

THIRTY-SECOND YEAR

The Editor & Publisher

and The Journalist

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

Vol. 48, No. 12

NEW YORK, AUGUST 28, 1915

10 Cents a Copy

LIBRARY,
OHIO STATE UNIVERSITY.

Tell Your Story to Live People

The dividends on your advertising campaign don't come from the shiftless, the careless, the indifferent—they come from the *wide-awake, go-ahead people with futures ahead and BIG WANTS TO FILL*. They come from the people who climb, from the people who want new things, *better things, every year*.

The Chicago Tribune's enormous success as an advertising medium is due to the fact that it attracts the wide-awake, pushing, energetic sort of people from all branches of human endeavor. It attracts the wide-awake laborer who is going to be foreman and the wide-awake bank cashier who is going to be president of his institution.

The Tribune's circulation is enormous, but it isn't that alone that you buy when you buy space in *The Chicago Tribune*—you buy *reader responsiveness*, and that's worth ten times as much as *mere circulation*.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over { 500,000 Sunday
300,000 Daily

Member Audit Bureau of Circulations

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

The Evening Sun.

Of New York

Look at this record—

Lines of advertising in the month of July for past four years

July

1915	287,754
1914	267,109
1913	221,906
1912	154,867

Compiled by Statistical Department, New York Evening Post

This is what this newspaper has accomplished by its alert and intelligent presentation of the day's news, accurately presented, too, despite the high speed requirements of newspaper making. Not alone the last moment happenings, but departmental information to appeal to every member of the household and so to make it the complete evening newspaper. Absence of the crude, the inartistic and the vulgar is as much its object as to announce the day's news. Advertisers appreciate the Evening Sun's efforts for sanity and cleanliness, because such a newspaper gives their announcements an introduction on a most desired footing into the best homes. Thus their advertisements in its columns produce business.

Every worthwhile agency for news gathering is employed to make the news service of the Evening Sun complete. Stories in the local field are competently handled and Evening Sun readers are provided with the complete foreign and domestic service of

THE UNITED PRESS

which has scored so many notable beats on news of the great world war. Whatever has happened at home or abroad you find in the Evening Sun. Its steady growth is a natural result.

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BEATS FROM WAR FRONT

Browne and Digby, Correspondents of the Chicago News, Score in Reports of Important Battles—Tribune to Present Motion Picture Drama, "Racing the Deadline," a Newspaper Story.

(Special Correspondence.)

CHICAGO, August 24.—The Daily News war correspondents are disproving the assertion that the rigid censorship has squeezed the war reporter's life dry of the romance and adventure that was his in the old days. For the second time this month the News' staff men have "got away" with world scoops of great importance, and Chicago has informed London of the latest events in the field.

Louis Edgar Browne, the News' man with the Allies in the Dardenelles, on Saturday scored a world beat on the British victory on the peninsula by which the Turks were defeated and their main line of communications with Constantinople destroyed. Browne was on the field. He got his story, hired a launch, and after a series of adventures crossed the Aegean Sea to Mitos, Greece, where he filed a 1,000-word dispatch. The news was re-cabled to London and published there on Monday, according to the News. By the same method Bassett Digby, of the News, scooped the world on the evacuation of Warsaw.

RACING THE DEAD LINE.

With a view toward ending the crime of ages and presenting a newspaper man in his proper light from the stage, the Tribune shortly will release a motion picture drama called "Racing the Deadline," taken under its own auspices. The scenario was written, it is understood, by Joseph Medill Patterson, one of the editors of the Tribune, gratefully remembered as the author of the "Fourth Estate," the only drama of the legitimate stage containing a sane presentation of newspaper folk at work. The actors of leading parts all are Tribune reporters, editors and copyreaders, excepting Mac-lay Hoyne, who fills his own role as State's attorney. Walter Howey, city editor, acted as stage director of the play, and it was filmed by Edwin F. Weigle, the Tribune's famous war photographer, recently returned. Terry Ramsaye takes the leading part of a reporter, which he is. It is believed by those who have seen the picture play that it will have a long run.

For purposes of dramatic interest a plot, revolving around the reporter's discovery of certain secrets of a gunman band, is introduced. The action is fast and gripping—hair-raising, in fact, in spots. Notwithstanding, it shows the reporter as he is. The picture was not made originally for public exhibition. The Tribune's aim in showing it is to destroy the prejudices which must exist in the minds of those who have drawn conclusions from the reporter of fiction, that snooping Beau Brummelish individual, with the ways of a ferret and the manners of a knave and—this is the crowning atrocity—a morocco-covered notebook.

NOT A SUCCESS.

The American attempted a new wrinkle in the quick distribution of papers Saturday which failed and almost ended disastrously. It planned to send several thousand copies of an extra announcing the results of the Elgin auto races to Elgin by aeroplane. Although a heavy rain was falling Aviator Frederick Hoover got his machine aloft. At a height of about 100 feet the machine struck an air pocket which warped the wings, causing

the aviator to lose control. The aeroplane crashed to the ground and was wrecked. Hoover jumped and escaped without serious injuries.

The Scoop, for several years published as the house organ of the Press Club of Chicago, has been taken over by William D. Eaton, its editor, who proposes to make it a national newspaper man's magazine. According to Mr. Eaton's plans the scope of the Scoop will be limited to matter of interest to reporters, copyreaders and editors actively engaged in daily newspaper work—a field no other publication fills exclusively. Its main feature will be personal items from newspaper offices in every large city in the country. The Scoop will be published weekly and will pay for contributions. Mr. Eaton, who has retired from daily newspaper work, was one of Chicago's best known editors. He founded the Herald, which afterwards became the Record-Herald, and now is the Herald again, and was managing editor of the old Chicago Morning News and the Inter Ocean.

President Edmund J. James, of the University of Illinois, announces the university's school of journalism will be much enlarged the coming year. The students will issue a daily paper under the direction of Prof. H. F. Harrington, a graduate of Ohio State and Cornell universities and late of the faculty of the University of Kansas.

Guy F. Lee, manager of the Tribune feature syndicate, left yesterday for a 4,000-mile swing round the circle of Western States. Besides visiting the exhibitions Mr. Lee will acquaint the Western publishers first hand with the Tribune's galaxy of features.

Chicago to Have Catholic Daily

According to a Chicago report that city is to have a Catholic daily or about January 1, 1916. It is understood that the paper will be called the Daily Estate and will be launched January 1, 1916. The project has been developing since June, 1914, according to Daniel McAllister, its business manager, with offices in the Rector building. Among those who are understood to have connected themselves financially with the new paper are Charles I. Deneaschoud of New Orleans, president of the National Federation of Catholic Societies; George D. Flynn, of Minneapolis, J. J. Carrol of Columbus, Ohio, publisher of the Catholic Columbian; Dr. Matthew J. Seifert of Chicago and the Rev. John F. Noll of Huntington, Ind., who will be censor.

Denies Efforts to Buy the Mail

S. S. McClure, editor of the Evening Mail, has issued a statement to the effect that none of a group of Germans who had made an unsuccessful effort to buy that newspaper was connected in any way with its present owners.

He said he was prompted to make this avowal apropos of the exposures of German propaganda made in the New York World in which the effort to which he refers was described.

Mr. McClure submits a letter which he wrote to his associate, Dr. Rumley, when the advisability of buying the newspaper was being considered, and in the declaration of principles or prospectus the American note of the publication is accentuated.

The Munson Brothers Company of New York have begun action against Herman Ridder, editor of the Staats-Zeitung, in the Supreme Court to recover \$2,268, said to be due under an agreement between him and the International Typesetting Company.

BERNSTORFF APPROVES FAIR PLAY

New York World Declares He Paid \$5,000 Just to Maintain It.

Among those who were rapped smartly by the club which the New York World has been swinging recently, was Marcus Braun's magazine, Fair Play.

Despite this noble sounding name the World alleges that the publication has received the approval in writing of no less a personage than Count von Bernstorff, the German Ambassador, and has received a more concrete evidence of that diplomat's esteem and regard in the form of a check for \$5,000. The letter which the World publishes to support its contention contains the following sentences:

"During the last seven months Fair Play has in its editorial policy treated all belligerents justly and thereby rendered great services to the millions of foreign-born citizens of this country, especially those of German and Austro-Hungarian origin. Fair Play has fought for the rights of the latter and for truth, always maintaining an American attitude and showing true American spirit.

"You are at liberty to show this letter to anybody who is interested in the matter, but I beg you not to publish it, as this would be contrary to the instructions of my government, which does not wish me to publicly advertise any reviews or newspapers.

"Very sincerely yours,

"F. BERNSTORFF."

The check for \$5,000, also signed, according to the World, "F. Bernstorff," is dated May 28, 1915, a little more than two months after the German Ambassador wrote his indorsement of Fair Play. It is made payable to Fair Play Printing and Publishing Company, and is drawn on Kuhn, Loeb & Co.

NEW YORK GLOBE SUED FOR LIBEL

Makers of Karo Corn Syrup Object to Some of McCann's Criticisms.

A suit was filed in the Supreme Court of New York County, on August 18, by the Corn Products Refining Company against the Commercial Advertising Association, publishers of the Globe, in the amount of \$250,000, the claim for damages being based upon an article published in the Globe on August 12, and written by Alfred W. McCann.

This article, it is alleged by the Corn Products Refining Company, deliberately misquotes a scientific paper prepared by Dr. Samuel J. Meltzer and Dr. I. S. Kleiner, of the Rockefeller Institute for Medical Research, and read before the National Academy of Sciences at its meeting in April. The statement which McCann quoted and which it is said does not appear in the paper as printed in the June issue of the proceedings of the National Academy of Sciences, calls manufactured glucose "often fatal" and says that it appears in syrups, cheap candy and other products.

"This statement was used by McCann to prove that Karo corn syrup is detrimental to health," said Preston Davie, acting in the case for O'Brien, Boardman and Platt, attorneys for the plaintiff. "As a matter of fact, it is no more harmful than any other carbohydrate to persons in a diabetic condition, whereas McCann tries to show that it is particularly dangerous."

NEW DECATUR, ALA.—It is rumored that New Decatur is to have a new daily paper. It now has one daily and one weekly paper.

BOSTON HERALD SALE

Paper To Be Disposed of At Auction September 14—Failure to Meet Payment of Interest on Bonds the Cause—Bidders Must Deposit \$30,000 Each—Capper at Governor's Conference.

(Special Correspondence.)

BOSTON, August 24.—Once more the Boston Herald gets a place in the sun through the advertisement published in the newspapers of this city offering all property, equipment, good will, Associated Press Franchise and the right to the names "Herald" and "Traveler" to the highest bidder at an auction sale to be held September 14 at 10 a. m.

This sale is brought about by failure to meet payment of semi-annual interest due on bonds secured by a mortgage in 1912. The announcement of the sale is made by the Commonwealth Trust Company, Trustee.

When Robert Lincoln O'Brien, editor-in-chief of the Herald, was approached in regard to the matter he would make no comment. He said that he was referring all inquirers to Attorney Charles F. Choate. The latter has not issued a statement as yet.

TERMS OF THE SALE.

No bidder will be considered who does not deposit \$30,000 to be forfeited if the property goes to him and he fails to make good his bid. Ten per cent. of the purchase price is asked in cash at the time of the sale and the balance in cash on the tender of the deed, or the turning in of bonds secured by mortgage in lieu of the cash. The sale may be adjourned from time to time at the discretion of the trustee.

While the advertised auction sale has occasioned a great deal of talk in newspaper circles little has been said about the matter in the Boston press, except the ordinary news items at the time the advertisement appeared.

A Boston man and his wife have been made happy the past week by the publication in the Boston Journal of a story about the inability of the man to secure work. It appears that the man had been out of work for some time. He had a wife and four little girls to support. A week ago Monday the Journal published the man's story and the response was immediate. The day that the story appeared the Journal "Good Fellow" was able to send the wife \$5, contributed anonymously. Next day there came \$5 more from a New Hampshire woman, and Wednesday came the message that work was waiting for the man at a certain address. The mother of the children was so overjoyed at the Journal's good work that she called at the office to express her thanks.

BOSTON ENTERTAINS GOVERNORS.

This week will be Boston's biggest and busiest week in some respects. Today governors are pouring into town from all parts of the United States for the governors' convention. An interesting feature of the big show will be the mobilization of the State troops, 7,000 strong, on Thursday. The Boston newspapers are planning to give the visiting chief executives much space in their columns. Already an official press bureau has been doing much effective work. The Sunday papers carried columns of stuff about the coming events on the program, the American's story being notably good both in point of text and illustration.

The Boston American called attention one day recently to some news stories (Continued on page 285.)

Agency Space Buyers Predict a Prosperous Ad Season

Frank Presbrey Says the Outlook for Newspaper Advertising Is Better Than Ever Before—Hard Times Are Over—The J. Walter Thompson Agency Already Working to Full Capacity—H. E. Lesan Agency Finds Business Greater Than Any Other Time in Two Years—H. K. McCann Co. to Double Expenditures in the Dailies—Blackman Ross Co. Sees Good Times Ahead

It's in the air. Prosperity is coming back—and coming fast. Everybody is talking about it. How can they help talking about it? It is the glad, good news; and everybody likes to tell good news, yes indeed, you bet everybody does, in spite of the cynic's old and hoary lie that had news travels fastest. The truth is, prosperity's coming back to these United States so fast that it's already arrived. Prosperity is here; and it is spreading to every part and section of this broad land, and spreading in accelerating waves of steadily increasing volume.

What are the portents? The country's crops are splendid. Some of them indeed are enormous record-breakers. Reports from the leading industries are flattering. The steel manufacturers are flourishing. The makers of automobiles cannot turn out cars fast enough to meet the demand. The stock market is broadening and strengthening. The nation's supply of gold is mounting by millions, to a total never before known in the history of the world.

Of course, all this can only mean that good times are here, and that still better times are on the way.

But specifically what does it mean for those advance agents of prosperity which do most to spread all good news, which carry the message of the producing manufacturer to the ultimate consumer—what does it mean for the American newspapers?

Probably there is no class or group of men today better qualified by exact knowledge of existing conditions or better able to answer that question than the space buyers of the big advertising agencies—the men who know most about the advertising appropriations now making and in contemplation, and how and where those appropriations are to be spent. With a view to getting at the exact facts of the present situation in the advertising field, and basing thereon a reasonably safe and sane and unexaggerated idea as to the prospects for the near future, a representative of THE EDITOR AND PUBLISHER this week called on the leading advertising agencies in New York City and put this question?

WHAT ARE THE PROSPECTS?

"From your personal knowledge of present conditions and all the factors determining movements in the business, just what would you say are the prospects for the advertising business this coming fall, and particularly, what is the outlook for newspaper advertising?"

The answers, by these men who know what they are talking about, are not only deeply interesting—they are highly significant. And without exception those answers are, to say the least, decidedly encouraging. A few of the gentlemen who were seen were unwilling to talk for publication. But even such men agreed with those who were perfectly willing to be quoted, that conditions today in the advertising business are altogether better than at any other time in the last two years, and that the promise of greatly increased business by autumn is unmistakable.

These men do not deal in "hot air." They did not answer our question in glittering generalities, or in wordy flamboyancies. Each man of them backed up his assertion of the faith that is in him by the citation of names and facts and figures. In most cases, of course, this was done with the understanding that the names of clients and the figures of their appropriations would not be published. But such citations made a basis of incontrovertible fact for those statements which THE EDITOR AND PUBLISHER is at liberty to print.

The cumulative effect of all the evidence gathered is simply overwhelming, and proves that this coming autumn of 1915 will bring to American newspapers the greatest harvest of advertising that they have ever reaped.

Here are the interviews:

FRANK PRESBREY COMPANY.

Frank Presbrey, head of the Frank Presbrey Company, and one of the veterans in the business, was inclined to be conservative in the expression of opinion, but the note of enthusiasm was not lacking in his talk and before he finished came out full and strong. He said:

"The present outlook in the advertising business is what I should call quietly strong—and decidedly encouraging. As compared with last year—well, of course, there is no comparison. A year ago things were demoralized. Today business is good. And there is every prospect that it will steadily grow better. Both increases in old business and some new business are in sight, and altogether conditions in general are very satisfactory.

"Specifically, the outlook for newspaper advertising is immense—better than ever before. In this field of newspaper advertising there must be, and there will be, some readjustment. It must be done better, done more intelligently, a great deal of it at any rate. And so done, it will be more satisfactory to all concerned; the newspapers themselves as well as the advertisers will be the gainers. There is room for improvement, and some readjustment, is inevitable.

"Business conditions are good, and they are steadily gaining in strength. The great crops are an indication of returning prosperity. In fact, all indications are that hard times are over. The country's business condition is sure to be reflected in the volume of advertising; and there can be no doubt that the newspapers will get their share of it, and a bigger share than ever before. Yes, sir, the prospect for increased newspaper advertising was never brighter than it is today."

J. WALTER THOMPSON COMPANY.

W. H. Meyer, of the J. Walter Thompson Company, said:

"All indications and prospects with us are very good. Both present conditions and the outlook for the fall are better than they were a year ago, though last year was good with us. We had a good business all through the year, not a record year to be sure, but business was good. Now it is steadily growing better. New business is increasing, and some old clients are enlarging their use of space. Right now we are working to plant capacity, so to speak—have just about all we can handle with our present force. I cannot speak for others, or of general conditions throughout the country, but only for ourselves and our business right here. But so far as I can see, the immediate future is rosy. As to newspaper advertising, I should say that, on the whole, the prospects are very bright indeed."

H. E. LESAN ADVERTISING AGENCY.

Edwin K. Gordon, of the H. E. Lesan Advertising Agency, cited concrete examples of recent advertising campaigns that have been remarkably successful in direct and speedy returns, and also considerable new business, as bases for his belief that the outlook was never brighter than it is right now for an extraordinary increase and expansion of advertising.

"The outlook is excellent," said Mr. Gordon. "The advertising business is prospering now. It is growing, and growing steadily, with a strong and healthy growth. Business is better than it has

been any other time in the last two years; and the indications are that this is only the beginning of the change for the better. I should not be surprised to see such a development of advertising in the immediate future as never has been known before. And the newspapers will get a good bulk of it. The big advertisers are pretty well waked up to the necessity of using the newspapers, and they are going to use them more extensively than ever before.

"The period of depression is over, and I believe the whole country is entering upon an era of real and great prosperity. This cannot mean anything else but a big expansion of advertising, and it is sure to come. Already our own business has felt the change from the conditions growing out of the financial uncertainties and the war, and if this is any indication of the situation in general (and I believe it is), the improvement will be sure to help everybody in the advertising business. We are not only securing new accounts, but also increasing old ones; and the promise for still greater expansion this coming fall is unmistakable."

GEORGE BATTEN COMPANY.

F. M. Lawrence, of the George Batten Company, said: "Speaking in general terms, business seems to be improving. I consider the outlook very good. The outlook for newspaper advertising particularly, I should say, is better than that for any other kind, and is decidedly good—much better than a year ago. While I cannot tell you of any large new business in sight now, it is known that regular advertisers feel justified in doing more advertising than they have been doing recently, and they intend to do more this fall. Also many of those who stopped altogether because of the war or bad financial conditions, are now ready to resume. So, taking it all together, the prospects look very promising to us."

GEORGE L. DYER COMPANY.

W. L. Dotts, of the George L. Dyer Company, said: "All I care to say just now is that things look very encouraging to us. Business in general is improving, and better times are in sight. The outlook for all kinds of advertising is very encouraging."

H. K. McCANN COMPANY.

E. W. Mann, of the H. K. McCann Company, was enthusiastic over the outlook for the coming year, pronouncing it without any qualification the best he had ever known. Mr. Mann said:

"I believe that the outlook for advertising was never better; indeed, it is no exaggeration to say that it was never so good. I can speak only for ourselves, of course; yet I think that conditions with us are to some extent a criterion of the situation in general. And certainly with us the prospects for a splendid year are unmistakable.

"As to newspaper advertising, in the course of the next year we expect to spend approximately double the amount so expended last year—and we spent a pretty good-sized pile last year. I do not care to have you quote the figures, they're so big that some people would not believe them, anyway. But you may say that we are planning to double last year's business with newspapers. And this does not mean sacrificing the magazines in any way, either. Ours has always been primarily a newspaper agency. We use the magazines only to help keep alive a general interest. We believe in the newspaper campaign first, and in carrying it on continuously.

"The Standard Oil Company has shown a greater appreciation of the value of newspaper advertising in the last year or so than in the past by its use of the

papers for the advertising of products that had not been heard of in advertising before; such, for instance, as gasoline, which we induced them to trade-mark and advertise in the newspapers, and the results of which have been highly satisfactory. For the Standard's new product, Nujol, a mineral oil for medicinal uses, which has been produced to meet the demand caused by the cutting off of the supply of the Russian mineral oil by the war, the advertising campaign we are now conducting is the largest of its kind ever attempted. And this campaign is to be carried on almost exclusively in the newspapers.

"Practically all of our clients are planning to use newspaper space this coming year to a larger extent than ever before. So the prospects for newspaper advertising are altogether excellent."

BLACKMAN-ROSS COMPANY.

Frank J. Hermes, of the Blackman-Ross Company, is also among the prosperity boosters, basing his enthusiasm over the outlook on sound reasoning from demonstrable facts. He said:

"The indications are that advertising is on the verge of the biggest advance in the history of the business. The time is ripe and conditions are right, and advertisers are ready. This coming fall, I am confident, will see greater increases in all lines of advertising than the country has ever known before. And of course the newspapers will come in for a goodly share of it.

"On what do I base this belief? Well, in the first place, there is no longer any uncertainty among business men. Two years ago the American business world was filled with a vague feeling that something was going to happen; things were not right. The fear was indefinite and undefined, but it was unmistakable and depressing. Caution and retrenchment were the watchwords. Financial conditions were downright bad. Then, last year the war coming on top of such conditions only made things worse, psychologically at least. The vague fears as to what would happen to business were intensified.

"But now, there is no longer any such feeling. There is no longer any vague fear as to what the war is going to do to us in America. We have had a year of it, and I think the feeling is general that, so far as we are concerned, it has done its worst. And that worst was not by any means as bad as had been anticipated. The stock market has 'come back' in great shape, and is thriving as it has not for years.

"Instead of all our gold going out of the country, we are getting so much foreign gold that we hardly know what to do with it. The vast quantities of American securities held abroad are not being dumped on the market here. It becomes evident that their holders want to keep them, not send them back to us. Crops are marvellously good. The demand for money is increasing. Practically all business is looking up. There is today absolutely no uncertainty in the business world. Reason and good sense seem to have returned. We are big enough and strong enough as a nation and a people to ignore the war and go on about our business.

"The most curious thing about the last year was this: Just about every business man with whom you talked on the subject would say, 'Oh, I haven't been pinched, myself; my business is pretty good; I can't complain at all; but so-and-so has been hit awfully hard.' It was always the other fellow that had 'got it in the neck.' But we do not hear even that kind of talk any more.

(Continued on page 287.)

Business Pulse Quickens Under War and Crop Stimulus

South in Much Better Condition Than Last Year—Canada Now Exports More Than She Imports, Her War Supplies Factories Working to Limit—Sales of Horses and Mules Add Millions to Purchasing Ability of Kansas and Missouri People—Great Improvement in Conditions in Northwest

[The second instalment of the reports on business conditions and prospects presented below is an excellent antidote for the commercial blues if you happen to have them. No one can read these views of newspaper publishers without becoming enthusiastic over the immediate financial future of our country. No boom is predicted, but just a healthy, steady growth in prosperity.—Ed.]

Clark Howell, editor *Atlanta Constitution*.—"While general conditions would superficially appear to militate against advertising, as well as against all lines of business, in the Southern States, an analysis of the situation justifies the belief that the present decided improvement is not merely temporary but will be permanent throughout the South.

"The price of cotton—the South's staple crop—has naturally been affected by war conditions, but the recent bumper crop was economically produced and grades above the average, on which account the net revenue from the crop has been most satisfactory. The Southern farmer has, this season, very largely increased the acreage of grain and food stuffs and has substantially increased the production of meat products. Official reports show a heavy decrease in the use of commercial fertilizers under the growing crops, which have been cultivated with less expense to the farmer than any crop grown for many years. The supply of funds in the banks throughout the South is ample, and is readily available at unusually low rates of interest.

