

THIRTY-SECOND YEAR

The Editor & Publisher

and The Journalist

Established 1884—The Oldest Publishers' and Advertisers' Journal in America—Established 1884.

Vol. 48, No. 13

NEW YORK, SEPTEMBER 4, 1915

10 Cents a Copy



And this is Tommy, the 10-year old son of Mr. and Mrs. Henry K. Chicago, the sum of all the boys in The Chicago Daily News family.

The night that young Mr. Evanston proposed to his sister, Marion, Tommy tore a hole in the knee of his trousers getting out from under the sofa.

His new trousers cost his mother \$400,000.

But Tommy didn't care. He picked up the \$100,000 bat and ball his father gave him for Christmas and tripped out into the yard in his new trousers as unobservingly as if money grew on every tree.

Tommy's parents are the ones that worry. At the present time, it's school. Tommy is to go to a private school, and The Daily News Educational Bureau has been taxed to its utmost in consultation. It's no easy job, for Henry K. is going to spend a million dollars on Tommy's tuition, and that's a tidy sum.

(When he was younger, Henry K. bought

bonds to pay for Tommy's education. He is still buying bonds, but now chiefly for investment. Bond advertisers are rapidly learning how to reach Henry K.'s pocket-book. Last year The Daily News gained over 42% in financial advertising.)

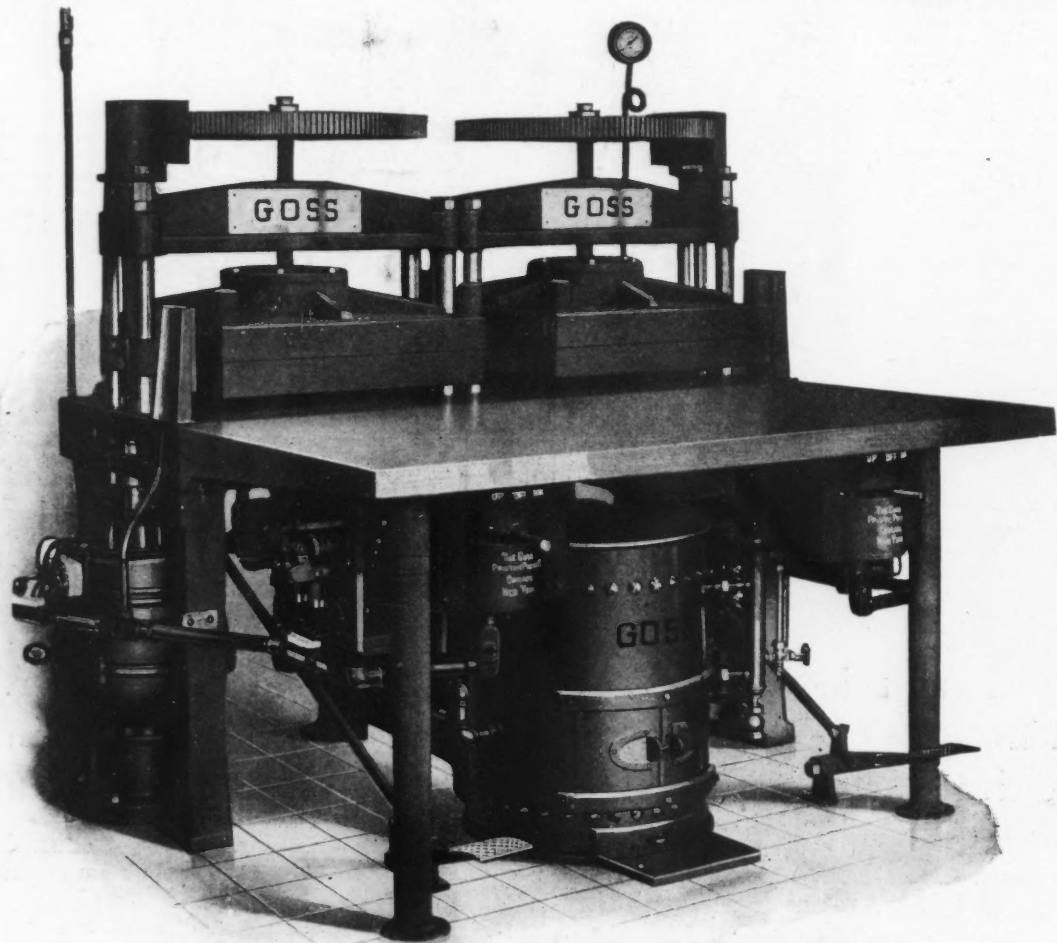
Last week Mr. and Mrs. Chicago and Tommy returned from their summer vacation—taken largely for Tommy's benefit. Next week Tommy is off to school.

(When you realize that The Chicago Daily News family spent two million dollars in railroad fare alone on this vacation, you will admire the enterprise of the resort and travel advertisers who have learned how to get it. Last year, The Daily News gained over eight times as much resort advertising as any other Chicago newspaper.)

THE GOSS MOTOR DRIVEN STEAM TABLE

WITH
GOSS INDEPENDENT STEAM GENERATOR

THE MOST ECONOMICAL and QUICKEST DRYING STEAM TABLE MADE



DIRECT APPLICATION OF POWER TO THE PLATEN

AN ADEQUATE "FOLLOW-UP" PRESSURE IS EXERTED ON FORM AFTER
POWER IS AUTOMATICALLY SHUT OFF

WRITE FOR THE CIRCULAR THAT TELLS ABOUT IT

THE GOSS PRINTING PRESS CO.

Main Office and Works
Chicago, Ill

New York Office
No. 1 Madison Ave.

THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD., HAYES, MIDDLESEX

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and The Journalist

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FISHER'S RIGHT TO "MUTT AND JEFF" UPHELD MUNSEY SELLS BALTIMORE NEWS TO OLIVIER

Application of New York American to Make Permanent a Temporary Injunction Restraining Wheeler Syndicate from Using the Titles Is Denied by Justice Weeks—Paper Claimed that the Names Belonged to It.

Price Paid for the Paper and the Office Building About \$4,000,000—New Owner in Charge of Property for Eight Years—Mr. Munsey Desires to Lighten the Burden of His Responsibilities—His Ideas on Chain Newspapers.

Cartoonists and newspaper publishers all over the country will be much interested in the decision of Justice Weeks in the action of the Star Company (the New York American) against the Wheeler Syndicate to make permanent a temporary injunction which it had obtained in the Supreme Court some weeks ago restraining it from using the names Mutt & Jeff as captions for any comic cartoons, pending the trial of the suit it had brought against the syndicate.

The justice rules in brief that when an artist has created fictitious characters and copyrighted a recurring series of "strips" reproducing them, and thereafter sells to a newspaper certain cartoons containing the same characters, the right of such newspaper publishing the same to acquire a property interest and trade mark in said characters is so doubtful and the danger of deceiving the public is so great, that no preliminary injunction should issue in favor of said newspaper to restrain publication of reproductions of the same characters by the artist.

WHEELER SYNDICATE WINS.

In conclusion he says: "Applying these principles, I am convinced that the right of the Star company to a trade mark in the words 'Mutt and Jeff,' as applied to a comic section or strip, is so doubtful and the danger of deceiving the public is so great, that no preliminary injunction should issue. The temporary injunction is therefore vacated, with \$10 costs."

The character Mutt, which has delighted millions of readers the country over, was created by Fisher in 1907, when the artist was residing in California. A year later Fisher added to the quaint and humorous creation of his fancy the equally ludicrous character Jeff. Since then the pair have appeared together in the comics.

In 1909 the Star company signed a five years' contract with Fisher. This ended August 8 last, and the company obtained the temporary injunction on the theory that Fisher would continue to use the names of the characters in drawings he was to make under an agreement with the Wheeler syndicate. It was demanded that in the event that the characters were drawn their names must be changed.

THE AMERICAN'S CONTENTION.

When the case came up for trial before Justice Weeks long arguments were heard. Attorneys introduced into evidence a full page of the Sunday American's comic supplement showing imitation Mutt and Jeff pictures, but without the name of their creator signed to them. The American promptly admitted that it purposed to keep up the imitations. It did not deny that it already had on hand a six months supply, having anticipated that its contract with Fisher would not be renewed.

In describing the pictures in his brief decision the Justice said:

"The pictures depict the progressive development of a situation in which the oversized Mutt and the undersized Jeff are usually the only participants, and in which the latter is the subject of maltreatment by the former."

The Justice added that the reputation gained by the comics had not been cre-



STUART OLIVIER
NEW OWNER OF THE BALTIMORE NEWS.

ated so much by the market development by the plaintiff as by the actual work of the artist. He furthermore held that the public is entitled to receive and enjoy the humor and art of Fisher in the manner in which it has been accustomed to receive it.

NORTHWESTERN NEWS

Ex-President Taft Guest of Portland Press Club—Live Notes About Workers.

PORTLAND, ORE., August 24.—A Portland visitor to address the joint meeting of the Washington and Oregon State Bar associations, ex-President Taft was the guest of the Portland Press Club at a breakfast given in his honor Sunday, August 22, in the Hotel Benson.

Professor Taft stepped directly from his train to the breakfast room, the news men scoring a "beat" on the lawyers as the latter had to wait until the following day before hearing him speak.

Heads of the three leading dailies of

Portland spoke for the press and Governor James Withycombe made a brief address of welcome.

Edgar R. Piper, managing editor of the Oregonian, lauded the visitor in a speech on "Ex-Presidents;" B. F. Irvine, associate editor of the Journal, spoke on "The Press;" and John F. Carroll, publisher of the Evening Telegram, talked on "Peace."

Mr. Taft himself was of course the chief speaker giving a brilliant address on "National Honor."

The breakfast, which was the most successful ever given by the club, was concluded by the signing of "The Star Spangled Banner," by Madame Jeanne Jomelli, late of the Metropolitan, who is now making Portland her home.

Vacation time is almost over on the local papers, most of the newspapermen taking in the Panama-Pacific exposition or resting at the seashore.

Dean Collins, editor of the Monday Crawfish feature of the Oregonian, recently became a father.

Frank A. Munsey, owner of several magazines, a hotel, a chain of grocery stores, and three daily newspapers, last week sold the Baltimore News and the Munsey office building, in which it is published, to Stuart Olivier for \$4,000,000. This is by all odds the most important newspaper transaction in several years.

In discussing the sale he said to a representative of THE EDITOR AND PUBLISHER who called upon him at his New York office:

"I did not dispose of the Baltimore News because I needed the money, or because the property was not paying well on my investment, but because the time has come when I realize that I ought to reduce my responsibilities and take life a little easier.

"The News was the best paying newspaper property I ever owned. When I purchased it eight years ago of Charles H. Grasty for \$1,500,000 it was the only afternoon newspaper in Baltimore. Shortly after I had taken it over Geo. Felix Agnus launched the Star in the same field, later Grasty started the Sun.

PURSUED THE EVEN TENOR OF ITS WAY

"Notwithstanding the fierce competition that followed the News pursued the even tenor of its way and holding the lead. During my ownership the circulation increased about twelve per cent, and the advertising revenue, which was \$350,000 when I took the paper, went up to \$750,000, or more than double. These figures show that Mr. Olivier handled the paper in a most admirable manner.

"From my experience in newspaper publishing I am convinced that the greatest successes are achieved only under direct ownership management. When you delegate the general management of a newspaper in a distant city to some one else no matter how capable or conscientious he may be he cannot achieve the same results or give to it the same authority as the owner himself.

"The chain newspaper idea worked out all right on paper, but when put into practice did not prove a success. The difficulty lay in the management. In each of the cities in which I have owned newspapers the public has missed the personal touch which the owner alone can give.

MUNSEY MAKES A PREDICTION.

"I believe that the corporation owned newspaper can never become as strong and influential as the newspaper that is owned and directly managed by one man. During the next few years you will see a marked return to direct journal ownership and management.

"Newspaper publishing is one of the most exacting businesses in the world. It has to do with the very life of the community. Unless it keeps in instant touch with every phase of its business, social and political life and honestly serves the public a newspaper cannot last. Therefore success can only come to a paper whose owner puts his best thought into its production. He must study his proposition day and night and impart to it his own vitality and personality.

"In Baltimore I adopted the home rule policy. After I had selected Mr. Olivier as general manager and found he made good, I left the News entirely in his hands and in the hands of his associates. While I was still the owner I did not

interfere with its policy or its management except in a general way. Occasionally there were differences of opinion between Mr. Olivier and myself, but we threshed out the questions at issue and usually reached an agreement to which we could both subscribe."

Mr. Munsey said that he had received an offer of \$1,000,000 for the New York Press, but that he had refused it as the paper was not on the market. His only other paper, the Washington Times, is not for sale.

Mr. Munsey was 61 years of age on August 21. He was born in Mercer, Me., in 1854. When 17 years of age he began to work his way through college while employed as a telegraph operator. It was while engaged in this work that he began to dream of becoming a magazine publisher. He wrote some stories for boys and one day met a man who agreed to furnish the capital to start a magazine in New York for young people. With his belongings and manuscripts of several stories packed in an old-fashioned carpet bag he landed one day in Manhattan, where he hired a loft in Warren street, furnished it with a cheap table for a desk and a few plain, wooden chairs and started the Golden Argosy, of which for months he was editor, contributor, office boy, business and advertising manager.

He had been in business only a few weeks when he discovered that his backer had proved false to his promises and he was left in the big city without money and without credit. Most young men would have been disheartened and discouraged to be thus deserted, but not young Mursey. He worked in the office by day and wrote continued stories by night. He found a publisher who would trust him and by working twenty hours a day managed to score a success for the Golden Argosy.

MR. MUNSEY'S CAREER

Mr. Munsey's career during the past 30 years is well known. He has established half a dozen successful magazines, has owned the New York Daily News, Boston Journal, Philadelphia Times, Washington Times and the Baltimore News, and conducts a chain of grocery stores, and is the majority stockholder of a trust company in Washington. In the newspaper field he has lost hundreds of thousands of dollars, but as a good sportsman he has taken his losses without a whimper. His magazines, on the other hand, have been gold mines, he has been unusually fortunate in his stock investments and his grocery stores pay handsome dividends. Just how much money he is worth no one knows except Mr. Munsey himself, but at any rate he is in the multi-millionaire class.

THE NEW OWNER OF THE NEWS

Career of Stuart Olivier, Who Takes Over Frank A. Munsey's Interests.

BALTIMORE, August 31.—Announcement of the sale of the Baltimore News by Frank A. Munsey to Stuart Olivier in the News of Saturday, August 28, came as a surprise to newspapermen and the public alike. Mr. Olivier has been Mr. Munsey's personal representative in Baltimore during the past eight years.

There has been much local speculation as to what the consideration was in this transaction. When a representative of THE EDITOR AND PUBLISHER put the question plump to Mr. Olivier he was disinclined to give the exact figure, but said the amount paid for the News and the Munsey building was over \$3,500,000.

The Munsey Building is one of the finest office buildings in Baltimore. It is eighteen stories, and was finished two years ago. The Munsey Trust Company and the business office of the News occupy the ground floor, the editorial rooms part of the second floor. Aside from the space occupied by the mechanical departments of the News, the remainder of the building is devoted to business offices and headquarters of State and other large organizations. The Public Service Commission of Maryland occupies part of one floor, and the City Club all of the seventeenth floor.

"No, there was no person except Mr. Munsey and myself and our attorneys who knew anything about the sale before the day it was announced in the paper," said Mr. Olivier. "Mr. Munsey had been wanting me to buy the News for a long while and it was only recently when it was proposed that I should become the owner of both the newspaper and the building that houses it that I finally agreed to buy it."

Mr. Olivier, the new owner of the Baltimore News, is a remarkable young man. He is only 35 years old, but he knows the newspaper game from both its editorial working side and its business side. Besides, he is a financier, and is equally at home in the banking business.

He was born and raised in Staunton, Va. At home he became acquainted with Tom Grasty, who was a traveling representative of the Manufacturers' Record. Grasty took a liking to young Olivier and told him he was going to get him a job in Baltimore on the Manufacturers' Record. Sure enough, one day there came a telegram to leave at once for Baltimore; the job was his.

HIS ARRIVAL IN BALTIMORE

Young Olivier arrived in Baltimore with \$165 cash in hand and large ambitions. He worked for a time on the Manufacturers' Record, when Charles H. Grasty, who then owned the News, gave him a job as a reporter. From "cub" he steadily worked upward until he had filled every position on the writing side of the paper. Then he went into the business office, and by and by became business manager.

The banking business seduced Mr. Olivier away from the News for a while, and he became associated with the banking house of Middendorf, William & Co. Here he not only acquired an education in financing, but made a lot of money.

And then he again gave ear to the call coming from the "fourth estate." The individual that gave voice to that call was again Mr. Grasty. Once a newspaperman, always one. Mr. Olivier returned to the News. It was not a long time afterwards, just about eight years ago, when Mr. Grasty sold the News to Mr. Munsey. Mr. Olivier was then Mr. Grasty's business manager on the News. Mr. Olivier was introduced to Mr. Munsey. Twenty-four hours later Mr. Olivier became Mr. Munsey's business manager and personal representative in Baltimore, a position he held with the absolute confidence of Mr. Munsey until the latter sold him the great building that for decades to come will remain a monument to Mr. Munsey's confidence in Baltimore, and the great newspaper which is one of the foremost evening journals in the United States. W. H. M.

LARKE GOES TO THE MAIL

George H. Larke, one of the prominent newspaper men of the Middle West, has been appointed business manager of the New York Evening Mail, and will assume the duties of that position September 1. Mr. Larke's record is an unusual one. After running the St. Joseph (Mo.) Gazette, of which he was part owner, for several years, he went to the Denver Post, owned by Messrs. Tammam and Bonfils. Here he made such a success that he was made general manager of the Kansas City Post, also owned by the same men. Within a short time he was able to increase the revenues of that newspaper \$300,000 a year. Later, with W. D. Boyce, of Chicago, he purchased the Indianapolis Sun, now known as the Times, of which he became publisher. It was while conducting this newspaper that his health broke down and he retired from the paper. Mr. Larke has devoted much study to efficiency in newspaper offices.

Advertising Laws in 31 States

There are now thirty-two States of the Union having on their statute books laws against dishonest and misleading advertising. The territory of Hawaii also has such a law.

PRESS HUMORISTS' DAY

How the Joke Crackers Celebrated the Event at the Pacific-Panama Exposition—Planting of the Chestnut Tree—Ted Robinson's Ode—Funeral Hymns Played by the Band—Personals.

SAN FRANCISCO, August 26.—Members of the American Press Humorists' Association invaded San Francisco this week, but the principal buildings are still intact. They are supposed to be holding a convention, but they are having such a round of entertainment and "zoning it" at the Exposition that it is unlikely that they will find time to hold a business session here. After some preliminary "joy riding," with Al. C. Joy and other local humorists, the main event of the week was "Press Humorists' Day" at the Panama-Pacific Exposition.

"UNDER THE SPREADING CHESTNUT TREE."

Newspaper humorists from many of the foremost papers in the United States took part in the celebration at the Exposition on the afternoon of August 25. Speeches, music and a chestnut tree-planting ceremony marked the occasion. The members of the San Francisco Press Club, headed by Secretary Clyde C. Westover, were proclaimed caretakers of the tree by Exposition officials. A "chestnut harvest" was a feature of the exercises, after the tree planting. The officially appointed "chestnut-pickers" were E. W. Miller, Chicago; Lowell Otus Reese, Fruitvale; Will J. Johnson, Rockford, Ill.; William Donahage, Chicago; George Douglas, San Francisco; W. J. Foley, Oakland; J. N. Darling, Des Moines; Howard C. Kegley, Pomona; Ted Robinson, Cleveland; J. E. Sanford, Elizabeth, N. J.; Emmett Conway, Sioux City, Ia., and J. W. Raper, of Cleveland.

The representatives of the American Press Humorists' Association assembled on the lawn at the east end of the Press Building at the Exposition, at 2:30 p. m., to plant a chestnut tree. "Main Prop" J. U. Higinbotham, of the Chicago Herald, acted as chairman of ceremonies.

Chief Chestnut Inspector Charles E. Van Loan, of Los Angeles, and his assistants, Kenneth Beaton, of San Francisco; J. M. Lee, of New York; Colonel W. H. Miller, of Spokane, and Al. C. Joy, of San Francisco, gave the official chestnut tree the "once over" to see that it was a suitable specimen.

After the reading of the late George Fitch's vest-pocket essay on the "American Press Humorists. Their Motives and Purposes," by Al. C. Joy, the tree-planting took place. Head Showler, President Ted Robinson, of the Cleveland Plain Dealer, supervised, and Main Prop J. U. Higinbotham assisted. A number of chestnuts, placed in envelopes, adorned the branches of the tree.

Cassassa's Band played a number of musical "chestnuts," including "Massa's in the Cold, Cold Ground," "Where Is My Wandering Boy Tonight" and other cheerful selections. The same band is alleged to have played "Asleep in the Deep" for the Baptists and "I Didn't Raise My Boy to Be a Soldier" for the Grand Army.

A BRONZE PLAQUE MADE OF ZINC.

After the tree had been planted by "two active pallbearers," Ted Robinson read his "Ode to a Chestnut Tree." President Charles C. Moore, of the Exposition, followed with his speech, in which he stated that he read the editorials in the papers sometimes, but the jokes always. Also, that he had seen a good many jokes about bronze plaques, but he knew the humorists would be disappointed if they did not get one. Then he handed a neat little bronze tablet in a morocco case to Ted Robinson, who accepted it in a brief speech. It began: "I represent the American Press Humorists' Association, otherwise known as the 'Jokesmiths' and Versifiers' Union."

In order to show their originality and give "quid pro quo," the Press Humorists had prepared a "plaque" to be presented to Moore. J. U. Higinbotham made the presentation. He said: "It didn't cost much, because we bought

it with what was left after paying our bills at the Inside Inn. It is of small intrinsic value. It is not of enduring bronze [In fact, it was etched on zinc, but zinc is going up on account of the war.] It represents brains rather than money." Then he added, "Of course, I'm not knocking the other plaque."

The Press Humorists' plaque was about the size of a dinner plate, and the case was a paper sack. Mr. Higinbotham asked Mr. Moore to keep it and wear it on his watch chain. Then he explained that it was some sort of a symbol—in fact, he thought, from its appearance, that it had been made from an old cymbal. The chestnut tree waved its branches in the center of the disc. Beneath the tree was a bull rampant, impersonating the Village Blacksmith and forging a chain of jokes on an anvil. On the other side of the tree was Pegasus, the winged horse, trying to take the air.

President Moore thanked the Humorists for the plaque, which he promised to place in his collection of antiques. He also promised to use his best endeavors to have the chestnut tree, that had just been planted, removed to one of the permanent parks on the grounds after the close of the Exposition, so that future generations of humorists can rest beneath its shade.

