

# THE EDITOR AND PUBLISHER AND JOURNALIST

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## BETTER TIMES AHEAD.

**FACTORIES ARE RESUMING WORK AND EXPORTS ARE INCREASING.**

**Philadelphia Merchants Receive Large Orders for Linen and Sweaters—George Whelan and Friends Plan to Aid in Restoring Confidence—H. A. Wisewood Tells How the Cause May Be Helped.**

The signs of the approach of better times in business are more and more apparent as the weeks go by. Philadelphia merchants this week received from England and France orders for \$1,000,000 worth of linen, to be used in making soldiers' uniforms; and orders for 2,000,000 sweater coats for the men at the front. Exports of food-stuffs and supplies are rapidly increasing in volume. Several large manufacturing concerns that shut down their works last August have reopened them and are employing a full quota of operatives.

Henry A. Wise Wood, president of the Wood Newspaper Machinery Corporation, last week received from George J. Whelan, president of the United Cigar Stores Co., the following letter:

Myself and friends are very much interested in efforts to revive prosperity in this country and particularly to enlarge the market for products made in the United States.

The newspapers we know are doing all they can to promote improved business and want cheerful news for publication. If you can favor us with any facts that would be useful in this effort, they will be placed at the disposal of editors who may be relied on to give the truth the widest publicity. It is especially desired to get real facts covering increases in working forces, reopening of closed plants, orders of unusual size or from abroad, etc. Your courtesy in this matter would be appreciated.

Be assured, my sole interest in this matter has to do with the general good of the country. I am asking your friendly co-operation in the hope that by mutual effort we may aid in hastening belief in the coming of better times.

Here is a compilation from the highest authorities that may interest you. It shows that the balance of trade, which for last July was \$68,000,000 against this country, was for October about \$27,000,000 in favor of the United States. This means a shifting of \$95,000,000 in the balance of trade in favor of the United States:

	July	October
Dividends and interest paid to Europe	\$30,000,000	\$22,000,000
Spent in Europe by American tourists	10,000,000	3,000,000
Sent home to Europe by foreigners	12,000,000	3,000,000
Freight and other charges	10,000,000	5,000,000
Excess of imports	6,000,000	.....
Excess of exports (Official figures give \$33,622,370 for 12 ports and proportions ruling in previous years would make this \$74,162,600. To be safe let me say)	.....	60,000,000
Trade balance against United States	68,000,000	.....
Trade balance in favor of United States	.....	27,000,000

I feel that the momentum of business already acquired can be accelerated by the wide publication of good news.

Very truly,  
G. J. WHELAN.

In his reply Mr. Wood had this to say:

"I am in receipt this morning of your very cheerful letter of the 14th, in which you suggest that whatever good news can be extracted from the present situation be published.

"Although I am a believer in the eventual good that will come to this country out of the present situation, nevertheless I must admit that I shall be unable to see any substantial improvement in circumstances until the

amount of advertising formerly carried by the newspapers has begun to return. The slim pages of the daily prints are a confession of adversity, which I believe every business man should do his utmost to remedy.

"If the large dry goods houses and such concerns as the American Tobacco Company, for instance, would again put their publicity campaigns on foot, much would be done toward restoring the appearance of prosperity, which is always an incentive to enterprise."

## DEATH OF FOSTER COATES.

**Well Known Journalist Passes Away at Atlanta.**

Foster Coates, of New York, one of the leading newspaper managers in the country, died suddenly of apoplexy in Atlanta, Ga., Wednesday evening, in his fifty-ninth year.

Mr. Coates, who had been a member of William Randolph Hearst's executive staff for the past thirteen years, spent the most of his time in reorganizing or in bracing up the various newspapers owned by Mr. Hearst. At the time of his death he was in charge of the Atlanta Georgian.

Few newspaper men have had a wider experience than Mr. Coates, who started in his business career as an office boy on the old Commercial Advertiser, now the Globe. His advancement was rapid, and in a few years he became city editor and afterward managing editor of the old Mail and Express. When Elliot F. Shepherd purchased the Mail he continued Mr. Coates in the position he held and relied upon his judgment on all questions that arose affecting the newspaper.

He attracted the attention of Joseph Pulitzer who made him managing editor of the Evening World. For a time he was news editor of the New York Press. Later he was engaged by Mr. Hearst as managing editor of the American.

Mr. Coates had many friends in the newspaper and business worlds. His ability as an organizer was perhaps his strongest characteristic. His body will be brought to New York for burial. His wife, two sons and a daughter survive him.

## HINMAN'S SLAYER IN JAIL.

**Pour Into Times-Union Office.**

George Batcheller Perkins, the Boston architect, who last week shot and killed F. W. Hinman, business manager of the Florida Times Union, of Jacksonville, on board the Mohawk, has been held for trial pending an examination as to his sanity. Perkins, it is asserted, had been taking headache powders in large quantities on the day of the shooting, and it is supposed that these made him temporarily insane.

The death of Mr. Hinman was a shock to the people of Jacksonville, by whom he was held in high esteem. From over the state and from distant cities telegrams poured into the office of the Times Union on Friday and Saturday. Few newspaper men were so well and favorably known as Mr. Hinman in all the South.

Ansell Elliott, who was acting business manager during Mr. Hinman's absence in the North, will continue in that position for the present, under the direction of Willis M. Ball, president of the Florida Times-Union.

During 1914 the average exports of Canadian paper have averaged over \$1,000,000 a month.

## TRIBUNE GUARANTEES ITS ADS. ANOTHER CARGO READY

**New Policy a New Departure in Newspaper Advertising.**

The New York Tribune surprised the newspaper world on Tuesday by announcing the adoption of a new policy regarding advertising, under which its readers are guaranteed against loss incurred through the purchase of any article advertised in its columns. In its leading editorial the Tribune says:

The Tribune today takes a big step forward in the interests of its readers. It guarantees them absolutely against loss or dissatisfaction through the purchase of any wares advertised in its columns. If you don't like what you buy you get your money back promptly, either from the seller or from the Tribune. We believe in our advertisements. We mean to print only advertisements we can believe in. And we stand ready to back with our own money whatever we permit advertisers to say in our columns.

We want to do something bigger and better than anything any other daily paper has ever dared to do. We want to lead the way into the brighter future when the public will give full faith and credit to what merchants say in the press about their wares. So we give to our readers such a guarantee as no other daily newspaper has ever given. Nothing further in the way of assurance is possible. You don't have to show a loss; you merely have to be dissatisfied in order to get your money back.

Out of our armory of defenses goes the comfortable old doctrine of *caveat emptor*, that favorite refuge of the newspaper whose hands are full of not over-clean advertising revenue. *Caveat emptor* is the strict letter of the law, but we shall never retreat behind it. In practice it means that the reader takes care while the newspaper takes the money. Under our system he does not have to take care. We will do the taking care for him.

We look into the standing and character of the advertiser. In case of doubt, we examine the goods offered. We use every precaution man can use that trickery and deceit and misrepresentation shall not enter into the transaction. And it is sound economy for us to do this work, instead of leaving it to be done by our more than 73,000 readers. We can do it better than they can. One investigation by us will replace 73,000 investigations by them. That is in the line of progress. The task of investigation is, moreover, a public service. Accordingly we welcome it.

## RECEIVER FOR BIG PAPER MILL.

**Colonial Paper Co. of Portland, Me., Defaults in Interest on Bonds.**

Theodore W. Law, of Portsmouth, N. H., has been appointed receiver of the Colonial Paper Company by Judge Hale in the Portland, Me., Federal Court. The Old Colony Trust Company, of Boston, began foreclosure proceedings in consequence of the alleged default of interest payments on a bond issue of \$1,500,000 made in March, 1910.

The Publishers' Paper Company, an \$8,000,000 corporation composed of leading American newspaper publishers, for whom paper was to be manufactured in an immense mill at Portsmouth, was absorbed by the Colonial Paper Company about five years ago.

The Colonial company built water-power plants at Buxton and South Berwick, Maine, which are now idle. It controlled water-power along the Saco River aggregating 300,000 horsepower, which was to have been extensively developed, as well as along the Connecticut River in New Hampshire, and was in possession of approximately 300,000 acres of land in western Maine and New Hampshire.

## Editor of Atlantis Sued for Libel.

Petros P. Tatanis, head of the importing firm of Cacaranda Brothers, of 90 Wall street, and who is also secretary of the Pan-Hellenic Union in this country, has brought suit for libel, for \$50,000 damages, against Solon J. Vlasto, editor of Atlantis, a Greek daily newspaper published in New York.

**PENNSYLVANIA PAPERS FILL A SECOND SHIP WITH FOOD FOR BELGIANS.**

**Supplies Pour Into Philadelphia in Great Volume—John Wanamaker Furnishes Steamer to Take Contribution Across the Sea—Money Turned Into Things Good to Eat.**

(Special Correspondence.)

PHILADELPHIA, Nov. 15.—The second food ship for the starving Belgians to be sent under the auspices of the Philadelphia newspapers, will leave this port about Tuesday next. This ship, the *Orn*, is a Norwegian vessel, and is somewhat larger than the *Thelma*. It was chartered by John Wanamaker, who again made this expense his contribution to the enterprise. The cost of the *Thelma's* cargo was \$100,000, and the second cargo will total \$25,000 more.

The newspapers of the state have taken up the good work and are helping to fill the "Thanksgiving ship." First in the field was the Harrisburg Telegraph, which promptly started to raise subscriptions for the ship in that city. Other newspapers all over the state are collecting money. From St. Louis, Mo., came a letter from Edward S. Lewis, president of the Star, asking for information and promising assistance. It has been pointed out that the Belgian Relief Committee of New York has sent appeals for funds all over the country, and that while it has collected a large sum of money and has been working much longer than the Philadelphia committee of newspaper publishers, not a single relief ship has yet been sent, while "slow" Philadelphia has already despatched one vessel, with a second to follow in a few days. While the first was a gift from the city, it is planned to make the second a contribution from the entire state, and the papers are being urged to bestir themselves and cooperate for the credit of Pennsylvania.

The city newspapers are still devoting generous space to the matter, half-page ads being run daily, without cost to the committee, with lengthy news stories. Everything is contributed so that there are no overhead expenses, and every cent given goes to the purchase of food. After the sailing of the second ship, the records will be audited by Price, Warehouse & Co., certified accountants. An interesting feature is that most of the contributions have been in sums of under \$100, very few large checks having been received.

Richard J. Beamish, managing editor of the Philadelphia Press, inspired by the spirit which has animated the people in sending the ship *Thelma* laden with food and clothing to the starving Belgians, has written the following poem:

Speed to your engines, *Thelma*! Safe and strong  
Be all their striving till the waiting lands  
Shall greet you; till the outstretched, pallid hands  
Of all the starving, stricken, helpless throng  
Shall overflow with food; that through the long  
Bleak Winter in the war-swept places wild  
Here may be saved a home, here fed a child,  
And here a death wall may be changed to song.  
And as you give, O *Thelma*, make one word,  
The motto of our city, understood,  
That through the warring lands it may be heard.  
Let kings and peasants hear as hear they should.  
Let nations stir as all men should be stirred  
To that divine injunction, "Brotherhood."



## EDITOR CHARGES CONSPIRACY. DISAPPEARANCE OF J. P. GLASS. MRS. REID AND THE TRIBUNE. DINNER TO SPECTATOR EDITOR.

**Brings Action Against Those Who, He Asserts, Caused Him to Lose Position on Herald.**

Francis Judson Tietzort, formerly a copy editor on the "war desk" of the New York Herald, has begun an action in the Supreme Court against Joseph P. Knapp, president of the American Lithographic Company, John Colenutt, an artist and designer, and William L. Hopkins, art manager for the company, and the American Lithographic Company, a corporation. Mr. Tietzort alleges in the complaint that the defendants conspired to cause him to lose his position, that in consequence of this conspiracy he was discharged from the Herald and that he suffered in his reputation as a reliable and accurate newspaper man so that he has not been able to obtain another place.

The Herald of September 1, 1914, ran a column and a half story written by Mr. Tietzort in which Colenutt, who had just returned with his wife from the war zone, was quoted at length and which told of certain indignities put upon a young New York woman by German army officers in a German railroad train. The story quoted Colenutt as making several statements that might be construed as anti-German.

Mr. Tietzort's complaint charges that when Mr. Knapp read the story he summoned his employe, Colenutt, and threatened him with discharge unless he denied the interview. Mr. Knapp is further charged with having called up the city editor of the Herald, Frank H. Pierson, and threatening to bring suit for damages against the paper if Mr. Tietzort was not discharged and a retraction printed. Mr. Knapp, it is declared, said the story would hurt the company's business with its German connections. Mr. Tietzort was dismissed abruptly the next day.

The papers in the case also include slander as one of the causes of action and quote Mr. Knapp as having said to Mr. Pierson:

"He (meaning Mr. Tietzort) has palmed a fake off on you. We are convinced that no interview was ever given to him by Colenutt. The whole story is a fabrication of your reporter. He is a fakir who should be summarily dealt with if you want to avoid trouble."

Mr. Tietzort, by affidavits and witnesses, proposes to prove that the story was authentic. He says he is confident of winning his action and hopes it may have a tendency to discourage the practice of denying interviews, which so many men of affairs are prone to do when they realize they have been indiscreet or are criticised by their friends for talking too much.

Mr. Tietzort, a newspaper editor and reporter for seventeen years, has worked on leading dailies in Chicago, San Francisco, Denver, Detroit and Philadelphia, and for seven years in New York. He founded the first automobile magazine in South America, *Revista de Automoveis*, at Rio de Janeiro, Brazil, where he was engaged in business nearly three years. He speaks Portuguese and Spanish and is regarded as an authority on South American trade.

A motion of Oudin, Kilbreth & Schackno, counsel for the defendants, to strike out certain sections of Mr. Tietzort's voluminous complaint was heard before Justice Newburger in Special Term, Part 1, of the Supreme Court last Monday, Henry Wellington Wack, of Dunne, Rutherford & Wack, 42 Broadway, made reply, both sides submitting briefs without argument.

**Will Join United Typothetae.**

At a meeting in Kennewick, Wash., recently the Yakima-Benton-Kittitas Press Association passed a resolution announcing its intention of becoming affiliated with the United Typothetae of America. This action was taken at the conclusion of an address on costs and cost finding by F. W. Kennedy, head of the department of printing of the University of Washington.

**After an Automobile Accident He Started Home in a Cab Which Was Empty on Arrival.**

Following an automobile accident which occurred late Saturday night, November 7. John Purnell Glass, advertising manager of the Montgomery (Ala.) Advertiser, disappeared and up to the present time no trace of his whereabouts has been found. Mr. Glass is a son of F. P. Glass, president of the Advertiser and editor of the Birmingham News.

The young man was found by a friend shortly after the accident, and was brought back to the business district in a closed cab, and sent to his home. The negro driver of the hack states that when he reached Mr. Glass' home and opened the door of his cab Mr. Glass was not inside. The driver does not know how or when the young man left his vehicle, but he is positive that he got out while the hack was moving. He was not injured in the accident.

His friends are unable to account for him after he entered the hack to go home Saturday night, although a thorough search of Montgomery, city and county, and vicinity, has been made, in addition to inquiries made in many towns and cities of the North and West to which it was thought possible he might have gone. It is probable that he left Montgomery by train last Sunday morning or night, though station employes here are unable to recall that fact.

Mr. Glass is 28 years old, approximately 6 feet in height and weighs 198 pounds. He is athletic, having broad shoulders and a well proportioned body. His black hair has a tinge of premature iron gray over the ears. His eyes are blue to gray, and his complexion somewhat florid. When last seen he was wearing a suit of brownish color and a gray soft hat of the prevailing style.

Mr. Glass is a graduate of Princeton, and has been connected with the Advertiser for several years.

**DEATH OF GEORGE W. TURNER.****Former Business Manager of the New York World Passes Away in California.**

Col. George W. Turner, who in the late 80s was editor and publisher of the New York World and later was editor and publisher of the New York Recorder, which had a brief career, died November 11 at the age of 58 in Berkeley, Cal., where he lived eight years practically a recluse.

He was born in a Boston suburb and began work as a reporter on the Boston Globe in 1875. He was for a time in Russia as the agent of an arms concern and lived several years in Japan. He was a remarkable linguist, having complete command of seven languages.

Mr. Turner was seven years the business manager of the World. In 1891 he bought a controlling interest in the newly established New York Recorder and assumed full charge. His work there showed originality and great energy and for a time the publication prospered. But in 1896 financial trouble came and Turner became receiver for the Recorder.

In 1901 Mr. Turner left New York for the Orient, first as representative of a manufacturing house and later as teacher of English in the schools of Nagasaki. About eight years ago he returned to California.

**Searching for a Missing Editor.**

Search for a fellow newspaper man, who is supposed to have been killed in a California train wreck eight years ago, has been continued in Fresno, Cal., by Charles C. Cohan, city editor of the Butte (Mont.) Miner. Frank R. Foster is the name of the missing man. He left Denver in 1906 for San Francisco and was not heard of from that time.

**Widow of Late Editor Is Increasing Rather Than Diminishing the Financial Interest.**

Col. Henry W. Sackett, counsel for Mrs. Whitelaw Reid, informs us that the article reproduced from the Times in last week's issue, in which the statement was made that Mrs. Reid had sold some of her holdings in the Tribune Association, was incorrect. He enclosed a copy of the letter he had sent to the Times concerning the error which explains just what had happened. The letter reads as follows:

To the Editor of The New York Times: Will you permit me, as counsel for Mrs. Whitelaw Reid and also for The Tribune, to correct some inaccuracies contained in the brief article in today's issue of The Times regarding the account filed by Mrs. Reid as executrix of Mr. Reid's estate in the Surrogate's Court of Westchester County, and particularly those contained in the headings.

The article states that, in her account as filed, "Mrs. Reid noted the sale of Securities of The Tribune Association amounting to \$205,000," and the headlines read, "Sells Tribune Bonds. Widow of Whitelaw Reid Reduces Her Holdings in Newspaper." As a matter of fact, instead of reducing her holdings in the newspaper, Mrs. Reid has, quite independent of what she received from Mr. Reid under his will, very substantially increased her interests in The Tribune, so that today she holds considerably more of its securities than was held by both of them at the time of Mr. Reid's death. The Tribune securities, amounting to \$205,000, the sale of which your article states Mrs. Reid noted in her account, and on which these headlines were based, were very old mortgages on The Tribune Building, originally held by the Seamen's Bank for Savings, and later taken over by Mr. Reid, and which in closing the estate, Mrs. Reid thought it best to turn back to that bank.