"These conditions have already been reflected in a decided stimulation of business, and those who are most familiar with agricultural, financial and commercial conditions in this territory confidently anticipate unusually healthy trade conditions for the coming season. Advance contracts with the leading papers throughout this section indicate that these anticipations are well founded, and I am confident that the improvement is real, substantial and permanent."

Lafe Young, Jr., business manager *Des Moines (Ia.) Capital*.—"Business, as indicated by the volume of advertising, seems to be materially increasing in Des Moines. Two of the Des Moines newspapers in the month of July made a gain in advertising, and two suffered a very slight loss. Only one newspaper has made a gain in advertising during the first seven months of this year over the same seven months a year ago. However, Des Moines and Iowa are essentially prosperous, and the slight depression in business which is felt here is based on national rather than local conditions. I think it is perfectly just and fair to state that conditions are considerably improved over several months ago."

S. A. Perkins, Tacoma, owner of six *Washington newspapers*.—"For the past several months business has been gradually on the up-grade, and there is no question, as far as our business is concerned and the business in this section of the country is concerned, that there has been a marked improvement both in the volume of business and in collections. The Perkins Press papers are making gains over last year.

"In the State of Washington we have had big crops; in fact, record-breakers in every line, and fall business is going to be better than for several years. Smelters, railroad shops, etc., in this section are employing more men now than they did last year at this time.

"My prediction is for good business for the fall and winter."

A. N. McKay, general manager *Salt Lake Tribune*.—"Business conditions are steadily improving throughout this region and this improvement is shown in increased advertising patronage. During the first half of 1914 the Tribune had an exceptionally fine business, which, how-

ever, fell off promptly in August upon the outbreak of the war, although, as it developed, this region had nothing to lose and much to gain through the European war. No industry in this region has been injured in the remotest degree by the war, and the present insistent demand for and the high prices of wool, sugar, lead, copper, zinc, cattle, sheep, horses and cereals—all produced in abundance here—indicate a general condition that scarcely could be more pleasing. To recapitulate: There is nothing produced in this region, with the exception of silver, a by-product in mining, that is not being sold at almost record prices. In 1915, as compared with 1914, the Tribune made an advertising gain in January, a small loss in the spring months and gain in June and July. There is every prospect of an excellent fall business."

George M. Rogers, assistant general manager *Cleveland Plain Dealer*.—"Business in Cleveland is good—not only the newspaper business but general business as well; in fact, I think with one or two possible exceptions every retail merchant in Cleveland is now and has been for some little time past running well ahead of a year ago. For ourselves, we have published a total of 19,555½ columns of paid advertising in the first seven months of this year, January to July inclusive; a gain of 418¼ columns over the same months last year."

Henri Gagnon, general manager *Quebec Le Soleil*.—"If there is any truth in the old adage that 'Coming events cast their shadows before' it is my firm opinion that advertising during the coming season will justify the belief of the most optimistic of publishers.

"There is certainly every reason why Canadian publishers should expect a revival of business during the fall. Canada has recovered from the shock of war, and has readjusted her affairs to meet the unprecedented financial and industrial conditions which face the civilized world today. Reversing the Biblical prophecy we are beating our plowshares into swords. In other words, Canada is busy today forging munitions of war on a gigantic scale, thus replacing to a very large extent the loss of business which was brought about during the early months of the war.

"The chairman of the Canadian Shell Committee recently stated that the value of the orders placed in Canada for munitions would build a transcontinental railway, and this is only the beginning. Every Canadian factory which has facilities for turning out war supplies can get all the orders it can handle, and it is significant that those industries which are now benefiting by this demand are the very ones which suffered most on the outbreak of hostilities.

"For the first time in the history of the country Canada will this year export far more than she imports. This, coupled with the fact that the greatest harvest the Dominion has ever known is now being reaped, most assuredly shows that there is nothing wrong with Canada, and that the field for the general advertiser is at least as good as it has been in past years.

"There are strong indications that in Canada there will be quite a number of newcomers into the national advertising field recruited from the ranks of non-advertisers who now see the light of publicity shining in all its brightness.

"Special representatives of Canadian agencies who have solicited national accounts during the summer are unanimous in their reports that there will be an increase in advertising during the fall. We venture to express the opinion that, not only will old advertisers continue to use newspaper space but that the opportuni-

ties created by the shutting out of the manufacturers of enemy countries will stimulate Canadian manufacturers to replace these goods with their own product which will be advertised to make them known.

"We have no fears regarding our business derived from the United States. We already have sufficient contracts in active operation to insure that our advertising from this source will at least equal in volume what it was in the fall of 1914. Moreover, new accounts are in sight, and we believe that our business from the United States will be greater than ever before.

"It may be interesting to you to know that *Le Soleil* was one of the very few Canadian papers which increased its advertising rate this year. Many of our clients now pay us 100 per cent. more than they paid us in 1914. The fact that almost without exception national advertisers have renewed their contracts with us shows their confidence in Canada if our particular case can be regarded as a criterion."

Marco Morrow, advertising director *Capper Publications, Topeka, Kas.*—"There is every indication that the volume of advertising for the fall months of 1915 will greatly exceed that of 1914. Our issues for August carry 12 to 15 per cent. more business than August last year, and our bookings for the fall and winter exceed the bookings at this time last year. There is every reason why advertising should increase. The enormous harvest of the country and the certainty of good prices constitute a strong basis for confidence. The activity in the steel industry and the manufacture of war munitions will distribute large sums in wages. Merchants are optimistic and a general drive all along the line can hardly fail to create business activity throughout the entire country."

Leon J. Van Laeys, manager *St. Louis Star*.—"The St. Louis Star has made advertising gains every month this year, and for fall business the prospects are particularly bright.

"Naturally the volume of our more than 300,000 line gain has been larger in the local than the foreign field, because the home merchants are usually first to see the value of a growing newspaper and first to increase their patronage. However, a gain of more than 55 per cent. in foreign advertising indicates that the Star is not being overlooked by the national advertisers.

"In anticipation of more business the owners of the St. Louis Star have made a number of expensive improvements in the mechanical department, including the purchase of a new high-speed Goss Octuple press and the rebuilding of our present high-speed Goss Sextuple, which will permit us to enlarge the Star from seven to eight columns and give us a capacity of 108,000 papers per hour.

"Ten new motor trucks to take care of our rapidly increasing home delivered circulation is another indication of our faith in the future of the Star. With advertising and circulation both showing a healthy growth, the St. Louis Star's management looks forward to a record-breaking fall business."

W. P. Lyon, business manager *San Jose (Cal.) Mercury-Herald*.—"Business has been exceptionally good with the San Jose Mercury-Herald this year. We expect the fall business will be equal to ordinary years. But I do not know that it is wise for newspapers to publish the fact that their advertising business is good. I very seriously question the wisdom of publishing such statements.

"Our paper is situated in a community which is really self-supporting. The fruit crops of our community furnish very

much more than is necessary to support the community from year to year. In consequence bankers' panics and financial crises have very little or no effect upon the condition of the community or the newspaper."

E. E. Smith, vice-president *Meriden (Conn.) Morning Record*.—"Local business is steadily improving and the Meriden manufacturers and merchants are far more hopeful than they were a year ago. The Record is carrying a number of new newspaper accounts which have been developed within the last few months, and, as you are aware, a number of other good ones are in the making. From what I have heard from space buyers for some of the leading advertising agencies, I am satisfied that they generally share the prevailing spirit of helpfulness. As for the Record, its business for the first seven months of 1915 was better than that for the same period last year."

John D. Plummer, publisher *Springfield (Mass.) Union*.—"We are pleased to be able to substantiate the information you have received that the newspapers are enjoying an unexpected period of good business. In our own case, up to the present time we show a gain over last year of 56,840 lines, in spite of the fact that in 1914 we did a bigger business of any other year in our history, and it did not seem likely that we would improve on it this year, even with everything working to our advantage. The general business conditions here seem to be improving all the while, and from the present outlook of fall business we expect to more than maintain our present ratio of increase in business carried."

David A. Miller, owner *The Allentown (Pa.) Morning Call*.—"Business conditions in Allentown, Pa., and the Lehigh Valley are exceptionally good at this time, being stimulated by the immense war orders awarded to the Bethlehem Steel Co., of Bethlehem; the Traylor Engineering Co., of Allentown, and the local powder mills. In this valley are located the New Jersey Zinc Co., of Palmerton, which has benefited greatly by increased prices. The slate industry, which has received its share of the stimulus; large cement plants of the Atlas Cement Co., and the Lehigh Portland Cement Co., and a large number of diversified industries, including immense silk mills and varied textile industries, with very few exceptions, are quite busy. In the newspaper field we are beginning to see things coming our way and feel easier, and expect in a short time we will have a fair share of the prosperity enjoyed in this valley."

D. P. Olmstead, business manager *Perth Amboy (N. J.) Daily News*.—"The outlook for fall advertising is unusually good. We are getting many inquiries for rates on foreign advertising. Perth Amboy is in the midst of a decided industrial boom. All of our large industries are working full time, and a number are building additions to their factories. The outlook was never better."

George Smith, general manager *Newark (N. J.) Star*.—"It is time that business men be frank about business conditions, and I advise you that business has not been good, and this applies not only to the industrial activity in Jersey, but I have found it throughout the Middle West in my travels. I have not mis-stated or exaggerated the above statement. However, within the last thirty days, business conditions have changed, and New York—the metropolitan city of the world—is starting to live and have new ambition, which means that good business is near at hand.

"We have increased our business on the Newark Star over last year 104,860 agate lines of advertising; within the last ten days we have received advices of new

Business Pulse Quickens Under War and Crop Stimulus

contracts in what is termed the foreign field, and I can reassure you that we are on the brink of prosperous times, because when people advertise, they expect people to have money to buy the advertised goods.

"I do not think, in other words, that business will be booming in the next six months, or even the next twelve months, but we are started on an upward wave of prosperity that will soon be felt to the advantage of the manufacturer and consumer."

A. F. Seested, business manager Kansas City Star.—"In this part of the country advertising and also general business have kept up wonderfully under the influence of last year's crops, and indications are that this year's harvests will be second only to those of 1914. Fine pastures, abundant food and easy money have kept the livestock industry in prosperous condition. Foreign purchases of horses and mules have added millions of dollars to this section's ability to buy goods. Banks are full of money, and there is no reason why business shouldn't continue to improve. Incidentally, every month thus far in 1915 has made a new high record for circulation in this office, and every month, except two, has created for us a high-water mark in advertising."

F. S. Bonfils, president Kansas City Post.—"Business conditions in Kansas City as viewed by the records and standing of the Kansas City Post: Our business, both advertising and circulation, shows phenomenal increases all during this year, and the outlook for fall advertising is for a record never before equaled. The spirit of optimism and prosperity is prevalent not only among advertisers and merchants dependent upon local and suburban trade, but banking, jobbing and manufacturing industries are all preparing for a high-water mark for Kansas City's general commercial engagements."

"National and mail order advertisers, as well, by their already increased patronage prove their knowledge of unusual opportunity in reaching the prosperous fall buyers in Kansas City and the surrounding territory. Our already very large increases in both local and foreign advertising, backed by our constant and rapid increase in circulation, convinced us of the largest and most prosperous forthcoming season in the history of the Kansas City Post."

A. E. Clarkson, business manager Houston Post.—"The volume of advertising carried by the Post during the first seven months of 1915 has been considerably less than previous years, and this condition applies generally to newspapers in this section."

"Crop conditions have never been better, and the only cloud on the business horizon is the uncertainty as to the movement of cotton for export. Our business men confidently expect a return of normal business conditions with the movement of this season's crop and the upward tendency should start in October. Even though the exportation of cotton is limited, the money available through the reserve banking system will make the experience of last year impossible."

"Good prices have been received during the year for all other products, and Texas has never been in better shape so far as physical assets are concerned. Houston is especially fortunate in having just completed its ship channel to the Gulf and establishing a line of steamers between New York and this port. With a reasonable movement of cotton there is every reason for a complete revival of business this fall."

E. Patrizi, managing editor San Francisco L'Italia.—"The report that the newspaper business has quite unexpectedly improved in this city, is correct. The improvement is slight, but prospects for fall advertising are very encouraging. I do not know whether this improvement in the past few weeks will be permanent, or if it is due to the exceptional traffic caused by the Exposition, but indications are that we will have a fairly good season, both for the fall and for the winter."

Thomas O. Harris, manager Shreveport (La.) Times.—"The prospects for

fall advertising are decidedly encouraging. The Shreveport territory has probably suffered less from the consequences of the European war than any other section of the South. This, too, notwithstanding the fact that its three principal lines of industry—cotton, lumber and oil—were vitally affected by the international struggle. In the days immediately succeeding the outbreak of the war, there was some demoralization in the Shreveport territory, due largely to the slump in the price of cotton. In the readjustment of values that followed the first few months of the war, a realization was brought to the cotton farmers of this section that a surplus crop was more largely responsible for the low price of cotton than the war."

"There was a genuine and general movement for a reduction of cotton acreage and the planting of forage crops, and this has done a great deal to restore confidence. The lumber industry has been revived to some extent in the Shreveport territory and the Northeast Louisiana oil fields have been rapidly developed during the past six months. The pipe line companies are taking the major portion of the oil output, and while oil values are not high, the big margin of profit in this industry has enabled it to prosper. Hundreds of thousands of dollars have been put in circulation by the oil development."

"There is a general feeling of confidence in this territory. The banks are well supplied with money for legitimate uses. In spite of the general cry of 'hard times' the advertising of the Shreveport Times since May first has shown an increase of 35 per cent. over 1914, and there is every evidence that it will increase steadily from this time on."

Robert L. Duke, editor and publisher Griffin (Ga.) News.—"Business conditions here have held up wonderfully well during the unfavorable conditions caused by the European war. When the war first started business was almost at a standstill, but after a few months, conditions adjusted themselves and trade conditions and collections have been fairly good."

"One prominent merchant informed me the other day that his firm did considerably more business during July, 1915, than during July, 1914. While sales for the present year were somewhat off, he expected that at the end of the year to do as much or more business than during last year. This is only one instance, there being others similar to it."

"The News and Sun has had an excellent business, and collections have been unusually good. I confidently expect increased business during the coming fall, and shall be greatly disappointed if it does not come."

"In Griffin there has been steady improvement, many store buildings and a large number of substantial new residences being erected. Perhaps never before in its history has there been as marked improvements in the building line in this city, and this has been the means of giving steady employment to many laborers, who have received good pay for their work and skill."

Alex. B. Kohn, advertising manager Charleston (S. C.) Evening Post.—"Conditions in South Carolina, and the lower half of the State in particular, are most promising, and prospects for a brisk fall trade are bright. Big projects such as the building of the Seaboard into Charleston, the construction of the \$1,000,000 coal dumping plant by the Southern Railway, and the \$3,000,000 coal docks and terminals by the Clinchfield, which were temporarily suspended just after the war began on account of financial conditions, have since been resumed; the two former are projects completed while work is being rapidly pushed upon the latter. The retail trade of Charleston, which suffered with the rest of the country last fall, has practically resumed its normal stage, and the merchants are optimistic."

Alex. Devine, manager Butte (Mont.) Miner.—"The prospects for fall advertising are very good indeed, much better than last year and perhaps better than

for seven or eight years. While the local conditions have much to do with the good prospects here, yet I think the advance is general in this Northwestern section. The local conditions which tend to prosperity in Butte are increased production of copper and zinc, owing to the higher prices and the very large crop of all kinds of agricultural products which will be sold at good figures."

Chas. W. Boggs, business manager the Oklahoman, Oklahoma City, Okla.—"The Oklahoman is delighted to furnish an authentic report of conditions in Oklahoma City, and the whole State of Oklahoma, based upon carefully compiled data and United States Government statistics."

"Observers of government bulletins will recall the recent estimate put upon Oklahoma's wealth for 1915 as follows: Corn, \$65,000,000; cotton, \$35,000,000; wheat, \$45,000,000; oats, \$20,000,000; hay, \$20,000,000; kafir corn, \$25,000,000; cattle, hogs, horses, sheep and mules, \$75,000,000; poultry and eggs, \$15,000,000; dairy products, \$12,000,000; fruits, \$7,000,000; potatoes, vegetables and miscellaneous crops, \$20,000,000; oil, gas and coal, \$65,000,000; aggregating \$404,000,000. Tremendous resources other than these exist and are even now being converted into cash."

"As an indication of Oklahoma City's financial and industrial integrity and its prospects as a commercial and distributing center, the Ford Motor Company fixed upon it for the location of a half-million dollar plant which, when completed shortly, will employ hundreds of skilled workmen and give an added impetus to the automobile trade that already has assumed gigantic proportions in this city and State. Other great concerns have cast their lot with us and all manufacturing, wholesale and retail interests appear to be flourishing and enjoying exceedingly gratifying business."

"The Daily and Sunday Oklahoman has shared to large extent in a generally prosperous state of affairs. It has not suffered the slump which is common elsewhere during so-called 'dull seasons.' Its advertising columns have been crowded and show immense gains over corresponding periods of last year."

"Its statement for May, 1915, reveals an increase of 46,844 lines over the advertising for May, 1914, and that for July, 1915, shows a gain of 48,454 lines over the advertising for July, 1914. The days thus far recorded in August exhibit the same gratifying percentage of increase, and the outlook for the 'busy' months to follow this autumn and winter is brilliant with promise."

J. L. Sturtevant, president and manager of the Wausau (Wis.) Daily Record-Herald.—"Our June and July business showed an increase over 1914, and thus far August is ahead of last year. Prospects for fall advertising at Wausau are excellent. Local merchants have bought heavily in anticipation of a good demand during the next six months."

J. D. McCarty, managing editor Rome (N. Y.) Tribune-Herald.—"The Rome Tribune-Herald has found business unexpectedly good during the recent depression and war times. Especially has this been the case with foreign advertising. The local advertising has dropped off to a certain extent because of the weeding out of the shaky firms. However, the local business is now picking up; we have some good contracts for the fall and we anticipate better business than last year and perhaps the year here last."

H. A. Robert, advertising manager of La Presse, of Montreal, Canada.—"While business in Montreal this summer has not been as brisk as in former years, it has been exceedingly good when the circumstances are taken into consideration. We ourselves have overcome the difficulties of the past twelve months much better than we expected to do a year ago. As for the future, I feel that we have already weathered the worst of the storm, and that there will be a steady improvement from now on. Prospects for fall advertising look fairly bright, and if our wheat crop measures

up to present expectations, conditions throughout the entire Dominion should be greatly relieved. We look forward to the coming fall and winter with a great deal of confidence."

G. B. Dealey, general manager Dallas (Tex.) News.—"An active resumption of business is expected by merchants and bankers in Dallas and the Southwest as soon as the cotton crop begins to move. The volume of business in practically all lines has been below normal during the last six months, while, on the other hand, collections during that period have been surprisingly good. The effect of the strict economy which has been practiced in nearly all lines of business from the farmer to the merchant and manufacturer is now being felt, and all authorities seem of one mind in saying that business is now in a more healthy condition than has existed for the past ten years."

"Banks in Texas are well supplied with funds, and are not finding it necessary to rediscount with their clearances or make extensive use of the resources of the Federal Reserve Bank of Dallas. Reserves in the Dallas banks are constantly increasing with small demands for new loans."

"Grain crops are now harvested, and have shown a greater yield than ever before in the Southwest, partly because of increased acreage, and partly because of an increased yield per acre. This puts the farmers in better condition to hold their cotton than they heretofore have been as cotton is nearer a surplus crop in Texas this year than ever before."

"Cotton is beginning to move, and for the first time in history the cotton States have the money to move it. A good price seems probable. Everything in Texas indicates fine business. Fruit, truck, grain, hay and cotton have all made splendid yields."

E. H. Mack, manager Sandusky (O.) Register.—"Business for the first three months of 1915 was considerably ahead of the same period of 1914. Since then it has slumped, the last month to a noticeable degree. For the first seven months of this year we about averaged up with that period of 1914, with prospects bright for a heavy run of fall advertising. We find a more optimistic feeling among our advertisers, both local and foreign, in regard to the business outlook, which we expect, confidently, will be reflected in larger advertising expenditures for the balance of the year."

O. J. Hardy, business manager Oshkosh (Wis.) Daily Northwestern.—"The outlook for business this fall is very encouraging. If the crops this year have anything to do with fall business, we ought to have the largest business that we have had for many years. From all reports Wisconsin is going to have the largest crop which has been harvested in the past twenty years. Business in the Wisconsin newspapers, we believe, is holding up very well considering the general depression. Wisconsin has not been hit as hard as some of the other States for various reasons, but we are looking for the largest business they ever had, this fall, both in the local and foreign field."

John J. Mead, business manager Erie (N. Y.) Times.—"We have had more than we expected both in local and foreign advertising so far during 1915. We feel so confident of the future that we have invested \$11,000 to increase our mechanical facilities in the composing room so far this year, and are spending \$9,000 cash for circulation campaign now in progress. We have every reason to believe that we will be well repaid. It looks good to us, and we feel that everything points to an unusually good fall and winter season. We have had some lean years recently, all of us, and we could stand a few good years without being spoiled."

W. B. Bryant, general manager Paterson Press and Sunday Chronicle.—"The prospects for local advertising in Paterson were never brighter. We have shown an increase every month this year, with the exception of one, over the corresponding period of last year, some months showing over 30,000 lines increase."



“Knee High” Customers

We are hearing a lot right now about “Knee High” Customers, from 5 to 14 years of age, and their influence on the sale of advertised products.

The fact that they do greatly influence the sale of goods is attested by the increasing number of advertisers who are making a strong drive for the trade of these “Knee High” Customers. It pays them.

Watch the retail stores—notice their show windows—their display cases and the interior arrangement. You’ll find them making attractive displays in order to hold the interest of these youthful customers—and their parents, friends or relatives. It pays them.

Forward-looking advertisers lend a helping hand with window display material, store cards—and newspaper advertising. It pays them.

Are you making a bid for this trade? Are you studying the possibilities for your product in this territory? Are you educating customers while they’re young?

Consider the youthful customers in Metropolitan Boston—with its 39 cities and towns

within a radius of 13 miles. In Municipal Boston there are over 112,000 of these customers between the ages of 5 and 14. Cambridge has over 18,000—Lynn over 13,000—Somerville, 12,000—Newton 7,000—Everett 6,500—Chelsea 6,000—Quincy 6,200—Waltham 4,553 and the other 30 cities and towns make up a total of over 234,000 of these “Knee High” Customers.

They need shoes, stockings, suits of clothes and other wearing apparel, toys and sporting goods. They consume large quantities of candy and breakfast foods. In fact they want most everything.

Reach straight to the buying sense of the grown-up relatives and friends of these all-important customers. Use the Boston Evening and Sunday American—it will help you create and keep intact a line of communication with this growing market.

The Evening net-paid circulation is now almost 400,000 and the net-paid circulation of the Boston Sunday American is now over 325,000. The Boston American has the largest Evening and Sunday net-paid circulation in New England and the rate is the lowest per line per thousand circulation in this territory.

Ask us to send you further definite information about this territory—the people and their buying power—it will interest you. No obligation entailed.

BOSTON AMERICAN
NEW ENGLAND'S GREATEST HOME NEWSPAPER

80-82 Summer Street, Boston, Mass.

New York Office
1789 Broadway

Chicago Office
504 Hearst Building

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

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

PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

THE SEATTLE TIMES

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

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

The New York Times Mid-Week Pictorial

At All News Stands
Ten Cents a Copy

Pictorial history of world events. Twenty-four pages crowded with human interest. More than seventy pictures in each number, reproduced by the beautiful rotogravure process—the choicest pictures from thousands submitted from every quarter of the earth.

THE NEW YORK TIMES
TIMES SQUARE NEW YORK

The New York Evening Mail

enjoys the confidence of its readers.

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

Its average net paid circulation for April was in excess of

156,000

A desirable advertising medium.

