

THE EDITOR AND PUBLISHER

AND JOURNALIST

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QUAKER CITY DOINGS

PRESS HAS A NEW GENERAL MANAGER IN MR. MEEK, OF RICHMOND TIMES.

Fake Letter Stirs Up Things in Philadelphia Newspaper Circles—Writer Forged the Name of Vice-President of Ledger Company—Billy Sunday Fails to Convert Unregenerate Newspaper Men and Women.

(Special Correspondence.)

PHILADELPHIA, March 10.—The Press has a new general manager. His name is Meek and he does not look it, though he is very suave. The brief line of announcement was carried at the top of the editorial column last Sunday, but he did not arrive until Monday, from Richmond, Va., where he was engaged on the Times. He has also been connected with the Washington Herald and the Cleveland Leader. He believes heartily in local pride and historical traditions—since he is from Virginia—so he is likely to get along exceedingly well in this city, quite apart from his executive ability or his agreeable personality. His arrival was a great surprise to everyone, except the very few who were let into the secret some days ago.

GOSSIP ABOUT THE CHANGE.

There are all kinds of rumors afloat as to what his arrival portends. There are those who are devoutly praying that it will mean, for one thing, a greater number of pages, since the Press has many clever men on the staff, who have been sadly held down in the matter of space. There has been much favorable comment, by the way, on the large illustrations, especially of pictures in the current annual exhibition at the Academy of the Fine Arts, which are being run in the early editions. Ever since the days of Dr. Talcott Williams, the Press has specialized on its art news, Richard Beamish, now managing editor, taking up the mantle of that eminent critic after his departure for New York.

VISITORS MAKE SPEECHES.

Clarence W. Barron, editor of the Wall Street Journal, was one of the chief speakers at the recent banquet given by the Philadelphia Chapter of the American Institute for Banking.

B. Herman Ridder, son of the publisher of the New York Staats Zeitung, and author of war articles which have been published locally chiefly by the Evening Telegraph, spoke in this city at a mass-meeting held by German sympathizers at the Metropolitan Opera House.

TRYING TO MAKE TROUBLE.

The two Ledgers, beginning with the evening paper, carried a story the other day of a letter which had been circulated among local Germans, attacking Charles H. Heustis, editor-in-chief of the Inquirer, for his alleged pro-Allies attitude and charging him with receiving a large sum of money from the British Government, when he was in England a few months ago. The letter was addressed to E. A. Van Valkenburg, editor of the North American, who was said to "have some influence" with the Inquirer editor, and was sought to use it in order that he should "stop compromising the Inquirer, the Elversons, and, incidentally, the whole newspaper fraternity of the city."

The misstake was signed "Ludington," which happens to be the name of the

(Continued on next page.)

JAMES GORDON BENNETT CABLES CONGRATULATIONS.

CABLEGRAM



180 WILLIAM ST
TELEPHONES
BEEKMAN 4416-550

NW2
NICE 18

MAR 12 1915

LCD DEWITT EDITOR AND PUBLISHER NEWYORKCITY
(WORLD BLDG)

YOU HAVE MY BEST WISHES IN YOUR NEW DEPARTURE

JAMES GORDON BENNETT.

Fac Simile of Message Received by Mr. E. D. DeWitt.

DE WITT CONGRATULATED.

James Gordon Bennett Cables Expressing His Good Wishes.

Edwin D. De Witt, who on February 10 sent a letter to James Gordon Bennett, resigning his position as general manager of the New York Herald, and his purchase of a substantial interest in THE EDITOR AND PUBLISHER, of which he is now general manager, on Friday received a cablegram from Mr. Bennett congratulating him on his new connection. The message is reproduced upon this page.

Few men have ever received from the great editor of the Herald such a message of hearty good will. During his long connection with the Herald Mr. De Witt was accorded many evidences of the esteem in which he was held by Mr. Bennett.

SAMUEL BOWLES STRICKEN.

Veteran Editor of the Springfield (Mass.) Republican Is in Critical Condition.

Samuel Bowles, editor and publisher of the Springfield (Mass.) Republican, was stricken at his home Wednesday night with what at first was believed to be cerebral hemorrhage. Later diagnosis does not confirm this report, and the attending physicians have not as yet given out a definite statement as to the nature of the illness. It is said that Mr. Bowles has been under a severe nervous strain for some months, which, coupled with his age and rather frail condition of health, brought on the attack. Physicians are hopeful that he will rally.

Mr. Bowles is in his sixty-fifth year and is one of the best known editors of the country. He assumed the management of the Republican on the death of his father in 1878. He is a director of the Associated Press and a member of the Advisory Board of the Pulitzer School of Journalism.

ANTI-LIQUOR LAW INEFFECTIVE NEW MAGAZINE EVERY WEEK.

Such Is the Ruling of Judge Miller of the Alabama County Court.

Judge John H. Miller, of the Jefferson County Court, Alabama, last week handed down an opinion holding that the Alabama anti-liquor advertising law is not effective.

His decision, however, did not cover a period of time beyond July 1, when the Statewide prohibition law goes into effect.

He based his opinion on the clause of the anti-liquor advertising law to "inhibit the advertising of liquors prohibited from being sold or manufactured in the State." He said that the sale and manufacture of liquor in Alabama is still legalized and that the anti-advertising law does not become effective in the absence of a present statute prohibiting its sale and manufacture.

Judge Miller did not rule on the general question of the right of the State to prohibit circulation of newspapers containing liquor advertisement when a Statewide prohibition law is in effect. The case was in the form of an injunction to prevent H. R. Delaye from selling newspapers published outside of the State which contained liquor advertisements.

Sued Paper for \$25,000; Got \$1.

At Wabash, Ind., after deliberating twenty-seven hours, the jury which tried the \$25,000 libel suit against W. H. Sharpe, publisher of the Wabash Times-Star, brought by Charles D. Bolte, chief of police, reached a verdict awarding the plaintiff \$1. The suit was brought as the result of the publication of articles accusing the police chief of irregularities in office.

Sunday Paper Born Here.

America is the habitat of the Sunday newspaper. The Sunday newspaper as it is known here is unknown in other countries. Now and then, when important news requires, Sunday newspapers are issued, but merely in the form of the regular issues. Colored supplements, and all the magazine features of the great American dailies are never attempted in the Old World.

Will be Sold on Newsstands and Clubbed with Newspapers.

The Associated Sunday Magazines on May 1 will begin the issue of a new independent publication, called Every Week. It is to be sold on newsstands and clubbed with newspapers.

It may be sold as any other independent weekly or magazine is sold, but will immediately secure a large part of its circulation by newspaper clubbing plans. In the territory unoccupied by the Associated, Every Week should have a large sale.

It is intended to be of permanent assistance in unbuilding circulations of many newspapers, and in proportion to the assistance thus given will constantly widen its own circle of readers.

Bruce Barton, who has made a brilliant record in the Crowell Publishing Company and in Collier's, is the editor. The best of his material will appear simultaneously in the Associated Sunday Magazines and in Every Week.

Every Week will employ the advertising staff of the Associated Sunday Magazines to take care of its advertising interests. Separate rates will be quoted for the Associated and for Every Week; also there will be a combination rate. The combined circulations will be guaranteed to exceed 1,300,000 copies a week immediately.

The authorized capital of the Every Week Company is \$500,000. The president of the Every Week Company, John H. Hawley, has been for the past eight years general manager of the Associated Sunday Magazines, and will have personal direction of the Every Week Company, 52 East Nineteenth Street, New York City.

W. R. Nelson Improving.

Colonel William R. Nelson, of the Kansas City (Mo.) Star, who has been dangerously ill for the past few days, is reported improving. Although he is 74 years old, and has been sick since December with liver trouble and dropsy, his wonderful vitality keeps him not only alive but showing improvement.

GERMAN PAPER GAINS.

CIRCULATION OF THE CHICAGO DAILIES INCREASE A THOUSAND A WEEK.

Illinois Staats Zeitung's Advertising Has Doubled During the Year—Charles N. Wheeler's Lectures Popular—John M. Hodge, of the Daily News, Now Ad Manager of Fort Dearborn National Bank.

(Special Correspondence.)

CHICAGO, March 10.—The Illinois Staats Zeitung, the Chicagoer Presse and Der Westen, the daily publications in German that are owned by the Illinois Publishing Company, have increased their circulation by an average of over a thousand new subscribers a week since August 1 of last year.

During the month of February the Illinois Staats Zeitung doubled the volume of its advertising over the same period of a year ago, and had the largest daily average subscription for that month since the paper was established seventy-five years ago. Much of this is due to the news bureau and to the editorial staff. One of the staff writers, born in Galicia, who knows that territory as he knows the city of Chicago, and so avoided the mistakes that many of the papers made when the war opened in trying to locate Budapest in Belgium. Another was born on the Belgian border, was familiar with the localities, and could write intelligently on events as they were occurring in that section. The makeup of the paper displays the cables from Berlin on the first page, giving it proper prominence.

Michael Stringer, editor of the Staats Zeitung, says they "recognize that the German in this country, though an American, has the same love for the fatherland that the native Indian living in Chicago has for his State, or the man from Ohio, or the man from the South, or the man from New England, and the native son from California. Any one of these are respected for his preferences."

CHICAGO PERSONALS.

Charles N. Wheeler, of the Tribune, has been lecturing out of town for a week with remarkable success. His observations in Belgium and Germany when he went there last winter for his paper, and his outspoken opinion of the effect of the war on civilization and religion give his talks a force and feeling that impress his audiences tremendously.

Peter D. Vroom, of the Herald, has gone to New York to go into business. Frank Carson, who was day city editor on the Examiner, will take his place.

George Bastian, well known for his partiality toward a certain brand of sausages—he says it is the "apotheosis of all sausage"—has been elected president of the Sunrise Literary Club. George and Harry Hewes edify the Herald desk with their disquisitions on the purity of the style of Joseph Conrad.

The Herald story of the Auto bandits, which old time newspaper men characterized as "one of the finest bits of newspaper literature published in many a day in Chicago," came from the facile typewriter of Claud Tillinghast Porter.

Charles S. Washburne, of the Herald, received one of the complimentary memberships given to seven newspaper men of Chicago in the Illinois Athletic Club. Stanley B. Mitchell, assistant city editor of the Herald, is ill. It is expected he will be back on the job shortly. Edward J. Doherty is acting in his place.

Robert M. Buck, Republican candidate for Alderman of the Thirty-third Ward, and formerly of the Daily News, is visiting newspaper offices and leaving his cards.

Carl Krafft, who began his career in art only a few years ago, and who has won rising distinction in the last two years, received the prize offered by the Women's Club of Evanston for a group

of paintings which are now on view at the Art Institute. No other artist in Chicago has closer friendships among the newspaper men. The beautiful cover of the feature number of the Press Club's magazine, the Scoop, issued last May, was engraved on plates for three colors from his design.

Stanley Whiting, publisher, New York, finished a month's visit to Chicago during which he was Colonel Visscher's guest at the Press Club. He went east on Monday.

Clem Yore's new book of verse, "Songs of the Underworld," published in November, is in its tenth printing.

Tommy O'Neill, in point of membership one of the oldest members of the Chicago Press Club, was a schoolmate of Lord Kitchener in Ireland. In the face of this fact, and instead of singing Tipperary, he is arranging to organize the Fenian-Velmergericht, to see what can be done about settling certain disputes now current in Continental Europe.

The women's auxiliary committee of the Press Club gave a luncheon to Mrs. Page Waller Eaton Wednesday of this week in recognition of her services as chairman last year. The luncheon was presided over by Mrs. Walter Avey Washburne, wife of the night city editor of the Herald, assisted by Mrs. Charles Lederer, wife of the well known cartoonist of that name.

John M. Hodge, formerly manager of financial advertising in the Daily News, has become advertising manager of the Fort Dearborn National Bank. Mr. Hodge was with the Daily News five years. He came here from Boston with a fine record. Two years ago he resigned, and went with his wife to Europe, on what was intended to be a long trip. The war put an end to that, and he returned to take up his present work with the bank. He is one of the best men in this country in his special line, and has a way of making and keeping friends that is eloquent of fair dealing.

PRESS GOLF CLUB.

A Press Golf Club has been organized for the coming season with fifty-two members to start. Basil G. Wyrick, of the Associated Press, an expert golfer, was chosen president; J. G. Davis, Tribune, vice-president; Paul R. Leach, Daily News, secretary; E. D. Dunsworth, Herald, treasurer.

Judge Carter, of the State Supreme Court, addressed the Chicago Press Club members last week. Referring to the press and the courts he said he believed that no limit should be placed on newspaper criticism of courts, laws and procedure.

An address on "How to Make Advertising Bring Results" was delivered by William C. Rheinhold, of the American, last week, before the Woman's Association of Commerce.

Mrs. Addie Farrar Inman, society editor of the Daily News, was bereaved last week by the death of her mother, Mrs. Annie Powell Farrar, who was in her eightieth year.

In an address the other day H. Walton Heggstra, advertising service head, attributed the dull times in part to the cutting down of advertising by certain timorous business men. He said advertising should be increased in dull times to stimulate business and not cut down as many are accustomed to do.

Forming Newspaper League.

Circular letters have been sent to the newspaper men of the northern part of the state, inviting them to attend a meeting to be held in Paris, Ky., on April 9, for the purpose of organizing the Northeastern Kentucky Newspaper League. A meeting was held in Cynthia recently in the interest of this league, a previous meeting having been held in Falmouth. The attendance at both places was small and the meeting was adjourned to be held in Paris in the hopes of having a larger attendance.

QUAKER CITY DOINGS.

(Continued from front page.)

vice-president of the Ledger Company. It also referred to that gentleman as an Englishman. It is needless to say that Mr. Ludington, who is not an Englishman, and does not know Mr. Van Valkenburg, never saw the letter before, nor was the signature to the typewritten sheet at all like his swinging chirography. Mr. Van Valkenburg, who is recuperating from an operation on a misbehaving appendix, in the University Hospital, laughed at the communication, which he said he had not seen previously, though the anonymous letter which accompanied it said that it had been salvaged from the Van Valkenburg wastebasket. He likewise chuckled over his proclaimed "influence" with Mr. Heustis, who, in turn, characterized the whole matter as too ridiculous to merit a reply. No other paper touched the story, and the "bug" who was responsible for the canard remains undiscovered.

Fenton H. Kelsey, the new advertising manager of the Public Ledger, has now been two months in harness, sitting tight, and getting used to his job.



FENTON H. KELSEY.

He is full of well-restrained enthusiasm, with a marked faculty for cheerful uncommunicativeness, when he so elects. It is evident that he is making a careful analysis of local conditions, and may take the public into his confidence later. In the meantime, like Brer Fox, he "jus' keeps on sayin' nuffin."

William Penn was the first advertising man in the country, according to Herman V. Ames, professor of American constitutional history at the University of Pennsylvania. In a recent lecture at Houston Hall, he called attention to the fact that systematic effort was being made to attract colonists by advertisements, through the wide distribution of broadsides in several languages, which set forth the supreme advantages of Pennsylvania as a place of residence.

Isaac Long, one of the veterans of the newspaper business in Wilkesbarre, has been made a life member of the Press Club of that city which recently held an "The Long Night" in his honor.

Howard M. Banks, secretary to Secretary of the Navy Daniels, and formerly a member of the Record staff, is superintending the exhibit of the Navy Department at the Panama-Pacific EX-SUNDAY ENTERTAINED.

Billy Sunday, who, by the way, has not to date converted any of the unregenerate newspaper men or women of this city, despite his huovant assurances, was entertained at the Pen and Pencil Club the other night, after the service at the Tabernacle. He was accompanied by Mrs. Sunday, Choir Leader Rodeheaver and Pianist Ackley, and three hundred members and guests heard the evangelist, who was introduced by William J. Shettsline, business

manager of the Phillies, tell baseball stories and anecdotes of the days when he figured large on the diamond and of his conversion and the time he quit baseball in Philadelphia. The crowd chorused, "Brighten the Corner" and "The Brewers' Big Horses," led by "Rodey" with his famous trombone, and Mrs. Sunday spoke briefly, praising the local newspaper men and telling how proud she was of being Billy's "side partner." Report sayeth that a buffet luncheon—not of the usual kind—was a crowning feature of the entertainment.

Joseph F. A. Jackson, well-known for his erudite articles on Old Philadelphia; whose romantic marriage to Miss Harriet Fletcher, a trained nurse, and, on dit, a charming woman, was a great surprise to local newspaper folk, is back at his post after a honeymoon trip to the South.

FORMER EDITOR BURIED.

James W. King, a lawyer, attorney for the Pennsylvania Panama-Pacific Exposition Commission, and former managing editor of the Press, was buried on the 27th of last month. His mysterious disappearance, during a trip to Washington, was succeeded by the finding of his body in the Potomac. A solemn High Requiem Mass was held in the Church of St. John the Evangelist, following services at the house, and scores of judges, prominent lawyers, politicians and newspaper men attended the obsequies. Among the honorary pall-bearers were Supreme Court Justice von Moschzisker, Judge John M. Patterson, Judge Barratt, John B. Townsend (who was his executor), Robert Brannan and Harvey M. Watts. Others present were Samuel C. Wells, Benjamin G. Wells, I. O. G. Duff, and Richard Beamish. Mr. King had been suffering from a nervous disorder for some months and had gone to Washington in an attempt to recuperate. The cause of his death—whether accidental or intentional—was undetermined. He left an estate valued at \$30,000.

The new owner of the Lansdale News-Republican is William D. Heebner, an ex-Assemblyman. Henry W. Bergey, former owner, also an ex-Assemblyman, remains managing editor.

Fullerton Waldo, musical critic of the Public Ledger, spoke at the Woman's Club of Media recently on Dr. Grenfell's work in Newfoundland and Labrador. Mr. Waldo visited Dr. Grenfell in the Far North last year.

John De Mar, the clever cartoonist of the Record, gave an exhibition of rapid drawing at a Lenten entertainment held in West Philadelphia last week. CURTIS WAGER-SMITH.

NEW DAILY IN NEW YORK.

Brooklyn People Have Formed a \$2,000,000 Company to Publish Paper.

Henry Weisman, a New York lawyer, President of the German-American National Alliance, says that a syndicate of New Yorkers has formed a \$2,000,000 corporation to establish a newspaper in New York and that the new paper will be on the streets within four weeks.

"What will be the policy of your newspaper?"

"I am unprepared to answer that question now," replied Mr. Weisman, "but in the next day or two I may have an important announcement to make. I will say that all arrangements have been made for the paper to be printed. I can say nothing more at this time."

A despatch from Albany on March 9 stated that three of the seven directors of the \$2,000,000 concern, "The Printers and Publishers' Association, Incorporated," of Manhattan, are: Gilbert H. Jackson, No. 644 Mansfield Place; Adrian J. Droz, No. 90 Covert Street, and Eva K. Noll, No. 24 Railroad Avenue, all of Brooklyn.

BOSTON'S LIVE TOPICS.

Mitchell Talks to the Pilgrims About Grocery Advertising—Getting Ready for Chicago Convention Trip—Busy Week in Automobile Circles—Big Ads in the Dailies—Hub Personals.
(Special Correspondence.)

BOSTON, March 10.—Ned Mitchell, advertising manager of the Louis K. Liggett Company, scored the clerks and salesmen in Boston stores in a recent address before the Pilgrim Publicity Association. He said there was too much of the lackadaisical, don't-care-a-hang service in the Boston stores and that, in consequence, it required exertion for Boston people to spend a dollar in them.

Mr. Mitchell, who has had wide experience as a manager in the west, gave many humorous anecdotes illustrating the points in his talk. He laid great emphasis on the importance of courteous and intelligent service to back up the advertising of any business and brought out the fact that any store, to be successful, must train its salesmen along these lines in order to get full efficiency from its advertising expenditure.

BUSY CARROLL SWAN.

Carroll Swan, one of the best known advertising agents in New England, is busy arranging an itinerary for the contemplated trip to the Chicago meeting of the Association of Advertising Clubs of the World which occurs in June. While the itinerary is not yet complete, it is known that side trips will be made to Milwaukee and Niagara Falls. The trip will take ten days, the last lap of it from Buffalo being made on the steamship Northland.

One of the most interesting features of the trip for Boston men will be the visit to the home of Elbert Hubbard at East Aurora.

Major Patrick F. O'Keefe is placing the magazine advertising for the Clinton Wire Cloth Company. It is said the account is of good size.