THESE ARE THE CHESTNUTS.

Howard Kegley and his assistants next removed the "chestnuts" from the tree. He made a short address beginning with, "Kind friends and other kinds."

Then he read the "chestnuts," all of which were, unexpectedly, applauded by the audience of about one hundred newspaper men and women and their friends.

The "chestnuts" were contributed by members of the American Press Humorists all over the country and were mailed to Howard S. Kegley, who conceived the idea of the tree-planting stunt and who hung the jokes upon the branches. Following are samples of the ancient chestnuts: "Have you seen the new bathtub I have constructed beneath the fig tree?" asked Adam.

"I have just come from there," replied Eve. "It is so beautiful that I can hardly wait till Saturday night."—Judd Lewis, Houston, Tex.

They had been discussing the purchase of a chandelier for the Podunk Baptist Church, and everyone seemed to favor the move except Uncle Even Billings. When invited to express his views, he said: "It ain't fer the likes of me to stop this church from spending money on a chandelier, but when we gets it there's not a soul in Podunk as can play it."—Robert Burdette, Jr., Salt Lake City.

Kin Hubbard submitted a cartoon, labeled with the date of its origin, 1756, or thereabouts, Farmer Silas remarking: "I don't keer what yuh call me, s'long as yuh call me in time fer dinner."

Among the other contributors of "chestnuts" were: Robert D. Towne, Scranton, Pa.; Edgar A. Guest, Detroit; John E. Sanford, Elizabeth, N. J.; Ted Robinson, Cleveland, and Howard C. Kegley, Pomona. Kegley closed the "chestnut" service with the following "Ford" joke: "Why is a Ford like a 'bathtub'?"

"Because everybody has one, but hates to be seen in it." G. R. DE VORE.

New Daily at Galveston

G. Walter Reed, formerly telegraph editor of the Galveston (Texas) Daily News, has launched a new afternoon paper in Galveston called the Evening Star. Mr. Reed is an experienced newspaper man, having been employed on Galveston papers for a number of years, and prior to that was for some time on the staff of the San Francisco Call.

Rates on Printed Matter Out

Many modifications of regulations governing express shipments have been made recently by the Interstate Commerce Commission. Newspaper supplements, when shipped not more than forty-eight hours in advance of their distribution, are reduced in classification, which reduces the rate. Prepayment of advertising matter will no longer be required.

CANADIAN PRESS ASSOCIATION HOLDS ITS ANNUAL SESSION IN TORONTO

Treasurer's Report Shows a Balance on Hand of \$2,253.77 After Paying Last Year's Deficit—Membership 690, Weekly Newspapers Largely Predominating—Standard Form of Contract Generally Adopted.

(Special Correspondence)

Toronto, September 2.—About 200 members from all parts of the country attended the annual meeting of the Canadian Press Association convened here today. An international aspect was imparted to the gathering by the presence of Dr. Talcott Williams, W. A. Thomson and H. K. Whiting, whose participation contributed greatly to value of occasion.

The attendance of such a large number of newspaper editors proved conclusively that although the war has played havoc with business the publishers are not losing faith in the future. Nearly all believe the worst is over.

A feature of the discussion on the made in Canada movement was the feeling that the propaganda was prejudicial to publishing interests in that manufacturers failed to support it by adequate advertising. The sentiment that foreign advertisers did not get a fair deal when editorial policy was antagonistic to foreign goods was applauded. An animated discussion on free publicity revealed clearly that the opinion of the meeting was in favor of eliminating the abuse entirely.

A notable accomplishment of the daily section at the afternoon session was the agreement on a standard rate card for daily newspapers. It was also decided that the time had arrived when a higher subscription rate was essential, ten cents a week finding favor. A standard of practice in matters relating to advertising was adopted. At the weekly section meeting a campaign for larger membership was felt to be imperative and to this end the appointment of a field secretary is a probability.

Mr. Whiting's address on practical cost system for weekly newspapers was full of helpful suggestions. Resolutions endorsing Canadian audit organization were favorably considered by convention.

V. E. Morrill, Sherbrooke Record, was elected chairman of the daily section and E. Roy Sayles, Port Elgin Times, was re-elected chairman weekly section.

The presentation of the usual reports occupied the attention of the convention during the earlier part of the morning.

The first formal report read was that of the Board of Directors. After referring in some detail to the illness and resignation of President O'Beirne and the illness and temporary absence of Manager Imrie, the report went on to explain what steps had been taken to deal with these emergencies so that the work of the association would not suffer. It then continued:

BOARD OF DIRECTORS' REPORT

Both the membership and the finances of the association are in excellent condition. In membership, there has been during the year a net loss of 6 per cent, but more than two-thirds of that loss was in the trade and class section, the fees of whose members were considerably increased at the last annual meeting. It will be remembered that in the revision of fees two years ago there was a relatively small increase in the fees of trade and class publications. At the last annual meeting the fees of those publications were advanced so as to bear a more equitable relation to the fees of other members. It was foreseen at the time that this action would probably result in the loss of some members and that has been the result. However, your directors feel the action of the last annual meeting in this respect was a fair and wise one and that the loss in membership is preferable to a continuance of certain memberships at a discriminating rate.

Notwithstanding the loss in membership it is believed the income from membership fees during 1915 will be equal to the income from that source during 1914. This is due to an increase in the number of metropolitan and medium city daily news-

paper members and to the higher fees of trade and class publications.

In view of the war it was considered inadvisable to carry out the instructions of the last annual meeting to raise a subscription to meet the cost of incorporating the association, which amounted to \$620.90. Therefore, this amount was carried over on the books from 1914 and it is proposed to meet the greater part of it out of the ordinary revenue for 1915 and the remainder out of the ordinary revenue for the following year.

Reference was then made to the holding of nine district press conferences during the year for the purpose of increasing interest in the association. Following this a list of 80 new applications for membership was presented. Continuing, the report is as follows:

WORK OF THE YEAR

Under the direction of your directors and the various standing committees the association's service to the membership has been maintained throughout the year at a high standard of efficiency.

Substantial progress has been made in the direction of improving and safe-guarding the relations of newspapers with advertising agencies in the discovering of new fields for advertising, in the developing of more advertising in regular lines, in eradicating the free publicity evil, and in the securing and disseminating of credit information. The work in this direction is covered more fully in the report of the advertising committee.

During the past association year 53 bulletins, aggregating 165 printed pages, were sent to all members of the association and 13 other bulletins, aggregating 31 pages, were sent to one or more sections, but not to all members—a total of 66 bulletins, aggregating 196 pages, as compared with 90 bulletins, aggregating 257 pages, during the previous year. These figures are, of course, exclusive of the printed report of the last annual meeting and other printed literature and typewritten reports sent out from time to time.

TREASURER'S REPORT

J. H. Cranston, Toronto Star, presented his report as treasurer, in two parts. The first covered the calendar year 1914 and the second the seven months of 1915, ending July 31. During 1914 fees to the value of \$8,957.60 were collected, while the principal items of expenditure were salaries, \$4,678.60; printing and postage, \$1,581.98, and incorporation expenses \$620.90. There was a deficit for the year of \$647.68.

The 1915 report showed receipts of \$8,511.92, of which \$8,209.67 was made up of fees. Expenditures amounted to \$5,739.63 leaving a balance of \$2,772.29. Taking in the profits from the operation of the collection department for the seven months and deducting the 1914 deficit, there was a balance on hand of \$2,253.77.

MANAGER'S REPORT

Manager Imrie's report was taken up largely with an analysis of membership and income, together with a statement of the year's activities in the collection department.

The present membership of the association is 690, which represents a net loss of 45, as compared with a membership of 735 at the close of the previous association year on June 30, 1914.

This loss in membership is due in a large measure to the resignation of a relatively large number of trade and class publications. In view of the increase in the fees of such publications decided upon at the last annual meeting, the net loss in the membership of the trade and class section being 31.

The total membership is divided among the three sections as follows:

	First	Second
Daily section	94	71
Weekly section	378	33
Trade and class section	48	66

The present membership of the association comprises 76 per cent. of the daily newspapers of Canada, almost 50 per cent. of the rural weeklies of Canada and a large proportion of the trade and class publica-

tions of the country. During 1914, 724 membership certificates were issued, as compared with 708 during 1913. The number of 1915 membership certificates issued up to July 31, 1915, is 601.

COLLECTIONS

During the year the collection department handled 166 new claims against concerns in bankruptcy and 174 new claims against going concerns—a total of 340 new claims. These figures are in addition to 46 claims against concerns in bankruptcy and 112 claims against going concerns that were open at last report. Thus there have been on the records for the year 212 claims against concerns in bankruptcy and 286 claims against going concerns—a total of 498 claims.

Of the 212 claims against concerns in bankruptcy on the records of the association during the year, 24 claims, amounting to \$559.51, were collected in full and 49 claims were collected in part, the amount so paid being \$153.87.

Of the 286 claims against going concerns on the records during the year 23 claims were withdrawn and 53 claims were returned as uncollectable, leaving 210 claims on which there was a possibility of effecting collection. Of these 210 claims, 56 amounting to \$2,045.67, were collected in full and three claims were collected in part, the amount so paid being \$330.

ADVERTISING COMMITTEE

The advertising committee of the association presented a lengthy report. "Special conditions" it began, "arising out of the war created special opportunities for effective work and that work as well as the regular duties of your committee were carried out to the best of your committee's judgment and ability."

Then followed details regarding the recognition of agencies, cancellation and surrender of recognition and a resume of the requirements exacted by the committee for recognition. With respect to the standard form of contract, the report stated:

Your committee had hoped to be in a position to report to this meeting that all of the recognized agencies were using or had agreed to use, the Standard Form of Contract. However, your committee has not yet secured the co-operation in this matter either of Sells, Limited, or of J. J. Gibbons, Limited. All other recognized agencies, with the exception of MacPherson-McCurdy Limited and E. Albany Rowlett, are at present using the Standard Form of Contract and both of these agencies have agreed to use it as soon as their respective supplies of contract forms have been exhausted.

With the more general use of the standard form of contract by recognized agencies its advantages are becoming more and more apparent, both to publishers and to those agencies that are using it. In the light of more than a year's experience with the standard form of contract it is not too much to state that the preparation of this form and its adoption by so many recognized agencies was a long step in the direction of removing points of difference between publishers and recognized agencies and improving relations between them.

It is worthy of note that, following the standardizing of advertising agency contracts in Canada, there is now a strong movement in a similar direction in the United States. The Bureau of Advertising of the American Newspaper Publishers' Association recommended in its last annual report the preparation of, and agitation for, a standard form of contract.

GOOD CHEER ADVERTISING

The advertising which the committee conducted following the outbreak of war in order to restore confidence in the business community, was described in detail. It consisted of a series of good cheer and business opportunity advertisements and optimistic news articles, which appeared in most of the daily newspapers in Canada with good effect. Summarizing the results, the report states:

A SUMMARY

This work of your association had, unquestionably, a direct effect upon the advertising revenue of the press of Canada. While, as already intimated, it resulted in the development of a number of new accounts, its most beneficial effect upon advertising was to stem the tide of cancellations and to induce some advertisers who had cancelled to recommence their advertising. Each of several recognized advertising agencies reported that one or more of its clients, as a result of this work of your association, either decided not to withdraw their advertising as they had intended, or having withdrawn it, were encouraged to the point of countermanning the cancellation order.

The report touched on the three campaigns which were inaugurated by the Dominion Government as a result of representations made by the committee. These were the apple campaign, the patriotism and production campaign and the town-plot cultivation campaign. Reference was also made to other promotion work carried on during the year to the advantage of the Canadian press.

The report told of the service that had been rendered in the direction of protecting members against financial loss in the extension of credits to advertising agencies and direct advertisers.

A few days after the war began one of the larger recognized advertising agencies notified members of this association that in view of the special financial conditions created by the war it was not prepared to assume responsibility for the payment of accounts and that advertising inserted on its order after that date would be paid for only if and when the agency was paid by its client. Within two hours after the receipt of this proposal by the newspapers of the province in which the agency is located wires were sent to the principal cities from coast to coast strongly advising against its acceptance. This action was followed during the same day by the despatch to all members of a special bulletin giving similar advice.

This prompt action by your association resulted in the rejection of the proposition by so many publishers that it was formally withdrawn by the agency. It had the further effect of nipping in the bud other proposals for release from liability, either in whole or in part. A number of these were discussed tentatively with your manager, who made it clear that the position of the association was that existing conditions and the outlook for the future were not such as to call for any release from liability. The soundness of that position was afterwards established by the rapid re-adjustment of financial conditions and restoration of confidence.

HALF-YEARLY REPORTS

The practice of securing from members half-yearly reports as to the manner of payment of accounts of recognized advertising agencies was continued during the past year. The reports thus received were of great value to your committee and strengthened the committee's position in the several cases in which it was found necessary to take up with an agency the matter of its manner of payment of accounts.

In addition to cancelling the recognition of one advertising agency, as already noted, your committee found it necessary to require one recognized agency to increase its paid-up capital and to warn two other advertising agencies that their manner of payment was not satisfactory and would have to be improved.

Reports on the financial condition of unrecognized agencies and direct advertisers have been given as usual, in the credit information bulletins and in special reports by letter and circular. These reports have been the means of saving the members of this association thousands of dollars. Practically every failure of a general advertiser or advertising agency in which Canadian publishers were interested was anticipated in the credit information bulletins by advice to secure cash with order.

STANDARDIZING ADVERTISING PRACTICE

It was the intention of the former advertising committee to prepare a "Standard of Practice" for the guidance of members in matters relating to advertising and provision was made on the program of the last annual meeting for the discussion of the draft of a standard that was to be submitted by that committee. However, it was found impossible to get the draft ready for that meeting and the matter was left over to the incoming advertising committee.

Your committee is of the opinion that the adoption of a "Standard of Practice" would go a long way toward standardizing advertising practice in Canada and achieving that uniformity of action on matters of advertising policy that is so desirable. It is proposed that copies of the "Standard of Practice" adopted be supplied to all Canadian publishers, whether or not they are members of this association, and that all be urged to make their individual action conform to the accepted standard.

STANDARDIZING CIRCULATION STATEMENTS

The advertising committee of 1913-1914 intended to submit to the last annual meeting drafts of proposed C. P. A. Standard Circulation and Information Statement Forms for various classes of publications. That action was delayed owing to the organization of the Audit Bureau of Circulations and the belief of the committee that it would be advisable to wait until the bureau published its form in order to prevent, if possible, the adoption by the C. P. A. (Continued on page 310.)

OUTLOOK WARMS COCKLES OF NEWSPAPER PUBLISHERS' HEARTS

South Cheerful at the Prospect of Big Crops Other Than Cotton—Grain Product Worth \$300,000,000, More Than Ever Before—Canada Getting Back Onto Its Feet After War Knockout—West Sends Optimistic Reports About the Business Situation—Gains in Advertising Show the Tide Has Turned, Presaging Better Times.

J. H. Allison, general manager, Nashville Tennessean and American.—"An swering your letter of the 12th. seeking a statement of the future business conditions, am pleased to observe that there is no reason why business generally should not return to normal conditions this Fall, and within six months the country should be enjoying a wave of abnormal prosperity.

"Our resources are unimpaired; our surplus productions have about all been consumed except the cotton, and now it is moving rapidly, and should command a fair average price. The South's grain crop this year is worth three hundred million (\$300,000,000), more than ever before.

"The South has exported two hundred thousand bales of cotton this year in excess of the average exports for the past ten years. The average exports for the past ten years have been 8,200,000. The exports this year to June 30 were 8,400,000.

"All of the foregoing should tend to the return of better than normal conditions in all trades, and it is also pretty well conceded that the European war will extend over a period of two years longer. With the minds of the business men made up to this fact, and with the demand for foodstuffs and supplies coming from the foreign shore, the United States should prosper exceedingly."

H. S. Jewell, proprietor, Springfield (Mo.) Leader.—"The farmers and fruit growers of the Ozark plateau, of which Springfield is the commercial center, will soon have harvested the most bountiful crops this fall in the history of this section. Following the good crops and good prices of last year, business is sure to continue on the up-grade here. I look for a larger volume of advertising during the next four months than for several years past."

C. B. Johnson, president and general manager, Knoxville (Tenn.) Sentinel.—"Knoxville is one of the very few cities in the United States that has apparently not suffered at all from the general depression existing in business circles. The first six months of this year with The Knoxville Sentinel were better than the corresponding period of 1914. In July our business increased about 10 per cent. over July, 1914. This fact is due largely perhaps to large mines and industrial development throughout all of East Tennessee, the territory contiguous to this city.

The Aluminum Co. of America with headquarters in Pittsburgh is developing a large water power and a property on which they expect to expend \$26,000,000. This development is almost within a stone's throw of this city. Two of the largest zinc operating companies in the world are now spending huge sums of money in the development of zinc properties twelve miles east of this city. We have had more or less public work going on to furnish our labor employment and since Knoxville is not located in, nor is it closely related to, the cotton fields of the south, you can in a way understand why this city and The Knoxville Sentinel have been as fortunate as they have been."

W. H. Coates, publisher, Spokane (Wash.) Spokesman-Review.—"Advertising in Spokane is somewhat better than a year ago. Owing to the largest crops in years in the surrounding farming country and unsurpassed prosperity among our mining men we look for a marked improvement this fall in advertising."

W. C. Russell, advertising manager, Vancouver (B. C.) Daily Province.—"So far as the present is concerned we have no reason to complain of the state of business. It is fully as good, even better, than we anticipated a few months ago. As to the future, that is another matter. We think we are justified in

looking for an improved condition of business this winter as compared with last, but 'Don't prophesy unless you know' is peculiarly applicable to the present time when every second man you meet is a prophet. There are two big factors entering into this question.

"The war (overshadowing everything else) is one. As the British Empire is determined (no matter what temporary reverses it may sustain) to continue the struggle until Germany is decisively beaten, it is possible that peace may not be declared for two years yet, or more. That would, of course, preclude any possibility of a permanent improvement in business in the meantime.

"The other factor is the crop. As far as present indications go the crop in Canada will be of good quality and very much the biggest on record. Such a crop will make its influence felt in every line of business and cannot fail to have a steady effect.

"To sum up, we do not expect business to get worse, and we hope for an improvement. If that hope is deferred we will still remain tolerably cheerful."

J. F. MacKay, general manager and treasurer, The Globe, Toronto, Canada.—"While it is undoubtedly true that business conditions have been seriously disturbed in Canada during the past eighteen months, first by the depression following undue inflation of real estate values, principally in Western Canada; and secondly by the war, I am now thoroughly convinced that the worst is over, and Canada is once more on the rising tide. In fact, it is doubtful if the purchasing power of the people of the villages, towns and townships of Ontario has been in any way reduced by the unusual business conditions prevailing generally during recent months. This province has not known what is generally termed a crop failure for almost a generation, and in addition to this, the unusually high prices prevailing for agricultural products recently have maintained almost normal conditions throughout this province, outside of the larger cities.

"As it is in the outside districts that the Globe finds the bulk of its circulation, we have been particularly fortunate in this respect. At the present time conditions are almost promising for a big fall business. Large war orders are serving to start the wheels of industry again revolving at top speed throughout the larger centres of population, while the farmers are harvesting one of the greatest crops on record."

Richard Hooker, editor, Springfield (Mass.) Republican.—"I am glad to say that while the international situation is unquestionably somewhat of a damper upon business in general, our own experience in these days leads us to look forward with much confidence to an increase of advertising business. The large community which is served by The Republican and the Daily News is now undergoing a remarkable growth and such growth does not come except upon underlying prosperity as its basis."

E. B. Jeffress, secretary-treasurer the Greensboro (N. C.) Daily News.—"Business in the Piedmont section of North Carolina has held up pretty well during the summer and the prospects are very bright for an early revival during the fall. The furniture line has been very dull, but retail stocks are low and this means that factories will shortly resume regular working hours. Many hosiery mills are working night shifts while manufacturers of ordinary cotton goods are working full time. Those depending upon German dyestuffs are having a hard time but they intend to begin using such American dyes as can be obtained. The great tobacco manufacturing enterprises have had an unprecedented season.

"Agriculturally the state is in good condition. There is a fair crop of tobacco,

now starting on sale at good prices. The cotton acreage has been reduced and instead the state's largest grain crop is being produced. Stock raising is progressing nicely and in every way North Carolina is on a solid basis for a prosperous fall and winter trade."

A. C. Keifer, general manager, The Terre Haute (Ind.) Tribune.—"The Tribune printed 2,000 more lines of advertising in July than in July, 1914. Our big increases in both local and foreign contracts to start with copy after September 1 indicate a large increase in advertising this fall."

Albert W. Fell, business manager, The Williamsport, (Penn.) Sun.—"We consider business fairly good in this section. None of our manufacturing plants are closed, and we do not know of any plants running on part time, although a few of them did last winter. Collections are good, our records showing them much better than last year. Advertising, both foreign, local and classified is ahead of last year, and last year's record was the largest in the history of the Sun, showing a gain of over 160,000 lines over the year before. We are looking forward to good business this fall and we have every reason to believe that we will get it. The business of the Sun is a good index to conditions in Central Pennsylvania as a whole, for the circulation covers in part twelve counties, in addition to the city of Williamsport."

W. B. Southwell, business manager of the Des Moines (Ia.) Register and Leader and the Evening Tribune.—"Eliminating the loss in national advertising occasioned by the fire which partially destroyed our plant on February 21 last, our papers have carried a very satisfactory increase in national advertising the first seven months of this year compared with the same period in 1914, and present indications point to a much greater increase during the last five months of this year. Not only have we carried an increased volume of ads during the past seven months but the number of national advertisers has increased in a larger proportion. We have at this time a far greater volume of advertising sold for the coming fall and winter months than we have had at this same season for ten years past. We have more inquiries from national advertisers who mean business. Of course our section of the country is exceptionally favored by reason of our annual crop records; never a failure and never below 75 per cent. of a full crop."

Albany Evening Journal.—"Business this summer has been better than was expected and the outlook for the fall is decidedly encouraging."

H. H. Knickerbocker, manager Middletown (N. Y.) Times-Press.—"The Times-Press is experiencing the most successful business year since its establishment. This statement is based on the volume of business during the first six months of 1915, comprising advertising and circulation, and judging from the advertising carried during the month of July, which showed an increase of 2,205 inches over the corresponding month in 1914, the future promises even better business than we have yet been favored with."