HENRY W. SACKETT.  
New York, Nov. 12, 1914.

**WILL RECOMMEND INCREASE.****Burleson Favors the Doubling of Present Rate in Second Class Matter.**

Postmaster General Burleson is going to renew his recommendations in regard to second-class mail in his forthcoming annual report. He will take up the finding of the Hughes Commission and urge Congress to carry out his recommendations which were for an increase upon all second-class mail, including newspapers as well as periodicals. This will mean doubling the present rate. The report of the Postmaster General, however, will point out that even doubling the rate will not meet the expense of transporting second-class mail. This has been the cry of all those who have insisted that the second-class rates should be increased.

In connection with an increase of the rates on newspapers and periodicals the Postmaster General, it is believed, will recommend the repeal of the present law which prohibits the extension of the "blue tag" system. At present the "blue tag" system applies to only two zones. If it is extended all over the United States it will seriously affect the periodicals, because of the extra time it will take to ship publications by freight instead of by mail. The repeal of this provision is now contained in the Moon railway mail postal bill, but that bill may have some difficulty in passing the Senate.

**Wilson on Government Ownership.**

According to advices from Washington, government ownership of telegraph and telephone lines will again be advocated in the forthcoming annual report of the Postmaster General. This assertion is made by those who also claim that President Wilson is favorable to the purchase of the telephone and telegraph lines and to their control by the postal service. It is not believed that the bill making possible their purchase can be passed at the coming short session of Congress, owing to the time of the session being taken up with the passage of the annual appropriation bills.

**Sends Thirty-One Men to the Front.**

The Belfast (Ireland) Telegraph reports that thirty-one members of its staff have responded to the call to arms. Among them are included four linotype operators, three advertising men, two editors, two reporters and three stereotypers.

**American Journalists in London Entertain J. Saint Loe Strachey.**

J. Saint Loe Strachey, the editor of the London Spectator, was the guest of the American newspapermen in London at a dinner at Claridge's November 3. During the past few months Mr. Strachey has invited the American journalists to meet the Prime Minister, Mr. Asquith, at luncheon at his home in Queen Anne's Gate, and on successive Wednesdays has held receptions in order to introduce to the American representatives other distinguished Britons, including Sir Edward Grey, the Lord Chancellor Viscount Haldane, Lord Roberts, Gen. Sir Ian Hamilton, Rt. Hon. C. F. Masterman and several other cabinet ministers.

The gatherings were as informal as they were unusual, and in appreciation of Mr. Strachey's cordiality the dinner of November 3 was arranged. Frederick Roy Martin, the assistant general manager of the Associated Press; Frederick Grundy, of the New York Sun, and Frederick Palmer were the speakers, and Mr. Strachey told how simply the meetings were made possible when the English leaders became accustomed to the idea of meeting newspapermen in such informal way and talking with them freely at a time when the policy of the war office has been to keep the press as much in the dark as possible.

**NEW YORK NEWSPAPERS.****Editor of The Editor and Publisher Addresses the West End Club.**

Frank Leroy Blanchard, editor of THE EDITOR AND PUBLISHER, spoke before the West End Club of New York City, on Tuesday evening, on "New York Newspapers and Their Editors."

Owing to limitations as to time, Mr. Blanchard confined his remarks to a discussion of the leading morning newspapers of the metropolis. He told of the notable achievements of the Herald and said, among other things, that it was the best-known American newspaper abroad.

He paid a tribute to Mr. Ochs for his work in rehabilitating the Times and making it a great family newspaper. He spoke in an appreciative manner of the life and achievements of Joseph Pulitzer, saying that during his ownership of the World no one had ever even intimated that the influence of the paper could be bought for cash or advertising. Mr. Blanchard regarded its editorial page as one of the best in the city.

Of the Sun Mr. Blanchard said that E. P. Mitchell, its editor, wielded one of the ablest pens in American journalism. During the life of Mr. Dana he was the great editor's chief assistant and often wrote editorials for which Mr. Dana was given credit.

**WARD'S BID REJECTED.****Subway and L Advertising Privileges Should Bring More Money.**

The Public Service Commission of New York City has rejected the contract proposed by Artemus Ward for advertising, news stand and vending machine privileges on existing subway and elevated lines. This contract was submitted February 2 and at the time aroused much opposition, because other persons were ready to pay a higher price for the privileges than Mr. Ward had offered.

Two contracts are now in existence, expiring in five years, and the proposed contract was to cover a period of fifteen years from last January 1. The contractor agreed to pay \$600,000 for this year, \$700,000 each for the next four years, and \$800,000 for 1919 and each year thereafter, plus an additional sum equal to 10 per cent of the gross receipts. Arbitration was provided in case of any dispute as to the amount of gross receipts.

Keep up to date in newspaper and advertising by reading THE EDITOR AND PUBLISHER.



**BUSY PARIS CENSORS.**

**They Are Obligated to Read and Pass 800 Columns of News Matter Every Day.**

In four large classrooms of a Paris college for young women, says the Paris correspondent of the New York Evening Post, the military press censor and his many, very many assistants are at their work all the twenty-four hours long. No chances are taken of dates, names of places, or generals or army divisions, or military action still going on, getting published, as was done in 1870, when Moltke won a battle on indications furnished by a London correspondent.

Every newspaper has to present its entire proof before going to print. There are few which do not have to appear with blank spaces where the censor has blotted out perhaps their most cherished paragraphs.

**BARRES EXPERIENCE.**

Thus Maurice Barres has his usual daily leading article at its place in the Echo de Paris of October 19. He tells of a hurried visit he has just made from Belfort into Alsace with the invading French army. It is a danger point, now more than ever. He is allowed two introductory paragraphs, each five lines long, and then, just as he is getting interesting—nine lines are blank. Thirteen lines tell what some young officers said—and then there is another blank space where he had written thirteen more lines.

Never was he writing more effectively, but what did he say? If he has kept a copy, we may have it in a book—after the war. Still, nearly a column of his fetching prose is allowed to be printed, mostly anecdotes. Of course, it is the news columns which suffer most and properly; but I have seen an editorial article entirely blank—with only the title left standing!

**ONE ARMY AND ONE CHIEF.**

In sum, for immediate publication, there is now only one general—the commander-in-chief—and the one army. Whatever has not yet been given out in the official communications is crossed and has to be left blank in the paper as printed for the public. The experiment, as fair-minded journalists are the first to acknowledge, is succeeding.

The French official communications do not profess to be complete, which would be the worst indiscretion of all; but they have been scrupulously exact in what they do communicate. After the first natural impatience to know everything *instantly*, public opinion has accepted the censorship, and with confidence. There is a feeling that, at least, one is not being led astray. And then, what satisfactory reading there will be when all is told—after the war!

All this imposes a gigantic task on the censors. Each day they have to read and decide on more than 800 newspaper columns of matter and to take care not to favor one journal above another, and to secure a certain uniformity in what they publish as news. And each separate proof must be censored in time for that particular paper's hour of going to press. This, too, is quite apart from the censorship of telegrams sent off by newspaper men. It is the censorship of news already printed, to see what may and what may not be allowed to appear for the public. It renders impracticable the elder James Gordon Bennett's rule for his editorial writers—"Rehearse the facts!"

**New State Highway Paper.**

The Pennsylvania State Highway Department has issued the first number of the Pennsylvania Highway News. It contains illustrations of typical improvements by the department; a roster of the employees; schedules of work done and under contract, and an article about the marvelous growth of the automobile license end of the department's work. Articles are also published detailing the technical work of the engineering, auditing and other bureaus of the department.



WINDOW OF GROCERY STORE AT LONDON, ONT., DURING NEWSPAPER DISPLAY WEEK.

**NEWSPAPER CONSOLIDATION.**

**Ralph H. Booth Tells Aims of the New \$2,500,000 Publishing Company.**

Ralph H. Booth, president of the new \$2,500,000 newspaper corporation recently organized in Detroit to take over four Michigan newspapers—the Grand Rapids Press, the Flint Journal, the Saginaw News and the Muskegon Chronicle—in discussing the aims of the company, has this to say:

"The establishing of the Booth Publishing Company has no distinct aim other than to secure for the future the permanence, strength, independence and greater usefulness of the newspapers now included in its business and to make possible improvements that no one paper could undertake by itself.

"We believe the public is beginning to realize the great importance of newspapers being controlled by men whose sole business and profession it is. Too many newspapers are owned by men whose larger interests are in other things than newspapers. There is a tendency toward fewer daily papers throughout the country; the public is therefore more than ever concerned in knowing that its newspapers are really independent and are kept in hands that are unhampered by anything that shall have an unfavorable bearing on the fairness of the news that is published or on their editorial opinions.

"Newspapers should not grow old and die with their publishers. There should be a continuity of growth. Their youth should be renewed continually by the younger men of the new generation taking up the work, while those older in the service can pass on to them their experience and observations and the fundamental principles which have stood the test of time.

"Moreover, the independent papers are the only true interpreters of public thought, and such papers can only be conducted by men who are devoting their lives to the work and who keep themselves free from all embarrassing entanglements of business or politics. For these reasons the principal owners of these properties wish to make as sure as possible that the papers will always be owned and managed by newspaper men.

"Under this general corporation plan many of the active, growing newspaper men now associated in this newspaper work become stockholders in all of the properties.

"Each one of the papers with which we are concerned is fully organized with the local and home editors and managers. Complete trust is placed in these

men until they may prove unworthy. They are chosen because of their fitness to serve the best interests of the city in which they are located, as well as the larger state and national interests. They are under the limitations only of right and truth. Orders have never been issued by the controlling owners on local or general issues. The editors are trusted public servants and act accordingly."

**W. P. SIMMS, CORRESPONDENT.**

**Selected by French Government to Represent American Newspapers at Front.**

The French government has arranged to permit one newspaper correspondent from each of eight neutral countries to go to the front.

This means that Italy, Spain, Denmark, Sweden, Norway, Holland, Switzerland and the United States each have one newspaper man with the French army.

The selections were made by government officials at Bordeaux, and General Joffre has approved the arrangement.

William Philip Simms, manager of the Paris bureau of the Associated Press, was selected to represent the United States newspapers, and, because England is not a neutral country, and has no correspondent with the French army, Simms is the only English-speaking press representative with the army.

**JOURNALISTIC CHRONOLOGY.**

**Anniversaries of Interest to Newspaper Folk the Coming Week.**

NOV. 22.—Arthur H. Folwell, editor of Puck since 1905, born in Brooklyn, N. Y. (1877).

NOV. 23.—Clement Joseph Driscoll, newspaper man, New York City official, born in New York City (1882).

NOV. 23.—Walter Smith Nichols, editor of Insurance Law Journal and Insurance Monitor, born at Newark, N. J. (1841).

NOV. 23.—Evert A. Duykinck, editor and author, born in New York City (1816). He died in 1878.

NOV. 24.—The Louisville (Ky.) Journal, now the Courier-Journal, was founded by George D. Prentice (1830).

NOV. 25.—John Bigelow, journalist, diplomat and author, long part owner of New York Evening Post, born at Malden, N. Y. (1817).

NOV. 25.—Sidney E. Morse, co-founder of the New York Observer, born in New York City (1835).

NOV. 25.—Bliss Perry, author and long editor of Atlantic Monthly, born at Williamstown, Mass. (1860).

NOV. 26.—George Cary Eggleston, author and editor of New York Commercial Advertiser, Post, World and other papers, born at Vevay, Indiana (1839).

NOV. 27.—N. Gerald Chapin, law editor of the Daily Banker, born in Brooklyn, N. Y. (1875).

NOV. 28.—John Barrett, journalist, war correspondent and diplomat, born at Grafton, Vt. (1866).

**WINDOW DISPLAY WEEK.**

**Big Success Reported from All Over Country. Work to be Carried on.**

Reports on the National Newspaper Window Display Week movement, recently conducted by the Bureau of Advertising of the American Newspaper Publishers' Association, indicate that the week set aside by newspapers and dealers to display products of general distribution advertised in the newspapers was most impressively observed in all parts of the United States and Canada.

National Newspaper Window Display Week was taken up in over three hundred cities, with about five hundred newspapers participating. Grocery stores, drug stores, men's and women's clothing stores, hardware stores, the automobile and motor accessory dealers, and retailers in many other lines took part in the display.

A notable incident was the participation of many department stores.

The Bureau of Advertising is issuing a large circular showing photographs of typical displays, and giving some facts about the movement.

The bureau has been endeavoring to build up through newspapers an enthusiastic interest on the part of the dealer in products advertised in the newspapers. This work has been going on for nearly two years, and National Newspaper Window Display Week was brought about with the view of demonstrating to national advertisers in a big way the attitude of the retailer towards newspaper advertised goods.

If any further proof were wanted of the enthusiastic support the dealers are ready to lend the manufacturers who use the newspapers, the Bureau of Advertising has furnished it.

A great many manufacturers who are not now employing newspapers in their campaign have been interested as a result of the movement, and Messrs. Thomson and Moore, director and associate director, respectively, have their hands full visiting and corresponding with prospects.

Mr. Thomson is leaving on a trip through the middle west next week to take up the question of newspaper advertising with a large number of firms who want to know something about the results of Newspaper Display Week.

**George W. Loft Sues for Libel.**

George W. Loft, the candy manufacturer, has instituted a suit for \$150,000 for libel against the New York Tribune, basing it on articles in the Tribune alleging that he, as chairman of the Campaign Committee of the Democratic County Committee, solicited campaign contributions from Federal employes.

**"BOB" BURDETTE DEAD.**

Robert J. Burdette, an old-time newspaper man, humorist, lecturer and preacher, died at his home at Pasadena, Cal., November 19, aged seventy years.

He was born in Greensboro, Pa. His family settled in Peoria, Ill., in 1852, and he was educated in the public schools there.

At eighteen years of age he entered the army and served through the war. Then, after a brief clerkship in the Peoria post office, he went to New York to study art.

Abandoning that, he took the night editorship of the Peoria Transcript and later became editorial writer on the Burlington (Ia.) Hawkeye.

He went east in 1880, and for several years wrote for the Brooklyn Eagle and other periodicals.

Gradually, however, the lecture platform lured him from the desk and then he was ordained as a minister of the Gospel.

His humorous writings were very much in vogue some years ago, and many of the older newspaper men will feel a personal loss in the death of "Bob" Burdette.

**OBITUARY NOTES.**

CHARLES C. HAYDEN, for thirty-two years publisher of the Holley (N. Y.) Standard, is dead.

JOHN G. BAILEY, editor of the Columbia River (Ore.) Sun, while temporarily insane, committed suicide recently.

M. M. COOLEY, editor of the Crofton (Neb.) Journal, was drowned in the Missouri River November 4. His death was due to an automobile accident.

THOMAS C. ZIMMERMAN, a retired journalist of Reading, Pa., died in his seventy-sixth year November 11. He was for many years president and editor of the Times and Dispatch of Reading. He was best known for his translations of German poetical masterpieces into English.

CHESTER M. FRY, a reporter on the Sioux City (Ia.) Journal, died of tubercular meningitis recently.

C. H. GROOVER, former editor and owner of the Columbus (Ga.) Enquirer-Sun, which he conducted for eighteen years up to February 1, when he sold it, passed away November 7.

EUGENE F. BALDWIN, founder and publisher of the Peoria (Ill.) Star, died in Chicago Friday.

**SEITZ SPEAKS AT SYRACUSE.****Talks Entertainingly of His Own Experiences in Newspaper Work.**

The Syracuse Newspaper Association, at its annual banquet November 14, had as its principal speaker Don C. Seitz, business manager of the New York World. S. Gurney Lapham, dean of Syracuse newspaperdom, president of the association, was toastmaster.

Mr. Seitz spoke about methods of newspaper making, quoting from his own experience on the Brooklyn Eagle and the New York World. His first real test, he said, was in the Morton-Miller-Hiscock Senatorial fight, when he sent a dispatch to his paper, the Brooklyn Eagle, forecasting Hiscock's election, which was not run because in the Eagle office they had another hunch.

Mr. Seitz spoke of the loyalty of newspaper men generally to "the paper," regardless of their position and their salary, and of the loyalty of newspapers generally to the tradition that demands the publication of whatever happens without fear or favor.

**PRESS ASSOCIATIONS.**

Permanent organization of the West Tennessee Press Association was perfected at a meeting held at Jackson October 24, when T. L. Turner of the Martin Mail was elected president. Charles Smith of the Trenton Herald-Democrat was elected vice-president, and John C. Rodgers of the Dyersburg State Gazette, secretary-treasurer.

The Newspaper Club of Boston met October 22 at Hurlbut's Hotel, with about thirty present. W. U. Swan, editor-in-chief, presided and vacancies in the club were filled by the election of the following: Barton Kline, Transcript; Howard Reynolds, Post; C. L. Sherman, Journal. George N. Dimond was transferred from the associate to the active list. Among the guests were R. L. Giffen of New York; Arthur L. Clark of Boston; I. W. Luce of Boston; Lewis N. Crosscup of Wollaston; Frank H. Wright of Wollaston.

The executive committee of the Texas Press Association has selected June 24, 25 and 26 for the next annual meeting, the convention to be held in Corpus Christi. The program will be arranged at a meeting of the committee to be held during the early part of the new year.

It has been deemed advisable to organize an East Coast press association, similar in character to the Florida Press Association and the Lake Region Press Association, to improve the general conditions of the publishing business and the St. Lucie County Board of Trade joins in an invitation to all publishers on the East Coast to attend a meeting for the purpose of forming such an organization, to be held in Fort Pierce, Monday, November 23, at 10 a. m.

It was decided at the regular monthly meeting of the Dallas Press Club, held November 3, to revise the constitution of the organization. Under the present constitution the associate membership dominates the active membership composed of active newspaper men. Under the revision the club will become more nearly a newspaper man's club. The constitutional revision will be completed at the December meeting of the club.