"Ed" Kolloch is placing advertising for several hotels in the newspapers of the United States, among them being the Hotel Lenox of Boston, on an exchange basis.

The A. W. Ellis agency is now located at 146 Summer street. This agency was burned out recently at 10 High street and no time was lost in finding a new home.

TALK ON GROCERY PUBLICITY.

An important item of news to New England advertising men is the change of D. J. McNichols, former vice-president of the Shumway agency, to the Taylor-Critchfield-Clague firm in the John Hancock Building. Mr. McNichols was given a dinner at the Hotel Somerset by thirty-seven of his friends.

Tuesday evening N. E. Whittemore, of the Ginter Grocery Company, gave an interesting talk to the members of the P. P. A. on grocery advertising. Mr. Whittemore brought out the fact that grocery advertising should be made specially attractive, as the printed words must picture something to the mind of the reader in the nature of culinary delight. Efforts should be made to stimulate the appetite by pictures and descriptions of choice food materials.

Albert R. Williams, war correspondent of the New York Times and the Outlook, is down for a war talk before the P. P. A. on March 15. The meeting will be at Hurlburt's Hotel. Mr. Williams has been on the German and Belgian side of the fight and is considered an authority on topics with which he deals.

Thomas Dreier, writer and philosopher, editor of Printing Art and other publications, is to be the lecturer before the P. P. A. March 19. His subject will be "Service—Its Business Building Reward."

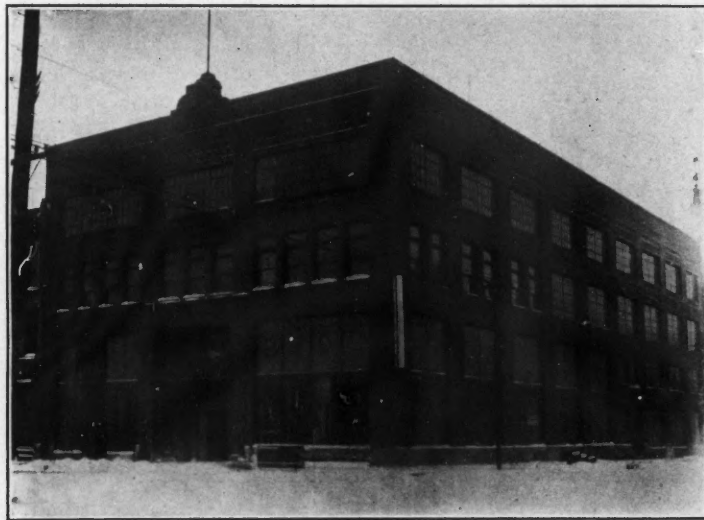
The automobile advertising agents of the Boston daily papers are busy this week rounding up copy for their respective publications. Two of the active men at the show are Howard Reynolds, sporting editor of the Post, and J. J.

McNamara, automobile editor. The newspapers have desks at the Mechanics Building, where the show is being held, and the Post men have headquarters as well at the Hotel Lenox. The newspapers are well pleased with the amount of advertising secured.

The sensational advertising feature of the show to date was the placing of two full pages in the Post, Globe and the American on Sunday of the Metz automobile. It was the largest display by far made by any automobile concern.

John J. Mahoney is doing the publicity for the automobile show for Chester L. Campbell, the head of the exhibition. Mr. Mahoney has a private office in Mechanics Hall, where he meets his newspaper friends. One of the interesting features of the place is a well-stocked cafe.

The Hotel Westminster has inaugu-



SIoux CITY JOURNAL BUILDING.

rated a campaign of publicity in the newspapers and magazines of the east. Charles P. Haven is conducting the campaign.

HUB PERSONALS.

George Ryan has been made city editor of the Herald. Mr. Ryan is an accomplished newspaper man who has many friends in the profession. For several years he was connected with the Sunday Herald, where he distinguished himself by his brilliant writings. Later he was placed on the daily end and very recently was made city editor.

Frank Fay, Brookline district man for the Post, has been elected to the office of constable in that village. Since his election, Frank has been treated with painful respect by the boys along the row, for he takes great pleasure in displaying a large official star on his manly chest.

Al. Cullis, Cambridge man for the Post, has recently purchased a Ford automobile. He says that since his acquisition he has heard no less than 376 alleged new Ford stories.

Carl Wilmore, well known in newspaper and musical circles, is securing a large quantity of space these days for the Toy Theatre, of which he is press agent. The best "stunt" that he has pulled in a long while was the securing of Gertrude Kingston to come to this country to present several of Bernard Shaw's plays at the Toy.

Bert Ford, the star reporter on the American, has been assigned to cover the Coe case. It is hoped that this great mystery will now be solved, for Bert has the reputation of being an exceedingly clever newspaper man.

One of the most successful concerts ever given at the Boston Press Club was that of Sunday afternoon when members of the Andreas Dippel Opera Company, now playing in "The Lilac Domino," at the Majestic, appeared. Former Mayor John F. Fitzgerald acted as master of ceremonies. After the performance, in which many of the girls of the company took part, a luncheon was served.

THE N. E. A. CONVENTION.

Thirtieth Annual Session Will Open on June 29 in San Francisco.

Secretary George Schlosser of the National Editorial Association has just made the preliminary announcement of the thirtieth annual convention of the National Editorial Association to be held June 29, July 1 and July 2 next at Los Angeles, Cal. Mr. Schlosser says:

"The exposition management at both San Francisco and San Diego have extended every courtesy. The leading cities in the State have offered generous hospitality. Our meeting bids fair to be one of the largest and best ever held. It now looks as though it would be one continuous ovation from the time we enter the State until we depart. The State of California will be toured and

NEW HOME WORTH HAVING.

Sioux City (Ia.) Journal's Fine Building Is Fast Nearing Completion.

The new building for the Sioux City (Ia.) Journal, which has been in course of construction during the last eighteen months, is now nearing completion, and will be occupied about May 1. The building was made necessary by the demand for larger quarters and by the need of reducing the fire hazard, which was great in the old quarters.

The building occupies a lot 75 by 150 feet in dimensions. It is a three-story and basement structure, with a mezzanine floor which makes it practically four stories. It was designed for the exclusive use of the Journal and its manufacturing departments. Having in view the elimination of the fire hazard, the construction is fireproof throughout. Built of reinforced concrete, the structure is substantial, convenient and handsome. No appointments which tend to expedite the business of publishing a newspaper have been omitted.

The first floor will be occupied by the business offices of the publishers and by the stationery department of Perkins Bros. Co., the owners of the paper and its allied departments. The mezzanine floor will be used for storage and display and by the mailing department. The second floor will be given over to the editorial and mechanical departments of the newspaper. On the third floor will be the job printing, lithographing and bindery departments of Perkins Bros. Co. The basement will be devoted to paper storage and the newspaper presses.

A Hoe octuple four color press is being erected as an addition to the press facilities of the Journal, the present equipment consisting of a Scott twenty-four page "Speed King."

The building contains many novel features. Among them are the business offices and public lobby, comprised in a large room on the main floor. This room has a 22 foot ceiling, and with great windows on the east and north is abundantly lighted. The effect of the high ceiling, the great pillars supporting the floor above, the fine light and the mezzanine balcony is striking. The building, including the value of the real estate, represents an investment of approximately \$200,000.

The arrangement for the construction of this building was almost the last act in the life of the late George D. Perkins, for nearly forty-five years the editor of the Journal. Mr. Perkins died on February 3, 1914, when only the piling for the foundation had been driven.

The building is the largest, most complete and most substantial building used exclusively for newspaper purposes in the State of Iowa.

AT GOVERNOR DUNNE'S TABLE.

SPRINGFIELD, ILL., March 2.—Governor Dunne had the legislative correspondents and the local stars, about a dozen in all, at the executive mansion for luncheon yesterday and fed them on the fat of Illinois. In the absence of Mrs. Dunne, who is quite ill, Miss Mona Dunne and Miss Eileen Dunne were hostesses. The Governor's geniality and the pleasantries of the two delightful daughters made the boys feel at home in a jiffy. The great oval dining table "groaned under the weight" of good things but this condition did not last long after George Brunk, of the State Register, with whom eating is a passion, made an assault on the trencher. It was a complete German victory and when news of it was carried to the kitchen, "Tillie" wept for joy and sent in an extra cut of her inimitable pie. The guests were all asked to come back Wednesday to the reception to members of the legislature.

All the British newspapers are partisan. Even in their news columns they reflect their partisanship. Most of their leading articles are signed, so that the readers may judge the views expressed by the writer.

Old German Daily Dies.

Der Demokrat, of Peoria, Ill., a German newspaper established in 1864 by Bernard Cremer and maintained by him since then, is to be suspended and its subscription lists turned over to Die Sonne. The fire which recently wrecked the German Fire Insurance Building also destroyed the plant of Der Demokrat and the files of the paper since its first issue. The paper lost every bit of equipment, including a new job press that was being installed when the fire broke out. The files lost were not duplicated anywhere. For about twenty years the paper has been kept at the Public Library, but all the older files were kept in the burned building.

AGAINST GUARANTEED ADVERTISING.

Majority of Newspaper Publishers Declare That It Is Not Possible to Back Up With Cash Every Advertiser's Statement—All Advocate Exercise of Common Sense.

Owing to the general interest shown by daily newspaper publishers in the subject of guaranteed advertising, THE EDITOR AND PUBLISHER recently invited a number of them to express their personal views for the benefit of our readers. The following fairly reflect the general newspaper sentiment of the country:

William P. Goodspeed, business manager of the Buffalo Evening News—From my long experience in handling the advertising for the Buffalo Evening News, I do not think it is possible for a newspaper to guarantee its advertising unless that newspaper has a very small advertising list. We censor the advertising in our paper as far as possible and try to protect our readers against fraud, etc., in our advertising columns.

When we accept an advertisement, we first ascertain if the firm placing this advertising is considered responsible and truthful and after ascertaining that, we could not think of positively guaranteeing its advertising. I have noted that some newspapers have been printing special stories to the effect that they do not accept any advertising that they cannot absolutely guarantee. I would like to know if these newspapers in accepting department store advertisements positively guarantee that any price or any specific article named in the ad as a special bargain was truthful?

We carry over 40 per cent. of all the department store advertising that appears in the six daily papers of Buffalo. These department stores as far as I know are truthful, but as advertising manager of this paper I could not honestly guarantee every statement they make, and I believe it is utterly impossible for a large daily newspaper to go on record of guaranteeing every ad that appears in their paper.

Lafayette Young, Jr., business manager Des Moines Capital—The Des Moines Capital carries a guarantee at the head of its editorial page which states that if a reader of the Capital is injured or defrauded through Capital advertising that the publisher will make every effort to secure an equitable adjustment. Under this guarantee we have occasionally paid cash to injured readers. I recall two instances within a year in which we gave \$5 and \$10, respectively, to men who had bought sample cases of cigars through classified advertisements in the Capital. The sample cases were unsatisfactory and these men were unable to get their funds back from the cigar company. The Capital returned them their cash, and no longer carries advertising of this character.

As a matter of fact, our exclusions now in advertising are so great that we have not had a demand upon us for restitution or adjustment for many months.

I believe it is quite possible for newspapers to guarantee their advertising, and I believe that within a year or two all reputable newspapers will be making guarantees similar to those of the New York Tribune. Under our present conditions I feel that our local advertisers are more subject to exaggerated claims than the foreign advertisers.

I believe that the future of the American newspapers absolutely depends on the amount of character that is put into the papers, and that the advertising must be eventually made entirely honest and thoroughly guaranteed.

H. L. Rogers, business manager of the Chicago Daily News—I wish to thank you for your invitation for an opinion from me on the question of guaranteed advertising, but in the limited time I have, I feel that I could not do the question justice.

Clayton P. Chamberlain, vice-president and business manager Hartford (Conn.) Times—Although I have not given the subject very much study, I am under the impression that it is utterly impossible for any newspaper to guarantee its advertising. Newspapers are not in a position to employ staffs of experts to

examine the various kinds of merchandise advertised in their columns. All that can reasonably be expected of a newspaper is that it refuses to print advertisements that are palpably fakes or that misrepresent goods. We endeavor at all times to keep our columns clean. There are a number of kinds of advertisements we do not accept. At present we are paying considerable attention to our classified columns. Some of these advertisements are sent us by agents in different parts of the country. We have unwittingly printed some that we have afterwards discovered should have been excluded. There is just as much chance for fraud in the classified columns as there is in display columns.

The agitation in behalf of truthful advertising, which has been going on for the past two or three years, has been of great benefit to the entire advertising business. I do not see how the newspapers can ever be in a position to guarantee all the advertisements they print.

Herbert L. Bridgman, business manager Brooklyn Standard-Union—About this "guarantee" business, I would say that I haven't lately happened upon anything which seems to put it better than the enclosed clipping from Cottrell's Magazine, January-February, 1915. It embodies my own opinions on the subject, and, therefore, I am sending it to you.

"The other day I saw a statement which becomes more important and impressive as one thinks about it. It said: 'The only valuable guarantee is the one that is wholly unnecessary.' Every one readily calls to mind firms of such established reputation and standing that their mere name is sufficient guarantee—to ask them for a guarantee would be like asking them to 'gild refined gold.' Such firms never sell guarantees, and never offer so to do.

"Yet the business world is full of the claque and clamor of concerns whose loudest argument is a 'guarantee.' They do not seem to see that the very offer of a 'guarantee' is a confession that their names and reputations are not sufficient alone to secure the buyer's confidence. For this reason, a 'guarantee' is a warning to the buyer—the 'stronger' the guarantee, the greater the necessity for it, and the louder the warning."

G. B. Dealey, generally manager Dallas Morning News—No, I do not think it practicable or possible for a newspaper to guarantee its advertising.

To my mind, advertising should be limited to a means of bringing the seller and buyer together. It is ludicrous to expect the publisher to guarantee all statements made in advertising. It would be just as reasonable for a newspaper to guarantee the statements made in every public speech, or every promise made by a politician running for office.

Practically, such a guarantee is impossible of equitable execution, for the following reasons, among others:

1. It presupposes knowledge by the newspaper of merchandise values, and not only this but an agreement on values as between the newspaper and the merchant, and the newspaper and the customer; in other words, a standardization of values.

2. It would include guarantee of performance beyond the control of the newspaper. For instance, suppose a newspaper carried an advertisement of a railroad announcing a twenty-two hour schedule from Dallas to St. Louis. The train runs late; one of the readers is damaged to the extent of a few thousand dollars by failure to meet an engagement; is the newspaper responsible?

3. It would assume absolute uniformity in all goods. If an advertiser offers a certain brand of eggs with a guarantee that they will bring certain results, must the newspaper be responsible for any failure, in case the advertiser defaults?

It is entirely proper, I think, for a newspaper to safeguard its patrons and readers in every possible way, both in its news columns and in its advertising columns; it is unreasonable to expect it to go beyond this.

CHANGES IN MINNEAPOLIS.

Shake-Up on Staff of Tribune Affects Several Men.

Notable changes have been recently made in the personnel of the staff of the Minneapolis (Minn.) Tribune. Following the retirement of Charles B. Hamlin, managing editor and business manager, came the retirement of LeRoy J. Boughner. W. J. Murphy, owner and publisher of the Tribune is reported to be in poor health. W. H. Hunter, formerly of Tacoma, Wash., and J. S. McLain, formerly editor of the Minneapolis Journal, have joined the staff, Mr. Hunter having been put in charge of the department of features. Allen D. Albert has also left the Trib-

une staff and has been made chairman of the executive committee of the Minnesota Commercial and Civic Federation. This body is composed of leading men of the State who are undertaking to federate the commercial and civic associations of Minnesota to further the interests of good government.

Fine Trip for Wayne C. Smith.

Wayne C. Smith, of the Meriden (Conn.) Morning Record, will sail from Philadelphia on March 25 with other Meriden people on the maiden trip of the steamship Northern Pacific, bound for San Francisco by way of the Panama Canal. Calls will be made at Colon, Panama, Balboa and San Diego on the outward voyage. Mr. Smith will be absent from Meriden for a month.

The Heart

of Western Pennsylvania's advertising district is PITTSBURGH

The home of two great big newspapers

The Gazette Times

Morning and Sunday

Chronicle Telegraph

Evening except Sunday
They reach the reader who reads advertising and are

"The Papers That Go Home"

The flat combination rate is 22½c. per agate line

For further information or co-operation write

URBAN E. DICE,
Foreign Advertising Manager,
Pittsburgh, Penna.

J. C. Wilberding,
225 Fifth Avenue New York City
J. M. Branham Company,
919 Mallers' Building Chicago
Chemical Building St. Louis

The Straight Road to Space Buying Efficiency

The Audit Bureau of Circulations is the *only* organization that makes a personal verification and audit of the circulation information furnished Advertisers and Agents.

"A. B. C. Service" not only gives you the quantity and distribution of circulation authoritatively but establishes the quality.

"A. B. C. Service" is impartial. It represents equally the advertiser, agency and publisher. It gets facts from original sources. It analyzes these facts so that the information is ready at hand.

All information is furnished on uniform standardized blanks. Different forms for different classes of medium—separate form for Newspapers, Magazines, Farm, Trade, Class, Technical and Weekly Publications.

You compare relative value of publications, quickly and logically. You save one-half your time and confine representatives' solicitation to merits of publication. Reports are of convenient size for filing and ready reference.

"A. B. C. Service" is up to date—reports are made quarterly. It is reliable, it is accurate, it sets down figures and facts in black and white. It eliminates guess-work from space buying. It is the modern efficient means of securing definite circulation information.

The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes nearly one thousand Advertisers, Advertising Agents and Publishers, pledged to buy and sell circulation on a commodity basis—both as to quality and quantity. Complete information regarding the service and membership may be obtained by addressing—Russell R. Whitman, Managing Director.



Audit Bureau of Circulations

330-334 Railway Exchange Bldg., Chicago



A careful observer recently said he never saw anybody throw away a copy of The New York Evening Post—did you?

TAKING THE "T" OUT OF "CAN'T"

"It can't be done." Many predicted disaster. Few prophesied success. Nevertheless THE NEW YORK TRIBUNE cast aside all consideration for former standards of newspaper practice, locked its columns against fraudulent, reckless and doubtful advertising, and placed a TRIBUNE MONEY-BACK GUARANTEE back of all goods advertised in its columns. Then followed the Samuel Hopkins Adams articles. They showed in no uncertain manner that THE NEW YORK TRIBUNE'S policy meant business. The net results have more than justified expectations. THE NEW YORK TRIBUNE is marching on---"THE LIVEST NEWSPAPER IN NEW YORK CITY."

97% Increase City Circulation

During the past twelve months THE NEW YORK TRIBUNE has made the startling gain of more than ninety-seven per cent. in net paid city circulation. The gain has been a steady month by month growth of the most desirable character.

Only Paper To Gain Advertising

During the first two months of 1915 THE NEW YORK TRIBUNE has gained 19,822 agate lines above the amount published in same period last year. This was accomplished while all other New York morning newspapers lost.

MEMBER OF AUDIT BUREAU OF CIRCULATIONS

The Tribune

First to Last---the Truth

News---Editorials---Advertisements

TEAR OFF HERE

THE
NEW YORK
TRIBUNE

Gentlemen: Enclosed please find 10 cents (in stamps or silver) for reprint of SAMUEL HOPKINS ADAMS' ARTICLES---an 88-page booklet that should be in the hands of every publisher in the United States.

Name
Address.....
.....

IN THE MISSOURI FIELD

What Newspaper Men Are Doing in Several Live Communities—Editors Will Get Passes—Suffragists Will Run a Weekly for Women—Old Hannibal Journal's Birthday Issue—Speakers for Journalism Week at the University of Missouri.

(Special Correspondence.)

COLUMBIA, Mo., March 8.—The Neosho (Mo.) Ad Club at a recent meeting adopted a resolution requesting the School of Journalism of the University of Missouri to set aside one day of Journalism Week this year as Ad Club Day for the discussion of questions relating to advertising and to consider the advisability of organizing a State league of advertising clubs. A. C. McGinty is president of the Neosho Ad Club and Bailey C. Sutherland, secretary.

The Wabash, the Missouri, Kansas & Texas, the St. Louis & San Francisco, the Missouri Pacific and the St. Louis, Iron Mountain & Southern railway companies will issue transportation, in exchange for advertising, to newspaper editors and members of their families who wish to attend Journalism Week at the University of Missouri, May 3 to 7, inclusive. This applies to newspapers whether or not they may be located on the lines of the several railroads.