"I must add, however, that while our business has steadily and very materially increased, the cost of maintaining an up-to-date newspaper plant really permits of less profit on the investment than I believe we are justly entitled to. There are many reasons why conditions in certain localities will not allow a corresponding increase in advertising rates and subscription rates to offset the added cost of publishing a newspaper, but I am inclined to the belief that with the elimination of a number of unimportant newspapers and the infrequent establishment of new ones, there will undoubtedly be a decided improvement in those now being operated and an opportunity for the own-

ers to realize a reasonable return for their money and efforts.

William J. Metten, business manager Wilmington (Del.) Every Evening.—"By reference to our records we find that Every Evening has carried 87,332 lines more advertising the first seven months of this year than during the same period in 1914. This may not be a very large increase, but it's an increase just the same. We are carrying more business this month than ever before in August, and the outlook for the fall months is excellent. The business situation generally in Wilmington is very good at this time and gives every indication of continuing so for quite a while to come." The difference is really marked.

Frank Knoe, publisher Manchester (N. H.) Union.—"The United States is now engaged in harvesting a crop which will closely approximate fifteen billions in value. Prices for all kinds of farm products are at the highest level known for years. The steel business, always regarded as a barometer of business conditions, is running at maximum. There is a plethora of capital and interest rates are low. Stocks of merchandise are reduced. With every fundamental condition right, it is inevitable that this country will enjoy a period of prosperity of unprecedented proportions. Prospects for foreign advertising are excellent and we are already beginning to feel the effects of improvement in this line.

"Local advertising this fall in the Union-Leader's field promises to surpass in volume the business done in any previous fall season. Nothing can prevent good times in the immediate future, except this country becoming involved in the European war, and that, happily, is a possibility daily becoming more remote."

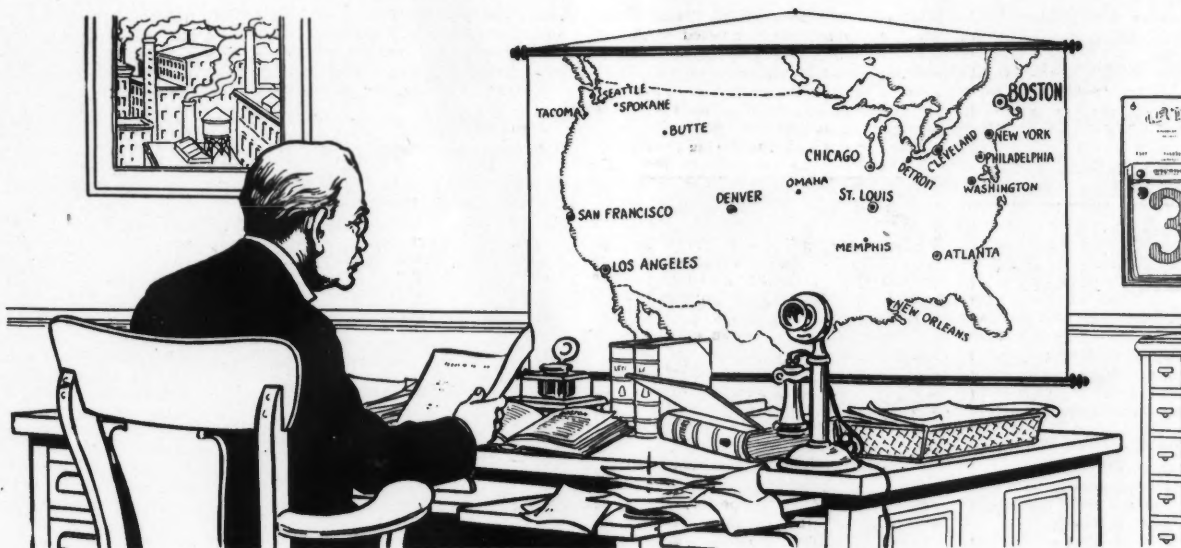
David B. Plum, business manager Troy Record.—"Business with The Record has been exceedingly good during the year 1915, and I believe that the prospects are most excellent for a large increase in advertising this fall."

J. L. Mapes, business manager Beaumont (Tex.) Enterprise.—"Right at this particular time a report has been circulated and published throughout the country that Beaumont was wiped off the map by the recent storm which did some harm to Port Arthur, Galveston and Houston.

"It has been closely estimated that Beaumont was not damaged \$1,000, except, of course, to the wires of the light and telephone companies. Business is just a little slack in most places on account of the European war.

"As to advertising, the Enterprise is showing a very nice increase over last year locally, and while the foreign business shows some months an increase, others a decrease, as a whole the foreign business has shown a substantial increase so far this year.

W. A. Bower, business manager Anaconda (Mont.) Standard.—"It is wonderful to note the strides Montana is making in an agricultural way. Montana won the sweepstakes for cereals in addition to more than 400 medals for grains, grasses, forage and vegetable displays at the San Francisco Exposition. In 1912 Montana raised 19,000,000 bushels of wheat, and this year it will produce about 40,000,000 bushels. Like increases prevail in all other crops. Livestock has moved freely at high prices; the wool clip brought 25c. a pound or better; the mines and smelters are working to capacity, giving employment to labor at highest wages prevailing in the United States. Butte and Anaconda especially are enjoying unprecedented prosperity owing to the good prices obtained for copper and zinc. U. S. Senator Henry L. Myers, in a recent interview in the Anaconda Standard, said, in part: 'I am deeply impressed with the general air of prosperity pervading Butte and Anaconda. Population considered, they are the best in the land.'"



Analyzing the Boston Territory!

It will pay you to secure detailed data covering metropolitan Boston, as it concerns *your* product.

This information may save you weeks of planning and thousands of dollars later on. If you wish we will furnish definite information concerning the buying power of Bostonians—the buying habits of Bostonians—where they buy their foodstuffs, clothing and furniture!

We will give you valuable information concerning the local dealer attitude—how dealers feel toward advertised goods, coupons, sampling, demonstrations, and follow-up literature.

Make up your mind to talk it over with us at an early date—to thoroughly satisfy yourself

concerning the trade situation here in Metropolitan Boston.

We will help you blaze the trail by supplying definite data concerning trade conditions in each of the 39 cities and towns comprising Metropolitan Boston.

If the information you want isn't on file, we will get it for you. We believe in co-operation. We know Boston. If this territory is new to you it will pay you to get in touch with us. If you have already invaded Boston and want certain information do not hesitate to ask for it. The offer holds good in either case.

We want to help you find the short, straight route to more sales at low cost and we have confidence in our ability to do it. Now make us "prove up."

N. B.—The Boston Evening American has a greater net paid circulation than all the other Boston evening papers combined. Now almost 400,000. The Boston Sunday American has the largest net paid Sunday circulation in New England. The rate is the lowest per line per thousand circulation in this territory.

BOSTON AMERICAN
NEW ENGLAND'S GREATEST HOME NEWSPAPER

80-82 Summer Street, Boston, Mass.

New York Office
1789 Broadway

Chicago Office
504 Hearst Building

**The
Detroit Free Press**

"Michigan's Greatest Newspaper"

**The Largest
2-Cent Morning Circulation
In America**

Rates and information
direct, or from

VERREE & CONKLIN, INC.,
Brunswick Bldg. New York Steger Bldg. Chicago

**DETROIT
SATURDAY NIGHT**

refuses to accept advertising that does not hold out honest value to the reader. We include in this generalization, beer, whiskey, cigarette and patent medicine. Also DISHONEST MERCHANDISE, no matter by whom it is offered for sale.

Foreign Advertising Representatives
G. LOGAN PAYNE CO.
748 Marquette Building, Chicago
200 Fifth Ave., New York City
Publicity Building, Boston

**Prosperity Returned to Pittsburgh
FALL LISTS SHOULD INCLUDE
GAZETTE TIMES**

Morning and Sunday—
CHRONICLE TELEGRAPH

Evening except Sunday

They are the **TWO BIG NEWSPAPERS** in a metropolitan district of 1,042,855 people.

**FLAT
COMBINATION RATE 22 1/2% PER
AGATE LINE**

For further information and co-operation write

URBAN E. DICE
Foreign Advertising Manager
PITTSBURGH, PENNSYLVANIA.
J. C. WILBERDING
225 Fifth Avenue, New York City
The J. M. BRANHAM COMPANY
Mallers' Building, Chicago
Chemical Building, St. Louis

Get the Best Always

**The
Pittsburg Dispatch**

**Greater Pittsburg's Greatest
Newspaper**

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

**THE PITTSBURG
PRESS**

**Has the LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG**

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

WHY IS IT?

that the Times-Leader is the only one of the three evening newspapers in New Haven, Conn., that is a member of the Audit Bureau of Circulations. Think it over.

BRYANT, GRIFFITH & FREDRICKS
225 Fifth Ave. New York City 716 Peoples Gas Bldg. Chicago

WILL RUN MONTGOMERY PAPER
Character Sketches of Messrs. Sheehan and Allen of the Advertiser.

William T. Sheehan and Charles H. Allen, who, as recorded in these columns last week, have purchased one-half the capital stock of the Montgomery (Ala.) Advertiser, owned by Frank P. Glass, are two of the most popular newspaper men in the State.

Mr. Sheehan, who was born in Eufaula in 1874, after graduating from the local high school, became a teacher in the grammar school, and was afterward assistant principal in the high school.



WILLIAM T. SHEEHAN.

He enlisted for service in the Spanish-American war, and was attached to Company G, Second Alabama Volunteers, serving in various camps. Later he was captain in the Second Alabama National Guard, and lieutenant-colonel on the Governor's staff.

His first newspaper work was on the Birmingham Age Herald. In 1899 he went to Montgomery, where he was a cub reporter on the Journal, and later its city editor. In 1902 he joined the Advertiser staff with which he has been connected ever since, filling every position on the editorial staff. He is a member of various clubs and associations, and has as wide an acquaintance as any newspaper man in the State.

Mr. Allen, the new general manager of the Advertiser, has been actively engaged in newspaper work since, when a boy, he "stuck type" in the office of his father, C. H. Allen, one of the older Alabama editors. He was born at Gainsville, where his father owned a weekly newspaper. Before the youngster had at-



CHARLES H. ALLEN.

tained his majority he owned the Demopolis Dispatch, a prosperous weekly of Marengo county.

Later Mr. Allen worked on the Birmingham Age Herald, where for two years he was connected with the advertising department. He then purchased an interest in the Mobile Herald, of which he was business manager for three years. F. G. Thompson induced him to become business manager of the Mobile Register, which position he held five years. From the Register he went to the Montgomery Advertiser as advertising manager.

COWGILL BUYS OTTUMWA DAILY

Is Putting in New Equipment and Will Make It a Live Paper.

A change in newspaper ownership important, especially in Iowa, has just been effected in the sale of the Daily Review, Ottumwa, Iowa, to Harry L. Cowgill, of Madison, Wisconsin, who was until recently circulation manager of the Wisconsin State Journal, in which position he succeeded in greatly increasing its distribution. Mr. Cowgill is a native of Kansas and a graduate of Cornell University, Class of 1908. He was formerly with the circulation force of the Capper Publications, Topeka, Kan.

The Ottumwa Review has been a small struggling daily for nine years, held down in its growth by lack of equipment and money with which to build a complete paper. Mr. Cowgill is equipping the



HARRY L. COWGILL.

plant with modern machinery. Two new linotypes, Goss Press and complete stereotyping outfit has been added to the plant. Other linotypes will be installed later. It is Mr. Cowgill's undertaking to convert a miniature publication into a real live newspaper. He has called to his aid successful men in the advertising and editorial departments. Mr. LeRoy Barnes, the new managing editor, is well known in newspaper circles in Iowa. H. C. Chambers, formerly of the Wisconsin State Journal, is the advertising manager. The change in the Review takes effect September 1.

Dinner to World-Herald Editors

The Omaha World-Herald editorial staff on August 11 gave a farewell banquet in honor of Charles W. McConne, who was recently appointed collector of customs there, Roger C. Craven, now with Baker Brothers, and Leslie A. Higgins, now editor of the Motorist and The Tradesman, editors who recently left the paper. The banquet, held at the Paxton Hotel, was followed by short talks by the guests and by the older staff members.

FIRST CATHOLIC DAILY

Further Details of the New Chicago Paper Soon to Be Launched—Not a Propagandist Organ—Capital Stock, \$1,000,000—Ambassador Egan the Probable Editor.

CHICAGO, September 1.—Chicago is to have the first Catholic daily newspaper published in the English language. THE EDITOR AND PUBLISHER is privileged to amplify the announcement printed in the last issue by the publication for the first time of an authorized statement of the aims, plans and purposes of the new paper, the Daily Estate. As outlined by Daniel J. McAllister, secretary of the Nuncio Publishing Company, which will issue the paper, it will follow closely the lines of the Christian Science Monitor. It will not be a propagandist organ, but an evening newspaper for the home in every sense of the term, according to Mr. McAllister.

The name of the editor is withheld, but it is asserted that the post has been offered to Maurice Francis Egan, Ambassador to Denmark. It is the hope of some of the backers of the project that the paper will ultimately be published simultaneously in Chicago, New York, New Orleans and San Francisco. The date of publication in Chicago has been set for January 1, 1916.

The complete list of officers and directors of the Nuncio Publishing Company follows: Harry J. Fitzpatrick, of Fort Wayne, Ind., president; George D. Flynn, business manager of the Minneapolis News, vice-president, and Daniel J. McAllister, secretary. Directors: Charles I. Denechaud, of New Orleans; Dr. Mathias J. Seifert, of Chicago; James Carroll, editor of the Catholic Columbian of Columbus, O., and W. S. Jamieson, a Chicago attorney. Father John F. Noll, president of the Catholic Publishing Company of Huntington, Ind., will act with the directors as censor of the paper.

The company was incorporated in Delaware in September, 1914, with a capital of \$1,000,000. Of this amount more than \$300,000 has been pledged by small shareholders scattered all over the United States. The campaign for circulation has been under way for almost a year, and from results already at hand the publishers look for an initial circulation of 150,000, with 50,000 in Chicago.

The paper is advertised as pledged "to no party, no group or capitalists and no individual." The announcement states that its one aim will be to answer with all the force at its command attacks upon the Catholic Church which are the results not of conscientious opposition but of the desire for profit of some of the church's opponents. Its news policy will be to give its readers—following the slogan of the New York Times, "All the news that's fit to print." An innovation will be a world-wide Catholic news service for its Sunday edition.

The name Daily Estate was selected following a competition and the award of \$1,000 for the best title. The winner, among 200,000 who suggested names, presumably is a priest, who describes himself as a "humble worker in the Catholic Church," has declared his intention of turning the sum back to the corporation for circulation campaign purposes. Mr. Denechaud, who was president of the Federation of Catholic Societies during the year 1914-1915, has publicly expressed the view that the newspaper will ultimately be published simultaneously in Chicago, New York, New Orleans and San Francisco.

Arrangements for foreign news service, aside from church news of the best available lines, have been concluded and a local staff, to meet all the requirements of a Chicago newspaper, is in the course of selection.

M. J.

Scandalous!

A Virginia editor threatened to publish the name of a certain young man who was seen hugging and kissing a girl in the park unless his subscription to the paper was paid up in a week. Fifty-nine young men called and paid up the next day, while two even paid a year in advance.

THE NEW YORK AMERICAN, with its daily edition of 300,000 and its Sunday edition of 720,000 (the latter representing the largest following any Sunday newspaper ever had), is the most powerful seven-day advertising medium in the United States.

It represents ONE FOURTH of all of the buyers of newspapers in the New York Section, and, in addition, has a wide distribution nationally.

Its readers give to the business world of the United States ONE SIXTIETH of its entire revenue from all sources.

How can any business, local or general, hope to prosper without employing the advertising columns of the **NEW YORK AMERICAN**, daily and Sunday?

Is it not sufficient inducement to advertisers to get ONE FOURTH of their total business in the New York territory by employing this great seven-day advertising medium, besides making themselves known to a large national constituency?

The advertiser or his agent cannot offer any sound argument against using the **NEW YORK AMERICAN**, daily and Sunday. If either buys advertising on a sound principle of business, then he must recognize the great power of the **NEW YORK AMERICAN**, daily and Sunday.

The **NEW YORK AMERICAN** sells its space supremely confident in its power to give adequate return to any legitimate business advertised in its columns.

This confidence is born of the knowledge that readers of the **NEW YORK AMERICAN** are close readers of advertisements and thoroughly believe that it is to their advantage to buy from advertisers.

When advertisers can buy both a great constituency of newspaper readers as well as a high percentage of advertising readers, then they are getting maximum advertising service.

NEW YORK AMERICAN

DAILY and SUNDAY

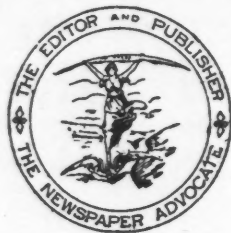
Member Audit Bureau of Circulations

The Editor & Publisher and The 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; E. D. DeWitt, General Manager; Frank Leroy Blanchard, Editor;
George P. Lefler, Business Manager.

Chicago Office: 332 South Michigan Avenue. Ryan & Inman, Managers. Telephone, Harrison 2161.

San Francisco Office: 742 Market St. R. J. Bidwell, Manager. Telephone, Kearney 2121.

See Publisher's announcement for subscription and advertising rates.

New York, Saturday, September 4, 1915

LEAD OF THE NEWSPAPER AS AN ADVERTISING MEDIUM AFFIRMED

It is all very well for Edgar G. Criswill, manager of the Quoin Club, to talk about co-operation between the magazines and newspapers in promoting general advertising, but, as Jason Rogers contends elsewhere in this issue, "co-operation, to be effective, consists in 'giving' and 'taking.'" Continuing, he says:

"We newspapers, by reason of our intimate touch and relations with affairs in different towns every day in the year have lots to 'give,' but what of value have our friends of the other mediums to give in exchange?"

This, it seems to us, is the peg upon which the whole situation hangs. If the magazines want to get the ear of the public quickly they do not advertise in their contemporaries in the magazine field, but in the newspapers that go into the hands of the people they desire to reach and influence. The newspaper is the direct route to profitable and effective publicity and no one realizes it more fully than the magazine publishers themselves. There is no gain-saying the fact, then, that the newspaper publishers hold the winning cards in playing the advertising game. Today they are doing the most aggressive work in the field. Their representatives are no longer basing their appeals for business upon the old arguments of expediency, political pull, obligation to support the paper, etc., but rather upon the sounder and far better arguments of actual service, opportunity to reach a definite number of readers who can purchase in their own city, at designated stores, the articles offered for sale, timeliness, concentration of effort and quick results.

The magazines for years based their canvas for advertising on two things—their country-wide distribution and the chance they gave the advertiser to force a consumer demand upon the retailers. Sales managers, however, have learned to their sorrow that forcing dealers to stock up with their goods through magazine advertising is an expensive and wasteful procedure. Magazines have their place in marketing goods and he would be a foolish ad man who would shut his eyes to the fact, but they are secondary in importance to the newspapers and always will be.

One of the chief reasons for the enormous shrinkage in magazine advertising during the past three

years is not hard times but the discovery on the part of the manufacturers that they have been overlooking the direct results medium that everybody reads and by which they are daily influenced—the newspapers. The astonishing results some of them have achieved through their use have led them to conclude that there is no audience that responds so quickly to their appeals as the readers of the daily newspapers.

THE PEOPLE ARE WITH THE PRESIDENT

In an editorial in the Evening Mail on Friday S. S. McClure clearly showed how out of sympathy with public sentiment Theodore Roosevelt is as indicated by his attack on President Wilson at Plattsburgh. He says:

For the people of the United States there is nothing so important as to maintain the integrity of our national consciousness, as first of all the United States of America.

From the opening of the war the President chose a wise and honorable course, and today he has the vast majority of the people with him. He has their approval, and he has their confidence. They approve of what he has done, and they have confidence that what he will do in the future will be best.

In this peculiar crisis it is fortunate that the nation and the President agree. They agree with the President in regard to the principles of submarine warfare, and will back him in his negotiations with England in regard to contraband and blockade. They agree with his reasoned and deliberate decision in regard to the shipments of munitions of war.

And the people are opposed to embittering public opinion by attacks on the President during this critical period, whether from Mr. Roosevelt, Mr. Bryan or partisan propagandists on the platform or in the press.

THE EDITOR AND PUBLISHER is not a partisan newspaper. It numbers among its readers and friends adherents to all political parties, and does not undertake to advise any of them how to vote. It does, however, have positive opinions on some public questions affecting the political and commercial welfare of the country. We think, for instance, that Mr. Roosevelt has clearly demonstrated that he not only lacks tact but shows disrespect for President Wilson. Instead of allowing the President to run the ship of state according to his own best judgment, Mr. Roosevelt wants to take the wheel himself and do the steering. Former President Taft has the good sense to refrain from public criticism of Mr. Wilson, and therefore has the regard of the bulk of the American people.

In a letter printed in the Laurel (Miss.) Leader a citizen of that place lifts up his voice in protest against the dodger advertising nuisance. He said that on a recent morning he had picked up ten circulars that had been thrown over the fence into his yard. Looking about he found in his neighbors' yards fully a hundred more. They littered the premises and obliged the householders to clean them up every day. This correspondent estimated that it cost the advertiser \$17 to cover Laurel with the circulars, which, instead of creating a favorable impression, aroused the antipathy of the people whose yards were littered with them. If the same amount of money had been invested in space in the Leader not only would the advertiser have been able to present his appeal in an attractive manner but he would have secured the attention of the readers when they were in a receptive frame of mind. Advertisers ought to be made to see that circulars are less productive than they were before newspapers became so popular, and are far more expensive. The idea that they are a cheap medium was exploded long ago.

The National Vigilance Committee of the A. A. C. W. has issued a special bulletin calling attention to a statement made by the United States Bureau of Plant Industries to the effect that fibre silk is not silk in any true sense of the word, but merely has an appearance similar to silk. In view of this fact it would be well for newspaper advertising managers to be on the lookout for misstatements in ad copy in which the expression is used. One retail store in a large city encloses with every pair of fibre silk hose a slip reading "Falsely branded. These goods do not contain a thread of silk." While retail mer-

chants may understand the character of fibre silk the general public does not, and therefore care should be taken in advertisements to see that a wrong impression is not given.

JACKSON'S ALONG THE ROW

CUB COPY.

This is how the new young man concluded an obituary notice: "He was stricken several weeks ago, and gradually declined, but the end came peacefully, to the great regret of his employers."

ALWAYS LOOKING FOR BARGAINS.

"I see," remarked the scribe's wife as she looked over the E. & P. "that a newspaper supply company in New England is offering special blankets. Fall is coming on, so I think I'll write and get a pair—if they are bargains."

SURE WOULD.

A new way to make paper has been discovered by German scientists. A new way to make a paper pay would fill a greater want.

ARABIC CUTS.

As long as their readers don't get wise no harm will be done, but a dozen or more papers throughout the country published pictures of the Arabic with two funnels, whereas the White Star liner only had one.

