, Fourth National Bank Building, Cincinnati, O., is sending out 4,200 line one year contracts to Texas papers for the Brighton Chemical Company, of the same city.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are forwarding fourteen line thirty-nine time orders to Middle West papers for the Christian College, Columbia, Mo.

Potts-Turnbull Advertising Company, Inc., Bloyd Building, Kansas City, Mo., is making twenty-eight line twelve time contracts with Middle West papers for the Wentworth Military Academy.

The George M. Savage Advertising Agency, Newberry Building, Detroit, Mich., is placing four inch, four time orders with Middle West papers for Mount Clemens Mineral Springs.

O. J. Koch, Advertising Agency, Inc., University Building, Milwaukee, Wis., is sending out 172 line three time orders to Florida for R. J. Grill Butter and Egg Company, Johnson Creek, Wis.

Dudley Walker Agency, Chicago, Ill., is sending out 154 lines 4 t. orders to southern papers for the Indiana Transportation Company of the same city.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are forwarding 18-in. 20 t. orders to Pennsylvania papers for the Diamond Match Company.

Dauchy Company, 9 Murray street, New York City, is issuing renewals for Parker's Hair Balsam, Patchogue, L. I.

Stack Advertising Agency, Heyworth Building, Chicago, Ill., is renewing contracts for the Northern Pacific Railway Company, St. Paul.

H. W. Kastor & Sons, Lytton Building, Chicago, Ill., are making 5,000 line 1 yr. contracts with southern cities for Ballard & Ballary, Louisville, Ky.

Charles H. Fuller Company, 623 So. Wabash avenue, Chicago, Ill., is placing 225 line 1 t. orders with middle west papers for the Delaware, Lackawanna & Western R. R.

**Dynamite Conspirators Pardoned.**

Four of the twenty-four men convicted in the "dynamite conspiracy" cases and sentenced to Fort Leavenworth Penitentiary were pardoned by the President on June 24. The others must serve their terms. The defendants whose sentences were commuted to expire at once were Michael J. H.

**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 Daily Circulation for May, 1914, 125,439 Sunday .....153,257 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-DEMOCRAT ...New Orleans	<b>CANADA.</b> <b>BRITISH COLUMBIA.</b> WORLD .....Vancouver <b>ONTARIO.</b> FREE PRESS.....London <b>QUEBEC.</b> LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722
<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>MICHIGAN.</b> PATRIOT (No Monday Issue). Jackson Average 1st qu. 1914; Daily 10,963; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.	
<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	

buildings and other structures in labor war between the structural iron workers' organization and employers. The convictions grew directly out of the dynamiting of the Los Angeles Times Building and the confessions of the McNamara brothers.

**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

**EDUCATIONAL REPORT.**

**Herbert Houston, Chairman of the Committee Submits an Interesting Resume of Work Done During the Year.**

One of the features of the afternoon session on Wednesday was the presentation of the report of the educational committee, submitted by Herbert S. Houston, the chairman. Mr. Houston prefaced his report by the statement that after four pioneering years he had come to the place where he felt that the clubs must permit him to lay down the heavy load he had tried to bear as best he could.

Mr. Houston, in opening, pointed out the great constructive change that had come over the advertising club movement and claimed for the Educational Committee the credit of having been one of the largest factors in it.

Mr. Houston referred briefly to the work of the sub-committees, to be covered by the reports of their chairman: the lecture work, Mr. Pratt; and the booking manager, Harvey Wood; the Study Courses, Prof. Cherington; the Sub-Committee on Schools and Colleges, which has accomplished one of the most important of the definite things the Educational Committee can point to in bringing about the four years' course in advertising given at New York University, largely through Mr. Tipper; the Sub-Committee on Club Libraries, Mr. Renfrew. He dwelt especially on the small town club work and the work of the Sub-Committee on Educating the Public, saying in part:

"The Educational Committee has believed, and still believes, that one of the most important undertakings to which it can set its hand is that of developing a type of small town work that will give vitality to small clubs by making better retail merchants.

"Thus far we have been unable to do little more than make what might be termed laboratory experiments. However, as Mr. McDonald's report will show, the two experiments, one at Kalamazoo and the other at Nevada, Iowa, have been definite successes. Now that we have our tested formula, what we imperatively need is a strong educational secretary who can go among the small town clubs and organize them and stay with each club long enough to get the small town club work well under way."

Mr. Houston referred appreciatively to the support promised the small town work by the National Editorial Association through John Clyde Oswald, the president, by the country weeklies and of small city dailies, as Mr. Benjamin, a country weekly publisher, is already doing in Nevada; that given by the American Press Association through Mr. Theis.

The committee's undertaking to make a definite contribution to the literature of advertising through the publication of books was then described. The first book was by Prof. Cherington, "Advertising as a Business Force."

The committee proposes to go forward and publish one or two books each year that shall become the property of the clubs "and that shall in time constitute, we hope and believe, the great authoritative library of business and of advertising."

Two important books are announced for publication this fall. "While the first book was written by Prof. Cherington, a member of the Pilgrim Publication Association; the second book is by John Lee Mahin, a member of the Chicago club, and the third is by Harry Tipper, a member and the present president of the Advertising Men's League in New York. Mr. Mahin's book bears the title 'Advertising—the Selling to the Group.' Mr. Tipper's book is complementary to Mr. Mahin's book. It bears the modern challenge of 'The New Business' for its title. These books, it is believed, will be worthy companions of Cherington's book."

In closing, Mr. Houston proposed a change in the make-up of the committee.