NEW SUFFRAGE PAPER.

The Missouri Woman is the title of a weekly newspaper just established under the auspices of the Missouri Equal Suffrage Association. It announces that it will deal not only with suffrage but with many other interests of women in Missouri. Mrs. Emily Newell Blair, of Carthage, a magazine writer, is editor. The paper is published at Monett by Hugh L. Moore, formerly a St. Louis newspaper man and now owner and editor of the Monett Daily Record.

The Hannibal Journal is preparing a special edition to commemorate the seventy-fifth anniversary of the founding of the city. Mark Twain lore—Hannibal being celebrated as the boyhood home of Missouri's great humorist—will be a feature.

A bill has been introduced in the Missouri Legislature requiring the State to publish a summary of the new legislative enactments in one paper in each county of the State.

W. L. Nelson, part owner of the Bunceton Eagle and assistant secretary of the State Board of Agriculture at Columbia, is becoming widely known as a writer on agricultural topics.

Joe B. Hosmer, a former student of the Missouri School of Journalism and a son of George E. Hosmer, president of the National Editorial Association, has joined the staff of the Woman's Journal of Boston.

O. D. Austin, editor of the Bates County Record, died at his home in Butler, March 2. He was 73 years old.

SUBSCRIPTION 1,200 COPIES.

An enterprising firm of merchants in Eldorado Springs has subscribed for 1,200 copies weekly of the local papers that carry its advertisements. These copies are mailed to present and prospective customers of the store. The campaign is for one year or longer.

Following the lead of the New York Tribune, the Kirksville Daily Express has put into effect a guaranteed advertising plan. Virtually all the merchants of the city have expressed their approval of the idea.

Two hundred and eleven students are now enrolled in one or more courses in the Missouri School of Journalism. Forty of these are students from the College of Agriculture taking special work in agricultural journalism. A. C. Page, a former student of the school, recently was promoted from the assistant editorship to the editorship of the Orange Judd Farmer, of Chicago.

JOURNALISM WEEK.

Among the speakers for Journalism Week at the University of Missouri, May 3 to 7, in addition to those already announced in THE EDITOR AND PUBLISHER, will be: George B. Dealey, vice-

president and general manager of the Dallas News, on "The Newspaper—Its Revenue and Its Policies"; John Clyde Oswald, president of the American Trade Press Association, illustrated lecture on Benjamin Franklin; Robertus Love, poet and humorist of the St. Louis Republic, on "Newspaper Poetry"; John A. Sleicher, editor of Leslie's Weekly; Fred R. Barkhurst, managing editor of the St. Joseph Gazette, on "What the City Paper Expects of Its Editorial Writers." Other speakers will be announced later.

Harrison Brown, a graduate of the School of Journalism, now in the service department of the Merchants' Trade Journal of Des Moines, Ia., was in Columbia in March, investigating methods of handling several lines of merchandise.

The annual convention of the national journalism students' fraternity, Sigma Delta Chi, will be held in Iowa City just before Journalism Week at the University of Missouri. The delegates will come from the convention to the meetings here. They will be entertained by the local chapter.

The School of Journalism now has in press the ninth of its series of bulletins, issued by the University for free distribution to newspaper workers. The current issue is "The World's Journalism," by Dean Walter Williams, being a summary of the author's observations in foreign newspaper offices during his recent world tour. It will be illustrated with cuts showing the make-up of representative newspapers in different countries. Another bulletin to be published this spring is "Efficiency in the Small-Town Newspaper Plant," by J. B. Powell, instructor in advertising.

C. G. R.

SEEK PUBLICITY FRAUD.

National Association of Realty Men Will Turn Light on "Crooked" Ads.

In accordance with a resolution passed at a recent meeting of the executive committee of the National Real Estate Association, Thomas Shallcross, Jr., President, has appointed a committee to take up the question of fraudulent real estate advertising all over the country. In addition the committee will investigate the efficiency of real estate advertising in general.

The chairman of the probe committee, L. D. Woodworth, of Rochester, N. Y., has sent a letter to real estate men throughout the country asking them to send him advertisements, both good and bad, from their cities or towns, so that a comprehensive exhibit may be gotten for the annual convention this year at Los Angeles, Cal.

In his letter, in which he deals with efficiency advertising, Mr. Woodworth says:

"Efficiency in real estate advertising is constantly being increased. Every advertiser is seeking new ideas and plans. To accumulate a collection for study is a prerequisite, and, although the members of this committee are not a board of advisers or censors, they will be glad to hear the suggestions and problems of every advertiser of real estate. We shall be very glad to receive duplicate copies of your booklets, advertisements, and news stories and to be informed of your ideas at once as a part of the duty of this committee is to prepare an exhibit for the Los Angeles convention."

The letter asks that anything in the nature of fraudulent advertising be sent for use in the exhibit.

Richard H. Waldo Will Speak.

Richard H. Waldo, advertising adviser of the New York Tribune, will be one of the principal speakers at the State Conference on Printing and Newspaper Publishing, to be held in co-operation with the department of journalism at the University of Wisconsin, in Madison, May 26, 27 and 28. The Wisconsin Press Association, the Wisconsin Daily League, and the Wisconsin Ben Franklin Clubs will hold their meetings as part of the conference.

Service to Newspapers

I believe I can help newspapers in different communities to attract more advertising to their columns. Local merchants are often indifferent to the value of their home newspapers.

I am not a Billy Sunday. I cannot go into a town and stir up the people to white heat, as he does, because advertising is not as sentimental as religion. Yet the people, and particularly the business men can be told that advertising is as necessary to their worldly salvation as is the practice of religion to their eternal salvation.

I believe it will pay the newspapers of a community, as a body, to retain me for two weeks—

to interview merchants—to talk advertising to them—to make suggestions to them—possibly to write copy for some of them while in town—

to conduct a vigorous solicitation through the columns of each newspaper during the two weeks—to analyze conditions in the town from an outside viewpoint—to cooperate with the advertising departments of each newspaper and suggest plans for the greater development of advertising—

to conduct for one week out of the two a real celebration of the business interests of the community through advertisements in the newspapers—to bring to the attention of all of the people the great advantage of reading advertisements and to buy from houses that advertise—to arrange, in cooperation with all of the newspapers, a mass meeting of business men and let me talk to them about what advertising has done for every merchant who has employed it wisely and regularly in their home newspapers.

I believe that the extra business developed during the two weeks of my stay in a town will compensate the newspapers for retaining me.

I will be able to give merchants facts and figures that will encourage them to do more advertising and to advertise more regularly. I have a good memory and can give them the benefit of experiences which nobody can give who has not had the wealth of experience behind him that I have had.

I do not theorize. I talk facts. I have dug mighty hard to learn what I know. I have absorbed as I have gone along. I am no smooth, eloquent orator. But I know how to sell advertising for newspapers. I know the power of newspaper advertising. I know what it has done and what it will do.

I repeat that I believe it will pay newspapers to have me represent them in their home towns for a couple of weeks. I will arrange my work to give two weeks in April, May, June, August, September, October, November of this year, if I am wanted.

**WILLIAM C. FREEMAN
ADVERTISING**

No. 2 West 45th Street, New York
Telephone: Bryant, 4817.

PROSPEROUS DETROIT

Covered by One Newspaper

The Detroit News

Can the Following Record of Thoroughness Be Duplicated In Any Metropolitan City? We Believe Not.

Detroit News total average daily net paid Feby., 1915 . . . 165,791
 Detroit News city circulation daily net paid Feby., 1915 . 117,500
 1914 directory population (including immediate suburbs) . . . 658,970
 English reading population, approximately 558,000

City Circulation of The Detroit News Equal to One Copy for Every 4.7 English Speaking Persons.

This is practically one copy of The News sold for every English speaking home.

The city circulation of The Detroit News greatly exceeds that of all English printed daily competitors combined. It was shown to be over 2½ times that of its nearest competitor by the

last American Advertisers' Association report on Detroit papers.

Consistent and exclusive victories in all big public issues, elections, etc., in recent years, have proven the completeness of public confidence reposed in the policies and principles of The Detroit News.

Note How The Detroit News Excels in Advertising Patronage

Detroit's prosperity plus thorough circulation plus public confidence — are responsible.

The Detroit News carries the fourth largest volume of advertising amongst the metropolitan week day papers of the United States.

In 1914 The Detroit News led its nearest competitor by over 39% in paid advertising space.

In 1914 The Detroit News exceeded the combined volume of its two evening competitors.

In 1914 The Detroit News led its week day

morning competitor by over 133%.

In 1914 The Detroit News, published six days a week, led its only seven day a week competitor by over 50,000 inches.

The Detroit News, while favored with an actual advertising rate 50% higher than any competitor, offers a much lower rate, circulation considered.

The Leading SUNDAY Newspaper of Detroit Is

The Detroit News Tribune

February net paid circulation 123,187

Total city net paid circulation 82,256

The last A. A. A. audit gave The News Tribune not only a greater total circulation but a lead better than 23% in city circulation over its only competitor. Since then The News Tribune has increased more than 16,000 in city circulation.

NEW YORK OFFICE,
METROPOLITAN TOWER,
I. A. KLEIN, MANAGER.

CHICAGO OFFICE,
PEOPLE'S GAS BLDG.,
JOHN GLASS, MANAGER.

THESE LETTERS TEL

F. H. BENNETT BISCUIT COMPANY

BISCUIT SPECIALTIES

130-141 Avenue I
NEW YORK March 10th, 1915.

New York Globe,
75 Day St.,
New York City.

Gentlemen:

It is a matter of much satisfaction to the writer to advise you that the sale of Westworth Biscuits and Flour is still increasing. This we consider remarkable in view of the two inch single column "ad" we have been running in your Pure Food Directory. The fact that you have set the highest standard has created an atmosphere among the readers of your paper, without parallel, which of course is an important feature to the advertisers in your Pure Food Directory.

We are very enthusiastic over the future for our Specialties which you have been so instrumental in establishing a permanent sale for in Greater New York and we intend later to increase our contract space with you as soon as the raw material market permits.

In appreciation of your unqualified co-operation, we are, with best wishes

Very sincerely yours,

F. H. BENNETT BISCUIT COMPANY

PHS/B

They are fairly ro
from advertisers in
are definite. Th ey
and the gamble a

NOW

THE GLOBE has
It has devised a mea
metropolitan market
to now, the toughest

Maybe you have not heard what The Globe is doing. Then listen.

Two years ago there came to The Globe staff Mr. Alfred W. McCann. He came to tell the readers of New York's leading home paper the truth about foods.

During these two years his strong, frank, knowing, straight-from-the-shoulder talks have created an interest in "what we eat," that has given a new impetus to the Pure Food Movement.

Mr. McCann has lashed and driven the crooks and fakirs out of the market place. He has branded the frauds so that they

THE

has an average daily circulation for the year ending in the best buying clientele in New York City. and to read all through. We know GLOBE advertising. Write to THE GLOBE and submit can't help, as well as those we think we can't.



Mr. Jason Rogers,
Publisher The Globe,
New York City.

Dear Sir:-

Disheonely in just one to the... at end of the honest business... The Globe had our hearty sympathy when starting it - pure food campaign several weeks ago. Of all disheonely, the food fraud is the most despicable. It hits both the honest competitor and the consumer. It is more than disheonely. It is a crime.

When you started your Pure Food Directory we were glad to be admitted to the same of constructive co-operation. The result, however, surpassed our fondest anticipations. The NORMANNA Biscuits, Kippers, Herrings, only conceived by us as an idea in January this year and packed in Norway under our supervision during February and March, are quickly making a name for themselves. The inquiries have appeared in your editorial directory and the inquiries came from all over the metropolitan territory by mail, by telephone, and even in the form of numerous personal calls.

The paper obtained by the Globe through its pure food campaign came as a revelation to us. We have seen the proof to you and to him.

Very sincerely yours,
ALFRED W. McCANN



JUNE 1915

Dech Bros & Warch (America)

Main Office: Winchester and Parkway, Newark, N.J.
New York Office: 100 West Street, New York City

Brooklyn, N.Y. June 22, 1914.

Mr. Alfred W. McCann,
c/o The New York Globe,
New York City.

Dear Sir:-

When we sought publicity for PECK'S PERFECT TEA through the medium of the Globe Pure Food Directory we did not, for a moment, imagine that we would thereby bring some of responsive thought were.

It is as if you delivered our message from a high place to a waiting and eager multitude.

The replies began to pour in with every mail and the wonder of it to us is that they still keep trailing in although our splendid, spontaneous endorsement was published over four weeks ago.

It would not be surprising if we had not been so successful in our efforts to reach the public through the Globe. The day is surely at hand when the people will give the people true service and reap the benefit therefrom.

As you for the lesson in practical hygiene that the Globe has taught us. The message has passed if we had more truth-telling weight to address the public.

Very truly yours,
F. H. BENNETT
Director

CHURNERS OF JELKE HIGH GRADE BUTTERINE
JOHN F. JELKE COMPANY
23 WARREN ST. NEW YORK CITY
January 5, 1915.
Phone Barclay 6326

The New York Globe,
75-83 Day Street,
New York City.

Dear Sir:-

We feel it our duty, and we assure you it is a pleasure to advise you briefly of the results of your efforts to break down the prejudice that has existed in Greater New York against high grade margarine as a spread for bread and the benefits we have experienced in the adoption of GOOD LUXE Margarine to the Pure Food columns of The Globe.

For more than thirty years we have been charging GOOD LUXE Margarine in the city of Chicago our output now being almost 40,000,000 pounds annually. This trade has been making a continual effort to acquire the same in the United States. Eleven years ago we opened our New York distribution house and have been making a continual effort to acquire the same in the city with the merits of our product. Some time ago we made application for admission to the Pure Food Directory. The result has been magnificent. Four weeks ago our unassisted first appearance in your Pure Food Directory has been more than tripled in comparison with your metropolitan district. The results have been magnificent. Thousands of new accounts within the north and south and west and east have been secured in your metropolitan district. The results have been magnificent. Thousands of new accounts within the north and south and west and east have been secured in your metropolitan district. The results have been magnificent.

We thank you for what you have done for us and assure you of our future hearty cooperation, and remain

Very truly yours,
JOHN F. JELKE COMPANY
A. J. Masten
Manager.



ELL THE STORY

representative of many that have come to us in The Globe's Pure Food Directory. They are convincing. They cut out the guess and point to concrete performances.

---MR. PRODUCER

done for you what you have been waiting for all these years. ns for opening up to any honest, saleable product, this great—the greatest buying center on the face of the earth, and up problem a salesmanager ever tackled.

could be identified in the crowd. At the same time he has stood in a high place and exalted the good, the pure and the wholesome. None are so lowly that their virtues may not be extolled. None so mighty that their sins may not be laid bare. Mr. McCann's readers have come to believe in him and he has never betrayed this confidence. He tells them only that of which he is sure. He never speaks unfortified with facts.

As a result there has grown up in the metropolitan district a great army of readers who are interested in foods. They are asking questions about what they get in the package. Thousands and thousands of these questions come to Mr. McCann in the mail. Obviously they cannot be answered individually. And so the Pure Food Directory came. It is the answer to questions about what is good. It provides a shopping list for the housewife who cares.

If your products are of the kind that will stand scrutiny, if they are the sort that Mr. McCann will endorse, The Globe offers you an open door to the Metropolitan Market at an absurdly low cost.

GLOBE

ing February 28, 1915, of 181,058. Actual paid for circula- Nobody buys THE GLOBE for fun. They buy it to read buyers are GLOBE readers and that they do read GLOBE your problems. We have definite ideas about the things we And you may be sure we will say what we think.

Consider the credibility of the witnesses. Here they are--look them over:

PURE FOOD

List of Food Products Which Thus Far Have Been Investigated and Examined by
ALFRED W. McCANN
And Passed Upon by Him as Clean and Wholesome for Listing in The Globe's "Pure Food Directory."
(The List is Growing Constantly.)

- BAKING POWDER**—
Royal Baking Powder.
Princine Pure Phosphate.
- BAKERY PRODUCTS**—
Drake's Cake.
Dugan's Graham Bread.
Edwards's Bran Cookies.
Wheatworth Whole Wheat Biscuits.
- BEVERAGES**—
Grape Oia.
Malto-Brau.
Moxie.
Bouillon Cubes.
Sincarna.
- CANDIES**—
Belle Mead Sweets.
Huyler's Milk Chocolate Bars.
Huyler's Vanilla Sweet Chocolate.
Knickerbocker Penny Chocolates.
- CANNED GOODS**—
R. C. Williams's Royal Scarlet Corn. Canned Products.
- CEREALS**—
Ballard's Edible Bran.
Force Toasted Wheat Flakes.
Hoyt's Gum Gluten Flour.
H-O Steam Cooked Oatmeal.
Ballard's Whole Wheat Graham Flour.
Grape Nuts.
- CEREAL BEVERAGES**—
Postum.
Instant Postum.
Old Grist Mill Wheat Coffee.
- CHEESE**—
Normanna Zig-Zag Cheese.
- COCOA AND CHOCOLATE**—
Huyler's Chocolate and Cocoa.
Maillard's Cocoa and Chocolate.
- COFFEE**—
Sweet Brier.
Kaffee Hag.
Elite Blend Coffee.
G. Washington Coffee.
- CONDIMENTS**—
Clarabelle Chili Sauce.
H. P. Sauce.
Waw-Waw Mustard.
Waw-Waw Ketchup.
Gulden's Mustard.
- CONDIMENTAL FOODS**—
Sincarna.
- CONSERVES**—
Datenut Butter.
- CORN MEAL**—
Pamunkey Mills.
- COOKING AND SALAD OILS**—
Wesson Oil.
- EGGS**—
Acker, Merrill & Condit.
- EXTRACTS AND SPICES**—
R. C. Williams's Royal Scarlet Extracts.
- FISH**—
Meyer's Brand Finnan Haddies.
Normanna Boneless Kippered Herring.
Bloch Bros.
Aaron Buchsbaum Co.
L. J. Callanan.
Nauss Bros.
L. Oppenheimer.
Reliance Beef Co.
S. Wolff.
- GELATINES**—
Cox's Gelatine. Knox's Gelatine.
- ICE CREAM**—
Riker-Hegeman Ice Cream.
- JAMS**—
Montclair Jams, Jellies, Preserves.
Francis H. Leggett & Co.—Premier Jam.
- MACARONI**—
Wyzono Whole Wheat Macaroni.
Little Boy Blue Macaroni.
R. C. Williams's Royal Scarlet Macaroni.
- MAPLE SYRUP**—
Acker, Merrill & Condit.
- MARGARINE**—
Good Luck.
Downey's Delight.
- MEATS (Argentine Beef)**—
Reliance Beef Co.
Bloch Bros.
- MEAT PRODUCTS**—
Gobel's Ham, Bacon, Sausages.
- MILKS (Condensed)**—
Borden's Eagle Brand.
- MILKS (Evaporated)**—
Borden's Evaporated Milk.
- MILK (Fermented)**—
Dr. Daddirian's Zoolak.
- MILKS (Fluid in bottle, Grade A)**—
Homer Milk.
Empire State Dairy Co.
Borden's.
McDermott Dairy Co.
- OLIVE OIL**—
Pompeian Olive Oil.
- RELISHES**—
Falcon Brand Olives.
- RESTAURANTS**—
Craftsman Restaurant.
Fischer's Restaurants.
- SARDINES**—
Normanna Sardines.
- SOUPS**—
Franco-American Co., Readymaid.
- TEAS**—
Peck's Tea. Romona Tea.
- VINEGAR**—
Wayne County Cider Vinegar.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

Entered as second class mail matter in the
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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. Leffler, Business Manager.

Western Office: 601 Hartford Bldg., Chicago, A. R. Keator, Manager
Telephone, Randolph 6066

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

Telephone Kearney 2121.

S. J. Waggaman, Jr., Special Representative.

See Publisher's announcement for subscription and advertising rate

New York, Saturday, March 13 1915

LAUDED A FREE PRESS.

Addressing an audience of lawyers and newspaper men in Chicago a few days ago Judge Orrin N. Carter, of the Illinois Supreme Court, denounced recent attempts to curb a free press, his subject being "Courts and the Press."

"The freedom of the press is part of the flesh and blood of the American people," said Mr. Carter. "A pillar of liberty is found in the first amendment to the Constitution of the United States, which rules that Congress shall make no law abridging freedom of speech or of the press. 'Light is the best policeman,' and ordinarily an attempt to censor or repress publications produces a state of things sought to be obviated." Judge Carter lauded the newspapers as the country's greatest educational institution.