WAR NOTE.

The Fatherland seems to have been torpedoed by the N. Y. World.

DENNY'S JOB.

"What is your boy, Dennis, doin', Mrs. Sweeney?" "I think he has a job helping the chambermaid on a morning paper." "My, oh my! What can that be?" "I don't know, but he tells me he helps make up the mattresses."

A GOLDEN FAD.

William Berri, owner of the Standard-Union, always carries a couple of twenty dollar gold coins around with him as pocket pieces. It's one of his pet fads. We have often thought we would like to adopt the same fad ourselves—but something like a landlord, or a butcher, has always butted in and caused a postponement of the event.

YES, INDEED.

It has been a poor season for baseball—also for paid baseball advertising.

THE MAN WITH THE HOE.

"So your daughter is engaged to a pressman?" "Yes. He made a good impression on her the first time they met."

SHAKING THINGS UP.

Sam Adams is certainly shaking things up. Some day he may even prove that the imported beer consumed on the Row is made in Harlem or Hoboken, and shatter our faith in mankind and bartenders.

LONG FOR IT.

The German Chancellor is reported to be in favor of peace. So are all the desk men and proofreaders.

FULL OF HOT STUFF.

The Insurance News.

NEW PLATFORM.

Wonder the political reporters don't write more about Big Bill Edwards. There ought to be lots of good paragraphs about a candidate running on an unbiased, undaunted and unhyphenated platform in this old town.

FROM THE SKINNERSVILLE SIGNAL.

Mrs. Evelyn Onderdonk has threatened to sue us for the loss of her poodle dog, fixing the damage at \$50. If she does she won't have a leg to stand on. In the first place we would hate to give fifteen cents for the beast, for it was of no use except to tie on a pole and wash windows with. The animal wandered into the Signal pressroom last Wednesday, just as we were about to run off our Harvest Home Edition, and bit a chunk out of one of our rollers, delaying the edition twenty-five minutes. Soon after this the poodle became petrified, and has remained so ever since. We threw him out in the backyard, and don't know whether he is dead or alive, and don't care. Now is the time to renew fall subscriptions.

TOM W. JACKSON.

PERSONALS

Frank A. Munsey, newspaper and magazine publisher, quietly observed his 61st birthday Saturday, August 21, at his Mohican hotel, New London.

H. P. Myrick, one of the founders of the Milwaukee Free Press, and a well known newspaperman in Milwaukee, has been appointed editor of state printing by Governor Phillip.

Robert Collins, London manager of the Associated Press, is at Lake Champlain, where he is recuperating after the fatigues caused by the European war.

Harry W. Smith, of the Albany Argus, is seriously ill at Queen's Lake, N. Y.

Bradley B. Hogue, formerly associate editor of the Times-Herald of Dallas, Tex., has been made assistant to Edward T. Moore, secretary and manager of the Dallas Consolidated Electric Street Railway, and has been placed in charge of the publicity department of the company.

Miss Grace Williams, who has been acting in the capacity of society editor at the Wheeling (W. Va.) Daily Times office for the past several months, has resigned, and Miss Mable Farmer, member of the 1915 graduating class of the high school, has been named to succeed her.

William H. Sutton has been employed on the Brooklyn Eagle for sixty-seven years. He is 85, one year younger than Emperor Franz-Joseph, who came to the throne when 18 years old. Mr. Sutton came to the Eagle at the same age.

William H. Matlack, of East St. Louis, former editor of the Chester Clarion at Chester, Ill., has been appointed editor of the Morning Record of Belleville to succeed Hugh H. Mace.

E. A. Bushnell, the cartoonist, for the past two years with the Central News Association of Cleveland, has been engaged to draw pictures for the Evening Mail. Mr. Bushnell was formerly with the Cincinnati Post and Times-Star and later with one of the Memphis papers.

Hunt McCaleb, for some time connected with the publicity department of the Dallas, Texas, Chamber of Commerce, and prior to that managing editor of the Fort Worth (Tex.) Record, has gone to Shreveport, La., where he will become connected in an editorial capacity with the Shreveport Times.

H. S. Scott, general manager of the Detroit News and Sunday News Tribune, together with Mrs. Scott, is making an extensive tour of the West, including the Canadian Rockies, British Columbia, Seattle and California. This is the first prolonged holiday Mr. Scott has permitted himself and is in the nature of a celebration of twenty-five years continuous connection with the Detroit News, also of Mr. and Mrs. Scott's twenty-third wedding anniversary.

B. L. Simons, of the staff of the Galveston (Tex.) Daily News, has been in Austin for the Belo publications, covering the preliminary hearing of the suits filed by the attorney general of Texas against seven Texas breweries for alleged violation of the State anti-trust laws.

Elias A. McQuaid, assistant secretary to Governor Walsh of Boston, has resigned to return to the newspaper business.

IN NEW YORK TOWN

G. S. Kauffman, recently with the Evening Mail, has become dramatic reporter on the Tribune, under Heywood Brown, the Tribune's new dramatic critic.

Roswell Dague, the assistant city editor of the Tribune, is away on a vacation as is also Lewis Wood, sometimes known as the "penologist" of the Tribune.

Fred A. Austin, formerly assistant night editor of the Tribune, is now assistant editor of its graphic department.

David Manson is a newcomer on the World.

Mrs. Eva Nagel, editor of the woman's page in the Philadelphia Sunday Press, has been visiting in New York.

A. Toxen Worm, general press representative of the Shuberts in their New York offices, is to be transferred to their Chicago office where he will have charge of the press work of a new undertaking.

Robinson Locke, editor and proprietor of the Toledo Blade, has been in New York to see the first crop of the new season's plays.

Duke Dupr e, of the Journal, is enjoying a vacation in the Adirondacks.

Edward Mullen, who has been on the sporting department of the Evening Sun, has joined the staff of the Evening Journal.

Jess E. Long, manager of the McKeesport (Pa.) Daily News, is spending a few days in the city and was a visitor at THE EDITOR AND PUBLISHER offices on Monday.

Thomas Thorpe, of the Journal, has been assigned to the Criminal Court Building.

Grantland Rice, of the Tribune, has been covering the Amateur Golf tournament at Detroit.

Theodore E. Murray, of the World city room, was designated as a committee of one by the World staff to visit "Skipper" Southworth at his farm in South Woodstock, Conn., to report on his condition and extend the best wishes of the staff for an early recovery. Mr. Southworth, who has been ship news reporter for the World for years returned to his farm some time ago for rest and recreation. His condition is not considered serious and rest and quiet are the chief things needed.

Frank J. Markey, who has been attached to the general manager's office of the International News Service for the past year has been made New York state representative for that organization, succeeding Harry L. Rogers, who has been transferred to Springfield, Ill., as Illinois State manager. Prior to Mr. Markey's work in the New York office he was Pittsburgh manager for the I. N. S.

Mr. Rogers was formerly in charge of the Buffalo night bureau, and for the last year has been on the road in New York and Ohio.

WASHINGTON PERSONALS

H. J. Haskell, chief of the editorial page of the Kansas City Star, was a recent visitor to Washington. Mr. Haskell had been in New York to arrange for the publication of a biography of the late William R. Nelson, written by members of the Star staff.

John Minar, of the home office, assumed charge of the Washington bureau of the New York Press August 30.

W. J. Wheatley, of the Washington Star, was detailed to cover the two weeks' encampment of the District National Guard in the capacity of "near" war correspondent.

Charles C. Hart, Washington correspondent of the Spokane Chronicle and Spokesman-Review and secretary of the National Progressive Union, has returned from a seven weeks' political trip to the Pacific Coast.

William Leavett Stoddard, second man in the bureau of the Boston Transcript, has returned from a two and a half months' leave, spent in New England.

Robert D. Heinl, associate editor of Nations Business, and formerly of the New York Sun, left this week for Indiana for a three weeks' vacation to be spent at his old home in Terre Haute and at French Lick Springs.

George Rothwell Brown, paragrapher of the Boston Transcript, has been spending a few days in Washington, where he made a reputation as the witty man of the Washington Post before joining the venerable Hub daily. Humor of Brown's incisive type was a novelty on the Transcript page when he introduced it, but it is now getting more quotation than almost any other daily half column in the country.

The news of the death of Robert Simpson, of the Pittsburgh Gazette-Times, was received by the Washington correspondents with deep regret. Mr. Simpson was formerly stationed in Washington as the correspondent of the Gazette Times and was held in high esteem by the members of the newspaper fraternity.

John S. Mosby, Jr., familiarly known as "Jack" Mosby, for many years a contributor to the Washington Post, died in Washington August 26.

CHICAGO PERSONALS

Terry Ramsaye, formerly with the Tribune, has gone to New York, where he has assumed charge of the publicity department of the Mutual Film Corporation.

J. R. Johnson, moving picture camera man for the Journal, sustained injuries in which two bones in his right hand were broken while filming the Elgin races last week. A tire thrown from one of the cars wrecked his camera.

Oney Fred Sweet has been made editor of the Young America department of the Sunday Tribune.

Miss Mary King, Sunday editor of the Tribune, is on her vacation.

Walter Birmingham, of the Examiner, has been made publicity representative for D. W. Griffith's "Birth of a Nation."

Melville E. Stone, general manager of the Associated Press, was in Chicago last week on business.

Rudolph Berliuer, a Press Club director, is spending his vacation in Montreal.

Robert H. Rhode, rewrite man on the Tribune, has returned from Mackinac Island, where he spent his annual fortnightly leisure period and likewise scared up a couple "exclusives."

C. W. Holman, editor of the Bulletin, published at the University of Wisconsin, has returned from Ireland.

Joy G. Hockler, late of Boston, Cleveland and Pittsburgh, is reading copy on the Herald.

Harry Hazelwood, formerly night editor of the Herald, has gone to the World in New York.

Frank M. Huston, financial editor of the Post, is at Connorsville, Ind., inspecting the ancestral estates.

Mrs. Martin J. Hutchens, wife of the managing editor of the Journal, is in California.

Leigh Reilley, managing editor of the Herald, is taking his first vacation in several years.

Frank McInerney, of the Post sporting department, is in Minneapolis covering the auto speedway races for the Minneapolis Journal, having been loaned for the occasion by the Post.

Frank R. Hussey, advertising manager of the Post, is with Mrs. Hussey, motor editor of the Post, likewise is on his vacation. C. L. Spedding is sitting in.

Dwight L. Loughborough is editing the night State report for the Associated Press after a brief career as an automobile assessor promoter.

Frank B. White has been elected managing director for the Agricultural Publishers' Association and will open an office here.

A ticket for Press Club officers that has no Chicago daily newspaper men on it has been nominated. H. Percy Miller, a correspondent, heads it.

The mysterious disappearance of Alex. R. Richtinger, an advertising agent, has been reported to the police.

The local advertising association has launched a campaign to prosecute fraudulent advertisers and will open a permanent bureau for that purpose.

Among the leading actors in the play "Kick In," now making an extended run at the Olympic Theater, is Edward Gillespie, son of the late John Gillespie, for years one of the Daily News' leading advertising men. Mr. Gillespie himself worked on the News as an advertising solicitor years ago, but found he preferred the stage and has met with success as his present position shows.

E. L. Powell, early morning manager of the Associated Press, who is on the Pacific coast on his vacation, will look over some of his real estate holdings in Portland, Ore.

Melvin E. Coleman, inspection director of the central division of the Associated Press, is spending his vacation at the home of his wife's parents at Lake Linden, Mich.

Milton Garges, traffic director of the central division of the Associated Press, is in New York conferring with General Traffic Superintendent Kent Cooper.

Charles Murray, formerly telegraph editor of the Pittsburgh Leader, is reading copy on the Tribune.

BOSTON PERSONALS

P. Trenchard Jones, of Underwood & Underwood, heat out his rivals on pictures of the naval review off Boston Light when Secretary of the Navy Josephus Daniels and other distinguished men, including many Governors, stood on the bridge of the Wyoming and watched the North Atlantic fleet sail by. Jones got permission from the captain of the Wyoming to take a launch ashore after making his pictures of the review. He then hustled to Boston and, according to his own statement, beat the other picture makers by at least an hour and a half with photos in the different newspaper offices.

Johnnie Mahoney is getting in his best lies as publicity man for the Rockingham (N. H.) Fair. His latest story was an offer of \$10,000 by the fair management for a new hair-raising stunt. Up to the time of this writing no such attraction has been secured.

Henry Stuart, well known in Boston newspaper circles, has left for Canada to join a regiment of volunteers. Mr. Stuart, who is an Englishman, was formerly connected with the Herald and later with the Castle Square Theater and the United Shoe Machinery Company.

Sunday Editor Forbes of the Herald has been receiving military instruction at Plattsburg.

Fred H. Thompson, an assistant on the city desk of the Post, returned to work Wednesday, after spending a vacation at his summer camp at Lake Oldham, Bryantville, Mass. It is said that Fred spent the most of his time hanging over the piazza rail watching to see which of his four boys would be the next to fall off the dock.

Edward Harold Crosby, dramatic critic of the Post, has returned from a vacation to the Frisco Exposition, via the Panama Canal. On his return Mr. Crosby wrote a lengthy story of his trip.

Peter M. Sullivan, Federal Court reporter for the Traveler-Herald, and Fred Sheenan, Superior Court reporter of the Globe, returned from a two weeks' vacation at the Weirs, N. H., last Monday. Sullivan gained 10 pounds and Sheenan 8. With a total weight that approached 500 pounds they are setting themselves up as legal heavyweights. David Shea, who is senior Federal Court reporter and representative of the Post, joined Sullivan on the job last Thursday, after an absence of more than two months, which time he spent with President Wilson at Cornish, and on a vacation at Nantasket. The return of Eugene Buckley, of the Globe, from the White Mountains to the Federal Building, at the same time, renders complete the veteran corps. During their absence the Federal Building was covered by Charles Folsom, of the Traveler-Herald; William McShane, of the Globe, and H. Lyman Armes, of the Post.

John Moley, one of the old-time Post photographers, and Miss Anna Murphy, of Roxbury, will be married September 8 at the Mission Church. Service will be held at 7:30 in the morning with high mass. "Johnnie" tried to keep the matter secret, but Fred Huntington, his chief, discovered the matrimonial plot, and as a result Photographer Moley was surprised by the generous donations of the photographic and city staffs of the paper.

Charles Manson, a Post district man, was called to Cleveland last week by the death of his sister.

Roland Thomas, of the Sunday World, who was for a time city editor of the Herald, was over for a feature story of the Governors' convention for his paper. The only noticeable difference between Mr. Thomas and a regular reporter was a morocco-covered loose-leaf note book that he carried.

Walter "Dutch" Mahan, formerly of the staff of the Boston Journal, contemplates joining the staff of the Cleveland Plain Dealer within a week or two.

The New York Mail has decided to take up and syndicate the "Dot Pictures" of Clifford Leon Sherman, of the Journal, better known as "Sherm."

Harry Hahlbeck, formerly sporting cartoonist of the Boston Record, is plan-

(Continued on page 310.)

MUTT and JEFF—

The New York Supreme Court The Wheeler Syndicate

The Wheeler Syndicate, Inc., is pleased to announce that it has won an important legal victory in the New York Supreme Court, in litigation involving its right to the exclusive use of the comic strips of "Mutt" and "Jeff" drawn by "Bud" Fisher, and to the use of the name "Mutt and Jeff" in connection with such comic strips.

On July 29th, a short time before The Wheeler Syndicate was to begin the distribution of these comic strips by "Bud" Fisher, the Star Company, publishers of the New York American, undertook to throw obstacles in the way. The artist, Mr. Fisher, had been in the employ of the Star Company for about five years, and the American had been running a comic strip by Fisher depicting the characters "Mutt" and "Jeff." The contention of the Star Company was that it, by running the Fisher pictures for about five years, had secured the exclusive rights to

the use of the characters "Mutt" and "Jeff" and to the name "Mutt and Jeff" as applied to comic strips and cartoons. The Star Company's lawyers applied to the New York Supreme Court asking an injunction against The Wheeler Syndicate which should prevent the latter from in any way using the name "Mutt and Jeff" and "from advertising or offering for sale or selling any comic strips, or sections, under the name and title Mutt and Jeff, or embodying or depicting the figures Mutt and Jeff in comic strips or sections."

When the matter came before Mr. Justice Bartow S. Weeks, in Special Term Part 1 of the New York Supreme Court, The Wheeler Syndicate showed through its attorneys, Kelley & Becker of 60 Wall Street, N. Y., that the characters "Mutt" and "Jeff" were the sole invention of "Bud" Fisher the artist; that "Mutt" had been used by Mr. Fisher in the San Francisco Chronicle as long ago as 1907,

"BUD" FISHER
CREATOR OF
MUTT and JEFF

draws MUTT and JEFF
exclusively for The
Wheeler Syndicate

Wire at once
for terms to

Court Gives a Decision Favoring Wheeler Syndicate, Inc., Against The Star Company

and later in the San Francisco Examiner, together with "Jeff", before Mr. Fisher entered the employ of the Star Company; that Mr. Fisher had published books of "Mutt and Jeff" cartoons, and not only that, but had filed, in 1914, in the United States Patent Office, a trademark on the name "Mutt and Jeff," the registration of which trademark had been duly allowed.

The result of the presentation of these facts to the court, seconded by the exposition of the law upon the subject, resulted in a decision handed down by Mr. Justice Weeks on September 2, 1915, in which the Star Company was refused any preliminary injunctive relief whatever against The Wheeler Syndicate.

In other words, The Wheeler Syndicate has been vindicated in its legal position, and the Star Company defeated in its effort to throw obstacles in the way of The Wheeler Syndicate's distribution

of these cartoons by "Bud" Fisher.

On the other hand, however, the Star Company is now prevented by an order of the New York Supreme Court "from advertising or offering for sale, or selling, any cartoons or comic strips under the name and title 'Mutt and Jeff' and from in any manner unlawfully interfering with the trademark or the trade name 'Mutt and Jeff' as a title or designation for cartoons or comic strips, and from using the word 'Mutt' or the word 'Jeff' as applied to or in connection with cartoons; and from drawing, publishing or selling any cartoon characters in imitation of the plaintiff's characters known as 'Mutt' and 'Jeff.'"

This injunction results from the fact that The Wheeler Syndicate in turn brought an action against the Star Company to prevent the latter from doing any of the above-mentioned acts, and in that action secured the foregoing preliminary injunction, which is in full force and effect.

The Wheeler Syndicate, Inc.

THE WHEELER SYNDICATE, Inc.

373 FOURTH AVENUE

N E W Y O R K C I T Y

IL PROGRESSO ITALO-AMERICANO

Established 1880

(Member Audit Bureau of Circulations)
Daily average net circulation last
postoffice statement, 134,286 copies

Il Progresso Italo-Americano enjoys
the distinction of being the largest and
most successful Italian paper among
the Italians in the United States, which
means among a responsive and re-
sponsible class with purchasing power
to buy advertised goods.

IL PROGRESSO ITALO-AMERICANO
CHAV. CARLO BARSOTTI,
Ed. and Pub.
42 Elm Street, New York City

THE PROVIDENCE JOURNAL

use a Scott Multi Unit Double
Quadruple Press. It suits their
requirements and would suit yours
also.

Let Us Figure It Out for You.

Walter Scott & Co.
Plainfield, N. J.

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

According to a compilation made
by the Mail Order Journal for the
first six months of 1915, The Wash-
ington Star carried not only a
greater volume of display adver-
tising, but also a greater volume
of local display advertising, than
any other American Newspaper,
whether morning or evening and
Sunday.

THE EVENING STAR THE SUNDAY STAR

Washington, D. C.

IF you are intending to do
some national advertising,
the Promotion Department
of the Shaffer Group of news-
papers will gladly assist you
with information regarding the
trade territories in which these
newspapers are located.

Chicago Evening Post
Indianapolis Star
Muncie Star
Terre Haute Star
Rocky Mountain News
Denver Times
Louisville Herald

PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

THOMSON URGES CO-OPERATION

Ad Bureau Manager Gives Canadian
Editors Valuable Suggestions.

William A. Thomson, director of the
Bureau of Advertising of the American
Newspaper Publishers' Association, who
was one of the principal speakers on
Thursday, before the Canadian Press
Association at Toronto, made an ex-
cellent impression upon the members
in his address on "Selling the Daily
Newspaper to Advertisers." He said in
part:

"In the development of general or na-
tional advertising, I believe that the
word 'co-operation' is the most import-
ant word in the language. I do not refer
to the word as it is so often misapplied
by advertisers and agencies seeking un-
reasonable favors from publishers. But I
refer to the fundamental idea of pub-
lishers engaging in a concerted effort for
mutual welfare, advancement, and pro-
tection.

THE REASON FOR CO-OPERATIVE EFFORT

"This co-operative effort is needed by
the newspapers today more than by any
other medium of advertising. The reason
for this is because the newspaper is so
thoroughly local in its attitude, and in
the conduct of its affairs. We hear of
national newspapers—of newspapers that
are world-wide in their influence and in
their constructive effort, but the success-
ful newspaper, to my mind, is the one
that is most local—the one that reflects
most clearly the spirit of the community
in which it is published. It is that local-
ness that makes the newspaper valuable
as a general advertising medium. Its
ability to get home to the average con-
sumer, and the measure of the respect
and the confidence in which it is held
in the average home, give it a correspond-
ing value as a producer of advertising results.

"Acute competition between individual
publications has built up many problems
that stand between us and the greater
development of general advertising. There
is not a problem in the list that will not
yield to a little common-sense co-opera-
tion. Newspapers have an opportunity
to sow the seeds of this needed co-opera-
tion right at home. What do you sup-
pose would happen to the rate problem,
the undesirable advertising problem, the
subscription problem, the baseball-extra
problem, the moving-picture and automo-
bile problems, if publishers in any com-
munity got together and agreed upon a
few plain business fundamentals, and
made up their minds to keep the compact
conscientiously for one year?"

"The only disquieting feature that I
can descry in such a program would be
the sight of those same publishers meet-
ing at the close of the first year to weep,
like Alexander, over the fact that there
were no more worlds to conquer.

TRYING TO STRANGLE EACH OTHER

"Some newspapers are so busy trying
to strangle each other, they have no time
for useful development work that would
bring thousands of dollars' worth of busi-
ness to their communities. There is
enough money wasted on useless competi-
tion among publishers in every city to
pay the cost many times over of estab-
lishing a local association service bureau—
a bureau that might gather facts about
the market conditions in the community
—a bureau that might advertise the com-
munity to advertisers—a bureau that
could serve newspapers and advertisers in
a profitable business way and could serve
the community at the same time in gen-
erous, public-spirited fashion.