THE PROVIDENCE JOURNAL

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

Let Us Figure It Out for You.

Walter Scott & Co.
Plainfield, N. J.

TEXAS' GREAT STORM

Difficulties in Getting Out the Galveston Tribune Vividly Described by a Staff Member—How the News Came to the Rescue—Four Feet of Water in the Business Office—Hand Press Used.

(Special Correspondence.)

GALVESTON, TEX., August 20.—Perhaps this little tale will be of interest to other newspaper men throughout the United States. The Galveston Tribune, evenings only, during the storm in Galveston which started last Monday maintained its place in the city and has not missed an issue, although for three days it was able to only publish a small hand-hill.

The first storm warnings were sent out Monday morning, but the local merchants having full confidence in the grand sea wall here did not curtail their advertising. Monday evening's Tribune carried 15 columns more advertising than on the corresponding day of 1914.

THINGS BEGAN TO LOOK SERIOUS.

At 10 o'clock in the morning things looked serious and everyone began to seek a good place to weather the storm. Early in the afternoon, the electric power gave out and the Tribune was without any power to trim the stereotype plates or run its press. The mats of every page were ready and great efforts were made by Thos. E. Gaffney to secure power.

At mid-afternoon, through the kindness of the management of the Galveston News, the Tribune sent its mats to the News, cast them there, and printed a twelve-page paper on the News press. The News page size is larger than that of the Tribune, so the top and bottom of the sheet carried a big black border, which the stereotypers were not able to rout off.

By the time the papers were printed the pressroom and stereotypers were forced to get back to the Tribune office in water up to their waists. The water was so high that the boys could not deliver the papers.

The storm continued to rage, and through heroic efforts of many of the staff the office records were placed in high places to keep them out of the water. Monday night was a hard one. On Tuesday morning the water had receded greatly, and the staff members were able to get back to the office. A high-water mark had been placed on the wall in the business office, showing it had risen to 4 feet 4½ inches. Desks and filing cabinets were floating around the office, so the whole staff got busy trying to set things to rights.

The editorial department, under the direction of Arthur Perkins, city editor, started to get out the Tuesday paper. No power was to be had anywhere, so a single page dodger was issued on a hand press, everything being set by hand. This issue was literally grabbed away from the newsboys, who could not get ten feet from the office before they were sold out.

Wednesday the power situation looked a little better, but at the last minute the hand press was resorted to again, and a four-page dodger was published, giving the city some more live news.

C. H. McMaster, publisher of the Tribune, who was at his farm in Mineral Wells, Tex., at the beginning of the storm, started for Galveston by rail, and got as far south as Houston. The storm had hit Houston a hard blow, but he managed to board a Southern Pacific tug at Harrisburg, just south of Houston, and arrived in Galveston at 8:30 Wednesday night.

PLUNGED RIGHT INTO HARD WORK.

Once in town he plunged right into the hard work. He secured a small stationary gas engine to run one of the linotypes, and had a promise of a gas engine to run the press, but at the last minute Thursday this did not materialize, so once more we were forced to print a four-page dodger on the hand press.

Today the linotype is still being run by a gas engine, and a motor truck has been secured to operate the press. Only one-half the press will be used and an eight-page paper published.

During all the trying time advertisers have been begging us to run their ads, but the small size of the paper has forced us to treat all alike and accept the ads offered only on condition that we run them in the first available issue which will be this afternoon.

Merchants and everyone are showing their great faith in Galveston, are cleaning up their stores, and many are already doing business, just as if no storm had ever taken place. The city looks good once more, the only signs of the storm being piles of rubbish on the streets which are being carted away as fast as the wagons can carry it.

People are back in their homes, putting things to rights, and everyone is very optimistic. The magnificent sea wall which skirts the seaside of Galveston has stood the test, and Galveston, even while the storm itself was bad, has pulled through strong and will be better than ever.

The whole spirit of the town is shown in the spirit of one little woman when she said to a friend at the height of the storm on Monday night: "Well, now I can buy those two vacant lots at the side of my house that I have always wanted so badly."

The Tribune is still here and still growing. Its advertising columns show the spirit of progress of Galveston's merchants. The sun is shining, and we all feel fine. There will be a big demand probably for roofing materials, paving, building material and foodstuffs. The cigar stands are doing land office businesses. It was a treat to hear customers in the cigar stores during the storm still asking for advertised brands.

GEORGE B. FORRISTALL,
Advertising Manager.

FRANK GLASS QUILTS MONTGOMERY

Sells His Stock in the Advertiser to Messrs. Sheehan and Allen.

Announcement was made on August 14 that Frank P. Glass, president of the Montgomery (Ala.) Advertiser Company and editor of the Birmingham News, had sold his interest in the Montgomery Advertiser to W. T. Sheehan, editor of the Advertiser, and Charles H. Allen, business manager.

Mr. Glass owned fifty per cent. of the capital stock and on its sale severed thirty years' connection with the paper.

The other half of the stock of the paper is owned by the family of the late Major W. W. Screws, who was for nearly fifty years editor of this paper. In the new organization, W. T. Sheehan will be president of the company and editor of the paper and Charles H. Allen will be publisher and general manager.

REPRESSING THE FAKERS

Ohio Vigilance Committee on the Trail of Alleged Fraudulent Advertisements.

Bernard C. Bowen, advertising censor of the Piano Merchants' Association of Ohio, on August 16, swore out a warrant against J. W. Sprinkle of the Grand Piano Company of Cincinnati, charging him with a violation of the fraudulent advertising act. Certain advertisements which appeared in local papers were brought to the attention of H. Serkowich, manager of the Retail Merchants' Department of the Chamber of Commerce, who is co-operating with the Piano Merchants' Association of Ohio in an endeavor to compel piano dealers to observe the law.

H. Serkowich said: "Both Mr. Bowen and myself have been watching local and State piano advertisements and find that the law is generally observed. Those few violators of the law will be compelled to observe it."

Towne's New Seranton Daily

SCRANTON, PA.—There appeared here on August 16 a new morning paper called the Seranton Daily News, published by Robert D. Towne, promoter of the old Seranton Daily News which suspended publication recently on account of the claims of creditors. Mr. Towne is business manager and William R. Hughes, formerly of the Seranton Republican, is city editor.

SPECIFY
CLINE-WESTINGHOUSE
Motor and Control
Equipments
FOR WEB PRESSES
SPECIAL MOTOR DRIVES FOR
STEREOTYPE MACHINES
LINOTYPE MOTOR DRIVES
CLINE ELECTRIC MFG. CO.
Fisher Bldg., Chicago

Successful
Men in every walk of life are all familiar with
Romeike's Press Clippings
Among our patrons are professional and business men and women, public personages and the leading Banks, Trust Companies and Corporations.
Romeike Clippings
are an indispensable adjunct in every business. If you have never used them, write for information and terms today.
HENRY ROMEIKE, INC.,
106-110 Seventh Ave., New York City.

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.

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

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

TAKE IT TO
POWERS
OPEN THE FASTEST
24 HOURS ENGRAVERS
OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
24 Nassau Street Tel. 4200-4 Book man

AMERICAN PUBLICITY METHODS ARE NOT AT ALL IN FAVOR IN FRANCE

Big French Newspaper Publishers Are Admirers of This Country, and Wish to See Our Advertising Ideas Adopted There—The People, However, Are Opposed to Any Change, Hence Modern Methods Fell Very, Very Flat.

Round, rubicund and jolly, New York has just now in its midst Mr. Florence O'Neill, of Paris and Pittsburgh—and is glad of it; for this big New York of ours is far from being unappreciative of round, rubicund and jolly people, and every newcomer of this description is assuredly welcome.

THE EDITOR AND PUBLISHER, in attempting to state Mr. O'Neill's "home town," was inclined to put Paris before Pittsburgh, and did so—for the reason that, though a part owner of the Pittsburgh Dispatch, Mr. O'Neill has lived so consistently abroad for the past ten years or so that he really savors more of the French capital than of the Pennsylvania city.

A CHAT WITH MR. O'NEILL

A representative of this paper found Mr. O'Neill quite ready to chat interestingly, one evening this week, at the Hotel Adlon, over certain phases of the newspaper and advertising situation in Paris, and he said not a few things that will certainly be of interest to American publishers.

"One of the things that I had decided to do, when I should reach Paris," said he, "was to introduce American advertising methods, and then simply watch France grow. I reasoned this way: Here is a city of many daily papers, and of these there are three having circulations of fully 1,400,000 each. The advertising in these papers is far from being up to date in its composition, and hence it doesn't 'pull' to anything like the extent that advertising should in mediums of so wide distribution. It seemed plain enough to me that—knowing the bright, clear business sense of the French—all I had to do was to get them going right and the results would be startling in their magnitude. 'Twas just a matter of getting them started, that was all. Surely no great trick, that. I was reminded of that humorous verse that appeared a few years ago, entitled, as I recall it, 'An Ode to My Feet':

"My feet, they take me up the street
And up and down the stair;
I only have to start them and
They take me everywhere!"

"Get the idea? 'Only had to start them,' and so on. So my job was 'only' to 'start' the French nation; and blithely enough I set about that little task. The publisher of one of the greatest Paris dailies, a close personal friend of mine, believed thoroughly that I could succeed in my undertaking, and gave good evidence of the faith that was in him by telling me that I could 'play' with no less than two hundred thousand dollars' worth of his space. In other words, he was willing that I should give that amount of space, free, to Parisian business men, in order to demonstrate to them how judicious advertising could boom their various enterprises; and in that case they were to pay for the advertising that had proven so profitable, double or treble their volume of trade (and likewise their profits), and live happily ever after.

"I DON'T WANT ANY MORE PEOPLE"

"Well, it seemed simple, and I 'went to it'—amply courageous and amply confident. First I approached the proprietor of one of the greatest department stores. I told him that probably some of his departments were not as successful as he could wish; and I outlined a plan to him by which sales could be boosted greatly. To my amazement he said, must courteously: 'My dear sir, I don't want any more people in our store than come there now. There are too many as it is. We could not possibly take care of any more. I thank you so much for thinking of me, but really, you know—' And that ended that.

"Still, I was far from discouraged. I got up a misplaced word contest. The details were such that every reader of one of the big papers would simply be obliged to read every ad in every issue. There was a first prize of \$2,000, together with numerous smaller ones. Also I schemed out a plan by which I figured that I could add 300,000 depositors to one important savings bank alone, as well as many thousands to other banks. The manager of the bank was most courteous. He listened patiently to my outlining of the plan, and then he said: 'I think you said you could add 300,000 new depositors to us—yes? Really, I don't see how we should have the time to count all the money they would bring in!' And so that plan failed."

"It seems queer to me," remarked THE EDITOR AND PUBLISHER, "that you couldn't interest the French people in savings banks. I had always understood that they were about as saving and thrifty as any on earth."

"It is true that they are," went on Mr. O'Neill, "but nevertheless the fact is that they don't use savings banks anything like as much as they should, and they do use 'stockings' to hold their money. Usually, when they accumulate 100 francs, a bond is bought; but not always. Some country families use the 'bas de laine' exclusively; and I have seen one such stocking where it and the gold that it contained had been handed down for four generations!"

THE PLAN FAILED UTTERLY

"As a matter of fact, all my plans to Americanize French advertising failed utterly. I could not even get them tried. I had not realized the tremendous conservatism of the French people—far greater than that of the English. The average French business man says to you, when you propose to double his business by modern methods: 'Really, I don't care for that to be done. I have food and clothing and all other necessities of life exactly as I wish, now. I see no need for anything more.' I was simply powerless against French conservatism. I was 'blocked' at every turn.

"I tried to introduce 'bargains' into one or two large stores, by selling ladies' hats for \$5 that were formerly \$20. Said the store manager: 'Do you want us to be mobbed? If we should advertise that way, every solitary woman who had ever paid us \$20 for one of those hats would be in here in a twinkling, demanding \$15 back in each case!'

"French advertising rates are very high—notably in Paris. The lowest charge is \$1 a line, ranging upward to \$5 a line. But the results are not at all what they should be, because the people are not educated up to the practice of reading ads and profiting by them—as is done here in New York. They are calm and contented. They live comfortably. Every holiday, for example, occupies from two to four days. Suppose the holiday falls on a Saturday. The French begin by observing Friday, to give the people a chance to prepare for the event. Of course the holiday itself accounts for a second day, while Sunday is assuredly a holiday; and then, to cap all, Monday will be made a holiday in order to give people a chance to 'get over' the hilarity of the previous three days!

"As a matter of fact, all the big, leading newspaper publishers in Paris are thoroughly 'sold' in respect to American advertising methods, and would like very much to see them tried and succeed; but in every case I found that the French people want no change made from established methods. They want to let well enough alone. Even promises of big

How About It, Business Men?

What are you going to do with your advertising appropriation in the New York territory this season?

Has your agent advised you to use the NEW YORK AMERICAN?

If he has not, ask him why he has not.

No business man, no advertising man, no advertising agent who is well informed about conditions in the New York territory will consider omitting the NEW YORK AMERICAN from his list.

The NEW YORK AMERICAN is too influential an advertising medium to be overlooked. It reaches too many people to be ignored. It is actually in touch with ONE-FOURTH of all of the people in the New York territory.

Will any sane business man with a sane advertising agent deny the power of ONE-FOURTH of all of the people to make his business a success in the New York field?

Is it not just ordinary intelligence to take on a medium that reaches ONE-FOURTH of the community? Will not the same degree of intelligent analysis prompt the business man to say:

"I must get my message before these people because they represent the average earning and purchasing ability. I cannot afford to neglect 333,000 buyers of one newspaper whose influence is felt by all of the members of over 300,000 families. I cannot select my customers. I must appeal to the Big Crowd. I must get my trade from everybody. I do not believe that any business can exist without the trade of the Big Crowd. There are too few people in the small crowd."

Just approach the investment of money in advertising as carefully as you would invest in good bonds or mortgages or in real estate, or in any other substantial thing—then you will always buy space in the NEW YORK AMERICAN, for it has the 19 year habit of making good.

NEW YORK AMERICAN
DAILY AND SUNDAY

MEMBER AUDIT BUREAU OF CIRCULATIONS

R. J. BIDWELL CO.

Pacific Coast Representative

of

LOS ANGELES TIMES
 PORTLAND OREGONIAN
 SEATTLE POST-INTELLIGENCER
 SPOKANE SPOKESMAN-REVIEW
 THE EDITOR AND PUBLISHER
 (N. Y.)
 PORTLAND TELEGRAM

CHICAGO TRIBUNE
 ST. LOUIS GLOBE-DEMOCRAT
 KANSAS CITY STAR
 OMAHA BEE
 DENVER NEWS
 SALT LAKE HERALD-REPUBLICAN
 NEW YORK TIMES

742 Market Street
 SAN FRANCISCO

Prosperity Returned to Pittsburgh
 FALL LISTS SHOULD INCLUDE
GAZETTE TIMES
 Morning and Sunday—
CHRONICLE TELEGRAPH
 Evening except Sunday
 They are the **TWO BIG NEWSPAPERS** in a metropolitan district of 1,042,855 people.
FLAT COMBINATION RATE 22 1/2% PER AGATE LINE
 For further information and co-operation write
URBAN E. DICE
 Foreign Advertising Manager
 PITTSBURGH, PENNSYLVANIA.
 J. C. WILBERDING
 225 Fifth Avenue.....New York City
 The J. M. BRANHAM COMPANY
 Mollers' Building.....Chicago
 Chemical Building.....St. Louis

THE ORANGE LEADER

is the only Daily (Evening) and Weekly Paper published in
ORANGE, TEXAS
 and Orange County, and the only paper that covers the richest section of Southeast Texas and Southwest Louisiana.
 "Circulation books open to all"
THE LEADER PRINTING CO.
 Orange, Texas
 W. H. Stark, Owner.
 Hugh K. Taylor, Mgr.
 Foreign Representatives
 Robert W. Sykes, Jr. Walter U. Clark
 1 Madison Ave., Advertising Bldg.,
 New York. Chicago, Ill.

THE NEW ORLEANS ITEM

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

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

WHY IS IT?

that the Times-Leader is the only one of the three evening newspapers in New Haven, Conn., that is a member of the Audit Bureau of Circulations. Think it over.
BRYANT, GRIFFITH & FREDRICKS
 225 Fifth Ave. 716 Peoples Gas Bldg.
 New York City Chicago

IN COLORADO SPRINGS IT'S THE TELEGRAPH

J. P. MCKINNEY & SON
 New York Chicago

fortunes do not move them. 'Bargains' will never be a 'go' in France. No Frenchwoman could ever dream of adjusting her shopping tour according to advertisements in the newspapers, as New York women do.

PARIS PAPERS' MAKEUP IDEAL

"French dailies have an ideal makeup, as it seems to me. The first page is filled with an editorial *résumé* of the big events of the day, discussing also quite fully the probable bearing of those events upon the world at large. Telegraph news goes 'inside' usually. The Parisian papers are very profitable. They make money from their circulations as well as from their advertising. They do not cater specially to advertisers. They bunch the ads all together on one page—just dump them in anyhow. There's no such thing as 'position' known."

"What effect is the war having on the press of France?"

"Well, as of course you know, all news and comments are very carefully and strictly censored. Sometimes papers appear with big blank spaces, where the censor has ordered some article considerably cut down or canceled wholly. So prevalent is this that one of the comic papers in Paris came out recently with a decidedly amusing account of how a certain Frenchman had achieved a very considerable reputation by reason of the fiery, untamed arguments that he had put forth in those parts of the paper that were left blank. His glory was based not on what he had published, but on what he *said* he had written—but so ably, of course, that the jealous censor ordered it out of the columns of the paper—positively."

"Any chance for 'exclusives' on French war news?"

"None whatever. All the papers print practically the same news stories, but naturally the comments are different. And now let me say just one thing as to the extreme reluctance of French storekeepers to adopt American publicity methods. I am by no means sure that they are wrong in their conservatism. The French are merry and contented. They are comfortable in their homes and in their places of business. Who is to say that they are not right?"

CHANGES AT LOUISVILLE

Courier-Journal and Times Staffs Consolidated, with New Managing Editor.
 (Special Correspondence.)

LOUISVILLE, Ky., Aug. 24.—Arthur B. Kroek, for the past several years Washington correspondent of the Louisville Courier-Journal, on Sept. 18 next, becomes managing editor of both the Courier-Journal and the Louisville Times, both of which newspapers are owned by the Haldeman interests of this city.

Robert W. Brown, managing editor of the Times since its founding more than thirty years ago, will retire from newspaper work and go into another business the nature of which he has not yet announced.

The reorganization just effected carries out a plan of retrenchment said to have been agreed upon several months ago by Bruce Haldeman, owner of the Courier-Journal and Gen. W. B. Haldeman, publisher of the Louisville Times.

In consolidating the staffs of the two papers several members are cut off the pay-roll. The following changes in the editorial end are in prospect: Brainerd Platt becomes night city editor of the merged staffs; James R. Keller becomes day city editor while the third trick on the city desk falls to James Snodgrass, formerly telegraph editor of the Courier-Journal.

Major Wm. J. Coleman, for many years city editor of the Times, becomes exchange editor under the new arrangement. David Morton, formerly editorial writer on the Courier-Journal, is slated, it is said, to take Mr. Kroek's place as Washington correspondent of the two newspapers.

Under the new arrangement, it is expected the Courier-Journal will be able

to put out a later morning edition while the Times will be enabled to beat all competition in the matter of early editions in the afternoon field.

All copy for both morning and afternoon editions will pass over combination desks, Harry Evans being at the helm on the day trick while Alvin Seekamp will head the desk at night.

It is reported that Carlisle may have a Republican weekly newspaper if plans said to have been started go through. Carlisle now has but two newspapers, the Advocate and Mercury, but until recently had three. The third paper, the Carlisle Democrat, recently suspended publication.

In the current issue of his paper, the Todd County Progress, Col. Loving W. Gaines, defeated candidate for the Democratic nomination for Lieutenant Governor, says editorially:

"I accept the result and will give the Democratic nominees of the State primary my hearty personal and editorial support. It was a contest over an issue, not men, hence the surprises and results. I am deeply grateful to my friends everywhere, to the unflinching support of the press and to the sweet loyalty of my home people. My political weight having been determined and found too heavy for a race, I shall hereafter content myself with the show ring, where style and not speed is wanted.

"I never expect to be a candidate for office again until the women are voters."

Look Out For This Man!

Edward D. Emerson, local manager for the Standard Oil Company of New York, has notified George C. Lehmann, assistant secretary of the Chamber of Commerce, that a man, who represented himself as a member of a so-called national association of newspaper reporters, with headquarters at Albany, tried to sell him a membership for \$25. The solicitor, Mr. Emerson said, declared membership in the organization would assist the Standard Oil Company to get favorable publicity in the newspapers represented by its members. Mr. Lehmann informed Mr. Emerson that he had never heard of any such organization and took steps to inform Chamber of Commerce members of the solicitor.

Herald's Owl Club Hold Outing

The Owl Club, of the New York Herald office, held a clam bake at Duer's Pavilion, Whitestone Landing, L. I., on Monday afternoon. The amusements consisted of athletic sports, and a baseball game in which the married men defeated the single men.

"PUBLICITY AND CRIME" AGAIN

[Editorial in New York World, Aug. 10.]

Less than a week ago the clerk of a contracting company disappeared with \$22,000 of the firm's money in circumstances that invested the act with a curious mystery. Had this "model" employee, after long service and in spite of an irreproachable record, turned thief at last and willfully stolen the funds, or had he been held up and abducted? Was the trusted clerk known to his employers only as a hickler of reticent and retiring personality, after all a man whose way of life would justify the suspicion against him?

The mystery remains, after a persistent inquiry into his habits and the conditions of his home life. Yet, thanks to the publicity given to his act, a clue is gained here and a clue there, and gradually the story of his career is being unfolded. All newspaper readers now know more about him than his employers knew, more than his intimate friends knew, and in time the true inwardness of the abstraction of the company's funds will out.

Here, again, is a "sensational" news story with which the public has been "regaled" to the extent of columns of space. Here is more "crime in the newspapers." But has it not been better that the public should know all the details of the case than that it should be "suppressed" and all information limited to an entry in a police blotter?

Apart from the good "story" involved, which was the better course, to print the news and let the Nation-wide publicity help in promoting the ends of justice or leave to the police the things that belong to the police and by suppression abet the escape of fugitives and forgetfulness of their offenses?

The Detroit Free Press

"Michigan's Greatest Newspaper"

The Largest 2-Cent Morning Circulation in America

Rates and information direct, or from

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

THE PITTSBURG PRESS

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

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

Get the Best Always

The **Pittsburg Dispatch**
 Greater Pittsburg's Greatest Newspaper

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

DETROIT SATURDAY NIGHT

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

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

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

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

COVERING STORM STORY

How Houston Newspaper Men Risked Their Lives to Reach Galveston.

(Special Correspondence.)

HOUSTON, TEX., August 21.—News-paper men of Houston and other parts of Texas were brought into prominence in handling the recent Gulf storm that swept Galveston and the Texas coast. Galveston was cut off from communication Monday afternoon, August 16, Western Union losing all wires about 5 o'clock and the Associated Press wire shortly afterward. The storm raged Monday night and Tuesday, and the great task was to reach the Island City and get a report on conditions, or for some newspaper man of Galveston to reach the mainland and give the facts to the world. Both tasks were undertaken.

J. R. Montgomery, in charge of the Houston Bureau of the Galveston-Dallas News, was the first man to try to reach Galveston. Leaving here Monday night he proceeded by automobile toward Galveston. Finding wagon bridges across streams washed away, he drove his automobile over the railroad trestles and Tuesday reached Texas City Junction, in sight of Galveston. High water driven inland from the Gulf prevented further progress. Surveying the scene, and forming an estimate of the damage, he made his way back to Houston as he had come and sent out the first word from the stricken city.

Floyd Allen, reporter for the Galveston News, was the first newspaper man to come out of Galveston with a story. Mr. Allen left Galveston Wednesday by boat for Texas City, thence by auto to Houston, reaching that city late Wednesday, and giving the first real story of the storm to the world.