All that Judge Carter said is so true that an abuse of such liberty as he described is to be deplored. Therefore, just as all true Americans will agree with Judge Carter so they will coincide with the views of Mr. Justice Holmes of the United States Supreme Court in his recent condemnation of an editor in the State of Washington who printed in his newspaper matter intended to encourage disrespect for law. The nation's highest court sustained the editor's conviction.

The liberty of the press must be maintained, but the turning of that liberty into dangerous license must be frowned upon by every right-thinking, patriotic newspaper man and newspaper reader. The United States should be an unprofitable field for papers which incite contempt for law, order and good morals.

ON GUARANTEED ADVERTISING.

A perusal of the views of newspaper publishers printed on another page of this edition of THE EDITOR AND PUBLISHER shows that a majority do not consider it practical or even advisable to guarantee the advertisements appearing in newspaper columns. All, however, are agreed that every possible precaution should be taken to exclude the announcements of advertisers who are endeavoring to defraud the public.

Those who are opposed to the plan argue that the guaranteeing of advertisements presupposes a knowledge of merchandise values and an agreement between the publisher, the advertiser and the customer, as to the standardization of values. As the publisher is not an expert in judging values if he undertook to guarantee his advertising he would have to employ a staff of experts to investigate and report upon all articles offered for sale at a price. The expense of maintaining such a staff would be

so great that advertising rates would have to be advanced to a point that few business men could afford to pay them.

Lafayette Young, Jr., of the Des Moines Register, on the other hand, maintains that it is possible for a publisher to guarantee the advertising he prints and cites his own experience as an illustration. Within a year the Register has been called upon to make good its guarantee in only two instances. The New York Tribune has had only a few requests for the return of money since it adopted the guarantee plan.

NO COLD FEET HERE.

The automobile manufacturers are entitled to the commendation of the entire advertising world for the stand taken by them in regard to publicity during the last six months. While manufacturers in other lines closed their factories, or reduced their output 50 per cent. or more, and cut out all advertising, the automobile men kept up a full head of steam and drove ahead just as if nothing had happened.

They refused to believe that business was going to pot because Europe was plunged into a destructive war. They realized, of course, that their export trade would suffer but they were confident that the United States was in such a prosperous condition that a big domestic demand for their machines could be created by judicious advertising. The bank reports showed that there was plenty of money on deposit belonging to farmers and business and professional men. They concluded that the only thing necessary for them to do was to tell the public what they had to sell in intelligent, straightforward advertisements.

So they went ahead with their advertising campaigns, firm in the belief that there were plenty of people who would buy automobiles if they were approached in the right way through the newspapers.

What was the result? The manufacturers almost without exception now report that their sales have increased right along and in some instances are from 25 to 50 per cent. ahead of the same months of 1913-1914. The big automobile shows held in New York, Philadelphia, Chicago and Boston have been attended by the largest crowds ever known in the history of such exhibitions and the number of machines disposed of has been far in excess of those of other years.

The experience of the automobile manufacturers is similar to that of manufacturers of other products. The General Roofing Company, of St. Louis, according to a dispatch published in the New York Times on Monday, which has been carrying on an extensive advertising campaign right through the war months, reports that it increased its sales 70 per cent. during its last fiscal year. It gives newspaper advertising credit for the remarkable gain.

It would seem, therefore, that newspaper publicity is coming into its own.

Through an oversight, THE EDITOR AND PUBLISHER neglected to credit William B. Delancy's verses, "Down and Out at Forty-five," reproduced in our columns recently, to the Chicago Press Club Scoop. It is our custom to give credit when we copy original poems or articles from other publications, and when it is not done it is unintentional.

The El Paso (Texas) Herald, arguing in favor of its bill now in the Texas Legislature to compel truthful circulation statements by newspapers, thus pillories dishonest publishers: "The newspaper circulation liar is a thief, but he is not a common thief. His guilt is the greater because he knows exactly what he is doing, his crime is deliberate and in no way the act of desperate necessity, and presumably he has had greater advantages in life than the man who resorts to ordinary theft and goes to jail for it. The newspaper circulation liar is a villain and a knave. His rascality is not only vile, it is not merely contemptible, it is criminal in the worst sense, because he is not only deceiving one or a few men, not only taking the money of another on false pre-

tense without rendering an equivalent, but he is cheating the whole public, he is a public malefactor of a particularly despicable and dangerous type." Pretty strong language, but not too strong, and typically Texan!

Herbert C. Cox, president of the Canada Life Assurance Company, expressed at the recent annual meeting of that company his faith in the value of daily newspapers as advertising media. He said: "We have come to the belief that the daily press can be utilized as an effective ally in presenting to our constituents the attractiveness of our goods and in creating a healthy interest and desire for them. We therefore contemplate a carefully planned and vigorous appeal to the public, which will be carried on simultaneously in all important towns and cities from coast to coast, to be supported, of course, by indefatigable personal effort." Such testimony from one of the foremost financial men of Canada ought to carry weight and it doubtless will.

Forest F. Dryden, president of the Prudential Insurance Company of America, in a letter to the field forces, says, "Today is the day of believable advertising." While there are some people who are inclined to dispute the truth of this statement, in view of the misleading assertions made by some of the department stores in their announcements, yet it is a fact that advertising, as a whole, is more believable today than ever before.

ALONG THE ROW.

BY THE SAD SEA WAVES.

The ship news reporters now have a chance to play solitaire on the Battery sea-wall. No steamers for Europe for eleven days. Nothing doing except for a few schooners.

WITH BOX SCORES.

The baseball reporter will soon demand more space than the war correspondent.

STRENUOUS DAYS.

No wonder the proof readers on the German newspapers all wear glasses. Just think of reading a two column description of a battle in Russian Poland in German type—its enough to give any man a wrong font eye.

IT'S UP AGAIN.

Piece of bug-house legislation now before the Indiana Senate proposes to turn news service control over to a Public Service Commission or something like that. It's the same old game. Every now and then some political mutt or other who has received a swat between the eyes from the press dashes madly off and prepares a bill to hamper the papers, throttle free speech, muzzle editors and have reporters submit copy to the Board of Aldermen before publication. But these dampool bills all tumble into the soup sooner or later and their authors land into oblivion with one of those dull, sickening thuds we used to read about in stories of executions years ago.

FROM THE SKINNERSVILLE SIGNAL.

"We are not going to visit the San Francisco Exposition. Up to date we have received nearly two tons of literature from the publicity department with the request that we publish it gratis, a la baseball magnate. On top of this we have been invited to make the trip to the Golden Gate and to pay our own car fare, to all of which we gently but firmly answer nay. As for Superb, Splendid, Stupendous, Startling Sights, with Amazing Aggregations of Artistic Architectural Attractions, we shall get our supply this season, as usual, when the circus comes to town. The circus takes a half page ad at double rates, and leaves tickets enough with us to supply our entire force. So far as we are concerned the Panama Exposition isn't type high to the good old sawdust ring. Hew to the line let the chips fall where they may. Now is the time to advertise garden seeds and cough mixtures."

WHERE JONES LANDED.

"I hear that Jones has become connected with a great daily newspaper?"

"Yes—that's so."

"In the editorial department?"

"No. Spoon."

FROM THE FRONT.

Night Editor—"What's the latest from the war?"
Cable Editor—"The Germans have advanced about two sticks."

Night Editor—"How about the French Column?"
Cable Editor—"Its resting on the bank."

TOM W. JACKSON.

PERSONALS.

Colonel Alden J. Blethen, publisher of the Seattle Times, is in New York this week on his way to Cuba and the Isle of Pines, having spent a portion of last week at the San Francisco exposition. The Colonel is recuperating from a slight illness from which he has been suffering for some weeks. His physicians have advised a trip to a warmer climate.

D. E. Town, general manager of the Shaffer group is spending the week in Denver.

Following the retirement of Captain King as editor of the St. Louis (Mo.) Globe-Democrat, as announced in last week's **EDITOR AND PUBLISHER**, Caspar S. Yost has been promoted from Sunday editor to editor in charge of the editorial page, and Joseph J. McAuliff from city editor to managing editor. It is said these promotions will make no change in the news department.

George M. Trowbridge, managing editor of the Oregon Journal (Portland), was a passenger aboard the new steamer Great Northern on her maiden trip from Philadelphia to San Francisco through the Panama Canal. The Great Northern is to be put into the San Francisco-Astoria service by the Hill interests early in March.

Louis S. Brownlow, who, since 1903, has been city editor of the Louisville (Ky.) Times, Washington correspondent of the Nashville (Tenn.) Banner and Louisville Post; and editor of the Paducah (Ky.) News-Democrat, has been appointed a Commissioner of the District of Columbia.

Walter Defenbaugh, formerly of the Herald, is now on the city copy desk of the Morning World.

Gordon Nye, formerly of the Kissimmee Valley (Fla.) Gazette, has become city editor of the New York Call

W. T. Martin, formerly of the Pittsburgh (Pa.) Gazette-Times, is now in charge of a Red Cross ambulance and crew in France, transporting wounded men from the firing line to the receiving hospitals.

E. J. Kelly, for several years editor of the Niles (O.) News, has resigned. His future plans are not yet announced.

H. J. Barlow, a reporter on the Paterson (N. J.) Press, has resigned to take up the work of press agent for Lagg's circus.

R. W. Woolley, former New York newspaper man, has been appointed director of the mint.

Walter Johnson, recently managing editor of the Hutchinson (Kan.) Gazette, has been appointed managing editor of the Topeka (Kan.) Daily Capital.

James M. Bennett, of the Roanoke (Va.) Times, is now in Belgium reporting the war for his paper.

Sloane Gordon, correspondent for Cincinnati and Columbus papers, is on his way to Russia to see what he can find out about the war.

J. S. Ridenour is now editor and manager of the Bedford (Pa.) Inquirer, succeeding E. H. Blackburn, who has disposed of his interests.

A. D. Colgrove, owner of the Corry (Pa.) Evening Journal has been appointed postmaster of that city.

B. B. Buckredge has resigned his position as city editor of the Temple (Tex.) Telegram to associate himself with his brothers in the publication of the Port Huron (Mich.) Sunday News, which was published by his father up to his recent death.

James H. Smyth, recently general manager of the Denver (Colo.) News-Times, and formerly business manager of the Boston (Mass.) Herald, has been made general manager of the Kansas City (Mo.) Post.

J. A. Moyer will continue as business manager of both the Kansas City (Mo.) and Denver (Colo.) Post.

J. H. MacLennan, formerly of the Denver Republican and the Leadville Herald-Democrat, is now editorial writer for the Rocky Mountain News, of Denver, Colo.

"Felix" Shay at East Aurora.

Elbert Hubbard announces that Edward J. Shay, known among his friends as "Felix," is back at East Aurora on his old job as advertising manager of the Philistine and the Fra magazines. For five years Mr. Shay has been located in Baltimore, part of the time as advertising manager of one of the big



EDWARD J. SHAY.

business houses of the city, and part of the time as an advertising agent on his own hook. During his residence there he became one of the most popular advertising men in town and was president of the Advertising Club of Baltimore.

Don Hayden, of the Detroit Free Press, has become city editor of the Lansing (Mich.) State Journal, succeeding C. S. McElwain, who joins the advertising staff.

Douglas Hatcher, circulation manager of the Lansing (Mich.) State Journal, joins the circulation department of the Detroit News March 15. He will be succeeded by H. A. Wooton, assistant manager.

Mrs. Mayme M. Read, of 4830 Calumet avenue, Chicago, Ill., was the winner of the first prize in the Chicago Tribune's prize story contest for the best true story of success from the Tribune's room renting advertising. Her story was reproduced in last Sunday's Tribune. She won \$150 by telling how the Tribune had made it possible for her to achieve comfort and plenty. The second prize-winning story appears in next Sunday's paper.

IN NEW YORK TOWN.

George J. Auer is now advertising manager of Das Morgen Journal in New York.

Frank Flaherty, circulation manager of the New York Herald, sailed for Paris this week for a conference with James Gordon Bennett.

Michael Kley, for two years news editor of **THE EDITOR AND PUBLISHER**, has been appointed managing editor of the American Hebrew, located at 44 East 23rd street, New York City. The best wishes of the staff of **THE EDITOR AND PUBLISHER** go with him to his new position.

"Pure Toilet Preparations" is the caption over a new advertising section of the New York Evening Mail. All toilet goods advertised therein are analyzed by a competent chemist and are guaranteed by the Mail not to contain any injurious ingredients. The department is in charge of S. Cummins, recently of the Morning Telegraph.

The Post Office Department has sent out the call for the April 1 statement of ownership, management, circulation, etc., of publications.

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

POSITIONS WANTED.

Hustling Advertising Manager—Solicitor—showing increase five hundred to thousand dollars each month over previous year, desires position Advertising or Business Manager on live paper. Ten years' newspaper experience all its branches. Excellent copy writer—designer—28—married. If opportunity good, \$4,000.00 available as investment. A-1 references. Address Box D 1443, Editor and Publisher.

EDITORIAL WRITER.

Correspondence invited from persons who desire to employ capable editorial writer. M. W. S., care Editor and Publisher.

City or telegraph editor open for change. A first class worker, now on a salary of \$35 a week. Capable of taking charge of editorial department. D 1428, care Editor and Publisher.

Advertising Man—Modern business methods, broad experience and good salesman; can write and lay out copy, handle foreign advertising. Address AEV, care The Editor and Publisher.

I want a position as advertising or business manager, for a publisher who will appreciate experience, ability and faithful service. Address R. M. C., care Editor and Publisher.

FOR SALE

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

WEDDING BELLS.

Robert R. McCormick, one of the editors, publishers and owners of the Chicago Tribune, was married in London, England, last Wednesday to Mrs. Annie Adams, of Chicago. The ceremony took place in the registry of St. George's Church. Mr. McCormick has been acting as war correspondent and was at the front in France late last week.

Samuel Hopkins Adams, newspaper man, investigator and novelist, whose plain talks regarding advertising are now adorning the New York Tribune, was married on Thursday to Jane Peyton, in New York City. They have gone to Bermuda on a wedding trip.

H. W. Young, state editor and a director of the York (Pa.) Dispatch, and Miss Sarah V. Payne were married February 26 and are on a wedding trip to Florida.

H. W. Baldwin, of the Punxsutawney (Pa.) Spirit, and Miss Bessie Crocker, of Warren, were married February 27.

Addison V. Moore, editor of the New Egypt (N. J.) Press and Miss Laura Compton, of New Egypt, were married in their home town on Washington's Birthday.

Markey on Salesmanship.

Col. Eugene L. Markey, general manager of the Shur-Loc Elevator Safety Company, of Illinois, with headquarters at 208 South La Salle street, Chicago, delivered his third annual address on salesmanship before the 23rd street Y. M. C. A. class in advertising Wednesday evening. His subject was "Some Knotty Problems in Salesmanship and How They Were Solved."

Haskell on Chicago Record.

Col. W. E. Haskell, who resigned as business manager of the New York Press, has been appointed business manager of the Chicago Herald. His previous connections have been with the Boston (Mass.) Herald, the Minneapolis (Minn.) Times and the Hearst papers in New York.

The home of D. D. Martin, managing editor of the Lansing (Mich.) State Journal, was damaged by fire to the extent of \$3,000 on March 3. Insurance covered the damage.

\$15,000 CASH

balance deferred, purchases prosperous middle west daily. Circulation over 5,000. Annual volume of business over \$40,000. Two linotypes and Duplex press. Returns owner \$4,000 to \$5,000 annually.

Proposition L. J.

C. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

\$10,000 CASH

Balance deferred will buy a Daily newspaper in one of the important cities of a Southern state which earned net for owner last year nearly twenty per cent upon the total amount of purchase price. Physical equipment alone worth nearly the total asking price of the property.

HARWELL, CANNON & McCARTHY
Newspaper and Magazine Properties
Times Bldg., New York City

ADVERTISING MEDIA

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

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

MISCELLANEOUS

Advertisements under this classification 1/10 cents per line, each insertion. Of no seven words to the line.

DAILY NEWS REPORTS. Special and Chicago news. **YARD'S NEWS BUREAU**, 167 W. Washington St., Chicago Ill.

PACIFIC COAST NEWS CORRESPONDENT

For
Eastern Trade Journals
CLARENCE P. KANE
268 Market Street, San Francisco

Am selling interest in periodical exceeding 100,000 circulation which I have edited several years. Will consider editorship of metropolitan daily. Have had experience in daily work, as staff correspondent and feature writer for largest dailies in America, writing from Europe two years. Was nominee of Progressives for Governor of my State in 1912, but have returned to Republican Party. Believe in protection as fundamental to business prosperity. My editorials are read and quoted. Will expect salary above \$5,000 at start, with "prospects." Address D 1441, care The Editor and Publisher.

Any publisher who has a contract with H. P. Shropshire, kindly communicate with J. G., 9th Floor, Tower Building, Chicago.

BUSINESS OPPORTUNITIES

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

\$42,000 will buy a good class paper out of which owner takes \$8,000 besides salary. Harris-Dibble Company, 71 West 23rd Street, New York.

WANTED—AN EDITOR

who can invest at least \$25,000 to join a business manager and an advertising manager in the publishing of a monthly trade publication in a growing and uncovered field. Prospects the best. Address "Montra," care The Editor and Publisher.

The Usual Investigator

The February Report Compiled by the Statistical Department as Official Everywhere, Shows the Usual Result. THE Business—As Usual.

WORLD --	Sunday, 327,821	Daily and Sunday, 670
TIMES - - -	229,826	67
AMERICAN -	308,125	60
HERALD - -	323,973	50

THE NEW YORK WORLD Stands Supreme in the Field of the Great Buying Public. Tested, Tried and Admitted to be

Leads in Volume, Both Daily and Sunday; Leads in Leads More Accurately than Any Other. Leads in Circulation

The New York W

CIRCULATION B

tion = The Usual Result

Department of the New York Evening Post, and Accepted
THE WORLD Leads All Competitors in Volume of

676,784 Local, 579,921 Wants, 147,144

670,729 492,621 18,814

663,588 457,005 57,820

569,122 501,870 107,130

is held as the Greatest and Best Medium for Reaching the
Worldwide the One Best Friend of the Advertiser.

Local and Want Advertising---the Kind that can be Traced
and Results.

World is Supreme

BOOKS OPEN TO ALL

CIRCULATION NEWS, VIEWS AND OBSERVATIONS

Being a Department Edited by a Regular Circulation Man and Designed to be Helpful to Circulation Managers Everywhere.

By Harvester

AN interesting and helpful address on "Modern Methods of Building Circulation" was given last week by Edward Dwyer, of the circulation department of the New York Globe, before the classes in advertising and salesmanship of the Brooklyn Evening High School.

Mr. Dwyer emphasized the fact that circulation is the life blood of the newspaper, and the necessity for watchful supervision in keeping the same fresh and rich at all times. He believes that the circulation man is closer to the people than any other man on the paper, because it is this department which comes more closely in contact and reflects the pleasure or displeasure of the readers.

Of the work on the Globe, which is universally commended for its remarkable system, Mr. Dwyer said:

"The boroughs of Manhattan, Brooklyn, Bronx, Queens and Richmond are divided into districts, and each district is supervised by an inspector who is practically a sales manager of his district. Each one of these sales managers has under him salesmen who are called route men. The route man calls on all customers, whether dealers or newsboys, from five to seven or eight times a day, supplying them with papers, and to see that each sales unit has enough and not too many of the editions which they should be selling at the hour he calls.

"By special system of reports the Globe knows at 11 a. m. every day what the actual sales amounted to on the day previous all over Greater New York. Also the reports cover in detail the sale in each district, and what each individual route man sold of each edition. The returns and the cash are also in the circulation department at that time.

"The advantage of this splendid system is not only found in the unerring detection of weak spots, but also in the fact that circulation collections are 100 per cent., and have been for years, and the returns are kept down to a low percentage.

"The same close supervision is given to outside districts, and while it is impracticable to expect daily reports from the outlying districts, the Globe receives weekly reports in all cases, and these weekly reports show in detail daily drawings and returns on each edition.

"Beyond the suburban territory, where the Globe is sold to newsdealers direct, the return limit of 10 per cent. is rigidly enforced. This system has not only produced wonderful results, but it has made it possible for the Globe to show an average for papers sold of .0582—a figure which, I believe, few if any other one-cent papers ever reach."