"That the Educational Committee be composed of one man from each club chosen by the club, who shall in turn be the chairman of the educational committee of his own club."

This will make possible a definite point of contact between the National Committee and each club.

By this plan the committee would know at first hand just what the educational needs of each club are.

"Then I would further recommend that the future committee, thus constituted, be divided into a large city group, in an intermediate city group and in a small town group.

"But I would make the work suggestive rather than mandatory.

"And I would further recommend that a chairman and an executive educational committee of eleven members be appointed by the president of the Associated Advertising Clubs of America that should have general direction and control of this democratic educational organization."

As chairman of the Educational Sub-Committee on Educating the Public, Arthur G. Newmyer, of the New Orleans Item, reported that the sub-committee held its first meeting in October in Chicago.

"It was concluded," said Mr. Newmyer, "to make a survey of the attitude of both the public and the publisher toward advertising, and to devise ways and means to demonstrate through printed announcements and an illustrated lecture 'How Advertising Serves the Public.'"

"More than a hundred leaders in public, religious, educational, scientific, corporate, wholesale, retail and social work, were urged through a series of letters to write for a prospective audience of 40,000,000 people (we had hopes of co-operation from media reaching at least this number). Favorable replies were few.

"One hundred different articles were then prepared and sent to this list with the request that they be revised and signed. Few were returned.

"Finally, the publishers who logically should exercise most influence with the leaders, were furnished copies of these articles and urged to co-operate with the associated clubs towards having them endorsed. Four publishers acknowledged their receipt and but one signature was obtained."

John K. Allen assumed responsibility for the preparation of the illustrated lecture. Herbert Casson assisted.

General Chairman Houston lent a hand and James Schermerhorn, of the Detroit Times, promised to make the first presentation of the lecture at Toronto.

"The lecture is to be sold outright to the clubs—we want it given before chambers of commerce, women's organizations, church societies and the like."

Mr. Newmyer said the subcommittee had had scant recognition from publishers and asked:

"Isn't it time we were educating the publisher as well as the public?"

**NEW COMMANDMENTS.**

(Continued from Page 2.)

The Canadian and foreign newspaper interests chose John M. Imrie secretary of the Canadian Press Association.

The committee labored very earnestly during the noon hour, and at the afternoon session presented as the unanimous report of the committee the standards of practice which are reproduced on the first page of this week's issue of THE EDITOR AND PUBLISHER.

In presenting the report of the committee, Mr. Albert, the chairman, said, "We desire to say, first, that in its judgment it is most objectionable to use the word 'eliminate,' as that word pre-supposes the existence in larger or in lesser degree of objectionable advertising in the newspaper columns and may very probably have the psychological effect of making new advertisers hesitate to become an advertiser.

"Again, the committee has sought to avoid the use of the word 'fraud,' be-

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20 Broad St., New York  
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- GJENTHER-BRADFORD & CO.,**  
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- THE BEERS ADV. AGENCY**  
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N. Y. Office, 1111 Flatiron Bldg.
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Specialists on Expo.: Advertising  
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cause of the inevitable association of ideas that if we object to fraud in the newspapers we suggest the existence of fraud in newspaper columns.

"Third, the committee is a unit in believing that it is not the function of a newspaper section of an advertising organization to attempt to frame rules for the editorial management of newspapers.

"Fourth, the committee has sought to make these rules as full as possible and as terse as possible, on this reasoning; that in the end the newspaper will reflect the character of its publisher and that he will consider these rules according to his character. He knows if he offends, and if we made these rules as long as the Old Testament he will escape them if he desire to escape them; on the other hand, if we make them terse so that they present an ideal, the publisher and the advertising manager can easily bear them in mind and have a better prospect of squaring his conduct to them than if they were elaborate and involved.

"Finally, the standards present an issue not heretofore raised in any meeting or assembly devoted to this subject—the imperative need for co-operation among publishers in each natural field for the general acceptance of such standards so that the paper less financially strong may have abundant protection from its stronger neighbors in the realization that within the field of its circulation it will not suffer avoidable handicaps through the acceptance of the

highest standards on which this committee could fix."

After a very free and frank discussion, the standards of practice were adopted without a dissenting voice, the chairman announcing, "This has been officially, as well as unanimously, carried and represents five commandments on future newspaper conduct. I congratulate you gentlemen for your co-operation and now we are ready to go ahead and do the most constructive work in our whole careers as newspaper publishers and advertising representatives. I am proud to be one of you. I am proud to be alive on this day and to have such a code on record."

On Wednesday and Thursday some exceptionally strong addresses were delivered.

W. C. Freeman announced his retirement from the Executive Committee and introduced A. E. Chamberlain, Chicago Special Representative, who had just been elected to the Executive Committee for a three year term. Mr. Chamberlain stated that the great need of the newspaper business was consistency. He was of the opinion that criticism of advertising should be confined to the shop and the trade papers.

Lafayette Young introduced a resolution extending the thanks of the convention to the chairman, W. C. Freeman, for his untiring efforts, his broad spirit, his tolerance and his good humor in keeping business constantly before the convention. Mr. Young put the motion and it was unanimously adopted.

# The Chicago Tribune's Circulation Increase is Greater than the Total Circulation of any one of 94% of the Newspapers in the United States and Canada.

The real magnitude of The Tribune's circulation is but seldom referred to and consequently not generally known.

The reason why it is not more frequently mentioned is because The Tribune believes that quantity of circulation is not the chief quality to be sought in an advertising medium.

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