"The price at which most newspapers
are sold to subscribers does not pay the
cost of white paper, and this applies in
a greater or less degree to nearly every
publication. I know of no other product
that goes to the consumer without a mar-
gin of profit. This uneconomic condition
in our business is the direct result of bit-
ter competition, and then, on top of this
—at least in the States—we pile the
tremendous cost of baseball extras be-
cause of the fact that if we don't do
so, some one else will, and thereby gain
a little circulation that is of no particu-
lar use to the advertiser, but which eats
cruelly into the profits.

"Burdened with heavy expenses in this
and in many other ways, we are forced
to build up our advertising revenues to
break even. Advertisers, knowing this,
will frequently play off one newspaper
against another in making a contract and
so favors and concessions are granted
in one way or another, and, at the end
of the fiscal year, too many of us have
our experiences alone to show for our
pains—and we haven't improved the
standing of our medium in the eyes of
advertisers we are trying to interest.

"It seems to me that the free publicity
hunter would quit hunting; the rate-
bargainer would quit bargaining; and
the undesirable advertiser would quit
advertising if we would spend a little
less time in brutal competition and give
a little more thought to constructive
co-operation.

"And so I should like to sum up my
talk to you in these few words—that
what we need as a pre-requisite to the
development of more general advertising
is a standardization of business policies.
But we shall not reach that stage of de-
velopment until every publisher under-
stands completely the good effect or the
ill effect of his individual action upon the
business as a whole."

NEW PUBLICATIONS

OTTAWA, KAN.—Ottawa is to have a
new daily, it is said. It will be known
as the Evening Journal and the first is-
sue will be out between September 20
and October 1. The Journal will be
Democratic in politics and edited and
managed by Fred R. Hemenway, Junc-
tion City, and Glenn C. Wilson, Water-
loo, Ia.

PHILLIPSBURG, PA.—It is believed that
there is to be a new daily here. A news-
paperman from Elizabeth has taken an
option of the plant of the defunct Daily
Press.

SALEM, MASS.—The Daily Mail is the
title of a newspaper that is soon to be
issued in Salem, with three editions daily.

CHANGES IN INTEREST

RENO, NEV.—The Reno Gazette has
been taken over by a new corporation
controlled by Sam Platt, Graham San-
ford and George Sanford. The transfer
is generally looked upon as being in the
interest of Sam Platt's candidacy for the
United States senatorship.

MARIETTA, OHIO.—The Daily Journal
changed ownership August 21, and with
its Monday edition was issued under new
management. The paper has passed from
the hands of the Marietta Publishing
Company to those of L. N. and C. A.
Harness, and hereafter will be issued as
a Republican paper.

BARTLESVILLE, OKLA.—N. D. Welty,
of Wamego, Kan., has purchased the
Bartlesville Examiner and will continue
the paper here as a morning publication.
R. F. Booth, who has been editor and
publisher for several years, will retire
from the newspaper field, it is said.

NOWATA, OKLA.—The Nowata Adver-
tiser, one of the leading newspapers of
Northwestern Oklahoma, has been sold by
H. O. Jefferies to A. R. Garrett, of Dela-
ware. Mr. Jeffries has been owner and
publisher of the Advertiser for the last
six years. The paper is Republican in
its politics and has been one of the strong
organs in this part of the State

NEW INCORPORATIONS

WASHINGTON, D. C.—Grand Review
Publishing Company; capital, \$25,000;
Mayo C. Mitchell, Thomas D. Parker,
Richard C. Davidson, Washington, D. C.

SCRANTON, PA.—News Printing and
Publishing Company, newspaper and
periodicals; capital, \$150,000.

NOWATA, OKLA.—Articles of incorpo-
ration have just been filed at Oklahoma
City by the Nowata Star Publishing Com-
pany of Nowata, Okla., with a capital of
\$5,000. Incorporators are: Sam F.
Wilkinson, Hugh Branson and H. W.
Reed, all of Nowata. The corporation
will begin the publication of the Nowata
Star.

ORANGE, TEXAS.—The Leader Print-
ing Company, of this city, publishers of
the Daily Leader, has just been incor-
porated, and a charter has been granted

by Secretary of State McKay at Austin.
The company has a capital stock of \$15-
000. The incorporators are: W. H.
Stark, H. J. L. Stark and F. H. Farwell.

FEDERATION MEETING NEXT WEEK

Six Hundred Delegates Expected to At-
tend Philadelphia Session.

Over six hundred delegates are ex-
pected in Philadelphia next week to at-
tend the annual convention of the
Federation of Trade Press Associations
which will be held from September 7 to
9, at the Bellevue-Stratford. Bartley J.
Doyle, president of the Keystone Pub-
lishing Company, is chairman of the
entertainment committee which has ar-
ranged an elaborate program. The
business sessions will be illuminated
with such notable speakers as Cyrus
H. K. Curtis, Congressman J. Hampton
Moore (genially known as 'Hammy'
when he was a star reporter of the
Public Ledger) Secretary of the Navy
Daniels and Boies Penrose. It is said
that the opening feature will be a Night
in Bohemia, to be celebrated on the
Bellevue-Stratford roof, and it is
whispered that even the famous Nights
of the Pen and Pencil Club, will be
rivalled through the clever stunts
which have been prepared. A top-liner
will be a burlesque caricaturing well-
known members of the local and na-
tional organizations. The parts will be
taken by local men who have been re-
hearsing for weeks under the stage
management of a professional. The
business sessions will be of especial im-
portance, a taboo on advertising rebates
being one of the vital matters slated
for action. Circulation claims will
also be discussed.

Medicine Hat News Still Lives WARD-LEWIS-WILLIAMS SPECIAL AGENCY

New York, August 25, 1915.

THE EDITOR AND PUBLISHER:

The publishers of the Medicine Hat
(Alta.) News have called our attention to
your issue of July 17 in which you list
them as one of the Canadian papers "hard
hit" by the war and forced to suspend pub-
lication.

They advise us they have not suspended
publication, nor do they intend to. At
present they are financially sound and ex-
pect to remain so for some time to come.
In view of this fact, would it not be pos-
sible for you to publish, in your next issue,
a correction of this, so as to save any fur-
ther embarrassment?

We might state that some agencies have
called our attention to this article and we
have of course made the necessary denial
since the paper has been reaching us daily.
WARD-LEWIS-WILLIAMS SPECIAL AGENCY.

He Likes the Bowen Articles.

Rochester, N. Y., August 23, 1915.

THE EDITOR AND PUBLISHER:

I have just read the confessions of an old
New York newspaper man in your last
week's issue. From the way he writes, I
know he has been in the "trenches" and on
the "firing line." It is good reading. Let
us have more of it.

I would like to see many other men who
have sold space to big buyers tell their ex-
periences in your columns.

AD. SALESMAN.

Reads the E. & P. With Profit

Frank P. Mac Lennan, publisher of
the Topeka (Kan.) State Journal writes
us as follows:

"I receive THE EDITOR AND PUBLISHER
up here in Michigan where we are spend-
ing August, and read it with interest and
profit. You display an enterprise worthy
of the advertising constituency you so
well deserve. Your symposiums on the
San Francisco Fair and business con-
ditions are praiseworthy."

John H. Donovan, of the Times, has

Suspends Publication

SEATTLE, WASH.—The Seattle Eve-
ning Sun, which after a suspension of
several months resumed publication four
months ago, the employees having ob-
tained possession of the plant by means
of labor claims, again ceased publica-
tion on August 30, and a trustee was ap-
pointed to wind up the affairs of the
paper.

THE LOCAL DAILY NEWSPAPER IS THE REAL MARKET MAKER

The People of New England Grew Up with the Local Daily. They Spelled the Words in It When Learning to Read. They Look Upon It as a Neighbor and a Friend

A PRESENTMENT BY C. WM. BROCKER

New York Manager for Julius Mathews, Perhaps the Foremost New England Specialist.

Why is it that New England is turning out the preponderance of War orders? It is because the cities in New England are so closely concentrated and are on the main arteries of transportation that they can deliver the finished product to any given point at the shortest possible time.

New England, or rather I should say, productive New England occupies only a very small portion of the United States. But, the secret of its productiveness lies in the fact that the cities are all close together and are located on the main lines of travel. They are populated by a well, active and industrious class of workmen and their families.

Going down East after leaving New York State, we strike Connecticut. Then Rhode Island, Massachusetts, Vermont, New Hampshire and Maine. Six States, all in one corner of the United States. Five and a half hours from Grand Central Depot—a salesman wishing to cover the New England section can first make his headquarters in Hartford, and cover Meriden, Waterbury, New Haven and Bridgeport. After leaving Hartford his next stop will be Boston and from this centrally located city he can cover eighteen towns all from three-quarters of an hour to an hour and a half from Boston. New Hampshire should be included, as this state can be covered from Boston, taking in Concord, Dover, Keene, Manchester, Nashua and Portsmouth. Then the next jump is Portland, Maine. From there Bangor, Augusta, Lewiston, then Bath and Biddeford. On the way back a stop should be made at Providence, R. I., where Newport, Pawtucket, Westerly and Woonsocket can be taken in.

What other parts of the United States have cities that are so closely connected as the cities and towns in New England? What other part of the United States can be covered so quickly as the New England section? And now we come to the principal means of communication—THE LOCAL DAILY NEWSPAPER.

The local daily paper of a small city is very close to the hearts of its readers. It has usually been read by a generation or more. It chronicles births, marriages, deaths and the social events of the community, and it is so woven into the affections of the people that its

MASSACHUSETTS.			
	Circulation	2,5001	10,0001
Boston American (E).....	377,419	.35	.35
Boston Globe (ME).....	226,823	.30	.30
Boston Herald-Traveler (ME)..	164,808	.28	.25
Boston Journal (M).....	53,816	.16	.125
Boston Post (M).....	425,943	.40	.40
Boston Transcript (E).....	28,911	.15	.15
Fall River News (E).....	7,153	.02	.02
Fitchburg Sentinel (E).....	4,812	.0172	.0129
Haverhill Record (E).....	**15,000	.0285	.0285
Lawrence Telegram (E).....	8,986	.0286	.016
Lawrence Tribune-Eagle (M & E comb).....	11,613	.03	.02
Lowell Courier-Citizen	16,182	.03	.03
Lynn Item (E).....	13,004	.0536	.0357
Lynn News (E).....	8,694	.0357	.0207
New Bedford Standard and Mercury (ME).....	20,900	.03	.03
Springfield Daily News (E)...	14,159	.0357	.025
Springfield Union (MES).....	27,370	.07	.06
Taunton Gazette (E).....	*5,917	.0215	.015
Worcester Gazette (E).....	25,188	.045	.035
Worcester Telegram (MS).....	26,299	.05	.05
Massachusetts totals	1,480,313	2.1358	1.9738
Population, 3,605,522.			
RHODE ISLAND.			
Pawtucket Times (E).....	21,367	.05	.0325
Providence Bulletin (E).....	49,248	.09	.09
Providence Journal (MS*)....	21,850	.07*08	.07*08
Providence Tribune (E).....	18,044	.05	.05
Rhode Island totals	110,509	.26	.2425
Population, 591,215.			
MAINE.			
Portland Argus (M).....	7,258	.0178	.0178
Portland Express (E).....	19,382	.0535	.0375
Waterville Sentinel (M).....	5,558	.02357	.01215
Maine totals	32,198	.09487	.06745
Population, 762,787.			
NEW HAMPSHIRE.			
Manchester Union & Leader (M&E)	26,593	.08	.05
Population, 438,662.			
VERMONT.			
Burlington Free Press (M)....	9,814	.0228	.0157
Population, 361,205.			
CONNECTICUT.			
Bridgeport Post & Telegram (E & M)	***25,000	.065	.045
Bridgeport Standard (E).....	8,400	.035	.015
Danbury News (E).....	6,168	.0118	.0118
Hartford Courant (MS).....	15,984	.06	.035
Hartford Post (E).....	13,500	.025	.02
Hartford Times (E).....	23,901	.06	.04
Meriden Journal (E).....	4,722	.025	.0143
Meriden Record (M).....	5,963	.0357	.015
New Haven Journal-Courier (M)	12,020	.03	.025
New Haven Union (E).....	16,076	.05	.03
New London Day (E).....	7,793	.0285	.0171
New London Telegraph (M)...	3,550	.00857	.00714
Norwich Bulletin (M).....	9,210	.04	.018
Connecticut totals	152,287	.47457	.29334
Population, 1,114,756.			
New England totals.....	1,811,714	3.06	2.64

*Government statements, October, 1914.

**Publishers' Statement.

***Government Statement and A. B. C.—M. & E. Combination.

Other ratings Government statements, April, 1915.

Population for New England, 6,874,147.

grip on the reader is far greater than that of the average metropolitan paper.

In the local cities of New England there is more co-operative dealer's work and less dealer's resistance than in any metropolitan centers. In the local cities each individual is a greater power in his own city than is the average resident of the metropolitan city.

In the smaller cities there is a greater unity of interest and a greater interest in strictly local affairs.

The selling power of the local daily has been proved to be so much greater per thousand than the metropolitan daily as to amaze many advertisers. The local papers seem to have a similar selling force to the larger city paper that the grasshopper has in its jump compared to mankind; were men to have the same jumping power in proportion to his weight with the grasshopper, he could easily leap over the Woolworth Building.

The value of the local newspaper is based largely on the fact that the man who reads it looks upon it as a neighbor and a friend.

New England is the choicest territory to market your products and the local daily newspaper, the real market maker.

The New England states have close to seven million inhabitants, about one-thirteenth of the country's entire population.

These inhabitants, probably owing to older civilization, are above the average in education, eager to buy what promises to be superior to what they possess, or to fill a want created by the advertising.

Every city and many towns and villages have thriving industries, for New England is famous for its workmen in cotton, wool, leather, brass, silver and gold. The manufactures are rich, the employees well-to-do, so it is an ideal market place.

The people here in these six states grew up with the local daily. They spelled the words in it when learning to read.

Their understanding of the world is mostly gathered from it as it mirrors the world's happenings, mostly their own little world, which is, with them, the important thing.

They have read the advertising of their local stores for so long that advertising reading has become a habit which any advertiser may turn to a profit.

Assuming that it would be possible to buy exclusive New England circulation in twenty-one leading magazines on a pro rata basis, it would cost \$6.29 per line for a gross circulation of 1,339,006.

The 42 leading New England dailies listed on this page offer 1,811,714 circulation at \$2.64 a line, or over 400,000 more circulation at about one-third the cost per line.

General advertisers seeking further light in respect to marketing conditions and distribution facilities in the New England territory are requested to communicate with THE EDITOR AND PUBLISHER AND JOURNALIST, The Newspaper Advocate, Suite 1117 World Building, New York. Phones Beekman 4330, 4331.

THE ORANGE LEADER

Is the only Daily (Evening) and Weekly Paper published in ORANGE, TEXAS and Orange County, and the only paper that covers the richest section of Southeast Texas and Southwest Louisiana.

"Circulation books open to all"
THE LEADER PRINTING CO.
Orange, Texas

W. H. Stark, Owner.
Hugh K. Taylor, Mgr.
Foreign Representatives
Robert W. Sykes, Jr. Walter U. Clark
1 Madison Ave., Advertising Bldg.,
New York. Chicago, Ill.

THE NEW ORLEANS ITEM

Accepts advertising on the absolute guarantee of the largest net paid daily circulation of any New Orleans newspaper or no pay.

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

YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN 150,000

THE SEATTLE TIMES

"The Best That Money Can Buy"
Average Circulation for May, 1915
Daily, 73,700
Sunday, 87,300
57,000 in Seattle

A copy to every family.
Largest circulation by many thousands of any daily or Sunday paper on the North Pacific Coast.
In May, 1915, the Times led the other three Seattle papers COMBINED by 23,310 agate lines.
Largest Quantity Best Quality Circulation
The S. C. Beckwith Special Agency
Sole Foreign Representatives
New York Chicago St. Louis

IN
Colorado Springs
IT'S
THE TELEGRAPH
J. P. MCKINNEY & SON
New York Chicago

R. J. BIDWELL CO.

Pacific Coast Representative

of

LOS ANGELES TIMES
PORTLAND OREGONIAN
SEATTLE POST-INTELLIGENCER
SPOKANE SPOKESMAN-REVIEW
THE EDITOR AND PUBLISHER
(N. Y.)
PORTLAND TELEGRAM
CHICAGO TRIBUNE
ST. LOUIS GLOBE-DEMOCRAT
KANSAS CITY STAR
OMAHA BEE
DENVER NEWS
SALT LAKE HERALD-REPUBLICAN
NEW YORK TIMES

742 Market Street
SAN FRANCISCO

BOSTON IS OPTIMISTIC

Publishers Firm in the Belief that Business Is Going to Be Fine This Fall—Local Merchants Report Heavier Sales Than For Several Months.

BOSTON, September 1.—That the outlook is encouraging for better business this fall is the opinion of some of the leading newspaper men of Boston, who were interviewed by the representative of THE EDITOR AND PUBLISHER. An optimistic tone runs through all of the interviews, which, while given with characteristic newspaper brevity, show that the people of New England have every reason to feel encouraged and at ease in regard to business affairs.

According to one of the newspaper men interviewed, retail stores in Boston have been increasing trade constantly during the past six months. The volume of advertising has held up well in town, and results obtained have been commensurate with money expended. Through the advertising columns of the Boston press runs the same optimistic spirit that is so well voiced by the following Boston newspaper men:

EVERYTHING POINTS TO BETTER BUSINESS

William O. Taylor, business manager Boston Globe: "Everything at present points to a better business outlook. The Globe's business is better than ever before."

A. H. Marchant, advertising manager of the Boston Post: "The outlook is very encouraging, and July and August of this year were ahead of the same months last year, which was the biggest year the Boston Post ever had. During the first part of the year the Post did not measure up to last year's standard, but the present outlook indicates that the Post will surpass last year's record."

"Business is not good, but we hope that it will improve, and we really have an optimistic feeling," said Francis W. Bird, publisher of the Record and Advertiser to the representative of THE EDITOR AND PUBLISHER. "It cannot be denied," he went on, "that business is not as good at the present time as it has been, and of course no man can tell what is coming. Yet I feel that we should be optimistic and hopeful."

MR. NUGENT'S VIEWS

W. D. Nugent, business manager of the Boston Journal, said that there is a feeling about Boston much more optimistic than that of some months ago. "I have been informed," he said, "that the large retail organizations have been doing a good business during the past six months, all reports to the contrary notwithstanding. The stores are looking for good business during the fall. One firm, a large one at that, informed me that business records have been beaten during the past six months. I surely have reason to feel hopeful and optimistic. Just what effect war orders in New England will have I am not prepared to say, but it is certainly a fact that much money is being brought into this section through these orders."

Robert Lincoln O'Brien, editor of the Boston Herald, said, in a brief interview with THE EDITOR AND PUBLISHER, that he considers business conditions to be improving. "I shall reprint the New York Sun's editorial on the matter," he said. "That seems to present the situation in a clear and logical manner, indicating an optimistic turn."

Here is what the "Observant Citizen" of the Post has to say about the late ex-Governor Long's treatment of newspaper men:

INTERVIEWING JOHN D. LONG

Newspaper men sent to interview the late ex-Governor John D. Long, usually had an easy time of it for the genial gentleman always insisted upon writing out what he had to say, himself.

I remember going to interview Mr. Long on an important matter soon after his retirement as Secretary of the Navy. While I was cordially received and invited into the living room of the comfortable Long home in Hingham and invited to a chair in front of a blazing open fire (for it was a cold winter's

evening), I was rather discouraged when the distinguished man said he was not willing to be interviewed on the subject I asked him about. He did, however, consent to write out a statement on the matter which proved to be just what I wanted.

Before I left he asked me if I had been to supper and said he would be glad to have me partake with him if I had not. He also presented me with several photos of battleships that had figured in the Spanish war, "to take home to your children," as he expressed it.

I never met a more democratic man in public life.

"Bob" Brady, of the Journal, looked after the needs of the newspaper men at the recent Governors' convention. The only fly in the ointment was the fact that he was hampered in his work by the lack of press passes for the battleship review. It seemed to be the opinion of the Chamber of Commerce Committee in charge of this feature that one man from each paper was sufficient. Several of the Boston newspapers, however, had more than one reporter on board despite this regulation. As Mister Shakespeare said: "All's well that ends well." However, it is the hope of many newspaper men that the Chamber of Commerce has nothing more to do with press arrangements on big news events.

ROY ATKINSON.

COLLEGE PUBLISHERS MEET

Liquor Ads to Be Barred and Department to Be Standardized.

At the convention of the Associated College Newspaper Publishers, which finished its session at Columbia College on Friday, August 27, it was decided to bar all liquor ads from college publications.

The purpose of the convention was to standardize the work of the thirty-nine college newspapers represented. Several important regulations, including a by-law making compulsory the maintenance of advertising rates, were adopted. As a result of the meeting it is probable that the organization will buy print paper in carload lots for distribution among its members.

An office has been opened by the organization in the Seymour Building, Fifth avenue and 42d street. The advisers of the organization, whose names were made public, are Frank Presbrey, president of the Frank Presbrey Company; Charles Scribner, president of the Charles Scribner Company; Thomas D. Taylor, advertising manager of the New York Times, and Charles A. Weekes of the American Tobacco Company.

Officers were elected as follows: President, Morris P. Schaffer, Columbia Spectator; vice-president, Frank C. Roberts, Daily Princetonian; secretary, Herbert C. Fowler, Williams Record; treasurer, Howard A. Glenn, Union Concordeensis. Lawrence G. Tighe of the Yale Daily News was elected as a director.

Ithaca Journal Celebrates Its Centennial

The Ithaca (N. Y.) Journal, one of the oldest newspapers of the Hudson Valley, celebrated the one hundredth anniversary of its foundation on August 28, with a special Centennial Number of fifty-two pages, which the Journal claims is the largest paper ever printed in Ithaca. Twenty of the fifty-two pages are given up to half-tones on heavy calendered paper. As is customary nowadays this special edition has more to say about the growth and prosperity of the city of Ithaca than about the Journal itself. There are not many papers in this country that have passed the century mark.

A Newspaper Advertisement De Luxe

The Toledo Times Sunday, August 1, contained an eight-page de Luxe supplement advertising Ottawa Hills, a new suburban real estate development, which surpassed in artistic arrangement anything of the kind we have seen in many moons. The paper was cameo tinted, of heavy, fine quality, and the printing was done in brown ink. The cover illustrations, which were in colors, were cleverly drawn and very attractive.

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

ELBERT HUBBARD made a little journey to the Atlas press clipping community. If you want to read of something new and original, send 10c. for this Journey, to Charles Hemstreet, 218 East 42nd Street, New York City.

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.

Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

Among our patrons are professional and business men and women, public personages and the leading Banks, Trust Companies and Corporations.

Romeike Clippings

are an indispensable adjunct in every business, if you have never used them, write for information and terms today.

HENRY ROMEIKE, INC.,
106-110 Seventh Ave., New York City.

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 1915, 112,056

six months ending March 31, 1915. 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.

114 YEARS RECORD BROKEN

The circulation of the New York Evening Post is highest in its history of 114 years. During the year ending June, 1915, the paid circulation of The Evening Post was the greatest daily average net sale in 114 years.

The discriminating readers of The Evening Post are its circulation-getters. Advertised by its friends, its hold upon the individual reader was never stronger than it is today. Advertisers reach a concentrated financially able class when they advertise in the New York Evening Post.

Member Audit Bureau of Circulations
Publication Office Western Office
20 Vesey Street McCormick Bldg.
New York Chicago

WHAT HAVE THE MAGAZINES TO OFFER BY WAY OF COOPERATION?, ASKS ROGERS

Globe's Publisher Replies to Mr. Criswell's Open Letter—Says the Newspapers Have Much to Give to Promote General Advertising—Recognizes Value of Magazines in Nation-Wide Campaign, But Denies That They Are Entitled to All the Cream.

New York Globe, August 30.

THE EDITOR AND PUBLISHER:

Co-operation between the various classes of advertising mediums for the benefit of the advertiser would be ideal. The open letter to me from E. G. Criswell, executive manager of the Quoin Club in the last issue of THE EDITOR AND PUBLISHER, induced by my article in the issue of August 14, leaves me in doubt what our magazine friends want to suggest.

Co-operation to be effective, from my standpoint, consists in "giving" and "taking." We newspapers, by reason of our intimate touch and relations with affairs in different towns every day in the year have lots to "give," but what of value have our friends of the other mediums got to give in exchange?

We all of us recognize the value of magazine advertising in various nationwide campaigns after distribution has been secured. Those of us familiar with conditions in the broadest sense know the superiority of newspaper advertising in creating consumer demand that sells goods for the local representatives of the advertiser.

From the newspaper standpoint the chief cause for difference with the magazine is in regard to their pretence that in national advertising they should come first, with the newspapers taking a few of the small crumbs that are left. This thought is always uppermost in any argument set up by our magazine friends.

Mr. Criswell says:

"You represent one form of advertising power, newspapers. I represent another, magazines. Our friend Gude represents another, outdoor signs. . . . Now, none of us represent the whole thing or the last word in the handling of this advertising power. Each of us represents an important part, each of us has a place, and a good one as it turns out. Newspapers are a valuable, quick-acting force. Magazines are powerful and far-reaching. . . . The success of all of us depends upon the real success of advertising, in its broadest sense, as a business force.

"But, to make for so much more advertising than you and I can think of, and to make that which we have so much more effective, why not cut out the knocks? Why not confine ourselves to telling the story of our own mediums? The general run of agency men and manufacturers, when they listen at all, are only just slightly amused at the knocking solicitor, and the knocking solicitation in print gets a mighty little distance.

"Instead of knocking, let's get together.

"Let's give our customers the very best possible service our respective mediums can give.

"Let's talk our case. Let's say, of the other fellow's medium, 'It's good, and he's a mighty fine fellow.' That kind of talk makes a solicitor, who knows his own case, almost always welcome in even a busy advertiser's office."

In these excerpts Mr. Criswell gives us some of the usual stock argument why we should keep out of the national advertising apple orchard when many so-called national advertisers have caught cholera morbus and worse by eating the unripe fruit administered by the so-called national mediums. A "Keep off the grass" sign would serve the same purpose.

I, for one, most certainly want my share of the big juicy apples, and am going to get them through the organized effort of a crowd of newspapers big enough to prove by force and facts that we are entitled to our share.

The only logical, economical and effective way for a concern to expand its business, unless backed with enormous resources, is to start out cultivating markets town by town, city by city, or state by state. In such sound development the use of newspaper advertising which, by reason of its flexibility, its intensified local appeal, linked directly to dealers whose trade the manufac-

turer seeks to stimulate for obvious reasons, should play the leading part.

Statistics reflecting conditions in many cities show that a comparatively small number of newsdealers handle magazines; that local dealers prefer newspaper advertising; that in no town I have yet heard of does the combined sale of all of the magazines approach the sale of the leading newspaper, and that the cost of magazine space is more than the times as much per line per thousand a newspaper space.

In reference to the "Window Display Week" so ably and successfully carried out by the daily newspapers co-operating through the Bureau of Advertising of the American Newspaper Publishers' Association, the basis of co-operation is for articles nationally advertised in the newspapers.

Exactly why our magazine friends should expect us to boost their cause is beyond me. One by one the former users of magazine space are seeing the light and reaping the increased returns from newspaper advertising, thus winning recognition to our co-operation.

All of the magazines combined could not carry out such a far-reaching campaign as is carried on by less than 15 per cent. of the daily newspapers of the country. They have not the machinery or direct touch with sufficient number of dealers to make any such broad movement a possibility.

This simple demonstration of the superior powers and influence of the newspapers is but a foretaste of the possibilities of what the newspapers can do in a national way through effective co-operation. It was undertaken for this purpose, and will unquestionably be followed up by greater demonstrations.

The policy pursued by the Quoin Club in throwing open its window display contest at Chicago for which they spent "real money" for newspaper advertising to call attention to it, open to "nationally advertised merchandise" and not "magazine" advertisers only, does not strike me as any remarkable concession on their part.

If the Quoin Club had not advertised their display in the newspapers comparatively few people in Chicago would have known what it was all about. Here is what Mr. Criswell says about it:

"We announced in our advertisement that our object in offering the prizes was to co-operate with merchants and to invite the people of Chicago generally to note through these displays the high standard of goods which are nationally advertised."

Could anything be more convincing from the standpoint of the necessity of using daily newspapers to sell the goods? The Quoin Club had to advertise its show in the newspapers in order to attract attention and get to the people. We newspapers do not have to advertise in magazines to put over our demonstrations.

I agree with Mr. Criswell that we should all try "to get together," but first let's see what our friends have to contribute to entitle them to co-operation.

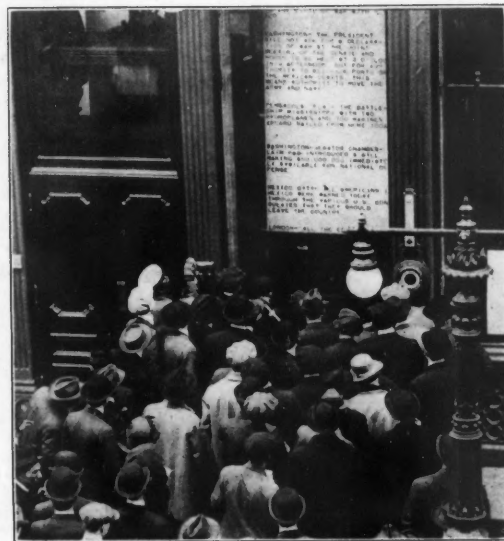
We can't co-operate if they insist on the choice of all the best fruit by seeming divine right. We can't co-operate if they seek to terrorize the agencies by threats of loss of recognition unless they get the lion's share of all appropriations.

By all means let us try "to get together."

I am strong for co-operation, but feel sore that the newspapers have so long been easy marks, when we possess the primary and ultimate power in advertising. I hardly see how we can help our friends until after we have further invaded the national advertising orchard and perhaps spanked them a bit just to convince them that they cannot any longer get away with the selfish stuff.

JASON ROGERS.

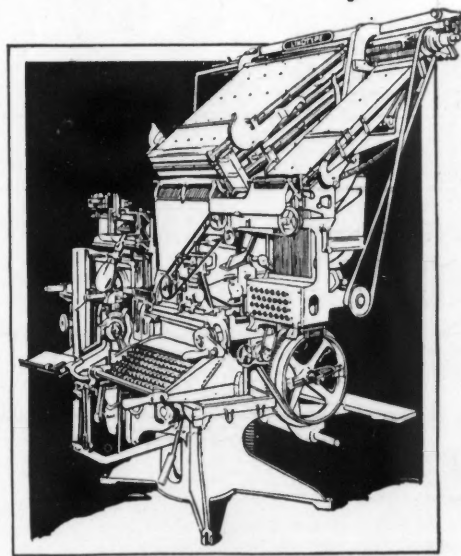
ALL GREAT MERCHANTS USE WINDOW DISPLAYS ARE YOU MAKING BEST USE OF YOUR WINDOWS?



THIS ELECTRIC BULLETIN CAN NOW BE LEASED AT SMALL MONTHLY RENTAL

NATIONAL ELECTRIC BULLETIN CORPORATION
New York City

The Multiple Linotype Way Is the Modern Way



Model 14 with Auxiliary Magazine

MERGENTHALER LINOTYPE CO.
TRIBUNE BUILDING, NEW YORK
CHICAGO SAN FRANCISCO NEW ORLEANS
CANADIAN LINOTYPE, LIMITED, TORONTO

LIVE PAPERS

will heed this call and wire immediately for full particulars of Scenario Contest Lessons furnished gratuitously.

Greatest circulation builder brought out in a long time.

The Vitagraph Company of America

East 15th St. & Locust Ave., B'klyn, N.Y.
NEW YORK LONDON
CHICAGO PARIS

Rubber Blankets

with Oil-proof-face (Patented and guaranteed).

The Blanket that has revolutionized the printing of newspapers.

Costs less than the old style rubber blanket, lasts twice as long.

"QUALITY GOODS ONLY."

New England Newspaper Supply Co.
Worcester, Mass.

Editors Who Know



A. C. FARR
Managing Editor
Pittsburgh Gazette Times

After something like nine years' use of the Bain News Service we still value it highly, finding it prompt and up to the minute in covering the news.

BAIN NEWS SERVICE
32 Union Sq., E., N. Y. City

Movie

Strip, seven or eight columns, 1" deep. NEW, INTERESTING AND CLEVER. Price, especially low.

WANT PROOFS?

World Color Printing Co.
R. S. Grable, Mgr.
Established 1900. St. Louis, Mo.

Over \$51,000 In New Subscriptions

Adding over 12,000 New Subscribers is our record on contest just closed on Courier Journal and Louisville Times, Louisville, Ky.

If interested in More Circulation, Write or Wire

C. B. HOLLISTER, Mgr.

The North Eastern Circulation Co.
DAVENPORT, IOWA

CANADIAN PRESS MEETING

(Continued from page 297.)

A. of forms that would make it necessary for Canadian members of the A. B. C. to keep two sets of circulation records. After consideration of the A. B. C. forms and consultation with the Association of Canadian Advertisers and representative Canadian advertising agents, your committee has prepared drafts of forms for daily newspapers, weekly newspapers, magazine and farm papers, and trade publications, respectively, and these drafts will be submitted for your consideration at this meeting. Your committee is of opinion that it is very desirable that circulation information in Canada should be standardized.

CIRCULATION AUDITS

During the past year the question of circulation audits, which had been discussed at several annual meetings of the association, was made more acute by the aggressive promotion work of the Audit Bureau of Circulations. The question was also further complicated by the circulation audit plans of the Association of Canadian Advertisers.

Your committee received many inquiries from members as to the advisability of subscribing to one or another of the circulation audit services. Your committee advised those members and the membership generally to delay any contemplated action along that line until after this annual meeting at which provision would be made for a full discussion of the whole question of circulation audits. In the meantime your committee has secured much information regarding the work and plans both of the A. B. C. and of the A. C. of A. and this information is submitted in this report as a basis for discussion at this meeting.

Then followed statements of the organization and methods of both the Audit Bureau of Circulation and the Association of Canadian advertisers, so that members of the association could post themselves on both propositions.

POSTAL COMMITTEE

The report of the postal committee, which was very short, was presented by the chairman, P. D. Ross, Ottawa Journal. It read as follows:

At the last annual meeting of the association your committee was instructed to have an early interview with the postmaster-general with a view to an amicable understanding regarding any suggested rearrangement of newspaper postal rates. This, it will be remembered, arose from the fact that a government proposition had been made to take from parliament the immediate control of postal rates, which proposition the association had contested, and for the time being had defeated.

Subsequent to the general meeting, your committee found reason to believe that the question of postal rates would not be revived at the ensuing session of parliament; and upon consultation with the president, it was thought desirable to let the matter rest, so far as the association was concerned.

No other matter of importance occurred during the year, except the institution of a press censorship by the government. The chairman of your committee was appointed one of four newspaper representatives to be officially considered an advisory committee by the chief censor, and is available as a medium through whom the representations of any member of the association can secure careful consideration by the censor if desired.

W. A. CRAICK.

BOSTON PERSONALS

(Continued from page 303.)

ning to invade the New York newspaper syndicate field with a strip creation which he considers an equal to Bud Fisher's Mutt and Jeff.

Carl Baker, formerly of the Lynn News, has joined the photographic staff of the Record.

J. Elmer Briery, correspondent for the Globe and Newburyport News in Amesbury, is on a tour of the West. He has visited the Panama-Pacific Exposition, and when last heard from was on his way to Yellowstone Park.

Bert Dennis, of the Traveler's art department, is running a series entitled "Peeping in the Braves' Wigwam," filling the shoes of the famous "Pete" Williams, who is now absorbing new ideas for future sport cartoons in the wilds of Maine.

Eugene Sleeper, of the Post art department, who has been at Plattsburg for some weeks for that paper, has been made acting sergeant. Mr. Sleeper knew military tactics before going to the New

York camp, however, for he is a captain in the Uniformed Rank, U. R. K. of P., Boston. Mayor Mitchel of New York was a member of the company that Mr. Sleeper drilled.

As president of the Baseball Writers' Association of Boston Ralph E. "Snowballs" McMillin will again have the honor of distributing the world's series passes. "It seems that the pennant epidemic is still lingering in the Hub," remarked "Snowballs."

Carroll Swan, of the P. P. A., made a great hit with Governor and Mrs. Capper of Kansas during Governors' week. Mr. Swan was assigned to act as military aid to Governor Capper. In the morning he accompanied Governor Capper to the State house, then went automobiling or shopping with Mrs. Capper, returning in time to meet the Governor. In the evening Mr. Swan was busily engaged with social matters. Part of the time Carroll—"Lieut. Swan, if you please"—wore the uniform of the First Corps of Cadets and the balance of the time his militia dress uniform.

CLUBS AND PRESS ASSOCIATIONS

At the recent annual meeting of the German Press Association of Wisconsin, at the Republican House at Milwaukee, the following officers were elected: President, Emil Wittzack (re-elected); vice-president, A. G. Pankow, of Marshfield; secretary, Arthur Mathurick, Shawano; treasurer, Otto Saschaeffer, Appleton. The 1916 meeting will be held in Milwaukee.

The West Virginia Newspaper Publishers' Association, at Point Pleasant, which closed August 24, elected officers and selected Clarksburg as the next place of meeting. The officers elected were as follows: J. J. Swope, Welch, president; T. T. McDougal, Ceredo, vice-president; A. Selden, St. Albans, secretary; J. J. Duvigne, Clarksburg, treasurer. The executive committee was named as follows: Col. James Miller, Morgantown; H. L. Shott, Bluefield; Floyd S. Chapman, Charleston; P. W. Morris, Parkersburg; L. G. Boggs, Fairmont, and A. W. Ware, Elkins.

The Buckeye Press Association meeting which has been meeting at Cedar Grove, has decided to hold the 1916 convention and outing at Cincinnati. The meeting will be held the same week in September that the Ohio Printers' Federation gather in the Queen City.

The Northwest Texas Press Association held its silver jubilee meeting at Henrietta, Tex., on Friday and Saturday, August 20 and 21. Editors from all parts of northwest Texas were present. Officers were elected as follows: C. W. Bonner, News, Bellevue, president; J. C. Thomas, Post Childress, vice-president; Sam A. Roberts, Enterprise, Petrolia, treasurer; Cyrus Coleman, Independent, Henrietta, secretary. Wichita Falls was selected as the convention city for 1916.

WEDDING BELLS

For the second time this summer the position of society editor on the Martins Ferry (Ohio) Daily Times was made vacant by reason of marriage. Miss Ada Grace Williams, who held the chair for several months, became the bride Thursday afternoon, August 26, of Russell Vernon Broman, of the American Sheet and Tin Plate Company, of this place. The wedding was solemnized in the home of the bride's parents, Mr. and Mrs. John D. Williams, of Indiana avenue, formerly of Kittanning.

Howard C. Kegley, editor of a newspaper at Pomona, Cal., and well known in the East, and Miss Phoebe B. Emerson, were married at Pomona, August 14.

Arthur L. Crookham, of the reporter force of the Portland (Ore.) Evening Telegram, and Miss V. Pauline Abernethy were married in Los Angeles August 19. Mr. and Mrs. Crookham will return to make their home in Portland after a honeymoon in the south.

James L. Polk, of Merchantville, N. J., attached to a Philadelphia newspaper, and Miss Ezetta Bishop, of Baltimore, were married by Rev. Dr. Mitchell, pastor of an M. E. church in Baltimore recently.

FROM LONE STAR STATE

Talk of a Municipal Newspaper at Dallas—What the Ad Men Are Doing—

Death of Col. F. B. Baillio, of Western Newspaper Union.

DALLAS, TEXAS, Aug. 27.—The establishment of a municipal newspaper, which would deal only with municipal affairs and in which would be printed all the municipal advertising, is being discussed informally among the city officials. The suggestion has been made that this step should be taken, along with others that have characterized the administration of Mayor Henry D. Lindsay.

The Loring-Fitzgerald Advertising Agency of Texas announces that it has added to its service an art and copy service department, with L. Louchard in charge. Mr. Louchard is well known among Texas advertisers, and is a competent artist. He has been advertising manager for E. M. Kahn & Co., Dallas clothing firm, for some time.

Colonel F. B. Baillio, aged 67 years, died at his home, Cleburne, Texas, on August 25, after a lingering illness lasting several months. Colonel Baillio was one of the best known newspapermen in Texas, having been for several terms president of the Texas Press Association and also president of the National Editorial Association. He had recently completed a book containing the biographies of all members of the Texas Press Association, which is now being published by that organization. Colonel Baillio served through the Civil War in the cause of the Confederacy, and at the close purchased the Alvarado (Tex.) Bulletin. Later he moved to Cleburne and purchased the Johnson County Review which he published for a number of years.

Within recent years Colonel Baillio traveled for the Western Newspaper Union, with headquarters at Dallas. Col. Baillio is survived by three daughters, Mrs. Earl Baird, Mrs. M. L. Bounds and Miss Sallie Baillio, all of Cleburne.

THREE NEWSPAPERMEN DROWNED

Three Members of the Grand Rapids Press Staff Meet Death When Boat Capsizes.

Three members of the staff of the Grand Rapids (Mich.) Press were drowned and another was placed in great danger by the overturning of a motor boat at Reeds Lake, late on August 30. The men who were drowned were Paris Jameson, city editor; Arthur G. Hunter, assistant city editor; Paul Weston, court house reporter, and J. Harve Smith, of the Grand Rapids Street Railway Company.

Henry H. Tinkham, political writer for the Press, and Louis Delemarter, secretary of the Grand Rapids Street Railway Company, the two other members of the party were saved.

It is thought that the men who lost their lives may have been stunned when thrown from the boat. Tinkham and Delemarter swam for some distance and then held to the overturned craft.

Russian Journalist to Be Hanged

The news has come from Bucharest via London that Dmitri Sanchesski, correspondent in Vienna of Novoe Vremya of Petrograd, one of the leading newspapers of Russia, has been court-martialed in the Austrian capital, found guilty of espionage and sentenced to be hanged.

Tunis Kievet, advertising manager of the Quackenbush store at Paterson, N. J., and Miss Sarah Robertson, daughter of Mrs. Katherine Robertson, of Cherry Lane, North Paterson, were married at the home of the bride's parents August 18, by the Rev. William Mawhille, rector of St. Clement's Episcopal church.

The Alcorn-Henkel specials, Marhridge Building, New York, have been appointed foreign representatives of the Quiney (Ill.) Whig.

PACIFIC COAST TOPICS

Dargie's Widow Seeks Distribution of Oakland Tribune Stock—The Mutt and Jeff Comies Now Printed in the Chronicle—The Exposition Management Defended by a Correspondent.

SAN FRANCISCO, August 26.—Mrs. Erminia Peralta Dargie, widow of W. E. Dargie, the Oakland publisher, has filed a petition in the Alameda County courts for the distribution of 1,825½ shares of stock in the Oakland Tribune. This represents one half of all the stock in the big morning daily. The petition is supposed to be the opening move in legal hostilities for future control of the paper between her and the present holders of an option,—Alfred Holman, publisher of the Argonaut, and F. B. Loomis. Holman and Loomis hold an option for the purchase of stock that is not held by Mrs. Dargie. They are said to have been operating the paper in the hope ultimately of obtaining full control.

OPTION EXPIRES SEPTEMBER 1.

The Loomis-Holman option expires September 1, having been extended several times since it was granted by the three executors of the Dargie estate. Should her petition be granted and her widow's half be turned over to her under the terms of the will, Mrs. Dargie will be in full possession of 50 per cent. of the Tribune shares minus four. One of these is held by Alexander Doig, two by two of the executors, and the fourth is said to be in the possession of Fred S. Stratton, formerly collector of the port of San Francisco.

It is estimated that a suit against the executors will be instituted to oust the option holders and to obtain satisfaction for alleged illegal acts of the executors. Joseph B. Knowland, former congressman, is quoted as having said that he had no present interest in the settlement. It had been rumored that Knowland intended to purchase the Tribune.

Town Talk gives the following explanation as to the reason why "Mutt and Jeff" now appear, in this city, only in the Chronicle.

"No doubt, newspaper readers have been wondering why the Mutt and Jeff comics of Bud Fisher were transferred from the Examiner to the Chronicle. The reason is simple enough. Fisher's contract with Hearst expired at the beginning of this month. Some time ago a newspaper syndicate, headed by the Chicago Tribune and including the San Francisco Chronicle, the Los Angeles Times and the Salt Lake Tribune, made Fisher an offer so flattering that he could not resist it. When this became known, the Hearst papers stopped publishing the comics with which Fisher was supplying them daily.

Insurance men and members of the San Francisco Advertising Men's Club held a joint meeting yesterday to consider the subject, "How Insurance Has Advertised San Francisco." Garner Curran, who has been in charge of the insurance companies publicity campaign, delivered the chief address. Former Lieutenant-Governor Warren R. Porter acted as toastmaster for the occasion. Mr. Doan and others, also spoke on the topic of the day.

WHAT DO YOU MEAN BY "MENDICANT"?