LESLIE E. NEAFIE, circulation manager of the Toledo Daily Blade, has just completed an investigation on that paper, showing the amount of interest taken by its readers in the Novel-a-Week, run on that paper.

Formerly, the Daily Blade ran an old time serial story, which extended over a period of ten to sixteen weeks. Some months ago, the Blade started to run a Novel-a-Week in its columns. That is, a complete high class novel, complete in six issues. The Daily Blade was one of the first daily newspapers in the country to run a novel of this kind. These novels run from twelve to eighteen thousand words each, and occupy space running from two to three columns per day. The Blade was very desirous of finding out from its readers, first handed, how much interest was being taken in this particular feature. Regarding the results of the investigation, Mr. Neafie writes:

"We had our representatives call upon 1,808 families to ascertain whether or not some member of the family was reading or was not reading our Novel-a-Week. Of the first list of subscribers called upon, we found that 65.5 per cent. were reading the Novel-a-Week. This large percentage seemed almost impossible, therefore we had another list entirely different from the first called upon. Of the second list, we found that 71.2 per cent. were reading our Novel-a-Week.

"The subscribers upon whom we called personally were in all parts of both our city and country territory. In every walk of life—all classes of people—in territories where we were strong, and in territories where we were weak.

"After the result of this investigation, showing the great interest in our Novel-a-Week, there is no question in our minds that it is far superior to the old time serial."

Any reader of this publication, who would like to have further information in regard to the Novel-a-Week, can have the same by dropping a line to Mr. Neafie, of the Blade, Toledo, Ohio.

JONES, LINICK & SCHAEFER chain of theaters in Chicago is exchanging free theater tickets for coupons clipped from the Examiner. A coupon clipped from the Sunday paper together with any three coupons of different numbers from the daily paper entitles the holder to two good seats at any one of the theaters.

HERE is an editorial from Collier's of March 13: "A few days ago hundreds of newsboys and other hundreds of Toledo's business men escorted an invalid from his home in Toledo to the railway depot and silently waved an adieu as he was taken to Baltimore for an operation in an attempt to save his life. He was John E. Gunckel, local passenger agent at Toledo for the Lake Shore Railroad, universally known as the 'Father of the Newsboys.' His career as the patron of newsboys began by taking out to dinner one or two street urchins he took a fancy to. That custom grew into a Sunday afternoon entertainment for all the newsboys of Toledo, and annually a big Christmas dinner, the funds for which Gunckel used to raise among the business men of Toledo. These gatherings led to a newsboys' association, the by-laws of which prohibited the smoking of cigarettes, and swearing. The boys themselves named their own censors, and these looked after the morals of the crew. If they caught a kid smoking a cigarette or swearing or short-changing a customer on the street, they would report to the association, which assessed the punishment for these offenses. The organization finally took in the newspaper carriers of Toledo, and with the assistance of Mr. A. E. Lang, one-time president of Toledo's street car system, they built Toledo's famous Newsboys' Home, with swimming pools, gymnasium, reading rooms, etc. Gunckel taught the boys the strictest honor, and these wards of his have turned in hundreds of pocketbooks and other valuables found on the streets of Toledo during the course of a year. Out of the Toledo movement grew the National Association of Newsboys, which has an enormous membership. When one modest citizen, without wealth and from a kindly impulse, can do so much of good in the world, now large the opportunities for usefulness ought to seem to all the rest of us."

CONDITIONS of the New York American free tour contest to the California expositions provide for votes on paid in advance subscriptions to the daily New York American only and coupons clipped from the daily and Sunday. The first coupons will appear Sunday, March 14. The last coupon will be published June 19. The Sunday coupon will count for ten votes. The daily coupons for five votes. These coupons will bear a serial Number, A1 to A38 for coupons appearing from March 14 to April 20, inclusive. B1 to B30 for coupons appearing from May 21 to June 20, inclusive. C1 to C30 for coupons appearing from May 21 to June 20. Double vote value will be given for each consecutive series. The contest provides fifty three weeks' trips to the expositions and \$5,425 in gold.

THE Washington (D. C.) Star recently issued a twelve-page supplement entirely devoted to information regarding its circulation department.

One page carried a picture of W. G. Burns, circulation manager, and his twenty-three route agents who have charge of the 279 carrier boys, another page carries a large map of Washington, divided into districts or routes, still another pictures and describes the wholesale delivery system, the mailing room, wagons and street car service, and another is filled with pictures of some of the homes reached by the Star.

The rest of the supplement is filled with pictures and stories of the boys, the paper room and much interesting data regarding the system which gets the Star to the reader from the press within an hour.

THE circulation of the Spokesman-Review, Spokane, Wash., is being increased through a plan of giving boys' baseball outfits free. Five new 20-week subscribers secures a \$3.50 fielder's tip; four new 20-week subscribers a \$3 fielder's tip; eight new 20-week subscribers a \$6 catcher's mit. Complete uniforms, including cap, belt, shirt, pants and stockings as low as six new 20-week subscribers. The offer also includes league balls, bats, etc. The free baseball outfit offer was such a wonderful success that the plan was entered into this year on a larger scale.

ELSEWHERE in the paper will be found a few kind words anent the circulation liar as chronicled by an observing and more or less gifted writer on the El Paso (Tex.) Herald.

A careful reading of the article will disclose the fact that the writer in question did his work under great restraint and, probably because of a desire not to offend, did not write as plainly as the circumstances would warrant.

The time, energy and application generally given to foisting of false circulation statements, if directed to the building of real circulation, would in many cases make real circulation that could be shown.

Friend Moore, of New Orleans, has given some circulation observations, which are both interesting and highly illuminating and will be found elsewhere in this issue.

If you are intending to do some national advertising, the Promotion Department of the Shaffer Group of newspapers 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. SHAFER GROUP

12 S. Market Street, Chicago

THE SEATTLE TIMES

"The Best That Money Can Buy"

Daily, 73,000

Sunday, 90,000

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.

During 1914, the Times led the P. I. by 3,800,000 agate lines. The Times gained 33,000 lines and P. I. lost 650,000 lines.

LARGEST QUANTITY BEST QUALITY CIRCULATION

The S. C. Beckwith Special Agency

Sole Foreign Representatives New York Chicago St. Louis

Chicago Examiner

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

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

M. D. HUNTON E. C. BODE
220 Fifth Ave., Heart Bldg.,
New York Chicago

The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER JACKSONVILLE, FLA.

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

FOREIGN REPRESENTATIVES KELLY-SMITH COMPANY
New York, 220 Fifth Ave. Chicago, Lytton Building.

YOU MUST USE THE LOS ANGELES EXAMINER to cover the GREAT SOUTHWEST
Sunday Circulation MORE THAN 150,000

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

CONDITION OF INK MARKET.

Printers' Ink Buyers Face a Rising Market With Poor Indications of a Bear Movement.

The unsettled, not to say turbulent, affairs in Europe is affecting practically every line of industry, and a calm, dispassionate investigation of the printing ink market reveals the fact that in many cases prices are riding in Zeppelins, so to speak, and there is no immediate indication of any tendency to return to earth.

News ink, that is black ink, is the least agitated of all, there being a slight advance, but not sufficiently heavy to cause any alarm.

But when it comes to colors, prices have gone up and every indication is that they will not only stay up for some time to come, but that they are going strong and liable to go higher.

Particularly is this so with red inks. From the pale pink to the deep hectic flush of the richest cardinal red inks are expensive.

Inquiry in the trade brings out the fact that Germany, holding, as it does, the balance of trade, not to say monopoly in dye stuffs and pharmaceutical industries, is in a poor position to supply the demand. In many instances the same properties are used in making dye stuffs, pharmaceutical products and explosives and just now Germany is deeply interested in the production of explosives, and, being more or less embarrassed in its efforts to procure raw material, is holding the present supply fairly close.

The matter of marine insurance, too, has become more of an expense than heretofore and because of the heavy enlistment of men engaged in the dye stuff industry and the fact that all men at the front are receiving half pay from the manufacturers, labor has gone up.

There is another, and very human equation entering into the scheme. America is the only market open to Germany at the present time, and it is equally well known that America must and does depend on Germany for dye stuffs, so American manufacturers have to pay the price, which, to say the least, fully covers expenses.

For instance, nitric acid is a component part of many dye stuffs, particularly reds. Nitric acid also enters largely into the manufacture of explosives and just now the entire supply of nitric acid is being used in the manufacture of explosives.

Alkali blue, which is used for tone in the manufacture of black ink, is practically out of the market and there is a slight rise in the prices of American blues.

It is the opinion of one prominent ink man, who, by the way, lived in Germany for a number of years and understands conditions pretty well, that there will be no particular depreciation in prices for at least a year after the conclusion of the war, and if the fighting should reach back to the Rhine, where most of the factories are located, it will be longer.

All of which would indicate that newspaper publishers and printers are facing a fairly stiff market, and it is good business to place advance orders if dealers will accept them.

PUBLISHERS' SUPPLY MARKET.

Metal Quotations from American Metal Market.

Lead	3.95
Antimony	24
Tin	49
Casting copper	14
Spelter	9.50
News print paper	2.00-2.25
Craft paper No. 1 quality	4 1/4 to 5 cts.
Old Metal (dealers' buying prices.)	
Scrap zinc	\$7.00 to \$7.25
Scrap electrotype zinc	3.50 to 3.80
Scrap stereotype zinc	4.60 to 4.75

Clark Bill Killed.

The Clark bill, introduced in the Indiana Legislature with a hope of its placing the Associated Press in a position where politicians could dictate its policy, has finally been buried, with no hope of resuscitation.

HOW THE A. B. C. HELPS.

What D. D. Moore of the Times-Picayune Says of It.

The Audit Bureau of Circulations, Russell R. Whitman, managing director, has sent out to the membership, comprising 900 newspapers, advertisers, agents, farm papers and magazines, a copy of a letter recently received by the bureau from D. D. Moore, editor and publisher of the New Orleans (La.) Times-Picayune, in which Mr. Moore states: "My experience has been that circulation managers are all inclined to 'fudge' just a little and this fudging is always done at the expense of the newspapers. With an audit such as we get from the A. B. C. the management knows just where to put its finger on the leaks in the circulation department. The auditors of the A. B. C. have been working on our books a little over a month. They have taken nothing for granted; have made a thorough investigation of white paper, press room and other accounts and for the first time in years I have a statement showing exactly what net paid circulation is, the number of free papers daily and Sunday and where the leaks are in that department."

Mr. Moore further states that the best investment that the Times-Picayune has ever made was the investment in the membership of the A. B. C. The bureau has also sent us a letter from J. V. Riley, advertising manager of the Rockford Daily Star.

Mr. Rockford states that "A. B. C. membership eliminated all talk regarding the quantity and distribution of the circulation, when the Westfield Pure Food campaign was under consideration and diverted the solicitation through the merits of the paper and its value for the particular project in hand."

SWINDLER WAS TRAPPED.

New York World Writers Led to Arrest of Edward F. Ingram.

A man who said he was Edward F. Ingram of Washington was arrested Thursday in New York in the office of Arthur McAleenan, whither he had gone to collect \$100 under the promise of giving Mr. McAleenan's son "a fine write-up in a monthly devoted to newspaper men."

He told Mr. McAleenan that Robert Edgren, sporting editor of the Evening World, would personally take charge of the "write-up." Mr. Edgren was hiding in a closet in the office with Lieut. Detective Robert King and a reporter for the Evening World. Just after the money had been put into Ingram's hands the three stepped from the closet.

Ingram wilted completely and confessed he never had known the sporting editor. He was held, charged with obtaining money under false pretenses. Ingram is believed to have approached many other New Yorkers with his swindling plan. He approached McAleenan on Tuesday last, saying he was collecting money for a new publication, to be known as the "American Press Writer's Magazine," the first number of which was to appear March 15. Most of the proceeds were to go to indigent newspaper men, he added, and part of the plan was to start a newspaper men's cemetery near New York. He gave Mr. Edgren's name as a reference.

LIQUOR ADS ARE EXCLUDED.

More Than Five Hundred American Dailies Will Not Accept Them.

Summarizing the situation as to liquor advertisements, the Philadelphia (Pa.) North American says that at least 520 daily newspapers in the United States will accept no advertising of whiskey, beer or other alcoholic liquors. An inquiry directed to newspapers by the Temperance Society of the Methodist Church, which has headquarters in Topeka, Kan., brought replies from 679 papers, the total number of which questions were addressed being 2,160.

Only 159 of those replying will accept

liquor advertising of any kind, and a large number of these will accept only advertising of beer.

Three hundred and sixty of these papers declare themselves to be editorial advocates of national prohibition, while 200 of them oppose. Three hundred and sixty favor state prohibition, with only 193 opposing; 397 favor local prohibition, with only 176 in opposition.

A large number of newspapers declare their editorial columns are neutral on the liquor question, while a surprising number which accept liquor advertising assert that they are in favor of national prohibition. The growing tendency to bar liquor "ads" is also made apparent by the announcement of many that they have recently adopted that policy. The case of the Indiana Times, of Indianapolis, which took this stand on January 1 last, is typical.

PAPER BUSINESS GOOD.

International Paper Company Made Money Last Year Despite Handicaps.

The seventeenth annual report of the International Paper Company, for the year ending December 31, 1915, was issued a few days ago. The treasurer's report shows that the net earnings for the year, after the payment of interest and fixed charges, including payments to the bond sinking funds and allowance for the depreciation of mill plants, were \$1,137,709.38—an amount somewhat in excess of the earnings during the previous year. Bonds of the company to the amount of \$365,000 and, in addition, bonds of various subsidiary companies, to the amount of \$174,000, were retired. In other words, the company's properties were relieved of indebtedness to the amount of \$539,000. There was a substantial gain in the net surplus of the company, which now amounts to \$11,630,869.18.

The report reviews the abnormal and trying conditions that have led to a decrease in the consumption of news paper. After citing as causes the war's interference with foreign markets, high ocean freight rates and small rainfall, the report declares:

"The most serious matters affecting the news manufacture have been the greatly increased importations of foreign paper, and the exceedingly low prices at which paper has been sold by weak-kneed and ill advised manufacturers—prices which were not profitable, and which, if generally maintained, will lead to the bankruptcy of those quoting them."

The report accuses the United States Government of "oppressive and unfair treatment of news paper manufacturers" by placing news paper on the free list while Canada prohibits American mills from receiving Canadian wood and other countries discriminate against the United States.

The George B. David Co., 171 Madison avenue, has been appointed advertising representative of the New York Jewish Morning Journal and the Jewish Daily News.

CLOSES ITS DINING ROOM.

New York Press Club Finds Patronage Insufficient to Pay Expenses.

The New York Press Club, on Wednesday, closed its dining room, which has been run at a large loss for four years. The steady movement uptown—away from Park Row, of trade press publishers and editors, and advertising men, was the proximate cause of the falling off in the noon day and afternoon patronage. The Board of Trustees felt that the members of the staffs of the down-town dailies who lunched and dined at the Press Club were insufficient in number to justify the large overhead expense of such an excellent kitchen and dining establishment as the club has carried since the new building was finished, five years ago.

A special meeting of the club members will be held next week to consider the situation.

JOHN H. PERRY,
LAWYER
Seattle, Wash.

Specialty Newspaper Law:

Civil and Criminal Libel,
Contempt, Right to Privacy,
Copyright, etc.

Practices in all States.

SEE AMERICA FIRST
By TRAVELGAME

Publishers:

Write for details of the cleanest, cleverest circulation plan being offered today.

Campaign just closed on the Spokesman-Review, Spokane, and being conducted by such sterling newspapers as the St. Paul News, Mobile Register, Salt Lake Tribune.

Address the

Circulation Construction Company
Clever Clean Campaigns
625 Dooly Building,
Salt Lake City, Utah

Splendid propositions for special representatives everywhere.

A SURE CIRCULATION BUILDER



150,000 POLICE WHISTLES

Redeemed by the New York Evening Telegram in a circulation building campaign.

MANUFACTURED BY

BEHREND & ROTHSCHILD

353-355 and 357 Broadway, New York City

Write for information about how this success may be duplicated by papers in cities of any size.

Strauss Bros. & Co., Selling Agents

JUSTIN MCCARTHY DEAD.**Well Known Advertising Man and Writer Passed Away This Week.**

Justin McCarthy, for eleven years advertising manager for the firm of Abraham & Straus, in Brooklyn, died in Atlantic City, N. J., on March 8, at the Hotel Marlborough-Blenheim, where he had been lying ill for several days. Death was due to uremic poisoning coupled with heart trouble.

Mr. McCarthy may fairly be said to have begun his career on the Brooklyn Eagle, where he was secretary to Dr. St. Clair McKelway, editor-in-chief. Later he became a reporter and afterward Albany correspondent. As a political reporter he enjoyed the confidence and respect of all the old-line leaders. His work as a member of the Eagle staff earned for him a very wide acquaintance among men of public affairs and was a stepping stone to his further progress. He left the Eagle when J. Edward Swanstrom was Borough President, to become his secretary, and in that position made himself a force in Brooklyn. He was also secretary under Edward M. Grout during Mr. Grout's regime as Borough President. When Mr. McCarthy abandoned politics he became associated with the advertising department of Abraham & Straus.

Among the many tributes paid to Mr. McCarthy's ability and worth the following, from William C. Freeman, well describes the man as men knew him: "Justin McCarthy's death lessens by one the list of friends that we advertising men hold dear. I do not know a single advertising man who did not look upon him as his loyal friend. It is hard to see a man's life shut out just at the threshold of his career.

"Justin was just beginning the fine work that he had been seeking to do for so many years. His firm was back of him in carrying out his ideals. He was about to achieve his greatest triumph in behalf of the style of advertising that so many are still struggling to get their firms to adopt.

"Justin was a brilliant writer. He had splendid judgment. He knew how to put a punch in his writing. He made truth attractive and honesty a jewel. He despised shams and hated a lie. He liked sincerity and practiced it. He liked loyalty and gave it to his friends. He was a real man—a true friend.

"I knew him for many years. I went over to Brooklyn a few weeks ago just to see him. We had an old-fashioned, friendly chat while lunching at the Clarendon, our favorite meeting place. I remember it well. There were Herbert Gunnison, of the Eagle—his friend; John O'Mara, his friend, and others. We joked and laughed. It rained hard outside. We walked together to the subway station, shook hands and parted. His last words were: 'Billy, I hope to see you again soon. I enjoyed your visit.'

"I never saw Justin again. Little did either of us think it was our last meeting. And tonight, a few hours after his death, I sit and think and feel glad to remember that our last meeting was a joyful one. Do any of us stop to think how fine it is to be friendly to one another as we meet, so as not to have any regrets in case it should happen to be our last meeting?"

Joseph G. Faulkner Dead.

Joseph G. Faulkner, one of the Associated Press representatives in Cincinnati, died February 26 at his home in Mount Auburn, as the result of a short illness brought on by heart disease. "Joe" was of an optimistic, merry nature, and an inimitable story-teller, and these attributes had won an army of friends. He was a graduate of the University of Cincinnati and before becoming identified with the Associated Press was a reporter, and later, exchange editor of the Cincinnati Enquirer. He was charter member of the Cuvier Press Club. James W. Faulkner, Columbus correspondent for the Cincinnati Enquirer, is a brother of the deceased.

Death of F. L. Estey.

Frederick LeRoy Estey, automobile editor of the Chicago Examiner, died of pneumonia in Detroit, March 6. All of the automobile and accessory stores on Automobile Row in Chicago, closed for one hour on Wednesday morning at the hour services were being held in Detroit, and Wednesday night a delegation of automobile men in 100 automobiles formed a body of escort while the casket was transferred from one depot to another en route to Sanborn, Iowa, where the interment took place on Thursday. Mr. Estey was 46 years of age and had been identified with P. D. Armour & Co., the Studebaker Automobile Co., and about six years ago became connected with the Chicago Morning Examiner. He was one of the best-known automobile editors in the United States.

OBITUARY NOTES.

CHARLES B. GILLESPIE, a well known newspaper and advertising man of Boston, Mass., died February 25 of acute indigestion, aged 50 years.

JAMES S. MADISON, president of the News Publishing Company and business manager of the Manistee (Mich.) News Advocate, died February 20 of heart disease, aged 58 years.

ELLWOOD WANNER, manager of the Norristown (Pa.) Herald, died, while sitting in a chair at his home, of congestion of the lungs, aged 58 years.