P. E. Sullivan was elected president of the Portland (Ore.) Press Club for the ensuing year November 2. Other officers for the year will be: First vice-president, C. W. Myers; second vice-president, Frank F. Toevs; third vice-president, James V. Cayre; secretary, Nathaniel Stevens; treasurer, Carl S. Kely; librarian, Walter S. Watson; assistant secretary, Leslie M. Scott; directors, E. N. Blythe, Dean Collins, C. H. Williams, James H. McCool, A. R. Slaymaker and Frank J. McGettigan.

Lease of the rooms on the second floor of the Majestic Theater Building, Pearl and Genesee street, has been taken by the Press Club of Buffalo, N. Y. As soon as certain changes are made in the rooms as now arranged, the club will take possession.

The San Francisco Press Club is proving one of the most influential bodies behind the local movement, started to raise money for the relief of the Belgians. On Thanksgiving Evening at the St. Francis Hotel the Club will conduct an auction of original sketches, prints

and paintings by San Francisco artists who have won fame in the East and who have agreed to send sketches to the local exhibition and noted local artists who have promised to send handsome specimens of their work.

W. R. Davenport will manage the exhibition and Arthur Bennett will act as auctioneer. All of the proceeds of the auction will be turned over to the relief committee to purchase food for the Belgians. This auction is but one of many instances in which members of the Press Club have lent direct assistance to the movement.

Writers and authors of Illinois are to meet in Chicago November 28 to form a state association. The meeting has been arranged by the Chicago Writers' Guild. The program calls for a short meeting in the morning, lunch at the City Club, a tour of the libraries, the Art Institute, and University of Chicago and a dinner at the Auditorium Hotel. In the evening the "State Association of Illinois Writers and Authors" will be formed for the purpose of developing a western literature.

At the annual meeting of the Lancaster (Pa.) Press Club, held November 6, all the old officers of the club were unanimously re-elected to serve for a term of one year. They are: President, Charles M. Howell; vice-president, B. O. Musselman; secretary and treasurer, E. M. Mauffman.



The attention of newspaper publishers is called to copyrighted articles and special features in The New York Evening Post, covering a wide range of subjects. Reproduction either in full or in part should not be made without permission. Exclusive right to use various features in restricted cities can be obtained by addressing,

SYNDICATE DEPARTMENT, The Evening Post, 20 Vesey Street, New York

**Can It Be**

That the most prosperous local merchants of Washington, D. C., continue to use more space in THE EVENING STAR, time and again, than in the other three papers combined except for the fact that it pays them best to do so?

**CHARLES SEESTED**

41 PARK ROW

NEW YORK

TELEPHONE 569 CORTLANDT

**DIRECT REPRESENTATIVE**

I AM WILLING TO ADD TO MY list if I can make mutually profitable arrangements with good newspapers who can use the services of a thoroughly experienced, forceful, direct representative.

If you have no New York representation, write me a letter and I will show you how I go after business.

Any paper that gets on my list has to be a good paper and you are assured good company.

**INTERTYPE**

THE ACME OF HIGH QUALITY

**Does Your Newspaper Need a NEW DRESS?**

The New York World, Chicago Tribune, Duluth Herald, New York Globe, Chicago Herald, St. Louis Post-Dispatch, Brooklyn Eagle, New York Post, Cleveland Plain Dealer, Brooklyn Times, St. Louis Republic, Baltimore American, Montreal Star, have purchased new dresses of INTERTYPE MATRICES.



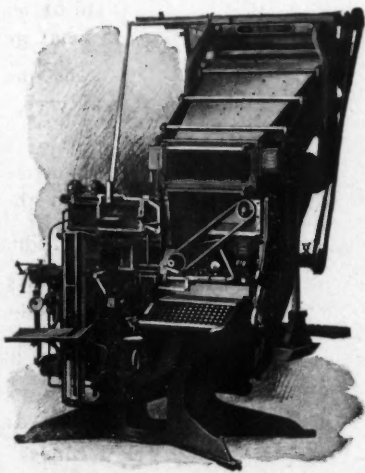
THE MULTIPLE LINOTYPE WAY IS THE MODERN WAY

## The Washington Post

PROVES the ENDURING RELIABILITY and MODERN EFFICIENCY OF THE LINOTYPE

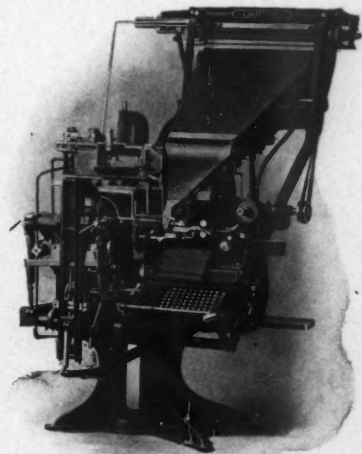
THE WASHINGTON POST now has in service twenty-one Linotypes, having just installed three Model 9 four-magazine machines and eight model K two-magazine machines. The Post proved the enduring reliability of the Linotype by twenty years' use of single magazine models. One Model 9 was put on trial, demonstrated its superiority as a time and

money saver to the satisfaction of Mr. A. D. MARKS, the business manager, and orders for additional Multiple Magazine Linotypes followed to replace the earlier models. Now this type of machine constitutes over sixty per cent. of their equipment.



Model 9 Four-Magazine Linotype

Four of these machines in the plant of the Washington Post.



Model K Two-Magazine Linotype

Eight of this Model Linotype used by the Washington Post

# MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO

1100 South Wabash Ave.

SAN FRANCISCO

638-646 Sacramento Street

NEW ORLEANS

549 Baronne Street

TORONTO: CANADIAN LINOTYPE, LIMITED, 35 Lombard Street

THE MULTIPLE LINOTYPE WAY IS THE MODERN WAY



## NEWSPAPER WOMEN OF AMERICA.

**Miss Martha H. Porter, of the Des Moines (Ia.) Register and Leader, Finds in Her Work Life at First Hand—Got Big Scoop From Mr. Bryan and Didn't Know It.**

By A. HAESELBARTH.

While location and limitations have much effect by either retarding or developing progress in newspaper work, it is not a fact that the best journalists are always found in big cities. This is especially true of the women of the profession. It is in the smaller towns that they of necessity learn more of practical journalism than do their metropolitan sisters who confine their efforts to covering assignments in a familiar field.

A fair type of the woman who finds no reason to apologize for being in newspaper work is Miss Martha H. Porter, general reporter and feature writer for the Des Moines (Ia.) Register and Leader, and who is also the author of the syndicated "The Manicure Maid," by "Mart."

When asked for her opinion of journalism as a field for women, Miss Porter replied:

"A newspaper woman said to me one day when, discouraged, she had decided to leave the game for the tedium of the school room, Even if you succeed you will not stay on the paper. Why, you have to do the most terrible things like reporting police cases or going out on divorce scandals!"

"After eight years of hard work I can calmly survey the past and say in all candor, 'Well, what of it?' A temperance lecturer, in an address at a local meeting, bemoaned the fact that women were becoming less womanly and cited as an example a young woman reporter who willingly accepted the assignment to interview a famous horse jockey. Well, what of it? Was she any less womanly when she had completed her assignment than before she accepted it, providing she was a womanly woman to begin with?"

"Speaking personally, I believe women newspaper workers are to blame for a great deal of the satire directed at them by the contemptuously critical. I believe sincerely in the dignity of the profession for women. I contend that no woman with half a heart can come through an experience of active news reporting without having her sympathies awakened, her mind expanded by the honest opinions of others, and her spirit toward mankind broadened. If that



MISS MARTHA H. PORTER.

woman reporter who interviewed the jockey was the right kind of woman she would have appreciated the winning jockey's joy in winning the race, his love for his horse and the keenness of brain and steady nerve which had made him the winner. I believe that women—maternal women—have the best understanding of the big things that make life worth living.

SEES LIFE AT FIRST HAND.

"In the quest of human-interest stories I often listen to the humorous and tragic records of the human derelicts. I find there life at first hand, and types worthy of a Dickens, a De Maupassant, or a Balzac. I listen to many a sordid story of marital woe and divorce which does not find its way into print. I learn the need of the poor, the plight of the diseased, the feeble-minded and the criminal. And the experience is superb! Through it all an infinite zest for and curiosity toward life have not failed me. I find more opportunities to help and bless my fellow men than would come within my knowledge if I were a sister of charity, and a broader field for usefulness, observation and the gathering of literary material than if I were a social worker. Surely the work of newsgathering is not unwomanly. The argument for the defense is closed.

"One of my greatest pleasures has been interviewing men of note. It is an easy task for any woman. My first and biggest scoop came in the cub days, when I did not realize the bigness of the scoop. I was sent to interview William Jennings Bryan. He was not the Secretary of State but a Presidential candidate—which campaign is not necessary to the story. I was weak from fear of so great a man, but I braved my way past the politicians who crowded the hotel corridor and balcony, to the parlor. I sent my card to the distinguished man and was so overawed when he appeared with card in hand I could hardly speak. With that delightfully

friendly manner for which he is known, he waved me to a seat.

"Do you know anything about politics?" he asked me.

"I do not," I admitted, shamefacedly.

"Glad of it; get your paper and pencil ready," he said kindly, without a trace of a smile. Like all beginning reporters I had plenty of copy paper.

WON MR. BRYAN'S APPROVAL.

"Mr. Bryan dictated nearly two hours. He dictated slowly, pausing to formulate his sentences. When I returned to the office the city editor asked me if I had a good story. I told him that I didn't know, but Mr. Bryan had talked a lot.

"Fire away on six sticks," said the city editor.

"I can't," I faltered, "Mr. Bryan said he wanted it all used or nothing."

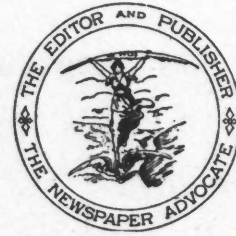
"I wrote it all out, word for word, carefully following my notes. It appeared in black type across the entire front page, the first comparative party-plank interview given out by the Democratic Presidential nominee, the biggest scoop of the campaign, and I didn't know it.

"Last spring, when I had occasion to talk to Secretary of State Bryan, I asked him why he had given me this interview.

"Because," he said, "you were a woman. I knew you would follow copy accurately and introduce no editorial comments among your notes."

"Is not that sufficient commendation for any woman reporter?"

Trade Newspaper Advertising--"Why Talks"--Number Twelve



### The South Has Not Gone Broke—And Its Newspapers Are Result-Getters for National Advertisers

The "Buy-a-Bale-of-Cotton" movement has had at least one evil effect. It has given the impression, somewhat generally, that just now the South is impoverished—that the failure of a part of the market for cotton, and its consequent cheapness, has paralyzed the South in a financial way, at least for the present season.

This impression is influencing some National advertisers to "go slow" on appropriations for that territory in their present campaigns. This condition is the natural result of the over-emphasis given to the South's losses in her chief product.

But the situation is not, by any means, so bad as pictured. The Atlanta Constitution likens it to that of a property owner who has lost a month's rent. He does not go into bankruptcy on that account, nor decide that he is hopelessly impoverished.

As a matter of fact, the South is forgetting all about the cotton upset, and is going right along about her business in the fashion which has been so characteristic of her men and women under all circumstances of stress or difficulty.

The opening of the Réserve Banks in her territory will relieve all legitimate needs for capital in the conduct of business and of manufacturing, and will quickly rejuvenate all lagging industries. The South is SOUND, UNDAUNTED. Her people have money, and are keenly appreciative of all of life's good things.

National advertisers cannot afford to "go slow" in the South this year. The conditions do not justify it.

And it is the duty and opportunity of the live newspapers of the South to set our people right as to conditions down there. THE EDITOR & PUBLISHER suggests this opportunity to the Southern publishers as one in which this publication may be utilized to the greatest possible advantage. Through the advertising columns of this journal the Southern publishers may talk to the National advertisers DIRECT. They may present to them facts and figures of the situation in their own cities and fields—and may thus prevent these big advertisers from "staying out of the South for the present."

### Consider the Kentucky Field

The Louisville Herald claims a circulation throughout Kentucky and Southern Indiana outside of Louisville and suburbs of 14,602 daily. The Courier-Journal claims in the same territory 14,691 daily.

### The Masonic Home Journal

In Kentucky Alone Has 34,301 Subscribers

or more than both the daily Courier-Journal and Herald combined.

D. B. G. ROSE,  
Editor and Manager

Advertising Representatives

F. W. HENKEL,  
Peoples Gas Building, Chicago

FRANKLIN P. ALCORN,  
33 West 34th St., New York



# Statements of Circulation To the Government

## —What Do They Amount To?

Do they prevent unscrupulous Circulation Managers from padding their figures? Certainly not!

Prosecute? Not in a thousand years! Even a Philadelphia lawyer would not want to take the case on a no-win-no-pay basis.

Besides—what is the penalty? The Government utterly and absolutely failed to include this all-important feature in the new law.

No—you cannot depend upon the circulation figures in a statement filed with the Government.

## The Tribune

*Is ONE of but THREE New York Morning and Sunday Newspapers (Tribune, Times, American) that put all the cards on the table face up*

### MEMBER OF AUDIT BUREAU OF CIRCULATIONS

This Bureau has the right at all times to examine the circulation of The New York Tribune—to examine all bills, news agents' and dealers' reports, papers and other records necessary to show the quantity of circulation and sources from which it is secured and where it is distributed. There appears to be no good reason why advertisers should buy space in any newspaper that is not so audited. The emphasizing of "statements to the government" is open to but one construction—and that of sinister meaning.

### FIRST TO LAST---THE TRUTH

*News—Editorials—Advertisements*

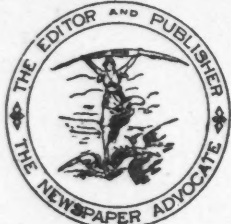


## THE EDITOR AND PUBLISHER AND JOURNALIST

### FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS

Entered as second class mail matter in the  
New York Post Office

Issued every Saturday, forms closing one o'clock on Friday pre-  
ceding date of publication, by The Editor and Publisher Co., Suite  
1117 World Building, 63 Park Row New York City. Private  
Branch Telephone Exchange, Beekman 4330 and 4331.



The Journalist. Established 1884; The Editor and Publisher  
1901; The Editor and Publisher and Journalist, 1907. James  
Wright Brown, Publisher; Frank LeRoy Blanchard, Editor,  
George P. Lefler, Business Manager.

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

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 rates

New York, Saturday, Nov. 21, 1914

#### TOO MUCH WAR NEWS?

One of our correspondents suggests that the newspapers, besides printing the war bulletins each day, should also present a carefully written, common sense introduction, showing what these bulletins mean. Such an arrangement, the writer contends, would be about all the average business man would want to read each day about the war.

Several of the New York newspapers print daily an article by a military expert who has gone over the dispatches and figured out just what the movements of troops and the results of battles signify. These articles have been extremely valuable and are a welcome innovation in modern journalism.

Doubtless it is true that the newspapers are printing too much war news. Three and four pages of each issue of the newspapers of New York, Boston, Philadelphia and Pittsburgh are filled with war cable dispatches and specials forwarded by mail. The further west one goes, however, the less space is devoted to the subject. The farmers haven't the time or inclination to devote much attention to the conflict. They are more interested in the markets for their crops and conditions that obtain here in the United States.

How many people read these four pages of war news each day? Do you, Mr. Journalist, unless, because of the nature of your work, you are obliged to do so? Do you imagine that the rank and file of business men read half of it? Most people are content with perusing the first column of the war news and scanning the headlines of the rest of the matter.

What the American business man wants to read more than anything else is industrial, commercial and general news originating right here at home. Why not, then, cut down the war news to reasonable space and give them the stuff they want?

#### GUARANTEED ADVERTISING.

For a number of years several of the big weekly and monthly publications have guaranteed their readers against loss through advertisements in their columns but until last Tuesday no newspaper has had the courage to adopt such a policy. On that day, however, the New York Tribune nailed this motto to its masthead: "First to Last the Truth; News, Editorials, Advertisements," and underneath, in the leading, double-leaded editorial, declared that from now on it will guarantee its readers against any loss or dissatisfaction incurred through the purchase of any article advertised in its columns.

The Tribune by this act becomes a pioneer in a

new practice in journalism which sometime will be adopted by most newspapers. It takes a lot of sand to start a thing of this kind. We believe there is only one other daily in New York, the Press, that is in a position to inaugurate the guarantee policy.

When we consider what this most important step means to the Tribune's business department we cannot but admire the courage the management has displayed. Before an advertisement is accepted for publication the statement it contains must be verified and the responsibility of the advertiser established. This means the employment of a corps of reliable investigators and an increased expense. The additional cost of handling the advertisements will, however, be money well invested if the Tribune succeeds, as no doubt it will, in establishing the absolute dependability of every advertisement it carries. Business men will quickly appreciate the value of such a medium in winning public confidence and will be eager to take space in its columns. Thus the Tribune will be well rewarded for its efforts to safeguard its readers.

The advantages growing out of the adoption of the guarantee-against-loss policy are of inestimable value to the Tribune's readers. People who want to make every penny count in buying articles for home or personal use and therefore do not care to run the risk of being cheated or overcharged by the merchants with whom they trade will naturally turn to the Tribune for their advertisement reading. With a money back guarantee against loss behind every advertisement they cannot make a mistake in patronizing any of its advertisers.

Other newspaper publishers will watch the result of the Tribune's experiment with extraordinary interest. If the plan proves feasible and profitable after it has been thoroughly tried out, as we believe it will, other dailies will be eager to follow its example.

Considerable confusion is likely to ensue from the similarity of the names of the two advertising organizations, the Association of National Advertisers' Substitution League, and the Association of National Advertisers, the latter being the new name of the Association of National Advertising Managers. The first of these is composed of forty-nine national advertisers who are fighting substitution. The second is composed of two hundred and fifty advertisers and advertising managers. Of course, if the full title of the longer-named association is always used there need be no difficulty in distinguishing one from the other.

Mack Meredith, an advertising specialist, of Liverpool, England, writes THE EDITOR AND PUBLISHER as follows: "If I was a citizen of the United States I would take the strongest form possible of registering my vote for peace; and if every American citizen would do this and get backed up by every possible reasonable force America would render a service not only to the commercial world but the whole world, which would rank as the most glorious performance in the annals of history."