O. B. Ray, Galveston News operator for the Associated Press, accompanied by other newspaper men, had made a desperate effort to reach the mainland by boat Tuesday, but had found it impossible on account of high winds and water. Leaving Galveston in a launch they proceeded toward the mainland until the wind and waves broke the win-

dows from the pilot house of the boat, and the dashing waves flooded the engine room, stopping the engines.

In this condition the launch rolled helplessly in the bay for several hours until water was pumped from the engine room, engines were repaired and started again. The party then put back to Galveston. Next day, however, Mr. Ray tried again, and this time was successful and reached Houston about the same time as did Mr. Allen of the News, and gave his story to the Associated Press.

Nearly all the larger State papers sent staff men to Houston and Galveston to cover the storm. For the Belo publications, the Dallas Morning News and Dallas Evening Journal, Tom Finty, Jr., editor of the Journal; Frank A. Briggs, news editor of the Dallas News, and John Sneed, in charge of the Fort Worth Bureau of the News, went to the coast. Tom Finty, Jr., had formerly lived in Galveston, and was employed there in newspaper work during the great storm of 1900, and was well qualified to write of storm conditions. Frank A. Briggs had also lived in Galveston for a number of years and had experienced several severe storms, including that of 1909, which was almost as severe as that of 1900.

For the Associated Press, H. W. Blakeslee, who was on the Texas border to cover the Mexican situation arising from the recent bandit raids in Texas, left the border and proceeded to Houston and to Galveston as soon as passage could be made. J. F. KING.

Still Another Way to Make Paper

According to a dispatch from Orange, Tex., the manufacture of paper from the refuse of yellow pine lumber mills has become an important industry. The paper mill established a few years ago was recently thoroughly overhauled and placed in prime condition for a long uninterrupted run. It is now being operated day and night, and more than two hundred men are employed in its different departments.

The Elizabeth (N. J.) Evening Times is now receiving the full leased wire report of the International News Service.

GALVESTON TRIBUNE.

VOL. XXXV.

Galveston, Tex., Aug. 17, 1915.

No. 226.

Galveston's great seawall justified its existence last night during one of the most severe tropical disturbances that ever struck the gulf coast.

The storm became severe late yesterday afternoon and raged until well after midnight. Late in the afternoon water from the bay flooded the business section of the city and did considerable damage to stocks of merchandise on the ground floors.

At a meeting of citizens called by Mayor Fisher it was shown that the material damage was less than might be expected.

So far as can be learned only six lives have been lost in the city. It was shown at the meeting today that there will be an abundance of water for drinking and cooking purposes to last for at least a week and in that time any possible damage can be repaired.

Today's meeting demonstrated the confidence of Galveston people in the city.

Several companies of troops will likely be employed to preserve order and prevent possible looting. The southern part of the city suffered comparatively little damage.

There is no lack of confidence in the city. Merchants are already cleaning out their places of business.

There will be no appeal for outside aid. A citizens committee is being named to cooperate with the city and county commission to handle all the problems resulting from the storm.

The above is a fac-simile of single 8 x 6 1/2-in. page issue of Galveston Tribune set by hand and printed on a job press after the plant had been flooded during the big storm, described elsewhere in this issue.

THE NEW YORK HERALD devotes columns of space daily to news printed in Italian.

The purpose is surely not to interest Italians who cannot read English, but rather to interest Italians who will make worthwhile REGULAR readers of a HIGH-PRICED American newspaper.

It also means a recognition of the fact that there are enough prosperous Italians within the zone influence of the New York Herald (and the many other American newspapers which print news in Italian DAILY) to warrant this generous use of valuable space.

Messrs. National Advertisers, does this not show that you can profitably use

Il Progresso Italo-Americano

the leading Italian newspaper in the United States, to make REGULAR customers of the Italian FAMILIES in America?

Italians like to read of the world happenings in their native language—there is nothing un-American about that.

They would also like to read about nationally advertised goods in the same way—the impression would be lasting, and that is surely and typically the desire of every American advertiser.

A request will bring asked for facts and figures.

Our Merchandizing Bureau is at your service free of charge.

Il Progresso Italo-Americano

Member Audit Bureau of Circulations.

Member American Newspaper Publishers' Association.

42 Elm Street New York City

Net Daily Average Circulation, 134,831

Built by maintaining the standards of the best American newspapers.

Il Progresso Italo-Americano Della Sera

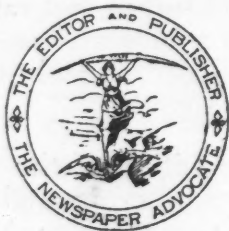
which latter phrase means "of the evening," is second in circulation in the evening field. In combination with the morning edition the advertising rate is 30c. per inch additional.

The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



The Journalist, Established 1884; The Editor and Publisher,
1901; The Editor and Publisher and Journalist, 1907.
James Wright Brown, Publisher; E. D. DeWitt, General
Manager; Frank Leroy Blanchard, Editor;
George P. Leffler, Business Manager.

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

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

See Publisher's announcement for subscription and adver-
tising rates.

New York, Saturday, August 28, 1915

THE WORLD'S NOTABLE BEAT

Newspaper beats are becoming less and less frequent in these modern days of newspaper making, for the reason that there are so many enterprising news associations and correspondents, so many thousands of miles of cable, telegraph and telephone wires covering the earth, and available for the transmission of news, that it is almost impossible for anything of general interest and importance to happen anywhere without becoming known to many newspapers at the same time. There is no monopoly of the news or of the mediums of communication.

Hence it is extremely difficult for a daily to get hold of an exclusive and important piece of news before its rivals. It happens occasionally, but not often. One of the most sensational beats scored by an American newspaper in years was the publication by the New York World, during the past two weeks, of copies of letters and other correspondence that were exchanged between prominent men in the United States who have been engaged in creating pro-German sentiment among our people. These documents, the authenticity of which has not authoritatively been denied, show that German money has been lavishly expended here in subsidizing certain periodicals in the interests of the Kaiser's cause.

The first installment of the correspondence printed Sunday, August 15, created a profound sensation throughout this country and abroad. Nearly every important newspaper having a telegraphic news service carried the story. Since then other installments have appeared in the World, advance proofs of which have been generously furnished to all news associations and newspapers that have asked for them. This action was taken by the World because of the belief of its editors that as wide publicity should be given to the revelations as possible in order that the public might know of the attempts being made to influence its judgment in these critical times. The several articles were cabled to London and Paris, where their appearance created an even greater sensation than they did here.

A careful reading of the articles shows that while Germany has been urging the United States not to sell ammunition and other supplies to the Allies, she has been making extensive purchases here and making shipments of these very materials to Sweden, from which country they have been forwarded to Germany.

A remarkable fact about the correspondence is that it furnishes no grounds upon which criminal action can be based.

How the World secured these letters has not been made public, and probably will not be until after the war is ended. All newspaper men agree that it is one of the cleverest pieces of journalistic work performed in recent years. The men who handled the story for the World were Charles Lincoln, the managing editor; Frank I. Cobb, the editor, and Louis Siebold, the chief political reporter of the paper. Mr. Siebold furnished the text, every line of which shows the skill of a master hand. To these three journalists belongs the full credit for the publication of this very important news.

One important effect produced by the presentation of the correspondence has been the clearing up of the war atmosphere. We now better understand Germany's attitude toward the United States and her purposes. We have been placed on our guard, and hereafter we will not swallow everything, without question, that comes to us out of Berlin.

The thirty-sixth birthday of the Amsterdam (N. Y.) Evening Recorder and Daily Democrat, which was celebrated on Friday, August 20, was in many ways a notable event. Not the least remarkable feature thereof was the fact that William J. Kline, who founded the paper thirty-six years ago, is still its publisher. In this changeful land, it is rare to find a publisher who has been content to stay right with the little paper he founded in a small town and to grow up with the town. American newspaperfolk are so restless, so obsessed with the desire to get to the metropolitan centres where the big positions are, that their view of life is often warped and awry. All honor then to Publisher Kline, whose just sense of balance led him to stay where he was and build up his town and his paper at the same time. There are enough blasé, sophisticated young cosmopolites in the business now, but they seldom get to own newspapers.

A correspondent calls attention to the fact that considerable credit should be given the railroads for their efforts in getting people to go to the San Francisco Exposition. All of the praise for making its attractions known does not belong to the publicity department of the fair. In fact, the railroads have spent thousands of dollars in newspaper advertising for the purpose of popularizing the exposition. The Missouri Pacific, Denver & Rio Grande, New York Central, Northern Pacific, Burlington Route, Santa Fe, Union Pacific, Chicago & Northwestern, Pennsylvania and Southern Pacific are among those that have featured the fair in their advertising. Indeed were it not for the attractive illustrated announcements thus employed by them whole regiments of people would not have known that a great exposition was being held in this country.

The pulling power of advertising some times seems almost incredible. An instance of this character has recently been called to our attention. The San Francisco Examiner, on Sunday, June 6, contained a double page spread of the Chevrolet Motor Company, of California, announcing the production of a new automobile. The Examiner was the only paper used. The value of the automobiles sold through this one advertisement during the six days following its appearance, according to Norman L. De Vaux, president of the company, was \$1,200,000. A committee of merchants who investigated the records of the Chevrolet Motor Company, found that of the 3,000 cars sold the week following the appearance of the ad, more than 2,000 sales were directly due to the advertisement. So far as we know, this record has not been surpassed in the history of advertising.

Far be it from us to boast about ourselves, but we cannot refrain from calling attention to the fact that the amount of advertising carried by THE EDITOR AND PUBLISHER last month exceeded by 72 per cent. the amount carried in July, 1914. It is good evidence that many newspapers are now practicing what they preach about advertising.

JACKSON'S ALONG THE ROW DISCARD BILL BOARDS.

The managers of eighteen Brooklyn theatres have decided to cut out bill board advertising this season and stick to the newspapers. There are several reasons for eliminating the bill boards. Among them being rain storms, goats and an advance of the price per sheet for posting. Bill boards have had their day. The matter for them is costly and the result not satisfactory. The Brooklyn managers are a wise bunch and may their example be followed everywhere.

PROSPERITY FORECAST.

The general impression along the Row is that better times for newspaper men are due this Fall. Business is expected to boom and advertising to increase greatly in consequence. All this, of course means more money for the publisher, some of which will trickle into city rooms and cause an increase of the staff. Now, you fellows, in little towns, who are holding jobs, when you read this, don't make a rush for the Row. There is a lot of home talent looking to get itself entered by name on the assignment book, so don't come on only to meet with disappointment.

EXTRA PROFIT.

Said a newsdealer at the Brooklyn Bridge entrance at 1 a. m. Sunday: "I make more money by selling the Sunday Press than on any other paper. You see the price is one cent, but I ask two, and get it, for no one kicks on paying two cents for a Sunday paper. In addition to my regular profit I clear one whole cent on every sale. Say, it's a cinch." This reminds us of the fact that the price of the Brooklyn Eagle on Sunday is three cents, but street vendors never give you any change when you hand them a nickel.

OLDEST ACTIVE REPORTER.

Congratulations to William N. Anthony, of Beacon, near Fishkill, N. Y. A few days ago, William was 81 years of age, and despite that fact is still an active hustling reporter on the staff of the Beacon Journal. He has been connected with many papers along the Hudson and has thousands of friends. He is good for many long years yet. It is believed that he is the oldest reporter now in captivity.

WHERE THE BATTLE RAGES.

Fiercely rages the battle of nations on the Row. Daily the allies gather about the Franklin statue, and congratulate each other on every victory won by the French and Italians, while a block away, at Spruce and William streets, the German forces gather in front of the Staats Zeitung and feast on the victories which are made daily in Berlin. Once in a while the allies and the Germans clash, when the latter move up into the row, but they do not go too far, as the Oak Street Police Station is only a few blocks away, and its administration is strictly neutral.

BAD PLACE TO SIT.

"The new leader has taken his seat at the helm," writes a political reporter in the rural districts. We hope it doesn't swing around suddenly and knock him overboard, chair and all.

STILL, WHY NOT?

We have often wondered if the Orange Leader exchanges with the Irish World.

THE AD VISOR.

Samuel Hopkins Adams years ago covered the old Tombs Police Court for the Sun. So the showing up of crooks is no new game for Sam.

DEMOTED.

"When Watkins was on the rewrite desk he was a regular horse for work."
"What's he doing now?"
"Sending out pony reports."

FROM THE SKINNERSVILLE SIGNAL.

"Having purchased a new type-casting machine, we are now prepared to set ads in any style desired. We can also furnish wedding cards of any desired length. We shall continue to make improvements rapidly. Our half-tone cuts are not up to the mark as yet, the picture of Assemblyman Jones having been mistaken for a night scene in the flooded district; but with a new screen and camera we soon hope to do better work. Our advertising rates have not been increased, but this is not due to our disinclination to give them a boost. We talked it over with several merchants, and so the ads will remain at present rates. Our E. C. has intimated that the merchants told us to go to a vicinity far remote from this town, but we hurl back this lie with the usual scorn always employed by us when we do this hurling act. Hit the trail to the subscription desk. Job printing in two colors."

TOM W. JACKSON.

PERSONALS

Charles Hopkins Clark, editor of the Hartford Courant, who was 67 years old last spring, underwent an operation Thursday in the New England Baptist Hospital in Boston.

Francis E. Roberts, recently connected with the staff of the Utica Sunday Tribune, has been appointed executive secretary in the state architect's office at Albany, N. Y.

J. M. Bell, a Virginia newspaperman, has become editor and manager of the Hopewell (Va.) Daily News.

Cranston Williams, of Greensboro, Ga., is now managing editor of the Americus (Ga.) Daily Times Recorder, succeeding Quimby Melton, who becomes secretary to the Bainbridge Board of Trade.

W. H. Sutton, who has long had charge of the fraternal department of the Brooklyn Daily Eagle, celebrated his eighty-fifth birthday on Sunday, August 22.

Arthur E. Partridge, a Rochester (N. Y.) newspaperman who enlisted in the 42d Canadian Highlanders last June, has been commissioned a lieutenant in the British aviation corps.

The Ottawa Free Press, in one day lost both its telegraph and its city editor. Both enlisted for the war. The telegraph editor, Gilbert Gates, has joined the 59th battalion while the city editor, Frank Phillips, has been commissioned a lieutenant in the new 77th battalion being raised in Ottawa.

Clyde Seavey, sometime editor of the Pasadena (Cal.) Star, has been appointed by Governor Johnson one of the three tax commissioners who will make an investigation of the taxation and revenue problems of that State.

S. S. Riddle, of Bloomsburg, Pa., who has lately been engaged in newspaper work in Philadelphia, has been appointed editor of the publications of the department of labor and industry of Pennsylvania.

M. E. Foster, president of the Houston Chronicle, spent a fortnight in New York recently and while there reported that contracts signed for August were unprecedented in the history of the Chronicle.

Louis MacMahon, for the past four years managing editor of the Richmond (Va.) News Leader, has resigned to accept an executive position on the Washington (D. C.) Times.

James W. Durdy, of the Kellogg Newspaper Company of St. Louis, is dangerously ill of Bright's disease at his home in St. Louis.

William H. Hurst, president of the Stock Quotation Telegraph Company, accompanied by two of his sons, William, Jr., and Jerry, left on Sunday evening for Vancouver, B. C. They will stop over at Montreal, Toronto, Winnipeg and other important points and expect to be absent for about three weeks.

August Epple, who has been attached to the News, Guardian, Call and Press, all of Paterson, N. J., will become city editor of the Paterson Press and the Sunday Chronicle on September 1.

Lewis Parker has become associate editor of the Greenville (S. C.) Afternoon Piedmont.

Edgar Sydenstricker, managing editor of the Lynchburg (Va.) Advance, has been appointed special statistician in the United States Public Health Service.

A. M. Willoughby, who was editor of the Greensburg (Ind.) Review for thirty years, has retired to become a political writer for the Cincinnati Commercial Tribune. His territory will be the eastern and southern congressional districts of the state.

Neal G. Adair, city editor of the Paterson (N. J.) Press, has been engaged by the Passaic (N. J.) Herald as managing editor and will assume his new duties August 30.

Frederick Epplesheimer, a New York newspaper man, has accepted a position with the Central News of America.

John Rodemeyer, editor of the Connecticut Western News at Cannan, a charter member of the Bald Headed Club of America, has resigned from that body because his bald pate is now covered with a fine hirsute growth in spite of all his efforts to retain a polished dome.

CHICAGO PERSONALS

Ring W. Lardner, writer of the "You Know Me, Al" baseball stories and member of the Tribune staff, and Mrs. Lardner are the parents of a third son, born August 22.

Lowell J. Thomas has left the Journal staff to do Chautauqua publicity work in New York.

David E. Towne, general manager of the Shaffer group of newspaper and Edward B. Clark, Washington correspondent of the Post, will leave the first week in September for a fishing trip among the Thousand Islands.

George H. Wright, of the New Orleans Press Club, was a visitor at the Press Club of Chicago this week.

Rutherford B. Corbin dropped in this week from Kansas City, where he has been working on the Star. Corbin is an alumnus of most of the Chicago papers.

Howard Mann, sporting editor of the Post, is spending two weeks in the mountains of Colorado with Arthur McLennan, managing editor of the Denver Times, and formerly news editor of the Post. Malcolm McLean is head of the Post's sport room during Mann's absence.

Rex Lardner, sporting editor of the Associated Press, is ill with typhoid in an Evanston hospital, but is convalescing.

E. L. Powell, "sunrise editor" of the Associated Press, is on a vacation trip in the Puget Sound country.

Julian Mason, editorial writer on the Post, is on a vacation outing at Small Point, Me.

Edward S. Beck, managing editor of the Tribune, and Mrs. Beck are spending their vacation in the Canadian woods. They do not expect to be back for several weeks. Walter Howey, is acting as managing editor of the Tribune and Col. Perley H. Boone, night city editor, has charge of the local room.

George Morris covered the National Educational Association conference at Oakland, Cal., for the Tribune.

Samuel P. Hall (Sol Plex) of the Examiner sport staff, is in New York.

Thornton Smith, of the Associated Press, is viewing (with approval, he writes) the fairs on the coast.

Preston Gass, city hall reporter for the Journal, has returned from his vacation.

Capt. Jack Crawford, poet and Press Club member, was the star of a Chautauqua entertainment at Danville on Tuesday night.

Oscar Beckman, of the Tribune, left last week on a four months' furlough. He will canoe down the Mississippi to New Orleans and proceed in some stabler craft through the Panama Canal to San Francisco.

Robert E. Lee has joined the Tribune rewrite battery.

Isaac McDonald, of the International News Service, is back at his desk in the Hearst building, after a vacation in Bravo, Mich.

Cap Searles, of the Examiner copy desk, was run down by a careless wagon driver the other day. Casualties: two ribs.

Shepard Butler, rewrite man, is getting out the Tribune's daily feature pages during the absence of Feature Editor Alfred Winslow Chase, who is in the woods of Wisconsin on his vacation.

Joseph Dunne, cashier of the Post, is on his vacation.

Robert R. McCormick, one of the editors of the Tribune, just returned from Russia as a war correspondent, delivered a lecture on his observations at the Studchaker Theater. Mr. McCormick has been asked to write a book on his war impressions.

BOSTON PERSONALS

Fred H. Thompson, of the Post, is off on a vacation with his new automobile. (Name of car deleted by censor.)

H. Lee Somers, formerly re-write man on the Journal, has been given the position of night city editor.

Carroll Swan, widely known among newspaper men, and the head of the Swan Advertising Agency, is aide to Governor Capper of Kansas. Carroll appeared on the scene at the Copley Plaza Monday afternoon all dolled up in his regimentals and found, to his joy, that

he was to be with a man to whom he could talk shop.

Joseph D. Hurley, of the Post, has returned from Toledo, Ohio, where he covered a large Catholic convention.

T. M. B. Hicks, who is employed by the Cambridge Standard, is making a good record as secretary of the Cambridge Board of Trade.

William Somers, formerly a photographer on the Herald, and later, on the Post, but now a free lance, made many snap shots of the scenes at the opening of the new park of the Braves. He sold so many of these photographs that he contemplates buying an automobile.

SAN FRANCISCO PERSONALS

C. H. Munro, the New York publisher, is in the city as an Exposition visitor.

Among other visitors in the city are George A. Joslyn, president of the Western Newspaper Union, of Omaha; A. E. Winship, of the Journal of Education, attending the annual convention of the National Educational Association at Oakland, and Clark Howell, general manager of the Constitution Publishing Company, Atlanta.

Charles H. Upton, who has been day city editor of the Examiner, is now taking the place of the late Assistant City Editor Watt L. Brown, of the Examiner, who died last week. George Hipperd is night editor.

Justin McGrath, formerly chief of Hearst's New York American Bureau, has been transferred to this city.

F. W. Kellogg, publisher of the Call and Post, in this city, who has been making an extended stay in the East, is expected to return in September.

WASHINGTON PERSONALS

The Jersey Coast has proved convenient vacation ground this summer for Washington correspondents, who are unable to make long trips because of the possibility of an international crisis.

Arthur Sears Henning, chief of the Chicago Tribune Bureau, who is spending a month with his family at Beach Haven, N. J., has established a reputation as a surf fisherman.

William J. Cochran, head of the St. Louis Republic Bureau, is just back from Beach Haven, wearing a coat of tan an inch thick. He brought word of Henning's piscatorial prowess.

George T. Odell, of the New York Mail, has returned from a tour of the cotton belt, where he investigated the situation in that section. Odell landed in Texas just in time to get a good descriptive story of the Galveston flood. He got into the stricken town on a high power tug chartered by him and Houston newspaper men.

Parker R. Anderson Washington correspondent of the Greenboro (N. C.) News, has returned after a ten days' trip to North Carolina, where he attended the National Guard Encampment.

ARTHUR BILLING'S FUNERAL

The funeral of Arthur Billing, of the New York World, who was killed in an automobile accident in Colorado two weeks ago, was held at the Little Church Around the Corner in East 29th street, Tuesday morning, the Rev. R. R. Upjohn and the Rev. H. H. P. Roche officiating.

Large delegations from the World and the Manhattan Club occupied pews in the church. The honorary pall-bearers were J. Agnus Shaw, H. S. Pollard, E. W. Osborn and Albert E. Ward, of the World, and Philip J. Britt, president, Judge Lou Conlin, Solomon Hanford and W. H. Baldwin of the Manhattan Club.

The chief mourners were Sylvester Rawling and M. J. Ferry, Jr., who were with him in the auto at the time of the fatal accident; Mr. and Mrs. J. M. Ferry, Mr. and Mrs. Marshal Brower, Miss Anna Cottrell of Newport, R. I.; A. H. Barker and the Misses Geraldine and Margaret O'Neill, of Pelham Manor.

The floral offerings included beautiful wreaths from Mr. and Mrs. Ralph Pulitzer, from the World staff and other friends. During the service J. P. Dod, the organist, played the Chopin Funeral March, and Craig Campbell, the tenor, rendered several vocal selections, includ-

ing "I Heard a Voice from Heaven," "Lead, Kindly Light" and "O Paradise."

DR. McKELWAY AS A REPORTER

Ex-Sheriff of Kings County Gives Some Reminiscences of the Brooklyn Editor.

William Walton, former sheriff of Kings county, who was a reporter on the Brooklyn Eagle with the late St. Clair McKelway, recently wrote to a friend on the editorial staff of the Eagle, giving some details of Dr. McKelway's early days.

"He," writes Mr. Walton, "was a friend of fifty years standing. I was a reporter of the Eagle then at 16, long before our friend joined regularly, and of all the others in the editorial and news departments not one remains." Mr. Walton continues as follows:

"In none of the published accounts of the life and services of the late St. Clair McKelway is mention made of his earliest work for the Eagle. While he was studying law in 1865, the Strong divorce case, a litigation which excited much public interest, was being tried in the Supreme Court in New York City, and young McKelway, then at the threshold of a journalistic career illustrious and inspiring, made daily reports of the case for the Eagle. He carried his own 'copy' to the office at the midday recess of the court and immediately returned to New York. The trial lasted several weeks and I remember distinctly seeing McKelway daily passing up the stairway in the old Eagle office in lower Fulton street, passing by the city room and thence going directly to the composing room, where he handed his report to Foreman Buckley, who quickly distributed it among the printers.

