

## SAYS DAILY CARTOON IS MOST EFFECTIVE

Herbert Johnson, Cartocnist for Saturday Evening Post, Tells of Drawings.

### EDITORS BIG HELP

Thomas Dreier, Editor of Associated Advertising, Tells Need of Ideas.

Herbert Johnson, cartoonist of the Saturday Evening Post, believes that a good cartoonist is born with the imaginative and creative talent. He said that all children draw instinctively. Those who are fit for anything else drop out and the rest continue to draw. Mr. Johnson facetiously said. He spoke in the University Auditorium last night on "The Power of the Cartoon."

The speaker believes there is a great difference between a caricature and a cartoon. The former is a distorted picture and the latter a picture plus an idea.

"Hogarth was the first to appreciate the value of an idea coupled with the picture. But the cartoons of his time would blister the fire-box of an engine," the speaker said. "Today we are more kindly. Our rule is to black one eye and make the other twinkle."

The middle of the last century was the golden age of illustration. Mr. Johnson thinks. That was the day of Tenniel, Leech and Keen in England and of Nast in America. The popular mind requires a serious cartoon in time of stress and it is that kind of drawing which the speaker thinks the best. The bonanza days of caricature came in the nineties when prosperity had come and all was well.

### Half-tone Process Helped.

"The yellow journalism of Pulitzer and Hearst, looking for circulation pullers, seized upon pictures which had been confined before that time to the weekly and monthly magazines. The half-tone mechanical process supplemented the wood engraving and the syndicates sent out plates of good cartoons to many papers. A riot of drawings prevailed in the early days and wages were fabulous.

"Drawings have simmered down to three types: cartoons, comic strips and comic series. Because so many papers have drawings, the impression is that there are almost as many cartoonists as reporters. But there are only about a hundred real cartoonists in America. So far as I know there is not one in Canada."

Mr. Johnson said the only really original idea which had been used in the last five years was that of the joys and glooms of T. E. Powers. All the ideas from fables, history, the Bible and literature have been worked to death.

### Editors Help Cartoonists.

"The daily cartoon is most effective because it is timely. Few cartoonists originate more than seven out of ten of their cartoons. The others come from members of the editorial staff. Some men have a free rein; others are restricted by the policies of the paper. Every man should be in sympathy with the general spirit of the editor. Behind every great cartoonist there is a great editor; Nast and Harper, McCutcheon and McCormick, Bush and Pulitzer, had to work together.

"I believe that cartoonists should be humorous but not all the time. They must have an earnest, serious purpose. A man should have broad human sympathies and should use his art for the help of the under dog.

Mr. Johnson advised those who had any idea of taking up drawing to take a good course in an art school, then get a job in the art department of a newspaper. If he has a cartoonist's skill, it will be shown. He warned the beginners about correspondence schools in cartooning, which he said were all false and frauds. He said that the broader the man's education, the better cartoonist he will make, other things being equal.

He then drew a number of sketches on a board to illustrate his style of work. He gave his spectators drawings of Wilson, Bryan, Taft, Roosevelt and his idea of his figure. Mr. Common People.

### Dreier Talks of Idealism.

"Robinson Crusoe was a great business man, a great teacher, a great

**TONIGHT.**  
6 p. m.—Buffet Supper courtesy Columbia Commercial Club, at Virginia Tea Room. All visitors are invited as guests of the Club.

**TOMORROW.**  
9 a. m.—"Circulation Problems." Informal discussion led by W. M. Hatley, Record, Barry, Illinois; D. A. Peters, Times, Monett; H. J. Blanton, Appeal, Paris.  
"The News of a Big City," H. R. Palmer, assistant city editor, The Kansas City Star.

"At the End of the Telegraph Wire," John P. Cargill, telegraph editor, The St. Joseph News-Press.  
"Gathering News With the Camera," (Illustrated) Ralph B. Baird, staff photographer, The Kansas City Post.