The Elmira (N. Y.) Star-Gazette, which has for some time been Democratic in state and national politics and independent in local politics, announces that hereafter it will be independent in all political matters. The publishers agree with THE EDITOR AND PUBLISHER that there is no place in modern journalism for the hide-bound and hand-tied party newspaper.

#### MUST.

"Cut down the war news," cried the boss,  
And oh, his voice was glad.  
"I don't care if the Kaiser's licked—  
I've got a two page ad.  
Cut down the war news—what care I  
If Allies win—or fail?  
I've more important stuff today—  
Rozinski's Bargain Sale."

#### LIABLE TO HAPPEN.

Some day some one may call Herman Ridder a press agent of the Theater of War.

#### JOTTINGS BY THE WAY.

What would the world do if it were not for the men and women who are willing to devote time and labor to the unselfish advancement of human progress? Some there are who, forgetting self and seeing only the good that may be done for others, work tirelessly and devotedly to help them. R. Winston Harvey, of Lynchburg, W. Va., is that kind of a man. Three years ago he decided that Lynchburg was old enough and big enough to have an ad club. He had no idea how many obstacles would have to be overcome, or how many areas of shoe leather would have to be worn out before one was established. But he went ahead and by dint of hard work and perseverance finally succeeded in launching the Ad Men's Club of Lynchburg. He was made president of the organization and for three years guided its destinies. Today the club has sixty members, a home of its own, and is affiliated with the Associated Advertising Clubs of the World. Harvey put Lynchburg on the map, and the citizens of that place now recognize him as about the liveliest proposition and benefactor the town has ever had.

\* \* \*

One of the foremost figures in the metropolitan advertising field is Harry Tipper, of the Texas Company, one of the largest oil-producing companies in the United States. He has come to the front because he has earned the position he has won. I have known him for some time and have been much impressed by the keenness of his intellect, the breadth of his mental grasp and his great capacity for work.

At the present time he is president of the Association of National Advertisers and chairman of its research committee; a member of the executive committee of the Technical Publicity Association; a member of the education committee of the Associated Advertising Clubs of the World, and president of the Advertising Men's League; lecturer on advertising, New York University School of Commerce, Accounts and Finance, and one of the Advisory Board of Advertising and Selling.

He has delivered addresses before the Sphinx Club, and Six-Point League of New York, the Grocery Trade Press Association, the Society of Automobile Engineers, the Efficiency Society, and the Detroit Board of Commerce.

Tipper never seems to get tired. He turns out work as easily as sliding down hill. The more that is piled onto his shoulders the greater is his producing capacity. In addition to his other activities he has found time to write a book, which will shortly be issued by Doubleday, Page & Co. under the title of "New Business."

He is a great believer in the advertising club movement and has been a contributor to its success during the last three years. When I asked him about the plans of the Association of National Advertisers, of which he was elected president two weeks ago, he said:

"It is the strongest body of advertisers engaged in co-operative measures for the improvement of advertising conditions, and all of its future work will be based, as its past work has been, upon practical developments along this line. The subject of export advertising and export conditions generally, further developments in connection with objectionable advertising, further investigations and research as to the efficiency of various advertising conditions and equipment, will form part of this year's work for the association as drafted at the convention.

"With all the splendid work which has been done by this association for advertising in the past, the work of the biggest and broadest developments of advertising are still before us, and this association proposes to consider them with the same care and the same practical objects in view which characterized its previous work."

#### ALONG THE ROW.

##### OLD FRIENDS.

"'Twas many, many years ago,"  
The Park Row Vet'ran said,  
"That I first saw that precious child  
Of Mister Newlywed.  
And Little Nemo—charming boy—  
Who still is in the game;  
They're old enough to whiskers grow  
Still they look just the same.

"And Mrs. Katzenjammer's Kids,  
Who get Der Captain's goat,  
Have been for twenty years or more  
Entitled to a vote.  
And Buster Brown should have gray hair  
And show the marks of age.  
Yet all do baby stunts upon  
The comic Sunday page."

##### WASTE OF SPACE.

Two and three pages of war news every day, and 999 people out of 1,000 only read the headlines.



**PERSONALS.**

Governor Cox will resume his duties as editor of the Dayton (O.) News upon the expiration of his term of office.

Herbert S. Underwood, of the Boston Herald, has resigned to go to Arizona because of the health of Mrs. Underwood. Twenty-five of his newspaper friends tendered him a farewell banquet upon his departure.

W. D. Boyce, publisher and traveler, addressed the Chicago advertising men at their Thursday luncheon on "South America from a Business Standpoint."

Karleton Hackett, the Chicago Post's music critic, has numerous lecturing dates this winter. He addressed the Kansas Teachers' Association at Topeka November 13.

J. W. Foley, of Philadelphia, poet and writer, gave readings from his works at the Chicago City Club Building last week.

Frank N. Huston, financial editor of the Chicago Evening Post, is in Philadelphia attending the third annual convention of investment bankers. He has just spent some time in the financial district of New York City studying the Eastern financial situation with a view of finding a way in which the newspaper can aid in restoring financial conditions to their normal state.

J. E. Trower, of the Pittsburgh Post and Sun, was in New York this week on business.

S. J. Waggoman, formerly with the Richmond (Va.) Times-Dispatch, was a New York visitor this week.

J. E. Sanford, for eight years on the city staff of the Detroit Free Press, is writing the "Good Evening" column of the Elizabeth (N. J.) Daily Journal.

Miss Helen Ross, who for two months was editor of the News-Miner, at Republic, Wash., has joined the staff of the Seattle Daily Times, and is in charge of the Woman's Club department.

W. D. Lambert, of Seattle, has become editor and manager of the Quill at Quincy, Wash., succeeding S. G. Shaw, who has purchased a job plant at Cocur d'Alene, Idaho.

George Gardner has been made city editor of the Nenah (Wis.) Daily News, succeeding A. J. Hinz.

Leopold Morris has been appointed city editor of the Victoria (Tex.) Daily Advocate.

Lewellyn Richards has been made city editor of the Hazelton (Pa.) Sentinel.

Guido Schmidt, telegraph editor of the Milwaukee (Wis.) Germania, has received word that one of his brothers has been killed while fighting in Alsace, another brother was seriously wounded and his mother killed in a street car accident in Germany.

R. M. Roas has been made news editor of the Grand Rapids (Minn.) Herald-Review.

Louis Gardy, dramatic editor for three years of the New York Call, has resigned because of ill health.

William A. Mason, political writer for the Youngstown (O.) Telegram, has been appointed secretary to Congressman-Elect John Cooper.

William A. Gramer, political and City Hall reporter, was given a banquet by his friends on Nov. 21 at the Hotel Savoy, New York, in honor of twenty-five years' service.

F. J. Hulaniski, for the past three years editor of the Richmond (Cal.) Record-Herald, has severed his connections with that paper.

Vigil V. McNitt, president of the Central Press Association of Cleveland, O., was in New York on business this week.

Alexander Dodds, formerly of the Christian Science Monitor, of Boston, Mass., and later associate publisher of the Los Angeles (Cal.) Express and Tribune, E. J. Earl's papers, resigned October 29. E. B. Lilley, the general manager, is now in entire charge of these papers.

**Big in Baseball World.**

James Frank, managing editor of the Jackson (Mich.) Patriot, is one of the big men in the baseball world in which he is known as "Ban Johnson," of the



JAMES FRANK.

smaller leagues. He has been president of the Southern Michigan League for several years and has done much to awaken interest in the game of baseball. As a newspaper man he is a bright and shining light in Michigan.

**WEDDING BELLS.**

Henry W. Owen, editor of the Bath (Me.) Daily Times, and Miss Ruth W. Turner were married November 13.

Earl R. Pitt, of the State Journal, Lansing, Mich., and Miss S. Mildred Beals were married at Ionia, Mich., November 5.

M. H. Barton, manager and editor of the Rhinelander (Wis.) News, and Miss Hazel M. Nicholson were married at Manistique, Wis., November 10.

R. Morris, managing editor of the Willow (Cal.) Journal, and Miss Marguerite Schom were married last week.

Mrs. Grace I. Bonner of San Francisco and Harry H. Granice, editor of the Sonoma Index-Tribune and dean of the newspaper fraternity in Sonoma County, were married during the week.

**BUSINESS OPPORTUNITIES**

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

Excellent weekly class paper can be bought on account of owner's health. Good circulation. Nearly \$9,000 net profits. Price \$40,000. Terms to right buyer. Box 627, The Editor and Publisher.

WAR REVERSES the trend of prices of Publishing Businesses. Get started now and enjoy opportunity when peace is established. HARRIS-DIBBLE COMPANY, 71 West 23rd Street, New York.

**MISCELLANEOUS**

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

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

**PACIFIC COAST NEWS CORRESPONDENT**

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

**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. Payable yearly in advance.

It is suggested that the publication should be mailed to the home address to insure prompt delivery.

The Editor and Publisher page contains 672 agate lines, 168 on four.

The columns are 18 picas.

Advertising will not be accepted for the first three pages of the paper.

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

Liberal discounts are allowed on either time or space contracts.

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

The Editor and Publisher can be found on sale each week at the following newsstands: New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

Chicago—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street.

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

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

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

**HELP WANTED**

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

WANTED immediately, a first-class advertising solicitor who will produce results, for work on a leading independent weekly newspaper. Must be an American and a Protestant and able to prove it. Steady work and good pay. Address, with reference, Western New York Publishers' Bureau, Buffalo, N. Y.

ADVERTISER wants business manager or managing editor to take interest to extent \$3,000 or \$5,000 in corporation to publish daily edition; town 14,000; central west; business established forty years. Must show unquestioned ability and character; splendid opportunity. Full particulars to men who give bank references. Western man preferred. Address D 1339, care The Editor and Publisher.

Help Wanted—Traveling representative, forceful man of good character to sell subscriptions for live trade paper. Splendid side line, liberal commission. Address Trade Paper, care The 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.

**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 traders' leading journal. Write for rates.

**WHERE THE GOLD COMES FROM!**

THE FAIRBANKS (ALASKA) DAILY NEWS-MINER, the oldest paper in Interior Alaska, where the gold comes from, reaches the highest-paid class of workers in the world. There are only 16,000 people in the News-Miner's district, but they produce and spend from \$5,000,000 to \$10,000,000 a year. The smallest piece of money there is 25c. piece—which is the price of a newspaper, cigar or drink. One million was sent out of Fairbanks in one year to mail-order houses. The average per inhabitant annually is \$135 freight paid. Everything is dear except advertising—advertising agents take notice—and the people buy whatever they want when they want it.

**DOMINANT DAILY**

newspaper property of fast growing middle west city of 29,000 must be sold to settle an estate. Annual volume of business over \$33,000. Profit balance, \$4,600. Equipment includes two linotypes and a 12-page press.

Asked Price \$37,500. Proposition K. X.

**C. M. PALMER**

Newspaper Properties 225 Fifth Ave., New York

**\$15,000**

will buy old established Daily Evening newspaper located in one of the best of the County Seat towns of a Southern state. No competition, physical equipment adequate, including two linotypes. Net earnings last year \$2,700.00.

**HARWELL, CANNON & McCARTHY**

Newspaper & Magazine Properties Times Bldg., New York City

**SITUATIONS WANTED**

Advertisements under this classification one cent per word each insertion.

Have you an opening for an advertising man qualified by eight years' experience in space selling, space buying, campaign planning, circulation building and commercial publicity service to serve in capacity of service department manager. Only responsible position with broad-minded men will be considered. A-1 references as to integrity and ability. Now advertising manager of one of the largest Pure Food Manufacturers in the U. S. A. Address C. J. T. No. 1342, care The Editor and Publisher.

EDITORIAL EXECUTIVE—Experienced in the resultful, efficient management of large news departments; skilled in dressing a paper modernly; thoroughly practical in developing features; hard and conscientious worker who can get efficiency on minimum expense; above-the-average ability, coupled with twelve years' metropolitan and country experience—strictly high-class young man now employed as managing editor of large daily, desires to make change by first of year. Address EDITORIAL EXECUTIVE, care The Editor and Publisher.

CITY EDITOR—Now employed, but will consider change January first. Progressive and reliable tells the story. Now receives \$35 a week. Address D1345, care The Editor and Publisher.

MANAGING, NEWS OR CITY EDITOR—I offer a guarantee with my work. If I can't increase business, I want no salary. If I can I want \$50 a week or more. Some publisher somewhere needs a genuine circulation and advertising builder in the editorial department. I know how. I can do things the other fellow never thought about, and do them well. My contract expires December 31. Remember the guarantee. Address D 1346, care The Editor and Publisher.

Somewhere there is a good newspaper, Trade Journal or Magazine in a good town that wants me. I've been a newspaper man for years; Sunday Editor, City Editor, Managing Editor, Special Writer on metropolitan papers. Also Editor and owner of small town papers and Editor of Trade Journal. Am familiar with all branches of editorial work, including make-up. I am not looking for just a "job," never had to. I want to find some good paper or magazine where I can have a good field for my ability as editorial executive. Am virile, energetic. Thirty-eight years old. A good, clean record. I am not a "cheap" man, but would not be unreasonable in my demands. Am a resident of Chicago, but have no objections to going elsewhere to make a home and get an interest eventually, if possible. Address C. L. H., 601 Hartford Building, Chicago.

London Dramatic Critic (Lady), with wide experience of the English, American and Foreign stage, is open to accept an engagement on a New York paper. Address B, Room 1022, Hotel Knickerbocker, New York.

London Dramatist would Anglicize American Plays for English Market, or would read, criticize and give advice on plays for New York stage. Playwriting taught, proper technique, simple method. Apply for terms, B., Room 1022, Hotel Knickerbocker.

Capable young man (21) wants permanent job at advertising, preferably on newspaper of less than 25,000 circulation. Experience in agency, assistant to advertising manager and on special editions. Some retail experience. Can write ads on the spot. Understands art, engraving and printing. Will start anywhere—now—for \$15.

# Newspaper Advertising Will Sell Homes—Sell It In Va

INVITED GUESTS IN 425,000 HOMES—IN A COMPACT TERRITORY

## The Equivalent of Forty-eight Standard Magazine Pages in Fifty-one

I talked to a manufacturer the other day who spends \$36,000 yearly in the Magazines.

He manufactures a line that should be in every household. His business is between \$2,000,000 and \$3,000,000 annually. I asked him how much business he did in the New England States. He said about \$200,000 yearly.

I told him that if I were an underwriter for an advertising campaign, I would guarantee that I could take \$24,000 and invest it in newspapers in the New England territory and get him, from that section alone, nearly half as much business as he now gets from the whole of the United States.

This could undoubtedly be done with his product, which is a household necessity.

I explained to him how New England people received any appeal that concerned their homes.

His answer was that he would spend the money if he was sure of a good return—not a million or more—but if he got \$300,000 more business in the New England territory.

I told him that the 51 New England newspapers listed on this page represented at least 425,000 homes—five people to a home—that he could undoubtedly make a sale to at least half of these homes amounting to a minimum of \$5.00. That would mean more than a million dollar business.

How could he help getting an enormous return when he can offer to the housewives of New England something that they—good cooks as they are and proud of their prowess in the kitchen—would very much like to have?

I do not believe that anybody would be running a very great risk in guaranteeing the successful sale of articles that every good housewife wants.

If I had \$24,000 in cash, and it was all I had in the world, I would risk it all in buying 10,000 lines of advertising in 51 New England newspapers upon a guarantee to run the business of this manufacturer up to the million mark in the New England territory in a year's time—he to pay me an extra \$24,000 if I did it, and nothing if I did not do it.

Two Million One Hundred and Five Thousand One Hundred

### A Presentment by Wil

#### CONNECTICUT.

Paper	Circulation	2,500 l.	10,000 l.
Bridgeport Farmer (E).....	10,567	.0285	.0175
Bridgeport Post (E).....	11,944	.035	.025
Bridgeport Standard (E).....	8,350	.035	.015
Bridgeport Telegram (M).....	10,870	.02	.02
Danbury News (E).....	6,272	.0118	.0118
Hartford Courant (MS).....	16,721	.06	.035
Hartford Post (E).....	13,500	.025	.02
Hartford Times (E).....	22,791	.06	.04
Meriden Journal (E).....	7,000	.03	.015
Meriden Record (M).....	7,000	.0357	.015
New Haven Journal-Courier (M)	12,020	.03	.025
New Haven Union (E).....	17,187	.05	.03
New Haven Union (S).....	9,046	.0285	.02
New London Day (E).....	7,932	.0285	.0157
Norwich Bulletin (M).....	9,315	.04	.018
Waterbury American (E).....	7,300	.0357	.0235
Waterbury Republican (M).....	9,065	.0285	.02
Waterbury Republican (S).....	8,989	.0285	.02
Connecticut totals.....	195,869	.5537	.3465
Population, 1,114,756.			

#### MAINE.

Portland Argus (M).....	8,443	.0178	.0143
Portland Express (E).....	19,533	.0535	.0375
Portland Telegram (S).....	14,029	.0393	.0321
Portland Press (MS).....	12,686	.02	.02
Waterville Sentinel (M).....	6,754	.0285	.0143
Maine totals.....	61,445	.1198	.0861
Population, 742,371.			

#### MASSACHUSETTS.

Boston Globe (ME).....	209,486	.30	.30
Boston Globe (S).....	279,583	.30	.30
Boston Herald-Traveler (ME)...	160,215	.25	.25
Boston Herald-Traveler (S)...	80,591		
Boston Journal (M).....	***80,000	.16	.125
Boston Post (M).....	422,350	.35	.35
Boston Post (S).....	289,565	.35	.35
Boston Transcript (E).....	28,069	.15	.15
Gloucester Times (E).....	7,066	.0214	.015
Haverhill Gazette (E).....	9,973	.0214	.0185
Haverhill Herald (E).....	8,200	.02	.0171
Lynn Item (E).....	13,209	.0535	.0357

\* Net paid figures supplied by the Publisher.

\*\* Net paid guaranteed by the Publisher.

\*\*\* Estimated Circulation.

Assuming that it would be possible to buy in twenty-one leading magazines on a pro rata a gross circulation of 1,339,006.