"John Stanton was city editor at the time, with no assistant, but I never saw him handle McKelway's 'copy.' As a matter of fact, the facilities were rather primitive at that period when compared with the perfection of today. Of course, the field covered was much smaller, for Brooklyn was not very big in the news relation, being more or less overshadowed by New York.

Thomas Kinsella was the editor of the Eagle, and with Stanton at the city desk, the editorial staff ended. Of reporters, there were five, and very often they read their own proof sheets, for no such thing as a proofreader existed. Then it was I first met Mr. McKelway, and a friendship sprang up between us which continued to the day of his death. And a more loyal friend never lived. He was to me an inspiration, an encouragement in endeavor and a model of manhood, whose death has made a void which never can be filled."

IN NEW YORK CITY

Jess Trower, advertising manager of the Pittsburgh Post and Sun, is spending this week in New York.

Richard Smith, managing editor of the Indianapolis News, is in town on his way from his vacation in New England.

Judson C. Welliver, political editor of the Munsey publications, is substituting for Ervin Wardman, manager of the New York Press, who is taking his vacation.

P. W. Stiles, formerly circulation manager of the Xenia (O.) Republican before its consolidation with the Gazette, was a visitor at THE EDITOR AND PUBLISHER office this week. After September 10 he will be connected with the Sandusky (O.) Register.

WEDDING BELLS

William G. Heesh, editor of the Orrville (O.) Crescent-Courier, and Miss Eva B. Saylor, daughter of Mr. and Mrs. E. F. Saylor, of Tiffin, Ohio, were married early in August at Tiffin, where Mr. Heesh was formerly circulation manager of the Tiffin Tribune.

A tentative programme for the meeting of the Western Iowa Editorial Association which is to meet in Woodbine, (Iowa), on September 10, has been arranged.

DEATH OF JOHN WESLEY HARPER

Last Survivor of the Famous Firm Passes Away at His Summer Home in Maine.

John Wesley Harper, the last survivor of Harper Brothers, the publishers, died on Saturday, August 14, at Biddeford Pool, Me. He was 84 years old.

John Wesley Harper, who became president of the firm in 1897, was a son of John Harper, who with his brother, James Harper, founded Harper & Brothers in 1817. He was born in this city and was one of four brothers. The others were James, Joseph and Fletcher

Harper, the last of whom died in 1877. After being prepared at the Anthon Grammar School, Mr. Harper entered Columbia College, from which he was graduated in 1852. He made a distinguished record at college and delivered the valedictory on commencement day. At first he elected to study medicine and went abroad. After being in Europe for several years, he returned to this city and entered the employment of the publishing house, becoming a member of the firm in 1869. Under his direction the scope of the firm's business became so broad that when he became its president it was said to be the greatest in the world.

After the failure of Harper & Brothers Mr. Harper retired from the publishing business. He lived quietly at his home, 45 East Eighty-second street, and was seen now and then at the University and Century Clubs, of which he was a member. Mr. Harper is survived by his widow, who was Miss Eleanor E. Brown, and by two sons.

WILLIAM EDWARD FOSTER, for forty-two years managing editor of the Buffalo Commercial, died at his home in Buffalo on August 15 in his seventy-fifth year. During the civil war he served in the United States navy as an assistant paymaster. In 1867 he became editor and part proprietor of the Lynchburg (Va.) Republican, and in 1870 removed to Buffalo, where he became managing editor of the Buffalo Commercial. In 1911 he retired from active newspaper work.

JOSEPH YOKEL, son of B. Yokel, general circulation manager of the Hearst publications, and himself president of the Newark Newsdealers Supply Company,



JOSEPH YOKEL.

died on August 22 at a sanitarium in New York City of typhoid fever. He was twenty-four years old.

A. L. LANCE, formerly editor of the Richmond Times Guardian, died on August 14, at his home there. In the last issue of his paper before his death he announced his intention of retiring from active business life. His death was due to a stroke of apoplexy.

OBITUARY NOTES

E. B. WILLIS, for many years editor of the Sacramento Times-Union, and well known in various parts of the United States, died in Auburn, Cal., on August 11 in his 69th year. He was at various times city editor of the Virginia City Chronicle, federal reporter on the San Francisco Bulletin, special writer on the old Star of New York City, then owned by C. P. Huntington, and managing editor of the Record Union of San Francisco.

GEORGE B. ARMSTRONG, for some time city editor of the Chicago Inter Ocean, and a former vice-president of the Chicago Board of Education, died in Milwaukee on August 13, aged 66 years.

JOHN E. GUNCKEL, of Toledo, Ohio, widely known as the "father of newsboys," died in Toledo on August 16. His work for newsboys has attracted attention throughout the world. He took it up while a railway ticket agent, but about eight years ago he received the aid of philanthropists and was enabled to devote his attention solely to ameliorating the condition of the little newspaper vendors. As a result of his efforts, \$100,000 was raised in Toledo for a newsboys' building.

M. J. E. MULLINS, a well known member of the reportorial staff of the Mail and Empire of Toronto, Ont., and at one time on the staff of the Toronto World, died on August 19 at St. Michael's hospital, Toronto, of heart trouble following a slight street car accident. He was thirty-one years old.

GEORGE F. SMITH, for more than forty-four years an employee in the mailing room of the Chicago Tribune, and one of the pensioners of the Tribune Company, died on August 17, at his home in Chicago, aged 62 years.

CLARENCE S. WILSON, a pioneer newspaperman of Des Moines, who had been connected with the Capital and Daily News for many years, died on August 18, at the Des Moines General Hospital after a long illness. He was 75 years old.

JAMES CONNOR ROCHE, actor, playwright, poet and war correspondent of the New York Herald during the Franco-Prussian War, died at St. Vincent Hospital, New York, on Tuesday. Mr. Roche, who was born in Ireland and came to this country many years ago, had a wide acquaintance among newspaper men who greatly appreciated his wit and his conversation. He wrote "Rory o' the Hill," and took the leading part in its production, which ran for 400 nights at the Academy of Music. He also wrote many of W. J. Scanlon's plays. With J. Armory Knox he conducted the Texas Sittings in the early 80's.

JOHN C. OCHILTREE, one of the older newspapermen of Dayton, Ohio, died at his home there on Thursday, August 18, after an illness of several months. He had been connected with many Ohio papers. He was the owner of the Marion Chronicle, editor of the Dayton Press and in recent years a frequent contributor to the Dayton Daily News. He was seventy years of age.

Sketches

FROM LIFE, furnished in 2-column and 3-column size Mats. This is unquestionably the most human interest cartoon service published. It has CHARACTER, HUMOR AND ART. Six installments a week.

WANT PROOFS?

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

NEWSPAPER

prosperity is based on circulation. **FEATURE** elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

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

Newspaper Feature Service

M. Koenigsberg, Manager
41 PARK ROW NEW YORK

Good News Service

Is that which reaches you FIRST
Is WELL WRITTEN, Is ACCURATE

This is the Specialty of

International News Service
238 William St. New York City

USE

UNITED PRESS

FOR
Afternoon Papers

General Offices, World Bldg., New York

Editors Who Know



A. C. FARR
Managing Editor
Pittsburg Gazette Times

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

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

FISH MARKETING MOVIE

The New York Globe's campaign in behalf of cheap fresh fish, conducted by Alfred W. McCann, which has been so successful that thousands of persons have been able to secure their supplies at prices from 50 to 75 per cent. less than are charged by the "trust" dealers, has been still further strengthened by the production of a moving picture film showing the interesting features of catching and marketing fish as carried on by the Heroine, the Globe's supply boat. The film will be seen in all the Loew theatres during the next two weeks.

The Westerly (L. I.) Sun has become an active member of the A. N. P. A.

Moulding Blankets

Special half-tone Moulding Blankets, conceded to be the best blanket to bring out all there is to half-tones or syndicate mats.

Moderate in price but high in quality.

"QUALITY GOODS ONLY."

New England Newspaper Supply Co.
Worcester, Mass.

460 Daily Newspapers

are profiting by the use of
WINTHROP COIN CARDS

Less trouble to collect small amounts due.
Remittances made more promptly.
Loss through failure to collect reduced to a minimum.

A letter will bring prices and details.

THE WINTHROP PRESS
141 East 25th Street New York City

Over \$51,000 In New Subscriptions

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

If Interested in More Circulation, Write or Wire

C. B. HOLLISTER, Mgr.

The North Eastern Circulation Co.
DAVENPORT, IOWA

LIVE PAPERS

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

Greatest circulation builder brought out in a long time.

The Vitagraph Company
of America

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

RAISING COPY PRICE

Mr. Baker, an Experienced Circulation Man, Tells How It Can Be Done to Advantage—Much Depends Upon the Character of the Paper Itself.

By H. B. BAKER,
The Telegram and News-Times,
Reading, Pa.

To be able to say what is the best plan to use in increasing the price of a publication, where other publications are sold at a lower price and have no thought of increasing, would require the brain and capacity of a genius, because the best plan would result in little or no loss in circulation; and only a genius could raise the price of a publication where other publications are sold at lower price without suffering a loss in circulation.

If, however, my publisher called me into his office, and told me that he intended raising the price of our newspapers whether other publications in the same field did so or not, he would be sure to hear the following:

TO SELL ANY PRODUCT AT A HIGHER PRICE.

"To successfully sell any product at a higher price than was asked for it before, it is essential that the product be made so desirable that it will be recognized as a necessity by the people to whom you expect to sell it. There is one fundamental reason for the existence of a newspaper as its very name implies, and that is to publish the news of the territory in which it hopes to circulate, all other purposes being subservient to that one; and if that is true, the newspaper which gets closest to the people who live in its field and is honest in its dealings with them, will be able to establish a bond of affection strong enough to make its readers feel that the price if not too high is a secondary consideration.

When the making of a higher priced newspaper is contemplated, the reader of more than average intelligence and influence alone is considered and appealed to with the result that the average man and woman feel that there is very little in common between them and it, and they let it alone.

In a metropolitan field a higher priced, higher classed newspaper can be successful, but, in cities and towns of less population the circulation of such a newspaper would be so small that advertisers would not consider it a good investment. After all, the circulation or audience whose attention the publisher is able to hold day after day, enables him to sell advertising to the merchant who is in business to persuade that audience to buy what he has to sell; and very often it takes years of effort and planning to gather a respectable circulation list together.

As there is no royal road to building a successful newspaper any more than in the manufacture of any other product, it seems that a sensible plan would be to gather the men in all branches of the business together for the purpose of studying the field a little closer, and see where we can get more by giving more.

EACH FIELD IS SUFFICIENT TO ITSELF.

Each field is sufficient unto itself, and some plan which has proven successful elsewhere may be a failure here, so only the people we must deal with can be considered.

In our territory people are not great letter writers, and depend upon the newspapers to tell them everything from a death in the family to the fact that John Brown bought an automobile. We must tell our readers things that would have no place in a metropolitan newspaper whether we like it or not; but, we can create a place for it so, that the ones who want that kind of news can find it every day. In cities of 200,000 or less where the people are closely related and family reunions are the rule, a newspaper that handles news of an intimate personal nature can command a higher price where other publications are sold at a lower price.

Inidentally this plan is being worked

out successfully by a metropolitan newspaper in a field where all other publications are sold at a lower price and have no thought of increasing, and where there is an aversion to premiums.

It was the writer's good fortune a number of years ago to be on a metropolitan newspaper which was sold at a higher price than other publications in the same field, and we built up thousands of new readers by selling a high-class premium in connection with a six months' subscription at one-third of its cost, which we could do to advantage because our wholesale rate was almost three times what was asked by other newspapers sold at a lower price. They were compelled to not only double the subscription price, but, also to charge an additional price for the premium and cost of getting the business, which made ours the more attractive selling proposition. This plan could be put into force successfully today in raising the price of a publication in a field where other publications are sold at a lower price, and have no thought of increasing, providing the newspaper was also made better before and during the time the contracts were running on a premium basis.

MUST KNOW WHAT'S IN THE PAPER

A Former Newsboy Tells How He Became Prosperous and Successful.

A former newsboy in an article on his experiences published a few days ago, said:

"A newsboy must know his business as well as an automobile salesman knows his. You never will find an automobile salesman who doesn't know of what his automobile consists—that is, if he is a good one. A newsboy has got to be the same way. He has got to know what is contained in the paper he is handling before going out and selling it.

"The wide-awake newsboy reads his paper to see what the latest news is. Then if someone happens to pass and asks what is the news in that day's paper, he can tell him. If he is not there to tell them what the features are, they likely won't buy. The boy that can tell them is the one that will get rid of his papers first, and also the one to become successful.

"When I sold papers, the first thing I would do when I received my papers was to look over them thoroughly to find out what was the latest news. Then I could always be able to tell the people what were the features when they would come up to buy.

"The success I have attained is due to the experience I received as a newsboy. I don't believe any other line of endeavor will give a boy starting out in life as much helpful experience in after life as that of a newsboy. The experience that I received has given me a keener insight into the business world than I could have gained in any other line. This experience has helped me to hold down a position (for which I am proud) that I never could have held without it."

BOY VISITORS TO POST PLANT

They Ask Ingenious Questions and Make Some Amusing Remarks.

Boy interest in any place where wheels go around is proverbial. Nearly every boy is interested at some time in his life in printing. There is probably no more observant young animal in the world than the average boy. That is one reason why many circulation managers who understand boys make such a success of selling a paper.

Take for instance the observant characteristic of a little fellow in a party of boys from the Hebrew Orphan Asylum who visited the New York Evening Post plant last week. They were all in an ad alley when he picked up a cut of an advertisement and remarked:

"Hey, fellows, dis is what makes de money."

Down in the press room another asked, "Why is the paper marked 50 pages when there are only 12?" It was ex-

plained to him that the other 38 pages were found in the Apartment House Guide section published that day, and included with the issue.

But the stickler of all was from a bright-eyed little chap who asked, "If this is the 'Last Edition' how can there be another 'Final'?"

Years ago, the circulation manager worried a trifle over the honesty of such marks, but this explanation came to him:

"When all but two of this crowd of boys leave the room the two left behind will leave last, but if they all walk out in single file one of them will be final."

While this was not an absolutely exact explanation it might be hard to give a better, except this, which the boys would not have understood, namely, that the words "last" and "final" when applied to a newspaper have a technical and in some cases a provincial meaning.

In addition to the souvenir booklet, each boy as he left the plant was given a copy of the Evening Post that he had seen printed, and one of them remarked, "As we say in a bakery, these papers are fresh from the oven." Considering the temperature of a press room in August, he was not so far wrong.

Victims of the Gulf Storm

Among the victims of the recent Texas coast storm were John C. Florea, editor of the *Snrfside* (Tex.) *Coaster*, his wife, two daughters, Nellie and Jessie, and one son, Dunlop. The family were among the guests of Captain Steinhart of the Brazos Life Saving Station, and were drowned when the station house collapsed under the force of the waves from the Gulf. Sixteen-year-old Minnie Florea, a daughter of Mr. Florea, was saved by being drifted eastward along the coast for a distance of sixty miles and cast up on the beach at Galveston.

WHERE TO GET PROOF

Hartford Times Tells Courts to Subpoena Heads of News Association.

In its leading editorial of August 25 the Hartford (Conn.) Times calls the Georgia Grand Jury to subpoena for the Frank lynching investigation the responsible heads of newspapers and press associations which supplied the Times news. The Times' editorial concludes:

"The Associated Press gave to the United States and Georgia a detailed story of the Frank lynching. The narrative began with the methods employed in securing entrance to the prison, described the encounters with the guards, related all the incidents in connection with the discovery of Frank's whereabouts, and his removal, and carried the story to its tragic end, with Frank's last words carefully recorded. The Associated Press asserted of this narrative that its authenticity is beyond all question."

"The Associated Press is wonderfully skilled in securing news, but it has not the power to obtain evidence possessed by the courts. Even if the courts of Georgia cannot discover the narrator, who was discovered by the Associated Press, they are still able to summon the press association itself and thus obtain the narrator's name and home address.

"The Associated Press casually explains that its informant 'will not be a witness before the Cobb county Grand Jury.'

"Why won't he?"

Forced to Remain Republican

In spite of the vigorous efforts of New Hampshire Democrats to raise sufficient funds to purchase the Manchester Mirror and turn it into a Democratic organ, the plan has failed. The option has expired and will not be renewed.

A Market for \$3,600,000 Worth of Tires

On December 4th, 1914, there were 1,808,441 Automobile Registrations in the United States. Considering the sale of new cars during 1915 there are more than TWO MILLION AUTOMOBILES in use in this country today.

This means that 2 per cent. of the population own cars—an average of one automobile to each ten homes.

There are more than 30,000 automobiles in Philadelphia. They are largely distributed among the 347,442 people who buy The Philadelphia Bulletin each evening, and the members of their families, aggregating over a million persons.*

These 30,000 car owners spend on an average of \$120 a year for tires—a total yearly tire expenditure of \$3,600,000. This allows only six tires per car per year, or 180,000 tires at an average price of \$20 each.

Each of these 30,000 cars will consume at least \$10 worth of lubricants a year—a total of \$300,000 worth.

As a manufacturer of tires, lubricants or automobile supplies you can probably estimate what these 30,000 cars will require in Spark Plugs, Horns, Vulcanizing Outfits and a score of other accessories.

You can also appreciate the sales-producing opportunity which The Philadelphia Bulletin affords Automobile Accessory Manufacturers to concentrate on these 30,000 car owners throughout the year.

The Philadelphia Bulletin's Automobile Club, with an estimated membership of 30,000 car owners, is one of the largest in the United States. Think of the results to be obtained by concentrating on the members of this club every few days for an entire year.

We will be glad to tell you how this "Business Building" organization can help you in Philadelphia.

THE PHILADELPHIA BULLETIN

*347,442 people buy The Bulletin each evening and the members of their families make the total readers 1,042,326. This allows only 3 persons to each family, whereas U. S. Government Census Statistics give 4.7 persons to each family in the United States.

Philadelphia, Aug. 21, 1915

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LIVE TOPICS DISCUSSED BY OUR READERS

[Under this caption we will print each week letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the co-operation of our readers.—Ed.]

Depends On How You Figure

WINNIPEG, Canada, July 29, 1915.
THE EDITOR AND PUBLISHER.

You published an article in your journal of July 17, 1915, entitled "Independent Carriers," by H. S. Blake, circulation manager St. Louis Star, formerly of the Tribune, Winnipeg, Man.

In the course of his article Mr. Blake states that "The Tribune was third paper in Winnipeg in point of paid city circulation; today it is first." This statement is misleading and contrary to actual facts. The paid city circulation of the three Winnipeg daily papers, according to the last returns made to the "Audit Bureau of Circulations" is as follows: Free Press, 35,887; Tribune, 21,883; Telegram, 21,380. In justice to the Free Press we trust that you will give due prominence to this communication.

THE MANITOBA FREE PRESS CO., LTD.
J. F. SWEENEY,
City Circulation Manager.

We forwarded an abstract of Mr. Sweeney's article to Mr. Blake and received the following letter in reply:

THE ST. LOUIS STAR.
August 23, 1915.

THE EDITOR AND PUBLISHER.

In answer to yours of recent date in which you state that Mr. G. F. Sweeney of the Manitoba Free Press objected to part of my recent article in THE EDITOR AND PUBLISHER, I have the following to say:

In my article I stated that the Tribune had taken first place in point of paid city circulation. I am quite sure that I am justified in making that statement. I have before me the Audit Bureau of Circulation report of the Winnipeg Evening Tribune for the second quarter of 1915. This shows a paid city circulation of 23,606. Now, in Mr. Sweeney's letter he states that the Audit Bureau of Circulation gives the Free Press a rating of 35,887 paid city circulation. Upon referring to this report, which is for January, February and March, 1915, I find that there was included in this total 13,907 paid city circulation on the Morning Free Press.

This leaves a total paid city circulation of 21,980 for the Free Press Evening News Bulletin, which, as you will note, is 1,626 less than that of the Winnipeg Evening Tribune.

Since the Tribune does not have a morning edition, it would be unfair to the Tribune to add to the Free Press Evening News Bulletin circulation, the circulation of the Manitoba Free Press (morning). In my article I was referring strictly to evening papers only. If I should have included the Manitoba Free Press (morning) in my figures then I owe the Free Press and Mr. Sweeney an apology, but if I am correct in comparing evening papers only, then my article stands approved by the figures themselves.

H. S. BLAKE,
Circulation Manager.

Should Give Railroads Credit

HORACE M. FORD,
Advertising Representative.

Chicago, August 24, 1915.

The Editor & Publisher Company.

The writer has read with considerable interest the series of letters from Pacific Coast Newspaper Publishers, and the reply to those letters written by Mr. George Hough Perry, Director of Exploitation, of the Panama Pacific Exposition, these letters having been run under the caption, "Breaking Into Newspapers Through the Back Door."

There is one thing which neither the various publishers or Mr. Perry have taken into consideration, that is, the attitude of the railroads of the country toward the two Expositions in California. Mr. Perry in his reply certainly does not take into consideration what the railroad advertising has meant to the Exposition, and it seems to me that the railroads deserve more credit than the Exposition itself, or any other one factor in bringing the crowds to San Francisco. In proof of my contention I am enclosing herewith clippings showing how eight different railroads have directly advertised the Expositions, and paid for the advertising out of their own appropriations. It took the writer less than ten minutes to clip these several ads, and I know posi-

tively that there are several other roads not shown in these clippings, but who are advertising California Expositions.

Why not give credit where credit is due, at the same time show Mr. Perry that paid advertising in the newspapers does pay the advertiser.

HORACE M. FORD.

Believes in Co-operation

DAILY RECORD-HERALD

WAUSAU, Wis., August 18, 1915.

EDITOR AND PUBLISHER:

I was very much interested in Mr. Jason Rogers' article on "Newspapers Can Hasten Trade Growth," in your issue of August 14.

The Wisconsin Daily League is a shining example of what can be done with co-operation of the kind suggested by Mr. Rogers. It is composed of twenty-six daily newspapers in twenty-five of the largest cities in the state outside of Milwaukee. Its secretary, H. H. Bliss, of the Janesville Gazette, keeps constantly in touch with its members, and inquiries regarding trade conditions can be secured by any one interested, within a week's time.

The League has co-operated with advertisers very fully along the lines Mr. Rogers suggests, with excellent results.

If there could be a national organization composed of state organizations, like the Wisconsin Daily League, it would be of immense benefit not only to newspapers, but to the advertisers.

J. L. STURTEVANT.

Advertising Must Go With the News

The Editor and Publisher.

The San Francisco Exposition should have been advertised exactly as a play is advertised, but on a gigantic scale, befitting its magnitude.

But the principle is the same. What play would be a success unless the theatre were advertised? Pages may be written about it, and about the star who makes it famous. And the play and the star must be worthy the publicity, or it would not be printed.

But the advertisement must go hand in hand with the news; not to obtain the news but to secure the customer.

How long would it take to make a success of a play if the manager had to depend upon "word of mouth" praise? That has been the policy of the Exposition managers—that and an appeal to patriotism.

R. F. R. HUNTSMAN,
Advertising Manager.
New York Office, 233 Broadway.

Ought to Promote Advertising

ST. LOUIS, Mo., August 21, 1915.

THE EDITOR AND PUBLISHER:

Will you ask some of your readers if the arrival of the "jitney" does not open up a new field for newspaper advertising?

The "jitney" carries hundreds and thousands of passengers. All at the expense of the traction companies, does it not?

In many cities the traction magnates have tried (in a few cases successfully) to force ordinances through the city councils to tax and otherwise seriously restrict the little "jitney." Why don't these same big, broad business men buy space in the newspapers giving the public the information about the numerous city and urban traction lines, the slight cost per mile per passenger, the benefits of getting out in the country and a hundred other things that they should have advertised years ago?