Regarding the subject of advertising the Panama-Pacific Exposition, which has been ventilated in the Editor & Publisher lately, "San Franciscan," writing to the "People's Safety Valve" department of the Chronicle, says in part:

"Two or three days ago, I called your attention to the unwarranted statements in the Memphis Appeal concerning the Exposition, and urged that the San Francisco press should refute them. Now, I find in a recent issue of the New York Herald an editorial, which displays more ignorance than that exhibited by the Southern Journal. That paper says: 'The managers of this great patriotic exposition, who had Government support and the sympathy of the entire American press, started wrong. They argued that they were the salt of

the earth and adopted the methods of the mendicant in making known the merits of the fair. The exposition is a great spectacle, it is true, but Frisco wanted all the glory, all the money and all the credit.'"

"This is followed by an allusion which suggests that the Herald is fishing for an advertisement. There may be some difference of opinion respecting the failure of the management to procure the support of such papers as the Herald by liberal advertising, but it is not likely to exhibit itself in the results of the exposition, which promise to surpass all its predecessors in point of attendance, and in other particulars. It may be true that the gate receipts did not, in the beginning, exceed the outlay, but this lavishness was justified by the necessity of offsetting the niggardliness of the Government, which rendered no aid, and the reluctance of some papers to give a reasonable amount of publicity to the greatest peaceful undertaking of modern times.

"Just what the Herald means by its assertion that the management adopted the methods of a mendicant it would be interesting to learn. If it is mendicancy for a community, which has been denied the aid given by the Government to every preceding exposition held in this country, most of which, altogether subsidized, proved failures, to carry through the great enterprise without assistance, and redeem its word, then Californians are mendicants. But they are not in the same class with those on the other side of the Rockies who received aid in advance and had to be helped out of the hole afterwards."

HAVE DEVOTED SPACE TO THE FAIR.

However, it should be here stated that both the Memphis Appeal and the Herald have devoted a good deal of space, in the past, to free publicity for the Fair. The Herald ran one of the largest spreads that was published, describing the opening day of the Exposition.

Among the journalists who recently signed the register in the Press Building at the Panama Pacific Exposition, San Francisco, were Horton L. Chandler, Concord (N. H.), Evening Monitor; J. C. Ruppenthal, correspondent of Herald Luray (Kas.), at Russell, Kan.; A. C. Wright, Austin (Tex.), American; E. T. Parmalee, San Diego, Union and Tribune; Junius Logie, Douglas (Ariz.), Daily Dispatch; Charles Harris, Merced (Cal.); George Robinson, Waco (Tex.), Chancellor; Frederick E. Nickels, Boston (Mass.), Anzeiger; Chas. J. Stauffer, Phoenix (Ariz.), Arizona Republican; Louis H. Seagrave, Seattle (Wash.) Times; Leon A. Searl and wife, New York City representative, Philadelphia Press, New York; Howard C. Kegley, Pomona (Cal.), Progress; John E. Sanford, Elizabeth (N. J.), Journal; Georgia Hughes, Louisville (Ky.), Post; James R. Lewis, Louisville (Ky.), Post; J. H. Higinbotham, Chicago Herald, Chicago. G. R. DeVORE.

PACIFIC NEWS SERVICE NOTES

The Pacific News Service, San Francisco, Cal., of which Fred J. Wilson is general manager, furnishing dispatches to afternoon newspapers in California, Washington, Oregon, Idaho, Nevada and British Columbia, has cut its Vancouver, B. C., wire which has been carrying 15,000 words a day, and made its Oregon bureau a relay point. This has increased the service value of the wire 30 per cent. through the segregation of its Pacific Northwest news of interest to its clients, the Tacoma Tribune, Seattle Times, Vancouver Province and Portland Journal. The Santa Barbara (Cal.) News has taken on the full leased wire service of the association.

By arrangement with Secretary Daniels of the Navy the Pacific News Service will hereafter be represented on the flagship of the Pacific fleet by Lieut. A. J. James.

Paul Neiman, formerly with Seattle, San Francisco and St. Louis papers, has been placed in charge of the P. N. S. Oregon Bureau in Portland. He replaces C. W. Lamar, who has joined the staff of the Oregon Journal.

FOUR NEW YORK CITY newspapers devote two or more columns of space DAILY to news printed in Italian.

Many other influential American newspapers in other parts of the United States also print columns of news daily in Italian.

Italian is the only Foreign language used by American newspapers in order to reach and make REGULAR readers of a large and influential class of Americanized Foreigners.

Is this not a pretty good sign that the Italian family circle is an important place to send the SALES STORY of any advertised product?

And by the same token this can be best done by the use of

Il Progresso Italo-Americano

the leading Italian daily newspaper in the United States, with a net daily average circulation of 134,831—all in the family circle.

Il Progresso is published according to the better standards of American newspapers.

Il Progresso advocates and strictly maintains the good American principle of "one rate to all" in a published rate card.

Il Progresso subscribes to the principle of "known circulations" by membership in The Audit Bureau of Circulations.

And Il Progresso will aid in the economical and efficient distribution of advertised goods within its zone of influence by an able and willing Merchandizing Bureau.

A request will bring asked for facts and figures.

Il Progresso Italo-Americano

Member Audit Bureau of Circulations.
Member American Newspaper Publishers' Association.

42 Elm Street New York City

Net Daily Average Circulation, 134,831

Built by maintaining the standards of the best American newspapers.

Il Progresso Italo-Americano Della Sera

which latter phrase means "of the evening," is second in circulation in the evening field. In combination with the morning edition the advertising rate is 30c. per inch additional.

USE
**UNITED
PRESS**
FOR
Afternoon Papers

General Offices, World Bldg., New York

SPECIFY
CLINE-WESTINGHOUSE

**Motor and Control
Equipments**

FOR WEB PRESSES

SPECIAL MOTOR DRIVES FOR
STEREOTYPE MACHINES

LINOTYPE MOTOR DRIVES

CLINE ELECTRIC MFG. CO.

Fisher Bldg., Chicago

Good News Service
Is that which reaches you **FIRST**
Is **WELL WRITTEN**, Is **ACCURATE**

This is the Specialty of

International News Service
238 William St. New York City

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS
OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
24 Nassau St. N. Y. Tel. 4206-4 Bookman

NEWSPAPER
prosperity is based on circulation.
FEATURE
elements of the right kind make
and hold circulation.
SERVICE
by experts means material and
methods that have been **PROVED.**

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service
M. Koenigsberg, Manager
41 PARK ROW NEW YORK

Philadelphia Evening Bulletin
Chicago Daily News
St. Louis Post Dispatch
Pittsburgh Press

All use the daily financial article supplied by The New York Evening Post. This service is highly regarded for its authoritative news of the day not only in Wall Street, but in financial circles in other cities.

For exclusive rights address
SYNDICATE DEPARTMENT
New York Evening Post

AD MAN'S CONFESSIONS

How Herald Man Landed De Pinna's Order for a Column That Was Continued Seventeen Years—His Experiences in Corset Advertising.

(Confession No. 3)

New York, September 1.

THE EDITOR AND PUBLISHER:

The advertising solicitor has often to do a lot of missionary work before landing a customer. Sometimes, however, it seems like picking ripe apples for the order falls into one's hands so easily. Two of my best accounts on the Herald of many years standing required but little preliminary talk.

One morning I went around to De Pinna's store on Fifth avenue. In those days he was far uptown, near 37th street. He was the tailor to the children of some of my friends and relatives. A gentleman opened the door when I called and I inquired if Mr. De Pinna was in. "I am Mr. De Pinna," was the reply.

"I CAN DOUBLE YOUR BUSINESS."

Before giving him my name and telling him my business I said: "Mr. De Pinna, if I can double your business and reduce your advertising expense is it a fair proposition?" His eyes lit up, and he said "Yes." After introducing myself he took me into his private office. Before I had been with him a half hour I got his order for one column, and it duly appeared the following Sunday. For over seventeen years this column has appeared in the Herald almost every Sunday, and for ten years or more the Herald was used exclusively.

Having spent two years on The Cosmopolitan Magazine previous to being engaged by the Herald, I had a wide acquaintance with all the corset manufacturers. After a canvass of them all I could make no headway to their objections to newspaper advertising. For years all corset advertising appeared exclusively in magazines and women's periodicals. Finally a postal was turned over to me to call on a party in 9th street. On going up two flights of stairs I reached the office of the gentleman asking me to call. Finding he was a corset manufacturer I spent two hours with him suggesting he advertise in Boston, New York and Philadelphia in the papers of large circulations only. I told him it was virgin territory for corset makers. I got his first order of 100 lines for \$38. It was from Mr. Kops, and today the Nemo corset is shown all over the world, with an output of many thousand corsets a day and over 2,000 hands employed.

For years I have handled for the Herald the advertising of this prominent pioneer in newspaper advertising, and have at various times sold Mr. Kops a \$1,000 page. There is no man in the world today in the corset business who is Mr. Kops' superior in his field nor, as he is still a young man, has brighter business prospects. Mr. Kops' foresight in using newspapers instead of magazines has caused all rival corset manufacturers to follow suit, and today newspapers throughout the United States reap big profits from their large corset advertisers.

INTERESTED IN OSTRICH FEATHERS.

Passing through the Herald office one day I was asked to speak to a stranger who had called for advertising rates. The gentleman said he was interested in ostrich feathers. He had just sold out his business in Boston and was about to open business in New York. In previous years he said that he had a large ostrich farm in California, and thought there would be a good opening for him in New York.

The readers of the Herald all know Methot and his 34th street establishment. His advertising for years is almost confined exclusively to the Herald. His success has brought him numerous competitors. Several years ago "Pop" Freeman printed in one of the city papers a whole page advertisement of another rival concern. It was most beautifully written in the up-to-date Freeman style. I stood no chance of getting the adver-

tisement for the Herald, but I called at once on Mr. Methot and told him that now he had a good opportunity to take a full page in the Herald the following day and take the wind out of his competitor's sails. Mr. Methot followed my advice and called in his advertising writer, Mr. Townsend, an old Herald man, by the way, and the newspaper world is still laughing over the publication of the story as told in the two page advertisements—the chief writing in both from Freeman pen!

HENRY E. BOWEN.
(To be continued.)

HE'S A NEW CORRESPONDENT

M. M. Milford Heads Washington Bureau of Louisville Courier Journal.

WASHINGTON, D. C., September 1.—Among the most coveted newspaper jobs in the country are the directorships of the Washington bureaus of the large and influential newspapers. This is not strange, for the head of a Washington bureau holds one of the most desirable places obtainable in the profession. Changes in bureau chiefs are infrequent because a man's value to his paper in this particular line of work naturally increases with his length of service.



Copyright Harvis & Eving.

MORTON M. MILFORD

One of these changes of more than ordinary interest is that which makes Morton M. Milford chief of the Louisville Courier-Journal-Times bureau. He succeeds Arthur B. Krock, who returns to Louisville to become news manager of both the Courier Journal and the Times, the two papers owned by Henry Watterson and the Haldermans.

For the last five years M. Milford has been an assistant to James P. Hornaday, correspondent of the Indianapolis News. No newspaper man knows the Indiana and Kentucky field better than he.

Mr. Milford is the son of Professor A. B. Milford, who recently retired from the faculty of Wabash college, at Crawfordsville, Ind., after holding the chair of English literature for thirty years. Mr. Milford was born in Indiana in 1883 and was graduated from Wabash college in 1904. He began newspaper work as a "cub" on the Indianapolis Sentinel immediately after his graduation. During his connection with that paper, which ended in 1906 when the paper suspended publication, he was assistant Sunday editor. From the Sentinel he went to the Memphis News Scimitar as assistant telegraph editor. He also "did" railroads and general assignments on the Scimitar. From the Scimitar he went to the Memphis Commercial-Appeal. He remained with that paper until 1909, when he connected with the Indianapolis News as a copy editor and general assignment man. In September, 1910, he

came to Washington as second man on the News' bureau. He will take charge of the Courier-Journal-Times bureau September 20.

**The New York
Evening Mail**

enjoys the confidence of its readers.

Its readers have a buying power, per capita, second to that of no other daily paper published in America.

Its average net paid circulation for April was in excess of

156,000

A desirable advertising medium.

Greatest Gain

In August The New York Times published 699,508 lines of advertisements, 95,205 lines more than in August, 1914, a greater gain than is recorded by any other New York newspaper, morning or evening.

Circulation exceeds 300,000 copies, daily and Sunday.

One of Seven Books



Each on a subject fascinating to every woman and many men. Offer it and you will get readers you've never before interested. Few people are entirely satisfied with the color of their hair. This book will cure them.

ELIOT LORD 110 W. 34th ST. NEW YORK

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 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, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line.

The Editor and Publisher can be found on sale each week at the following news-stands:

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

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

Pittsburgh—Davis Book Shop, 416 Wood Street.

Washington, D. C.—Bert E. Treulis, 511 Fourteenth Street, N. W.

Chicago—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.

CHICAGO NEWS LETTER

Dunlap Honored by His Friends—The Pen Club, a New Newspaper Men's Organization, to Be Launched—H. P. Millar to Be Elected President of the Press Club—First Woman's Page.

CHICAGO, September 1.—James M. Dunlap was the guest of the Advertising Association of Chicago at a farewell luncheon and entertainment at the club rooms Monday. Mr. Dunlap left, with his family, that evening for Detroit, where he will take up his residence and establish his headquarters. Mr. Dunlap is president of the Dunlap-Ward Advertising Company, and for years has been one of the live wires of Chicago advertisingdom. Since the organization of the advertising association here he has been a leading spirit in its activities. He was chairman of the convention committee and did much toward making the eleventh annual convention of the Associated Advertising Clubs of the World the success that it was in Chicago last June. Word of his departure was received with extreme regret, and at the dinner Mr. Dunlap was paid high tributes. Ray Woltz presided at the function and the Ad choir furnished music.

THE PEN CLUB OF CHICAGO.

Chicago's second newspapermen's organization has been chartered as the Pen Club of Chicago. It will operate along more restricted lines than the Press Club, which now has several hundred members on its lists who no longer are identified with the newspaper profession. Some of them never were. The Pen Club members must all be identified with a Chicago daily newspaper as an editor, copyreader, artist, reporter or regularly accredited space writer. It will open clubrooms in about a month. Many of its charter members also are members of the Press Club. The object of the new club is to have an exclusive newspapermen's organization. It will be governed by a set of officers and board of directors, one to be selected from the office of each Chicago daily English language newspaper, the City News Bureau and the Associated Press.

THE OFFICERS.

H. Percy Millar, correspondent for the New York Times, will be chosen president of the Press Club at the annual election to be held in the club library tomorrow. Contrary to earlier indications, but one ticket was placed in the field at the caucus held last week. Mr. Millar will be the first chief executive the club has had in its history, extending over almost forty years, who was not identified with a Chicago newspaper. Mr. Millar, however, is regarded as a Chicago man in all respects. He had been here for years and his home is in Chicago. His ability as a newspaper man and a club executive is held in high esteem by his fellows. He has served the club in various capacities before.

Roy R. Atkinson, night editor of the Herald, and retiring president, with his retiring fellow-officers will be the guests of the club members at a banquet next week.

Arthur Glessner, to be elected first vice-president, was for four years president of the Inland Publishers' Association, a council of newspaper proprietors in the most important (not metropolitan) cities in the central group of Northern States. He owns the Galena (Ill.) Gazette. William J. Shanks, an editorial writer on the Examiner, and for fifteen years a member of the club, will be second vice-president. George S. Wood, a publicity man, is nominated for the treasurership. Eugene T. Shinkle, a veteran of the craft, will be recording secretary and G. W. Weippert will be financial secretary. J. C. Gibruth, one of the club's most diligent bookworms, will be elected librarian. The directors to be chosen are Julius Reynolds Kline, a lawyer; George W. Weber, of Weber's Weekly; Henry W. Lee, editor of the Calumet (Ill.) Record, and George S. Foster.

Marshall Young, of the Journal staff, recently went to Culver, Ind., where he addressed the members of the faculty of the famous military school there and en-

gaged a number of the members as contributors to the Journal's university extension course department. From the pens of these experts the Journal shortly will begin the publication of a series of articles on the A B C of military preparation.

Alexander J. Rechnitzer, a Chicago advertising man accused in Kansas City of alleged embezzlement and misuse of funds of a bonding company, has been arrested there and held in jail in default of \$10,000 bonds.

FIRST WOMAN'S PAGE.

William S. Walker, reminiscing in the Daily News, says Chicago witnessed the birth of the newspaper "society column" and ultimately the first "woman's page." The first society column, says the writer, was attempted in the Chicago Times in 1870, the idea being originated by James B. Rannion, who later became associated with the late William R. Nelson on the Kansas City Star. The column appeared only on Sundays, and was not really a column, Mr. Walker asserts, but a "scant few sticks." The great Joseph Medill is credited as the originator of a page given over to topics of woman's clubs, culinary and household notes and the like. It appeared in the Tribune after the paper had readjusted itself from the effects of the fire of 1871. This department greatly amused the Tribune's contemporaries, remarks Mr. Walker, which greeted the Tribune as the "slapjack organ," and with the reprehensibly strained poetic license, in some instances, of trying to make Medill rhyme with griddle.

The Hammond (Ind.) News, the oldest daily in that suburb, has suspended publication, temporarily it is announced. The weekly edition will continue.

The Sunday Telegraph, specializing in theatrical and sporting news, which suspended several months ago, has resumed publication under the management of Thomas Burke, a well-known Chicago newspaper man.

George Buchanan, one of Chicago's veteran newspaper men, died last week. He began work here on the Inter Ocean in 1873. His last connection was with the Evening Post a few years ago.

Paul Myron Linebarger, of Linebarger Brothers, publishers, Milwaukee, addressed the Press Club last week on the opportunities China affords for American newspaper men and others. Mr. Linebarger long was a resident of China.

The Old Time Printers' Association will hold its annual basket picnic at Humbolt Park on September 4. This organization numbers among its membership many business and professional leaders who began life as printers. Mrs. Ella Flagg Young, Chicago's noted superintendent of schools, is a member.

Paul Cowles, superintendent of the central division of the Associated Press, has returned from a tour of Indiana and Ohio, setting the stage for the handling of the fall elections. Mr. Cowles is the originator of a system for handling election returns which bears his name, and which Chicago editors have found, furnished completer results in less time than any other method. MARQUIS JAMES.

Funeral of Thomas Sidebotham

The funeral of Thomas Sidebotham, one of the oldest members of the New York Press Club, who died at his home in Nepera Park, New York, Friday, was held on Sunday, the Rev. Dr. R. H. Weevil, of St. Stephens' Church, that place, officiating.

Mrs. Russell sang "Some Day We'll Understand" and the "Christian Good Night." The interment was in Woodlawn Cemetery.

The following members of the Press Club were in attendance: John A. Hennessy, George H. Royce, Robert B. McIntyre, John N. Broekway, John A. Halton, E. J. Tinsdale, Charles E. Hoyer, H. A. Hennessy, Frank Sassone, John C. Hennessy, Leon N. Salmon, William J. Ellis and F. W. Southerner.

Mr. Sidebotham was a life member and a very active member of the New York Press Club in its earlier days. He was Public Printer in Brooklyn under Seth Low and published the Brooklyn Review.

OBITUARY NOTES

GEORGE W. C. CARTERET, a Philadelphia newspaperman of note, father of the late George W. C. Carteret, Jr., of the New York Evening World, died suddenly at his home in Philadelphia on August 20, of heart trouble.

THOMAS D. SIDEBOTHAM, public printer for Brooklyn during the administration of Mayor Seth Low and a well-known Brooklyn newspaperman, died on August 27 at his home, Graceland, in Yonkers. He was editor and publisher at one time of the Innkeepers' Journal and the Sunday Review. He was sixty-three years old.

CLARENCE S. WILSON, founder of the Des Moines (Ia.) Daily News, a veteran of the Civil War and a former member of the Iowa Legislature, died at Des Moines on August 25 in his seventy-sixth year.

JOSEPH MARTIN REECE, for twenty-five years editor and publisher of the Greensboro (N. C.) Daily Record, of which he was the founder, died at Greensboro on August 24 after a few weeks illness, aged sixty-seven years.

FRANCIS W. JOSLIN, managing editor and vice-president of the Troy Record, died August 27 at his home in Albany. Mr. Joslin had been an editorial writer for the Utica Observer, Utica Herald and Troy Times. He was born in Frankfort, N. Y., about fifty-three years ago. He was a graduate of Hamilton College.

CHARLES HEMENWAY ADAMS, a member of the staff of the Hartford (Conn.) Courant for thirty-four years and an associate editor twenty-seven years, was found dead in his chair at the home of his sister on August 28. Beside him on the table was an open book which he had been reading. He was born in Fairfield September 26, 1845, and was graduated from Yale in 1866. Mr. Adams served as a reporter on the New York Sun under Charles A. Dana, also on the New York Post. From New York he went to Hartford, working for a short time on the Courant. Then he went to the Springfield Republican as an editorial writer under Samuel Bowles, the elder. He had also been an editorial writer on the Detroit Times and was for a time connected with the New Haven Palladium.

ROBERT SIMPSON, chief editorial writer of the Pittsburgh Gazette-Times, died suddenly in the station of the Toronto, Hamilton and Buffalo Railway, at Hamilton, Ont., on August 30, as he was about to board a train to return home. Before being editorial writer on the Times-Gazette he had been its Washington correspondent and its city editor. He was fifty-three years old.

PAUL ARMSTRONG, playwright and newspaperman, died suddenly at his home in New York City on August 30, from heart trouble in his forty-seventh year. In addition to having been the author of "The Heir to the Hoorah," "Salomy Jane," "Alias Jimmy Valentine" and other theatrical successes he had had a considerable newspaper experience. He at one time did general reporting on the Chicago Record Herald, and subsequently became a writer on sporting topics under the nom de plume of "Right Cross."

GEORGE HODGE, JR., a Tennessee newspaperman who had seen service on the New Orleans Item, the Nashville Tennessean, the Forth Worth (Texas) Record, the Louisville Times and other papers, died at the home of his parents in Columbia, Tenn., of tuberculosis, aged 32 years.

DR. NELSON W. WILSON, a physician of wide reputation, who before he practiced medicine was a newspaperman and at one time city editor of the Buffalo News, died suddenly of heart trouble in a New York theatre on the evening of August 30. He was the first physician to reach the late President McKinley after he was shot. Dr. Wilson was forty-seven years old.

MAJOR HENRY H. BAKER, vice-president of the Times-Picayune Publishing Company, of New Orleans, and for many years advertising manager of the Times-Picayune, died at his home in New Orleans on August 31. He was the last member of a family of newspapermen.