CHARLES E. WHITE, editor of the Tidout (Pa.) News, died February 27, aged 63 years.

HENRY G. KIMMICH, well known German journalist of Pittsburgh, Pa., died of apoplexy at Altoona, Pa., Feb. 27.

W. W. SHRIVER, newspaper man of Shawnee, O., died March 3, of pneumonia, aged 42 years.

B. A. ROOT, secretary to the managing editor of the Memphis (Tenn.) Commercial Appeal, died February 20 of tubercular throat trouble, aged 54 years.

A. D. AUSTIN, editor and publisher of the Butler (Mo.) Record, died March 4, aged 73 years.

A. M. SMITH, former editor of the Peninsular Herald, of Detroit, Mich., later of the Jackson Patriot, Manistee Times and Ludington Daily Mail, died at Ludington, Mich., March 1, aged 70 years.

G. W. ELLIOTT, former reporter on the Cleveland (O.) Press, and later on the Boston (Mass.) Traveler, died February 27 at Warren, O., after an illness of more than a year, aged 28 years.

JOHN WILCOX, editor and proprietor of the Milford (N. Y.) Tidings, died February 22 of pneumonia, aged 50 years.

JOSEPH A. KELLY, an old time newspaper man, fell down a flight of stairs and broke his neck March 1 at his home in St. Louis. He was 71 years old.

JAMES D. FOY, 58, founder, editor and owner of the Nutley (N. J.) Sun, a weekly newspaper, died at his home there March 9 of a complication of diseases.

ALFRED R. CRUM, one of the best known editorial writers and all-around newspaper men in Pennsylvania, died at his home, Banksville, Pittsburgh, recently, from Bright's disease, aged 56 years.

JAMES APPLETON PIERCE, aged 59, died on March 2 at his home in Buffalo, N. Y., from an apoplectic stroke sustained January 7. Mr. Pierce was a master printer, known throughout the country and in Europe as possessing the artistic sense in uncommon degree. He had for some time been general manager of the Mattheys-Northrup printing works, in Buffalo.

ALBERT L. FORCE, 69, founder and for twenty-five years editor of the Plainfield (N. J.) Daily Press, died Monday at his home in Plainfield. He retired three years ago. In 1867 Mr. Force and his brother, W. L. Force, who has since died, started the Constitutionalist, a Democratic weekly, and in 1887 they founded the Daily Press.

THAD R. MANNING, 59, of Hender-

son, Ky., died on March 4 after three years' illness, in a hospital at New Berne, N. C. He was founder and, until four years ago, owned the Henderson Gold Leaf. He was an ex-president of the North Carolina Press Association.

DR. JOSEPH HOWARD RAYMOND, health commissioner of Brooklyn, N. Y., during the two terms of Seth Low as mayor, died on March 7 at the Long Island College Hospital, where for years he was professor of physiology. Dr.

Raymond, who was 70 years old, was editor of the Brooklyn Medical Journal from its first issue in 1888 until 1903.

ARTHUR S. DOLEN, well known newspaper man, and for the past two years an employee of the New York Evening Journal in various capacities, died Tuesday at his home in Brooklyn.

EDGAR L. FAY, vice-president and treasurer of Father John Medicine Company, died March 9 at Lowell, Mass.

**Forty-three Years Old**

WE recognize the sacrifice publishers have made by clearing out the untruthful announcements in their columns.

We have in turn endeavored to do our part by standing for Truth in Advertising at all times—a policy that has cost us thousands of dollars.

The money has been well "lost" by both parties.

ALBERT FRANK & COMPANY

Advertising

26 Beaver Street, New York

CHICAGO OFFICE
332 So. La Salle St.

BOSTON OFFICE
109 State St.

PHILADELPHIA OFFICE
418 Sansom St.

LONDON OFFICE—5 New Bridge Street, London, E. C.

Member of the Audit Bureau of Circulations

CHARLES SEESTED

DIRECT REPRESENTATIVE

41 Park Row

New York

Telephone 569 Cortlandt.

MY KNOWLEDGE OF THE middle west comes from having been born and raised in that part of the country and, through business connections, having kept in close touch with Missouri, Kansas, Oklahoma and the great Southwest during my sixteen years' residence in New York.

Publishers in that part of the country might find something in my proposition that would be worth an investigation.

Write me about your paper.

Topeka Daily Capital

Average net paid circulation for six months ending October 1, 1914 (Sworn)

32,917

Arthur Capper
TOPEKA, KAN. Publisher

Educate Readers to Read Classified Advertising

I have some hundreds of original educational ads, specially prepared for the quick education of readers of newspapers to read classified advertising. I would like to make sale of these to a large newspaper desiring to inaugurate a year's campaign in the education of its readers along the classified line. Will forward sample copies of ads. Address 1405, Care The Editor and Publisher.

ON THE RIGHT SIDE OF THE LEDGER

One Year Old and on a Paying Basis

WHAT DO YOU THINK OF THAT?

A complete news service, foreign and domestic, of highest quality, at the lowest price.

Central News of America
26 Beaver Street, New York

These war times

records are in dire danger of showing slumps. The wise publisher keeps them up by putting on a trade, industrial or feature edition. We believe that once you have put on an edition of this sort, using the GALLAGHER SERVICE, you will become one of our regular clients.

JOHN B. GALLAGHER & CO.
Western office: 1205 Cass St., Joliet, Ill.

You Would Enthuse Too

as many publishers do, over the increased business and efficiency of your

Classified Ad Department

if you were using the Winthrop Coin Card Method of collecting and soliciting.

Prices, samples and full details of how other papers are using our coin cards successfully will be mailed on request. Or better still, send us your trial order now.

When you write us, mention this ad.

THE WINTHROP PRESS
141 East 25th Street New York City

WISE WORDS AT LUNCH

Six Point League Was Addressed at Aldine Club by G. Frank Lord, of the Du Pont Powder Co.

The luncheon of the Six Point League at the Aldine Club on Friday had the largest attendance of any meeting of the club. The principal speaker was G. Frank Lord, advertising manager of the E. I. Du Pont and Nemours Powder Company, of Wilmington, Del.

Mr. Lord, whose subject was "Efficiency in Developing Newspaper Advertising," said in part:

"What has impressed me most in observing the methods of newspaper representatives, has been the tremendous amount of energy wasted in competitive solicitation, that is, the average representative spends much time and effort trying to prove that his publication is more deserving of the advertiser's money than its local competitor, and almost no time at all in figuring out whether the advertiser ought to spend any money whatever in that town, or how he might spend it to the best advantage.

KNOCKING DOES NOT PAY.

"The representative who has a list of papers calls on an advertiser or an agency man placing some business, hands him a list of from ten to twenty newspapers, and asks, 'How many of my papers are going to get this business?' After checking the favored papers, his next question will be, 'Are you going into any of these other towns?' If he finds any of them are to be covered, he almost invariably informs the advertiser or agency man that his paper in that particular town is unquestionably the best paper, and 'without wanting to knock,' proceeds to lambast the competitive paper.

"Now, gentlemen, I will leave it to you if this is intelligent solicitation of business. Can you blame an advertiser or agency man for becoming so hardened against newspaper representatives that he has almost no confidence in what they say? Of course, I am not saying that all representatives work this way, but the majority do. On many occasions the representatives do not even know the name of the commodity that is to be advertised. All they have scented is the war of money the advertiser has to spend and they swoop down like vultures from the sky to grab a piece.

"It is certainly refreshing now and then to have an intelligent newspaper representative come to your office and say that he has thought out a plan for increasing the sale of your commodity in a certain locality. Such a man always gets consideration, and although it is taken for granted in advance that his plan may involve the use of the particular medium he represents and may be more or less impracticable, still his method of approach impresses the advertiser or agency man that he has been putting some time and thought into the question of helping that advertiser to a profitable connection with his publication.

HELP THE ADVERTISING MANAGER.

"Whenever any of you gentlemen have the opportunity to extend a helping hand to an advertising manager by giving him sincere assistance in making his concern's advertising more profitable, you are making a dent in that man's memory that will last a good many years, and the next time you have occasion to solicit him, your proposition is going to be three-quarters sold before you say a word, because he has confidence in your sincerity and your practical knowledge of advertising and local conditions in the territory you represent.

"It just occurs to me it would be much better if newspaper representatives would get that phrase into their minds—the territory I represent, rather than 'the newspaper I represent.' The advertiser's point of view is necessarily the territorial one. He is not lying awake at nights wondering what

is the largest amount of money he can hand to your publication, but what is the largest amount of money he can extract from that territory, and what will be the easiest and cheapest way to do it.

"To sum it all up, it has been my observation that the average newspaper representative is a receiver and not a seller. He is more inclined to knock than to boost, and oftentimes the representatives of two rival papers in a locality will succeed in creating such a fog of doubt and uncertainty in the advertiser's mind as to prevent either paper from getting the business.

THE USE OF RATE CARDS.

"In the matter of rate cards we see the same fault of thinking about the business from your own standpoint, rather than the advertiser's. When an advertising manager lays out a campaign he does not lay it out by individuals nor by papers, but by towns, and he gets from his rate files the cards of the towns he wants to cover. Therefore, the combination rate card of a special representative giving his list of papers and the rates thereon does not get into the rate file at all, because there is no way in which to file it so it could be found again. The obvious remedy for this condition is to supply every advertiser and every agency with a separate card for every paper, bearing your name and address as special representative and the request that all orders for this paper be sent to your office so you may give them your personal attention and insure the best possible service for the advertiser.

"Now as to this question of service. It is quite apparent that all the various interests connected with advertising are coming to a realization of the mutuality of interest of the advertiser, the publisher and the public. The proposed advertising campaign of the Association of National Advertisers has for its object nothing more nor less than preaching the aforementioned mutuality of interest and thereby convincing the public that they ought to buy advertised articles for their own protection and advantage.

"I believe that there is a great opportunity for development work in newspaper advertising, but to approach it newspaper advertising managers and representatives must co-operate and they must study the field of sales for commodities in general rather than the bank accounts of advertisers."

WOULD PUNISH CIRCULATION LIARS.

El Paso (Texas) Herald Pushing Legislative Bill to Force Truthful Statements.

In the closing days of the biennial session of the Texas Legislature the El Paso Herald is still vigorously fighting for the passage of the bill introduced by Representative Burges, of El Paso, at the Herald's request, providing that any publisher who, in any way, circulates a false statement concerning the circulation of his newspaper shall be guilty of a misdemeanor and, upon conviction, shall be liable to a fine of \$25 to \$500, or imprisonment from ten days to six months, or both.

The Journal asks for the support of the bill by every advertiser and every newspaper publisher in Texas and says:

"This bill is intended to remedy one of the worst business evils of the day. It is directed against fraud at its source. It seems to the El Paso Herald that all other proposed measures for 'truth in advertising' are subordinate to this one. No newspaper publisher can honestly express approval of any bill prescribing a penalty for false statements in advertising matter if at the same time that publisher is himself making and circulating false statements about the circulation of his paper. No advertiser can afford to spend his money in any newspaper unless he can satisfy himself that he knows exactly what circulation he is buying."

Mr. Francisus, of John Glass's office, Chicago, is reported seriously ill, and his eyes have gone back on him, but it is hoped he will recover soon.

BASE BALL POSTERS

in three colors, size 13x21", printed on heavy calendered stock. Best kind of feature to advertise your SPORT PAGE. It's so attractive you will experience no difficulty in owning privilege to hang Poster up in such places as restaurants, cigar stores, drug stores, barber shops, and other public places.

Want Samples?

WORLD COLOR PRINTING COMPANY
St. Louis, Mo.
Established 1900 R. S. Grable, Mgr.

ATTENTION

Publishers and Business Managers

The International Circulation Managers' Association from time to time have competent members who are desirous of making a change or are temporarily out of employment. It is the desire of the Association to have publishers or business managers correspond with the General Welfare Committee of the Association. You will find this an excellent way to secure the services of Class A men. Investigate.

Address

General Welfare Committee
I. U. Sears, Chairman, Davenport, Iowa.

WAR NEWS and PICTURES

Unequaled service. Moderate prices. Splendid daily war layouts in matrix form. Special signed cables day and night. For details and prices write or wire to

INTERNATIONAL NEWS SERVICE
238 William St. New York City

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

THE TEST

CIRCULATION is the big asset. To earn it and HOLD it you must "deliver the goods." RESULTS are the true test. ASK OUR CLIENTS what the output of Newspaper Feature Service has done and is doing in the way of circulation-making. LET US SEND YOU samples of our colored comics, daily magazine pages and Sunday magazine pages in black and colors.

NEWSPAPER FEATURE SERVICE

M. Koenigsberg, Manager.
41 PARK ROW. NEW YORK

Deutsches Journal

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

PROFITABLE NEWSPAPER ADVERTISING.

The largest merchant tailoring establishment in the world built by a judicious combination of good advertising, good merchandise and thirty years' persistent application. A lesson for every tailor in the country and a striking example of the value of newspaper space. Tailors who are afraid to let newspaper readers know they are in business can find something worth while to think about in this story—a story of real success which can be duplicated, at least partially, in almost any city in the country.

By H. R. DRUMMOND.

Merchant tailors, as a general rule, are not advertisers. Whether this is due to their fear of being found out or to their modesty is not known to the

NOVEMBER 16 1884

ARNHEIM'S

Our ambition is to have all purchasers pleased, not only to realize the great bargains we offer. We want them "more" than satisfied, to establish their patronage in the future, consequently we put every effort in motion to meet the requirement, and when you leave an order with us you can depend on their being far superior to your anticipation.

The greatest sacrifice and largest display ever offered in genuine John Philipp's striped Trousering; made to order for \$5.00. We have 400 styles. Also some neat Checks among them, which we make to order in suits for \$20.00.

An immense line of extra choice imported Corkscrews, embracing every desirable shade; thoroughly tested and warranted to be perfectly fast colors. Made to order in suits for \$20.00.

Overcoatings in fine imported Crombeys, Elysians, Chinchillas, Fur Beavers, English Kerseys and Meltons in all shades, silk or satin lined throughout, to order for \$18.00.

We have six sample coats for inspection.

All goods marked in plain figures and strictly one price.

ARNHEIM'S

MAMMOTH

Merchant Tailoring Establishment,
190, 192 and 194 Bowery,
Cor. Spring Street.

AN ADVERTISEMENT RUN IN 1884. NOTE THE CHANGE IN STYLE IN THE LAST THIRTY YEARS. THIS IS EXACT SIZE OF THE ORIGINAL ADVERTISEMENT.

writer, but, with few exceptions, merchant tailors seem to be inclined to hide their light under a bushel, as it were, and let the business which should be theirs go to the ready to wear people.

There are occasional exceptions to this rule, of course, but in the majority of instances they are not real tailors, nor do they do real advertising.

Of course in the tailoring business, just as in any other business there is one leading house that does the biggest business of its kind in the world, and, of course, too, that house does regular advertising in a legitimate way.

The largest merchant tailoring establishment in the world is Arnheim's, at 9th and Broadway, New York, and it has been built up largely by advertising.

It was way back in the 70s that Marx Arnheim, the founder of this business, was a merchant tailor in a small way on the Bowery, and dreamed dreams of doing things different from the then accepted method.

ARNHEIM STARTS SOMETHING.

Finally ignoring precedent, which, by the way, was a pretty good thing to ignore, he began advertising, and, through the newspapers, told the people that in his store there was one price and one standard.

This idea met with keen opposition from competitors, from business associates and friends generally. It was revolutionary. It was suicidal. It wouldn't work. It cast aspersions on other tailors who were not doing things that way. What, oh what was to become of the dear old friend "Caveat Emptor?" Marx Arnheim didn't know, and what is more Marx Arnheim didn't care a whoop.

In those days the tailor didn't have much to fear in the way of competition from the ready to wear clothier. "Hand-me-downs" were not popular, and the business of clothing the populace went to the man who was the niftiest mis-representor. But Marx Arnheim saw, or thought he saw room for someone with a higher and better standard to make good—and he took it.

DRIVEN OFF THE BOWERY.

This policy, be it noted, did drive him off the Bowery, but, instead of going into bankruptcy, he went into larger quarters, further up-town, and he kept right on advertising, and his business kept growing, first because of his advertising and then because he lived up to his ads.

Finally he moved to his present quarters, and there he saw his little Bowery tailor shop grown into the greatest tailoring business in the world.

In March, 1911, Marx Arnheim, full of years, wealthy and respected by competitors as well as customers, was gathered unto his fathers, leaving a splendid heritage to his children.

His son, S. W. Arnheim, succeeded his father as president of the company, and his son-in-law, W. W. Arnheim, is general manager and treasurer.

Both of these "boys" grew up in the business, learned it from the ground up, absorbed Marx Arnheim's ideas, ideals and standards, and since the founder's death they have continued the business along the lines so successfully followed for over forty years, and the business keeps on growing automatically.

FIRST MONEY BACK TAILOR.

Arnheim's was the first tailoring establishment to adopt the "money back" policy, and that policy has proven a big business builder.

It is interesting to note some of the

inner workings of this great merchant tailoring establishment and see just why and how money spent in newspaper advertising builds business, increases efficiency and reduces prices to the consumer, and at the same time keeps profits up to a normal standard.

On the floor one can find at all times practically five hundred patterns of woolens, nearly all of which are new fresh goods. This is made possible by frequent "sales" in which the slow moving patterns are cleared out at very low prices, keeping things moving constantly and the money invested in constant circulation. This, of course, is done by advertising.

Having ample working capital Arnheim's is always in the market for woolens, if the woolens measure up to the Arnheim standard and the prices are low enough to make it profitable to handle them.

Being the large operators they are, they generally have first chance at such goods.

Their clearance sales are wonderfully successful and mean just what they are intended to mean.

The Best SUIT or O.C. For \$25 in the World.

If you don't believe that Arnheim efficiency has made possible better clothes for less money, call and bring the best clothes expert you know with you. When you've seen thousands of patterns and the largest merchant-tailoring establishment in the world, you'll be convinced.

\$25 To Measure Only \$25

40,000 customers testify to the value of Arnheim's clothes. Style Suggestions and Samples on request

Broadway
& 9th St

Arnheim

A RECENT ADVERTISEMENT, REDUCED ONE-HALF—SPLENDID TYPE ARRANGEMENT AND GOOD, SOUND ARGUMENT IN THE COPY.

TAILORS TO THE TRADE.

In addition to this tremendous business there is a department of "tailoring to the trade," which means special order stuff for out of town merchants, amounting to some \$500,000 a year.

No buyer, no matter how clever he may be, can pick "winners" every time, especially if he keeps as large a variety of patterns on hand all the time. There must be some "dogs" in the assortment.

At Arnheim's these "dogs" are sorted out every so often and placed in some department store, where there will be held a big special sale of tailored to measure suits.

Arnheim's advertising reflects the business, the methods and the men that run it.

It is solid, substantial and free from bombast or sensationalism.

It costs approximately 2 per cent. of the gross sales, which is very low indeed and is successful.

It is claimed by the management that the best ad they have is the recommendations of satisfied customers—but that is merely another way of saying that their newspaper advertising makes good because they make good on their newspaper advertising.

And it is the biggest tailoring business in the world—which is going some.

A "special" offer in dress suits brought over 150 orders in one week—and the price was \$40. That was the second week in December, 1914.

There are tailors in practically every city who could make advertising pay if they would follow these few simple rules.

For Foreign Language Publications throughout United States and Canada consult

MODELL
ADVERTISING AGENCY

150 Nassau Street
New York City

Telephone Beekman 1142

We can increase your business—you want it increased.

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

BURRELLE

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

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

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.

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
64 Nassau Street Tel. 4900-4 Beekman

THE PROVIDENCE JOURNAL

See 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.

CAMPAIGN FAILURES.

Frank Leroy Blanchard Tells the Charter Oak Advertising Club of the Rocks Upon Which the Publicity Craft Founders—Why the Newspaper is the Best Medium.

"Why Advertising Sometimes Fails," was the subject of an address delivered by Frank Leroy Blanchard, editor of THE EDITOR AND PUBLISHER, before the Charter Oak Ad Club at Hartford on Monday evening. The audience was composed almost exclusively of advertising managers of the big manufacturing concerns of Hartford, Waterbury, New Britain, Meridian and Springfield. The Hartford Times and the Hartford Courant published extensive reports of the speech.

After stating that it was rank heresy for him to even suggest to members of the club that advertising has its limitations, especially in view of the claim so often made by solicitors that advertising is all powerful, Mr. Blanchard went on to explain that advertising was the greatest business producing force known to man but only under certain well-defined conditions.