The 51 leading New England dailies listed \$2.35 a line, or over 700,000 more circulation at

This proves beyond the question of a doubt by one-third more circulation at one-third the

In fact, the general advertiser could use even cost than a similar campaign in a general medium

General advertisers seeking further light in distribution facilities in the New England territory

important newspapers listed above will aid and are requested to communicate with THE EDITOR

NALIST, The Newspaper Advocate, Suite 1117 Beekman 4330.



# Get Anything that's Good to Good Vast Quantities, too!

CT TERRITORY—ALL SPEAKING THE SAME LANGUAGE!

One Newspapers at a Cost of One Cent per Subscriber per Annum.

One Hundred and Ninety-five Circulation at \$2.35 Per Line

William C. Freeman

MASSACHUSETTS—(Continued).			
Paper	Circulation	2,500 l.	10,000 l.
Lynn News (E).....	8,769	.0357	.0207
New Bedford Standard and Mercury (ME).....	20,672	.03	.03
New Bedford Standard and Mercury (S).....	*13,839	.03	.03
Newburyport News (E).....	5,538	.0178	.0125
Northampton Gazette (E).....	5,105	.021	.014
Pittsfield Eagle (E).....	12,374	.02	.0157
Salem News (E).....	18,325	.042	.03
Springfield Republican (MS).....	15,116	.075	.0625
Springfield Union (MES).....	27,494	.075	.06
Taunton Herald-News (E).....	4,470	.025	.0178
Taunton Gazette (E).....	5,917	.0215	.015
Worcester Gazette (E).....	23,094	.0435	.032
Worcester Telegram (MS).....	26,236	.05	.05
Worcester Post (E).....	12,566	.0285	.0221
Massachusetts totals.....	1,673,311	1.86	1.64
Population, 3,336,416.			
NEW HAMPSHIRE.			
Manchester Union & Leader (ME).....	**25,000	.08	.05
New Hampshire totals.....	25,000	.08	.05
Population, 430,572.			
RHODE ISLAND.			
Providence Bulletin (E).....	48,018	.09	.09
Providence Journal (M).....	22,032	.07	.07
Providence Journal (S).....	33,581	.08	.08
Westerly Sun (E).....	5,727	.0178	.0128
Woonsocket Call & Reporter (E).....	12,000	.0357	.0214
Rhode Island totals.....	121,358	.2140	.1942
Population, 542,610.			
VERMONT.			
Barre Times (E).....	5,815	.0215	.015
Burlington Free Press (M).....	9,241	.025	.0157
Burlington News (E).....	7,093	.0214	.0171
Rutland Herald (M).....	6,063	.0214	.0171
Vermont totals.....	28,212	.0893	.0649
Population, 355,956.			
New England totals.....	2,105,195	2.90	2.35

Other circulation ratings are from Government statements for October, 1914.  
Population for New England, 6,552,681.

able to buy exclusive New England circulation on a pro rata basis, it would cost \$6.29 per line for

ailies listed above offer 2,105,195 circulation at a cost of about one-third the cost per line.

of a doubt that newspapers are the best buy, at one-third the cost.

ould use every daily paper in New England at less than general medium.

her light in respect to marketing conditions and in every territory, and the degree to which the im-

aid and assist with "local co-operation," are

EDITOR AND PUBLISHER AND JOURNALIST, Suite 1117 World Building, New York. Phone

That's the way I feel about the value of newspaper advertising. It will sell anything that's good to good homes—sell it in vast quantities, too.

This manufacturer can put his sales force in the New England territory and stock up every dealer in house furnishings upon his assurance of conducting an advertising campaign in the daily newspapers in his community.

The New England dealer knows the value of linking his name to a campaign advertising a nationally used article in his home newspapers. He knows that his neighbors and friends, who deal with him, believe in him, so a household article of real merit and value that he sells gets a double endorsement—his own and that of the manufacturer.

It is astonishing what intimacy and confidence exists between the New England storekeeper and the families that deal with him.

It is more astonishing how New England families buy meritorious things for their homes. Their homes mean a great deal to them, and they want everything that will make home the most attractive place in the world. They especially want good things to work with in the kitchen.

Does not everybody who has ever been entertained in a New England home know that this is true?

The manufacturer I refer to is only one of many manufacturers who should develop the New England field.

When you consider that it is possible to buy the equivalent of 48 pages, standard magazine size, in 51 daily newspapers in a year, reaching over 2,000,000 paid subscribers at a cost of \$24,000, or a little over ONE CENT PER SUBSCRIBER PER ANNUM—you get some idea of the economy of newspaper advertising in territories.

Why manufacturers do not wake up and concentrate their advertising in territories, developing business thoroughly in every territory by gradual process, is something that the average advertising man who keeps in touch with conditions cannot understand.

It is the most sensible and most economical plan to follow.

# PROFITABLE NEWSPAPER ADVERTISING

Look at this ad. It is for a Basement Bargain sale. There are no "values" quoted. It is clean, and the store is the most dependable in its city. It takes nerve, but it can be done.

By HARRY R. DRUMMOND.

NOVEMBER 5, 1914.

## The Emporium BASEMENT SALESROOM

### Tremendous Enthusiasm In The Basement

Great throngs flooded the Basement Saturday and Monday—not excited bargain hunters, but women who want good, inexpensive things, at as low prices as good things can be bought for.

The broad guarantee back of every article sold in our Basement means just one thing: what you buy here *must be right*; the price must be right—or we wouldn't stand ready to buy back anything you change your mind about, at the price you paid for it.

That's what "bring it back and get your money" means!

—Basement

### Women's Coats \$9.95

Sizes 16 years, girls', to 40 inch bust for New—straight from New York. Only 30, but so remarkable at the price things we have more of.

They button to the neck, are belted, plush made of splendid zibelines, chunchilla, novel. They're the best coats \$9.95 has bought

### More of Those Black Velvet Sailors at \$1.75

Large and small shapes with soft crowns sewed in, which is a late and charming new characteristic of fashionable velvet hats.

Such shapes as these, at such prices, is another reason why our Basement is so comfortably thronged.

Trimmings 38c to 95c  
Every one of the latest novelties is here.



Last week's EDITOR AND PUBLISHER carried an interview with Don C. Seitz, general manager of the New York World, in which he was quoted, in part, as follows:

"The shrinkage in department store business during the last five years has been appalling. The loss in advertising revenues to the newspapers from failures and shut downs amounts to over \$1,000,000 a year."

Don C. Seitz knows what he is talking about, and he sounds an ominous warning in this statement.

This is fairly dependable evidence that there is something radically wrong with department store advertising, department store management, or both.

It may be that the buying public is becoming "gun shy" of the constant "bargain" howl, and trade is being diverted elsewhere.

Two previous articles have illustrated how good advertising, safe and sane advertising in New York newspapers has proven profitable and, in order to avoid being accused of localizing these illustrations, this instance will be taken from San Francisco, Cal.

San Francisco, it might be remarked in passing, like the rest of California, cannot be justly excused of hiding its light under a bushel, and San Francisco retail advertising, as a rule, shouts bargains and quotes comparative "values" that would be too "strong" for Fourteenth street, New York, Halstead street, Chicago, or Broadway, St. Louis, which is going some.

Some ten or twelve years ago when Ralph Peck was advertising manager for Mandel Bros. department store he ran a page advertisement in which he reproduced an advertisement of Schlesinger and Mayer, another State street department store, and pointed out where if their statements were true they stood to lose many thousands of dollars by keeping the store open for one day.

It was pretty strong, but it was a dig at advertising which, to say the least, was "astonishing if true."

When Schlesinger and Mayer went out of business (oh, yes, they quit) B. F. Schlesinger went to San Francisco where he is general manager of the Emporium—a department store that ten years ago was one of the department stores of San Francisco and which today is the department store of that city.

Mr. Schlesinger's training had fitted him to direct advertising of the bombastic sort.

If it is as hard to get an order confirmed by Mr. Schlesinger as it is to get him to talk for publication traveling men are to be pitied.

He simply does not want personal publicity and it is to be regretted that his personality must be brought into this story as prominently as it is—but his personality, his ideals and his splendid management have been such dominant factors in building this business that the Emporium without Ben Schlesinger would be like Hamlet without Hamlet or Sis Hopkins without Rose Melville.

Asked as to the Schlesinger and Mayer advertising and how much it helped to close the shop, he said:

"While the advertising policy of the old concern of Schlesinger and Mayer was most assuredly founded on false ground first, last and all the time, yet that was not the major reason for their retirement from business and for this reason: Ten years ago idealism in advertising was only beginning to outcrop, as you might say, on the surface, and there were only a few stores then that realized that absolute truthfulness and the minimizing the advantages of the merchandise advertised, rather than exaggerating them was the proper viewpoint to take in regard to department store publicity.

"While Schlesinger and Mayer's advertising was undoubtedly bad and their misstatements bold and cold, yet, if you will dig out the papers of fifteen years ago, you will see that their advertising did not stick out conspicuously as differing widely from that of their competitors, with the single exception of Marshall Field & Co, who have always advertised in a safe and sane manner. Schlesinger and Mayer were not the only ones who exaggerated and misstated, and their downfall could not have been attributed solely to their advertising policy—though it was manifestly wrong.

"However, to me, even as a boy, the advertising of the Schlesinger and Mayer concern seemed wrong. It seemed to me that advertising should be founded on the cardinal principle of truth, and that the proper way to tell the truth in advertising would be first to get your business to a point so that statements you wanted to make were backed by the merchandise in the shop and the policy behind the merchandise.

"That is why even today, after we have been working nearly eight years in this connection, we never feel that our merchandise and our organization is so nearly perfect that we can blow or brag about it, though we constantly strive to perfect both.

"Some six years ago this coming January we editorially made the announcement that this store would discard for all time the use of comparative prices, and that we would put it up to the intelligence of the purchaser whether or not when we offered them a bargain, it was a bargain; and whether or not when we had a "sale" it was a sale. In the six years there has been no deviation from this cardinal principle of ours; in fact there has been a constant tightening up.

"It has been amusing to us in later years, when this ideal in advertising has developed into a marked success, as you perhaps know, to occasionally get a buyer for a department one who has not grown up with us in our principles; or, as recently, when we have taken on an outside expert advertiser to help revise our advertising, the pressure these people bring to bear to use comparative prices is laughable. After they have been with us a few weeks or months they forget all about it.

"But the elimination of comparative prices alone is only a small portion of the ideals we have behind our advertising, and these are an advertising policy consisting of, first, to advertise only three things:

"Educational Advertising—to teach the public or to inform the public, or to post the public, when we have absolutely a new thing that we want to exploit, or to post the public as to new fashions or new styles; or some trade marked article of which we are either the owners of the trade mark, or are the sole agents here of the trade marked article.

"When by some chance or other we have an opportunity to give the public extraordinary values.

"Ordinary announcements of merchandise that the public wants and we want to let the public know we carry.

"We do not presume that it would be possible to ever reach the summit of our mountain of hope in advertising, but we do desire that each year we progress and make our advertising cleaner and better and more honest.

"As to the cost in percentage of our advertising toward our sales—the newspaper cost of our advertising is slightly in excess of 1 per cent. of our sales. This does not cover the cost of cuts, the people employed in our advertising office nor our artists, simply the newspaper bills. I should say, however, that our total cost of advertising, including everything is under 1 1/4 per cent. of our gross sales.

"Any time we have a real bargain, as, for instance, the time of the year when we close out our ready-to-wear stock, the bare announcement that the Emporium will close out its entire stock of suits at a certain price is always sufficient to fill the department to overflowing for the public long since has found that such announcements are always backed by the merchandise, and the public is not slow to appreciate, after they once learn that you mean what you say—just as the public is, after all, the best judge of values in merchandise—far better as a rule, than nine-tenths of the people who buy the merchandise."

Don't think for a minute that the Emporium is not up against competition. It is, and the competition in San Francisco is just as hard, just as untruthful, just as hard to meet and overcome.

Another thing—the Emporium is not a high class, exclusive store, catering to the moneyed class alone; it is a "popular" store, selling goods to people in all walks of life, and its success, playing the game square and fair, should serve as an example for other stores.

If you are interested in any FOREIGN LANGUAGE PUBLICATIONS published throughout United States and Canada, consult MODEL ADVERTISING AGENCY, 150 Nassau Street, New York City, Telephone Beekman 1142, and our representative will call immediately.

EXPERIENCE HAS TAUGHT US THE VALUE OF THE FOREIGN TRADE PRESS INTELLIGENTLY USED.

### FOR SALE

### Babcock Two-Revolution Press

Bed 34 x 47 inches, now running in New York City and can be obtained at once.

### Walter Scott & Co.

Plainfield, New Jersey  
NEW YORK: One Madison Avenue

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.  
154 Nassau ST. N.Y. Tel. 4800-4 Beekman



## THE PRINTER AND THE ADVERTISER.

Some Valuable Suggestions That Ought to Help the Users of Printed Matter to Secure Better Results.

By H. H. COOKE.

(An address delivered before the Twenty-third Street Y. M. C. A. Class in Advertising.)

The term "advertiser" is very broad, and in speaking to you I am construing it as meaning "the man in charge of the production of and who places the orders for printed matter."

The printer is not merely a necessary factor in the office routine for you to consider; to my mind he is the most important factor, aside from your copy writer, with whom you have to deal, and you do well when you take him as fully into your confidence as you do your copy man. With the tremendous growth of "direct by mail" advertising, you will find it the greatest wisdom to work hand and glove with the man whose duty it is to help make your printed word as effective as your spoken one.

Granting the truth of this, your selection of a printer means much in the success of your department work and you should consider carefully his business qualifications, plant and organization, and their fitness to conserve your interests, for getting the right man will save you much time and worry that would otherwise be spent in following up your work, and, indirectly, save you the money that this time and labor represents.

Having your printer, take him fully into your confidence, talk over your plans with him, the purpose you have in mind, the amount you wish to spend. Consider carefully his suggestions, and have your copy writer consult with him as to arrangement of matter, amount of copy for a given space, style in which it is to be presented, and so, before your copy gets into the composing room, very largely eliminate that great evil of all printing affairs—author's corrections. Copy prepared in this way will be handled more economically in the composing room and you begin at once to reap the money reward.

### REGARDING ILLUSTRATIONS.

When you have outlined to your printer your ideas as to the problem in hand, let him advise with you as to your illustrations (for he can tell you what best to do with your photograph or drawing), the general appearance of the folder, booklet, or catalog, for here again you will save money and time by making selections that harmonize not merely in appearance but in their workableness.

When you consult your printer regarding illustrations you make it immediately possible for him to think of type faces that are appropriate and help him to make your type and pictures talk. All printed matter, from your letter head and envelope up, are your selling representatives, and in the preparation you should constantly aim to create a strong and favorable impression on the individual to whom they go.

Following the preliminary details comes the layout, the arrangement of pages that may secure the best results, keeping in mind the folding and binding, for in modern plants we have a variety of folding, cutting and gathering machines, to some one of which the work must be made to fit if we are to do it economically.

There are standard sizes of paper to be considered in order to avoid waste, or your requirements may warrant a special run of paper, which eliminates waste even more, and weight of paper affects postage, an important item.

It is cheaper to print a 16-page form than a 12 or 20; a 32-page form than a 28 or 36, and so on.

Your copy might make 14 pages, and you either waste two pages of paper or you insert new matter that upsets the whole scheme of the advertising, or you go to the expense of a new arrangement. I have in mind a recent case where copy was sent us to set in pages and submit page proof only. The layout was unfortunate and a page was short, while it was necessary to have two of the pages set in a smaller face of type, and solid, in order to avoid resetting the entire job, and as this spoils the harmony of the whole it weakens its selling punch, and to that extent costs you money, besides increasing your selling cost.

### ABOUT COLORED INKS.

Let the printer advise with you when you have an idea that you want colored inks. It is not always wise to use them and when they are, some work better than others on different papers.

Cost of printing is affected by the finish as well as the weight of the paper stock to be handled—this difference in cost occurring in the time involved in making ready, running off and in the quantity of ink used.

Don't waste time trying to make rules or specifications affecting paper and ink that cannot be beaten; save all this time and worry by dealing with a printer who will do his utmost to assist you and will conserve your interests.

A great deal is talked and written about testing paper. I doubt if any two reams of paper are identical. There is certain to be some slight variation in weight and strength of different papers.

Printing is peculiar to itself. Rarely two jobs are alike and when there is an exact duplication the working conditions vary. Changes in temperature affect paper, ink, rollers, and press, to say nothing of the workman.

Printing is not and I do not believe ever will be an exact science and you must not expect to buy it by weight or measurement as you can other commodities.

Your printer will give you much that will never be included in your bill and much that money alone cannot buy, you get it only in exchange for confidence and trust, service of the quality that makes real printing valuable.

The class of printers I have had in mind in talking to you are progressive, they realize the great growth in use of "direct-by-mail" advertising, and are alive to what it means to them. They are members of your advertising clubs and attend your advertising conventions, and at Toronto last June a body of printers and allied craftsmen formed the Graphic Arts Department of the Associated Advertising Clubs of the World, with constitution, by-laws and officers, and adopted a table of rules, or standards of practice.

The purpose of this department is to bring together printers, designers, engravers, lithographers, paper men, and all who have to do with the production of advertising literature.

It would be a good idea, it seems to me, to make sure your printer was a member of this Graphic Arts Department.

Keep in mind this fact, your square dealing printer is going to exact a profit, but it will be a fair one and a fair one only, for he wants your business, not one month or one year, but as long as you both are in business, and so will not take advantage of you but will consider your best interests always and you may rely on this and consider his advice as his judgment for your interests.

And a second point to remember is that cheap things are not necessarily economical, for it is wiser to spend \$500 that brings you 100 per cent. results than \$250 that brings only 50 per cent. returns.

### Proofreading and Typography.

The New York Board of Education will shortly establish a free afternoon course in proofreading, typography and printers' English, for printers, editorial writers and others who are interested. The sessions, which will be two hours in length, will be held the first four afternoons of each week. A course for women, upon the same lines, will also be conducted. This will be an excellent opportunity for women to obtain a comprehensive knowledge in the practical use of the English language and of modern ideas in typography and editorial work. All those wishing to join the class may write to Arnold Levitas, Stuyvesant Evening Trade School, 15th street, near First avenue.