"Successful Newspaper Advertising," George E. Marcellus, The American Press.

2 p. m.—"How to Interest the Farmers," T. W. LeQuatte, advertising manager, Successful Farming, Des Moines, Iowa; Informal discussion of the subject by Jewell Mayes, Secretary of State Board of Agriculture of Missouri; John F. Case, editor, Missouri Ruralist, St. Louis; H. F. Stapel, Mail, Rock Port.

"Newspaper Sensationalism and Its Effect on Advertising," G. Prather Knapp, St. Louis Ad Men's League.

"The Newspaper's Influence in Civic Affairs," Sydney J. Roy, Hannibal.

7 p. m.—Band Concert on the Campus.

8 p. m.—"The Making of a Newspaper," H. N. Rickey, editorial director, The Scripps-McRae League of Newspapers, Cleveland, Ohio.

"Mexican Mediation," Joe Mitchell Chapple, editor of the National Magazine, who is just back from the Niagara Falls conference.

preacher and a great philosopher. No story contains a lesson of more importance to the business man. He used what he had, to get what he needed."

This was one illustration of Thomas Dreier, editor of Associated Advertising, Cambridge, Mass., in his lecture last night on "The Biggest Business." He showed the necessity of business men making every possible use of the material they have at hand to become successful and at the same time be of service to their customers.

Mr. Dreier emphasized the need of using original ideas. He related an incident of a Georgia mill which could not get the negroes to work steadily. The negroes would work a week and then, having enough for their immediate wants, would lay off for a week. A son of one of the partners, a graduate of Harvard, who did not know business, but did know people, fixed up a store with a glass front and put on display patent leather shoes and fancy goods of all sorts. A desire for these things was created, and the negroes went to work to obtain them. New shoes demanded new suits and these new things created desires for more new things, so the negroes kept steadily at work to supply their new desires and the problem of securing steady work for the mill was solved.

"Use Daring Ideas."  
"This is just what the advertising man is doing," Mr. Dreier said. "He is putting in his show window things that make people want to live better."

A fault of the small business man, Mr. Dreier said, is that he never uses daring ideas. A merchant in a small town of about six hundred persons in Wisconsin, built a country store at an expense of \$30,000. Every possible convenience was supplied to his customers and that proprietor does not fear the mail order houses.

That the Bible is a good business book, is the opinion of Mr. Dreier, because it teaches service to man and that is the basis of a sound business policy. He told of two men who had lost the use of their bodies, one through rheumatism and one through paralysis, who became eminently successful because they had sense enough to be idealists and to give service to their customers.

In speaking of one of the men, Mr. Dreier said, "Jones knew that a man from the neck down might be worth a dollar and a half a day, but God only knew what he was worth from the neck up."

### Dinner for Mrs. Ewing.

Mrs. W. E. Eging, editor of the Missouri Ledger, Odessa, Mo., and a lecturer on the Journalism Week program, was entertained at dinner by Miss Mary Barks at Christian College last night.

## T. R. PREVENTED SHIP DEAL, SAYS MELLEN

Former President Halted Sale of Atlantic Lines, He Testifies.

### PROMISED IMMUNITY

Monopoly Not Mentioned in Bonaparte's Trust Suit in 1907.

By United Press.  
WASHINGTON, D. C., May 21.—That Roosevelt, in 1907, personally interfered to prevent the New Haven from selling its steamship lines to Charles W. Morse was asserted today by former President Mellen of the New Haven before the Interstate Commerce Commission.

At President Roosevelt's request, Mellen said, he refused to sell the lines for \$20,000,000.

Mellen's testimony explained, for the first time, why Morse failed to get absolute monopoly of the Atlantic coastwise shipping. Mellen testified that he told Roosevelt that if he could not sell the lines then that he might have to sell them later at a lower figure, as he feared that the government was about to prohibit railroads owning competing steamship lines.

Roosevelt promised, Mellen said, that if the New Haven turned down Morse, that it would not be interfered with as long as he (Roosevelt) was President. The law remains unchanged.