For my part, I believe the "jitney" will offer an opportunity for the advertising men to get a hearing at the traction offices. Will you ask your subscribers to tell of any street car advertising they have been able to write?

BUSINESS MANAGER.

IL PROGRESSO ITALO-AMERICANO

Established 1880
(Member Audit Bureau of Circulations)
Daily average net circulation last postoffice statement, 134,286

Italians in the United States have confidence in Il Progresso Italo-Americano and in its advertisements, which is one reason why advertising in its columns brings good results. National advertisers will be in good company—the advertising columns of Il Progresso Italo-Americano are CLEAN.

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

WANT CENSORSHIP MODIFIED

French Papers Prevented from Reporting Parliamentary Proceedings.

A petition was presented to the French Senate and Chamber of Deputies on August 25, requesting the houses to obtain from the government a modification of the censorship, restricting its operations to questions directly concerning the national defense.

At present, the petition says, the press is prevented from recording or commenting upon Parliamentary proceedings, although the parliamentary regime is based on the supervision of the government by representatives of the nation, and supervision of its representatives by the freedom of the press.

The petition is signed by Georges Clemenceau, Gabriel Hanotaux, Stephen Pichon, and the editors of the Temps, the Journal des Debats, the Figaro, the Gaulois, and the principal provincial papers.

COLUMBIA MEN DOING WELL

After Experience on "The Spectator," the University Daily, They Get Good Jobs.

The World Outlook in its August issue, announces that "Mr. Arthur M. East, for the past year business manager of the Columbia Spectator, the daily newspaper of Columbia University, becomes a member of World Outlook staff. Mr. East has done an unusual piece of work in connection with the Spectator and is

thoroughly familiar with circulation matters. He was formerly advertising and circulation manager of Association Men, the official organ of the Young Men's Christian Associations."

Other members of the Columbia Spectator staff are to be found in both newspaper and magazine work. F. G. Dunham, editor-in-chief last year, is editor of the Long Island Motorist. Arthur T. Robb, Jr., editor in chief in June, is with the Daily Trade Record. Miss M. E. Chancellor of Barnard College, also of the Spectator staff, is reporting on the Wooster (O.) Gazette. Otis P. Swift is reporting on the Argus in Portland, Maine. Wallace D. Taylor, the advertising manager, is with the Springfield (Mo.) Leader for the summer.

Jewish Leader Suspends

The Jewish Leader, which was launched a few months ago in New York as a morning daily and was afterward switched to the evening field, has suspended publication. When it resumes it will again enter the morning field.

A. R. Keator, publisher's special, Hartford Building, Chicago, has been appointed Western foreign representative of the Brooklyn Daily Times.

Publishers' Supplies Market

Antimony	28.50-29.50
Tin	34.75
Lead	4.70
Copper	17.50-17.75
News print	2.09-2.25
Craft paper	4.75-5.25

From New York to Neosho

IT is not a long, long road from New York to Neosho. In the spirit of the Associated Advertising Clubs of the World.

The great national advertiser in the New York club, and the spirited, forward-looking retailer in Neosho have a point of contact—they are both members of the Associated Advertising Clubs of the World. They have a very great deal in common, and their medium of exchange is ASSOCIATED ADVERTISING, published by the Associated Advertising Clubs of the World.

The man whose countenance is turned fixedly toward better things in business—who with firm resolve is marching on with this great Army of the Simple Truth—gets much from ASSOCIATED ADVERTISING, the magazine of the Associated Clubs, each month. It is his magazine. It keeps him informed about the movement of which he is so proud to be a part. Ask for a sample copy.

ASSOCIATED ADVERTISING

Published by the
ASSOCIATED ADVERTISING CLUBS
OF THE WORLD
At Indianapolis, Ind.

P. S. Florea, Business Manager
Indianapolis

Frank E. Morrison
Advertising Manager
1133 Broadway, New York

E.P.
P. S. Florea,
Indianapolis.
Please let me
see a sample copy of
ASSOCIATED
ADVERTISING.

Name.....
Street.....
City.....
State.....

ON NEWSPAPER MAKING

REGARDLESS of whether we like to admit it or not, newspaper success is largely a matter of ability to serve the people of our constituencies faithfully and conscientiously, and, therefore, is largely dependent upon the element of luck in the selection of subjects to be treated.

I know of many newspaper editors of considerable ability who are totally devoid of the remotest possibility of ever making any degree of success simply because they can never bring themselves to study and serve the public sympathetically, but want to lead and are always out of tune.

The old-fashioned notion that great editors led and thought for the people, has been proven as fallacious as that any great leader forces himself on his followers. Leadership depends largely upon humility and a willingness to serve faithfully and efficiently and cheerfully.

Our greatest editors nowadays are men who by careful, persistent investigation or personal mixing with all sorts and conditions of people are able to produce matter that by its very sanity and human note rings true, regardless of whether it is generally acceptable or not.

We all know of the forlorn-hope type of editor—the man who for selfish or noble objects tackles a situation which falls flat after reasonable exploitation, and sticks to it after all hope of success is gone. Instead of rendering service the newspaper is made ridiculous.

A glance at the rank and file of the newspapers of the country reveals such a preponderance of total lack of perception of what newspapers should really be, that one can scarcely help feeling that it is almost hopeless to try to inspire a desire for better things in minds so vacant.

To speak plainly, very few newspapers have any real reason for existence. As tools for political purpose their bias prevents any such great influences as the promoters desire. They are lacking in merit and human interest and as a rule furnish the lowest possible amount of reading matter that they dare print.

With interesting and varied matter so easily obtainable from the different syndicates and available by use of shears and paste pot there is no valid excuse for such products as are called newspapers except incompetency or laziness.

No matter how poorly supported or impecunious, any newspaper can be made interesting and complete. A smaller paper of greater merit, voicing the best interests of its community, will gain larger support and profit than one that half or quarter serves its readers.

If your newspaper at present has no purpose of large general appeal, carefully study the progressive go ahead newspapers of the larger cities and adopt some of the numerous campaigns they frequently conduct. You can easily find one that will fit your case.

To merely get out a definite number of printed pages is no stunt. What you get into those pages either gives your paper the individuality that means its success or marks it as hopelessly and unworthy of serious consideration by either reader or advertiser.

NORTHCOTE.

"So Shines a Good Deed"

At a recent meeting of the Dallas (Tex.) Advertising League, Mr. W. C. Everett told of meeting at the convention of the Associated Ad Clubs of the World at Chicago a delegate from Australia who had been inspired to form two new clubs in Melbourne by newspaper accounts of the Dallas club.

"Advertising is and always has been truthful and honest. It is the abuses of advertising that need correction."—W. E. Moffet, Pittsburg Leader.

W. H. Reese, an advertising man, has been elected secretary of the new convention bureau of the Merchants' and Manufacturers' Association, of Milwaukee, that takes the place of the Citizens' Business League. A. J. Lindemann has been made a director in the association to represent the new bureau.

CLUBS AND PRESS ASSOCIATIONS

The Brooklyn Press Club will hold its annual summer outing at Long Beach, N. Y., on Saturday, August 28. The program includes luncheon, sports on the beach and in the water during the afternoon, dinner in the Hotel Nassau grill-room, and dancing in the evening.

With the election of officers the convention of the East Tennessee Newspaper Association closed its session at Chattanooga on August 14. Officers were elected as follows: H. O. Eckel, of the Sevier County Record, president; J. A. Holston of the Rogersville Herald, vice-president; E. M. Hardy of the Morristown Herald, secretary-treasurer. This is the fifth year Mr. Hardy has served as secretary of the association.

A caucus held at the Chicago Press Club on August 17, nominated the following candidates for officers to be voted on at the September election: For president, H. Percy Millar, New York Times correspondent; first vice-president, Arthur W. Glessner, furnace dealer; second vice-president, W. J. Shanks; treasurer, George S. Wood, press agent; financial secretary, George S. Weippert, nickel theater owner; recording secretary, E. T. Skinkle, engineer; librarian, J. C. Gilruth; directors, G. S. Foster, lawyer; G. W. Weber and J. R. Klue, lawyer.

The executive committee of the Southern Illinois Editorial Association, an organization of Republican newspaper editors of Southern Illinois, met in East St. Louis on August 17 and appointed the following officers: President A. T. Spivey, of the East St. Louis Tribune; vice-president, Frank Coles, of the Alton Journal; secretary, H. L. Williamson of Springfield; treasurer, Col. Randolph Smith of the Flora Record. A committee was also appointed to take charge of preparations for a meeting of the association in East St. Louis, September 10.

It has been decided that the 1916 meeting of the Alabama Press Association will be held at Birmingham, that state.

Senator Benjamin R. Tillman, of South Carolina, was the guest at a reception given on August 11, by the Portland (Ore.) Press Club at its club rooms.

Plans are rapidly being arranged for the tenth annual convention of the Federation of the Trade Press Associations to be held at the Bellevue Stratford Hotel, Philadelphia, on September 7, 8, 9. Such questions as the relations between the trade journals and advertising agencies, circulations and the rebating evil will be of prime importance to the publishers of the papers, but in addition to these subjects many more of interest to the business man will be introduced. Among those who will be represented at the convention will be manufacturers, sales managers, executives, advertisers, advertising managers, editors and publishers. The Federation of Trade Press Associations comprises 250 leading trade and technical journals, exists for the purpose of developing and encouraging higher ethical standards in publishing, advertising and general business practice, and represents \$40,000,000 invested capital.

Despite a heavy downpour of rain the members of the Northern Indiana Press Association gathered at Kokomo, Ind., on August 12, for their annual meeting. This, by the way, is the forty-sixth annual meeting of the Association which is one of the oldest in the country. The two days were spent in listening to papers, transacting official business and in enjoying automobile rides about the country. The banquet was held on Thursday evening at Frances Hotel.

The Vermont Press Association has received and accepted an invitation from President Guy Potten Benton, of the University of Vermont to hold its winter meeting in Burlington, in the Billings Library. It is probable that the meeting will be held in January or February.

Newspaper men of El Paso, Texas, have announced that they will attend Press Day during the Texas State Fair at Dallas during October, and will extend invitations to all newspaper men of the state present there to attend the annual meeting of the Texas Press Association in El Paso next year.

BOSTON HERALD SALE

(Continued from page 271.)

which appeared in its columns before being printed in the other afternoon papers. One of these stories was the sinking of the Arabic.

What is called "The Searchlight" has been appearing on the streets of Boston during the past few weeks. This four-page publication purports to be printed by a Rhode Island "Society" interested in the suppression of vice. Recent issues have contained front page write-ups of hotels and cafes patronized by the so-called "sporty classes." It would appear that a representative of the Searchlight has been making tours of certain sections of the city for the purpose of gathering material for the stories the paper prints. In the last issue besides these "revelations" appears a lengthy story of a poor shop girl who was seduced by the wealthy son of her employer. Purity Congress speeches are also favorite column fillers. The four pages sell for five cents. Boys sell them on street corners in much the same manner that newspapers are vended.

Governor Williams of Oklahoma, who is a member of the governors' conference in this city, said to THE EDITOR AND PUBLISHER correspondent that reporters represent in the business world what larks do in the bird world—"first on the job." As a matter of fact, Governor Williams was discovered by newspaper men before he was by his aide, Lieutenant Hall of the cavalry arm of the service.

Governor Capper, of Kansas, widely known in newspaper and publishing circles, is also attending the governors' conference. He is owner of the Topeka Daily Capitol and numerous other publications, some of them devoted to agricultural affairs. Governor Capper was warmly welcomed by the local newspaper men covering the story of the convention. He says that he hopes to be able to visit some of the newspaper offices of this city before he returns home. He is accompanied by Mrs. Capper.

An entire new front is being erected in the Recorder-Advertiser building. R. A.

An Awakening

He laid his little check book down,
A sigh he heaved quite sadly;
His balance caused a woeful frown—
He needed business badly.

But how to get it was the "rub";
He planned, but quit for a time,
A meal, a walk and then the tub,
Soon he was all alone.

Revived in spirits, "pep" restored,
He "turned in" at eleven;
The sand man won his heart once more,
He slept the sleep of heaven.

At five o'clock a rooster crowed—
And hens—how they did cackle!
At five-fifteen our hero rose,
To sally forth to battle.

"That rooster, by the way," said he,
"Is really prompt and wise,
Each morning he advises me
The proper time to rise.

"He crows and crows religiously,
His comrades make replies—
He gets first ham-yard business, he
Knows how to advertise.

"By George"! Our hero gets a thought,
"I'll advertise," said he,
"A lesson I have cheaply bought—
'Twill save the day for me."

He'd let folks know he was alive,
Unbutton his whole story—
Work just as Mr. Rooster did,
And rise to fame and glory.

A mailing list of firms, just slick,
Good printing with a "punch,"
Direct by mail he did the trick
Got business by the bunch.

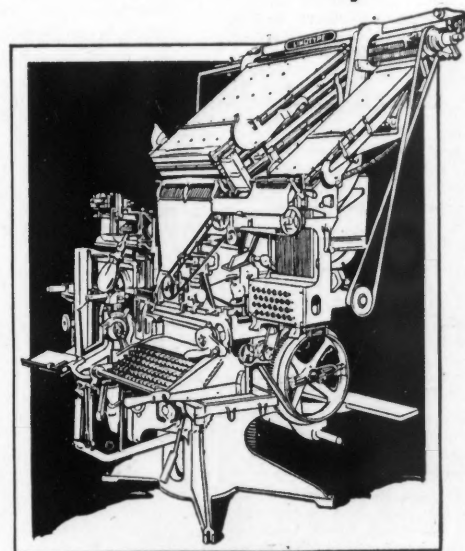
No more our hero is forlorn,
Good trade and credits blend.
*A little corn he gives each morn—
It's cheap, and for his friend.

*Printers' Bills: A means to an end; compensation for publicity services rendered; corn for the rooster that crows your message over the house-tops.

JOSEPH D. MCGUIRE PRESS.

The world is full of people whose afterthought is better than their forethought.

The Multiple Linotype Way Is the Modern Way



Model 14 with Auxiliary Magazine

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

CHICAGO

SAN FRANCISCO

NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO

PHILADELPHIA BUDGET

Carroll's Notable Articles in Public Ledger on Wilson's Mexican Policy—Chicago Tribune's Moving Pictures in Local Theatre—The Telegraph's Resort Coupons Seem to Be in High Favor.

(Special Correspondence.)

Philadelphia, August 23.—What with the Press running the New York World articles on the German propaganda and the Public Ledger getting up a special series pillorying the Administration's Mexican policy, this has been a lively week in local newspaperdom. The Ledger articles, which are of uncommon interest, started on Sunday and are appearing daily, cover the better part of a page. They are written by Raymond G. Carroll, of New York, who did the "Philadelphia—the City of a Thousand Trades" series which attracted so much attention last February. Since that time Mr. Carroll has been busy collecting facts along the border, in Mexico and elsewhere, and it must be admitted, is presenting his case with infinite wealth of detail and vigor of statement.

The Evening Ledger recalls the fact that last May, William Rader, their special correspondent, after a visit to Leo Frank in his cell, prophesied that "if by chance Frank should be pardoned, it would require a regiment of soldiers to defend him against a mob"; a prediction which yesterday became practically true.

"Ellen Adair," an English girl, not long in this country, who is woman's editor of the Evening Ledger, and who went to England and France two months ago to write her impressions of hospital scenes, returned on Monday, blooming as ever, in spite of her many harrowing interviews with wounded soldiers and refugees who were the victims of "German depravities." During her absence she has acquired the knack of being in two places at once, since today, in her diurnal half-column of feminine didactics, she announces that "Here in Paris, I witnessed, etc.," though at the same moment she was receiving the felicitations of admiring co-workers on her unimpaired good looks. She had just been re-reading Jane Austen's "Sense and Sensibility" (she wrote), certainly a remarkably original selection for a journalist in war-thrilled Paris.

Silas S. Riddle, formerly of Bloomsburg, Pa., a capable and popular member of the staff of the Evening Ledger, has just been appointed editor of the publications of the State Department of Labor and Industry, and in consequence must tie him to Harrisburg.

Philadelphia has been gazing every Saturday night at news films in the Victoria Theatre, a large moving-picture house, which are furnished by the Chicago Tribune, the "greatest newspaper in the country"—or was it "in the world?"—according to the modest announcement on the screen. For newspaper and municipal publicity, the plan is beyond all praise and one that this city, the source of so much news of national interest, ought to have thought of first. It would have been a splendid stunt for either the Inquirer, or the North American, for instance.

The Evening Telegraph during the first week in August ran a coupon every day which entitled the holder to free admission to Woodside Park, a nearby resort, with amusement features. The coupons also were good for reduced admission rates to the various attractions. I am informed that the plan was so successful, in spite of the rainy week, that the managers of the park urged the paper to continue the arrangement for another five days.

CURTIS WAGER-SMITH.

Carpenter & Corcoran, advertising agents 26 Cortlandt street, New York, are in process of liquidation. Inability to collect money due from clients is said to have caused the trouble. A. S. Carpenter, former head of the firm, will join the Frauk Kiermau Agency.

PARAMOUNT PICTURES' CAMPAIGN

Company to Spend \$250,000 in Exploiting Its Productions.

The Paramount Pictures Corporation the distributing company for the Famous Players Film Company, the Jesse L. Lasky Feature Play Company, the Oliver Morosco Photoplay Company and the Pallas Pictures Company, Inc., on Sept. 1 will inaugurate an extensive newspaper campaign for the purpose of familiarizing the public with the Paramount productions. The business will be handled by the H. E. Lesan Advertising Agency, 440 Fourth avenue, New York.

The list of newspapers to be used includes the New York Times, Boston Post, Washington Star, Atlanta Constitution, New Orleans Item, Pittsburgh Gazette Times, Cleveland Plain-Dealer, Chicago Tribune, St. Louis Globe-Democrat, Denver Post, Des Moines Register-Leader, Los Angeles Times, San Francisco Chronicle, Portland Oregonian, Seattle Times, Detroit Free Press, Minneapolis Tribune, Dallas Times-Herald, Houston Chronicle, Ft. Worth Star-Telegram, Salt Lake Telegram, Kansas City Star, St. Paul Dispatch and Pioneer Press, Baltimore American, Providence Bulletin, Buffalo News, Newark News, Reading Eagle, Harrisburg Telegraph, Scranton Times, Omaha World-Herald, Philadelphia Telegraph, Memphis Commercial Appeal.

The past year has been spent by the company in building up a distribution through the twenty branch offices controlled by the Paramount, and getting ready to conduct a newspaper campaign that would be most effective in practically all the towns covered by the newspapers used.

A page each month has been run in the Saturday Evening Post; and beginning with September large space will be used regularly in the Saturday Evening Post, Ladies' Home Journal, Woman's Home Companion, Ladies' World, American Sunday Monthly Magazine.

For the assistance of local exhibitors using Paramount films a book of advertisements containing twenty-five of various size has been prepared for their use. Many of these are illustrated, the cuts being furnished free of charge. A 24-sheet poster, a weekly house organ and a magazine, "Picture Progress," are other aids furnished.

The campaign will cost \$250,000.

ADVERTISING AND THE Y. M. C. A.'S

A Good Field for the Newspapers to Work in An Intelligent Manner.

One reason why the Young Men's Christian Associations all over the country are not regular newspaper display advertisers is because the newspapers have never spent much effort in soliciting their business—if the experience of the Lansing (Mich.) State Journal is any criterion.

For the last three months the Lansing Y. M. C. A. has been using the State Journal's display column with excellent results.

Hardly a Y. M. C. A. in the United States is entirely self-supporting. Association workers do not want their associations to be self-supporting, for it has been found that when an association gets on a paying basis the public loses interest in it. Once a year, or once every two years, most of the associations go out into the highways and byways to solicit funds.

The subscription hunters always find warm receptions where prospective givers know of the association's service. They quite often get rebuffs from persons who are ignorant of the things the Y. M. C. A. does.

Consistent, constructive newspaper advertising, then, serves a double purpose for the Y. M. C. A. It not only binds up and holds membership in the gymnasium classes, the educational classes, the religious classes, the boys' classes, and in the general work—but at the same time it keeps the community informed as to what the association is doing continually, thereby making solicitation easier when subscription time rolls 'round.

Newspaper advertising is not an extra expense for the associations. The newspaper man's problem is simply that of diverting some of the money spent for booklets, pamphlets, signs and circular letters into the columns of his paper.

Not infrequently the board of Y. M. C. A. directors includes some of the biggest display advertisers in the town—merchants. These merchants may be depended upon to help convince the other directors and the employed officers as to the value of newspaper advertising; for they know its value themselves.

In Lansing, General Secretary Ely D. Miller was at first a bit dubious about trying it out. However, he's a progressive individual, and like most progressives, is willing to try anything once. Now he's an ardent believer in newspaper advertising, for he has had an opportunity to see what it can do for the association.

Kroek Goes to Louisville

Arthur B. Kroek, for six years Washington correspondent of the Louisville Courier-Journal and the Louisville Times, the afternoon edition of that paper, will leave Washington about September 20 to become general manager in charge of the



ARTHUR B. KROEK.

news of both papers. Mr. Kroek is one of the most brilliant of young American newspaper men, and has earned his promotion by a series of despatches covering important subjects which have demonstrated his thorough grasp of affairs in Washington. Louisville is his home city, and although successful as a correspondent he will return there gladly. Mr. Kroek is one of the most active members of the Gridiron Club, and is usually assigned important work at the dinners of that famous institution.

A London Advertising Man's Experience

Charles F. Higham, the well-known advertising agent of London, in writing of the condition of his own business says: "We have had difficult problems to face, but we have met them, kept going, worked harder than ever—and advertised. Thus we grow busier day by day. All our employees eligible for the army, enlisted. They are still on our weekly pay roll, and we look forward to the time when they will be working with us again. We have been able to pay full wages to our staff since last September (we understand that we are unique in the business in this respect). Our business for July is even better than for the same month last year, and we have given freely of our services whenever they have been asked for in the cause of charity or national concern. We believe that the continuance of our business in time of war is therefore justified from every viewpoint, and we look forward to even greater developments in the months to come."

PRAISE FOR A MAINE EDITOR

A Massachusetts Paper Pays Tribute to a Farsighted Journalist.

The Holyoke (Mass.) Transcript in a recent issue published the following encomium on the work of an editor in another state:

What a lot of good things a newspaper editor can accomplish if he has the inclination and is willing to keep everlastingly at it. An instance of this kind has been demonstrated up in Maine where Editor Bass of the Bangor Commercial long ago saw what Maine was going to with her own cattle, her sheep, her livestock and even her poultry slowly decreasing in numbers.

It was Editor Bass who got a law passed in 1897 exempting poultry and poultry products from taxation. But that was only an entering wedge. Editor Bass still kept on hammering and it was largely through his efforts that the tax exemption law was passed in the last legislature. The new law provides that no tax shall be imposed on sheep or swine or on cattle under the age of 2-1/2 years. A great cry was made at the time that it savored of class legislation. But it is bound to serve as a remedy. It will help to save Maine.

There was need to do something to keep the livestock on the Maine farms. In the past quarter of a century, though there have been substantial gains in population and wealth, the cattle and sheep of the state have decreased in number. Here are some of the figures: In 1893 there were 356,182 sheep in Maine, and in 1914 there were only 105,616. Whatever the reason—tariff changes, dogs, wire fences, cost of winter maintenance or whatever else—the decrease is startling and ominous. The decrease in cattle has not been so great. In 1893 there were 48,373 yearlings and in 1914 there were 47,780.

NEW AD INCORPORATIONS

BROOKLYN, N. Y.—The Mervall Corporation, advertising, printing, merchandising, \$10,000; F. S. Jackson, H. Goebel, E. P. Jordan, 71 Lee avenue, Brooklyn.

BIRMINGHAM, ALA.—National Advertising corporation, capital stock, \$2,000; headquarters, Birmingham; D. P. Knapp, S. C. King, and J. A. Knapp.

Topeka Daily Capital

Average net paid circulation for six months ending April 1, 1915 (Sworn)

33,971

Arthur Capper

TOPEKA, KAN. Publisher

Fakers and Crooks

The Evening Star, Washington's great home newspaper and advertising medium, makes every effort to bar fakers and crooks from its advertising as well as news columns. Fakers are not helped to exploit their wares on an unsuspecting public.