### What is a Fair Rate?

Times Democrat, Muskogee, Okla., Nov. 14, 1914. EDITOR AND PUBLISHER.

I notice that in reply to an inquiry from A. R. White, of Muskogee, in your issue of November 7th, you say that a fair price for advertising is 1 1/2 cents per agate line, or 21 cents per inch, for 10,000 circulation.

I think you will agree with me that advertising rates in daily papers are, generally speaking, not too high. If this is true, you will find that the average advertising rate in daily papers having a circulation of 5,000 or more slightly exceeds 3 cents per inch per thousand circulation. In your own city, the Post charges 10 cents per inch per thousand. The Herald about 6 cents; The Eagle, 4 1/2 cents; The Brooklyn Times, 5 cents; the New York Sun, a little better than 4 cents; the New York Tribune, 4 1/2 cents; The Philadelphia Press, 3 cents; the Boston Traveller, 3 cents. It is true that Hearst's papers, the New York World, the Kansas City Star and many of the Script's papers, charge less than 2 cents per inch per thousand, but certainly, in a town like Muskogee, where the daily is the local home paper, full of happenings about people the readers know, the advertising is as valuable per inch per thousand circulation as it would be in the New York Herald or Sun, where a great number of papers simply duplicate the circulation of other newspapers.

EUGENE M. KERR, Publisher.

## R. J. BIDWELL CO.

Pacific Coast Representative

of  
Los Angeles Times  
Portland Oregonian  
Seattle Post-Intelligencer  
Spokane Spokesman-Review  
The Editor & Publisher (N. Y.)  
Portland Telegram  
Chicago Tribune  
St. Louis Globe-Democrat  
Kansas City Star  
Omaha Bee  
Denver News  
Salt Lake Herald-Republican

742 Market Street  
SAN FRANCISCO

## Buffalo News

EDWARD H. BUTLER  
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

Foreign Advertising Representatives  
KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

## The OMAHA DAILY NEWS

"Nebraska's Greatest Newspaper"

October, 1914, Circulation, 78,467

Divided thus:

City (Omaha-South Omaha-Council Bluffs-Benson-Dundee and Florence).....29,694

Mail .....48,773

Over 96% of the total is in Nebraska.

The Omaha Daily News has 78,467 Circulation (Evening Paper).

The second Omaha Newspaper has 59,068 Circulation (Evening 25,732—Morning 33,336).

The third Omaha Newspaper has 52,837 Circulation (Evening 19,953—Morning 32,884).

C. D. BERTOLET

1110 Boyce Bldg., Chicago, Ill.

New York Representative:

A. K. Hammond, 366 Fifth Ave.

## DETROIT SATURDAY NIGHT

gets results

because its readers have learned that they can depend on every representation made in its advertisements.

### GUARANTEED ADVERTISING

so far as Detroit Saturday Night is concerned, means that the publishers will make good if the advertiser doesn't.

Foreign Advertising Representatives

CHAS. SEESTED

41 Park Row, New York

F. S. KELLY & CO.,

Peoples Gas Bldg., Chicago, Ill.

### THE NEW HAVEN

## Times - Leader

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

The only evening paper in New Haven, member of Audit Bureau of Circulations.

The S. C. Beckwith Special Agency  
Sole Foreign Representatives

New York Chicago St. Louis

## Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation in October, 1914 - 36,297

Net Average in Topeka in October, 1914 - 9,830

It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Only 7-day-a-week paper in Kansas

*Arthur Capper*

TOPEKA, KAN. Publisher

W. T. Laing, Flatiron Bldg., New York  
J. C. Feeley, Mallery 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. Lytton Bldg.  
New York Chicago

## IN COLORADO SPRINGS IT'S THE TELEGRAPH

J. P. MCKINNEY & SON  
New York Chicago

## Deutsches Journal

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



## 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

To justify its existence, this department of THE EDITOR AND PUBLISHER must serve, in liberal measure, its circulation-manager friends throughout the country. You fellows who are located at points far removed from Broadway are privileged to call on us for help if you want Broadway and hotel representation for your paper. We can put you in touch with live distributors, and get their rates for the service you want, etc. It's equally easy to help you to locate the man who makes or repairs the mailing machine that's worrying you. Or to obtain quotations for wrapping paper, twine, carriers' sacks, or other supplies, for comparison with your home market. No commission, gratuity or graft accepted. Any circulation manager who is a subscriber for THE EDITOR AND PUBLISHER has a call on our services.

Circulation men who print leaflets or other forms of "boomer" papers for distribution among agents are requested to mail copies to us. We have received a copy of the Hearst Hustler, distributed by the Atlanta Georgian and Sunday American circulation department. It is brimful of live matter, a creditable publication in every sense, and should have a telling effect in the work of agents and others engaged in promoting the sale of the Georgian and American.

The writer knows a man who has held positions of trust with several large publications—a man whose difficulty has been to retain a position rather than to obtain one. This man has absorbed theories as a sponge absorbs water. Every position he has held has furnished opportunity for constructive and progressive result-producing work, and every opportunity thus presented has been thrust aside or overlooked because of his tendency to theorize on the advantages of vague conditions that were either impossible or impractical in the environment that he found himself. Yet his pet phrase is that he is "looking for something constructive to do."

This man loves to dwell upon the advantages gained by the "community of interests" fostered by some of the large corporations of this country, but that have nothing in common with the newspaper field. "The get together" dinners of certain publishing houses; the profit-sharing plan of the Ford Automobile Company; the beautiful grounds and commodious appointments of the welfare of the National Cash Register Company's employes, are things upon which his mind feasts. He knows his authors, and quotes Shakespeare with unerring accuracy. He is a cultured soul, and disseminates and radiates ethics and learning wherever he goes; but there is not in his make-up a single essential for success as a circulation builder or promoter.

I often contrast this personality with that of an old gentleman in one of the large cities, with whose career I am not so familiar as I would like to be. He is known and loved by his associates of the past and present as the Dean of Circulation Men, in his community. A number of young men who served their apprenticeship under his guidance and emulated his practices have found the way to success. Of the number that I know personally, none of them quote Shakespeare, most of them know little of the Grecian philosophers; and each has a favorite author as his limitation in literature. Yet all have developed lasting successes with the use of these aids: Analysis, Initiative, Industry and Perseverance.

The old gentleman I refer to never tackled an important phase of his work without calling a council of his aides and obtaining an expression from each of them as to the best way to proceed with the work in hand. No suggestion was ever disregarded without consideration, yet none was ever used after consideration unless found practical. Thus he taught them to discriminate between the wild guess of theory and practical solution of common sense. This training impressed every man with the idea that his advancement must come as a result of initiative and originality rather than by following rules or lines. Also that he must "keep his feet on the ground" rather than indulge in wild flights of imagination.

Before this man became an executive, he had learned in the school of hard knocks the necessity for revitalizing his energy by the only means that has ever been found practical for success in circulation work—sheer love of the work itself. "Get your pleasure out of your work, or you will have no pleasure in life" was one of his slogans. He knew that circulation work, approached in this spirit, furnished more variety, more human interest, more magnetism for mental effort than any other field of endeavor he was familiar with. Throughout his career, he has approached each day's work with a new energy born of love for his work, and of his desire to help the men associated with him to realize the necessity for this love of work. And this has been the cornerstone of his success.

The man who is eternally looking at the stars in an effort to find "something constructive to do" never gets anywhere in circulation work. But the man who grasps each day's problems, and who trains himself and his associates to work with the aids mentioned, is building a monument to himself that the agents cannot destroy. My old friend takes just pride in the men who trained with him as subordinates in

the old days, and who have since carved their niches and become substantial successes—and all because they had the common sense to realize that every problem confronting them was capable of solution when properly treated with their common aids: Analysis, Initiative, Industry and Perseverance; and to realize that every problem grasped and treated by these aids fortified them and strengthened them in their encounter with every problem that followed.

Truly there is little room in the circulation field for the star-gazer. It is essentially a place for the hard-headed practical man.

Mr. William J. Burke, forty-six years old, who was one of the charter members of the Mailers' Union and who had been employed in the mailing departments of several Manhattan newspapers, died of general debility November 5 at his home 2250 East 19th street, Brooklyn.

At a meeting of the Paterson (N. J.) Newsboys' Association, held October 29 in the Young Men's Christian Association, a license committee was appointed to see if something definite cannot be done with regard to having the boys who sell newspapers licensed by the board of aldermen.

The Louisville (Ky.) Courier-Journal and Times entertained the newsboys at Keith's Theater on the evening of November 6, this being the biggest theater party ever given to the newsboys in Louisville.

The circulation managers of Southern newspapers met in Atlanta, Ga., November 19.

John Ferris, president of the Newsboys' Benevolent and Athletic Association of Buffalo, N. Y., announced last week that the fourteenth annual Thanksgiving dinner will be held in the Chamber of Commerce at noon November 26. The arrangements were made by Sam Meyer, a Buffalo newspaper man, who has taken charge of the affair for the newsies.

More than three thousand Philadelphia, Pa., newsboys had one of the big treats of their young lives on the old convict ship Success, moored near Market street wharf, October 31 as the guests of the Evening Telegraph.

A. J. Haughran, formerly of Zanesville, Ohio, and later circulation manager of the Columbus Citizen, has gone to Dixon, Ill., to become circulation manager of the Leader.

The New York Evening Sun published, one day this week, a stirring letter, signed "A Mother," in which the writer reviewed the efforts in this and other countries to obtain a restoration of peace in Europe by means of prayer. The writer sought a reason for the apparent futility of prayers so far offered to this end, and closed with the question: "Have we lost faith?" Following publication of the letter, the Sun opened its columns for discussion of the question asked. Letters from noted divines and others who essay to answer the question, each from a different point of view, have provided the Evening Sun's readers with an absorbing line of reading, and showed the possibility of gaining widespread interest in a topic.

Circulation managers who exert an influence on the news policies of their papers are advised to familiarize themselves with this feature. It is worthy of imitation in other communities, and is particularly useful as an antidote for the potpourri of war "news" that has been served the reading public.

Foster Coates, who died in Atlanta this week, was of the type of managing editor that exerts a strong influence on the business departments of his newspaper. It was his policy to "check up" daily with his circulation manager. His ideal in circulation managers was the fellow who could determine the sale value of a story and make it count in the day's sales total. "Spreads" for conventions, sporting events, or other news happenings of "big" interest were easily obtained from Mr. Coates. Although one of the best judges in the country of news values in stories, he insisted that his circulation manager "boss the makeup" by telling him what would sell best.

Radigan, Madigan, Murphy, Odel!  
Here's Home Editions—Sell 'em—now yell!  
Line up your fellows there—my what a sight!  
Quit pushin', O'Reilly—Thirty-five—right!  
Limpy and Lefty, Crutches and Gimp—  
Take fifty more, you—and sell 'em, you simp.

Some extry war news—damned if I know  
But surer than preachin' it makes papers go.

Flanigan, Lanigan, Jimmy and Mack—  
Hundred and twenty—don't bring 'em back.  
Holler "big extra, the Germans are licked;"  
Or was it the British boats that were nicked?  
Reddy and Billy—why don't you try—  
Out with your papers, they're crazy to buy.

Some extry war news—damned if I know  
But surer than preachin' it makes papers go.

### THE SEATTLE TIMES

"The Best That Money Can Buy"  
Circulation for 6 months ending  
Sept. 30th, 1914, per P. O. State-  
ment—

Daily, 71,523  
Sunday, 89,079  
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 first nine months of 1914,  
the Times led the P. I. by 2,856,700  
agate lines. Times gained 307,818  
lines and P. I. lost 412,062 lines,  
compared with same period of 1913.

LARGEST QUANTITY  
BEST QUALITY CIRCULATION

Buy the best and you will be  
content.

The S. C. Beckwith Special Agency  
Sole Foreign Representatives  
New York Chicago St. Louis

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

THE CHICAGO EVENING POST  
(Evening Daily)

INDIANAPOLIS STAR  
(Morning Daily and Sunday)  
"The Star League" TERRE HAUTE STAR  
(Morning Daily and Sunday)  
MUNCIE STAR  
(Morning Daily and Sunday)

THE ROCKY MOUNTAIN NEWS  
(Morning Daily and Sunday)

THE DENVER TIMES  
(Evening Daily)

THE LOUISVILLE HERALD  
(Morning Daily and Sunday)

### The Shaffer Group

#### San Francisco Examiner

FIRST IN INFLUENCE  
IN CIRCULATION  
IN ADVERTISING

Covers Greater San Francisco  
more completely than any  
other American city is covered  
by one newspaper

Sells at 5c per copy, or \$9.00 a year  
Circulation { 122,000 DAILY  
226,000 SUNDAY

M. D. HUNTON W. H. WILSON  
220 5th Avenue Hearst Bldg.  
New York Chicago

#### The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER  
JACKSONVILLE, FLA.

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

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

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



# 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

Standing always for Progress, for Honesty, for Cleanliness, these two newspapers are family friends.

THE PITTSBURGH POST  
(Morning)

THE PITTSBURGH SUN  
(Afternoon)

CONE, LORENZEN & WOODMAN  
Foreign Representatives  
New York, Kansas City, Chicago

## Get the Best Always

### The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

New Jersey's  
Leading 7 Day Paper

### Trenton Times

More circulation than corresponding period in 1913  
U. S. Report, 23,985 Paid  
and 200,000 more lines of display advertising

Kelly - Smith Co.  
CHICAGO NEW YORK  
Lytton Bldg. 220 Fifth Ave.

### The Peoria Journal

"Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarantees as much city circulation, in Peoria and Pekin, as both other Peoria newspapers combined."

H. M. Pindell, Proprietor  
Chas. H. Eddy, Fifth Ave. Bldg., New York  
Chas. H. Eddy, Old South Bldg., Boston  
Eddy & Virtue, People's Gas Bldg., Chicago

## A' TOP O' THE WORLD

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

HERE ARE many things that must be combined to make a success of any business, but the one big, big factor in any successful enterprise is a dominating personality.

Don't for a minute underestimate this one thing. Money, brains, experience, diplomacy, all are good things, but none so absolutely essential as personality.

Look into any great or important undertaking—look into it deep enough and you will find, back of everything else, a strong personality.

You may not admire that personality; it may be far from pleasant—it may lack aims and ideals such as you have, but it is there—there, big and strong, and is the reason for every institution being what it is.

For instance, let us look at newspapers. The Hearst papers, admittedly successful, are dominated, absolutely, by Wm. R. Hearst. The New York Herald, a big money maker, is James Gordon Bennett, a man with a very strong personality. Victor Lawson is the one man of the Chicago News, Colonel Nelson rules the Kansas City Star and Times absolutely, unquestionably and masterfully, and the illustration might be applied to practically every big, successful publication in the country.

Likewise it would be easy to point out papers which, having lost the dominating personality that built them up, have gradually sunk down, down, until they are but faint reflections of their once resplendent glory.

Notwithstanding the splendid aggregation of brains which have contributed to the success of the Standard Oil Company, the dominating personality of John D. Rockefeller has done more than everything else to make this organization what it is today.

For many years H. G. Selfridge, as general manager of Marshall Field & Co., retail store in Chicago, exerted a personality which was really wonderful. His word was law, absolutely and unquestioned. He was general manager in every sense of the word. He had ideals, he put them into effect and saw to it that they were carried out. He was IT and when he left that store he left the largest, most successful, highest class department store on the American continent.

He took this personality to London and started a new store. London is said to be the hardest city in the world for a new store to gain a foothold in.

Selfridge built a new store. He was not only new to London, but to England. He was an alien, a native of America, and, what is worse, of Chicago—the breezy, uncouth, blustry Chicago.

But he had personality—keen, dominating personality, and within five years he began extending his store, making it larger to take care of the business.

Anyone who remembers the Chicago store as it was when Mr. Selfridge was the one, big, dominating personality of the store cannot help noticing a change as it is today.

Buildings have been added, the business has increased, gone ahead of its own momentum, as it were, but the old spirit is not there now—there is a letting down, a lowering of ideals—a lack—the lack of one great, big, dominating, all-powerful personality.

The newspaper that goes ahead is pushed by a great, big, strong, well-balanced mind. That mind may be in the editorial department, or in the business office—but it is there—strong, fearless, dominant and dominating, and is the greatest asset of the institution.

NOVEMBER 7th's Editor and Publisher presented an argument favoring raising the price of one cent papers to two cents—pointing out the fact that it costs much more to publish papers now than it did before war news became such a burden, financially.

It was shown that an effort had been made by certain New York publishers to get all the New York publishers together on the proposition but, because two of these gentlemen had refused to get, there had been no action taken.

Looking at the matter from the a' top o' The World we doubt the ability of any one to get concerted action in this matter.

Perhaps such a move might be at variance with the Sherman Anti-Trust law, which, of course, would prevent its going through.

Perhaps there are publishers who think they are getting all their paper is worth—so do we.

Perhaps there are publishers who, through the sale of space in their penny papers, are making money as it is, and are quite satisfied with existing conditions.

To those who are in favor of raising the price of their papers The Editor and Publisher can say a few kind words, reciting our own experience:

Two years ago we made up our mind that The Editor and Publisher was worth two dollars a year to any man, woman or child if it was worth anything—although the price was one dollar.

Although we confess thinking pretty well of ourselves, we have not reached that stage where we refuse to acknowledge any contemporaries, for we confess taking a great deal of pleasure in looking at our articles, as they are rewritten and run each week following their initial appearance in The Editor and Publisher.

However, much as we respect fellow publishers in our field, we did not consult them regarding our idea; we did not solicit cooperation, but we simply went ahead and raised our rates to two dollars a year, principally because we know The Editor and Publisher was worth it, and incidentally because we had great plans to make The Editor and Publisher worth more—and those plans called for money.

It is pleasing to say that since raising the price the circulation has increased, and the advertising has increased and some of our friends have been good enough to tell us that the pace we are setting as a trade paper is fast, furious and full of fire.

IF an Englishman or a Frenchman had told this story we would have suppressed it, but inasmuch as Carl Holthausen gave it to us, and as his father was German born, and he talks German as well as he does English, it is all right.

The man who, upon being questioned as to his feelings regarding the European upheaval was very emphatic in his neutrality.