When Attorney-General Bonaparte filed the Sherman Equity suit late in 1907, there was no mention of the steamship monopoly. Mellen testified today that he did not know whether the steamship lines were left out of the proceedings because of Roosevelt's promise, but he said that he believed so.

That government ownership of railroads is certain to come, was a feature of Mellen's testimony today. Mellen also said that if J. P. Morgan still lived the New Haven would still be paying dividends.

### SOPHOMORE GIRLS ARE HITTERS

Defeated Senior Nine Yesterday by Score of 12 to 2.

The sophomore girls proved themselves the best hitters in the opening game of the series of interclass girls' baseball games yesterday afternoon. They defeated the seniors 12 to 2.

There were a few fancy catches and even a couple of slides for bases, just like you see in a regulation game out on Rollins Field, and there weren't near so many errors as there might have been. The girls find catching the ball more difficult than throwing or hitting, but show a great deal of improvement over last year's work.

The line-up was as follows:

Seniors:—Lila Dalton, p; Blanche Bauman, c; Adaline Jesse, 1b; Grace Lynch, 2b; Cordelia Moore, 3b; Nelle King, ss; Susan Tibbery, lf; Eleanor Asdale, cf; Hazel Summerfield, rf.

Sophomores:—Mary Guthrie, p; Georgina Clarke, c; Helen Jacobs, 1b; Pearl Raggsdale, 2b; Helen Hungate, 3b; Hope Hibbard, ss; Gladys Udell, lf; Beth Arbuthnot, cf; Annalee Peeples, rf.

### CANT HUERTA TAKE A JOKE?

"Matinee Idol" Mentions "Butchers" and Disappears.

By United Press.  
VERA CRUZ, May 21.—Berystyn, the most popular actor in the Republic of Mexico, has disappeared. He is Mexico City's "matinee idol." His disappearance followed a joke by him about the "butchers quarreling," referring to the friction between Huerta and Urrutia.

The residents of the capital are incensed over the disappearance, as it is believed that Berystyn was executed by Huerta's orders. It is feared that there will be a popular uprising unless the missing actor reappears.

### BECKER FIGHT ENDS TOMORROW

Case Expected to Go to Jury About Noon.

By United Press.  
NEW YORK, May 21.—The Becker case will go to the jury at noon tomorrow. The taking of testimony was completed at 11:17 o'clock this morning. Justice Seabury adjourned court until 2 o'clock.

Then Manton, chief counsel for the accused police lieutenant, began summing up the evidence. He spoke most of the afternoon. Prosecuting Attorney Whitman will begin his address at 8 o'clock tonight.

## COMMERCIAL CLUB IS HOST AT SUPPER

Visiting Editors, Business Men and Faculty Members to Meet.

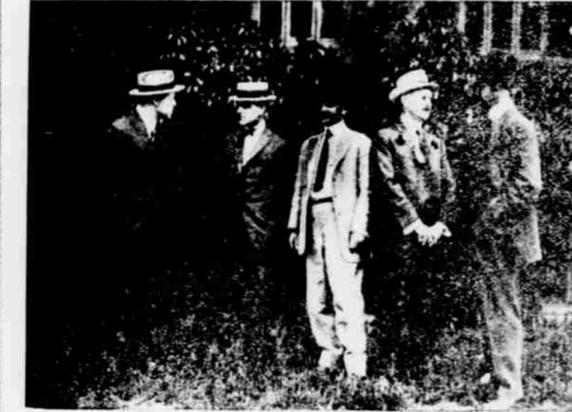
### A. R. HILL TO PRESIDE

A. L. Bixby, W. J. Pilkington and Walter Williams on Program.

Between three and four hundred visiting editors, business men of Columbia and members of the faculty of the University will be the guests of the Commercial Club at a buffet supper at the Virginia Tea Room at 6:30 o'clock this evening. And for the supper—there will be just about everything one could want.