\$15,000 BUYS

leading daily newspaper property of western city of 9,000. Annual volume of business \$20,000, with return to owner for personal effort and investment of \$4,000. \$10,000 cash necessary. Proposition M. S.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York City

7,000 CASH

Balance deferred payable in easy installments will buy New York State DAILY newspaper the current NET EARNINGS of which are over 25% based upon the total purchase price. Quick action necessary.

HARWELL, CANNON

& McCARTHY,

Newspaper & Magazine Properties,
Times Bldg., New York

HELP WANTED

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

WANTED—Experienced Circulation Manager for Central Pennsylvania daily. Hustler with references. State salary desired. Address Box D 1526, c/o Editor and Publisher.

SITUATIONS WANTED

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

Will give \$50.00 cash bonus to any one securing for me a position as dramatic editor or special writer on an eastern newspaper. Fifteen years' experience and unquestionable references. D 1521, care Editor and Publisher.

POSITION WANTED—15 years' experience as Manager of Circulation, Contest promotion, etc., on leading papers of the United States and Canada. An efficient advertising man.

A clean record and excellent references from well known publishers. Age 39, married. I am a high grade man personally and for results. Will call on any publishers interested. Address D 1522, care of Editor and Publisher.

Experienced daily newspaper editor wants situation as editorial writer or telegraph editor (or both) on Republican or independent paper. D 1523, care Editor and Publisher.

Circulation Manager wants position on a live daily, city of 40,000 or more. Know circulation work thoroughly. Fourteen years' experience on morning and evening papers. Full particulars by letter. Address Box D 1525, The Editor and Publisher.

CARTOONIST wishes permanent situation with live newspaper. Well educated, married, experience with large newspaper, twenty-three years old, hard worker and no bad habits. Address Box D 1527, The Editor and Publisher.

WANTED—Position with well-established trade paper, publishing house, magazine or advertising agency, by experienced newspaper man who has had training as reporter, copy reader and editor. Now employed on one of the large dailies. Reason for change wants day work. D 1524, care of Editor and Publisher.

FOR SALE

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

FOR SALE—At an exceptional bargain, slightly used high-speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Company, Bridgeport, Conn.

Monthly farm paper, 100,000 circulation, located Middle West. Price \$25,000. Good opportunity. Harris-Dibble Company, New York.

AD FIELD PERSONALS

Ren Mulford, Jr., for a number of years vice-president of the Elaine-Thompson Company, Cincinnati, advertising agency, and former president of the Advertising Club of Cincinnati, has become one of the staff men with the Procter & Collier Company in the same city. His old associates honored him with a farewell dinner at the Hotel Havlin and presented him with a Rookwood inkwell, sending to Mrs. Mulford a Rookwood rose bowl. Myer Lesser and Robert Halstead each made talks.

Mr. Mulford is an old-time newspaper man and was chairman of the Chalmers Trophy Commission during its five years' existence. One account upon which he will concentrate is Crisco copy.

R. Crawford, formerly general advertising manager of the Haynes Automobile Company, has been made head of the new Sun Motor Car Company, with headquarters at Buffalo, N. Y.

Edward S. Dunham, for five years connected with the advertisement department of the Memphis News-Scimitar, has resigned and will hereafter be associated with the Henry Lake Advertising Company of Memphis.

J. Turner Loane, for some years connected with various trade publications, has been appointed advertising manager of the Loane-Trask Engineering Company, of Baltimore.

William H. Cameron, of Helena, who has been with the advertising department of the Montana Daily Record since the first of the year, has gone to Miles City, where he has taken the position as advertising manager of the Miles City Daily Star.

S. V. Blumenthal, who was at one time with the Traffic Service Bureau, of Chicago, has joined the H. W. Kastor & Sons Advertising Company.

Myron Townsend, formerly with the De Laval Separator Company, has become advertising campaign for one of the Paper Pencil Company, of Philadelphia.

George W. Harris, a well-known New York newspaper and advertising writer, has gone to New Orleans to conduct an advertising campaign for one of the local electric light companies.

George Auer, manager of the foreign advertising department of the New York American, is the daddy of a brand new baby boy.

BRINGS A SUIT FOR \$880,000

Intercity Advertising Company Seeks to Enforce Contracts.

The Intercity Advertising Company has filed in the Supreme Court suits aggregating \$880,000 for breach of contract against the Brooklyn, Queens County and Suburban Company, the South Brooklyn Railroad Company, the Coney Island and Gravesend Railway Company, the Nassau Electric Railroad Company and the New York Consolidated Railroad Company.

The plaintiff alleges that its present contracts with the defendants have five more years to run. This is controverted by the defendants, who refuse to continue the contracts.

NEW AD INCORPORATIONS

NEW YORK CITY.—Merchant Leaders of America, promoting, produce, advertising literature, publicity, \$10,000; R. R. Sigsbee, R. B. Gardner, W. H. Wood, 380 Second avenue.

CAMDEN, N. J.—Wilson Advertising Company, general advertising, \$10,000; E. W. Wilson, C. B. Carruth, E. H. Warne, all of Camden.

ERIE, PA.—Boone & Grove, advertising; capital, \$5,000. Incorporators: Louis M. Boone, Jacob H. Grove, Frank C. Richardson, William F. Johnson, Erie.

NEW YORK CITY.—Atlas Selling Agency, Inc., commission and selling agents, advertising, etc.; capital, \$10,000. Incorporators: Edmund R. Marvin, 27 Waverly place; Charles DeRahm, Jr., 24 Fifth avenue; John Curtiss, Forest Hills, L. I., N. Y.

NEW BAKING POWDER CAMPAIGN

General Chemical Company to Exploit Ryzon in Newspapers and Elsewhere.

The General Chemical Company, 25 Broad street, New York, will on September 15 inaugurate an extensive advertising campaign for "Ryzon," a new baking powder. The metropolitan district of the city will first be canvassed. Pages and smaller space will be used in the daily newspapers to acquaint the public with the new product; bulletins, posters and painted walls will arouse dealer interest, and street cars will be employed to follow up the other mediums. Later the campaign will be extended to other sections of the country.

F. W. Nash, who is in charge of the food department of the company, and who directs the advertising department, was until January 1 sales manager of the eastern division of Arbuckle's coffee department.

To a representative of THE EDITOR AND PUBLISHER Mr. Nash said that the chemists of the company had been working on the baking powder formula for six years and had succeeded in producing what was believed to be a superior article. The advertising department has been making a serious study of the entire baking powder field and has dug out some interesting facts which it will use in the campaign. Thirty-six hundred dealers in the city have been lined up on the proposition already.

N. W. Ayer & Son, Philadelphia, are the advertising agents of the company.

LIVE AD CLUB NOTES

Steps have been taken toward the formation of an Ad Club in Coshocton, Ohio. It is probable that a preliminary committee will during the next few days prepare a plan for the organization of such a club. John H. Rennard, president of the Wheeling, W. Va., Ad Club, will give his co-operation.

Lincoln, Neb., is endeavoring to have a course of advertising established at the University of Nebraska. The university authorities are reported as being favorable to the new project, the Lincoln club agreeing to furnish a number of lecturers for the course. A conference with the officers of the university will be held in the near future.

The Wheeling Ad Club has arranged with the Wheeling Board of Trade for a tent to be jointly occupied by them at the forthcoming West Virginia State Fair. One end of the tent will be occupied by the Board of Trade and the other by the Ad Club, and both organizations will distribute literature liberally during the fair.

The first publication of the Peoria Adcraft, which is to be published by the Peoria Ad Club, will appear during the early part of September, according to the plans perfected at a meeting of the board of directors and general membership held in the rooms of the Association of Commerce recently. Interesting matters pertaining to ad writing will feature the various issues of the Ad Club magazine. Miss Jessie Gordon was appointed editor-in-chief, with F. A. Bush, Euphemia Espenscheid and Ross Walker as associate editors.

Huntington, W. Va., is another city which plans to organize an Ad Club in the near future, and it, like the Coshocton Ad Club, will have the advantage of the advice and assistance of President John H. Rennard, of the Wheeling Ad Club.

A campaign to prosecute fraudulent advertisers has been launched by the Advertisers Association of Chicago. A bureau with a paid secretary will be opened for that purpose.

The Retail Merchants' Association of St. Joseph, Mo., will appoint a vigilance committee to assist in the enforcement of the new State advertising law. Frederick Neudorff, president of the club, announced that the club would cooperate with the Advertising Club of Kansas City, and with the Associated Advertising Clubs of the World, in the effort to make advertising cleaner and

more effective. The St. Joseph organization was a factor in securing the passage of the Missouri law.

FROM THE PACIFIC NORTHWEST

(Special Correspondence.)

SPOKANE, WASH., August 26.—The Spokesman-Review used with telling effect some of the New York World's disclosures relative to the organized pro-German propaganda in this country. Dr. C. J. Hexamer, of Philadelphia, president of the National German-American Alliance, delivered a stinging address before a Spokane audience, making the statement, "I blush at the editorials in our subsidized American press." The Spokesman-Review converted this remark into a boomerang by reproducing Ambassador Bernstorff's letter to and \$5,000 check in favor of a certain pretzel-flavored magazine. This publication, the Spokesman-Review suggested, may well have been the one Dr. Hexamer had reference to in his caustic use of the word "subsidized."

An even hundred new members is the goal set by the Spokane Ad Club in a campaign of expansion now under way. Four teams have been working with the result that half of the desired number have already been enrolled. The regular weekly meeting held Wednesday was a shirt waist luncheon presided over by H. G. Duerfeldt, of the Columbia Pharmacy.

R. G. Paullin, formerly of the Spokesman-Review's advertising staff, has sold the paper which he recently established in Bakersfield, Calif., to Daniel Harris of that city. The name will hereafter be the "Middle Road" instead of the "Post," and the publication will be changed from a bi-weekly to a weekly issued on Sunday mornings. In his valedictory, Paullin emphasizes the advisability of selling "while your credit is good, all bills paid and the chance to dispose of the property is favorable."

The mining department of the Chronicle is conducting a prize contest for letters setting forth the investment advantages of stocks offered in that paper. A local mining man has furnished the capital award of \$100 cash.

Malcolm Glendinning, city editor of the Spokesman-Review is at a nearby lake on his vacation, Stoddard King being on the city desk during his absence. J. Newton Colver, sporting editor, is spending his vacation on the coast, and Ralph Harmon, poultry editor, is at his former home, Missoula, Mont. Alfred Cowles has been put in charge of the golfing department.

RALPH E. DYAR.

Ad League Luncheons

The Advertising Men's League of New York will this season introduce for the first time the custom of having weekly luncheons. These are to be given in addition to the eight monthly dinners. It is believed that the plan will meet with great favor, as it will serve to bring the members closer together. The luncheons will start promptly at 12:30, one speaker will address the league at 1 o'clock, and adjournment will take place at 1:30. The Program Committee, of which F. Huber Hoge is chairman, promises an interesting series of addresses. The first week in each month the luncheon subjects will deal with primary advertising topics; the second to selling experiences; the third to New York as a market, and the fourth will be left open so that any prominent visiting ad man can be invited to address the members.

Runs Ads in Stamp Books

The postoffice of India is making a trial experiment of including advertising matter in the booklets in which half-anna (1 cent) and 1 anna (2 cent) postage stamps are sold to the public. An experimental issue of these booklets has been made with ads on the covers. The department intends to extend the advertising matter to interleaves. About 2,500,000 of these booklets are sold annually.

Clark Howell, editor-in-chief of the Atlanta Constitution, was a recent Portland visitor.

Publishers' Representatives

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

CONE, LORENZEN & WOODMAN, Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

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

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chicago.

O'FLAHERTY'S N. Y. SUBURB. LIST, 22 North William St., New York. Tel. Beekman 3636.

PAYNE, G. LOGAN, CO., 747-748 Marquette Bldg., Chicago, Ill.; 200 Fifth Ave., New York, N. Y.; 8 Winter St., Boston, Mass.; Kresge Bldg., Detroit, Mich.

VERREE & CONKLIN, INC., 225 Fifth Ave., New York. Tel. Madison Sq. 962.

WARD, ROBERT E., Brunswick Bldg., New York. Advertising Bldg., Chicago.

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising & Sales Service, 115 Broadway, New York.

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

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

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573.

LEVEY, H. H., Marble Bldg., Tel. Greeley 1677-78.

THE BEERS ADV. AGENCY, Latin-American "Specialists." Main Offices, Havana, Cuba. N. Y. Office, Flatiron Bldg.

Robert W. Sykes, Jr., 1 Madison avenue, New York, has been appointed eastern representative of the New Castle (Ind.) Courier, the oldest paper in its section of the state.

The Houston Post was the first outside newspaper to reach Galveston with copies after the great storm had cut off all the regular transportation lines of travel.

W. J. Moran, member of the Texas Industrial Accident Board, has announced his intention of tendering his resignation because of the press of his duties as editor of the Labor Herald, at El Paso, Texas.

TIPS FOR THE AD MANAGER

Taylor-Critchfield-Clague Co., Brooks building, Chicago, is sending out orders to Western newspapers for Geo. P. Dent Piano Co., "Crown Piano," Chicago. Also placing 50 line 6 time orders with farm papers for Kalamazoo Stove Co., Kalamazoo, Mich.

Frank Presbrey Co., 456 4th avenue, New York, is making trade deals with newspapers for the Vanderbilt Hotel, Park avenue and 34th street, New York.

H. D. Stewart Co., 119 West Madison street, Chicago, is placing 12 line 26 time advertisements with some weekly newspapers for H. L. Barber & Co., Financial Magazine, 28 Jackson Boulevard, Chicago.

Is it reported that the United Drug Co., Rexall Remedies, Boston, are again renewing some of their advertising contracts.

Frank Seaman, Inc., 116 West 32nd street, New York, is reported to be extending the advertising territory of Liggett & Myers Tobacco Co., "Favorite Cigarettes," St. Louis, Mo.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is sending out contracts for 1 insertion of 196 line ads to mail order papers for Norman Barclay.

It is reported that Chas. L. Doughty, 621 Main street, Cincinnati, O., is placing orders with New York State newspapers for Dr. W. S. Burkhardt, "Dr. Burkhardt Vegetable Compound," 121 East 7th street, Cincinnati.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are again placing orders with a few large Philadelphia newspapers for Henry Tetlow Co., "Tetlow's Gossamer Face Powder," Philadelphia.

Geo. Batten Co., 4th Avenue Building, New York, is making contracts with New York State newspapers for advertising Fuller & Warren Co., "Stewart Ideal Stoves and Ranges," Troy, N. Y.

Blackman-Ross Co., 95 Madison avenue, New York, is making trade deals with newspapers for the Gotham Hotel, 5th avenue and 55th street, New York.

Bloomington-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, is again placing copy with New Jersey and Pennsylvania newspapers for the Roman Auto Co., 249 North Broad street, Philadelphia.

Darlow Advertising Co., City National Bank Building, Omaha, Neb., is placing classified orders with newspapers generally.

Wood-Putnam & Wood Co., 111 Devonshire street, Boston, Mass., are placing orders with a selected list of newspapers for the Wonder Mist Co., "Wonder Mist Polish," Boston, Mass. They are also contracting with some New England newspapers for 20 line 1 time ads for Dr. Fred Dugdale, 372 Boylston street, Boston.

Klau-Van-Pieteron-Dunlap, Manhattan Building, Milwaukee, Wis., it is reported will handle all advertising matter for Hans Fitchberg, "Skitch" Washing Powder, Milwaukee, Wis.

The M. C. Weil Agency, 38 Park Row, New York, is sending out orders to mail order newspapers for one insertion of 64 line ads for the Daylight Camera Co., 26 Delancey street, New York; also placing orders with mail order newspapers for classified ads for the Hygiene & Kelology Co., 7 West 14th street, New York.

The Rockledge and Indian River Hotels, Rockledge, Fla., are placing advertising orders with newspapers through the Edward D. Kollock Agency, 201 Devonshire street, Boston.

Elmer E. Stevens, Aurora, Ill., claims he will handle the following accounts: Quaker Valley Mfg. Co., Aurora, Ill.; Cambridge Mfg. Co., 216 North Clinton street, Chicago; National Cloak & Mfg. Co., 20 West Lake street, Chicago, and Aluminum Products Co., La Grange, Ill.

It is reported that C. S. Clark, "Optona," 205 Pearl street, Rochester, N. Y., is renewing advertising contracts with newspapers through Lyddon & Hanford Co., Cutler Building, Rochester, N. Y.

The Sehl Advertising Agency, City Hall Square Building, Chicago, is placing orders with a selected list of newspapers for Marinello Co., "Marinello Powder," Chicago.

A. M. Sweyd Co., 16 W. 32nd street, New York, is making 1,000 line contracts with some Southern and Western newspapers for Robyn-Kander Movie Ticket Corporation, 152 West 49th street, New York; also placing classified orders with some Southern newspapers for Earl Hopkins, Washington, D. C.

J. Walter Thompson Co., 44 East 23rd street, New York, is placing orders with New York City newspapers for the Ueyama El-Ichiro Insecticide Factory, "Ka Killer" Insect Powder.

Dunlap-Ward Advertising Co., 123 West Madison street, Chicago, and Detroit, Mich., is making 500 in. contracts with newspapers in selected sections for Dodge Bros., "Dodge Automobile," Detroit, Mich.

Ireland Advertising Agency, 136 South Fourth street, Philadelphia, Pa., is placing advertisements with some Southern newspapers for Trueshape Hosiery Co., Wynne Junction, Philadelphia.

Ewing & Miles, 1482 Broadway, New York, are placing contracts with farm papers for the Standard Mail Order Co., 425 West 55th street, New York.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is reported to be placing new schedules with newspapers for Liggett & Myers Tobacco Co., "Star Tobacco," St. Louis, Mo.

Fletcher Co., De Long Building, Philadelphia, is again sending out orders to some Pennsylvania newspapers for Sullivan Mfg. Co., "Duck's Shedwater Shoe Dressing," Camden, N. J.

Telegram's New Ad Manager

Julian A. Harris has been appointed advertising manager of the New York Evening Telegram. Mr. Harris has been in the employ of James Gordon Bennett for about two years as Sunday editor and Special staff man. Mr. Harris comes from Atlanta, where he was at one time managing editor of the Atlanta Constitution; also publisher of "Uncle Remus Magazine" founded by his father, Joel Chandler Harris.

Hammond Paper Quits

The Hammond (Ind.) Daily News, the oldest daily newspaper in Lake county, has suspended publication, because of lack of business. The owner will continue his weekly edition.

ABE "ABOVE BOARD CIRCULATIONS" ABE

The following newspapers are members of the Audit Bureau of Circulations and grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA.	NEW YORK.
NEWS Birmingham Average circulation for 1914: Daily, 36,235; Sunday, 37,762. Printed 2,207,884 lines more ad- vertising than its nearest competitor in 1914.	COURIER & ENQUIRER..... Buffalo IL PROGRESS ITALO AMERICANO..... New York

CALIFORNIA.	NEBRASKA.
EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	TRIBUNE Hastings Circulation A. B. C. report, 5,640. Full leased wire report United Press.

GEORGIA.	OHIO.
BULLETIN San Francisco	PLAIN DEALER..... Cleveland Circulation for July, 1915:

ILLINOIS.	PENNSYLVANIA.
JOURNAL (Cir. 57,531)..... Atlanta	TIMES Erie DAILY DEMOCRAT Johnstown

IOWA.	SOUTH CAROLINA.
REGISTER & LEADER..... Des Moines EVENING TRIBUNE..... Des Moines Essential to covering Des Moines and vicinity.	DAILY MAIL..... Anderson

KENTUCKY.	SOUTH DAKOTA.
MASONIC HOME JOURNAL..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	THE Sioux Falls Daily Press is the medium that reaches the people in the towns and in the country. Largest Sunday paper of any town its size anywhere. G. Logan Payne Company, New York and Chicago.

LOUISIANA.	TENNESSEE.
TIMES PICAYUNE..... New Orleans	BANNER Nashville

MICHIGAN.	TEXAS.
PATRIOT (No Monday Issue)..... Jackson Average three months ending March 31, 1915: Daily, 11,349; Sunday, 13,104. Member "Ameri- can Newspaper Pub. Ass'n." "Gilt Edge News- papers," and A. B. C.	AMERICAN Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent, city circulation by carrier.

MINNESOTA.	UTAH.
TRIBUNE, Morning and Evening..... Minneapolis	HERALD-REPUBLICAN..... Salt Lake City

MISSOURI.	VIRGINIA.
POST-DISPATCH..... St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circu- lation first six months, 1915: Sunday average 350,066 Daily and Sunday 204,497	DAILY NEWS-RECORD..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.

MONTANA.	WASHINGTON.
MINER Butte Average daily, 11,684; Sunday, 17,971, for 3 months ending March 31st, 1915.	POST-INTELLIGENCER Seattle

NORTH CAROLINA.	CANADA.
SENTINEL Winston-Salem April Gov't report, 5,655. Winston-Salem second largest city in North Carolina.	ONTARIO.

NEW JERSEY.	PENNSYLVANIA.
PRESS (Circulation 7,945)..... Asbury Park	TIMES Chester

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.

ILLINOIS.	NEW YORK.
SKANDINAVEN Chicago	BOLLETTINO DELLA SERA..... New York
INDIANA.	PENNSYLVANIA.
THE AVE MARIA..... Notre Dame	TIMES Chester
NEBRASKA.	
FREE PRESSE (Cir. 128,384)..... Lincoln	

New Orleans States
Sworn Net Paid Circulation for 6 Months
Ending March 31, 1915
33,796 Daily
Gain over October 1, 1914..... 528 copies
Morning paper LOST..... 7,045 copies
Other evening paper LOST..... 7,873 copies
We guarantee the largest white home deli-
vered evening circulation in the trade terri-
tory of New Orleans.
To reach a large majority of the trade
prospects in the local territory the States is
the logical and economic medium.
Circulation data sent on request.
THE S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

New York's Fastest Growing Newspaper

The Globe

AND *Commercial Advertiser*. ESTD 1797.
NEW YORK'S LARGEST NEWSPAPER.

Going ahead while nearly all other papers are standing still or falling back.

Why

Because The Globe has been doing things to help intensify results for advertisers through the period of depression.

Because The Globe, through its wonderful Pure Food campaign by Alfred W. McCann, has won the confidence of an army of women readers.

Because The Globe, through four years of diligent labor, has built up and won recognition as the Fashion authority of the metropolis.

Because The Globe has been built to first please the women and the household, letting mere man fall in for what the family want.

180,000 circulation (proved and guaranteed)
Results to advertisers proved by the score.

Ask any Globe advertiser and be convinced that you can make money by using the Globe.

O'MARA & ORMSBEE, INC.

CHICAGO
Tribune Bldg.

Special Representatives

NEW YORK
Brunswick Bldg.

Member Audit Bureau of Circulations