Deutsches Journal

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

AD MAN'S CONFESSIONS

H. E. Bowen Tells of His Experiences in Selling Space in the New York Herald to Big Advertisers.

(Confession No. 2.)

To THE EDITOR AND PUBLISHER.

In all newspaper offices the city editor is credited as the busiest man of the place, never knowing what will turn up and prepared instantly to cover the news from whatever quarter it comes. His staff consequently embraces unusually smart live wire reporters. On a paper like the Herald the advertising manager has many nuts to crack, and his work at times requires instant action and foresight. Any delay is unpardonable.

Two assignments given to me to cover I think may be of interest. Word came one morning that Mr. Reick, the city editor, had decided to have printed an eight-page color section entirely devoted to the opening of the New York Horse Show at Madison Square Garden. In previous years two or three pages only had been devoted to the opening of this principal society event of the year. I was directed to sell the back page for \$1,000, and the lower half of the inside back cover for \$500, and to lose no time about it!

CHAMPAGNE FOR THE BACK COVER.

I instantly planned to secure a champagne ad for the back cover, and I knew of but one firm in the city that was in the horse and carriage business that might be interested sufficiently to reserve the half page of the inside back cover.

I went first to call on Frank Presby, who handled the advertising of Pommery Sec. It did not take me five minutes to convince Mr. Presby that his clients had a splendid and exclusive privilege in getting the best bargain of the year. While I was sitting by his side Mr. Presby reached for the receiver and talked to the New York agent at his Broad street office. Turning to me he smiled and stated that his client would take the page, and copy would be sent at once to the Herald.

I then went to see Patrick Murphy, president of the Mark Cross Company. Mr. Murphy I knew was to be the principal speaker at the Horse Show banquet Saturday evening preceding the opening. Before I could tell all my story to Mr. Murphy he had agreed to buy the half page. When I returned to the Herald with the good news I found that my work had been accomplished within an hour, and I was proud to be told that Mr. Reick had stated "Very quick work!"

Now, regarding my second assignment. For a long time the Pennsylvania Railroad had been treating with the Board of Aldermen to obtain permission for entrance to the city through a tunnel under the Hudson River. The Board had been criticised for throwing all kinds of obstacles in the way of such an enterprise. The papers were full of articles regarding the subject, and the public seemed to be annoyed at the unnecessary delay.

EXPERIENCE WITH THE PENNSYLVANIA.

One day Chief Scully requested me to go the following day to Philadelphia and endeavor to sell the back page of the Summer Resort Section, that was shortly to appear, to the Pennsylvania Railroad. As I resided in Plainfield, N. J., the trip on the Jersey Central would not consume much time. As I remember it I reached Philadelphia about twenty minutes past 9 o'clock. The Pennsylvania Railroad building was near at hand, and I was fortunate to find the advertising manager at his desk smoking a cigar and reading a copy of the New York Herald. When I left Plainfield I bought a copy of the Herald at the station to read on the cars. I found it contained a leading editorial criticising severely the Board of Aldermen for its procrastination in the Pennsylvania Terminal in New York, and urging immediate action favoring the scheme.

When I stated my business the response took my breath away. He stated that his company could not do a better thing to show its appreciation for all the good things said in its favor by the Herald. He promised to send copy at once, and after thanking him I hastened away and

was in time for the 10 o'clock train to New York. On reaching the city I went to the Herald downtown office on Park Row and called up Chief Clerk Scully. It was just noon. When Mr. Scully answered my phone and found I was down town he jumped all over me.

"Bowen," he said, "your order yesterday was to go today to Philadelphia. What's the matter with you?"

I must have hesitated a few seconds and then said: "Mr. Scully, I have been to Philadelphia and have returned." Then he hesitated, for he was afraid that I had not been successful, finally asking me what I had accomplished. I remember my answer—it was "The Pennsylvania Railroad will take the page, and copy will shortly follow." And then I told him of the very nice way I had been treated and the pleasant words spoken when the order was so promptly given me.

HENRY E. BOWEN.

(To be continued.)

CHANGES IN INTEREST

KIRKSVILLE, Mo.—R. H. McClanahan has purchased the Kirksville Morning News of the A. M. S. Publishing company.

GARDINER, ME.—With the edition of Monday, August 9, of the Gardiner (Me.) Reporter-Journal, the Morrell family closed its connection with the paper. For three generations, a matter of some 60 years, H. K. Morrell, his son, E. W. Morrell and his grandson, H. A. Morrell, have one of them been concerned in getting out a Gardiner newspaper.

PREDICT PROSPERITY

(Concluded from page 272.)

"Another curious thing about it has been that, in spite of all the talk of hard times, the American people have bought luxuries of many kinds and in enormous quantities. And in a way this has provided the greatest of proofs of the value of advertising.

"As an example, take the automobile business. The makers of automobiles did not stop advertising, because of the war or financial depression. They, practically all of them, went right on with their advertising as if nothing had happened. Some of them even did more advertising last year than they had originally planned to do. And what was the result? You just try to buy a new car today. You'll have to wait three or four months before you can get it. Many of the agents haven't even got a sample car left. On January 1, 1914, the total number of automobiles in the United States was just a little less than one million—call it a round million cars of all kinds. On June 1, 1915, just eighteen months later, there were 1,930,000 automobiles in this country—an increase of only 70,000 short of a million cars in eighteen months. Beyond a doubt by this time the two million mark has been passed. Can there be any doubt that advertising sold that million cars? Is it conceivable that any such number could have been sold without advertising?

"Other proofs of a similar nature might be cited. Take pianos and player-pianos; luxuries, again; but there has been a good business in those which have kept up their advertising. The Aeolian Company here in New York did not curtail its advertising at all throughout the year, and last year was the biggest year it ever had.

"Such facts as these are bound to have their effect on advertising, and those effects will be more and more evident as time goes on.

"Today, then, conditions in the advertising business, as I see them, are better than at any other time for two years back, and this is only a beginning. Already, in our own business, we have considerable increases in old accounts and some good new accounts. And other new business is in sight. The outlook could hardly be more satisfactory than it is."

G. W. HARRIS.

W. C. Freeman made his debut as a political orator at the dinner recently given to launch the candidacy of W. H. (Big Bill) Edwards, of New York. He urged the necessity of clean politics.

Your Last Newspaper Campaign—How Was It Planned?

There need be no "mystery" about an advertising campaign—no uncertainty—no involved plans. Advertising is a *business*—and a serious *business*. As business men we have studied every phase of it. Our clients are profiting by this *businesslike* viewpoint. What *business* result is your newspaper advertising bringing?

The Richard A. Foley Advertising Agency Inc.
Bulletin Building
Philadelphia

The Kansas City Star made a circulation gain in July, greater than that of any other July in the previous ten years.

To be exact, the increase over July of a year ago was:

Evening and Sunday	18,136
Morning (The Times)	15,590
Weekly	11,583

THE KANSAS CITY STAR

Evening and Sunday 207,549	Morning 202,736	Weekly 337,444
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Free copies and waste output are not included in these statements.

LET THE NEWSPAPERS AND MAGAZINES WORK TOGETHER, SAYS MR. CRISWELL

In Reply to Jason Rogers' Article, Manager of Quoin Club Urges a Display Week of Nationally Advertised Merchandise Instead of Newspaper Advertised Products, as Proposed—Importance of Establishing a Belief in Advertising

QUOIN CLUB.

The National Periodical Association.
NEW YORK CITY, August 24, 1915.

AN OPEN LETTER TO JASON ROGERS,
PUBLISHER, NEW YORK GLOBE.

Dear Mr. Rogers:

It was one of those midsummer Saturday mornings, when the 1:24 train seemed almost as far away as Christmas seems to a five-year-old little girl, when your article in *THE EDITOR AND PUBLISHER* came slyly on to an otherwise nicely cleaned-up desk, almost rubbing shoulders with the golf sticks leaning patiently alongside.

A hasty reading of the article and a rather more thoughtful examination of your strong countenance, looking out of the page, made me feel that you were pretty much in earnest anyway. I thought to myself: "If that man believed in advertising as much as he seems to believe in newspapers he would be a regular John the Baptist," which brings up this suggestion: you are one of a large number of merchants who have a commodity to sell—power (advertising power) which other merchants, variously called manufacturers, wholesalers, jobbers, retailers and individual men and women who have specialties to sell, buy in larger or smaller quantities. Some call it white space, but all publisher-merchants know they sell more than that. It is the power of publicity, or the business force called advertising. We are interested in its up-building, in its organization into a tangible, even bankable, force, which men who have something to sell will buy as a standardized element to help them, as they buy electric power from the electric company or water from the water company.

You represent one form of advertising power, newspapers. I represent another, magazines. Our friend Gude represents another, outdoor signs. Mr. McGraw represents still another, trade papers, and there are others. Now, none of us represents the whole thing or the last word in the handling of this advertising power. Each of us represents an important part, each of us has a place, and a good one as it turns out. Newspapers are a valuable, quick-acting force. Magazines are powerful and far-reaching. Signs, posters and electric displays are likewise useful. The trade press has a place that is safe and sure. The success of all of us depends upon the real success of advertising, in its broadest sense, as a business force.

I ask you, did you have that in mind when you wrote your *EDITOR AND PUBLISHER* article? I did not think so as I read these particular items:

"Numerous cases conclusively proved to important manufacturers the fallacy of much of the pretense of magazines and general advertising mediums."

"Innumerable manufacturing concerns have found that such advertising involved too great an element of waste and lost motion, besides failing in being successful in securing effective dealer co-operation."

"Case after case . . . has resulted in disastrous failure."

"In nearly every town and city the total sales of all the magazines and general mediums per issue combined do not amount to but a small percentage of the circulation of the weakest newspaper in the community."

"Magazine space costs more than three times as much per line per thousand circulation than newspaper space."

The magazine field "has been a mushroom growth, which for a time dazzled the eyes of the many victims of the soft cooling hypnotists who have induced them to part with their money."

"Magazines for a time grew so numerous that I doubt if there is a man who knew them all."

These quotations are from the first three columns of your article. It would be mighty interesting to discuss each one with you. When we got going you would, of course, clear up the indefinite spots here and there, with the light of your experience, so that the "numerous," the "innumerable," the "case after case," and the "nearly every," at least, would get down to a brass tacks basis, and in the case of that other paragraph in which you speak of the purity or impurity of reading matter, we could, no doubt, turn that over to McCann, along with the "mushroom growth," while we went ahead with the real vitals of the matter. But, seriously speaking, suppose we let all that pass—and I won't even suggest the good things we can say about magazines—and let us look at your article again. Did it help advertising? Did it help the newspaper end of advertising? I think not. Did it hurt the magazines? I think not. Please take credit, though, for one constructive suggestion—your State organizations proposition. As an auxiliary to the general plan of national publicity, and to assist in meeting local conditions, no doubt it would help all of us.

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

Instead of knocking, let's get together. Here's a case in point. The Bureau of Advertising of the American Newspaper Publishers' Association, of which you are the vice-chairman, is planning a week next October for the display by merchants throughout the country of "newspaper advertised products." How much better it would be to have a nation-wide display that week of "nationally advertised merchandise." Think of the impression that would make on the minds of the people! Your plan will no doubt please the newspaper men personally more, but what of the people—they are interested in the articles displayed; and what of the manufacturers—they use every form of advertising that will help; and what of the dealers—they want customers, whether newspaper-produced or not; the customers are the folks who "move the goods," as the dealer sees it. The real chances are that newspapers and magazines work together to bring about the desire for the things the dealer has for sale. Don't you think so? It is the sum of the attention which magazine advertisements, newspaper advertisements and outdoor advertisements secured for Mr. Heinz's products that make them a "steady seller" in any store. The dealer is concerned only with the bare fact of the demand. The consumer buys on the strength of suggestion, first, and repeats on the strength of satisfaction.

And we practice what we preach, too. When the Quoin Club, the National Periodical Association, held a window display contest in Chicago during the Advertising Convention it was "for the best window displays of nationally advertised merchandise." It was so announced in a newspaper advertisement, duly paid for in real money, and in no case was the word "magazine" used. Such large users of advertising power as Sunshine Biscuits, Kellogg's Toasted Corn Flakes, Quaker Oats, B. V. D. Underwear, W. L. Douglas Shoes, Lion Collars, Arrow Collars, Hart Schaffner & Marx Clothing, Paris Garters and Phoenix Hosiery were represented by their products, which are advertised in newspapers, magazines

and other forms of advertising, and prizes were given to nine retail dealers who are users of newspaper advertising space—only one of the dealers, as far as I recall now, ever used a line of magazine space.

We announced in our advertisement that our object in offering the prizes was to co-operate with merchants and "to invite the people of Chicago generally to note through these displays the high standard of goods which are nationally advertised." I submit that that effort helped the cause of advertising, without confusing the people's minds with any idea of what the medium of advertising was—the fact of "nationally advertised merchandise" is what will help us all, Mr. Rogers, and will help us when we ask the people and their retail merchants to accept advertising as a power to be relied upon and to be followed. Don't you really think that this fundamental building up of the people's belief in advertising is the thing that will clear up the apparent difficulties of dealer co-operation, distribution and substitution?

By "newspaper advertised" you will not mean to confine your window displays to those advertisers who use newspapers exclusively, will you?

Let's get together.

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

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

Very truly yours,

EDGAR G. CRISWELL.

Executive Manager, Quoin Club, The National Periodical Association.

NEW INCORPORATIONS

SEATTLE, WASH.—Washington Free Press Publishing Co., Seattle, \$10,000. J. B. Myrick, Frank Colvert, Elmer Friend, Geo. Hager, W. W. Liggett.

ASHLAND, VA.—Hopewell Publishing Company, Inc., Ashland. Maximum capital \$25,000; minimum, \$1,000; par value of shares \$10. To publish a newspaper. Eugene W. Gill, president; William S. Gill, secretary and treasurer, both of Richmond.

WILKINSBURG, PA.—Wilkinsburg Review Publication, Wilkinsburg, Pa., capital \$10,000, to acquire, print, publish and circulate and deal in and with newspapers, etc. Incorporators: A. L. Cochran, C. R. Lovell, both of Wilkinsburg, Pa.; M. J. Dain, Pittsburgh, Pa.

LOS ANGELES, CAL.—Latin-American Publishing Company; incorporators, Boyd C. Barrington, Frederick H. Wallis and E. H. Bechtel, capital stock, \$10,000, subscribed, \$300. United States Credit Association, incorporators.

NEW YORK CITY.—Redfield-Kendrick-Odell Co., Inc., New York City.—Printing, publishing; consolidation of Redfield Brothers and Kendrick-Odell Press, Inc., New York City; capital \$250,000. Incorporators: J. H. Redfield, Greenwich, Conn.; E. A. Kendrick, Harrison, N. Y.; C. P. Odell, 117 Webster avenue, Bronxville, N. Y.

THIEF CUTS TRIBUNE'S WIRES

That Is Why the Staff Couldn't Do Any Telephoning for Several Hours.

The modest and retiring thief who crept silently in the old Sun building on Sunday, August 22, merely desiring such unconsidered trifles of junk as he might take away with him, probably never thought of the far reaching consequences of his act. Down in the dark basement he hacked off about sixty yards of telephone cable and took it away with him. Immediately there was consternation in the city room of the New York Tribune office and in the office of the Public Service Commission in the Tribune Building. The cables had been part of the system on the Tribune Building, and for hours the various departments of the Tribune could not communicate with one another without using messenger boys. It took the repair gang of the telephone company a long afternoon to find the trouble and put it right.

FOREIGN TRADE NEGLECTED

Failure to Attend to Correspondence Results in Loss of Business to Americans.

BY HICKMAN PRICE,

Editor of *El Comercio*, the *Export Journal*.

Many American manufacturers fail to make headway in foreign markets for the very simple reason that they are unwilling to pursue the same enterprising and progressive methods which have produced business for them at home.

Leading manufacturers who have obtained success in this country spend a good deal of money in using advertising space in export journals to build up their trade in foreign countries. It is surprising to know how many of these manufacturers, who have met with success here, apparently are unwilling to develop the business which is offered them as a result of this advertising.

Every big export journal can cite numerous instances of how Yankee manufacturers, who are unrelenting in their pursuit of domestic orders, show what amounts to almost criminal negligence in taking care of orders which are shoved under their noses by foreign buyers.

Not a few advertisers allow many months to pass before opening foreign mail resulting from their advertising in export journals.

In one day *El Comercio* received twenty-one letters for translation from an Ohio Pump and Engine Company, which spends good, hard cash for advertising in that publication. Most of them were a year old.

Nineteen out of the twenty-one letters were not only possible, but probable orders, and would have developed into substantial orders had they been attended to in anything close to business-like follow-up.

Here are a few of these letters:

"SAN SEBASTIAN, Porto Rico.

"Kindly send me your catalogue and price list of Pumps and Motors for our artesian wells. If your prices are satisfactory I shall order some pumps from you. I am making some artesian wells on my property. Please note that these wells are 100 feet deep and that the holes are 3 inches in width. The tube of the pump must therefore be 2½ inches wide.

"Thanking you in advance, I am, yours very truly."

"CORDOBA, Argentina.

"Kindly send me a general catalogue of your goods, together with full price list for export. If your prices are satisfactory, I shall place my orders with you.

"Please note that I am accustomed to pay my orders in New York against shipping documents, and therefore I wish you to quote me prices f. o. b. New York.

"Awaiting your prompt reply, I am, very truly yours."

The Ohio firm that received these letters is known in this country for its up-to-date methods and skillfulness in developing business.

If this same pump manufacturer had received from the United States inquiries that were as encouraging as those which he secured from foreign countries, he would have moved heaven and earth to develop them.

Yet, his foreign inquiries remained unanswered for a year.

Why use export journals and thereby secure remarkable and valuable inquiries and replies from foreign buyers, if the same common horse sense which is employed in getting business in the United States is not used with prospective buyers abroad?

Instructor Works as Editor

Grand M. Hyde, who has been Instructor in Journalism in the University of Wisconsin for the past five years, has spent the summer months on the editorial staff of the New York Evening Mail, acting as feature editor. On August 20 he became managing editor of *Popular Science Monthly* which has been merged with *World's Advance*. He will return to his university work in the fall. His new text book on journalism, "Newspaper Editing," is being published this summer by D. Appleton & Co., as a companion volume of his "Newspaper Reporting and Correspondence."

VISITORS THROG FAIR

Los Angeles Times Brings 160 People to Exposition—Call and Post Day a Great Success with an Attendance of 122,000—Commemorative Bronze Plaque Presented to Three Papers—A Sham Battle. (Special Correspondence.)

SAN FRANCISCO, August 19.—Prominent newspapers are still contributing their quota to the throngs of thousands of Exposition visitors who are filling the local hotels to overflowing. It is estimated that fully 335,000 tourists are now in the State of California visiting the many points of interest and taking in the Panama-Pacific Exposition in this city and the Panama-California Exposition at San Diego. Of the 10,600,000 admissions at the Panama Pacific Exposition up to date, it is estimated that 6,000,000 were due to strangers, from the East and elsewhere throughout the United States, as well as from foreign countries.

A party of 160 on a tour conducted by the Los Angeles Times arrived here yesterday to spend several days at the Exposition. The entire party is registered at the Inside Inn on the Exposition grounds. The trip to this city was made on a special train de luxe. Among the party, which includes many persons of prominence in southern California, are Harry Chandler, son-in-law of General Otis, of the Times, accompanied by his wife and five children.

CALL AND POST DAY AT THE EXPOSITION.

The special day, designated as "Call and Post Day" at the Panama-Pacific Exposition was a wonderful success. The total attendance during the day and evening was 122,000, making it the fifth largest day at the Fair in point of admissions. It exceeded "Examiner Day" by 31,000 admissions. The big feature of the day was the sham battle at the stadium, in which 1,000 regulars of the United States army and an equal number of marines and bluejackets of the navy battled to the sound of heavy cannon and the rattle of musketry, while Charles Niles, the army aviator, who recently came up from Mexico, where he mixed in the revolutionary fighting, flew overhead in his monoplane. A landing party from the United States cruisers attacked the regulars on shore. Niles, supporting the naval force, dropped a bomb on a miniature fort that had been built on the stadium for the purpose, and it blew up with a loud report during the height of the battle, in which the forts along the bay shore engaged the ships.

After all of the visitors had had their fill of war's alarms, there were many forms of entertainment provided in different parts of the Exposition grounds, including classical dancing by the girls of La Loie Fuller's company. During the ceremonies in the Court of Abundance, a commemorative bronze plaque was presented to the Call and Post by Commissioner Vogelsang. The plaque was accepted by E. D. Coblenz, the managing editor of the paper. Thousands of children were admitted to the grounds as guests of the Call and Post.

JOYS AND GLOOMS AT EXPOSITION.

The Press Building at the Exposition has been invaded by the dancing craze. With canned music dispensed from an electric piano, the goddess of the dance was to have held sway each afternoon and evening in the rooms of the Press Club in the building devoted to exploitation.

The one-step and fox trot were to have added gaiety to the humdrum of work. A force of workmen was to have refitted the Press Club quarters, which were to have undergone a thorough transformation preparatory to entering upon a career of rivalry with the host portion of the California building. However, a "jinx" was put upon the Press Club jinks. Some of the hard-worked news writers in the adjoining rooms complained that they could not make their feet behave and turn out good copy while listening to the entrancing strains of "Too Much Mustard" and the Argentine "Tango, with the frou frou of silken

skirts. So it is all off, and Press Club members wishing to trip the light fantastic will have to hike away out to the California Building before they can enjoy a Thé Dansant.

Among the editorial representatives who recently signed the register at the Press Building at the Panama-Pacific Exposition, San Francisco, were the following:

Bell Fogg Fowler, News-Messenger, Lincoln; Benj. B. Greenberg, Brooklyn Eagle, Brooklyn, New York; W. R. Farrington, Star Bulletin, Honolulu; Frank Spoffard, Laramie (Wyo.) Republican; Walter A. Hellam, Vancouver (B. C.) Daily Province; M. G. Nusbaum, Virginia Pilot, Norfolk, Va.; Helen B. Osborn, Quincy (Ill.) Herald; Josef Nelbach and wife, Utica (N. Y.) Zeitung and Herald Dispatch; Erick P. Lindemann, Milwaukee (Wis.) Germania; Wm. H. Graham; Wm. McLeod Raine and wife, Denver (Col.) Press Club; E. J. Leigh, Hiawatha (Kan.) Daily World; W. H. Peck, Tulsa (Okla.) Democrat; Morris Lavine, Los Angeles Examiner; Percival Westbranch, London Times; Charles Alma Byers, Western Press Syndicate, Los Angeles; T. S. Allen, Lincoln (Neb.) Commoner; E. W. Gale, Jr., Los Angeles Times; I. M. Landaft, New York Sun; Mrs. M. J. Hutchens, Chicago Daily Journal; C. J. Dunning, Minneapolis Tribune; J. P. McSorley, San Diego Union; Roy Garman, Fresno (Calif.) Herald.

30 FOR WATT BROWN

(Special Correspondence.)

SAN FRANCISCO, August 17.—It would be difficult to name a local newspaper man in San Francisco as popular among all classes of people as Watt L. Brown, assistant city editor of the Examiner, whose death occurred at St. Mary's Hospital August 14, after an illness which lasted but two days. He is survived by his mother, a widow and two children. He had been engaged in writing on San Francisco dailies for twenty-five years. Six years ago he left the Call, of which he was city editor, and joined the Examiner staff.