E. C. Chinkscapes, president of the Commercial Club, will welcome the

### FIVE JOURNALISM WEEK VISITORS.



Left to right: Herbert Johnson of the Saturday Evening Post, who spoke last night; Mitchell White, Mexico Leazer; D. L. Buraside, Poplar Bluff Republican; William Southern, Jr., Jackson Examiner; D. J. Blanton, Paris Appeal.

guests and introduce A. Ross Hill, president of the University of Missouri, who will be toastmaster. The executive board of the University, which is now in session, will attend the supper.

A. L. Bixby, W. J. Pilkington and Dean Walter Williams will speak. A. L. Bixby, noted as a speaker, is poet and humorist of the Nebraska State Journal of Lincoln, Neb. To readers he is known as "Bix," the name he signs to his writing.

W. J. Pilkington, editor of the Merchants' Trade Journal, has been called the business man's best friend. He is a master of men, and a builder of towns. He is referred to as the "Billy Sunday" of the commercial world because of his cyclonic enthusiasm and his natural eloquence and magnetism as an orator.

All visiting newspapermen and women are the guests of the merchants and professional men of Columbia, and of the faculty of the University, all of whom have united and worked hard to arrange for this supper. E. Sydney Stephens and Prof. L. M. DeFoe were leaders in the work. Anyone who has not a ticket may get it at the door of the Virginia Tea Room at Ninth and Cherry streets.

This afternoon an automobile tour of Columbia for the visitors started at the Y. M. C. A. Building at 4 o'clock. The tour will end at the Virginia Tea Room where the guests will be ushered into the dining room for the buffet supper.

The latest visitors to register are: Mrs. J. L. Lower, St. Louis; Mrs. Alice Curtice Moyer, St. Louis; Walter McNab Miller, Columbia; Thomas Dreier, Boston, Mass.; Frances Mize, Moberly, Mo.; Zola Beal, Mexico, Mo.; John Beal, Mexico, Mo. H. P. Settle, Kirksville, Mo.; J. N. Christenson, Pineville, Mo.; R. A. Walton, Armstrong, Mo.; Mrs. Caddie Allbritain, Jefferson City, Mo.; H. J. Blanton, Paris, Mo.; Mr. and Mrs. J. E. Preston, Bosworth, Mo.; Mr. and Mrs. Milton Fuller, Lebanon, Mo.

Mrs. C. Paine Algeo, Columbia; W. A. Black, Mansfield, Mo.; A. C. Black, Mansfield, Mo.; J. N. Stonebreaker, Carrollton, Mo.; E. M. Turner, Kirksville, Mo.; Mr. and Mrs. D. D. Scroggs, Appleton City, Mo.; Claude A. Brown, Rich Hill, Mo.; Mr. and Mrs. Earle Pearson, Kansas City.

Frank W. Rucker, Independence, Mo.; Oscar E. Riley, St. Louis; Sanford A. Howard, Slater, Mo.; M. L. Francis, Slater, Mo.; H. Mitchell, Booneville, Mo.; John F. Case, St. Louis.

J. S. Brenneman, Sedalia, Mo.; Mr. and Mrs. H. F. Stapel, Rock Port,

### THUNDER SHOWERS ARE COMING

Unsettled and Cooler Weather Is Due Soon.

Today's forecast of the United States Weather Bureau says, "Somewhat unsettled tonight and tomorrow; probably thunder showers; cooler Friday." The temperatures:

7 a. m. ....66	11 a. m. ....75
8 a. m. ....68	12 (noon) ....77
9 a. m. ....71	1 p. m. ....79
10 a. m. ....73	2 p. m. ....81