Mr. Blanchard gave five reasons for the failure of some advertising campaigns, namely lack of proper distribution of the article or articles to be sold, lack of co-operation on the part of the retailer, wrong choice of mediums, failure to take care of inquiries and to operate an intelligent and persistent follow up system, and failure of salesmen to co-operate with the advertising department.

WRONG MEDIUMS CHOSEN.

In discussing mediums he took a strong position in regard to the use of newspapers in general advertising. He said in part:

"The third reason why advertising sometimes fails is to be found in the selection of the wrong mediums. One of the most difficult things an advertising manager has to do is to determine how to distribute his appropriation among the different mediums he desires to use to secure the most satisfactory results. Some of the advertising experts say that 70 per cent. should be spent on newspapers and periodical advertising and the remaining 30 per cent. on the other mediums.

"If we adopt this rule what part of the 70 per cent. should go to the newspapers and what part to the magazines? This is a question that cannot be answered off-hand even by the wise advertising counsellors who furnish advice at fine fat fees. In my own opinion it can only be determined after a critical examination of the particular public you are trying to reach, the article you have to sell, and general trade conditions. Moreover, unless you have the benefit of the experience of other advertisers in your own line you cannot, until you have tested out any apportionment you have adopted, ascertain whether it is the best that could be made.

ONCE POPULAR OBSESSION.

"One of the obsessions that has prevailed for the past twenty-five years among national advertisers is that magazines are the best and cheapest mediums to use in marketing articles appealing to the general public. There is no denying the fact that you can get better typographical effect in the monthly magazines which are printed more carefully and on better paper than in the newspapers. You can use finer screens in your half tones and get more artistic results. But when you consider the enormous waste in the circulation of even the best of the magazines, their infrequency of issue, the small chance an advertisement has of being seen and read, since all advertisements are crowded together in a bunch in the back part of the periodical, and, finally, the high cost of such publicity, there is reason to doubt the wisdom of placing too great reliance upon the productive power of these mediums.

"Did you ever talk the matter over with any of your dealers? Ever ask them which medium brought to their stores the largest number of purchasers of advertised goods? Probably not, but if you had you would find that the medium that produces the largest number of sales is the daily and weekly newspapers. And why?

EVERYBODY READS THEM.

"Because they are closer to the people than all other business messengers. No intelligent man or woman fails to read the publication that brings to the home or office each day the important local, national or world-wide news of the hour. It lies very close to the heart of each one of us. We regard it as a counselor and friend and read its columns with an eager interest that we have for no other periodical. The advertisements appearing on its pages carry greater weight and our response is quicker and more generous.

"National advertisers have only of late fully appreciated the value of daily newspapers in their campaigns. Those who formerly believe that the magazines were the only publications that could create a country-wide demand for their products at a reasonable cost, have had their eyes opened.

"The Aeolian Company, manufacturers of the Pianola, and dealers in high class pianos and other musical instruments, were for years generous patrons of the best magazines and, yet, only a few weeks ago one of its officers admitted that the company was unable to point to any appreciable or traceable results from magazine advertising. It does not, however, consider this advertising valueless, for it serves to keep the name of the company on the library table. But when it comes to selling merchandise, the newspapers that got the copy always produced actual results.

"It is interesting to know that the Aeolian advertising appropriation for 1915 carries a much heavier per cent. of expenditure for the newspapers than heretofore, which is an indication that the company is going to cash in on its publicity copy by more direct sales work.

PRINTS ADS EVERY DAY.

"The Victor Talking Machine Company is spending at the present time close onto \$1,500,000 for advertising. Mr. H. C. Brown, the advertising manager, claims that it is practically impossible to find any city of importance in the United States in which a Victor ad is not printed in one of its daily papers every day in the year. He believes in dominant advertising which means big copy. Last December when manufacturers all over the country were in the dumps over the commercial outlook, the Victor Company used entire pages in the leading daily papers in the

big cities of the country and the resulting sales were so large that they warranted the heavy expenditure the advertising entailed.

"One of the most appealing arguments in behalf of newspaper advertising is that it enables a manufacturer to concentrate his advertising on a given district or section at a minimum cost. The local newspapers of such a restricted territory have a much larger circulation among the people whom he desires to reach than any magazine or literary weekly published. If the campaign proves successful in this district the chances are that it will be equally successful in other localities. This intensive form of advertising has been the making of many a commercial enterprise. The small manufacturer with limited capital, can try out his proposition in this way without too great a strain on his credit. As his business grows he can extend the scope of his advertising activities until, in time, he may be able to cover the whole country.

"A second strong argument in support of newspaper advertising is that every advertisement can tell the reader where he can find the article on sale. There is, therefore, no danger of disappointment over failure to secure the article when the person interested asks for it.

"A third advantage to be found in newspaper advertising is its flexibility and timeliness. When you are laying out your plan of nation-wide publicity for a period of six months, do you first study the prevailing business conditions in the different sections of the United States, in order to ascertain whether there are any in which it would not be profitable to advertise? An advertising man upon whose shoulders rests the successful expenditure of from \$20,000 to \$1,000,000 a year in publicity should know where he can advertise to the best advantage. If in one section of the country a long continued drought causes the crops to fail, or if in another great storms swell the rivers until they overflow their banks and inundate thousands of miles of cotton plantations or farming land, as they did in Louisiana and Mississippi four years ago, would you consider it good business to spend a lot of money in mediums that reach the people residing in those districts when you know that they have little or no money to buy what you have to sell?

"It is in this connection that the newspapers can render you the greatest help and prove the most economical medium for you to use. If war ties up the cotton market of the Gulf States so that the planters cannot sell their crops, and, therefore, have little money with which to buy your product you can cut out all of your advertising in those states until the situation clears up. If the

yield of wheat in the West is large, and the farmers realize good prices, you can at once start a vigorous campaign in the newspapers of that section with a view of converting them into purchasers of your goods, and work up a big demand.

The St. Louis Star Gains 186,000 Agate Lines in Four Months!

During the past four months enough advertising has been concentrated in The St. Louis Star to make possible this wonderful record. The four months—November, December, January and February—are compared with the same months of one year ago, and in the figures is included every classification of advertising except legal and city printing.

FEBRUARY

Star Gained 239 Columns
NEAREST RIVAL Lost 37½ Columns
NEXT RIVAL Lost 68 Columns

JANUARY

Star Gained 150 Columns
NEAREST RIVAL Lost 185 Columns
NEXT RIVAL Lost 327 Columns

The Only Growing Paper in St. Louis

DECEMBER

Star Gained 208 Columns
NEAREST RIVAL Lost 362 Columns
NEXT RIVAL Lost 238 Columns

NOVEMBER

Star Gained 25 Columns
NEAREST RIVAL Lost 156 Columns
NEXT RIVAL Lost 82 Columns

These figures must impress every advertiser. They indicate in a most emphatic manner that the absolute frankness and sincerity of The Star's editorial policy has produced a newspaper which has won the confidence of its great army of readers, and that these readers are making Star advertising profitable.

During these same four months the Combined Losses of the Star's Rivals Total 418,650 Agate Lines.

The St. Louis Star

"A Paper With a Purpose"

LEON J. VAN LAEYS, Manager
Advertising Representatives
JOHN M. BRANHAM CO.

Mallers Bldg., Chicago
Brunswick Bldg., New York
Member of Audit Bureau of Circulations

The Printer as a Manufacturer Should Look Well to Production Cost

There is no economy possible when you compel your compositors to be Yankee Whittlers, your stonemen experts in driving the Dutchman home and your pressmen Scotland Yard graduates in ferreting out the hieroglyphics sent in from the composing room.

These men kick on the lost time of these make-shift methods, and YOU pay the freight, and will continue to pay it until you install a Miller Saw-Trimmed equipment.

The Miller will standardize every piece of material used in your composing room. Reduce cuts to exact points and plane them type high at the rate of one a minute. It will accomplish anything in the field of routing, jig sawing, inside or outside mortising, reduce linotype slugs to labor-saving spacing material, make 32 low-slugs per minute and 101 other operations that will save dollar after dollar—every operation being controlled by micro-meter gauges.

Miller Saw-Trimmed Company - Pittsburgh, Pa.

501 Fisher Building
Chicago, Ill.

1125 World Bldg.
New York, N. Y.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

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

There is no Duplication or Substitution in

Pittsburg Leader Circulation

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

VERREE & CONKLIN
Foreign Representatives

Steger Building, Chicago
Brunswick Bldg., New York

In Pittsburgh

The Post

First in Quality of Circulation for 70 Years is growing so rapidly in quantity that we predict it will be first in both quality and quantity within a short time. The combination of energy, experience, money and force now pushing the circulation is producing wonderful results.

CONE, LORENZEN & WOODMAN
Special Representatives

New York Detroit Kansas City Chicago

Get the Best Always

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

Pure Food Atmosphere Promotes Sales

TRENTON TIMES

Two Food Feature Pages EVERY THURSDAY Whets the Appetite of Our 100,000 READERS

2c. The Only Evening Paper

KELLY-SMITH COMPANY

220 5th Ave., N. Y. Lytton Bldg., Chicago

THE PEORIA JOURNAL

Only evening paper in Peoria having Associated Press franchise. Largest net paid circulation in Peoria. Member of A. B. C. Carries more advertising than any other Peoria newspaper.

CHAS. H. EDDY CO., Representatives
Fifth Ave. Building, NEW YORK
Old South Building, BOSTON
Peoples Gas Building, CHICAGO

A' TOP O' THE WORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

RIDING A HOBBY is an exceedingly interesting occupation, although it is seldom highly profitable. Speaking plain, unvarnished American, calling things by their real names is mighty interesting, but a man who does it never gets a reputation as a diplomat.

Writing a column of this kind, a column of criticism, begets criticism, and we are getting used to receiving letters telling us that we are verging onto the personal in some of our comments and that we have the unrestricted permission of some people to leave their names out of this column in the future.

Now and then some good fellow takes time to drop us a line telling us that he likes our stuff, and once in a while we hear from people who say that they are finding occasional business helps in our comments.

While we frankly confess that, in writing these things we are riding a hobby, we want to say that the hobby has been created, so to speak, out of years of bitter (and sweet) experience in the advertising field, and when we pick some one or some other store, or some ads to pieces, we do it from an inside knowledge of how such things happen, and we are trying, in our humble way, to point out a better way of doing things.

There is a right way of doing any thing you go at.

WE HAVE JUST FINISHED READING A STORY by William Allen White, of Emporia, Kansas, which was published in The Saturday Evening Post of March 6th. It was a really worth while story—but we are not press agenting the story, merely using it to hang another story on—a story for our "friends out of town."

William Allen White has been in Emporia, Kansas, for a long time, and has been running the Emporia Gazette and the politics of Kansas since Hec was a pup. He probably knows Emporia and Kansas about as well as any one does, but he is not well enough acquainted, nor sufficiently "sot in his ways" to let up doing his best for a single day.

Emporia is not much of a city, compared with New York, Chicago, Philadelphia, Boston, or even St. Louis, but it is big enough to inspire William Allen White to run a paper, and write "copy" that is good enough for real editors to pay real money for.

Walt Mason, who is on the same paper, gets by with a lot of good stuff, too.

You fellows who are waiting for your opportunity to break into "big league" company, and who think that, you had just as well save your steam while you are "bushers" might do well to remember that you can work up a splendid batting average doing "small town stuff" and that the really big jobs in the cities go to men who have made good on smaller papers in smaller places.

THERE IS AN ADVERTISING MANAGER in New York who holds a job commonly considered to be "some job." He does some things which we do not think are just what should be done, things we would not do if we were holding the same job, and we have commented on some of his stunts, without wasting any time trying to think of complimentary terms to use, because we did not need any complimentary terms.

We have met this man, and talked to him. We have watched him talk to other men, and want to say that, right or wrong, whether we agree with him and his ideas or not (and we do not) he is one of the nicest, most likeable, pleasantest men we have ever known, and it is not our invariable rule to unqualifiedly like the men we disagree with.

Frankly, it is our opinion that if the merchandise he advertises measured up to what he says about it, he would be working for the only store in the city before long.

VICTOR MURDOCK HAS GIVEN OUT the statement that he is going to run the Wichita, Kansas, Eagle along "progressive" lines and is going to institute journalistic reforms that will make his paper a wonder.

Amongst other innovations contemplated he proposes the elimination of superlatives in the society columns. Just think of reading a story of a social affair without having to gulp at the "palatial residence" puff; where the "charming society matron" is left out; where the "beautiful" guest of honor is not "fetchingly" attired, and—but why go on! Can it be true?

Now if he will do this, and will go a step further and eliminate the advertising of venereal doctors, he will do something really worth while for the Eagle.

FRANKLIN SIMON & CO., ON FIFTH AVENUE, NEW YORK, ran an advertisement in last Sunday's papers which causes us to inquire, just for our information, Why? Where? When?

There were twenty-seven items mentioned and twenty-six of them were said to be "worth" much more than the prices at which they could be purchased. Why? Where? When?

They were all new goods, brimful of style, and were being featured for their exclusiveness, their newness and their general desirability. Why, where and when were they "worth" all of the money that Franklin Simon & Co. did not ask for them?

There were no specific reductions noted in any instance; it was not claimed that the higher price on "value" was any former price, but, in the most nonchalant manner imaginable fancy "values" were inserted in every instance but one.

And, by the way, why was that one overlooked?

GEORGE FRANK LORD, ADVERTISING MANAGER of the DuPont Powder Company, in addressing the Six Point League at their luncheon yesterday exploded so to speak, and blew up in great shape. His opinions, which he was very free in relieving his mind of, were opinions evidently formed from experiences with a type of representative which, thank goodness, is almost as obsolete as is the theory of buying advertising with free write ups.

His remarks, which were high, wide and handsome, and which are reproduced in part elsewhere in this paper, were valuable principally because they told of things as they were in the yesterday—affording a contrast to the present method of representing newspapers.

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The Johnstown Leader

Member A. B. C.

The management of this newspaper believes in co-operating with national advertisers.

S. G. LINDENSTEIN, INC.
Special Representative

18 East 28th Street New York City

The New York Times

Daily and Sunday

300,000

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 110,520 six months ending Sept. 30, 1914.

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

The Jewish Morning Journal prints more HELP WANTED ADS.

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

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

Connecticut's Biggest and Best Daily Newspaper

The Hartford Times

Hartford, Conn.

THE TIMES' circulation is 3c. circulation Home circulation

"One paper in the home is worth a hundred on the highway."

KELLY-SMITH COMPANY
Representatives

220 Fifth Ave. New York Lytton Bldg. Chicago

"One paper in the home is worth a thousand on the highway"

THE EVENING MAIL

goes into the home. Its readers have confidence in it and in the advertising it prints, which is one reason why advertising in its columns brings ready results.

THE EVENING MAIL
203 Broadway, New York

THE NEW ORLEANS ITEM

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

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

NO "NEWSPAPER LAW."

Need of National Codification Is Theme of Able Address by Seattle Lawyer Before Editors, Publishers and Students of Journalism—Five Vital Themes Were Discussed by John H. Perry in Plea for Reform.

In a recent address before the Washington State Press Association, the Washington Newspaper Institute and the School of Journalism, on "Newspaper Law," John H. Perry, of Seattle, Wash., gave some of the most comprehensive views of his subject ever presented. He divided newspaper law into five branches, applying mostly to newspapers and magazines, viz.: (1) The law of copyright; (2) the right to privacy; (3) civil libel; (4) criminal libel; (5) contempt. After deploring the fact that no text-book on "Newspaper Law," as such, exists, Mr. Perry said, in part:

"My purpose in speaking to you on 'Newspaper Law,' as such, is twofold: First that I may convey to you as newspaper men and women some of the most important general principles of 'Newspaper Law'; secondly, my purpose is to try to crystallize all the five branches of the law, that of copyright, right to privacy, civil libel, criminal libel, and contempt, into one law known as 'Newspaper Law.' There is today an urgent need to have these five branches of the law, in so far as applicable to newspapers, crystallized into one law, to be known as the 'Newspaper Law.' The supreme importance of the newspaper business itself is a sufficient necessity for such action.

"You might say that the news of the entire world is today disseminated by five or six enormously large institutions sending forth their telegraphic service. I refer to the Reuter Telegraph Company, which covers Great Britain, the British empire and the British provinces; the Wolf Agency, which covers Germany, Scandinavia, Austria and all of their provinces and allies; the Havas Agency, which covers France and the Latin countries and their smaller allies, countries and provinces; and, in America, the Associated Press, which furnishes practically all of the great morning papers throughout the country and many afternoon papers, and the United Press Associations of New York, furnishing about six hundred daily afternoon papers throughout this country. So here is an instance of five telegraphic news agencies which gather and send forth the news of the entire world to the peoples of all the world.

"You publishers who are making the newspapers of today are making the history of tomorrow.

WANTS NATIONAL CODIFICATION.

"There is need for a codification of the newspaper laws which would be separate and distinct from the same laws when applied to individuals. This is quite apparent on its face. For instance, the newspapers and magazines are no longer local in their influence. They are national in their circulation, therefore in their influence.

"Now, when I advocate the codification of the 'Newspaper Law' I am not having in view a codification of those laws in the haphazard manner in which the legislature of this state, or of the various other states, enact such laws. What I suggest is this: That a national commission be appointed to draft and perfect, as nearly as it is within human power to do so, a newspaper code covering the various branches of the law applicable to magazines and newspapers; and, after the master minds of our country perfect such a code, that it be submitted to the people or their representatives in the various states of the union for enactment, with the distinct understanding that to reap the benefits of this law it should be enacted without change or amendment so that this code of laws would become uniform in all of the states of the union.

"And then, after we have perfected

our code of newspaper law, let it remain in force and effect, because only by being a permanent law will the newspaper men and the public in the years to come become possessed of a knowledge of that code of laws, and a knowledge is the only thing which makes such a law of value. If the laws are to be changed at each session of the legislature, no one can be reasonably expected to possess a knowledge of those laws. It is only when they become perfected and are enacted as uniform laws throughout the country that it tends to become public knowledge. Our haphazard enactment of laws has destroyed the uniformity of our laws, and continued the public in ignorance of the laws, which has resulted in loss of respect for our laws. And then we cry, why do the people have no respect for our laws?

"A law which is enacted into the law of the land as perfected law based upon common sense and common justice, and is allowed to remain sufficiently long for the public to acquire a knowledge of such law, will result in profound respect on the part of the public for such law. How can the public have a respect for that which they know not? Ignorance breeds contempt.

COPYRIGHT LAW IS FAIR.

"The one branch of the newspaper law which is more uniform throughout the states than any other, more uniformly interpreted and better understood, is the law of copyrights. This, for the reason that the Congress of the United States has enacted a copyright law—a very fair and just law. As all of the newspaper fraternity know, the purpose of the copyright is to guarantee to the producer a safety against the larceny of his original thought or original language. Of course, in many instances the line of demarcation between piracy of one's language and thought is most difficult to discern. It is impossible for the law to prescribe more than a general rule of conduct governing the appropriation of one's language or one's thought. It is a field in which each particular case must be decided more or less upon the particular facts of that case.

"However, I do want to condemn the practice of any editor or publisher in publishing his paper with his hand and a pair of scissors rather than with his own brain and a lead pencil. The publisher or editor who goes into his office and finds there upon his desk an article written by a fellow publisher in a paper belonging to a fellow publisher, containing that which was the original thought and language of the fellow publisher. He reads over the language—and language is merely the carriage of thought—and he takes his scissors and clips out that article and publishes it in his own paper, without giving his fellow publisher any credit or without having any authorization to so publish it; he is guilty of literary piracy and a thief of that man's language and that man's thought; and he is parading before his clientele in a stolen garb. He is a 'thought thief' and should be made to suffer punishment the same as the man who steals a carriage or a motor car."

THE RIGHT TO PRIVACY.

After reviewing numerous instances of the raising of the question as to invasion of one's privacy and of what constitutes injury to one's feelings, Mr. Perry said:

"I have had occasion to go before the Supreme Court of the State of Washington on cases involving the right to privacy and where the point involved was that of the publication of a photograph of a private individual in connection with a member of his family who had been committing a series of frauds against the United States through the mails. It was maintained that as everything within the article was true, and as the publication of the photograph was an exact likeness, upon the principle of the civil libel law that the truth was an absolute defense to this action in so far as a civil libel action for damages was concerned, so they were

stopped from proceeding upon an action for damages by reason of any libel.