"I am neutral, absolutely neutral, and I don't care a darn who lick the Dutch."

There is neutrality for you.

## IN WESTERN PENNSYLVANIA

You will make no mistake by using

### The Johnstown Leader

The only newspaper between Philadelphia and Pittsburg printing an eight-page two color Saturday Feature Magazine Section.

S. G. LINDENSTEIN, INC.  
Special Representative  
18 East 28th Street New York City

## Only Sunday Newspaper to Gain in Advertising in 1914

The Sunday edition of The New York Times during the ten months of 1914 gained 151,537 agate lines—the only New York Sunday newspaper to record a gain.

The Sunday edition of The New York Times was the only New York Sunday newspaper to show a gain in October.

## 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

## The Globe

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

Net paid circulation for year ending Oct. 31, 1914

169,251

Net paid circulation for Oct. 31, 1914

196,944

## Growth of

### THE EVENING MAIL

The average net paid circulation of The Evening Mail for the six months ending September 31, 1914, was

157,044

This is an increase of

26,738

over the corresponding period of 1913.

## 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



**TIPS FOR THE MANUFACTURERS OF SUPPLIES**

**CHANGES IN INTEREST.**

CHOWCHILLA, CAL.—E. S. Gray has purchased the News from J. R. Leonard.

OLEAN, N. Y.—The Chamber of Commerce has endorsed the issuance of a paper to give the news of the Chamber of Commerce.

CAMPBELL, NEB.—The Citizen has made its initial appearance under the management of U. LeBlanc, who was formerly with the Hastings (Neb.) Republican.

ABILENE, TEX.—The Taylor County Vidette will make its first appearance November 19, as a weekly. S. L. Neeley, formerly editor of the Tuscola Valley Vidette, will be the publisher.

WASHINGTON, PA.—W. H. Ecker has leased the Democrat from the Washington Printing Company.

WEATHERFORD, OKLA.—The Democrat has been sold by Mr. Harry Dray to Mr. J. C. Nance, of Arkansas.

BELVIDERE, ILL.—G. W. Gilbert has planned to sell the Journal to a newspaper man named Emery, from Battle Creek, Mich.

TAMPA, FLA.—Charles C. Woodward, business manager of the Tampa Times, has purchased a half interest in the Plant City Courier, and assumed his duties with that paper November 15.

ORLANDO, FLA.—Joseph Ferris, owner and editor of the Sentinel, has sold this property to W. C. Essington, of Noblesville, Ind., and W. M. Glenn, of Indianapolis, Ind. Mr. Essington is former business manager of Noblesville Ledger; Mr. Glenn has been on the editorial staff of the Indianapolis Star. Mr. Ferris will retain his identity with the Sentinel.

GILBERT, MINN.—Harver Richards, formerly city editor of the Hibbing Tribune, has leased the Herald from Edward Anderson.

OSBORNE, KAS.—The News has been sold by Edwin C. Hadley to E. B. Smith.

KENDALL, WIS.—Frater A. R. McCleneghan, after enjoying a few months' vacation, has purchased the Kendall Keystone.

RAYMOND, S. D.—The Gazette was sold by Editor Andrus to William Simpson.

GOLDFIELD, IA.—The Chronicle has been sold by B. W. Agard to H. W. Mitchell, of Canby, Minn.

MARSHFIELD, WIS.—Anson Campbell has sold his interest in the Times to his partner, Mr. Barr, who will continue its publication.

DURAND, WIS.—The Wedge, a weekly newspaper, has been purchased by B. E. Barton.

WYOMING, ILL.—The Post-Herald has been sold by Moore & Son to Glen & Gerry Scott.

DANVILLE, O.—The Tri-County Ledger has been purchased by Thomas J. Remington, of Brink Haven.

NELSON, ALTA.—The Daily News has been taken over by Rob Sutherland, late manager of the New Westminster News from W. Garland Foster.

CRANBROOK, B. C.—The Prospector, which has been published since 1895, has ceased publication and has amalgamated its interest with the Herald.

BELVIDERE, ILL.—G. W. Gilbert has negotiated a deal for the sale of the Belvidere Journal to a Mr. Emery, a newspaper man from Battle Creek, Mich.

HECLA, S. D.—Mrs. Christine Cole, it is reported, has purchased the Standard from her husband, E. C. Cole.

**NEW PUBLICATIONS.**

BROOKFIELD, Mo.—Brookfield has launched a new daily newspaper, the Daily Argus. Charles W. Green is editor and publisher.

DE RIDDER, LA.—The People's Paper is the name of a new weekly paper here. Lee Hartford, formerly of the DeQuincy News, is editor and publisher.

HEBER SPRINGS, ARK.—The Daily Live Wire made its initial appearance November 10. It is edited and published by John Tomaszewsky and W. H. Gambien.

MUNCIE, IND.—The National Republican is the name of a new weekly which supplants the Indiana State Journal. George B. Lockwood, manager of the Muncie Press, is publisher.

PORT COQUITLAM, CAN.—The Port Coquitlam Review is a newcomer. E. B. Mayson is editor and J. A. Bates, publisher.

**NEW INCORPORATIONS.**

VALLEJO, CAL.—The Vallejo Tribune Publishing Co. has filed articles of incorporation, with a capital stock of \$10,000. The company is engaged in publishing the Daily Tribune in Vallejo,

the outgrowth of a former weekly newspaper called the Mare Island Tribune, a publication started by workmen in the Mare Island Navy Yard.

SACRAMENTO, CAL.—The National Service Co. of California has been incorporated by J. F. Johnson and Dal M. Lemon, of Sacramento, and William H. Butt, of Tacoma, Wash. The company is to handle publicity work and advertising, with headquarters in this city.

**NEWSPAPER ACTIVITIES.**

The Shreveport (La.) Journal on November 2 issued a 74-page State Fair edition. The greater portion of space was filled with the advertising of local merchants and manufacturers. The text was devoted to articles on the state agricultural and industrial achievements. As Shreveport has a population of only 30,000, this issue clearly indicates the enterprise and resourcefulness of the publishers.

The Jacksonville (Fla.) Courier, with the aid of public-spirited men and women of the city, organized a benefit concert and entertainment, which was given November 2 in aid of the Free Clinic and Open Air School of the Anti-Tuberculosis Society. The amount of money turned over to the treasurer of the Free Clinic Board was \$400.

The Houston Post, on Tuesday, November 10, issued a special press edition of eight pages as a compliment to the newspaper men and women of Texas who on press day attended the Deep Waterway Jubilee held during the week of November 9. It contained the portraits and contributions of a number of the leading newspaper men of the country and greetings from President Woodrow Wilson, Champ Clark, W. H. Taft, Vice-President Marshall and O. W. Underwood. The special was edited by Judd Mortimer Lewis and Henry T. Warner.

The Chicago Tribune has launched a unique campaign in aid of the suffering Belgians which contemplates the bringing to this country for adoption as many young Belgian orphans as homes can be found for.

**London Gazette 250 Years Old.**

Great Britain's oldest newspaper is the London Gazette which for 250 years has officially chronicled the history of the country. Today it is practically only used for such announcements as the king's birthday honors list and legal notices. The London Gazette is controlled by the government, and a particularly watchful eye is kept on the advertisements in its pages, which are regulated by law. These advertisements are mostly of an official or legal character, of which it is necessary to keep a record, and earn for the nation about \$60,000 a year. No great manufacturer could obtain a puff in its pages, even though he were willing to pay \$50,000 a line for it. Altogether, the Gazette yields to the country a profit of about \$100,000 a year, although practically the only people who buy it are government officials and lawyers.

**Journalism Students at Wisconsin.**

Over three hundred students have been enrolled in the classes in journalism at the University of Wisconsin since last June, according to statistics just compiled. In the summer session there were 87, including a number of college graduates. This fall 225 young men and women are in journalism classes, including 67 in agricultural journalism. In the four-year course in journalism this fall 103 are registered, the largest number in the history of the course. There are 19 in the class in newspaper advertising this year. The total class enrollment since last June has been 312.

**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**

If you want a little fun — clean, innocent, wholesome fun — then send for some sample pages of the

**Bingville Bugle**

A page of fun — quaintly illustrated with homely scenes, in keeping with the text, at a price so low that you cannot afford to ignore this opportunity.

**World Color Printing Co.**

ST. LOUIS, MO.  
Established 1900 R. S. Grable, Mgr.

**USE UNITED PRESS**

**FOR Afternoon Papers**

General Offices, World Bldg., New York

Our new eastern office in the New York World building will greatly improve our facilities for rapid handling of our illustrated news service, already second to none. Ask for samples.  
**THE CENTRAL PRESS ASSOCIATION  
New York and Cleveland**

**"Women and Their City"**

A Record of Women's Current Achievements  
**Real Circulation Builder**  
Write for Samples  
**BRUCE W. ULSH COMPANY**  
Prestige Builders, Wabash, Indiana

**Every Daily Newspaper in London**

(Except The Morning Post) purchases and prints the CENTRAL NEWS WAR SERVICE. (Comment unnecessary.) This service is obtainable by newspapers on the American continents only from  
**THE CENTRAL NEWS OF AMERICA,  
26 Beaver St., New York City**

**The Libel Law**

With Explanatory Notes has been compiled by the counsel of **The New York Evening Post** together with other useful information, also a list of the dead room envelopes and character sketches.

The cost of this booklet is 50 cents. We can supply you with obituaries at reasonable cost on short notice.

**The New York Evening Post**  
20 Vesey Street 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

**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**  
111 East 25th Street New York City

**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.**  
Eastern Office: Room 606, Equitable Bldg.  
Baltimore, Md.

**Newspaper Correspondents**

Increase your list of papers by registering in the forthcoming edition of the **Newspaper Correspondents Directory**. A stamp will bring you information which should be of material help to you.

**National Association Newspaper Correspondents**  
Germania Savings Bank Building  
PITTSBURGH, PA.



**LIVE AD CLUB NEWS.**

The Texas Daily Advertising Men's Association was organized in Houston on Monday, November 9, at a meeting attended by the advertising managers of the leading daily newspapers of the State. The objects of the association are the exchange of ideas upon advertising, and matters pertaining to the advertising departments of newspapers comprising the membership, and the formulation of a campaign of education with a view to increasing national advertising in the State of Texas. While the details of this plan have not as yet been worked out, it is proposed to send out at regular intervals to the national advertisers and agencies educational matter setting forth the buying possibilities of the State of Texas. This matter is to be signed by the newspapers composing the membership without any reference to the individual advantage of using any one newspaper.

The officers elected were: A. L. Shuman, advertising manager Star-Telegram, Fort Worth, president; J. P. Black, advertising manager Temple Telegram, Temple, Texas, first vice-president; J. L. Greer, advertising manager Denison Herald, Denison, Texas, second vice-president; A. E. Clarkson, advertising manager Houston Post, Houston, Texas, treasurer; R. H. Cornell, advertising manager, Chronicle, Houston, Texas, secretary. These officers will constitute the executive board.

Committees were appointed on membership, and constitution and by-laws. The meeting was well attended, and it is expected by the next meeting which will be held in Fort Worth December 28, that practically every daily newspaper in the State of Texas of any importance will be represented.

The meeting of the Los Angeles Ad Club last week was a strictly pastoral affair. Dr. Brougher, rector of the Temple Baptist Church, was the chairman of the meeting, which closed with a great ovation to the clergyman. Dr. Brougher in his speech said he proposed to show how the Temple Baptist Church conducted the "Biggest Business in the World" with the object of having the members of the Ad Club decide upon the advisability of applying the same principles to the job of filling up "white space." The Rev. John Bentzien, an associate of Dr. Brougher's, spoke on "Religion in Business and Business in Religion." A. Ray Petty, associate pastor, and director of the work for men and boys, spoke on "Pep," and T. T. Woodruff, superintendent of the Temple Baptist Bible School, spoke on "The Drawing Power of Efficiency."

The Los Angeles Ad Club trio, composed of Henry Hainert, Paul Adams and Kenneth Wiseman, played and sang several selections before the Jovian Electrical League of Southern California at its luncheon last week. This bunch is certainly "there" when it comes to the warble.

The Ad Men's Association of San Francisco has also accomplished noble work in behalf of the starving Belgians. A special committee composed of C. H. Butterworth, J. K. Salmonson, T. R. Miller, W. A. Wam and R. Atthowe, is working in conjunction with Mayor Rolph, the Chamber of Commerce and other organizations to help the Belgians.

The 1915 convention of the Pacific Coast Advertising Men's Association, the Pacific Coast division of the Associated Advertising Clubs of the World, will be held in Los Angeles, May 27, 28 and 29, 1915. The general committee has been appointed, with A. Carman Smith, president of the Newitt Advertising Agency, Los Angeles, as general chairman.

**New York's Youngest Reporter.**

The youngest reporter regularly supplying copy for a metropolitan paper probably is Robert Neal, a high school freshman in the Columbia Grammar School, New York City. He is thirteen years old. He supplies notes for the Sunday educational page of two of the morning papers.

**GRAFT ADVERTISING.**

Thomas C. Shotwell, who was the recipient of a brief notice in this column last week, objects to being referred to as a grafter. Mr. Shotwell explains that he is careful, in sending out press agent stuff, to inform publishers of the fact that he is getting paid for getting his articles printed, even if the publishers are not, and he contends that, by pre-facing his contributions with these few kind words he gets out of the grafter class. With this lucid explanation the matter is put up to you, Mr. Publisher.

The Press Publicity Service, Chicago, is offering free advertising copy for the National Lumber Manufacturers' Association. If you print this without getting paid for it the Press Publicity Service gets paid.

F. E. Spooner, "Spotlight" Spooner, is trying to graft free advertising for the Master Carburetor Corporation, Detroit. His success depends on newspaper publishers' gullibility.

The Salmon Cannery's Association is trying to create a National Salmon Day to be observed on March 12—and if they can graft space to get their proposition started they won't have to buy any space.

The Geo. L. Dyer Co., New York City, supplies a two hundred word write up of the Westinghouse Lamp Co.—but no money to pay for it.

The Miller Agency, Toledo, Ohio, is trying to graft free advertising write ups for Golden Sun Coffee, a product of the Woolston Spice Co.

The Hupmobilst of October 30 contains one full page of reproductions of free advertising secured from New York newspapers and then rubs it in by stating in a foot note that it is "a part of 5,000 lines of publicity the New York papers gave."

Which goes to show that, simply because the Minneapolis papers fell for "thousands of lines of free publicity" they are not the only ones that are "born every minute."

Valvoline Oil Co. is permitting F. E. Dayton to try to get some free advertising from newspapers, hinging a good write up on a story of Henry W. Nuckold being elected a director of that company. Look out for the copy.

Lord and Thomas, Chicago, are out after some more graft space, asking newspapers to publish write ups for nothing and making customers pay 15 per cent. for them.

The new subjects are the Canadian Pacific steamship "Missanibie," 1,000 words, and Red Crown Gasoline (Standard Oil Co.), four inches of space.

By doing favors of this kind for Lord and Thomas you put money into their pockets, take it out of your own and get your name on the good thing list.

Kalem Co., 235 West 23d street, New York, offer matrices gratis and hopes your circulation and advertising departments will thrive because you foolishly print this for them free, so they won't have to buy any of your space.

Max Elser, Jr., 437 Fifth avenue, New York, is looking for good things to give free publicity to a motion picture drama to be called "In the Land of the Head Hunters."

Other would-be free space grafters are Bodell & Co., investment bankers, Providence, R. I., reliable information about financial world.

International Harvester Co. of America, Chicago, outline of a spreader selling campaign.

"The Britannica Book of the War." Encyclopedia Britannica, 120 West 32d street, New York.

**The Farming Business**

NEW WEEKLY OF THE W. D. BOYCE CO.—OUT DEC. 5

100,000 circulation guaranteed to Jan. 1..... 35c  
150,000 circulation guaranteed after January..... 52c

**The FARMING BUSINESS**

New Name of The Inter Ocean Farmer.

A 40-page, magazine size (10½ x 14") weekly paper for the Farmer, printed on high grade paper in all colors, and edited by the best talent obtainable and sold at 5c a copy.

The Advertiser is not going to be asked to bear all the burden which the reader should share, hence the advertising rate will be the lowest rate per 1000 of any farm paper.

Forms close for first issue Nov. 28

**Boyce's Weeklies** THE SATURDAY BLADE CHICAGO LEDGER and THE FARMING BUSINESS—Combined Rate

1,400,000 Guaranteed Circulation for \$2.95 per line

**Boyce's Weeklies for the Small Town: THE FARMING BUSINESS FOR THE FARM**

**BUILD YOUR CLASSIFIED MEDIUM RIGHT**

Increased volume, improved service to readers and advertisers, efficient constructive sales organizations, and additional increased revenue, are the results of our methods for several of the largest classified mediums in the United States.

**THE BASIL L. SMITH SYSTEM**

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

Philadelphia Address, BASIL L. SMITH, Haverford, Pa.

**Daily Sale 40 Copies vs. \$100.**

Thomas A. Edison is one of the greatest advertisers in the world. He tells when the first reports of the battle of Pittsburgh Landing came to Detroit he was a newsboy on a train running between that city and Port Huron. His usual daily sale was forty papers. That day he took 1,000 papers and paid the telegraph operator at Detroit to wire an announcement of the battle on ahead of his train. At every station he was besieged by anxious inquirers for papers, sold all he had, his whole pack being finally exhausted at fancy prices, the total day's work netting him \$100.

This is but one instance of what enthusiasm on the firing line will do. The DUHAN organization is composed of live circulators acquainted with New York City and the up-to-the-minute methods for creating stand and street sales in this territory.

Write—Phone—Wire

**DUHAN BROTHERS**

Newspaper Distributors Who Have Made Good Since 1892.

TRIBUNE BUILDING Phone: 3584 Beekman NEW YORK CITY

**They Survive the Ordeal.**

During the past week the experts of the Audit Bureau of Circulations have examined and reported upon the circulations of the following publications:

Wallace's Farmer, the Iowa Farmer, the Register and Leader and Evening Tribune and the Capital, all of Des Moines, Iowa, and the Telegraph and Star-Independent of Harrisburgh, Pa.