Mo.; Miss Frieda Stapel, Rock Port, Mo.; G. F. Richards, St. Louis; J. E. Watkins, Chillicothe, Mo.; Walter Eason, Queen City, Mo.; R. M. Morrison, St. Charles, Mo.; Cornelius Roach, Carthage, Mo.; Sara Lockwood, St. Joseph, Mo. R. V. Bothermel, New York City; Fred H. Tedford, Macon, Mo.; Mr. and Mrs. William M. Hailey, Barry, Ill.; W. R. Slaughter, Kansas City; Mr. and Mrs. D. C. Simons, Worth, Mo.; G. R. Cowley, Cowhill, Mo.; Charles Nagel, St. Louis. George W. Rhea, Drexel, Mo.; J. R. Green, Fulton, Mo.; R. H. Kirk, Gilliam, Mo.; Howard A. Gass, Jefferson City, Mo.; W. L. Bouchard, Desloge,

## DR. ELDON R. JAMES IS NEW LAW DEAN

Professor at Minnesota to Be Head of Division at the University.

### WELL RECOMMENDED

He Has Been Practitioner and Teacher for Many Years.

Dr. Eldon R. James, professor of law in the University of Minnesota, has been appointed dean of the School of Law of the University of Missouri. Doctor James was graduated in arts and law from the University of Cincinnati. He practiced law in that city for twelve years and for ten years was on the faculty of the law school of the University of Cincinnati. For the last few years of his connection with that school he gave his main attention to teaching.

Finally deciding to give his time entirely to teaching, he secured leave of absence from the school at Cincinnati in order to do graduate work in sociology at Chicago University and in law at Harvard University. He was awarded the doctor's degree in law (S. J. D.) at Harvard in June 1912, and accepted a call to the University of Wisconsin.

### To Minnesota Last Year.

Last year he was offered a chair of law in the University of Missouri and also in the University of Minnesota, but Minnesota could offer the greater attractions and secured him. After the most careful search for a dean the authorities of the University of Missouri decided Dr. James was the best available man for the position.

### Praise From Harvard Professor.

Dr. Roscoe Pound, formerly dean of the law faculty in the University of Nebraska and now on the Harvard law faculty says of Dr. James: "He is a good lawyer, a good teacher, and is a very attractive man personally. I know that he has an acquaintance with Roman law, comparative law and modern juristic thinking which few teachers of law, if any, have in this country today. He is the most up-to-date, both in training and mental make-up of the younger generation of law teachers. He will fill all your requirements—indeed I know of no one else who is available that would in any degree meet them so well."

Professor Frederick C. Hicks of the University of Cincinnati, formerly a member of the faculty of this University, says: "I know Dr. James well and have only the best to say of him. He was a successful practitioner and was attracted to teaching. So he went to Harvard for graduate study preparatory to giving himself exclusively to the work of the Cincinnati College of Law. But we lost him because a more attractive field opened for him in Wisconsin. If I were a university president and there were a vacancy in the law deanship, I should certainly put forth by best endeavor to secure Dr. James for the position. Personally he is a charming fellow and I am sure you would like him immensely in Missouri. The opinions I have expressed are held by his former colleagues here."

Doctor James was also strongly recommended by President Van Hise and others at Wisconsin, and by the professors who knew him at Harvard.

### MR. AND MRS. W. S. HINTON HERE

M. C. Stephens College Romance Ends in Wedding.

Mr. and Mrs. William S. Hinton, who were married in Cairo, Ill., Wednesday morning, arrived in Columbia this afternoon for a short visit before going to Hannibal where they will make their home.

Mrs. Hinton was Miss Iona Bondurant, a daughter of Dr. and Mrs. A. A. Bondurant of Cairo, Ill. She was a student in Stephens College the first semester.

Mr. Hinton is a son of J. P. Hinton, of Hannibal. He was a student in the University the first semester. He is a member of the Sigma Alpha Epsilon fraternity.

While in Columbia the bride and bridegroom will be guests of Mr. Hinton's sister, Mrs. J. B. Powell, at 1212 University avenue, and of friends at Stephens College.

### To Award Women's Ms.

The last meeting of the Women's Athletic Association for this year will be held Tuesday night. At that time the class numerals and Ms will be awarded.