"However, ingenious counsel attempted to found an action upon 'the right to privacy,' and in arguing this case before the Supreme Court of this state one of the justices of the court asked me whether or not the publication of the photograph could have been productive of any good, and I answered that, for the sake of argument, I would say it could not. Then, further inquiring, the justice said, 'What is to prohibit this newspaper from publishing this picture every day?' I replied that the criminal libel law of the state could prohibit it. A repetition of such a publication would be a criminal libel and punishable as such.

AS TO NEWSPAPER CONTEMPT.

"Newspaper contempt is what in law is known as constructive contempt—that is, a contempt committed out of the presence of the court. In other words, the publication to the world of an article which the court or judge himself deemed to be a contempt of his court or of himself. It is most important that this branch of the newspaper law, known as constructive contempt, be codified and made uniform throughout the states of the union. This would evade the pernicious political influence which pervades nine out of ten of the cases of constructive contempt. For a constructive contempt, or a newspaper contempt, the Supreme Court of this state has held that it has the right to punish the contemner by the infliction of a jail sentence for a period of months."

Mr. Perry strongly questioned the right of the courts of the State of Washington or of any other state to punish for "constructive contempt," giving an editor or publisher no chance for defense. He denied that such a right is necessary to the existence of the courts, citing in support of his argument the serene and silent indifference of the United States Supreme Court to criticisms of its many notable decisions, and then concluded:

"I want to advance this proposition: As a friend of the court, I want to submit that if the court desires to be respected that it never attempt such a procedure to punish for constructive contempt. I want to submit the suggestion that a cold-blooded murderer, a porch-climber, a burglar, one who traffics in the souls of girls, and the vagrant, are all granted their constitutional privileges and rights of a fair and impartial trial, before a fair and impartial judge and a jury of their peers. Can it be possible that all the scum of the earth are entitled to these privileges and the editor who fights for what he believes to be right and prints what he honestly believes to be true, with good motives and justifiable ends, yet he may be branded a criminal and imprisoned in a bastille for the sake of sweet revenge at the hands of some judge who believes a publisher or editor has unfairly criticised him?"

ANOTHER BIG ACHIEVEMENT.

Chicago Tribune Installs the World's Largest Rotogravure Cylinder.

The Chicago Tribune long ago registered itself as "The World's Greatest Newspaper" and keeps fairly busy living up to its trademark.

The latest stunt is the installation of a rotogravure press—not an ordinary rotogravure press, understand, but the largest rotogravure cylinder in the world.

The larger cylinder is 80 inches long and 47½ inches in circumference. It weighs 2,500 pounds. Placed over the steel roller at 400 pounds hydraulic pressure is a copper shell one-quarter of an inch in thickness, on which the pictures are etched one-hundredth of an inch deep. The other rotogravure cylinders in this country are only one-half as long, and are capable of only about one-third of the speed.

DINNER TO WILLIAM BOYD.

Well Known Advertising Man Will Leave Chicago Soon for New York.

A testimonial dinner has been arranged in Chicago by the friends of William Boyd, the western advertising manager of the Curtis Publishing Company, who has been appointed to succeed E. W. Hazen as advertising director of the Curtis Publishing Company in New York. The dinner will be held at the Midway Club on St. Patrick's Day, at 6:30 p. m. The committee in charge of the dinner is: C. H. Stoddard, chairman; C. E. Raymond, A. D. Lasker, M. W. Cresap, James Veree, R. T. Stanton and William H. Rankin.

Mr. Boyd will leave Chicago on April 1 to join the New York advertising colony from Chicago. He has been with the Curtis Publishing Company continuously for the past fourteen years and has a record second to no one in the advertising business as an organizer and a man of big advertising ideas. He leaves Chicago with the good wishes of hundreds of personal and business friends. Mr. Boyd is a prominent citizen of Evanston, Ill., a member of the First Methodist Church and an active worker of the Young Men's Christian Association. William D. Nesbit, a fellow townsman and fellow churchman of Mr. Boyd, will act as toastmaster at the testimonial dinner.

Manager Jayne Progressive.

David A. Jayne, who succeeded C. A. Ashcraft in the management of the Charleston (W. Va.) Gazette last December, has made many improvements in the paper. On February 22 the Gazette was made a seven-day paper and is the only Monday morning paper between Cincinnati, Richmond and Washington. Mr. Jayne has made Charles A. Blaine assistant general manager; Charles E. Anderson, local advertising manager; Robert L. Smith, manager of circulation and foreign advertising; Leslie Bayliss, editor, and Albert V. Evans, city editor.

Trade Press Will Be Guests.

The Hill Publishing Company, Tenth avenue and 36th street, New York, has invited the New York Trade Press Association to hold the regular March meeting of the association in the new Hill Building instead of the Hardware Club. Friends and guests of the association are also invited. The meeting will be on March 26 and the Hill Building, with the plant in full operation, will be open for inspection from 4 to 5 p. m. The monthly dinner will be served at 6:30 sharp, at the same place, and H. T. Henry, secretary of the association, asks that dinner reservations be made before March 20.

Guide Book of Chicago.

H. E. Myers, secretary of the convention committee of the Advertising Association, has issued an attractive guide book of Chicago. The cover design follows the character of outline employed so artistically by the Midway Gardens in the general decorations. Copies of this guide will be sent out to all the ad clubs throughout the world so that an intelligent selection of accommodations may be made in advance by those who are to attend the convention.

Profitable Church Ads.

That intelligent church advertising is effective was conclusively proven when a member of the Advertising Association, through a unique little campaign, filled the Weaver Memorial Church, Kedzie and Dickens avenues, Chicago, last Sunday evening, with an increased attendance of 400 per cent. A mailing card containing a facsimile of an announcement given in the Tribune the preceding Thursday was printed and mailed out the same day (Thursday) to all voters in the four precincts surrounding the church.

TIPS FOR THE AD MANAGER.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is renewing some contracts with newspapers where they have expired.

Bailey-Scott Company, 303 Fifth avenue, New York City, is issuing orders to Baltimore newspapers for a tryout campaign for the Greenwald Petticoat Company, 1550 Third avenue, New York City.

Ewing & Miles, Mallers Building, Chicago, Ill., are handling the advertising account of Dr. F. W. Willard, Chicago, Ill.

Walter Baker Company, "Baker's Cocoa," Boston, Mass., is placing additional copy with newspapers that have contracts.

Ernest J. Goulston Advertising Agency, 18 Tremont street, Boston, Mass., is forwarding contracts to newspapers generally for Strouse & Bros., "Night Art Clothing," Baltimore, Md.

George Batten Company, Fourth Avenue Building, New York City, is making 10,000 line contracts with New York City newspapers and with newspapers within a radius of 200 miles for the Loose-Wiles Biscuit Company, "Sunshine Biscuits," Thomson avenue, Long Island City, N. Y.

G. A. De Laval Bliss, 62 Pearl street, New York City, is sending out orders to southern semi-weekly newspapers for James Howard, 24 Stone street, New York City.

A. T. Bond, 20 Central street, Boston, Mass., is using a few newspapers in Pennsylvania for the Dwinell-Wright Company, "White House Coffee," 311 Summer street, Boston, Mass.

Van Cleve Company, 1790 Broadway, New York City, is placing copy with some large city newspapers for the United States Tire Company, "Chain Thread Tires," 1790 Broadway, New York City.

Price-Hoffman, 140 West Forty-second street, New York City, is handling the advertising of Sol. Young, Photographer, New York City, with some New York state newspapers.

Albert Frank & Company, 109 State street, Boston, Mass., are renewing contracts with newspapers generally for the Canadian Pacific Company.

Hoyt's Service, Inc., 120 West Thirty-second street, New York City, and 14 Kilby street, Boston, Mass., is sending out 1,000 line orders to New England newspapers for Wilcox-Crittenden & Company, Inc., "Neverust Nails," Middletown, Conn.

Frank Kiernan & Company, 189 Broadway, New York City, are placing 42 line, three time orders with Pacific Coast newspapers for the Jewelers' Co-

operative Syndicate, 80 Maiden Lane, New York City.

J. H. Cross Company, 1524 Chestnut street, Philadelphia, Pa., is making 7,000 line contracts with some western newspapers for the Genuine Haarlem Oil Manufacturing Company, 74 Cortlandt street, New York City.

Mallory, Mitchell & Faust, Security Building, Chicago, Ill., are forwarding 400 line, one time orders to some western newspapers for the National Mileage Company.

It is reported that the Gibbs Preserving Company, "Bull Head Tomato Catsup," Baltimore, Md., has transferred its advertising to the George Batten Company, New York City.

Churchill-Hall, 50 Union Square, New York City, is handling the advertising of the Battle Creek Sanitarium, Administration Building, Battle Creek, Mich., with some large city newspapers.

Brackett-Parker Company, 77 Franklin street, Boston, Mass., is renewing contracts with newspapers for Williams, Clark & Company, "La France" Shoes, Lynn, Mass.

Bromfield & Field, Inc., 171 Madison avenue, New York City, are placing advertising in a list of national magazines for the Ajax-Grieb Rubber Co., "Ajax Tires."

Richard A. Foley, advertising agency, Bulletin Building Philadelphia, Pa., is issuing 1,560 inches to a selected list for Liggett & Myers Tobacco Company, "Star Chewing Tobacco," and 516 inches to Mississippi papers.

Calkins & Holden, 250 Fifth avenue, New York City, are placing 1,400 line one year orders with a few papers for the Kelly-Springfield Tire Company.

W. H. Dilg Agency, Chicago, Ill., is sending out renewals for the Anheuser-Busch Brewing Company.

Van Cleve Co., 1790 Broadway, New York City, is forwarding 26 time orders to a few western papers for the Revere Rubber Company, "Red Plug Rubber Heel."

Stewart-Davis Advertising Agency, Kesner Building, Chicago, Ill., is making 10,000 line one year contracts with a large list of papers for William Wrigley, Jr., Co.

Charles H. Fuller Company, Inc., 623 South Wabash avenue, Chicago, Ill., is placing nine time copy with a selected list for the Cooper Pharmaceutical Company, "Valeska Suratt."

Heller-Barnham Advertising Service, 432 Fourth avenue, New York City, is placing classified ads 13 times with Sunday papers for Berg & Beard Manufacturing Company, Brooklyn, N. Y.

Win Detroit Trademark Prize.

The Detroit Board of Commerce \$500 prize offered for the best "Made in U. S. A." trademark design was awarded to Mr. Clowry Chapman and James Harley Nash, of New York City, by the committee of judges, consisting of James Keeley, editor of the Chicago Herald; Edward F. Preschl, president of the Holeproof Hosiery Company, of Milwaukee, Wis.; Orson D. Munn, of the Scientific American, Charles Daniel Fry, of the Charles Daniel Fry Company of Chicago, and President Charles B. Warren of the Detroit Board of Commerce. The design is to be presented to every American manufacturer and advertiser.

In addition to the \$500 prize, \$50 was contributed by the El Paso Chamber of Commerce. As a result of this contest the Detroit Board of Commerce received over 119,000 replies from every section of the country.

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.

Table listing newspaper circulations by state: ALABAMA, ARIZONA, CALIFORNIA, GEORGIA, ILLINOIS, IOWA, KENTUCKY, LOUISIANA, MARYLAND, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NEW JERSEY, NEW YORK, OHIO, PENNSYLVANIA, SOUTH CAROLINA, TEXAS, UTAH, WASHINGTON, WISCONSIN, WYOMING, CANADA, BRITISH COLUMBIA, ONTARIO.

ROLL OF HONOR

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

Table listing newspaper circulations by state: ILLINOIS, INDIANA, ILLINOIS, KENTUCKY, LOUISIANA, MARYLAND, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NEW JERSEY, NEW YORK, OHIO, PENNSYLVANIA, SOUTH CAROLINA, TEXAS, UTAH, WASHINGTON, WISCONSIN, WYOMING, CANADA, BRITISH COLUMBIA, ONTARIO.

New Orleans States Sworn Net Paid Circulation for 6 Months Ending Oct. 1, 1914 33,271 Daily Per P. O. Statement Local paid circulation averages over 24,000 per issue. We guarantee the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that need in New Orleans. THE S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives New York Chicago St. Louis

AD FIELD PERSONALS.

The Taylor-Critchfield-Clague Advertising Agency, of Chicago, has opened a branch office in Boston, Mass., with D. J. MacNichol, lately vice-president of the Franklin P. Shumway Co., as manager.

W. C. Weigs, former advertising manager of the J. I. Case Threshing Machine Company and recently with the Chicago Examiner, has joined Lord & Thomas and is in the plan department.

Harry C. Queen, recently with the Ohio State Journal, Columbus, is now advertising manager of the Urbana (O.) Daily Democrat and Champaign Democrat.

J. C. Nuckols, of the Louisville (Ky.) Herald, has resigned to do free lance work in that city.

Harry Robinson, advertising manager of the Milwaukee (Wis.) Free Press, has been appointed business manager, succeeding F. E. Effinger.

Orville Harrington, manager of foreign advertising of the Dayton (O.) Daily News, has been appointed business manager, succeeding R. B. Mead, who has been made vice-president of the News League, with authority over both the Dayton and Springfield papers.

D. F. Stevenson, service manager of the Mahin Advertising Company, Chicago, who was injured by having been thrown from a horse February 27, died March 1 from the effects of the accident. He was 31 years old.

Frank Cruden, who has been connected with the New York Herald business staff for many years, has been appointed advertising manager of that publication.

E. L. Sanderson, who for several years has been with the publication interests of the American Lithographer Company, is now with the Louis A. Pratt Advertising Company, of Detroit, Mich.

J. V. R. Lyman, Jr., has been appointed advertising manager of the Winnepeg (Man.) Telegram. He was formerly with the New York Times and Minneapolis (Minn.) Journal.

C. F. Treck is now advertising manager of the Rex Typewriter Company, of Chicago. He was formerly with the Gundlach Advertising Company of that city.

Edwin L. Barker, who formerly directed the I. H. C. Service Bureau of

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 62 agate lines, 168 on four.

The columns are 13 picas. Advertising will not be accepted for the first three pages of the paper.

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

Liberal discounts are allowed on either time or space contracts.

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

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

New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 37 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

Chicago—Post Office News Co., Monroe street.

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

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

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

the International Harvester Co., has purchased the motion pictures and other equipment of these industrial films and is now operating under the name of the Barker-Swan Service.

Geo. L. Louis, advertising manager of A. Stein & Co. (Paris Garters), Chicago, delivered a series of talks on dealer cooperation at the Ad-gitators' meetings on Monday and Wednesday noons, of last week, which were followed with general discussions by members.

AMONG ADVERTISING AGENCIES.

The Benjamin & Kentnor Company, of 225 Fifth avenue, New York City, newspaper "specials," have appointed Horace Hatfield secretary of their company. Mr. Hatfield has been with the Security National Bank of this city for over fourteen years, working his way from office boy to the position of assistant manager of their branch located at Fifty-seventh street and Third avenue, from which position he leaves to join the Benjamin & Kentnor staff.

E. Katz Special Agency, 15 East Twenty-sixth street, New York City, will represent the Jacksonville (Fla.) Metropolis in the east and west after April 1.

The Long Island Advertising Agency, of Corona, L. I., has opened a New York office at 908 Brook avenue, Bronx. It handles advertising in all Italian newspapers.

The E. Katz Special Agency has been appointed to represent the Jacksonville (Fla.) Metropolis, both in the East and West, effective April 1.

Joseph E. Hanson has opened an advertising agency in New York, giving special attention to retail store service. He was formerly in the advertising department of L. S. Plant & Co., Newark, N. J.

Arnold Joerns, of Cooke & Joerns' Advertising Agency, Chicago, has secured the account of the Produce Terminal Corporation, of which Anderson Pace is manager and secretary.

Harold A. Moore has opened an advertising agency in Wheeling, W. Va., under the name of "Moore Advertising." He has secured C. B. Devine, of Pittsburgh, to assist him in the new business.

University Help for Advertisers.

The University of Maine announces that it will furnish practical assistance to merchants or mercantile organizations on problems connected with the subject of advertising. Suggestions on planning local, State or national campaigns will be made if desired, covering cost, medium, material, etc. Suggestions also will be offered, if requested, on the form and content of the advertisement, the styles of type and the preparation of copy. In special cases, when the merchant or organization desires it, tentative copy may be prepared. It is the hope of the University to be able to help the merchant make his advertising a stronger selling force. Municipal organizations will also receive advice.

SPHINX CLUB BANQUET.

United States Senator Underwood, Collector Malone and Others Were Guests.

Senator Oscar W. Underwood was the guest of honor at a banquet of the Sphinx Club of New York, at the Waldorf-Astoria, on Tuesday night. Senator Underwood talked in favor of every possible aid to business for the nation's good and declared that railroads especially should be given a fair chance. He said:

"We have undertaken the problem of Government regulation of railroads and the Government will not turn back. Regulation of practices and rates is here and here to stay. But let us stand for wise and just regulation and not for ill-considered and dangerous regulation. We must regulate so as to insure all necessary railroad facilities for the future.

"As the public in the end must pay the bill, it is primarily interested in the railroads securing the money needed for their maintenance and development at reasonable rates, and equally interested in seeing that it is wisely expended."

Collector of the Port Malone told of the difficulties of maintaining the neutrality of a port like New York and predicted a growing prosperity in place of the recent depression if the increasing figures for import and export of the last few weeks are any index.

Dr. Edward S. Mead, professor of finance of the University of Pennsylvania, also spoke. There were about 200 members and guests of the club present.

At the close of the meeting a resolution was proposed and passed on the death Monday of Justin McCarthy, Treasurer of the Club. Among those present were H. C. Brown, president of the club; Public Service Commissioner McCall, Martin Carey, W. C. Beer, B. J. Greenhut, O. J. Gude, R. F. R. Huntsman, E. D. Gibbs and P. A. Conne.

Utilizing News in Ad Copy.

Nearly every newspaper contains news items which can be developed into good advertising copy. This fact was exemplified by a recent advertisement on Pillsbury Bran, a new product being introduced into Chicago by the Pillsbury Flour Mills Co. of Minneapolis. The copy was headed, "From Dr. Evans' Health Articles in the Chicago Tribune." This was followed by three reproduced news items in which Bran had been recommended as a health food. If advertising writers watch the newspapers closely they often pick up some gems for timely copy which has a news value.

Parisians Newspaper.

The Parisian newspapers are like the French people, snappy and terse and brilliant. They are seldom more than eight pages in size, and they necessarily give only the pith of the news. But their circulations run high into the hundred thousands, even more than a million.

A PUBLICATION ON THE NEWS-STAND SAVES MANY FROM THE JUNK PILE

Established 1892

DUHAN BROTHERS

WHOLESALE DEALERS IN

NEWSPAPERS AND PERIODICALS

TRIBUNE BUILDING NEW YORK CITY

Telephone 3584 Beekman

Distributing Specialists Daily Weekly Monthly Newspapers Periodicals

Circulation Builders Bill Posting Advertising Display Periodical Promotion

Publisher's Representative

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

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

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

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

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, 3 S. Wabash Ave. New York Office, 1 W. 34th St.

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

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

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

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

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

Advertising Agents

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

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. AGCY. Inc. 20 Broad St., New York. Tel. Rector 2573.

GUENTHER-BRADFORD & CO. Chicago, Ill.

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

251 Fifth Avenue

(CORNER TWENTY-EIGHTH STREET)

New York City

In order to establish a more intimate connection with advertisers, advertising agents and publishers in the East, *The Chicago Tribune* has opened new offices at 251 Fifth Avenue, corner of 28th Street, New York, where arrangements have been made to serve the customers of its Advertising and Syndicate Departments with a maximum of efficiency and comfort.

The Chicago Tribune's Syndicate Department, unlike the average newspaper supply syndicate, is not run primarily for profit. Not a single feature is handled except what goes into *The Tribune*. If it's not good enough for *The Tribune* to publish, it's not good enough to sell. This rule absolutely insures a high standard of excellence.

At the present writing, *The Chicago Tribune* has six special representatives at or near the various theatres of War in Europe, including two photographers of still and moving pictures.

The Chicago Tribune's new New York office will also be equipped to provide information concerning Schools, Summer and Winter Resorts, Railway and Steamship Travel for the benefit not only of Chicagoans visiting New York, but also of the general public.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City.
Pacific Coast Advertising Office: 742 Market Street, San Francisco.