**TIPS FOR THE AD MANAGER.**

L. K. Lee, Dispatch Building, St. Paul, Minn., is placing one-half inch one time a week orders with Western weekly newspapers for the Crookston Tannery Company, Crookston, Minn.

F. Wallis Armstrong Advertising Company, North American Building, Philadelphia, Pa., is reported to be making up a list of newspapers for Henry Sonneborn & Company, "Styleplus Clothes," Baltimore, Md.

Miller Advertising Company, the Nasby Building, Toledo, Ohio, is handling the advertising account with newspapers for the Regal Motor Car Company of Detroit, Mich.

The Paris Medicine Company, 2520 Pine street, St. Louis, Mo., is issuing contracts direct with a large list of newspapers.

J. Walter Thompson Company, 44 East 23rd street, New York City, is making 1,000 line contracts with some Western newspapers for the White Star Refining Company, Flint, Mich.

Irwin Jordan Rose, 39 West 32nd street, New York City, is forwarding 69 line double column one time orders to large city newspapers for George H. Doran Company, publishers, 38 West 32nd street, New York City.

J. F. Singleton Company, Citizens' Building, Cleveland, Ohio, will shortly start a tryout campaign with a few selected newspapers for the Vioma Company, Dr. Shampoo, Cleveland, Ohio.

The Wyckoff Advertising Company, New Marine Bank, Buffalo, N. Y., is in charge of the placing of orders for Mangatone with some New York State newspapers.

The Cowen Company, 50 Union Square, New York City, is making up a list of newspapers which it is reported is for the Lorillard Tobacco Company, Jersey City, N. J.

Dauchy Company, 9 Murray street, New York City, is sending out classified orders to Western newspapers for the Madison Mills, 590 Broadway, New York City.

Charles H. Fuller Company, Morgan Building, Buffalo, N. Y., is gradually extending the advertising of Grapefruit Products Company, "Grapefruitola," Watertown, N. Y., to newspapers.

F. A. Gray Advertising Company, Dwight Building, Kansas City, Mo., is issuing 17 line 4 time orders to some Western weekly newspapers for the Sunshine Lamp Company, 1026 Wyandott street, Kansas City, Mo.

Nichols-Finn Advertising Co., 222 South State street, Chicago, Ill., is handling the advertising with some large city newspapers for the Mutual Film Corporation, "Zudora Photo Films," Chicago, Ill.

O. C. Wilson Advertising Co., Hearst Building, Chicago, Ill., is forwarding orders to Western weekly newspapers for the Alton Watch Co., of the same city.

Darlow Advertising Company, City National Bank Building, Omaha, Neb., is placing one inch four time orders with some Western weekly newspapers for the Omaha Hide and Fur Company, Omaha, Neb.

Earnshaw-Lent Company, 80 Maiden Lane, New York City, is sending out 28 line double column two time orders to a selected list of newspapers for Junghans Chime Clocks, 94 Maiden Lane, New York City.

Lyddon & Hanford, 200 Fifth avenue, New York City, are putting out orders with New York State newspapers for the Scouts Gum Company of Rochester, N. Y.

James Howard Kehler, 70 Fifth avenue, New York City, will make up a general list of newspapers early in January for Collier's Weekly, 416 West 13th street, New York City. Collier's Weekly is placing a few orders with New York City papers.

Nelson Chesman & Company, 200 Fifth avenue, New York City, are handling orders with a selected list of newspapers for Kampfe Brothers, "Star Safety Razor," 8 Reade street, New York City.

George L. Mitchell & Staff, 421 Chestnut street, Philadelphia, Pa., are placing the advertising of Starr & Reed Egyptian Cigarettes with New York City newspapers.

Doremus & Company, 44 Broad street, New York City, are issuing one time orders to some Western newspapers for the Pennsylvania Water and Power Co., 24 Exchange Place, New York City.

Franklin P. Shumway Company, 373 Washington street, Boston, Mass., is sending orders to newspapers in a few selected cities for William G. Bell Co., "Bell's Seasoning," Boston, Mass., George A. Mendes & Co., 105 Hudson street, New York City, agents.

H. D. Stewart Company, 119 W. Madison street, Chicago, Ill., is placing the advertising of All Made Bakeries, "Oven Gold Cake," Detroit, Mich., with newspapers in a couple of Western cities.

It is reported that Frank Presbrey Company, 456 Fourth avenue, New York City, will shortly place orders with newspapers for Hall, Hartwell & Company, "Slide Well Collars and Hartwell Shirts," 553 River street, Troy, N. Y.

Thomas Advertising Service, Florida Life Building, Jacksonville, Fla., is sending orders to newspapers in cities where the Florida Citrus Exchange, Tampa, Fla., and 204 Franklin street, New York City, have distribution.

Blackburn Advertising Agency, Patterson Building, Dayton, Ohio, is issuing some newspaper orders for the Detrick Distilling Company, "Detrick Whiskey," Dayton, Ohio.

L. E. Anfenger, St. Louis, Mo., is making contracts with Texas papers for the Hayner Distilling Co. of the same city.

W. B. Finney Advertising Company, Keith & Berry Building, Kansas City, Mo., is placing 63 line Sunday till forbidden orders with Middle West papers for the Shawhan Distilling Company.

Charles H. Fuller Company, Inc., 623 South Wabash avenue, Chicago, Ill., is forwarding 28 line 13 time orders to Pacific Coast papers for Sorrell Company.

**ROLL OF HONOR**

Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures in some instances furnished by the publisher.

<b>ARIZONA.</b>	<b>NEW JERSEY.</b>
GAZETTE—Av.Cir. 6,125.....Phoenix	PRESS .....Asbury Park
<b>CALIFORNIA.</b>	JOURNAL .....Elizabeth
THE NEWS.....Santa Barbara	COURIER-NEWS .....Plainfield
BULLETIN .....San Francisco	<b>NEW YORK.</b>
<b>GEORGIA.</b>	EVENING NEWS.....Buffalo
JOURNAL (Cir. 57,531).....Atlanta	BOLLETTINO DELLA SERA, New York
CHRONICLE .....Augusta	EVENING MAIL.....New York
LEDGER .....Columbus	<b>OHIO.</b>
<b>ILLINOIS.</b>	PLAIN DEALER.....Cleveland
POLISH DAILY ZGODA.....Chicago	Daily Circulation for October, 1914. Sunday .....134,219
SKANDINAVEN .....Chicago	Sunday .....161,322
HERALD .....Joliet	VINDICATOR .....Youngstown
HERALD-TRANSCRIPT .....Peoria	<b>PENNSYLVANIA.</b>
JOURNAL .....Peoria	TIMES .....Chester
STAR (Circulation 21,589) .....Peoria	DAILY DEMOCRAT.....Johnstown
<b>INDIANA.</b>	DISPATCH .....Pittsburgh
THE AVE MARIA.....Notre Dame	PRESS .....Pittsburgh
<b>IOWA.</b>	GERMAN GAZETTE.....Philadelphia
REGISTER & LEADER...Des Moines	TIMES-LEADER .....Wilkes-Barre
THE TIMES-JOURNAL....Dubuque	GAZETTE .....York
<b>KANSAS.</b>	<b>SOUTH CAROLINA.</b>
CAPITAL .....Topeka	DAILY MAIL.....Anderson
<b>LOUISIANA.</b>	THE STATE.....Columbia
DAILY STATES.....New Orleans	(Sworn Cir. Mo., 1914. D. 22,850; S. 23,444)
ITEM .....New Orleans	<b>TENNESSEE.</b>
TIMES-PICAYUNE ....New Orleans	NEWS-SCIMITAR .....Memphis
<b>MARYLAND.</b>	BANNER .....Nashville
THE SUN .....Baltimore	<b>TEXAS.</b>
has a combined net paid circulation of 127,000 copies daily, 50,000 of which are served in Baltimore homes.	STAR-TELEGRAM .....Fort Worth
<b>MICHIGAN.</b>	Sworn circulation over 80,000 daily. Only daily in Fort Worth that permitted 1912 ex- amination by Association of American Ad- vertisers.
PATRIOT (No Monday Issue) Jackson Average 9 mo, 1914; Daily 11,042; Sunday 12,117. Member "American Newspaper Pub. Ass'n." "Gilt Edge News- papers," and A. B. C.	CHRONICLE .....Houston
<b>MINNESOTA.</b>	The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
TRIBUNE, Mon. & Eve....Minneapolis	<b>WASHINGTON.</b>
<b>MISSOURI.</b>	POST-INTELLIGENCER ....Seattle
POST-DISPATCH .....St. Louis	<b>WYOMING.</b>
<b>MONTANA.</b>	LEADER .....Cheyenne
MINER .....Butte	<b>CANADA.</b>
<b>NEBRASKA.</b>	<b>BRITISH COLUMBIA.</b>
FREIE PRESSE (Cir. 128,384) Lincoln	WORLD .....Vancouver
<b>R. A. Foley Advertising Agency, Bul- letin Building, Philadelphia, Pa., is mak- ing propositions of 1,200 inch contracts with a selected list.</b>	<b>ONTARIO.</b>
<b>Frank Seaman, Inc., 116 West 32nd street, New York City, is handling 14 time orders for Liggett &amp; Myers (Fa- tima Cigarettes).</b>	FREE PRESS.....London
<b>The advertising of the Boston &amp; Al- bany Railroad is being placed in New England newspapers by the H. B. Hum- phrey Company of Boston.</b>	<b>QUEBEC.</b>
	LA PATRIE.....Montreal
	LA PRESSE.....Montreal
	Ave. Cir. for 1913, 127,722

**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 LOGICAL MEDIUM.**

E. H. Burgoyne, who has been advertising manager of the Edward Wren Company, Springfield, O., for twenty years, has been appointed merchandise manager. He will be succeeded in the advertising office by L. W. Harrison.

E. LeRoy Pelletiere has taken charge of the advertising department of the Flanders Electric, Inc., of Pontiac, Mich.

Joseph S. Edelman, well known in the general advertising field, has become advertising director of the World Film Corporation. Mr. Edelman is president of the Sterling Advertising Service, but he will not sever his relations with that company in taking the new post.

J. F. Reddick, formerly a director of publicity with the Goodyear Tire and Rubber Co., Akron, O., has been appointed advertising manager of the Stromberg Motor Devices Co., of Chicago.

George A. Simms, who went to Atlanta about a year ago from New Orleans and joined the Massengale Advertising Agency as head of the plan and copy department, has gone into business for himself, with offices at 313 Grand Building, and will handle advertising accounts in and out of Atlanta.

Charles J. Gormley has succeeded G. S. Jeffery as advertising manager at the Boston Branch of the Firestone Tire and Rubber Company.

Edgar H. Snow of the Edgar H. Snow Advertising Agency has taken new offices at 609-610 Security Building, Los Angeles, Cal. He left the advertising field in Chicago to go to Los Angeles in April, 1913, and has handled the advertising of several large concerns which he is now managing under his new firm.

The A. M. Locke Company of Milwaukee, Wis., has merged its interests with the National Advertising Company, Inc., in the Colby-Abbot Building. A. M. Locke was elected vice-president of the National Advertising Company and also becomes manager of the firm.

H. D. Robertson has been made advertising manager of the Fashion store of Columbus, Ohio. He was formerly advertising manager of the Morehouse Co. of Cleveland, Ohio.

D. W. Driscoll has resigned as head of the advertising department of the National Cash Register Co. to take up special advertising work with his brother, G. C. Driscoll.

Carlton E. Worfolk has been appointed advertising manager of the Regal Motor Car Co. He was formerly advertising manager of the H. M. and R. Shoe Co., Toledo, Ohio.

F. R. Bernard, of the Street Railways Advertising Company, will become connected with the George L. Dyer Company on January 1, 1915, being identified with the service work in that agency.

Henry D. Allen has been appointed advertising manager of Eastman Bros. & Bancroft, Portland, Me. He was formerly with the Jordan Marsh Company, Boston, Mass.

A. G. White has been made advertising manager of the Brown Shoe Company, St. Louis, Mo. He has been with that firm for some time and was formerly with the Hamilton Brown Shoe Co.

W. L. Coryell has been made advertising manager of the R. T. French Co., Rochester, N. Y. He was formerly advertising manager of the Johnston Harvester Co., Batavia, N. Y.

F. W. Harvey, Jr., who for five years past, served as business manager in charge of advertising for Popular Electricity Magazine, has been appointed secretary and advertising manager of Technical World Magazine, Chicago.

**Chance for Writers.**

The Philadelphia Evening Ledger desires contributions to its humorous column "Scrapple." Jokes, humorous verses and humorous items of various lengths are required.

**An Ad Expert Gives Some Splendid Arguments in Favor of the Best Kind of Advertising.**

By DAN A. CARROLL.  
There are perhaps only a dozen national manufacturers with a really thorough national distribution in all sections of the country—concerns that can get 100 per cent. value from campaigns in national periodicals. There are manufacturers who are nearly national in character but at the same time they have certain spots or districts where the distribution is not at par and where competition is quite active and it is necessary to use the strong right arm of local publicity—newspapers—to get an even break in the territory. Newspaper advertising by reason of its flexibility fits in stronger with a campaign of this character than any other medium. Some of the most successful manufacturers of trademarked articles use newspapers on a territorial plan. Fels Naptha Soap, an important account in newspapers, operate their newspaper campaigns in conjunction with sampling work in different sections of the country at different periods, never advertising all over the country at the same time in newspapers. Campbell's Soups. A newspaper campaign territorial in character reinforcing the work in the national mediums.

**GREATEST ADVERTISER.**

Wrigley. Probably today the greatest newspaper advertiser, spending upwards of three-quarters of a million dollars this year in newspapers. While this account started in the street cars primarily, the most constructive and effective work has been done through the newspapers who receive now by far the biggest end of the appropriation.

Post. Works much in the same way, the newspaper appropriation for Postum Cereal and Grape Nuts far exceeding the amount of money spent in any other medium.

H-O. Use newspapers exclusively in conjunction with sales work in specified territory.

Shredded Wheat. Uses big newspaper space in selected territories with excellent results.

Newspaper advertising affords in many ways the strongest help to the sales organization. Selling conditions are not similar in every market. In some cities it is not difficult for a high-powered sales organization reinforced by a certain amount of general advertising to keep the sales above high water mark with a little increase each year. Then there are other cities perhaps the same size in an adjacent state where the same effort brings only half as many sales. In these towns perhaps there is strong competition to meet and aggressive sales work plus strong local advertising is necessary to keep the per capita consumption of the manufacturer's product above par. There is much competition these days in the marketing of a package food product. Increased sales must necessarily come from the users of other brands or from non-users altogether.

**PREMIUM FOOD PRODUCTS.**

There is the type of goods put out on the basis of premiums which have quite a demand. Every single sale made of premium food products or private brand goods is just that much less consumer consumption on standard advertised goods. The present day advertiser in planning his campaign is very much like the great general during war times. To accomplish victory it is necessary to analyze each big market carefully and make the attack on competitors' goods so forceful as to create in the minds of the consumer new interest and bring him over to his side.

Certainly there is no other form of advertising that can compare with this mighty sales force to compel for the advertiser the attention of the consuming public.

Solicitors of other mediums have attempted to compare their propaganda with newspaper advertising. This is not possible because there is no basis of honest comparison. A great daily news-

**Publisher's Representatives**

**ALLEN & WARD**  
Brunswick Bldg., New York  
Advertising Bldg., Chicago.

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

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

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

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

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

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

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

**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.

paper represents the thought, character and organization of some great publisher who has measured carefully the wants and needs of the people whom he serves. The circulation is bona fide and represents actual readers, people who buy the paper to read the news and advertisements. There is no substitute for newspaper advertising intelligently planned in a medium of known value and prestige.

**Graft vs. Paid Advertising.**

A report reaches THE EDITOR AND PUBLISHER that the Cole Motor Company, of Indianapolis, has discharged its newspaper advertising manager, H. C. Bradfield, and engaged in his place a publicity manager. While Mr. Bradfield, who is an old newspaper man, was with the company, he secured a large amount of free publicity for the Cole Company but was able to give only a small amount of advertising to the newspapers. Under the new policy it is assumed that an attempt will be made to get more newspaper publicity graft than heretofore, while less money will be spent for advertising.

**Election Enterprise in Kansas.**

The Wichita (Kan.) Daily Beacon entertained 10,000 persons election night with bulletins and a free show in the Wichita Forum, which has the largest seating capacity of any building in Kansas. The entertainment consisted of election news, a continuous moving picture show, cartoons by O. R. Wertz of the Beacon's staff, pictures of all the local candidates, war bulletins and re-

**Advertising Agents**

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

**COLLINS 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 BEARS ADV. AGENCY,**  
Latin-American "Specialists."  
Main Offices, Havana, Cuba.  
N. Y. Office, Flatiron Bldg.

**THE EXPORT ADV. AGENCY**  
Specialists on Export Advertising.  
Chicago, Ill.

turns from the elections in other states. One of the Beacon's city carriers was stationed at each of the voting precincts in the city and reported the count by telephone.

**WRITING AN AD.**

By L. N. Flint.  
He wrote a head: "The Time Is Ripe,"  
Then listed the goods in his store;  
He added his name in big black type;  
Could angels have done any more?  
As a glaring sign it wasn't bad;  
But you couldn't call it an ad.

Another "try" he said he'd take,  
And he wrote some red-hot stuff—  
"The best, the cheapest, finest make"—  
Till the adjectives cried, "Enough."  
The display of superlatives wasn't bad;  
But it didn't work like an ad.

Once more he made a bid for trade  
By the "Wonderful bargains shown."  
They were all "Below the price we paid,"  
For he'd "Cut 'em to the bone."  
As a bunch of lies it wasn't bad;  
But mighty poor as an ad.

And all this time the other fellow  
Was getting the cream of the trade.  
Simple and straight and never yellow,  
The selling talk he made.  
The returns he got were never bad,  
For he wrote an honest ad.  
—American Printer.

**Good Cuts For Newspapers**

We make plates for newspapers that are etched deep and will print well.

Our prices are right and as we operate a day and night force, we are able to give newspapers a highly satisfactory service at all times.

**Atlas Engraving Company**  
205 West 40th Street New York

**The War Compels  
Economy, and the  
Autoplate Makes  
it Possible.**