Watt Brown was one of the best known reporters and editors of the West. He was born in Grass Valley in 1866, the son of Dr. Brown, one of the distinguished pioneers of northern California. In his early youth he came to San Francisco and found work in a wholesale store. A little later he became a law clerk in the office of General John H. Dickinson, who became greatly attached to him. Several years afterwards General Dickinson, feeling that his clever young clerk was better suited for the newspaper business than for the law, obtained for him a position on the Evening Post, then under the direction of W. H. Mills, land agent of the Southern Pacific. Brown developed, in addition to reportorial talents, a happy faculty for making and holding friends which distinguished him throughout life. From the Post he went to the Evening Report, of which William M. Bunker was managing editor. Later he was with the Examiner, and then with the Call, where he served first as railroad reporter and later as city editor. He rejoined the Examiner staff six years ago. Watt Brown had a wide acquaintance in all walks of life. His amazingly accurate memory made him invaluable as a newspaper man, while his tender heart, his gentle sympathy and his kindly humor endeared him to all who knew him well. His work on the Call was exceptionally brilliant during an interesting period in the development of this State when much railroad construction was in progress.

When John Hays Hammond was in jail at Pretoria, under sentence of death for his part in the Jameson raid, Watt Brown suggested to Hammond's friends in this city the manner in which his life might be saved. The late John Mackey was at Homburg at the time, and had become friendly there with the Prince of Wales, afterwards King Edward VII. Brown suggested that a plea be cabled to Mackey for transmission to Oom Paul Kruger through the Prince of Wales. This was done, and Hammond's life was saved. G. R. DE VORE.

MR. PERRY'S FINANCES

J. M. Campbell Seeks to Get Cash on a \$2,000 Promissory Note.

Most geniuses usually have money troubles of one kind or another. George Hough Perry, director of exploitation of the Panama-Pacific Exposition, who is certainly in the genius class, is having his. Last week in the Superior Court, San Francisco, he was asked why he had not satisfied a judgment for \$2,000 on a promissory note given by him to J. M. Campbell of New York. He replied that he was broke and couldn't pay it.

Mr. Perry went on to explain that disastrous business ventures in New York had thrown him into debt to the extent of \$17,000. As director of publicity of the Exposition he receives \$835 a month. He had offered to pay one-half his salary to his creditors. Campbell was the only one who wouldn't agree to the arrangement. He then selected those who needed the money most and gave them pro rata what he could. In this way he had reduced his indebtedness \$8,000.

At the close of the examination, and at the Court's suggestion, Mr. Perry agreed to pay \$108 a month on the Campbell note.

THE MAIL AFTER CONFIDENCE MEN

Who Are Engaged in Holding Up People in the Name of That Paper.

The New York Evening Mail has recently inaugurated a little campaign of its own against a certain confidence game worked in the name of the Evening Mail or some other paper. According to the Mail the victim is called on the telephone at his office and a voice tells him that Mr. — of the Mail, (or some other paper), is sending a man to see him. The swindler generally uses the name of some well-known newspaper man.

Soon afterward the swindler's agent arrives. Sometimes he lays before the business man a scheme for a write-up, with picture. Often it is a proposal to "fix" the newspapers so the prospective client's name will not be used if he should be arrested for speeding, for instance.

The business men thus approached are requested to get in touch immediately with the newspaper office which the swindler alleges he represents and if possible to detain the man until the police arrive.

To Be Tried for Getting It Right

An interesting story has come from Russia giving a good idea of the amenities of newspaper life in that country. It appears that A. Alexandrov, a member of the Russian Duma, published, eighteen months before the war began, a newspaper article predicting war between Russia and Germany. The deputy based his prediction on the appointment of the German officer, General Liman von Sanders, as commander of the Turkish armies. An illustration of the anomalous position of the Russian press is given in the fact that Mr. Alexandrov will be placed on trial at the end of the present month for the publication of the article.

According to plans recently made by E. M. Bainter, principal of the Polytechnic School of Kansas City, Mo., advertising classes will soon be started there.

HELP WANTED

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

WANTED—Experienced solicitors for special edition. Address at once, Box 69, Chattanooga, Tenn.

ADVERTISING MAN WANTED.—Can offer steady situation to experienced advertising solicitor. Must be able to prepare copy and develop business. No booze or cigarettes. State salary expected and give references in first letter. Leading paper in middle west, city of 20,000. Write D 1520, care of The Editor and Publisher.

\$15,000 BUYS

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

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York City

WILL BUY HALF INTEREST

A customer of this firm, a competent and experienced publisher, will buy a one-half interest in a Middle West Daily newspaper in a city of fifty thousand or less population, purchaser to assume the business management of the property.

HARWELL, CANNON

& McCARTHY,

Newspaper & Magazine Properties,

Times Bldg., New York

SITUATIONS WANTED

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

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

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

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

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

Sporting Writer with six years' experience in big towns wants desk in city of 150,000 to 400,000 population. Writes well on all sports and can get out attractive art and makeup. A good mixer and developer of sports that will make circulation. Doesn't ask long contract until he demonstrates his worth. Write Sports, Editor and Publisher.

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

FOR SALE

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

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

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

FOR SALE—Family weekly newspaper and job printing business in suburb of large city. Established more than forty years. Price \$10,000. Terms: \$5,000 cash, balance in easy payments. Address Suburban Weekly, care Editor and Publisher.

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 24 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

TIPS FOR THE AD MANAGER

Hanf-Metzer Advertising Agency, 95 Madison avenue, New York City, is making new contracts with newspapers for F. M. Hoyt Shoe Co., "Beacon Shoes," Manchester, N. H.

Humphrey's Homeopathic Medicine Co., 156 William street, New York City, generally renew their newspaper advertising early in September.

It is reported that the Frank Presbrey Co., 456 4th avenue, New York City, will handle the account of the American Express Co., 95 Broadway, during the coming season.

Frank Seaman Agency, 116 West Thirty-second street, New York City, has placed contracts for 140 lines, 3 columns, 1 t., with newspapers generally for the Liggett & Myers Tobacco Co., "Fatima Cigarettes," St. Louis, Mo.

Berrien-Durstine, Inc., 42 Broadway, New York City, is handling experimental orders in Hartford, Conn., newspapers for Schuyler Co., "Z" powder, 11 Cliff street, New York City. It is probable that other cities will be taken up later.

Dillard-Jacobs Advertising Agency, Empire Life Bldg., Atlanta, Ga., is sending out orders for newspapers in selected sections for the Carolina, Clinchfield & Ohio Railway, 24 Broad street, New York City and Spartanburg S. C.

New copy is going out to newspapers having contracts for Weyman-Bruton Co., "Right Cut Chewing Tobacco" and "Copenhagen Snuff," 50 Union square, New York City, through the Geo. L. Dyer Co., 42 Broadway, New York City.

Young, Henri & Hurst, Peoples Gas Bldg., Chicago, Ill., are placing orders with newspapers in large cities for Fanning Charters F. D. Co., "Garden of Eden California Grapes," 139 N. Clark street, Chicago, Ill.

W. S. Hill Co., Vandergrift Bldg., Pittsburgh, Pa., is making 2,000 line contracts with Ohio newspapers for the Large Distilling Co., "Large Monongahela Rye," Large and Pittsburgh, Pa.

Special campaign orders for L. E. Waterman & Co., "Waterman's Ideal Fountain Pens," 173 Broadway, New York City, are going out through E. T. Howard Co., 432 Fourth avenue, New York City.

E. P. Remington Agency, 1280 Main street, Buffalo, N. Y., is reported to have placed some new contracts for the Kondon Manufacturing Company, "Kondon's Catarrhal Jelly," 2608 Nicollet avenue, Minneapolis, Minn.

Tuthill Advertising Agency, 1133 Broadway, New York City, is closing contracts with New York City newspapers for the Kelsey Heating Co., "Kelsey Warm Air Generator," 103 Park avenue, New York City.

Hugh McAtamney Co., Woolworth Building, New York City, is placing orders in some of the New York City newspapers for the Stone Lacroix Medical Eye Glass Cup, John street, New York City.

Contracts are being made with a selected list of New York State papers by the Fred St. Germain Advertising Agency, Onondaga County Savings Bank Building, Syracuse, N. Y., for the Onondaga Hotel of that city.

The J. M. Joseph Advertising Agency, 701 Union Central Bank Building, Cincinnati, Ohio, is asking for rates.

H. H. Levey, Marbridge Building, New York City, is making trade deals for the Holland House, Fifth avenue and Thirtieth street, New York City.

Marx & Angus, 8 West Fortieth street, New York City, are asking for rates in a selected list of newspapers, presumably for the Oil Products Company, "Usofine," 17 Battery Place, New York City.

The Stalker Advertising Co., Colton Building, Toledo, Ohio, is sending out contracts to a selected list of newspapers for the Allen Motor Company, Fostoria, Ohio.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are said to have secured the following accounts: Everwear Hosiery Company, "Everwear Hosiery," Milwaukee, Wis., and Eskay Baby Food.

The Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is handling 10 inch, 5 time orders, in Pennsylvania newspapers, for the Allentown (Pa.) Fair.

Nelson Chesman & Co., 1127 Pine street, St. Louis, Mo., are making contracts with newspapers in selected sections for the Tonsiline Co., "Tonsiline," Canton, O.

Joseph E. Ellner Co., 15 West 38th street, New York City, has been appointed advertising agents of the Charters Features Corporation, New York City.

Chas. H. Fuller Co., 623 So. Wabash avenue, Chicago, Ill., is placing new copy one time a week, for five months, with a large list of papers for E. Lawrence & Co., "Gets It Corn Remedy," Chicago, Ill.

Dauchy Co., 9 Murray street, New York City, is renewing contracts with newspapers in selected sections for the Hiscox Chemical Co., "Parker's Hair Balsam," Patchogue, N. Y.

Taylor-Critchfield Company, Chicago, is making contracts with farm papers in Chicago for 6 insertions of 50 line ads for Kalamazoo Stove Company, Kalamazoo, Mich.

The Stewart Agency, Chicago, is placing orders with weekly papers in Chicago for 26 insertions of 12 line ads for H. L. Barber & Co., Chicago, Ill.

W. B. Jones, Binghamton, N. Y., is placing orders with the mail order papers for one insertion of 196 line ad for Norman Barclay, Binghamton, N. Y.

The United Drug Company is renewing its advertising contracts with the Boston newspapers.

Ewing & Miles, 1482 Broadway, New York City are issuing some advertising to farm papers for the Standard Mail Order Co.

She Talked Too Much

"She called me a 'Regular Dallas News,' Judge, and I had her arrested." This was the testimony of a woman before Corporation Judge Sam Barnett, of Dallas, in a case in which another woman had been arrested on a charge of using abusive language. Judge Barnett then asked the defendant what was meant by calling her neighbor a "regular Dallas News."

"She talks too much," the defendant replied.

Thereupon the judge dismissed the case.

"ABOVE BOARD CIRCULATIONS"

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

ALABAMA. NEWS Birmingham Average circulation for 1914: Daily, 36,235; Sunday, 37,762. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	NEW YORK. COURIER & ENQUIRER.....Buffalo IL PROGRESSO ITALO AMERICANO, New York DAY.....New York The National Jewish Daily that no general advertiser should overlook.
CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. BULLETIN San Francisco THE PROGRESS.....Pomona	NEBRASKA. TRIBUNE Hastings Circulation A. B. C. report, 5,640. Full leased wire report United Press.
GEORGIA. JOURNAL (Cir. 57,531).....Atlanta CHRONICLE Augusta LEDGER Columbus	OHIO. PLAIN DEALER.....Cleveland Circulation for July, 1915: Daily 132,603 Sunday 163,901 REGISTER Sandusky The most widely read daily published in Northern Ohio between Cleveland and Toledo. VINDICATOR Youngstown
ILLINOIS. HERALD Joliet STAR (Circulation 21,589).....Peoria	PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
IOWA. REGISTER & LEADER.....Des Moines EVENING TRIBUNE.....Des Moines Essential to covering Des Moines and vicinity. THE TIMES JOURNAL.....Dubuque	SOUTH CAROLINA. DAILY MAIL.....Anderson
KENTUCKY. MASONIC HOME JOURNAL.....Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	SOUTH DAKOTA. The Sioux Falls Daily Press is the medium that reaches the people in the towns and in the country. Largest Sunday paper of any town its size anywhere. G. Logan Payne Company, New York and Chicago.
LOUISIANA. TIMES PICAYUNE.....New Orleans	TENNESSEE. BANNER Nashville
MICHIGAN. PATRIOT (No Monday Issue).....Jackson Average three months ending March 31, 1915: Daily, 11,349; Sunday, 13,164. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C.	TEXAS. AMERICAN Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier. ENTERPRISE Beaumont Covers East Texas and West Louisiana STAR-TELEGRAM Fort Worth Net Paid Circulation, 35,000 daily. Over 50% more net paid city circulation and over 5,000 more net paid Sunday circulation than any other paper in Fort Worth. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. POST Houston Over 80% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed. TELEGRAM Temple Net paid circulation over 6,000.
MINNESOTA. TRIBUNE, Morning and Evening...Minneapolis	UTAH. HERALD-REPUBLICAN.....Salt Lake City
MISSOURI. POST-DISPATCH.....St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first six months, 1915: Sunday average 350,066 Daily and Sunday..... 204,497	VIRGINIA. DAILY NEWS-RECORD.....Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
* MONTANA. MINER Butte Average daily, 11,684; Sunday, 17,971, for 3 months ending March 31st, 1915.	WASHINGTON. POST-INTELLIGENCER Seattle
NORTH CAROLINA. SENTINEL Winston-Salem April Gov't report, 5,655. Winston-Salem second largest city in North Carolina.	CANADA. ONTARIO. FREE PRESS London DAILY HERALD Stratford Largest circulation in Perth County. The paper that Perth County people want to read.
NEW JERSEY. PRESS (Circulation 7,945).....Ashbury Park JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield	ROLL OF HONOR The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.
ILLINOIS. SKANDINAVEN Chicago	NEW YORK. BOLLETTINO DELLA SERA.....New York
INDIANA. THE AVE MARIA.....Notre Dame	PENNSYLVANIA. TIMES Chester
NEBRASKA. FREIE PRESSE (Cir. 128,384).....Lincoln	QUEBEC. LA PRESSE Montreal Av. circ., 1912, 114,371; '13, 127,722; '14, 140,342

New Orleans States

Sworn Net Paid Circulation for 6 Months Ending March 31, 1915

33,796 Daily

Gain over October 1, 1914..... 528 copies
Morning paper LOST.....7,045 copies
Other evening paper LOST.....7,673 copies
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.
THE S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

AD FIELD PERSONALS

Robert C. Fay, advertising director of the Chicago Paper Company, delivered on August 12 a stereopticon address on "The Value of Correct Paper in Booklets and Correspondence" before representatives of Wall Street Insurance and Banking Interests, at the office of Doremus & Morse, advertising agency, 31 Nassau street, New York City.

Carl Hunt, editor of Associated Advertising, the official publication of the Associated Advertising Clubs of the World, has been in Des Moines recently in the interests of his paper.

B. M. Pettit, advertising manager of the J. T. Case T. M. Company, of Racine, Wis., and M. L. O'Dea, of Lord & Thomas Advertising Company, spent a day recently in St. Louis with W. S. Roberts, local branch manager for the J. I. Case Company.

L. H. Quinn, who has had charge of the advertising for the I. N. Martin Dry Goods Company, of Peoria, Ill., for the past five years, will open a general service office there September 1.

Sherwood Field, a recent graduate of the University of Michigan, has joined the advertising department of the Kellogg Toasted Corn Flake Company, of Battle Creek, Mich.

O. K. Johnson, until lately associate editor of the Boot and Shoe Recorder, has become advertising manager and sales director of the William Eastwood & Son Company, of Rochester, N. Y., a position which he once held before.

O. P. Hand, formerly advertising manager of the Minneapolis Iron Store Company, has been appointed director of publicity of the Burd High Compression Ring Co., of Rockford, Ill.

Cliff Knoble has joined the advertising department of the Hyatt Roller Bearing Company of Detroit. Mr. Noble was formerly connected with the National Cash Register Company, of Dayton, Ohio.

C. A. Bonniwell, of Auburn, Ind., has joined the advertising department of the Auburn Automobile Company.

Herbert Houston, of New York, president of the Associated Advertising Clubs of the World, is scheduled to speak before the Ad Club of Des Moines on September 15.

Ross L. Schram, until recently assistant advertising manager for the Packard Motor Car Company, has become distributor in Ottawa for the Ford Motor Car Company, of Ottawa, Can.

Charles H. Stringer, Detroit manager of the American Lithographing Company, has resigned and sailed for England to join the British army. Mr. Stringer saw service as lieutenant with the British army in the Boer War, and has been given the commission he formerly held.

Robert T. Gebler has resigned as advertising manager of the Technical Supply Company, Scranton, Pa., to take a similar position with the Keasbey & Mattison Company, Ambler, Pa., manufacturer of asbestos products and pharmaceuticals.

F. F. Finch has been appointed sales manager of the Parsons & Parsons Company, Cleveland, collar and cuff makers.

A. M. Dodd has resigned as treasurer and general manager of the Shuman Advertising Company, Chicago, to engage in the advertising business for himself in the same city.

W. J. Morton, of the W. J. Morton Company, special representatives in New York, left this week on a trip to the Pacific Coast. He will spend a few days up-state en route.

Byron W. Orr, advertising manager of the Southwestern Publishing Company, has been appointed publicity agent of the Dallas (Tex.) Advertising League.

Samuel J. Freeman, editor of the New York Observer and of the Congers Record, died in his home in Congers, N. Y., Thursday. He was 57 years old. For thirty-four years Mr. Freeman had been connected with the Observer.

AD FIELD NOTES

During "Newspaper Week" from October 10 to October 16, set aside as a special week for boosting Minnesota, seven hundred daily and weekly newspapers in the state are planning to give the movement, with front page publicity, space which an advertiser could not buy for \$120,000. These special editions and newspaper boosts are to be sent by the newspapers to a large list of residents of other states, supplied by the Minnesota Editorial Association.

The Inter-South Advertising Agency, incorporated by T. V. Orr, Charles K. Trotter, Thomas J. Gilmore, Noel L. Owen and Ross Hardenbrook, has been organized in Memphis. T. V. Orr, head of the new corporation, has for 15 years been identified with many national advertisers. T. J. Gilmore has been in the advertising business in Memphis for a number of years. He formerly conducted the Gilmore-Greenlaw Advertising Agency. C. K. Trotter and H. L. Owen are widely known to the printing trade of Memphis and Nashville.

T. M. Hobson, formerly of Richmond, Va., has written a letter to a Salt Lake City paper recommending the appointment of a publicity manager for that city, whose duties it shall be to follow up every lead and every opportunity that may advertise Salt Lake City. "Richmond has such an expert" writes Mr. Hobson, "and when a notable capitalist or a party of capitalists visit that city they are not allowed to long forget its advantages. This publicity expert is employed by the city to carry on this "follow up" work and its success cannot be underestimated. Such a campaign would bear even greater results in a city such as Salt Lake, which is visited by thousands of eastern capitalists each year.

The Arkenberg Special Agency, of Toledo, Ohio, which handles newspaper classified advertising for agencies, will establish a branch office in New York.

The plan to raise a fund with which to advertise San Antonio has met with general approval. The idea is to get together the Thousand Club as an adjunct to the Publicity League, with a basic membership of ten dollars, each different interest to take as many memberships as their interest in this campaign will dictate. Some firms already have indicated they will take from fifteen to twenty-five memberships in the Thousand Club. The idea is, if possible, to get a thousand men to put up not less than \$10 each. The plan that has been suggested is for an endless chain with the idea that each man will get at least one other to join the undertaking.

The Marquette (Mich.) Commercial Club has subscribed \$300 toward a permanent bureau of industrial and natural resources to be maintained by the Chicago Herald for the purpose of bringing the homeseeker and the investor in touch with agricultural development in the United States. The upper peninsula will contribute \$3,000 toward the fund to be used for this purpose.

Russell N. Edwards, a consulting industrial engineer, has joined the staff of the Russel M. Seeds Company, of Indianapolis. This is believed to be a new idea in advertising service. In explanation of this new move Mr. Seeds explained recently: "To prepare intelligently a merchandising and advertising campaign for the product of a manufacturer of machinery—and this includes automobiles—or any kindred line of commodities, we must thoroughly understand all the mechanical or electrical points involved. With an expert engineer connected with our organization we can help our clients with valuable suggestions along lines of design and efficiency in shop practice."

T. V. Orr, Charles K. Trotter, Thomas J. Gilmore, Noel L. Owen and Ross Hardenbrook are mentioned as the incorporators of the new Inter-South Advertising Agency of Memphis, Tenn., which organization will handle every phase of publicity, both in local and out-of-town mediums and publications.

HOUSTON TO BE AD MEN'S GUEST

Dinner in His Honor to Be Given at McAlpin, September 21

The advertising organizations in New York City are uniting to give President Herbert S. Houston, of the Associated Advertising Clubs of the World, an opportunity to announce the plans of his administration, and incidentally to start him off on his first "across country" tour with a wave of enthusiasm for his home town. A subscription dinner will be given in the grand ball room of the Hotel McAlpin on Tuesday evening, Sept. 21, under the auspices of a committee composed of the presidents or other executive officers of New York City associations.

The general chairman is Harry Tipper, president of the Advertising Men's League of New York City, and president of the Association of National Advertisers. The other members of the committee are: A. C. G. Hammesfahr, president, Quoin Club; A. C. Reiley, board of directors, Association of National Advertisers; P. B. Bromfield, chairman, Association of New York Advertising Agents; Louis Wiley, Daily Newspaper Departmental, Associated Advertising Clubs of the World; Preston P. Lynn, president, Sphinx Club; K. H. Fulton, Poster Advertising Association; Arthur Haller, president, Technical Publicity Club; W. H. Ukers, president, New York Trade Press Association; H. H. Cooke, chairman, Graphic Arts Association; S. Pratt, Outdoor Advertising Association; Lewellyn E. Pratt, Specialty Manufacturers' Association; Frank Ober, president, Religious Press Association; Manley M. Gillman, Associated Retail Advertisers' Association; Crosby B. Spinney, president, Representatives' Club; F. St. John Richards, president, Six Point League; Thomas A. Barrett, Agricultural Publishers' Association.

President Houston will be the principal speaker. The day following the meeting he will start for the Pacific Coast, stopping at Indianapolis for a meeting of the Associated Club's Executive Committee, and then making other visits on the way Westward.

Atlantic City Evening News Suspends

Orders of dissolution were filed with the Secretary of State August 25 by the Evening Union Publishing Company of Atlantic City. Acting Governor Walter E. Edge is named as the agent. The Union was incorporated in 1905 for \$15,000, and one of the incorporators was Carlton Godfrey, Speaker of the last House of Assembly.

PUBLISHER'S NOTICE.

Subscription: Two Dollars a year in the United States and Colonial Possessions, \$2.50 a year in Canada and \$3.00 foreign.

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

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

The columns are 13 picas.

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

Liberal discounts are allowed on either time or space contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line; and Situations Wanted, ten cents a line, count six words to the line.

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

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

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

Pittsburgh—Davis Book Shop, 416 Wood Street.

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

Chicago—Post Office News Co., Monroe Street.

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

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

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

Publishers' Representatives

ARKENBERG SPECIAL AGENCY, Publishers' Representatives, Classified Advertising Exclusively, 406A Madison Ave., Toledo, O.

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

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

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

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

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

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

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

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

Advertising Agents

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

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

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

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

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

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

Highway Signs in Danger

Under a New York law which will take effect September 1, people and concerns placing advertising signs within the limits of a public highway, will be subject to prosecution. Seven States now have a law making it unlawful to post the signs within the highway limits. They are New York, Vermont, Rhode Island, Massachusetts, Connecticut, Pennsylvania and Maryland.

A woman discontinued her subscription to a certain so-called popular newspaper because the size of its sheet was changed and it no longer fitted her pantry shelves.

What could be further from even the smallest purpose a newspaper is intended to serve?

A newspaper should carry with it an aura of sincerity, honesty, intelligence, and right intent which will *command* respect and consideration.

Such a newspaper is The New York Evening Post, as evidenced by the largest distribution to the most discriminating subscribers in its history of 114 years.

An advertiser, when contemplating the use of a medium with a serious-minded clientele, cannot afford to overlook

The New York Evening Post

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LOUIS GILMAN
World Building, New York

Western Representative
RYAN & INMAN
McCormick Building, Chicago

